



Q fondazione
QUALIVITA



Striking a balance between innovation and tradition

the role of producers' groups,
public authorities and research centers

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Q fondazione QUALIVITA



Fondazione Qualivita is a non-profit organisation set up in 2000 to enhance and protect European quality food and wine production. It carries out cultural and scientific activities in support of the PDO PGI system, in collaboration with the Protection Consortia, institutions and numerous international partners.



**PDO PGI Sector
Research**



**Platform for scientific
dissemination**

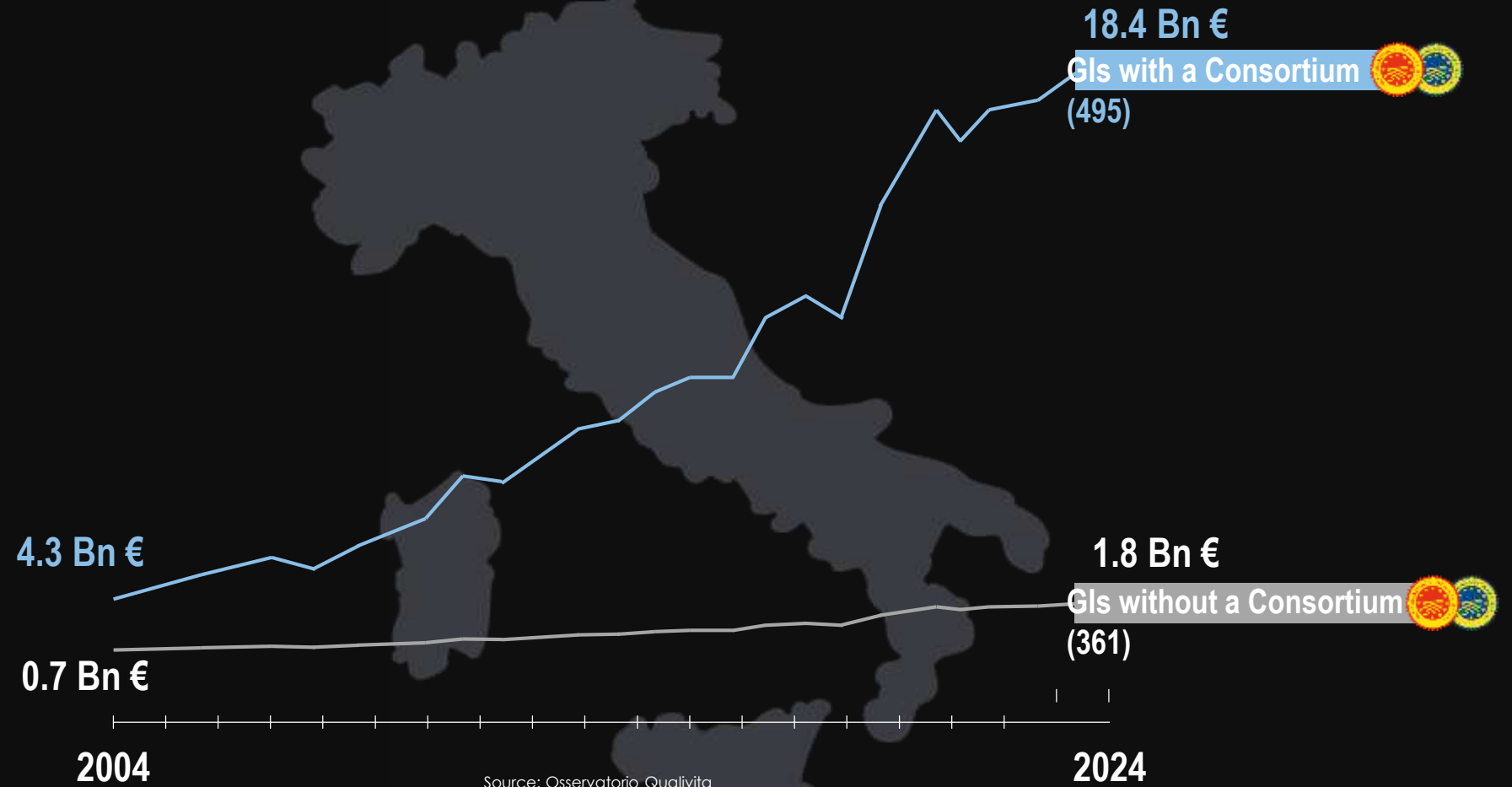


**Multilingual
publishing series**



**Training
Academy**

Geographical Indications work better when there is an organized group that manages them



Source: Osservatorio Qualivita

The role of groups

Yesterday

- Promotion
- Protection

Today

- Promotion
- Protection
- Research
- Market
- Tourism
- Sustainability



The evolution of groups

protection
promotion

governance



Reasons behind this development:

- Market
- Climate change
- Nutritional well-being
- New regulations on GIs

Scientific Research & Geographical Indications

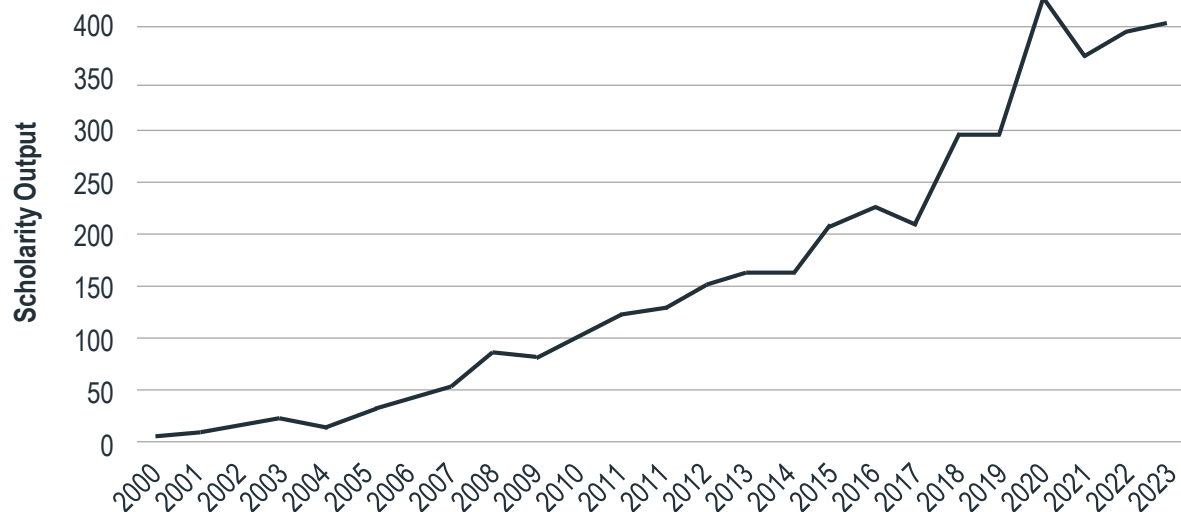


Data processing for
Fondazione Qualivita

1,800 scientific articles published in the past 5 years

5,977 authors from institutes around the world

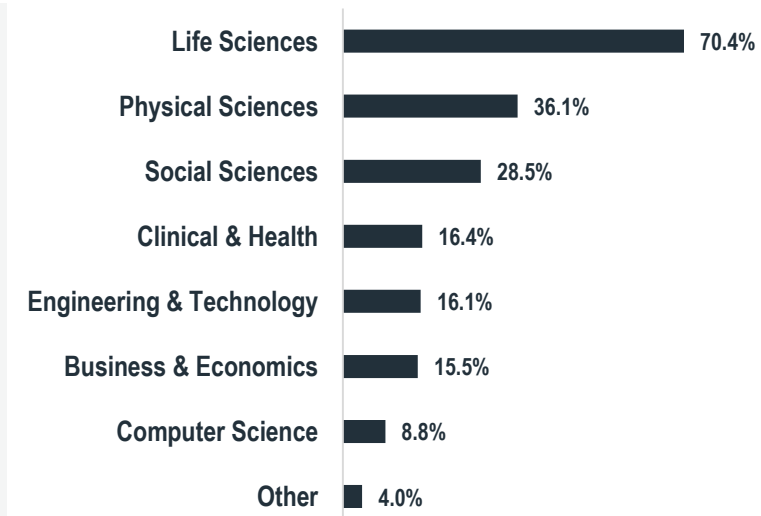
Output by Year
(2000-2023)



Output by Country
(2019-2023)

1°	Italy	341
2°	Spain	243
3°	China	235
4°	India	122
5°	France	117
6°	United States	88
7°	Brazil	83
7°	Indonesia	83
9°	Portugal	80
10°	Greece	76

Subjects
(2019-2023)



Research

THE ROLE OF GROUPS

- GATHERING INSTANCES FROM SUPPLY CHAIN, TERRITORY, MARKET, CONSUMERS
- SCIENTIFIC DESIGN MANAGEMENT
- ONGOING RELATIONSHIPS WITH RESEARCH CENTERS
- SPECIFICATIONS CHANGES CONSISTENT WITH RESEARCH RESULTS
- SUPPORT TO ENTERPRISES

THE ROLE OF PUBLIC AUTHORITIES

- AD HOC COMMUNITY CALLS
- FLEXIBILITY ON EXPERIMENTS
- SPEED OF IMPLEMENTING CHANGES

Market

THE ROLE OF GROUPS

- MANAGEMENT OF GIs PRODUCTION
- MANAGEMENT OF PROCESSED PRODUCTS
- SUPERVISION OF COMMERCIAL PLATFORMS

THE ROLE OF PUBLIC AUTHORITIES

- GIs INTEGRATION INTO INTERNATIONAL TREATIES
- GIs EXCLUSION FROM TRADE BARRIERS
- GIs TRADE BUREAUCRATIC SIMPLIFICATION
