



Organization for an International
Geographical Indications Network

GI performances and challenges: How to support GI system in the sustainability pathway



oriGIn - The global alliance of GIs

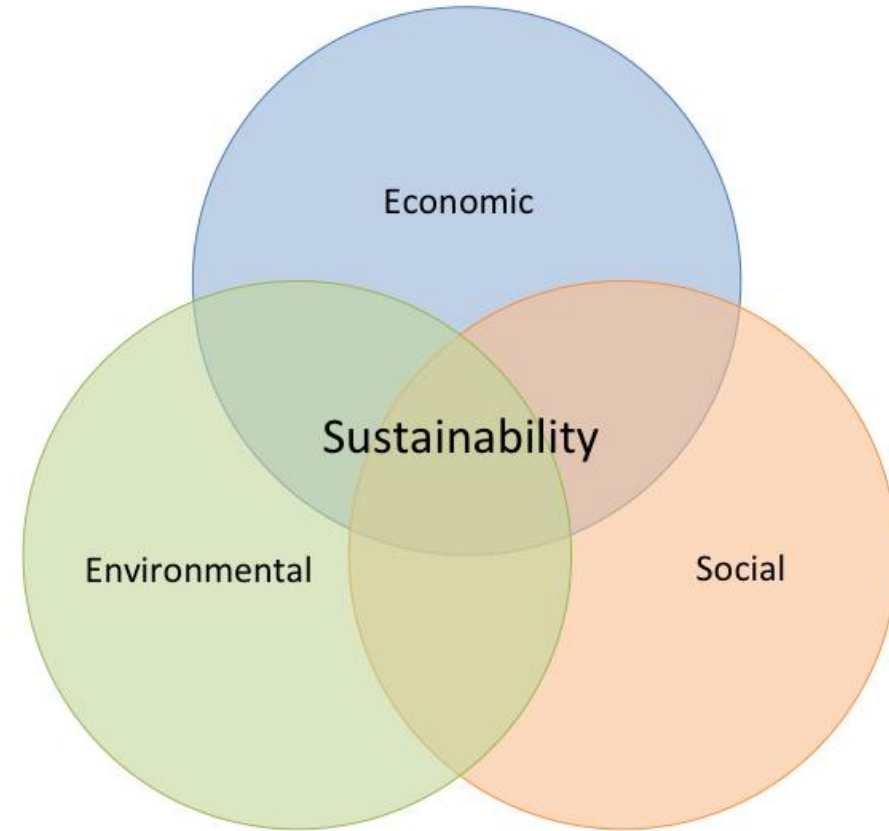
oriGIn is the global alliance of GI groups and institutions dedicated to:

- Campaigning for robust GI protection in national laws and international treaties; and
- Promoting a model of managing value chains which is poised to respond to the emerging economic, social and environmental challenges.



