



Global Perspectives on Geographical Indications : February 18-21, 2025, Roma, Italy

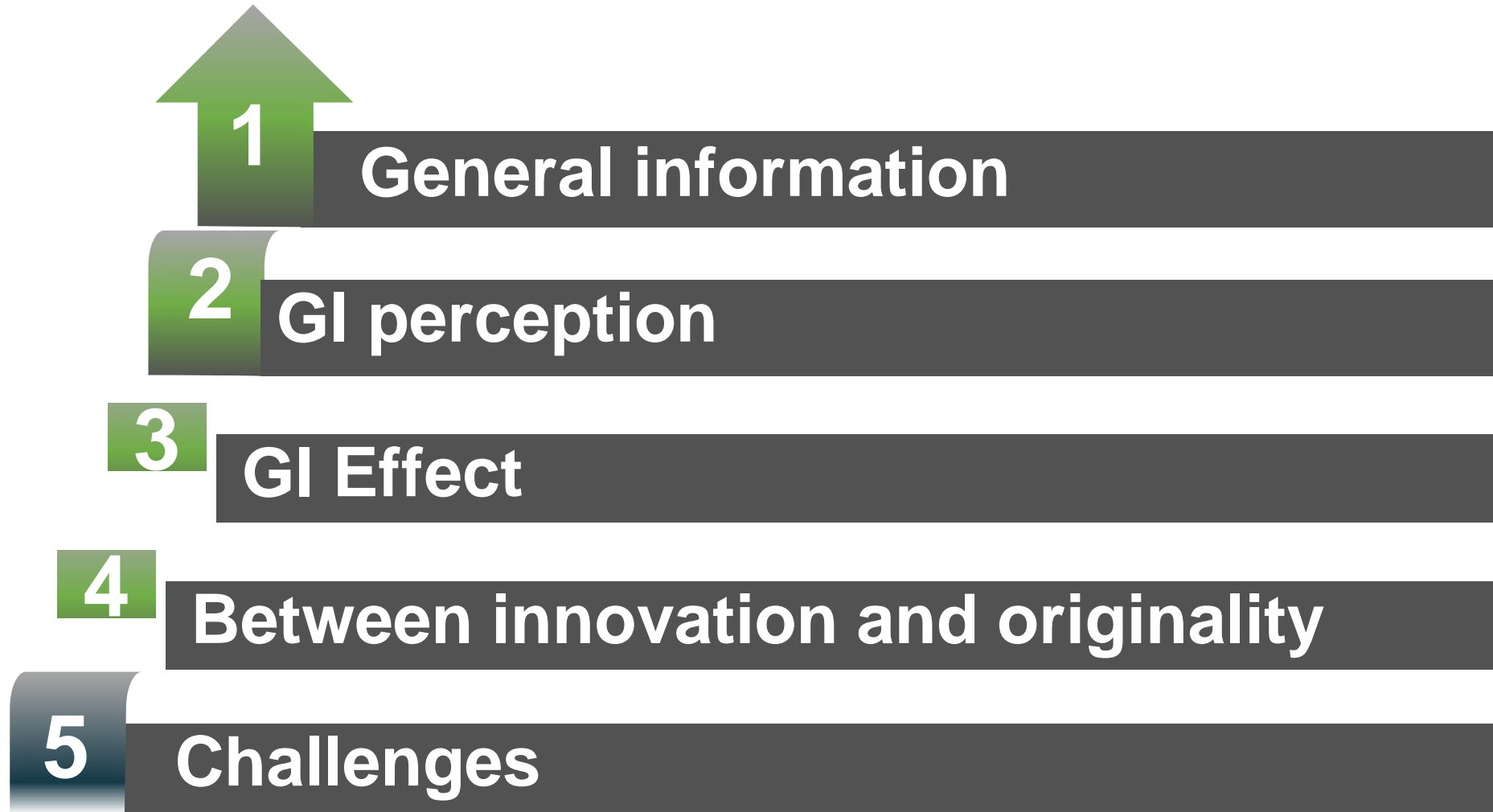
Labelling the Baoulé loincloth of Tiébissou: what impact on sustainability in the production area?



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PLAN



1- General information (1/3)

LOCATION AND AREA

- 4°30' - 10°30'N et 2°30' - 8°30'O
- 322 462 Km²

CLIMATE AND TOPOGRAPHY

- Humid tropical, 4 seasons
- Monotonous, not very hilly

BIODIVERSITY AND VEGETATION

- 17 343 species (MINEDD, 2019)
- Two phytogeographical domains



29 389 150



Figure 1 : Location of Côte d'Ivoire

1- General information (2/3)

