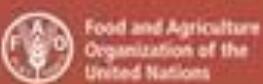
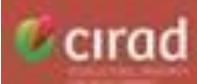


Worldwide perspectives on geographical indications

An International Conference for Researchers, Policy Makers and Practitioners

Montpellier (France), 5-8 July 2022



Food and Agriculture
Organization of the
United Nations

FAO and oriGIn's Sustainability Strategy for Geographical Indications (SSGI)
A bottom-up and participatory approach for GI sustainability

Emilie Vandecandelaere

Luis Fernando Samper, oriGIn

Florence Tartanac, FAO

Massimo Vittori, oriGIn

Why GI and sustainability?

- **Agenda 2030** : GI well placed to contribute to sustainability: rooted in their territories and importance of local governance
 - But not all GI cases demonstrate to be sustainable...
- **Performances**
 - Long term viability as resources can't be delocalized and reputation is a collective...
 - Climate change and resilience
 - Market access - *corporate responsibility* and sustainability reporting
 - Trade off

While....

- Lack of producers awareness





Importance of enhancing the sustainability of GI systems...

... in a way that reflects the GI nature:

- Local actors still at the center of the virtuous circle
- Tailored / place-based
- Participative approach: inclusiveness and external inputs
- Voluntary commitment
- Towards increased performances (not research)

→ Need a framework to support producers engaging in a sustainability pathway

FAO and oriGIn collaborations since 2017

to provide a framework, a roadmap and tools for producers to increase their GI system sustainability





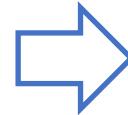
Practical objectives

- Empower GI Associations that lack the means to **identify issues and vulnerabilities** and help define Sustainability Priorities relevant to their local context
- Create opportunities for dialogue and the **creation of alliances** for sustainability with product stakeholders
- Work with concepts, topic and metric **frameworks consistent with those used by other actors** in the territory or in the marketplace (SDG's, GRI, UNCTAD-FAO, etc.) to facilitate such dialogue.
- Allow through this process the opportunity for GIs to enhance their **legitimacy and relevance** in the territories and industries
- GIs can **provide information** required to access new markets or comply with evolving regulations, can better **communicate and reports on progress made**
- **ALL GIs** can engage in sustainability **continuous (evolutive) pathway**

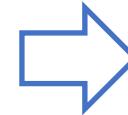


The roadmap

PRIORITIZE
Sustainability
Topics for GIs



ASSESS the baseline of
selected priorities and
needs and opportunities for
action



IMPROVE the GI
performance by measuring
and reevaluating priorities
and actions (iteration)

- Review and Familiarize with sustainability and industry topics
- Preselection of priority subtheme Topics for Internal consultation with GI producers
- Planning for external Stakeholder contact
- **Stakeholder engagement-** Validation / identification of sustainability priorities and early identification of potential allies
- Final Selection of priorities after additional internal consultation with GI producers
- **Identification of priority maturity** levels and GI materiality map for sustainability

RESULT: GI producers are in a position to have a discussion on their sustainability priorities with local authorities, clients and value chain actors and potential donors, among other key stakeholders and potential allies.



- Familiarize with indicator attributes and their relationship with other sustainability frameworks (SDG, GRI, etc.)
- Understand and familiarize with indicators available for each priority Topic
- Sort by Sector applicability
- Review **Key /Recommended indicators for priority topic**
 - Review indicator preselection by;
 - Complexity
 - Self Assessment
 - Balance
- **Final indicator Selection**
- Assess Baseline using indicators selected and benchmarks

RESULT: GI producers can assess where they are in their sustainability priorities and their major shortcomings



- Understand Maturity levels for each priority topic (gaps)
- Define short term and long-term goals
- Define / Confirm GI organization expected role and possible allies
- Work plan: Identify allies and avenues of action
- Implementation
- Monitoring - **Review priorities and initiatives as required – iterative**

RESULT: Alliances for sustainability based on specific priorities and targets using indicators relevant for all stakeholders



COMMUNICATE

Keeping allies and producers engaged with objectives; communicating purpose, narratives and challenges for customers and consumers



Framework tools

DATABASE: a resource for GI organizations to :

- assess their sustainability performance,
- assess base lines for their selected priority topics
- and monitor their sustainability improvement strategies

421 indicators organized under 62 sustainability topics and the 4 SAFA sustainability pillars: Economic Resilience, Good Governance, Social Wellbeing and Environmental integrity

GUIDANCE:

- Guidelines
- Toolkits

For a more detailed description:

Sustainability Journal MDPI :

<https://www.mdpi.com/2071-1050/13/14/7535>

Expert meetings (May 2017, July 2022, October 2021... Autumn 2022?)

Task force: University of Parma and Florence, INRAE, INAO, FIBL, CSQA and Consortium: Parmiggiano Reggiano, Comté, Tequila



Database Methodology

1- Review of References and Sources. SAFA as the pillars foundations

From an initial review of 86 sources, a total of 36 sources finally used

2- Organize Database Structure and build Broad Sustainability Indicator Database relevant and adapted for GIs

3- Adapt taxonomy and Filter Sustainability Indicator Database by Key Criteria, including detailed formulas, self assessment

Pilot testing in Paipa cheese and Cocoa in Colombia (Orinoquia and Santander)

Peer reviewed by 7 field experts from different field and geography

4- Obtain Expert Inputs. Add, reformulate, transfer indicators as required.

