

## Perspectives mondiales sur les indications géographiques

Montpellier, France 5-8 juillet 2022



*Une conférence internationale pour les chercheurs, les décideurs politiques et les praticiens*

# The 'volcanic effects' of PDOs wines in Cabo Verde. A sustainable approach.

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# Research question & methodology

## Research question

How can a newly established GI (DO ) work as a 'volcanic effect' granting sustainable socio-economic benefits?

- ❖ a route to authentic tourism
- ❖ Tourism sector: establishing a route to authentic tourism

## Methodology

A multidisciplinary approach to better address challenges and opportunities offered by GIs.

- Cabo Verde's legislative GIs framework/ Country's policies in the tourism sector.
- International scientific literature in the field of GIs and wines/winescape.
- FAO/WB reports and strategies.
- National statistics in the agri-food and tourist sectors.
- Social media/websites/on line magazine targeting touristic experiences.
- Case studies.

## Gis capacity/institution building and country strategies

Cabo Verde IP code , Decree Law 4/2007.  
Increased network with regional IP organization (ARIPO)  
Geneva Acr, 6 July 2022 (WIPO)  
Inter-ministerial approach to GIs

IP National, regional and international regulations

Valorize communities' cultures, know-how, and actions

Education: New Strategy

Tourism: New strategy

ITC4D Nomadic culture

Strategies in place

## Discussion: Cabo Verde & wine routes



Picture@ <https://www.facebook.com/Vinha-Maria.Chaves-890402670985445>

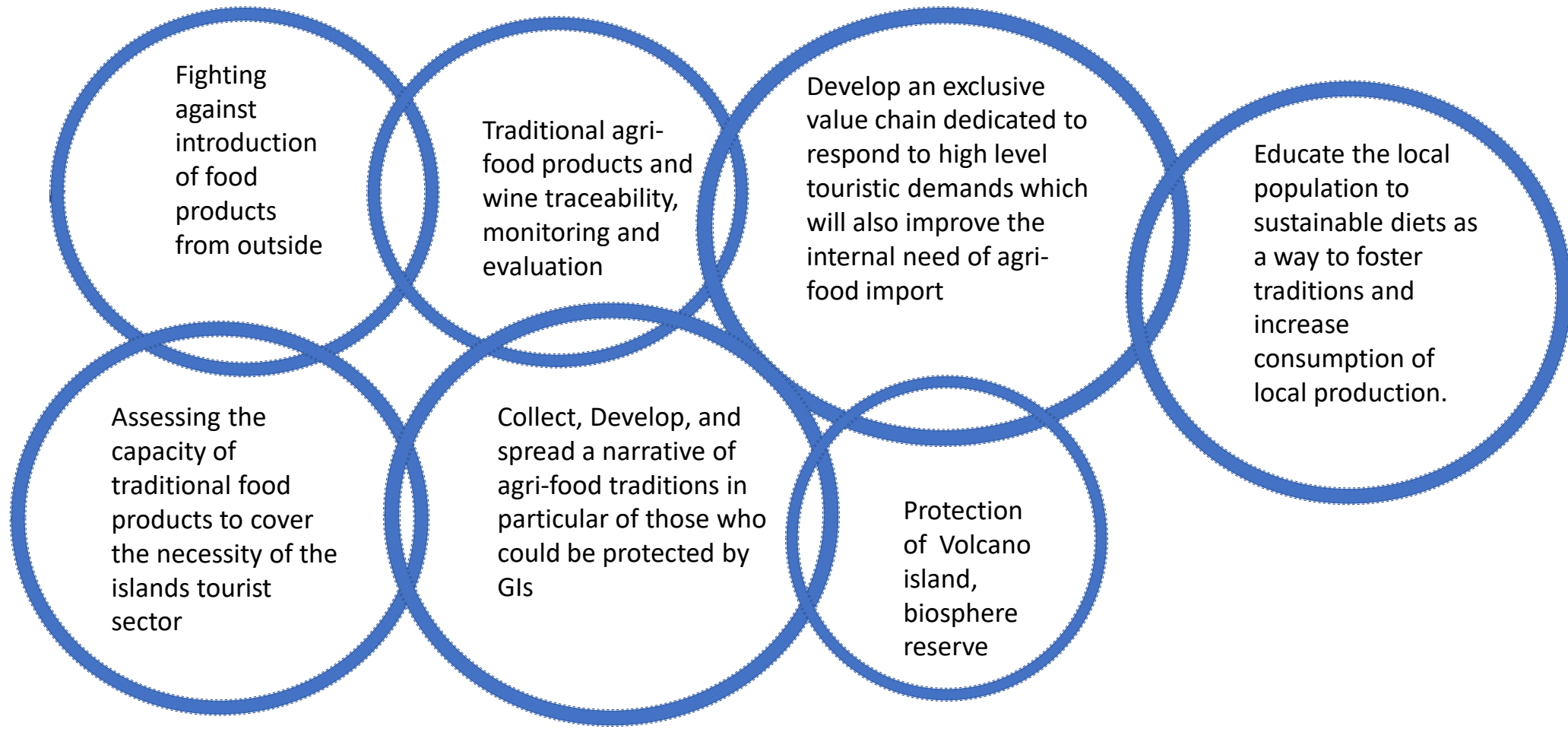
### **Common characteristics of volcano's wines**

