

# A New Approach for Scientific Research in Connecting Geographical Indications with Consumer/ Citizen Needs

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# New GOALS and VALUES for Scientific Research on GIs under the New EU Regulation 2024/1143

## **Sustainability: a goal and a value at the same time**

The new Regulation 2024/1143 places particular emphasis on sustainability, following the guidelines of the European Green Deal, highlighting the role of GIs in the transition towards a sustainable food system that ensures environmental protection, animal welfare, and social justice.

The IG's sustainability practices should be linked to at least one of the three main sustainability issues: environmental, social, and economic.

## **Reinforcement of Territorial identity: the cultural and identity bond with the territory**

The recognition of all GI's, food & spirits, as high-quality products deeply rooted in the territory. Recognizing the territory as a benchmark of quality and identity.



*What the consumer wants today*

**FOOD  
QUALITY**

**SUSTAINABILITY**

**Other VALUES:  
FOOD CULTURE  
AND  
TERRITORIAL  
HERITAGE**



Geographical Indications are gaining greater significance, serving as key drivers in promoting not only food quality but also sustainability and the cultural heritage of European products.

# The New Challenges for Scientific Research on GIs

## INNOVATION

**Sustainability in production:** reducing water footprint, lowering CO<sub>2</sub> emissions, minimizing pesticide use.

**Sustainability as protection of landscapes, water, and soil.**

**Sustainability in a circular economy perspective and reducing food waste (e.g., packaging).**

**Sustainability in terms of animal welfare**

**Enhancing IG's food quality and nutritional safety** to meet current nutritional needs of consumers/citizens and expanding to new market segments.

**Integration of Geographical Indications (GIs) into a healthy and sustainable diet.**

## TRADITION

Preserving the cultural identity and values embedded in GI's, ensuring they remain recognizable to consumers.

The consumers/citizens must be able to recognize the cultural heritage of GIs, which today should be respond to their needs and desires.

***Integration of GI's into a positive way of life!***

**The challenge for scientific research is therefore complex, as it encompasses areas of interest that do not always overlap—for example, nutritional value, adequate nutrition, and sustainability.**



