



# Developing Geographical Indications in Iran

**Mona Kananian**

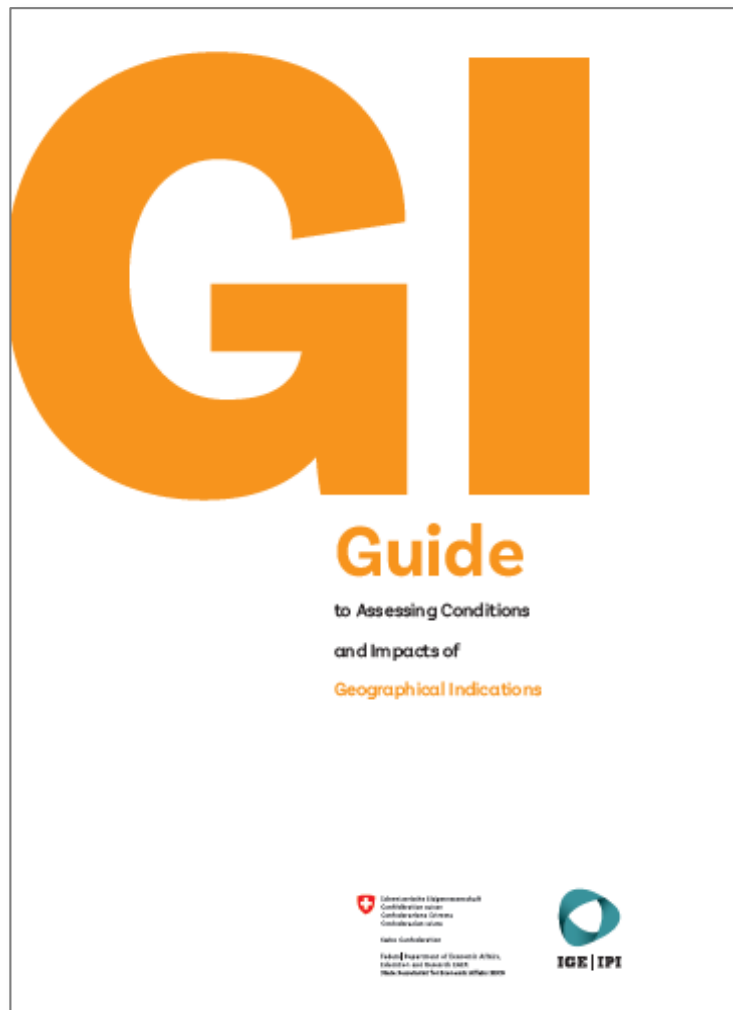
**Local Economic Development & Value Chain Facilitator & Specialist  
Iranian-Swiss Intellectual Property Project Representative in Iran  
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# Iran, Cradle of mankind – 176 Registered GIs



# Analysing GI value chains in Iran

## Using the GI Impact Evaluation Guide developed by the Swiss Federal Institute of Intellectual Property (IPI)



### Steps for Assessing Conditions



### Example: The Bocadillo Veleño guava paste GI

Condition 3.2  
Financial sustainability and services

Assess the financial sustainability of the trade association and its capacity to provide services related to the GI.

Rating:

- 1 The trade association is not financially sustainable nor does it provide services to its members.
- 3 The trade association is somewhat financially sustainable thanks to external support and provides some services to its members.
- 5 The trade association is financially sustainable and provides several services to its members such as training, support for formalization, value chain research, etc.

