

Geographical Indications: what institutional innovations for a territorial construction of technical innovations?

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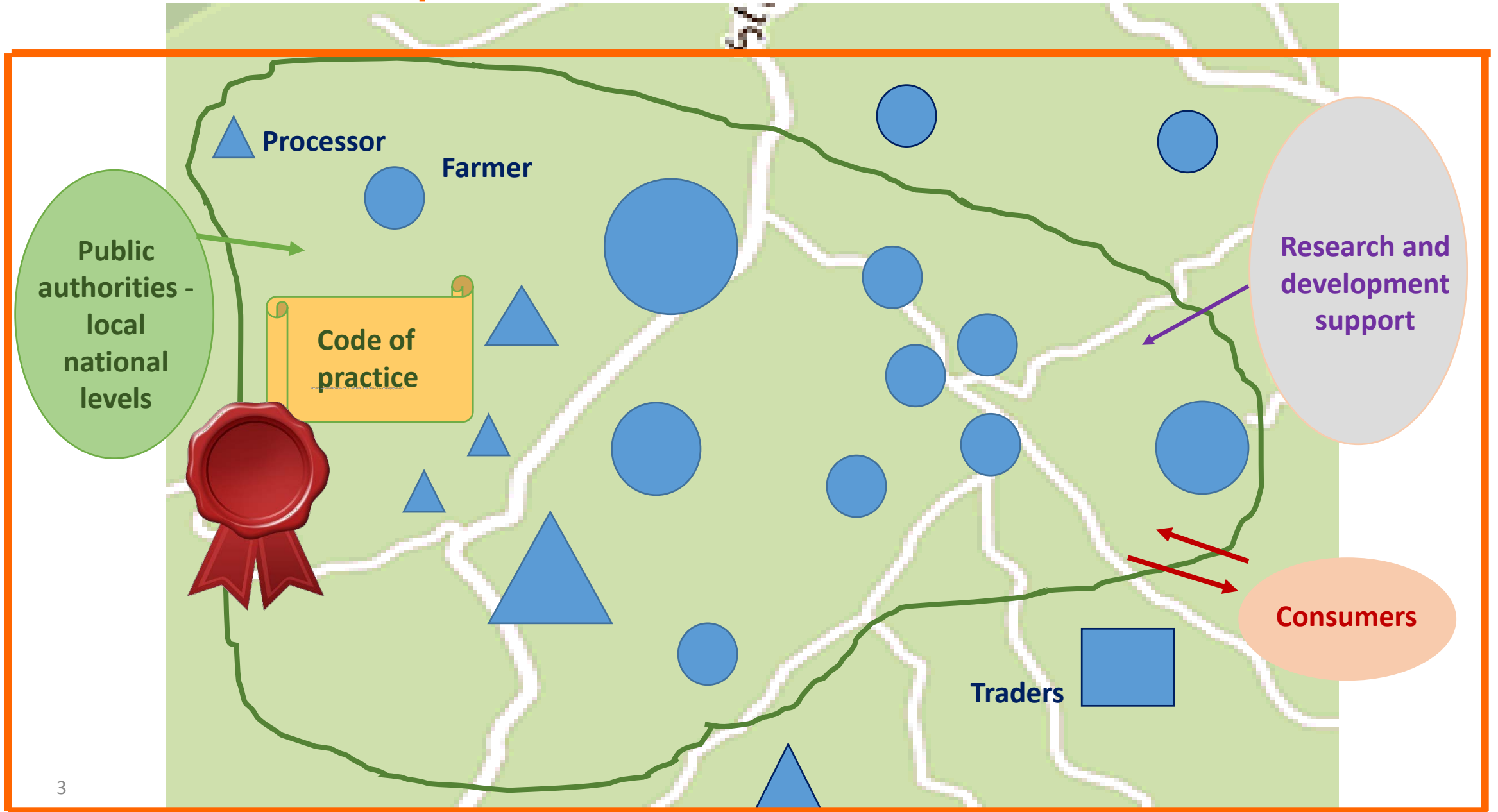
Quality and Origin Program

- Launched in 2007
- Activities:
 - knowledge development
 - information and experience sharing
 - methodological tools
 - capacity building
- Technical assistance