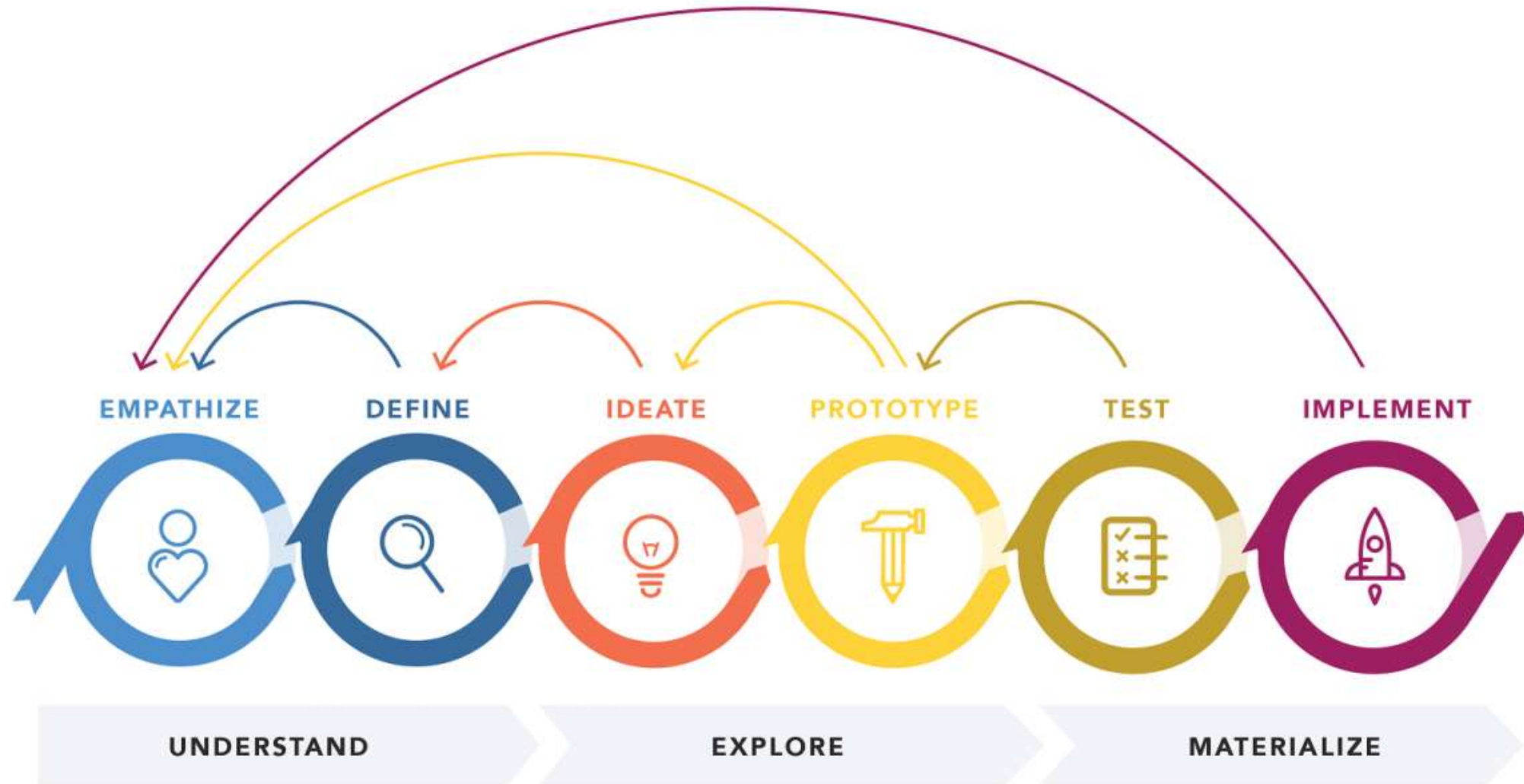


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*To solve these complex problems we need new approaches, new models.*

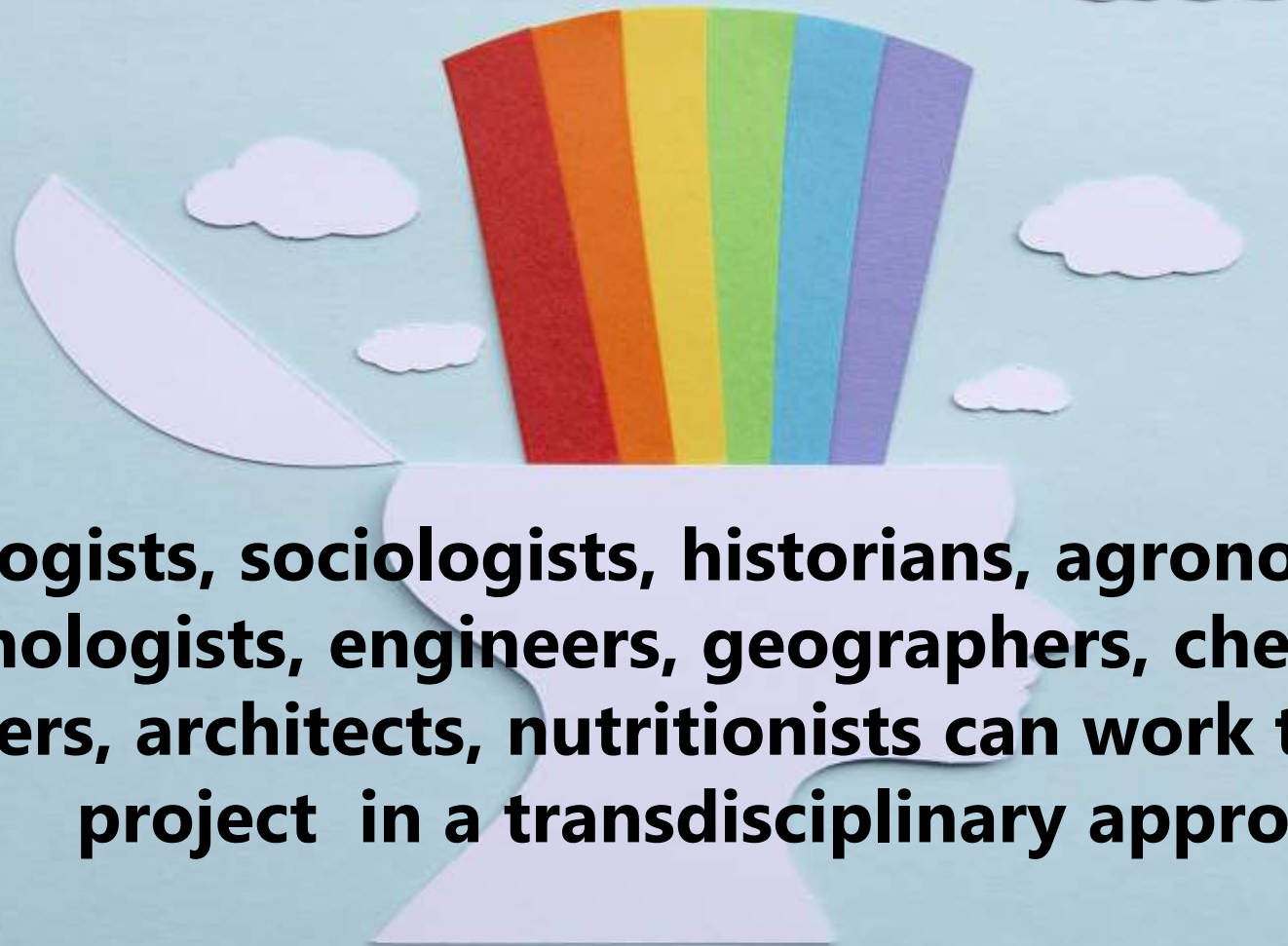
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# DESIGN THINKING METHODOLOGY