Rating of the condition



# Developing methodology, selection criteria, and survey questionnaire to assess the Iranain GIs

## Selection criteria

The selection of the 2 GIs aims at identifying GIs with the best potential of development in terms of sales, margin redistribution, incomes, local development and environmental

Criteria	questions n°
1. VC stakeholder's comprehension of what a GI is	4, 6, 7, 9-11, 13,
2. Existence/quality of the code of practice, knowledge of what it should contain, as well as participation and representation of the various VC stakeholders in the process of setting it out	6-13, 23
3. Existence, administration and promotion of a GI seal for the product by VC stakeholders <sup>4</sup> (Knowledge on the process for authorizing use of the GI seal; the proportion of producers and artisans that are authorized; Faculty of the trade association to authorize use of the seal; capacity of the trade association to control use without affecting levels of trust; How and when the GI seal is used by the VC stakeholders; Existence of initiatives to promote the GI seal)	19
4. Level of political/organizational complications existing in the value chain	No of primary and secondary producers, 1-4, 7-9
5. Existence of a real producers' association and its capacity and legitimacy	1, 3, 6-10
6. Existence of cooperatives, clusters, or organisations around which producers can be organised and mobilized	1, 3, 6-10
7. Financial sustainability of the producers' association, cooperatives, clusters, etc. and its capacity to provide services related to the GI producers.	20
8. Efficiency of communication among members of the producers' association, cooperative, cluster, etc.	4, 7, 9, 13-15
9. Actions taken by the producers' association, cooperative, cluster, etc. to prevent plagiarism, usurpation and unfair competition	17, 18, 20,
10. Capacity of the producers' association, cooperative, cluster, etc. to gather information and use in decision-making	7-11, 13, 14
11. Well identified ground for using the GI (usurpation, infringement, reduced quality, limited/local reputation)	17, 18

## On-line survey questionnaire

Name of the GI: \_\_\_\_\_

Respondent name and contacts:

Name: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Role/responsibility of the respondent: \_\_\_\_\_

