

# Implementing a bottom-up sustainability strategy

## *pilot case Café Villa Rica DO*



### *Conference*

#### **Worldwide Perspectives on GIs**

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# Why do GIs need a sustainability strategy?

- GIs are high quality, origin-based, unique products usually sold on differentiated markets, not traded as substitutable commodities
- Consumers in differentiated markets value aspects of uniqueness, traceability, high quality, and increasingly sustainable production.
- Sustainability requirements of states (e.g. EUDR) and retailers
- GIs generally fulfill the requirements of uniqueness and quality. But GIs are not per se / by definition sustainably produced (even though many GIs are «de facto» sustainable)



# Enhancing the sustainability of GI initiatives

## **Governments can...**

→ Embed the GI initiative in other rural development strategies and sustainable tourism

## **Producers can...**

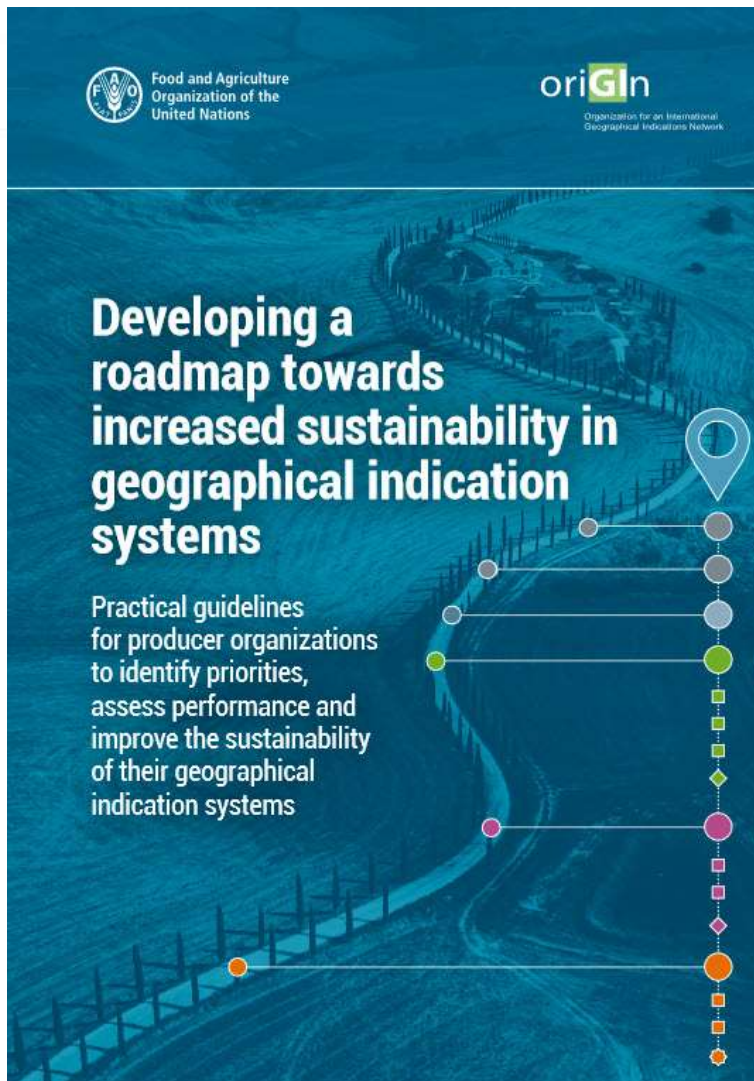
→ Add sustainability criteria to the product specifications (rules, code of practice)

→ Get certified by sustainability labels in addition to GI

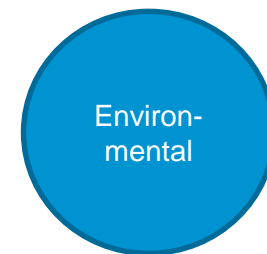
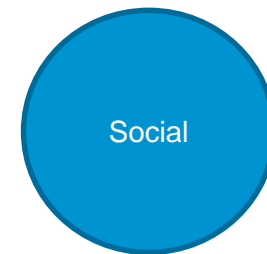
→ Develop and implement a GI specific, bottom-up sustainability strategy in addition to the product specifications







Producers in the lead!



[Link to the document \(FAO, oriGIn, 2024\):](https://openknowledge.fao.org/server/api/core/bitstreams/55f24066-9525-46c2-8ed3-f1a47532b1af/content)

<https://openknowledge.fao.org/server/api/core/bitstreams/55f24066-9525-46c2-8ed3-f1a47532b1af/content>

# Testing the strategy in Peru

## Café Villa Rica DO



### Consultation (lead: oriGIn):

- GI management organisation, oriGIn, INDECOPI, IPI
- 29 bottom-up consultation meetings betw. Dec 24 and Jan 25
- Purpose: support elaboration of sustainability priorities and indicators for Café Villa Rica DO
- Producer priorities were compared with with priorities from government, commercial, and cooperation actors to identify common interests

# Results and next steps

- 10 sustainability priorities (2-3 from each pillar) and indicators identified as priority (lead: GI management organisation)
- GI management organisation formed a working group, appointed a person in charge for each sustainability priority («process owner»), and defined next steps
- Possible supporting institutions were identified (focus: local/national)



## **Impression of the IPI**

- Roadmap is a solid tool to enhance sustainability of GI value chains
- Idea: to apply it in all our cooperation projects



# Thank you for your attention!

- Questions? Comments?



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