5- Finalize Guide and toolkit for Sustainability Indicator Database to help GIs choose and use indicators



Sources Selected

	<ul style="list-style-type: none">- Sustainability Assessment of Food and Agriculture Systems Guidelines – SAFA (FAO, 2014).- Developing sustainable food value chains Guiding principles (FAO, 2014).- Tool for agroecology performance evaluation (FAO, 2019 test version).- FAO and the SDGs Indicators: Measuring up to the 2030 Agenda for Sustainable Development (FAO, 2017).- Indicators to monitor and evaluate the sustainability of bioeconomy (FAO, 2019).- Operational guidelines for the design, implementation and harmonization of monitoring and evaluation systems for climate-smart agriculture (FAO, 2019).- Women's Empowerment in Agriculture Index (WEAI) (INDEX, 2012).- Self-evaluation and holistic assessment of climate resilience of farmers and pastoralists (SHARP) (FAO, 2015).- Measurement of sustainability in agriculture: a review of indicators (Studies in Agriculture Economics, 2016).- The COSA measuring sustainability report (COSA, 2013).- State of Sustainability Initiatives (SSI) FAO - UNIFI -Evaluating Geographical Indications Initiatives: a practical guide. (FAO, 2014).- 10 elements of agroecology (FAO, 2018).- Scope and precision of sustainability assessment approaches to food systems (Resilience Alliance, 2014).- Fixing food 2018, best practices towards the sustainable development goals (Barilla Center for food & nutrition, 2018).- Compendium of Indicators for Nutrition Sensitive Agriculture - FAO 2016- Feed the future Results Framework - USAID 2016- FSI - Food Sustainability Index - Barilla Center for Food and Nutrition (BCFN) - Economist Intelligence Unit 2017
--	--



Sources Selected

Sources related to sustainability in GI	<ul style="list-style-type: none">- Initiatives to promote and evaluate the sustainable practices dedicated to GIs in France (INAO, 2017).- Methodological issues for GI sustainability assessment (FAO - oriGIn - Strehgnt2Food, n.d.)- Proposal for a Geographical Indication Sustainability Framework Benchmark (FAO-origin, 2017).
Sources associated to sustainability standards and certifications	<ul style="list-style-type: none">- Fairtrade (2020).- AWS Standard. Alliance for Water Stewardship (AWS, 2017).- Better Cotton Initiative (BCI, 2020).- Bon Sucro (2020).- C.A.F.E. Practices Certification (Starbucks, 2019).- Rain Forest Alliance (2020).- SAN Sustainable Agriculture (2020)- UTZ (2020)
Sources associated to measure specific topics	<ul style="list-style-type: none">- Ex-Ante Carbon Balance Tool (Ex-Act) (FAO, 2016).- Legal Assessment Tool (LAT) for gender-equitable land tenure (FAO, 2014).- The Post-2020 Biodiversity Framework: Targets, indicators and measurability implications at global and national level (OCDE, 2019).



List of themes and subthemes in the four dimensions with number of indicators.

Theme	Subtheme	Number of indicators	Theme	Subtheme	Number of indicators	Theme	Subtheme	Number of indicators	Theme	Subtheme	Number of indicators
Economic resilience			Good Governance			Environmental Integrity			Social Well being		
Investment	Community investment	2	Accountability	Holistic audits	4	Animal welfare	Animal Health	4	Cultural diversity	Food sovereignty	1
Investment	Costs	15	Accountability	Responsibility	2	Animal welfare	Freedom from Stress	2	Cultural diversity	Indigenous knowledge	2
Investment	Internal investment	4	Accountability	Transparency	8	Atmosphere	Air quality	4	Decent livelihood	Capacity development	3
Investment	Long ranging investment	2	Ethics	Due diligence	2	Atmosphere	Greenhouse gases	11	Decent livelihood	Education and training	7
Investment	Profitability	11	Ethics	Mission statement	3	Biodiversity	Ecosystem diversity	12	Decent livelihood	Fair access to means of production	4
Local economy	Contribution	7	Holistic Management	Full-cost accounting	1	Biodiversity	Genetic Diversity	5	Decent livelihood	Quality of life	9
Local economy	Local procurement	2	Holistic Management	Sustainability management plan	11	Biodiversity	Genetic Species	6	Demography	Producer demographics	3
Local economy	Value creation	4	Participation	Conflict Resolutions	2	Biodiversity	Sustainable fisheries	2	Equity	Gender equality	7
Product quality and information	Food Quality	2	Participation	Stakeholder dialogue	17	Land	Land degradation	5	Equity	Non discrimination	2
Product quality and information	Food safety	7	Rule of law	Civic Responsibility	1	Land	Land use	10	Equity	Support to vulnerable people	2
Product quality and information	Product information	4	Rule of law	Legitimacy	7	Land	Soil quality	9	Human safety and health	Public health and nutrition	3
Vulnerability	Diversification	8	Rule of law	Remedy, restoration and prevention	1	Materials and energy	Energy Use	6	Human safety and health	Workplace safety and health provisions	14
Vulnerability	Liquidity	8	Rule of law	Resource appropriation	3	Materials and energy	Material Use	7	Labour rights	Child labor	4
Vulnerability	Risk management	9				Materials and energy	Waste Reduction and Disposal	8	Labour rights	Employment relations	10
Vulnerability	Stability of market	24				Water	Water quality	10	Labour rights	Forced labor	2
Vulnerability	Stability of production	1				Water	Water withdrawal	13	Labour rights	Freedom of association and rights to bargaining	2
Vulnerability	Stability of supply	1							Unbiased trading practices	Responsible buyers	2
									Unbiased trading practices	Rights of suppliers	2
									Human safety and health	Public health and nutrition	6
		111			62			114			85



Part 1. Sustainability themes

4 pillars: Good Governance, Environmental Integrity, Economic Resilience and Social Well-being
22 themes
63 sustainability subthemes

371 indicators numbered for easy reference.

Part 2. Indicator source and formula and characterization

Indicator	Name of indicator
Original Formula	Explicit or implied mathematical formula to obtain indicator, mentioning variables to be used to obtain the indicator. If not a mathematical formula, qualitative definition of indicator.
Formula:	Shows the modified formula suggested.
Indicator Source Code:	Designates the code of each indicator source.
Indicator Source	Shows the original source of the indicator, whether SAFA, any of the other 25 direct sources used.
Qualitative/quantitative:	Describes whether the indicator is numeric or not, and if so whether it is derived from a mathematical formula, or is qualitative in nature.
Management/external	As a result of the expert's discussion, it was deemed appropriate to define the vocation of the indicator, i.e. if it should be used primarily for internal management or could be used for external communication.
Source (internal/external)	Illustrates whether the information required to obtain the indicator comes from data or information obtained from within the GI organization (internal), requires the participation and/or cooperation of third parties, or comes from a public source (external).
Objective/subjective	Provides an indication as to whether the information is or can be found from a third-party source or obtained internally following protocols that ensure it is rigorous (objective); or corresponds to perceptions or is derived from information that can be considered partial or not reflecting a large or representative sample or database (subjective).
Process/impact	Corresponds to indicators that show the level of performance in terms of actions and/or initiatives taking place (process) versus the expected result of such initiatives (impact).
Requirements	Describes the basic information requirements needed to obtain the indicator.
Default Indicator	Shows whether, in the consultant's opinion, the GI practitioner should consider the marked indicator always for current or near future sustainability exercises. It also provides elements to consider when gathering the necessary information for their future use if the information is not currently available.
Possible Examples/Significance	It briefly describes in lay terms examples of use or the key aspect the indicator identifies or shows.