# EMPATHIZE & PROBLEM DEFINITION: TWO CRUCIAL PHASES

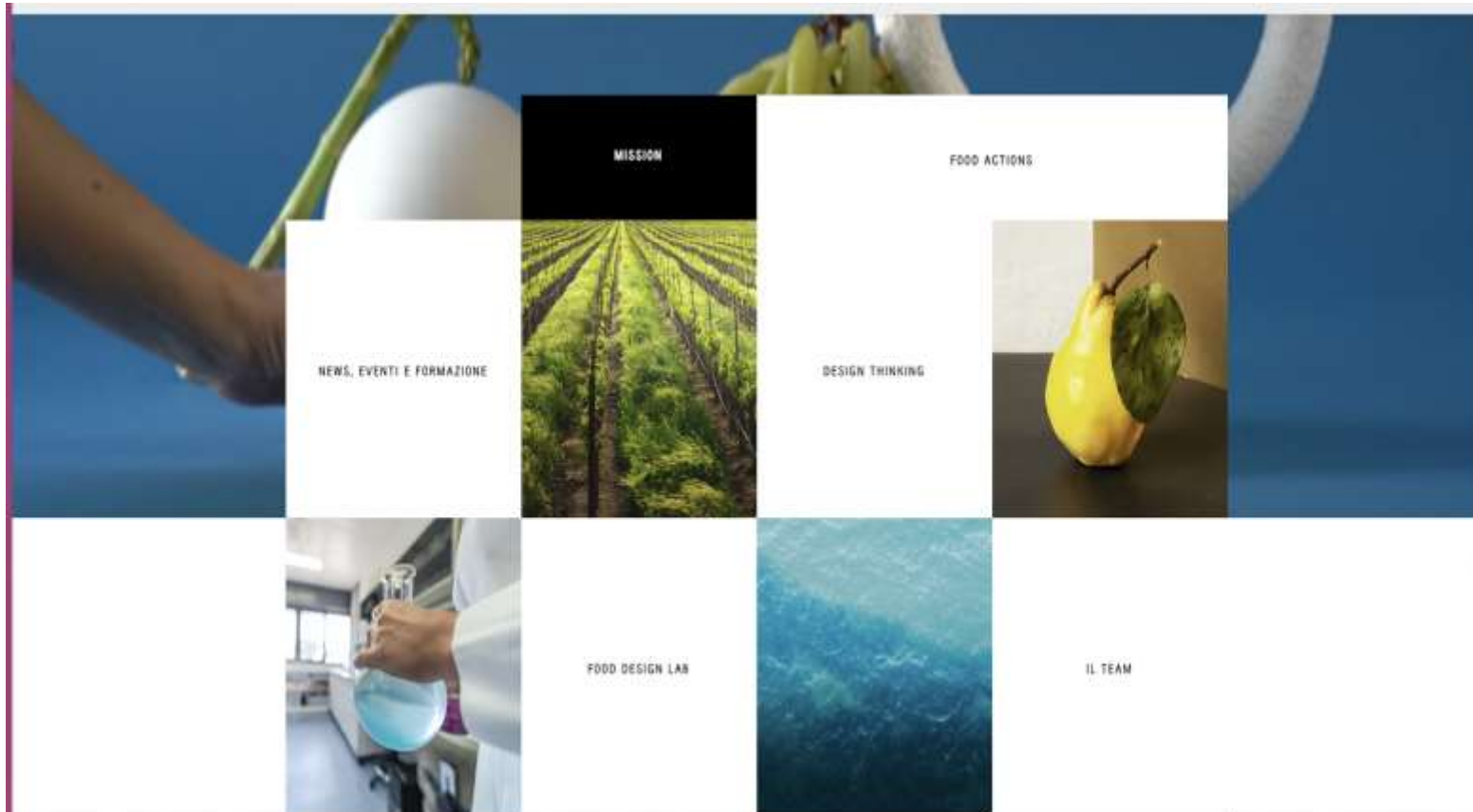


**Anthropologists, sociologists, historians, agronomists, chemists, biotechnologists, engineers, geographers, chef, economists, designers, architects, nutritionists can work together in a project in a transdisciplinary approach**





# A Research Platform established in 2023 with the Research Centre for Food and Nutrition- CREA



Many scientific expertise and research laboratories are focused on evaluating and improving nutritional value and sustainability of Italian agri-food production, including GIs



**ALL ITS PROJECTS EMPLOY  
THE DESIGN THINKING  
METHODOLOGY**



**SUPPORT ITALIAN AGRI-FOOD  
PRODUCTIONS INCLUDING GIs, IN  
IMPROVING THEIR SUSTAINABILITY,  
PRODUCT CONSUMPTION IN A HEALTHY AND  
SUSTAINABLE DIET, PROMOTING THEIR  
CULTURAL HERITAGE AMONG POPULATION**

# CREA's Expertise in GI's: Completed Studies and Potential



- **Genetic Improvement**
- **Technological Innovation**
- **Sustainability Improvement of productions and Circular Economy**
- **Food quality studies to promote IG's quality and uniqueness**
- **Development the 'Guidelines for a Healthy Italian Diet''**
- **Anti-Counterfeiting Projects**



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**Italian  
Food  
Design**



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Thank you for your attention