

Evaluation Seminar Series

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

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BACKGROUND INFORMATION OF THE PRESENTATION
MONITORING AND EVALUATION OF THE EFFECTS OF THE PROTECTION OF
GEOGRAPHICAL INDICATIONS

prepared by the Secretariat

Giovanni Belletti

Giovanni Belletti is associate professor of Agricultural Economics as well as Agro-Environmental and Rural Policies in the Department of Economics, University of Florence (I). His fields of research are agrofood supply chain organization, quality economics and policies with particular reference to origin-linked aspects, local agro-food systems, agro-environmental policies, agrotourism and rural development dynamics.

Andrea Marescotti

Andrea Marescotti is associate professor of Agricultural Economics and Food Economy in the Department of Economics, University of Florence. As regards origin products and geographical indications, research activity has been focused on the evaluation of the costs and benefits the protection of geographical indications can have on firms, markets, society, and the environment.

As regards origin products and geographical indications, research activity has been focused on the evaluation of the costs and benefits the protection of geographical indications can have on firms, markets, society, and the environment. Giovanni Belletti and Andrea Marescotti have been carrying out research activity on Geographical Indications within EU-funded research projects (DOLPHINS, SINERGI), as consultants in the “Evaluation of the CAP policy on protected designations of origin (PDO) and protected geographical indications (PGI)” commissioned by EU DG Agriculture and Rural Development, and in many national and local research projects. In 2010 they were charged by the Swiss Federal Institute of Intellectual Property to produce a general methodology for evaluating the socio-economic and environmental impacts of Geographical Indications within the “Geographical Indications Project Jamaica – Switzerland”.

It is often assumed that the protection of GIs, according to some national or international rules, is a means for achieving success in the marketplace and generating economic benefits for local producers and other economic, social, and environmental benefits for local communities. However, little has been done to evaluate the many types of effects from the legal protection of GIs, and no comprehensive methodology for evaluating those effects has been developed.

This study provides a general methodology for monitoring and evaluating the effects of introducing a “GI framework”, a legal and institutional framework for the recognition, registration, protection and management of all GIs in a given country.

Besides, the study seeks mainly to provide a general methodology for monitoring and evaluating the effects that protecting a GI may have on the “GI system” (that system being the socio-economic network associated with the supply chain of one particular GI product) and, more in general, on the territory the GI product comes from.

A comprehensive map and an illustration of expected effects of a GI registration are presented, considering economic, social, and environmental dimensions. Some indicators are proposed for each considered effect.