Developing Geographical Indications 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

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.

Read out the condition

Read out each of the scenarios

Assign a rating

Use the comments box to describe why this rating was assigned

Example: The Bocadillo Veleño guava paste GI

Condition 3.2 Financial sustainability and services

Rating:

1. The trade association is not financially sustainable nor does it provide services to its members.
2. The trade association is somewhat financially sustainable thanks to external support and provides some services to its members.
3. 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

2.5

Rating from 1 to 5
Developing methodology, selection criteria, and survey questionnaire to assess the Iranain GIs
Methodology to Assess GIs: Steps and stakeholders

[Step 1]
Definition of objectives and methodology (incl. selection criteria)

[Step 2]
Study Current Specification
Evaluate the registration process
Institutional Analysis
Interview 8 handicraft and 19 agri-food GIs
Value Chain Analysis

[Step 3]
Data processing and analysis,
Complementary Interviews with the local Stakeholders

[Step 4]
Selection of 6-8 potential GI for development,
Third round In depth Interviews

[Step 5]
Data processing and Value Chain analysis
Validation of pilot GIs

Expert Team
National Expert
Expert Team
Expert team, IPC and relevant stakeholders
Expert team, IPC and relevant stakeholders
Iranian GI registration procedure at a glance

**Governance System of the Islamic Republic of Iran**

1. **Local offices**
2. **Unions/Associations/Cooperatives**
3. **Steps in the GI registration process**
4. **INCC**
5. **MIMT (SIPO)**
6. **ORDE (IPC)**
7. **MFA**
8. **WIPO**

**Legend**

- Agricultural & non-agricultural GIs
- Carpets (excluding Kilims)
- Handicrafts & Kilims
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

- **Assessment of the process and framework**
- **Promotion**
  - the specific assisted GIs
  - of the GI concept
- **Training, Coaching, Learning by Doing**
  - **Capacity Building**
  - For Local Stakeholders of the Value Chain
- **Qualification**
  - Specifications
- **Enforcement**
  - Applying traceability system (traceability system implementation)
- **Specification compliance**
  - Internal control (manual)
  - Traceability
- **Framework revision**: Policy and Decision making level
  - Legal framework
  - Institutional framework
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»

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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.