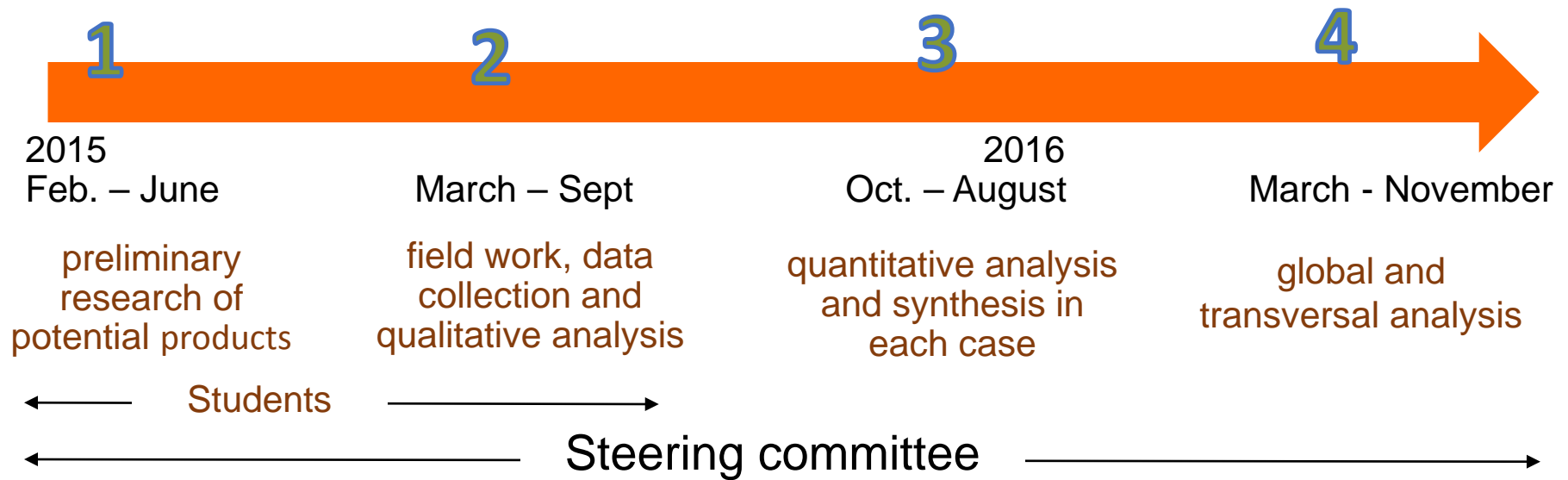
<http://www.fao.org/in-action/quality-and-origin-program/en/>

The GI process and the innovation MP



9 study cases to analyze GI economic impacts





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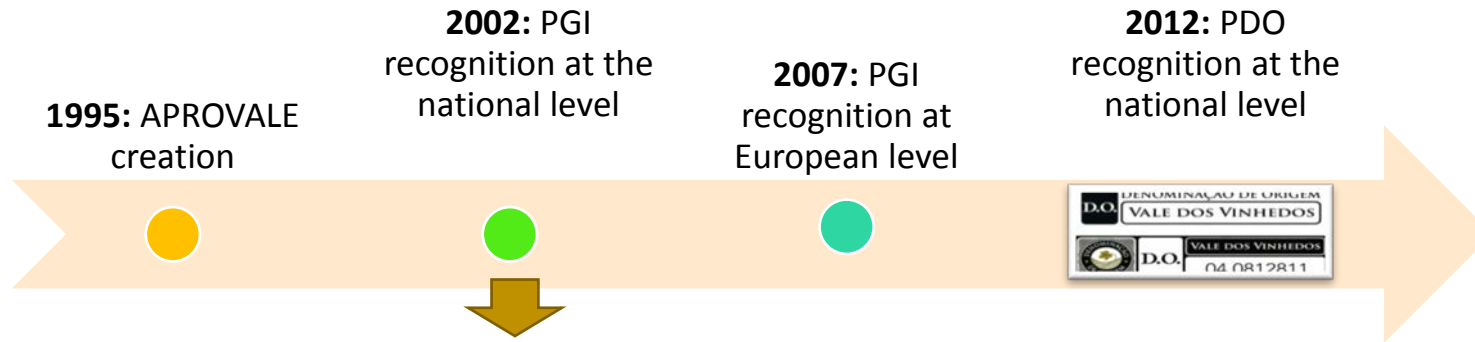
Olivier BEUCHERIE



