



Ecological transition, environmental sustainability and innovation in quality production systems with protected Geographical Indications(GI). Opportunities and perspectives.

Luigi Servadei – Researcher CREA Council for
Agricultural Research and Economics Analysis

luigi.servadei@crea.gov.it

GI International Conference, 20 February 2025 - Rome

Session 4a Research and Development - Sub-theme 1: Contributions of Research to the establishment / development of GIs or their specifications

Geographical Indication Systems

The transition towards sustainable food systems represents a major challenge and opportunity for the agri-food sector. Quality productions with protected designation of origin and protected geographical indication play a crucial role in this context, offering high quality standards, rigorous traceability and promoting local economy and environmental sustainability.

Food Quality and Safety

Origin-designated productions guarantee high quality standards and rigorous traceability, ensuring food safety and the provenance of raw materials.

Economic and Environmental Impact

This system helps to promote the local economy and can favour the safeguarding of the environment, thanks to the deep link that agri-food products have with their area of origin.



Geographical Indication Systems Tradition, Quality and Innovation

Tradition and quality

Quality productions offer unique opportunities to combine tradition, quality and innovation with a view to environmental sustainability.

Sustainability, Innovation and Research

Environmental sustainability, innovation and research are essential to ensure the continuity of the sector and its economic growth.

Model of Excellence

The system of geographical indications can become an example of excellence for a more resilient and environmentally friendly agri-food sector. To do this, it is necessary...

Upcycle + La Cefpialation

Upcycle is a process of creating new products from old ones. It is a form of recycling that involves taking waste and turning it into something of higher value. This process can help reduce the amount of waste that ends up in landfills and can also help to conserve resources.



Upcycle is a process of creating new products from old ones. It is a form of recycling that involves taking waste and turning it into something of higher value. This process can help reduce the amount of waste that ends up in landfills and can also help to conserve resources.

Recycles Ceyices

Recycling is a process of converting waste materials into new materials and objects. It is an essential part of a sustainable economy as it helps to reduce the amount of waste that ends up in landfills and can also help to conserve resources. Recycling can be done for a wide range of materials, including paper, plastic, glass, and metal.

Strategies to Strengthen the Sustainability of GI system

Innovation and Research

Promote innovation and efficiency in production processes, reducing the use of raw materials and improving energy efficiency. Promote research and technology transfer.

Circular Economy

Implement circular economy and bioeconomy practices and promote the enhancement and recycling of waste within production processes and agri-food supply chains.

Sustainable Agricultural Practices

Encourage low-impact agriculture and sustainable resource management.

Promoting Sustainable Agronomic Techniques



Organic and Low-Impact Agriculture

Promote natural and environmentally-friendly cultivation methods. Limit the use of plant protection products and chemical fertilisers. Promote digital and precision agriculture.



Water Resource Management

Encourage the sustainable use of water resources in agriculture.



Nature and Biodiversity

Promote the protection of nature and biodiversity.
Enhance local animal breeds and plant varieties.



Sustainable Soil Management

Encourage agricultural practices to promote soil conservation and prevent erosion.



Regulations as a tool for change

EU Regulation 2024/1143 on geographical indications

1

Objective

Strengthen the role of Geographical Indications and Protection Consortia.

2

Opportunities and new possibilities

Possibility to include "sustainability commitments" in production specifications.

3

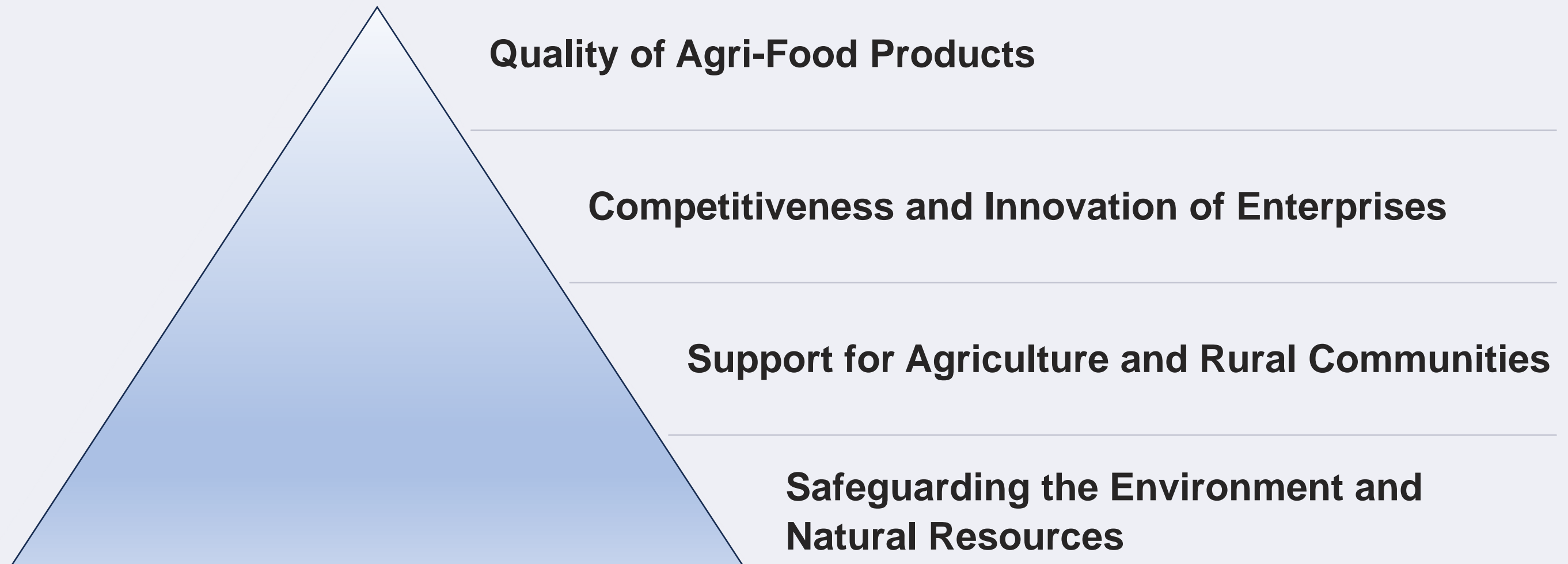
Impact

Promote more stringent environmental norms and standards compared to current legislation.

Opportunities to promote integration and synergies with EU Regulation 2024/1991 on nature restoration

Towards a Sustainable Production Model for GIs

Origin-denominated and geographically protected productions have the opportunity to lead the transition towards a production model that promotes quality, innovation and sustainability.





Conclusions and Perspectives

Opportunities

Quality productions can drive the transition towards more sustainable and innovative agriculture.

Challenges

Balancing production and environmental needs represents a significant challenge. Balancing tradition and innovation will require commitment and collaboration among all

Impact

A sustainable approach can strengthen competitiveness and preserve the Italian and community agri-food and natural heritage.

Research and Innovation

Research and innovation are essential for the development of GIs as it certifies the distinctive characteristics tied to the territory, ensures quality and authenticity through scientific studies and supports sustainable innovation by improving production methods while maintaining authenticity.



Thank you

luigi.servadei@crea.gov.it