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/online magazine targeting touristic experiences.
- Case studies.
Gis capacity/institution building and country strategies

Inter-ministerial approach to GIs

Valorize communities’ cultures, know-how, and actions

Education: New Strategy

Tourism: New strategy

ITC4D Nomadic culture

IP National, regional and international regulations

Strategies in place
Discussion: Cabo Verde & wine routes

**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, it 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

- Fighting against introduction of food products from outside
- Traditional agri-food products and wine traceability, monitoring, and evaluation
- Develop an exclusive value chain dedicated to respond to high level touristic demands which will also improve the internal need of agri-food import
- Assessing the capacity of traditional food products to cover the necessity of the islands tourist sector
- Collect, Develop, and spread a narrative of agri-food traditions in particular of those who could be protected by GIs
- Protection of Volcano island, biosphere reserve
- Educate the local population to sustainable diets as a way to foster traditions and increase consumption of local production.
From farm to fork: interconnected process through various values chains. From Chã das Caldeiras PDO the possibility of a new sustainable tourism.
Linking products (e.g. Gis) to places and people
The authentic agri-tourism experience

Less is more
Multi-level and holistic experiences

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).

Morabeza Hospitality with a smile

The project of Edna Mendes@casa morabeza

Pictures@https://www.storienogastronomiche.it/dacapo-verde-vini-africani-dal-cuore-piemontese-gusto-e-solidarieta/
Sustainable tourism and GIs (SWOT)

**External factors**
- Water, electricity,
- Epidemic/pandemics/wars
- National and int’l communication networks

**Internal factors**
- International reputation.
- Touristic attraction.
- Traceability.
- Savoir-faire.
- Production specification.
- Control and Business Plan.
- Entrepreneurs’ preferences for single trademarks.
- A missed cultural shift.
- Lack of specialized labor forces to implement circular and sustainable agri-food value chains.

**Opportunities**
- 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.
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.
THANK YOU FOR YOUR KIND ATTENTION!

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