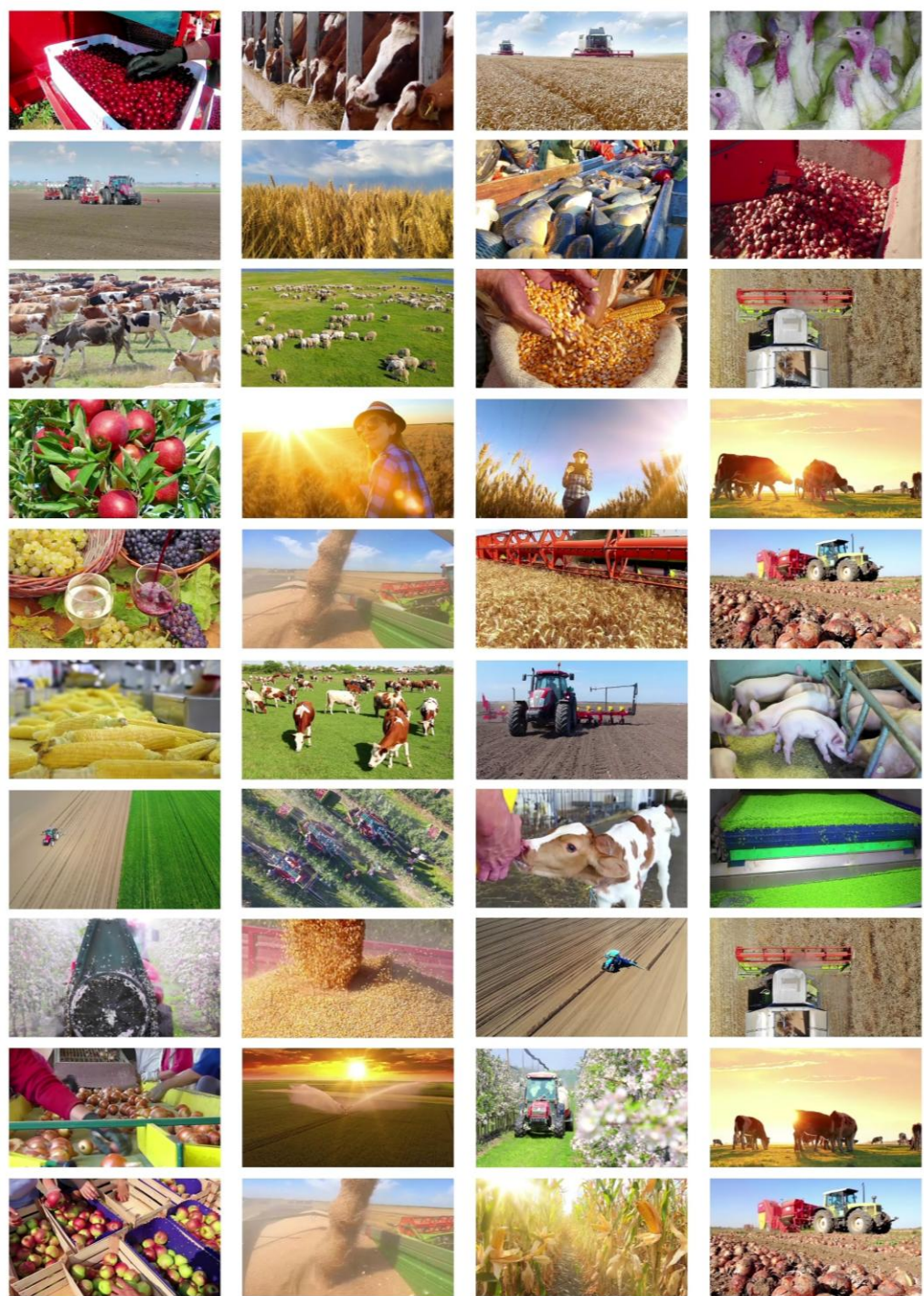
Sustainability

SUSTAINABLE DEVELOPMENT GOALS



GIs in line with sustainability values/trends?