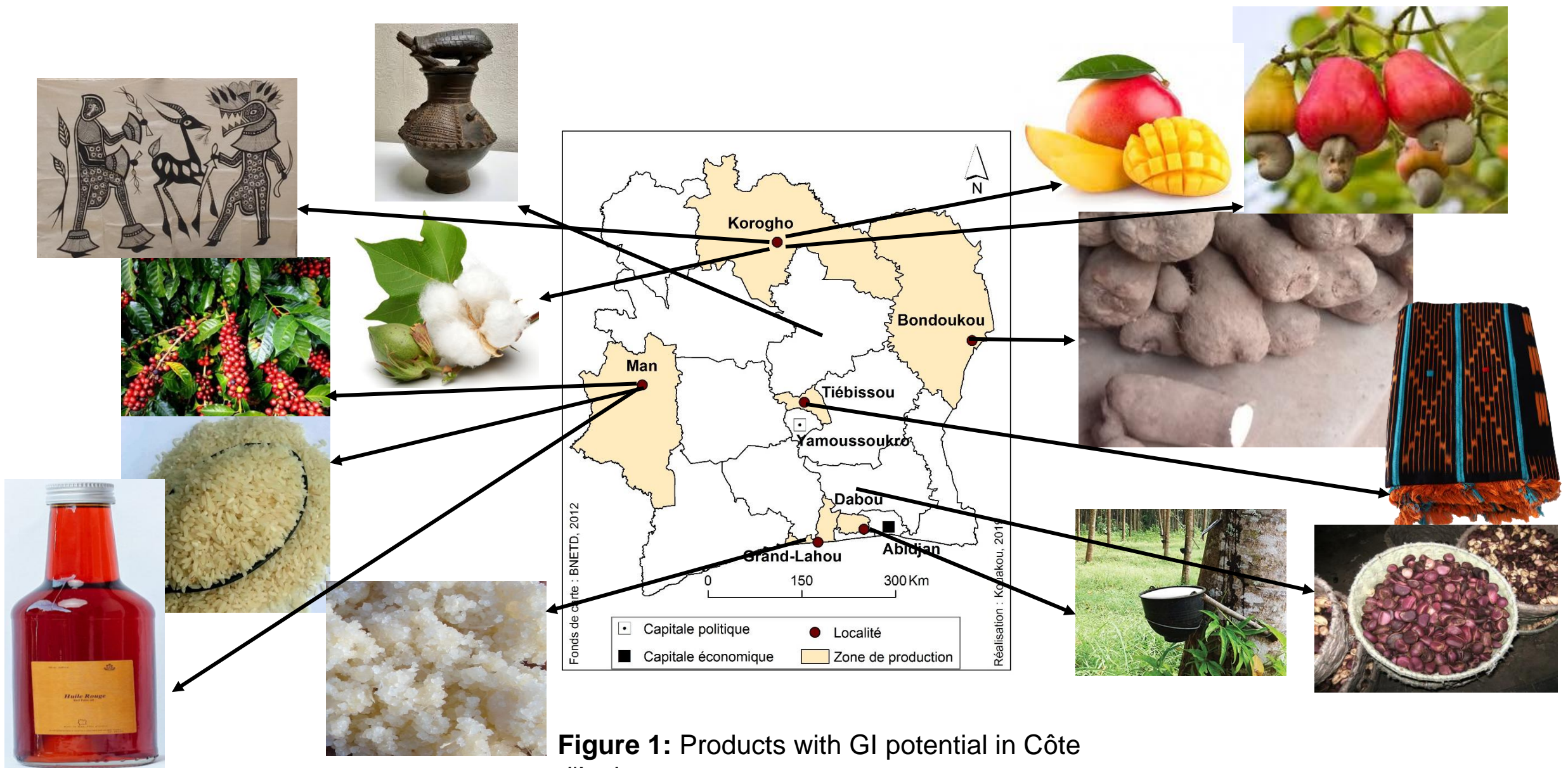


Figure 1: Products with GI potential in Côte d'Ivoire

1- General information (3/3)



Assembly of hand-woven strips

- Notoriety
- Fine weaving, Variety of patterns
- Background pattern
- dyeing
- Weaving yarns
- Band dimensions



2- GI perception

- Mixed trend (ODG - Producers)
- Une vue de l'esprit des retombées
- A stronger sense of belonging
 - « Après le certificat, les acteurs adhèrent au groupement et il y a une appropriation du projet »*
- A prioritized activity
- The relief of official recognition

3- GI effect

- ❑ Formalization of the sector (head office, IT equipment, an ODG, etc.)
- ❑ Dye fixing training
- ❑ Strip resizing (**1.5x1.15m to 1.8x1.8m**)
- ❑ Increase in production
- ❑ Increase in market value (**100% - 150%**)
- ❑ Ensuring long-term viability
 - « ***Le tissage ne peut jamais s'arrêter ; On apprend à tisser très petit ; même les élèves tissent*** »

4- Between innovation and originality

Diversification of raw materials ●

Use of linen, silk and synthetic materials

New dyeing techniques ●

Modern chemical dyes

Combining other materials ●

Creation of new objects:
bags, jewelry, shoes,
decorative accessories

● Balance

Innovation : adapting to market trends; reaching a wider audience; promoting local know-how

Originality : preserving the original quality, authenticity and cultural values that make up its richness and identity

● Ancestral know-how

Processes remain largely faithful to tradition

● Natural dyes preferred

More authentic, more ecological, but a victim of biodiversity loss

● Artisanal production

Preserving and perpetuating a cultural symbol across generations

5- Challenges

- ❑ Marketing launch

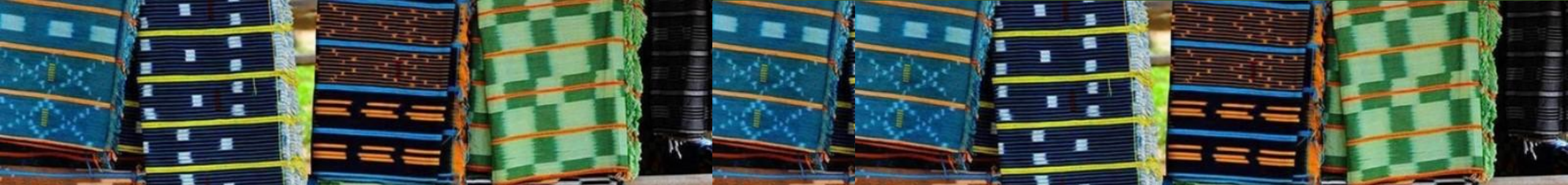
« C'est vrai, ils apprennent, ils sont contents que leur projet sera protégé mais ils ne sentent pas encore les retombés de l'IG »

- ❑ Information and training for local actors

- ❑ Raw material availability

- ❑ Support for decentralized structures

- ❑ Boosting the local market



Thank you !

