



Civil Dialogue Group

Quality and Promotion

Meeting on 9 March 2021

Agenda point 2

Main conclusions of the GI conference “Strengthen the GI” 25-26 November 2020

OUTLINE

'Strengthening Geographical Indications on-line Conference' 25-26 November 2020

- Context
- Content
- Outcome (numbers and panel)



Context

‘Strengthening Geographical Indications on-line Conference’ 25-26 November 2020



- ❖ *Follow up of jointly hosted AGRI-EUIPO Conference «futures perspectives» held in 2018*
- ❖ *President von der Leyen: « Strengthen the system of geographical indications... »*

Strengthening geographical indications

online conference • 25 & 26 November 2020



CONTENT

- Focal point for stakeholders to make their views known on the range of issues in the reform process.
 - Profile of participants: Producers, stakeholders across the food value chain, Member State officials, international and civil society organization, as well as the interested public.
- Different panel sessions to tackle the main issues of the GI reform:
 - Enforcement and controls – Annual GI controls dialogue (Domaine Names and Logo use)
 - Sustainability issues
 - Producers empowerment
 - Increasing attractiveness - Consumers awareness
 - GI as IPR - case law and issues
 - Protection and simplification – REFIT (141)



Strengthening geographical indications

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CONTENT

- Joint AGRI-EUIPO to deepen discussion on GI and TM intersect (case law presentation)
- Panels were also dedicated for 'non-Agri Gis' (173) and the global 'spread of Gis' (188)
- Digital gallery highlighting Gis' value and GI development : e-Ambrosia and GiView (553 visits over 2 days)

All the material (ppt. / video / audio / gallery) available on the europa web-page until November 2022
https://ec.europa.eu/info/events/strengthening-geographical-indications-digital-conference-2020-nov-25_en



Main outcome

Overall positive appreciation and great participation

- Average 2500 viewers per day
- Around 250 participants per panel : presentation day 1 + **extra debate** day able to intervene directly in live or in chat
- Top participation in ‘increasing attractiveness’ issues with 385 participants



Main outcome panel

- **Controls & enforcement - Domain Names and internet** (255 participants)

GIs can be strong only if there is a well-organized system of GI controls and enforcement in place.

- **Challenge to compete Globally:** to enforce GI in the world-wide-web, there is a need to ensure cooperation with the platforms (Amazon, ebay) to avoid mis-use of GIs and bad faith registration of a GI as a 'domain names' within the Domain Name System (DNS).

- **Controls & enforcement - PDO/PGI logos use** (239 participants)

Logos must have a clearer meaning for users and consumers.

- **Challenge to make it easy to handle and use - to make it attractive to all**

- **Sustainability** (282 participants)

Geographical Indications already offer a lot of “**built-in**” **sustainability** features

Defining and agreeing on a number of indicators will be an essential element for further incorporation of sustainability aspects.

- **Challenge to find a **soft transition** towards more sustainable Gis (no obligation)**

Main outcome panel

- **Empowering Producers** (242 participants)

Producers need to be a well-organized to defend and promote their products

- Challenge to encourage and help GI groups to organize themselves in a structured way : need to frame GI groups (education and information) and foster the dialogue between producers and traders

- **Increasing attractiveness – consumer awareness** (385 participants)

Providing information on Gis needs to be beyond labelling requirements: GIs mean higher income, and benefit in place of origin.

Attractiveness is also interconnected with simplification.

- Challenge to find new Gis, motivate producers and description of the link with Geo Area.
- Challenge to educate future generation, consumer and smaller producer groups to build partnerships.
- Challenge to Inform consumer that GIs are not only products but our cultural heritage, traditions and emotions.

Main outcome panel

- **IP protection of GI** (218 participants)

Too many “law sources”: need to harmonise GI rules and gather in a single piece of legislation

- Challenge to clarify the scope of protection given to GIs

- **REFIT** (141 participants)

The session explored how GI procedures can deliver efficiency at minimal cost, and how stakeholders can intervene in this process.

Focusing on the **quality of the applications**, how to **ensure efficiency** in dossier examination, and extending the **use of IT Tools** are elements to be taken into consideration.

- Challenge to make the registration procedure easier and faster (strong call for guidance and creation of 1 single legal instrument)

Thank you

All the material (ppt./video/audio/gallery) available until Nov. 2022

Europa web-page:

https://ec.europa.eu/info/events/strengthening-geographical-indications-digital-conference-2020-nov-25_en

EUIPO Academy portal:

<https://euipo.europa.eu/knowledge/course/view.php?id=4177>

