

FORUM ODT 2020

Transforming localized food systems through sustainable consumption and production

Adapting collective rules of origin to evolving contexts: the role of participative evaluation

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Workshop 3

**LABELLING AND EMPOWERING CONSUMERS AND
LOCAL PRODUCERS**

Product specifications for products with a geographical indication

Product specifications define some key rules about:

- the production method
- the quality characteristics of the final product
- the area of production

thus identifying the link between the GI product, the territory and local resources.

The way the rules are designed affect the impacts on local economy, society and environment.

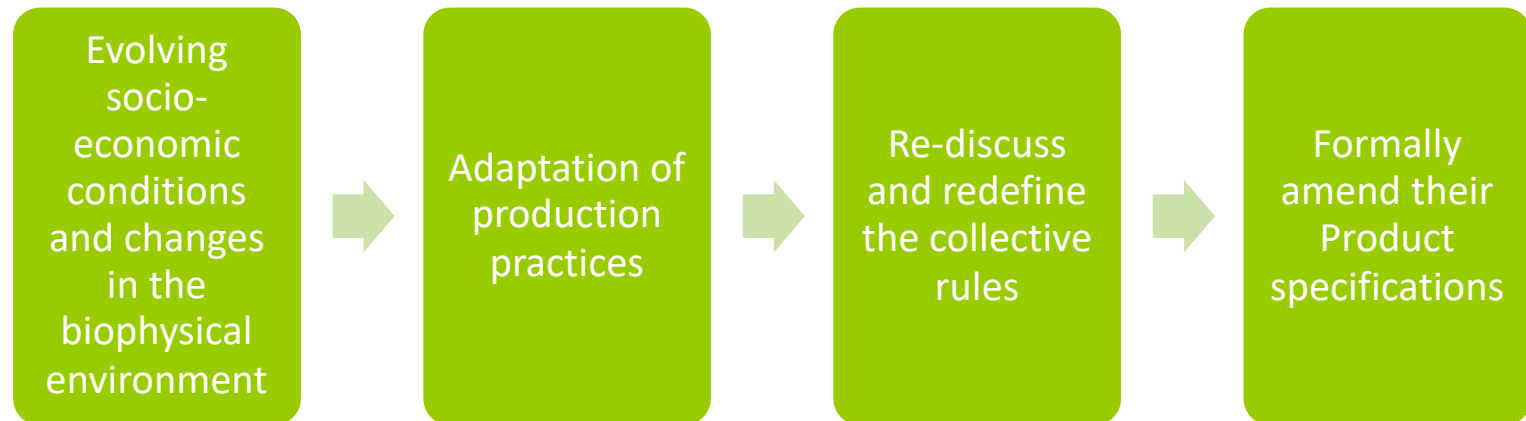
Product specifications represent:

- an agreement between producers,
- an agreement and between them and consumers.

Evolving rules

GI products are:

- the result of an interpretation of a link between a terroir and a product
- socially constructed
- living objects.



Producers can also modify their PS in a more proactive way, in order to better positioning the product with reference to some market segments, introducing new production techniques to lower production costs, redefine internal power relations, or strengthening the link with local specific resources.

Why and how producers adapt rules? Fruit & vegetables in the EU

Sustainability 2020, 12, 3571; doi:10.3390/su12093571

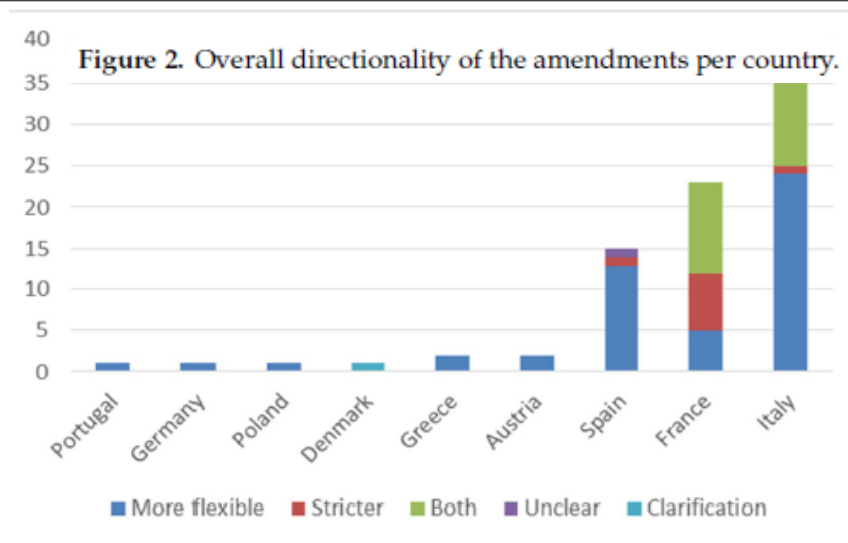


Article

Are Protected Geographical Indications Evolving Due to Environmentally Related Justifications? An Analysis of Amendments in the Fruit and Vegetable Sector in the European Union

Table 4. Justification for the amendments in the farm level area.