- Origins
- Minerality, longevity
- Characteristic landscapes
- Fertile soil/steep lands

In order to capture the real potential of Fogo wine as a tourist/ winescape destination, is important to benchmark existing viniculture, community and hospitality, the wine supply capacity and all those activities related to the wine tasting experience.

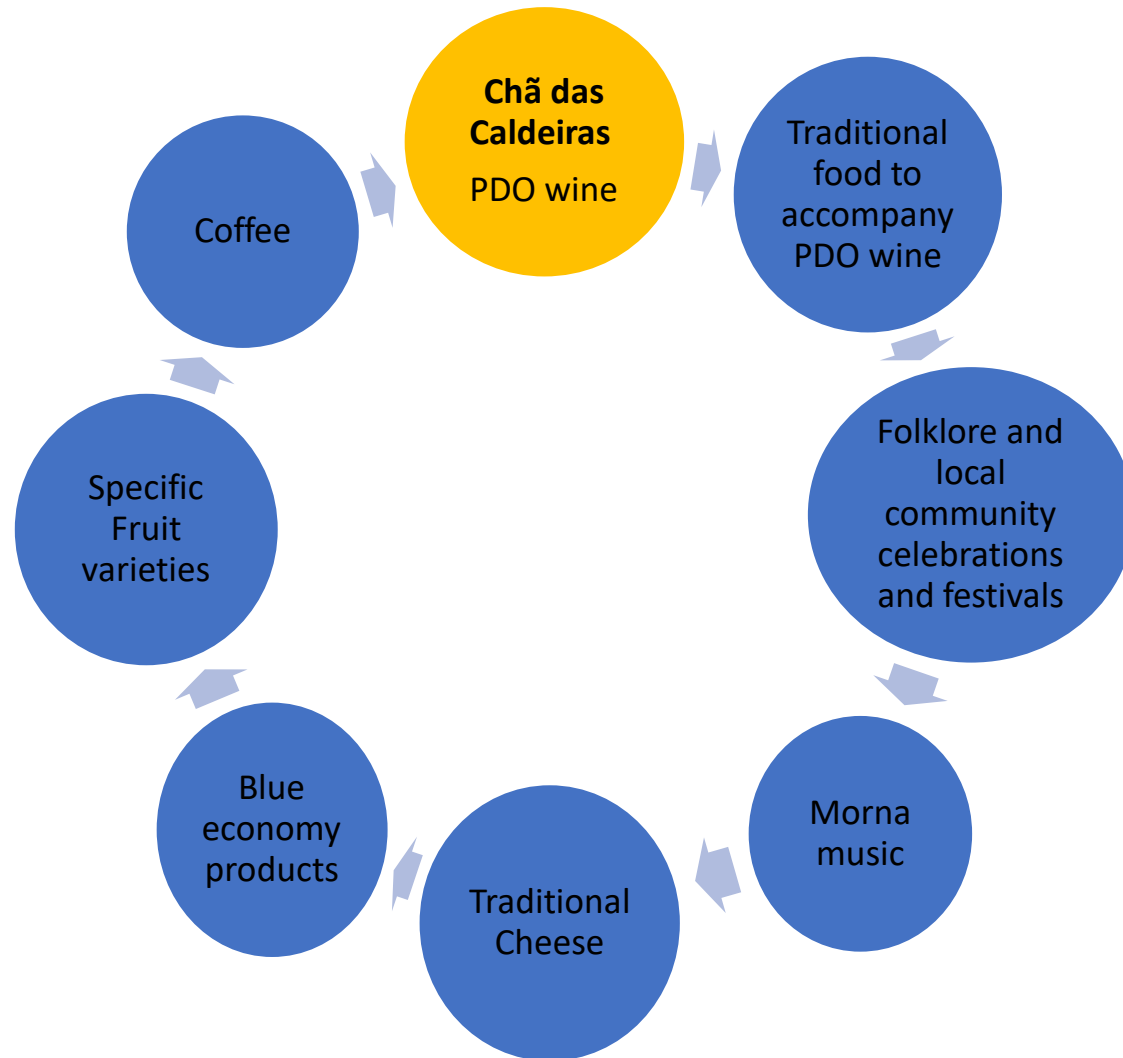
Whatever form wine tourism takes, either rural or eco or culturally oriented, the consumer role is part of the strategy and understanding consumers' behaviour is fundamental (Yuan et al., 2005).