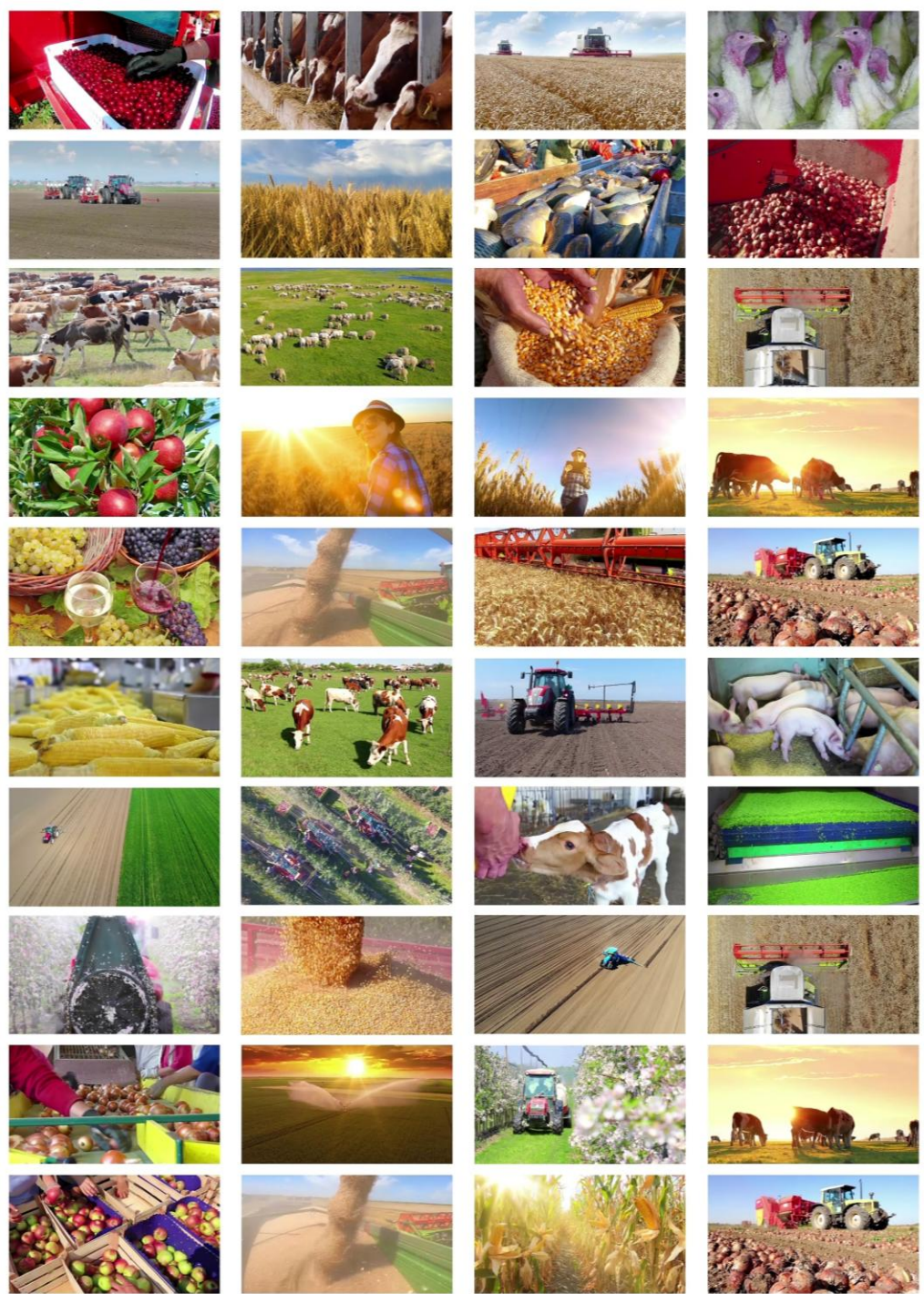


Regulation (EU): 2024/1143

■ Article 7, Sustainability:

A producer group, or a recognised producer group where such a group exists, may agree on sustainable practices...

... 'sustainable practice' means a practice which contributes to one or more social, environmental or economic objectives, such as:



Regulation (EU): 2024/1143

(a) climate change mitigation and adaptation, the sustainable use and protection of landscapes, water and soil, the transition to a circular economy, including the reduction of food waste, pollution prevention and control, and the protection and restoration of biodiversity and ecosystems;

(b) the production ... in ways that reduce the use of pesticides and manage risks resulting from such use, or that reduce the danger of antimicrobial resistance in agricultural production;

Consumers trends

Q: Which of the following environmental sustainability and social responsibility elements are most important to you when purchasing products in these categories?

Percentage of respondents that selected option in their top three

Fresh food



Beauty and personal care



Packaged food and beverages



Household cleaning supplies



Note: Respondents were asked to rank up to five options, starting with the most important
Source: Bain Consumer Lab ESG Survey 2024 (n=18,991)



Regulatory perspective



Retailers, distribution



VINMONOPOLET



How can we support a GI sustainability pathway?

- Awareness
- Inclusive bottom-up approach
- Convergence (national, regional, sectoral)



The components of the Sustainability Strategy for Geographical Indications (SSGI)

