

Evaluation Seminar Series

Learning from Existing Evaluation Practices on the Impacts and Effects of Intellectual Property on Development

Geneva, 6 and 7 October, 2011

BACKGROUND INFORMATION OF THE PRESENTATION
IMPACTS OF GEOGRAPHICAL INDICATIONS- REVIEW OF METHODS AND
EMPIRICAL EVIDENCES

prepared by the Secretariat

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Dr Dominique BARJOLLE is agro-economist and held a Master Degree and a PhD of AgroParisTech (ex. INA P-G). She is currently both project leader at REDD Ltd. and senior researcher at ETH Zurich. At REDD Ltd., she leads a technical assistance projects in the Balkans (introduction of Geographical Indications and food standards) and provide expertise for FAO regarding Geographical Indication, developing guides and practical tools for the FAO States members. At ETHZ, she teaches and does research in food supply chain management, with emphasis on voluntary standards, especially for Geographical Indications. She has developed the methods for impacts assessments of GI and other standards in the frame of a previous European research program. She has published several scientific papers at international level, and is co-author of scientific books, both in Switzerland and abroad. She is member of the Swiss federal commission for Accreditation, and was formally member of the Swiss Federal Commission for Geographical Indications (during 12 years).

Marguerite Paus

Dr. Marguerite PAUS is agro-economist at AGRIDEA, the Swiss Association for the Development of Agriculture and Rural Areas. She holds an M.Sc.in Life Science and Technology (AgroParisTech and Montpellier SupAgro) and has a PhD in rural socio-economics from the Institute for Environmental Decisions (ETH Zurich). She has seven years experience in rural socio-economic research, and was involved in the European research projects SUS-CHAIN and SINER-GI.

Marguerite's PhD research focused on collective agro-food supply chains and their potential to foster rural development (case studies of Geographical Indications from Switzerland and Serbia, and development of impact assessment methods), as well as the role of facilitators in building GI supply chains.

Anna Perret

Anna PERRET is an environmental scientist and holds a M.Sc. in Environmental Sciences from the Swiss Federal Institute of Technology Zurich (ETHZ). She has six years experience in training engineering and project work in the field of voluntary standards and quality labels for agro-food products especially Geographical Indications. She was involved in the European research project SINER-GI. Anna is currently project manager at REDD Ltd. and works on a technical assistance projects in the Balkans (introduction of Geographical Indications and food standards).

This presentation focuses on methods for assessing the territorial impact (economic, social and environmental) of geographical indication systems. First, in a review of methods, methodological difficulties and choices are discussed and major studies are briefly presented. We highlight that it is necessary to identify a clear reference point and a relevant set of indicators and that this question has led to an active and rich research corpus. In a second part, we present some of the results of a recent European research program, SINER-GI. We analyze the impacts of 14 case studies in a common methodology. The results show significant differences of the priorities of the stakeholders between established geographical indications and geographical indications in progress. For a first group of geographical indications in progress, which we called "enthusiasts", the most important expected impacts are the market stabilization or increase, the value added in the region, but also the preservation of local

breeds or varieties. For a second group of geographical indications in progress, that we called “socio-environmentalists”, the expectations on economic issues are less important than the social and the environmental ones. Finally, for a third group of geographical indications in progress, that we called “undecided”, we find that the highest scores are given to the expected economic impacts.

We can conclude that in general, observed or expected impacts of geographical indication systems are mainly linked with economic or economic-related issues. But the review of the 14 case studies also shows that if the economic concerns are the only motives in the implementation of the GI protection schemes, there are some crucial risks.