Part 3: Standards Applicability

In this section, the correspondence between the selected indicators and those indicator frameworks accepted internationally, market or science based, is presented, allowing for possible use in other sustainability frameworks and cooperation through joint initiatives.

Broad sustainability frameworks	SDG	This column shows the reference to the SDG objective associated with each indicator.
	GRI	This column shows the reference to the corresponding GRI indicator. This cross reference is important as many downstream players use this standard, implying a connection to the topics and indicators that consumer groups, investors and other stakeholders regularly see. The relevant GRI topic indicator code is identified.
	Ethos	This column cross-references indicators with the Ethos Social Responsibility framework.
Agriculture and Food	SAFA	The relevant SAFA indicator code is identified here for easy reference.
	Fairtrade	The relevant indicator used in the Fairtrade seal certification system is identified.
	Rainforest	The relevant indicator used in the Rainforest Alliance seal certification system is identified.
Key GI sectors	Reviews whether each indicator can be considered relevant for 4 selected GI macro-sectors	Dairy & Meat Fruits & Vegetables Coffee, Cocoa & Tea Wines and spirits
Part 4: Indicator Usage	In this section, a number of variables are defined to help the GI representative select the most relevant indicators according to their organizational experience and sustainability expertise, the maturity level in their sustainability pathway or a desired iteration process, choosing the best option to measure their performance.	
Complexity: deals with the difficulty to obtain the data	Cost	Does obtaining the information or calculating the indicator require direct costs payable to a third party or the procurement of costly devices? Scale for cost: Low: No cost or low budget indicator; Medium: Indicator requires a specific, affordable budget; High: Obtaining indicator implies a significant expense
	Requirement of internal resources	Does obtaining the information or calculating the indicator require a significant amount of internal resources, complex procedures in terms of time from the individual or the GI organization? Scale for Requirement of Internal Resources: Low: Current staff does not require significant time to obtain indicator; Medium: Reasonable staff time needs to be allocated to obtain indicators; High: Significant internal resources required to obtain indicator.
	Depth of analysis	Does obtaining, calculating or interpreting the indicator require highly qualified individuals or skills belonging to the organization or not? Scale for Depth of analysis: Low - Indicator is simple to explain/obtain/understand; Medium - Obtaining/interpreting Indicator requires reasonable knowledge/specialization of key individuals; High - Staff needs training – external consultants hired to obtain and use indicator
Value Chain Stakeholder Interest	Illustrates whether the indicator is susceptible to the interest of other actors in the value chain	Farmers or rural producers Processing operations Distribution actors Consumer/retail - actors
Indicator Application	Refers to the particular domain that the indicator can reflect. Non-exclusive options	Territorial dimension: indicator related to people/practices/capital in the territory or origin Value chain dimension: indicator related to value chain actors beyond the territory of the origin product, including processors, distributors and retailers Society dimension: outside of the territory/distribution perspective. Indicator relates to society value and/or public goods beyond the territory of the origin product (e.g. heritage for all and the world, guarantees of quality, truth in labeling, traceability and transparency, etc.)
Scope	Whether the indicator can be used to measure progress in individual operations and/or can reflect collective progress.	Collective For example, deforestation. Some can be used both individually and collectively, such as access to employee or producer social security benefits. Individual For example, greenhouse emissions may be obtainable and reliable at the individual level
Self-Assessment	Whether the indicator can be obtained through internal process	Yes Internally obtained information or methods such as internal qualifications of performance or internal perceptions No



PART 1 THEMES						PART 2 INDICAT						
Code	PILLAR	BROAD THEME AREAS OF CONCERN	THEME	TOPIC DEFINITION / DESCRIPTION	TOPIC	KEY / DRIVING QUESTIONS TO ASSESS TOPIC PRIORITY AND RELEVANCE		Indicator	Original Formula	Formula	Indicator Source Code	Indicator Source
75	Economic Resilience	GI producers / processors / companies / farmers / organization understand the major risks they face and evaluated	Vulnerability	GI producers / processors / companies / farmers / organization understand the major risks they face and evaluated	Liquidity	Are External conditions a threat for the GI processor / operation unit's continuity? Are there plans to address major risks? Are there risk hedging instruments or policies that can be used to reduce		Usage of a bank account	The farmer owns a bank account? 0 = No; 1 = Yes	The farmer owns a bank account? 0 = No; 1 = Yes	21	Consultor team/Based on Food sustainability Index
76	Economic Resilience		Vulnerability		Liquidity			Usage of a digital payments	The farmer has been payed by a digital payment? 0 = No; 1 = Yes	The farmer has received funds through a digital payment system? 0 = No; 1 = Yes	21	Consultor team/Based on Food sustainability Index
77	Economic Resilience		Vulnerability		Liquidity			Average income by key producer segments	Average income of small-scale food producers, by sex and indigenous status Any of the enterprise employees has handled, stored or used any highly hazardous and other pesticides during the last five years, as well the use of biological or mechanical pest management techniques	Average income of small-scale food producers, by sex and indigenous status	1	SDG
78	Economic Resilience		Vulnerability	GI producers / processors / companies / farmers / organization understand the major risks they face and evaluated	Risk management			Hazardous pesticides	Any of the enterprise employees has handled, stored or used any highly hazardous material or pesticides during the last five years, as well the use of biological or mechanical pest management techniques	Any of the production unit's employees has handled, stored or used any highly hazardous material or pesticides during the last five years, as well the use of biological or mechanical pest management techniques	22	SAFA
79	Economic Resilience		Vulnerability		Risk management			Climate Change Strategy	The enterprise have established plans or strategies for adaptation and mitigation of climate change and its effects? (yes or no)	The GI and individual producers have made climate change assessments of their operations and established plans or strategies for adaptation and mitigation of climate change and its effects? (yes or no)	1	Consultor team/Based on SDG
80	Economic Resilience		Vulnerability		Risk management			Climate information or implementing risk-reducing actions	Number of people using climate information or implementing risk-reducing actions to improve resilience to climate change as supported	Number of people (producers over total GI producers) using climate information or implementing risk-reducing actions to improve resilience to climate change as supported	20	Feed the future
81	Economic Resilience		Vulnerability		Risk management			Financial support	Financial support over the past 5 years (yes/no)	Financial support over the past 5 years (yes/no)	12	FAO (SHARP)
82	Economic Resilience		Vulnerability	GI producers / processors / companies / farmers / organization understand the major risks they face and evaluated	Risk management			Crop related Insurance usage	What levels of crop insurance has the farmer over expected production? 0 = None 1 = Named peril insurance 2 = Yield-based insurance or multi-peril crop insurance 3 = Index based agricultural insurance or crop revenue insurance	What levels of crop insurance has the farmer over expected production? 0 = None 1 = Named peril insurance 2 = Yield-based insurance or multi-peril crop insurance 3 = Index based agricultural insurance or crop revenue insurance	21	Consultor team/Based on Food sustainability Index