# A GIs sustainable approach in Cabo Verde





From farm to fork: interconnected process through various values chains.  
From Chã das Caldeiras PDO the possibility of a new sustainable tourism





Landscape  
preservation

The tourist experience can be categorised according to the place's identity, the experiences lived by tourists and their individual capabilities (Fish et al., 2016).

Incorporate tourist feedback, gathered through new social media, into policy and management tourism practices (i.e. "Selective attention" Sottini et al., 2019).

## Linking products (e.g. Gis) to places and people The authentic agri-tourism experience



Morabeza  
Hospitality with a smile

Less is more  
Multi-level and holistic  
experiences



Pictures@<https://www.storienogastronomiche.it/dacapo-verde-vini-africani-dal-cuore-piemontese-gusto-e-solidarieta/>

The project of Edna Mendes@casa morabeza

## Sustainable tourism and GIs (SWOT)

### External factors

- water, electricity,
- epidemic/pandemics /wars
- National and int'l communication networks

- - International reputation.
- - Touristic attraction.
- - Traceability.

- Savoir-faire.
- Production specification.
- Control and Business Plan.

- Trade and institutional networks.
- Marketing to meet the target market (e.g. tourists of enogastronomy).
- Linkages among different sectors, including education and IT.
- How to integrate traditional production processes with innovation mechanisms.

- Entrepreneurs' preferences for single trademarks.
- A missed cultural shift.
- Lack of specialized labor forces to implement circular and sustainable agri-food value chains.



## Conclusion

### Elements to be considered for Chã das Caldeiras durability and sustainability

- ✓ Management and sustainability of PDOs and PGIs
- ✓ Taking into account external factors: Running water and electricity/Volcanic eruptions and drought/pandemics/wars
- ✓ Specialised labour/Fighting dispersion of young forces
- ✓ Agri-food value chain traceability: a) Gis certified for HORECA sector and retail chains b) Compliance with phytosanitary standards
- ✓ HORECA eventual slow reaction in absorbing Gis products and other traditional certified products
- ✓ Inserting Cabo Verde in the list of specialized volcano wine attractions, OIV, no well designed marketing for GIs
- ✓ Opportunity to incorporate all actions necessary at an institutional, producers, community and consumer level

## Conclusion

- Closely monitor the evolution of Chã das Caldeiras to ensure durability and spillover effect.
  - penetration of the market.
  - cost/benefit from producers.
  - impact on low-income/vulnerable people who are in the identified area of GIs.
- Improve disaggregated data in national statistics to incorporate wine as a product category.
- Build strong coordinated/interconnected institutional policies across various sectors based on experiences and challenges and for hedging against the risks of a niche wine market – which is subject to external factors (e.g., wars, pandemics, drought, etc).
- Implement a participatory approach to GIs involving consumers from the beginning of the process to better target marketing policies.
- Protect the need to protect Cabo Verde's landscape and rich biodiversity – which would, together with other agri-food and cultural activities, contribute to granting tourists authentically holistic experiences.

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THANK YOU FOR YOUR KIND ATTENTION!

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