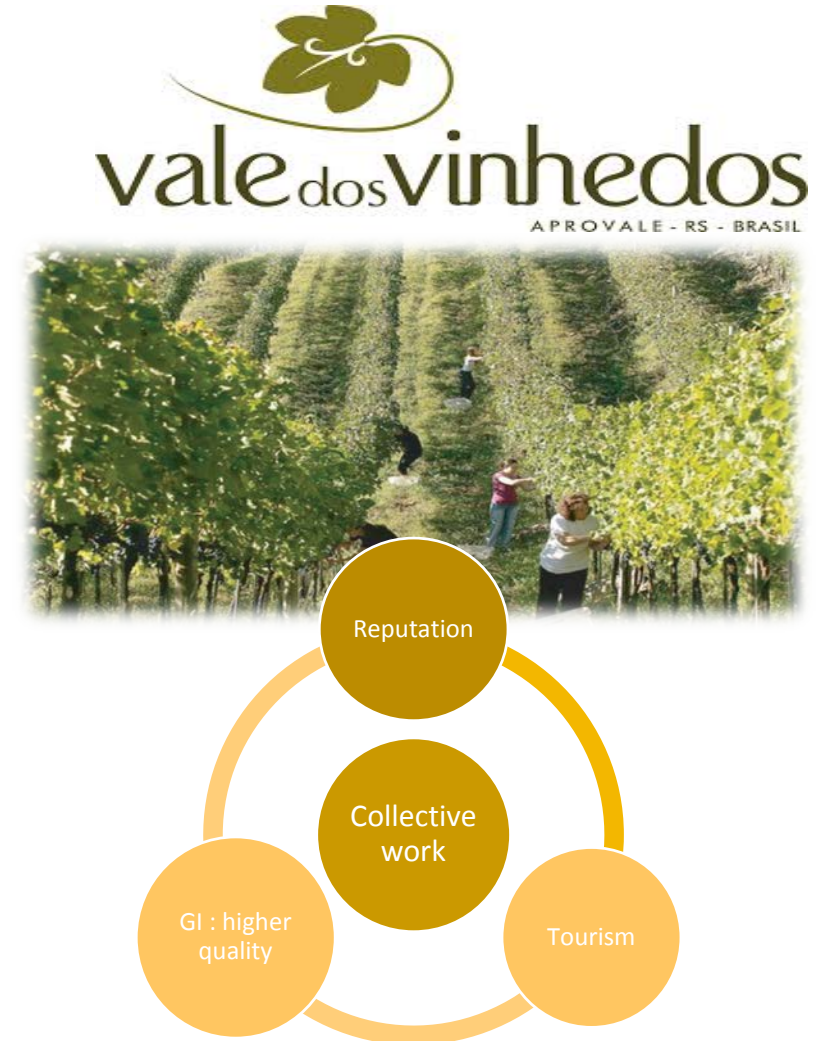
Stéphane FOURNIER



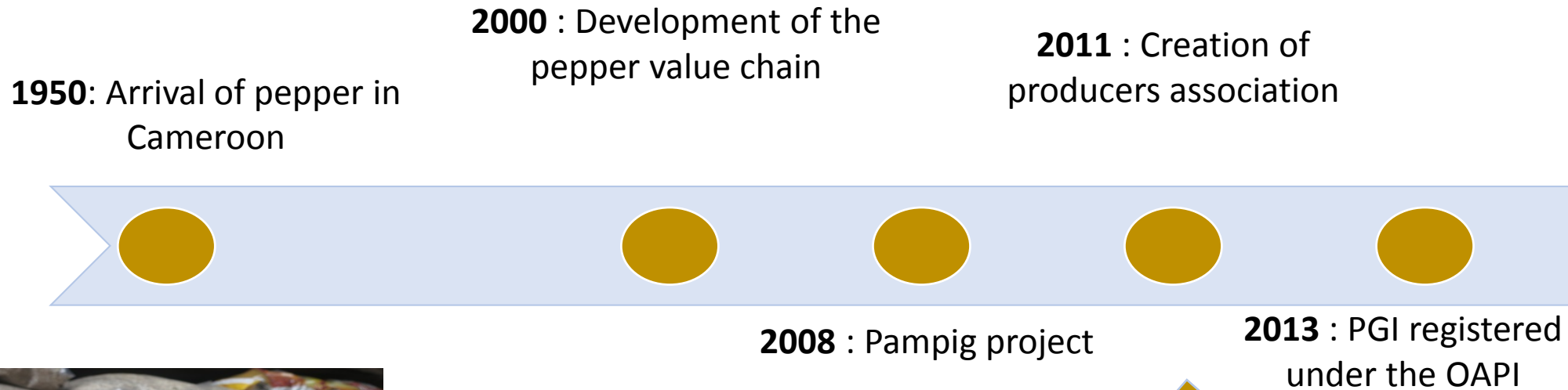
Vale dos Vinhedos wine



- 1st Brazilian GI
- 2002 : A PGI for supply chain and regional development
- 2012 : A PDO (replacing PGI) to increase wine quality and added value



Penja pepper



Objective: value chain structuring and dissemination of good practices

Why GI systems should innovate?

- New production rules (code of practices):
 - mandatory technical adaptation
- New markets for new product (with increased production costs):
 - mandatory marketing innovations
- New collective mode of operation (stakeholders' interdependence):
 - mandatory institutional innovations
- Stronger links with the regional development
 - beneficial territorial innovations

Why GI systems can innovate?

- A GI producers' coordination through
 - A code of practices
 - Formal organization(s)
 - Social capital construction
- Stronger links with support organizations, research centers, public authorities...

⇒ Institutional innovations for technical, marketing and territorial innovations

Are GI systems innovating sufficiently?

- An innovating capacity linked with the collective action capacity of GI producers
 - Threats: competition, free-riding, top-down approaches...
- An innovating capacity linked with regional coordination
 - Inclusion / exclusion of producers
 - Consistency of the “global” regional strategy

Thank you!

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