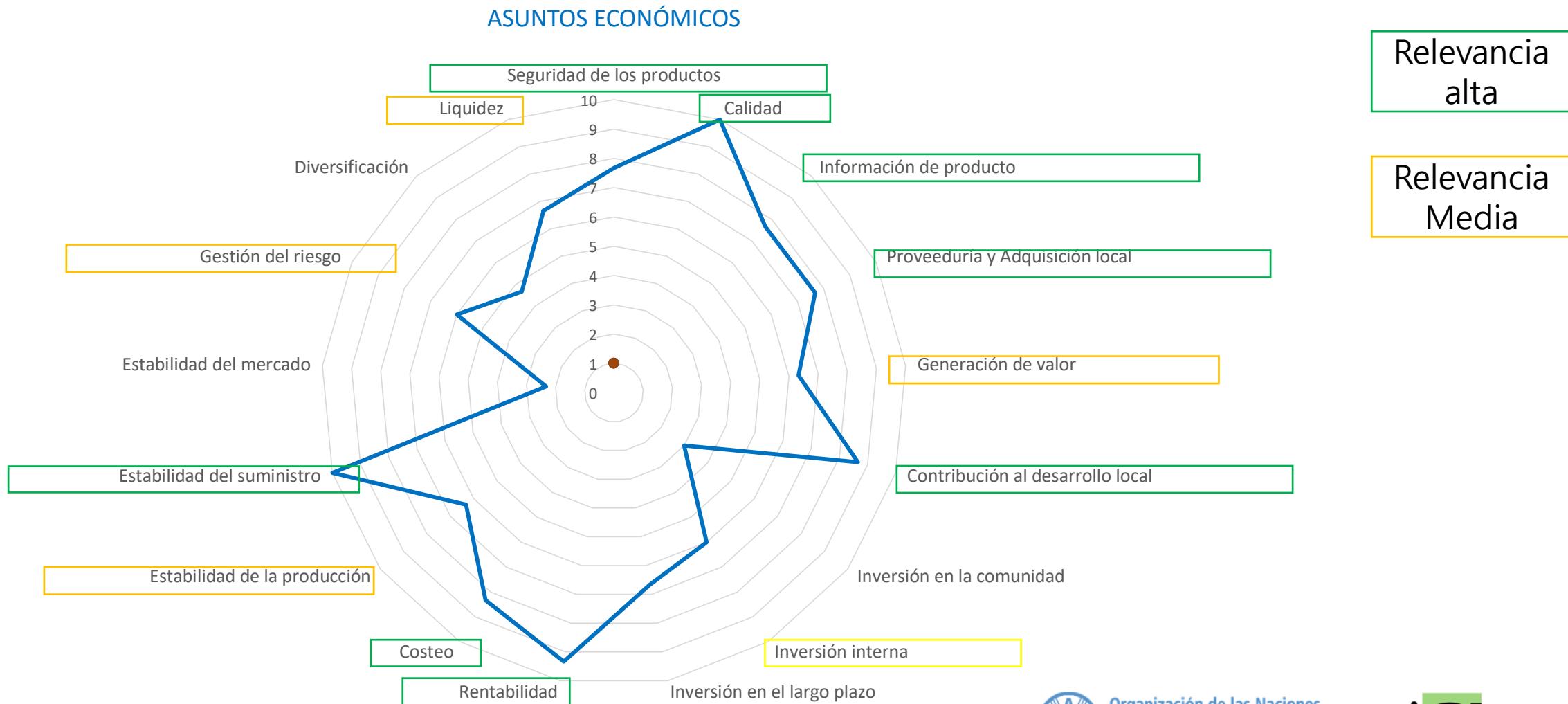
A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P
25 132	Environmental Integrity		Atmosphere		Greenhouse gases		Strategy to manage GHG emissions	A qualitative indicators that measures the GHG reduction practices of the reporting entity	Definition of a set of qualitative indicators that measures the GHG reduction practices of the reporting entity	5	UNCTAD-FAO	Qualitative	Management and External	Internal/external	Obj
26 133	Environmental Integrity		Biodiversity		Ecosystem diversity		Rate of loss of natural habitats	Area of tree cover loss (ha)	Area of tree cover loss (ha) in defined region of impact, farm boundary	38	OECD (62)	Quantitative	External	Internal/external	Obj
27 134	Environmental Integrity		Biodiversity		Ecosystem diversity		Biodiversity Enhancement & Land Use	Biodiversity resources are identified and mapped in the area of the company	Biodiversity resources are identified and mapped in the area of the company (production unit)	36	Consultor team-Based on BCI	Qualitative	Management	External	Obj
28 135	Environmental Integrity		Biodiversity		Ecosystem diversity		Diversification transition to ensure food security and nutrition while conserving, protecting and enhancing natural resources.	% Of different crops in the same area of farming	Number Of different crops in the same area of farming	16	Consultor team-Based on FAO 10 elements of agroecology	Quantitative	Management	Internal	Obj
29 136	Environmental Integrity		Biodiversity		Ecosystem diversity		People are aware of the values of biodiversity	Biodiversity Barometer (% of respondents that have heard of biodiversity)	Biodiversity Barometer (% of respondents that have heard of biodiversity)	38	OECD (62)	Quantitative	Management	External	Obj
30 137	Environmental Integrity		Biodiversity		Ecosystem diversity		Significant impacts of activities, products, and services on biodiversity	List of impacts produced by the enterprise operations or primary product	List of impacts produced by the (production unit) enterprise operations or primary product	2	GRI	Qualitative	Management and External	Internal	Subj
								This indicator focuses on the share of well-connected habitats in the	This indicator focuses on the share of well-connected habitats in the areas						