- GIs MARKET CONTROL
- EFFICIENT GIs PROTECTION FROM PRIVATE INDUSTRY



Tourism

THE ROLE OF GROUPS

- GIs PROTECTION FROM RISK OF OVERTOURISM
- INTERNAL REGULATION OF MINIMUM SERVICES
- PROFESSIONAL TRAINING

THE ROLE OF PUBLIC AUTHORITIES

- CALLS FOR TERRITORIAL PROMOTION
- CONTROLS OF GIs USE IN THE SECTOR
- LEGISLATIVE HARMONIZATION

Sustainability

THE ROLE OF GROUPS

- HARMONIZED DEFINITION OF SUSTAINABILITY COMMITMENTS
- INTEGRATED COMMUNICATION IN THE GIs PLAN
- TRAINING TO COMPANIES AND TO THE SUPPLY CHAIN

THE ROLE OF PUBLIC AUTHORITIES

- MONITORING IMPACTS AND BEST PRACTICES
- INCENTIVES ON ACHIEVED GOALS
- CALLS FOR TRAINING PROGRAMS

GIs agenda on global innovations

- **STRENGTHEN THE GOVERNMENT** of groups
- **CLIMATE CHANGE** adaptation
- **BOTTOM-UP APPROACH** to sustainability (FAO, oriGIn)
- **RESEARCH FINALIZED** to the needs of individual GIs
- **MARKET MANAGEMENT** by GIs

GIs ARE THE ONLY BARRIER AGAINST DEREGULATED DIGITAL ECONOMIES

The real challenge is to evolve GIs into an **active global economic model**, capable of building **alternative systems** so that they do not become mere niche brands in a **market dominated by global logics.**

The challenge is on.

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