Approximative number of producers of the GI: \_\_\_\_\_

Primary (raw material): \_\_\_\_\_

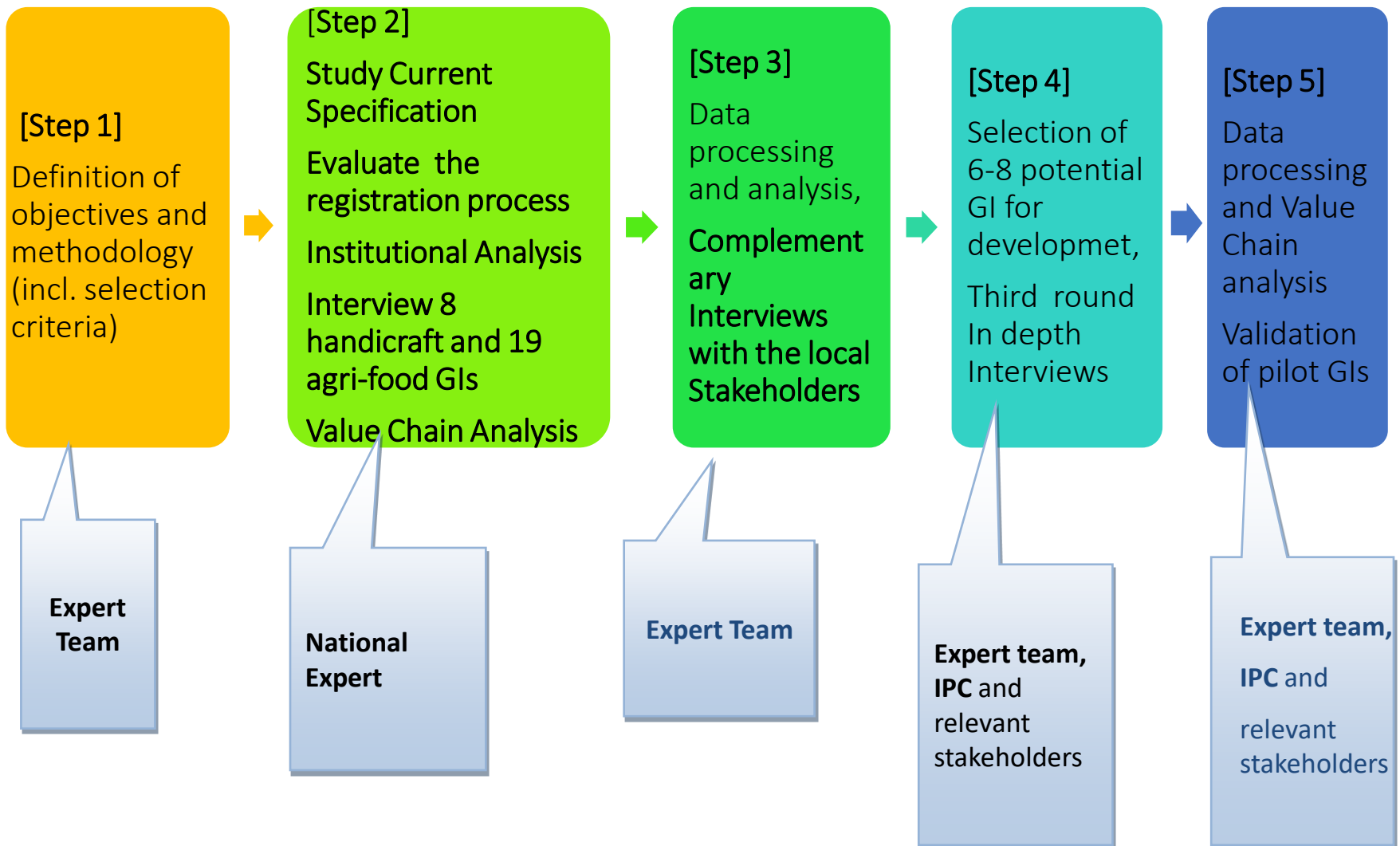
Secondary (processing): \_\_\_\_\_

Information about the stakeholders of registered GI