Integración de resultados



Consulta con productores de Queso Paipa– Priorización Pilar Económico

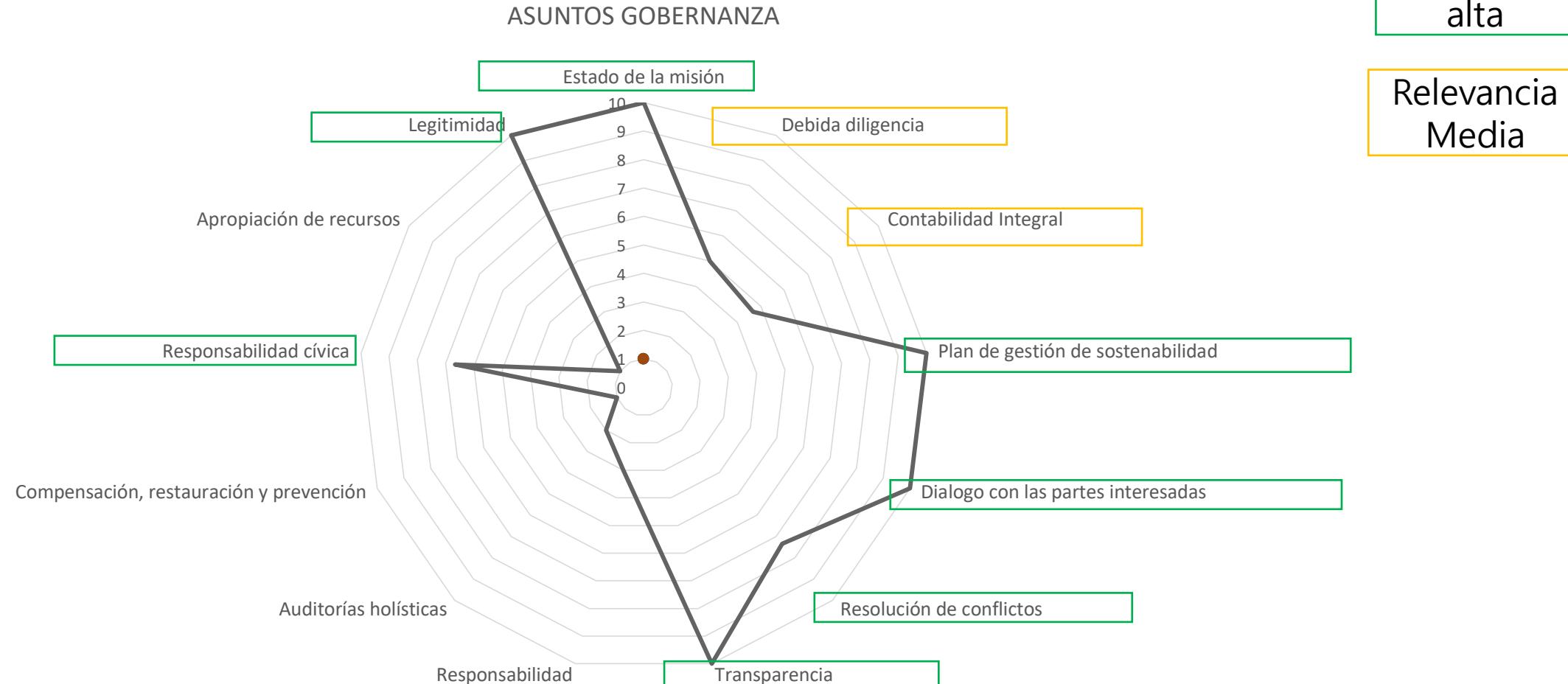


Organización de las Naciones
Unidas para la Alimentación
y la Agricultura

oriGIn

Consulta con productores de Queso Paipa– Priorización Pilar Gobernanza

Default governance priorities

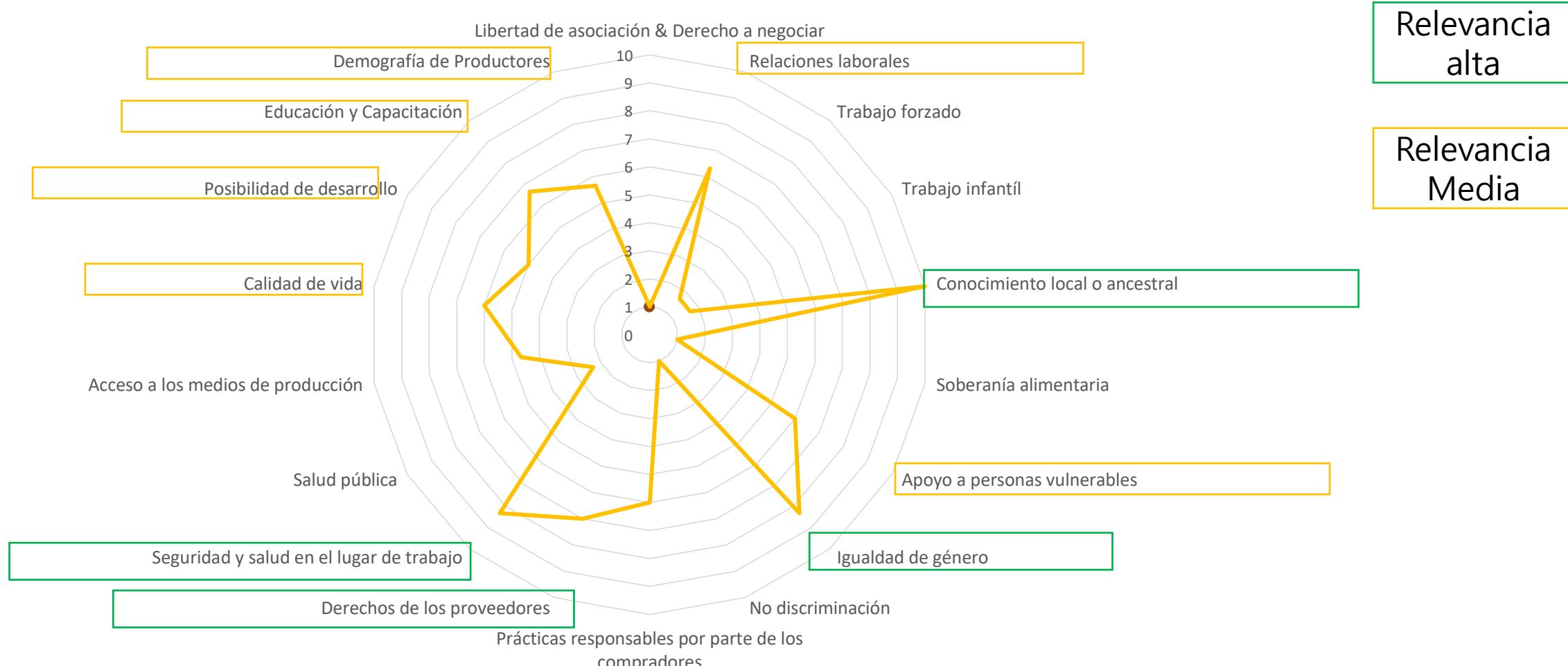


Organización de las Naciones
Unidas para la Alimentación
y la Agricultura

oriGIn

Consulta con productores de Queso Paipa– Priorización Pilar Social

ASUNTOS SOCIALES

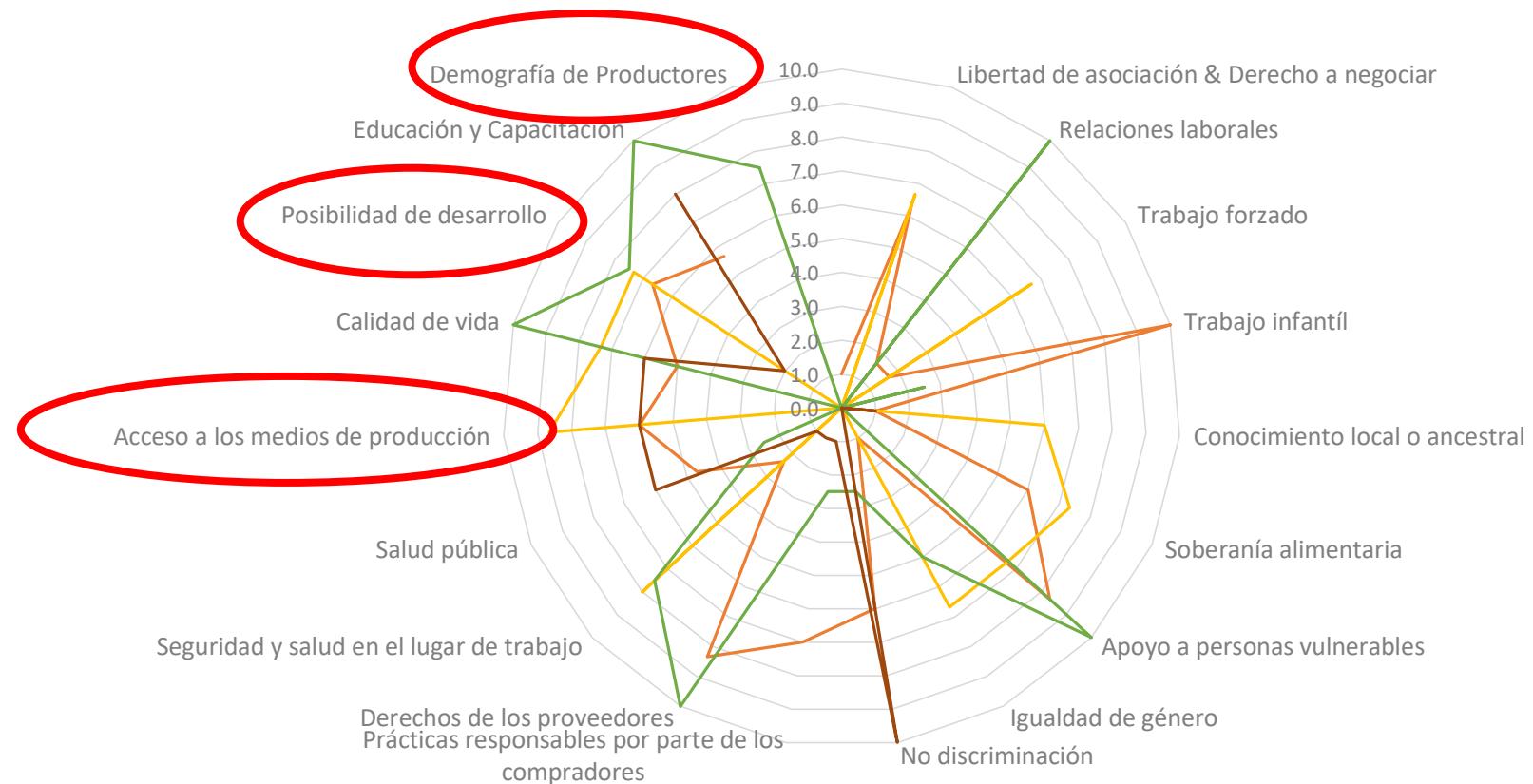


Organización de las Naciones
Unidas para la Alimentación
y la Agricultura

oriGIn

Integración de resultados

Materialidad asuntos Sociales



Aspectos Clave
productores Palermo

PRODUCTORES

AUTORIDADES

SECTOR

PRODUCTORES DE LECHE

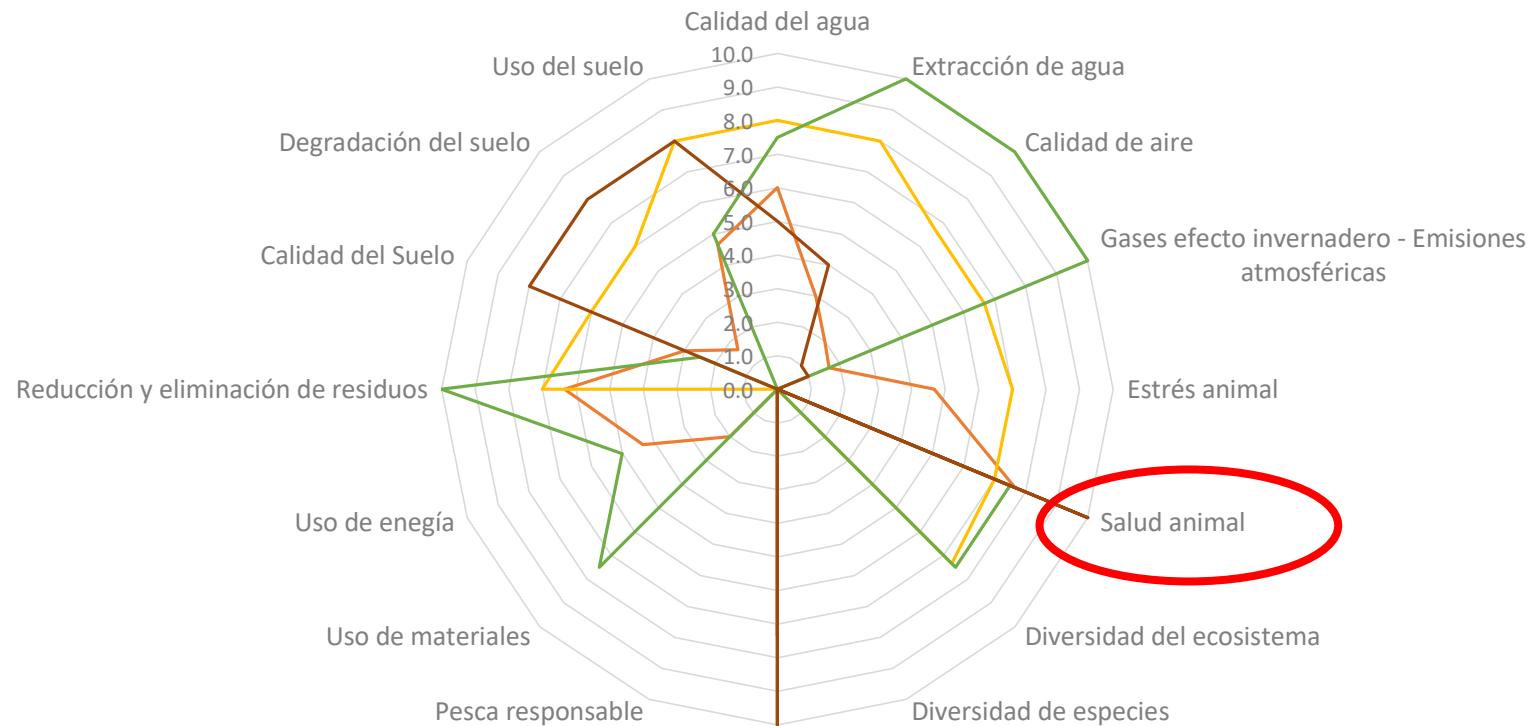


Organización de las Naciones
Unidas para la Alimentación
y la Agricultura

origIn

Integración de resultados

Materialidad asuntos Ambientales



Aspectos Clave
productores Palermo

PRODUCTORES

AUTORIDADES

SECTOR

PRODUCTORES DE LECHE



Organización de las Naciones
Unidas para la Alimentación
y la Agricultura

oriGIn

Integración de resultados

Prioridades de mayor puntuación para todos los públicos: Leche, Sector, Productores de Queso, Territorio.

	Economico	Gobernanza	Social	Ambiental
1	Rentabilidad	Dialogo con partes interesadas	Calidad de Vida	Salud Animal
2	Calidad	Legitimidad	Educacion y Capacitación	Calidad del Agua
3	Proveeduria y Adquisición Local	Responsabilidad Cívica	Posibilidad de Desarrollo	Uso del Suelo