Order of Importance	First		Second		Third		Total	
Categories	n.	%	n.	%	n.	%	n.	%
Market	13	21.7	3	9.7	0	0.0	16	16.7
Technology/research	22	36.7	10	32.3	1	20.0	33	34.4
Policy/legal	0	0.0	4	12.9	0	0.0	4	4.2
Environment	10	26.7	7	22.6	1	20.0	18	18.8
Identity/quality	15	25.0	7	22.6	3	60.0	25	26.0
Total	60	100.0	31	100.0	5	100.0	96	100.0



- Technology/research: new results from research and/or the availability of new technology and machinery.
- Market justification: evolution of the consumers demand, new market requirements to comply with, new income opportunities and the cost/workload reduction.
- Identity/quality: quality characteristics of the product and/or the area, traditions, the link between the region and the GI product or quality improvements.
- Policy/legal category: amendments that had to be filed due to the need for adapting PSs to national or international legislation.
- The environment: adapt to /manage the relation to natural resources, climate change ...

Consideration of the evolution of consumer needs



Managing the balance between tradition and innovation



Effects of GI evolution

On consumers and local people:

- ❑ redefinition of the very identity of the product (change in the patrimonial value of the product) ...
- ❑ ... therefore affecting trust of consumers in the GI

On the local production system:

- ❑ power relations between different actors
- ❑ value added distribution

On citizens:

- ❑ on the different pillars of sustainability.
- ❑ Effect on public goods ...

Need for regulation of GI evolution

For this reason there is a need to elaborate appropriate governance arrangements able to orient the process of GI evolution to the public interest, and not only to short-term economic results:

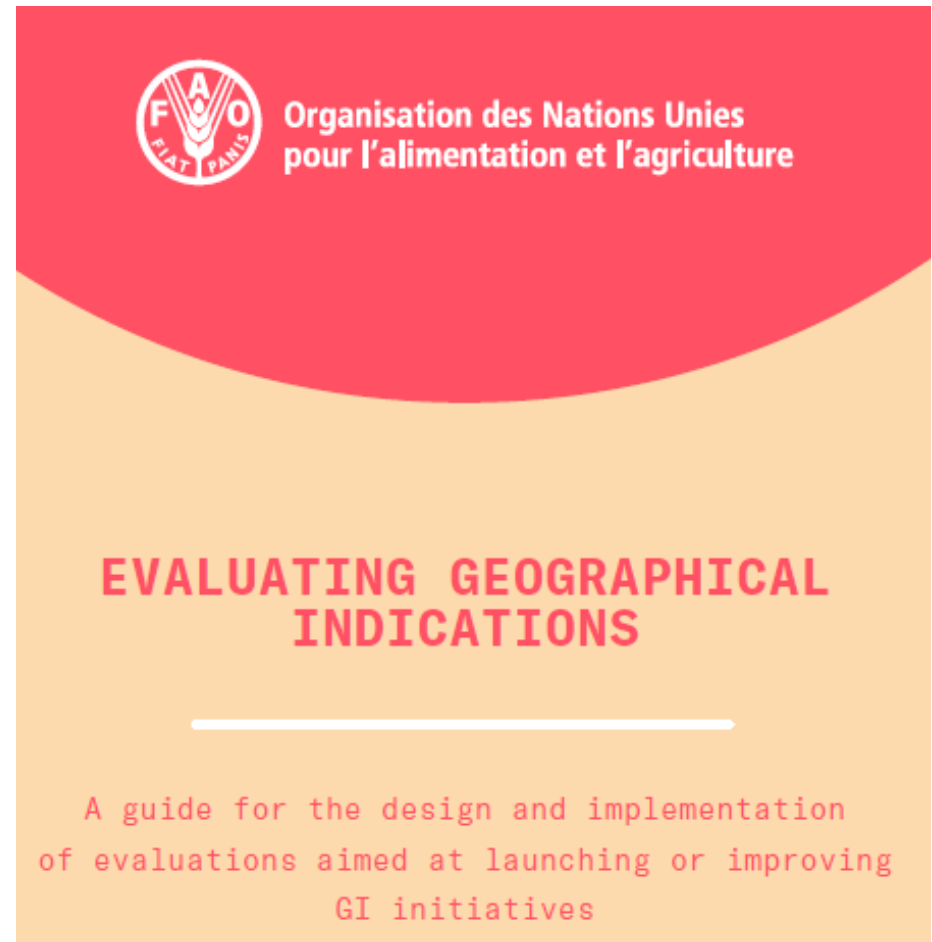
→ Appropriate legal frameworks

- Consider the effects of GIs at company, sector, production system and territorial level
- Give room of participation to different stakeholders / point of view
- Take in account actors outside the local production system

Providing (public and private) stakeholders with appropriate tools supporting participatory, informed and aware decision-making processes is of paramount importance.