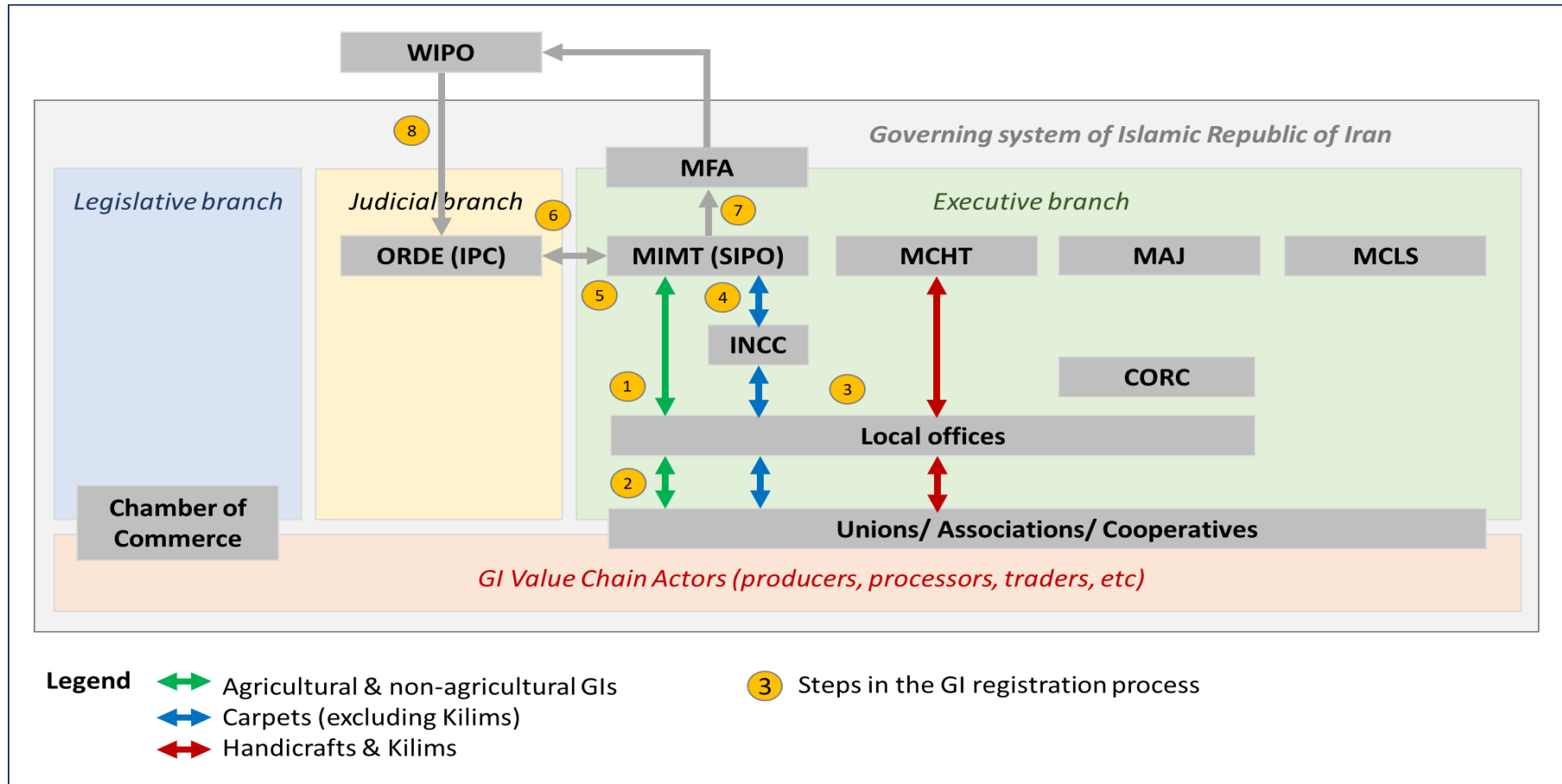
- Who are the people and organizations involved in the production and trade to the GI?  
List all types of stakeholders, quantify and qualify them (e.g., about 2000 farmers producing