4	Estabilidad de la Producción	Transparencia	Apoyo a Personas Vulnerables	Reducción y Eliminación de Residuos
5	Seguridad de los Productos	Plan de Gestión Sostenibilidad	Demografia de Productores	
6	Estabilidad del suministro	Resolucion de Conflictos	Relaciones Laborales	
7	Contribución al Desarrollo Local	Estado de la Misión	Igualdad de Género	

Recommended to use maximum 12 priorities as to not dilute the efforts

Resiliencia económica

Calidad	Las características de calidad, particularmente para mantener las exigencias de la denominación de origen y del mercado, entre estas el tiempo de maduración, el sabor y la textura hacen que el proceso debe tener niveles de control altos, particularmente en altos volúmenes de producción. Por otro lado el etiquetado de leches/lactosueros está afectando la competitividad del lechero tradicional
Proveeduría y Adquisición Local	Por los requerimientos de compra de materia prima local a razón de la denominación de origen, se hace fundamental este tema, lo que genera decisiones estratégicas tanto del subsector leche como el subsector queso. Conseguir nuevos empleados y productivos es difícil por la dificultad / manualidad del trabajo
Rentabilidad	La informalidad y la competencia con mercados externos y locales que venden producto a muy bajos precios, pone en riesgo la rentabilidad de los negocios.

Buena Gobernanza

Dialogo con las partes interesadas	Default. La Asociación tiene el reto de definir su relación con productores de leche, con las autoridades locales, y con autoridades y aliados que le permitan lograr sus objetivos de defensa de la DO y desarrollo de iniciativas