Need for participatory prospective and retrospective evaluation

A conceptual framework and a methodology elaborated by University of Firenze and FAO aiming at developing prospective (ex-ante) and retrospective (ex-post) evaluations able to support GI stakeholders in their decision-making processes.



Prospective (ex-ante) evaluation

Prospective evaluation

Prospective evaluation can chiefly be referred to the first and second phases of the virtuous circle (“Qualification”), as it mainly deals with whether and how to regulate the use of the GI. Prospective (or ex-ante) evaluation has to be carried out to decide whether and how to launch a GI initiative. It refers when the definition of the GI initiative is drafting, and rules, normative tool, and control system are still to be chosen. The general aim of prospective evaluation is therefore to help defining the rules by forecasting the effects the GI initiative will generate on the dimensions envisaged by the analysis (economic, social, environmental). The ultimate goal is to give insights for better designing the GI initiative in line with the objectives stakeholders want to achieve, in order to minimize negative effects and maximize positive ones. In this case, the evaluation supports producers and other stakeholders:

- understand what could happen when setting up a GI initiative;
- identify the most important issues to be tackled (the definition of common rules, the analysis of alternative rules, which control system to use, etc.); and define the common rules in a participatory way, discussing pros and cons.



Retrospective (ex-post) evaluation

Retrospective evaluation

Retrospective evaluation primarily addresses the fourth phase of the origin-linked quality virtuous circle (reproduction of local resources) (see Figure 1). Its aim is to assess to what extent the GI initiative is worthwhile, and whether the natural and human resources used to produce the GI products are reproduced, improved and preserved to foster long-term economic, social and environmental sustainability.

The evaluation of a GI initiative over the course of its implementation is retrospective (or ex post) evaluation. This evaluation considers the actual effects of the GI initiative on different dimensions (what happened, or is happening, as a result of the GI initiative). The general aim is to assess the effects of the GI initiative and help producers and other stakeholders:

- understand what the effects of the GI initiative have been;
- understand to what extent the aims of the GI initiative have been met, and to what extent stakeholders' expectations have been achieved;
- analyse the causes of failures and successes; and
- determine how the GI initiative can be changed to better reach its aims.

Principles for evaluation: inclusiveness, fairness and sustainability

Inclusiveness and representativeness

GI initiatives are normally launched by a group of actors representing only part of the stakeholders operating in the OP system. In certain cases, GI initiatives are part of more general strategies carried out by private enterprises, associations, local governments or NGOs. GI initiatives are therefore not neutral tools. All concerned stakeholder categories should be included in the evaluation by means of a participatory approach

Fairness

GI initiatives may modify the distribution of power between stakeholders at different stages of the value chain (e.g. farmers and processors), as well as between stakeholders located at the same stage (e.g. small farmers and large landholdings). Evaluations should take due account of the distribution of the benefits and costs of initiatives.

Sustainability

GI initiatives are strongly linked to the economic, social and environmental dimensions of a territory. The evaluation should ensure that the scope of the evaluation includes, in addition to economic effects, effects on the environment and social and ethical impacts (e.g. on gender issues or access to quality food).

PRELIMINARY ANALYSIS

Provide a description and analysis of the OP system (baseline) and the GI initiative

Draft the report with the description and analysis of the OP system and GI initiative

RETROSPECTIVE MAPPING OF THE EFFECTS

Describe the end line situation and identify the main areas of impact of the GI initiative, collect and interpret data, provide organized information useful for decision-making

a) identification of areas of impacts

b) formulation of monitoring questions

c) selection of monitoring indicators

d) data collection

e) organization and analysis of information

f) reporting

Report on effects and synthesis of performance indicators

REFLECTING AND DECIDING

Outputs of the previous phases feed into the participatory reflection on the GI initiative and decision-making

a) dissemination of the report on the effects of the GI initiative

b) identification and analysis of critical areas of performance

c) overall representation and possible solutions

d) corrective actions and strategic planning of the GI initiative

Develop a strategic plan to improve the performance and sustainability of the GI initiative

Final remarks

How integrate participative evaluation in decision-making processes inside communities of producers and other local stakeholders?

How (local and national) public bodies should take in account evaluation in their assessment of GI amendments?

How account for trade-offs between different effects / aspects, in particular between producers economic interests and effects on common goods?

Accountability: evaluation allows the public sector, as well as all interested parties, reliable information on the economic, social and environmental impacts of DO protection.

Evaluation can be used to communicate the benefits of the product to consumers and is therefore also used for the purpose of marketing initiatives.

THANK YOU

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