# Methodology to Assess GIs: Steps and stakeholders



# Iranian GI registration procedure at a glance



# Value chain 1 - Zilou of Meybod GI (cotton rug)





## Value chain 2 - Piarom Date of Hajiabad GI (datte)





# IRSIP Project Technical Support to the Two Value Chains

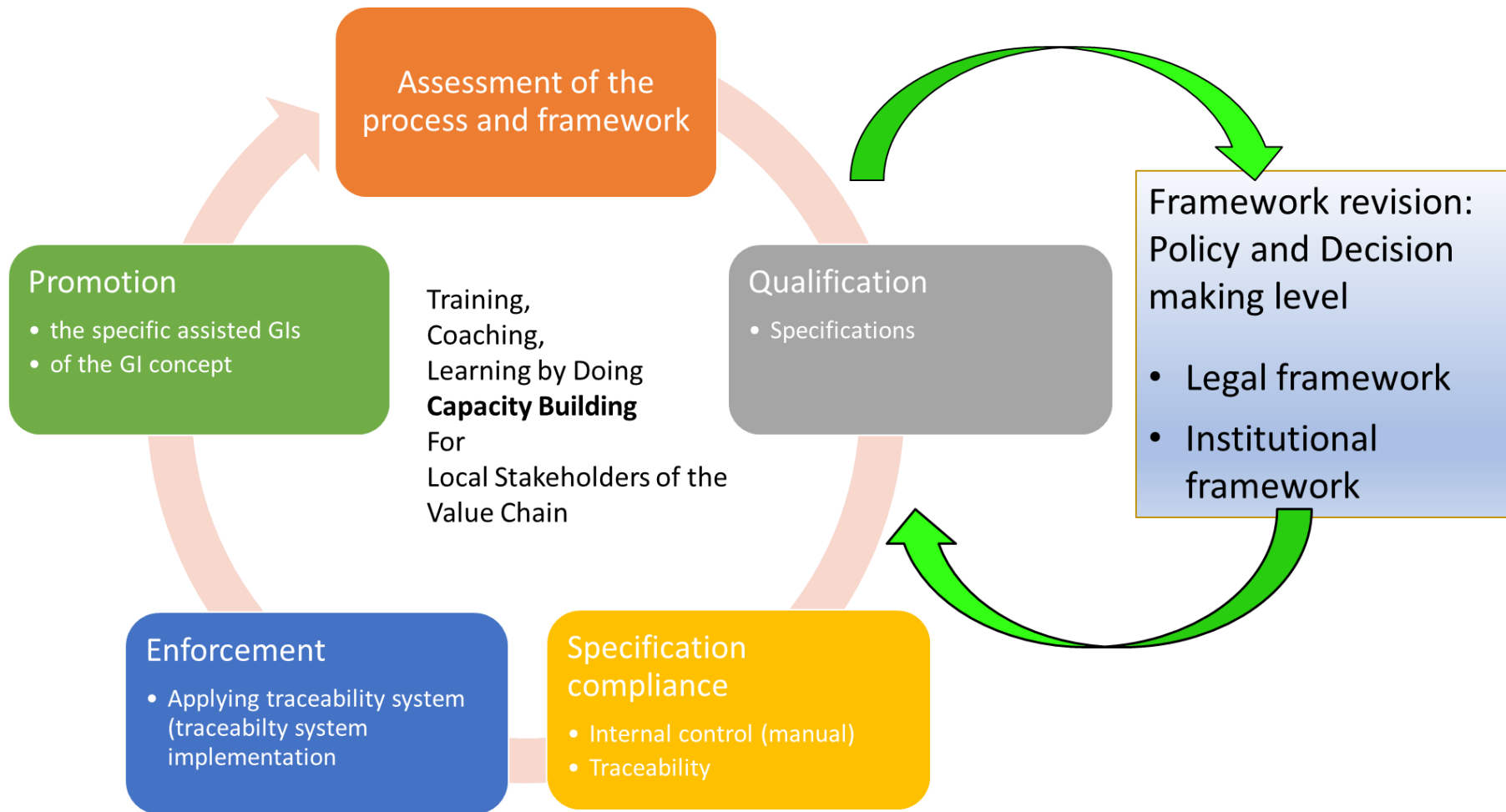
## Technical issues

- Formulating a sound Code of Practice
- Developing a pragmatic Control manual
- Establish and manage the traceability system
- Establishment and Empowering of the producers' organization managing the GI

## Organisational issues

- Why do we need a GI organization?
- What can the GI organization offer?
- How should the GI organisation be organised?

# Tailor-made Interventions: System Development Approach



# First Strategic National GI Workshop with Public Institutions

## Building of 3 thematic groups

- Elaboration of a joint National Vision & Strategy on GIs for Iran
- Development of Awareness Raising & Capacity Building strategy
- National Control system





# Building together the «Iranian GI House»



For more information please contact:

IRSIP Project Representative [Mona.Kananian@eda.admin.ch](mailto:Mona.Kananian@eda.admin.ch)

IRSIP Project Manager: [Zeinab.Ghafouri@ipi.ch](mailto:Zeinab.Ghafouri@ipi.ch)



## **For a Successful GI system:**

- **Put efforts in Pre-registration phase !!!**
- **The importance of Human Factor, Professional Facilitator.**
- **GIs offer more than mere registration and legal protection.**
- **A true mind shift among public and private actors by involving them more deeply within functional multi-stakeholder processes is necessary.**
- **Put Local Value Chain Stakeholders at the heart of the GI scheme.**
- **Capacity development activities targeting public and private sectors are crucial.**

**Only with a participatory approach and spirit a collaborative GI sector culture will be triggered,**

**Aiming at value addition (particularly in rural areas), employment, and increased (GI sector) competitiveness.**