Legitimidad	Default. La Asociación tiene el reto de desarrollar un Reglamento de Uso aceptado, cumplir sus reglas y estatutos, y motivar a otros actores a que se vinculen al proyecto DO. También para que los asociados participen más activamente en los procesos de toma de decisión
Plan de Gestión Sostenibilidad	Default. La Asociación tiene el reto de definir sus prioridades en sostenibilidad y monitorear las iniciativas en torno a las mismas
Resolución de Conflictos	La dinámica de asociatividad y de relacionamiento con productores de leche es compleja. Asimismo persisten algunos conflictos no resueltos y desconfianza entre los asociados que afectan la participación y efectividad de las discusiones

Bienestar Social

Posibilidad de Desarrollo	Los productores y empleados de empresas de todas las escalas tienen derecho a una calidad de vida tienen condiciones de trabajo dignas, tiempo libre para su desarrollo personal, recreación y cultura y oportunidades de progreso en la
Demografía de Productores	Existe gran preocupación sobre interés de las personas jóvenes a vincularse a la producción de quesos, lo que puede también afectar la conservación de la tradición
Educación y Capacitación	A través de la capacitación y la educación, los productores y el personal tienen oportunidades para adquirir las habilidades y conocimientos necesarios para incrementar sus responsabilidades y asumir futuras tareas requeridas por la empresa, y pueden acceder a recursos para una mayor formación y educación para ellos y sus familiares.

