



Governance GI systems in Serbia & Montenegro

- Special overview of Arilje Raspberry protection and governance -

Short overview of GI registration and certification system



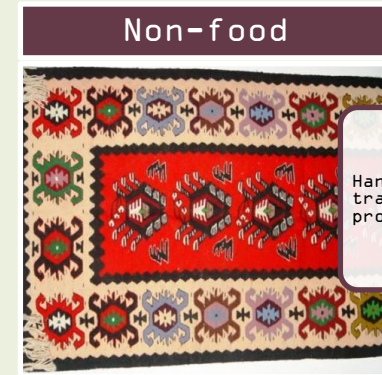
GI products in Serbia

- More than 60 products registered
- 13 certified products (food products)



Food

Agriculture and food products



Non-food

Handicrafts, traditional products



Services

Health services

GI products in MNG

- No certified products yet

GI Governance structures in Serbia

- Only certified producers/products have functional producer organisation/association
- Associations have organised internal controls (different quality and level of organisation – work in progress)
- Group certification – supporting small producers and enhancing the process quality
- Support to producer associations from projects and advisors

Arilje raspberry example of governance

- Original CoP defined as top-down activity, leaded by professors and consultants with cooling chambers, little producer involvement
- High level of silent conflict between producers and cooling chambers on processes, responsibilities and economic impact
- Intiative of one group to start certification showed that the CoP is too detailed and certification is going to be huge



Governance and success story of Arilje raspberry

- CoP analysis and change was done by the group of enthusiasts – long and hard process working with institutions overlapping their jurisdictions
- Producer's association led the process, mobilising both producers and cooling chambers
- Positive person with high qualities and trust of all sides is crucial for the success
- Small and big – working together – multi-stakeholders process facilitated

Public institutions – role in the GI governance - challenges

- Two institutions are in charge of the process – overlapping of actions or lack of interest/accountability
- Too complex process for producers – achieved improvements through different projects
- Too long time for the new Law to be adopted – EU aligned Law
- EU registration is “on-hold” for administrative reasons

Good points in governance system

- Producer organisations understand their responsibilities and taking active role in the processes
- Roof organisation – OriGInal formed – advocating and project implementation
- Prepared product specifications for EU registration
- External facilitation is crucial to overcome conflicts and facilitate the process



Thank you and enjoy – it's the
raspberry season!



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