Sostenibilidad Ambiental

Reducción y Eliminación de Residuos	Los riesgos de vertimiento del suero se convierten en uno de los principales retos ambientales por su alto nivel de contaminantes y su limitada posibilidad de un aprovechamiento eficiente cuando las operaciones alcanzan cierta dimensión
Salud Animal	Las condiciones de salud de las vacas son importantes para mantener la disponibilidad y calidad requerida de la materia prima, evitando reprocessos

Improvement phase

IMPROVE the GI performance by taking action and measuring and reevaluating priorities and actions (iteration)



Taking actions, including:

- Consider additional requirements into CoP
- Territorial strategies

example: action Plan elaborated after pilot by the Marcala coffee DO association

Objetivo	Temas a Evaluar	Meta	Responsable Primario	Aliados Internos y Externos	Meta - Cuando?
1 Gestión de Protección de la DO Café de Marcala. jurídicos de protección al alcance de la DO y con la idoneidad técnica de los sistemas de certificación	Protección para la Diferenciación	1. Sistema de Detección de Infraactores	Gerencia DO – Café Marcala – Área Técnica	Cooperativas, Clientes, Exportadores, Supermercados, etc.,	Fin 2018
		2. Acciones visibles de Observancia	Gerencia DO Café Marcala	Digeprih, Ihcafe y otros actores relevantes - oriGIn	Fin 2018
	Proceso de Certificación Respetado	3. Apropiación por parte del productor y de los públicos interesados	Consejo Regulador – Gerencia DO Café Marcala – Usuarios Inscritos	Medios locales, alcaldes entidades de gobierno y actores gubernamentales	2019
		4. Contrastar Información de Trazabilidad a productor	Gerencia DO Café Marcala – Área Técnica	Cooperativas, comercializadores	Año cosecha 2018/2019
	Uso de la DO y su nivel de Crecimiento	5. Generar orgullo en los 19 municipios	Consejo Regulador – Gerencia DO Café Marcala – Usuarios Inscritos	Alcaldías, Mancomunidades y otros actores locales - Tostadores	2019
		6. Generar demanda por el Sello DO Café Marcala	Gerencia DO Café Marcala	Exportadores, Cooperativas y otros usuarios material información – Ihcafe – Medios nacionales y extranjeros – FAO - USDA	2019
	Agregación de Valor de la DO	7. Buscar que Marcala sea vendido como origen único y sostenibilidad	Gerencia DO Café Marcala	Aliados por sostenibilidad- Usuarios Inscritos, Mesa del Café, exportadores y Cooperativas. FAO oriGin, USDA	2019
		8. Proveer conocimiento sobre DO Marcala y Relaciones directas	Área Técnica DO Marcala	Ihcafe, comunidad científica, clientes sofisticados	2019/2020
	Transmisión de Valor Agregado a Productores	9. Mayor transferencia de precio al productor	Comercializadores - Cooperativas	Cooperativas, comercializadores y productores líderes que divulguen prácticas de transparencia –DO y Consejo Regulador	Informe de Gestión 2019/2020
		10. Mayor transparencia en las Relaciones comerciales	Gerencia DO Café Marcala	DO Café Marcala, Medios, firmas y productores líderes	Informe de Gestión 2019/2020



Conclusions

- A practical, participative, place-based approach to sustainability assessment where local actors are at the center
- aiming at helping them increase GI system performances in a continuous and evolutive way
- Practical, adaptable
- Self assessment possible
- For any group of producers with a territorial vision...

Key messages:

- Consider sustainability as a continuous and evolutive improvement pathway
- GI associations have a central role in improving sustainability of their system, by identifying sustainability issues and the way to address them in cooperation with relevant public and private actors related to the territory and sector (alliances)

Thank you!



www.fao.org/geographical-indications

Sustainability Journal MDPI :
<https://www.mdpi.com/2071-1050/13/14/7535>

SSGI Principles

1. Sustainability is a pathway and not a state to reach.

- **Bottom-up approach** envisaged by the SSGI requires local consultation and engagement so that shared priorities and goals are defined, creating the necessary **stakeholder dialogues** for future cooperation and work synergies.
- **Not a certification approach but a continuous improvement process** that implies that achieving goals relevant to their own context
- GIs must regularly evaluate their priorities and actions. **Iterative**
- The resulting initiatives can be undertaken at both **collective and individual level**

2. Adapted to GI specificities

- GIs are diverse in terms of geography, size, product sector, involvement in value chains and ability to implement initiatives.
- GIs have a specific nature compared to other certifications
 - Link to origin in the **cultural and natural dimensions**
 - Importance of **governance**, collective action, participative process
- GI processes combine **three levels** :
 - Inclusive and fair value chain = VC level
 - “Localization” of activities and benefits = farm level
 - “extended territorial strategy” = territory level

3. No barriers to Sustainability Endeavors.

- **Practical and adaptable** - All GI systems and organizations should benefit from the tools provided.
- GI organizations should be able to undertake their sustainability analysis without significant resource barriers
- Considers limits to access information. Self- assessment for those starting their sustainability journey.
- Could also be used by sectors-trade associations or GIs that have not achieved formal recognition yet

4. A Collective and Individual Exercise.

- **Emphasis in GI governance**, territory of origin and to the influence GIs can exercise with the collective of producers and processors involved.
- Importance of alliances and engagement
- Producers can develop own implementation plan

5. Cooperation is key.

- No single stakeholder can confront all sustainability challenges. The **stakeholder dialogue** creates the conditions of identifying common priorities.
- GIs with strong governance are in a position to help drive sustainability strategies in the territory through alliances and cooperation.

6. A Voluntary approach.

- Adopting a sustainability strategy is **voluntary**
- Starting the process should not be imposed but rather be the result of the GI organization's decision to formally engage in a sustainability pathway.

7. A Sound approach.

- Robust, leveraging science. Benefits from academic work and experience on sustainability.
- Relates to SDGs, SAFA, GRI and other sustainability frameworks being used
- Sustainability is about commitment and not about marketing.
- Engaging in sustainability means acknowledging challenges and mistakes that require **concrete initiatives and actions.**
- **No Greenwashing**