



Schwäbisch-Hällisches
Qualitätsschweinefleisch g.g.A.

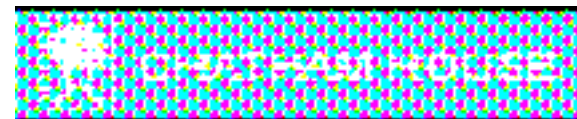
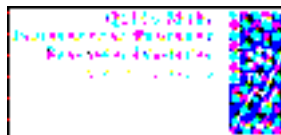


Geographical Indications and their contribution to environmental quality and linkages to social & cultural issues

Conclusions from the case studies of WP 3, IPDEV Project

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Content

1. GIs and their contribution to environmental quality

- **Methodology**
- **Impact Assessment** of case studies and conclusions
- **Other dimensions** of the relation between the protected product and environmental objectives

2. Linkages of GIs to social and cultural issues

- Link to **regional identity**, employment and local traditions
- **Synergies** with other sectors

Role of environmental considerations for GI

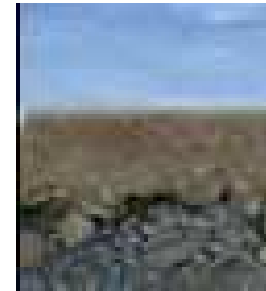
Significance of environmental considerations in objectives and specification of the GI:

- **primary motivation** in most cases **economic** one
- environmental requirements **rarely included explicitly in the specification**

Methodology - Environmental Impact Assessment

Impact Assessment, based on the observation of **indicators**:

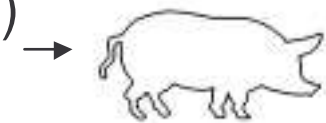
- Biodiversity
- Water
- Soil
- Landscape and cultural heritage
- Others: use of natural resources and energy, air/climate, waste



Assessment of specific effects set forward by GI/
comparison to **reference situation**

➡ 1. land-use criterion (alternative land use)

➡ 2. product-based criterion (product substitute)



	Prod. group	Gherkins	Potatoes	Cheese (ewe milk)	Meat (pork)	Cheese (cow milk)	Meat (lamb)	Extra virgin olive oil	Rice
	GI	Spreewald Gherkin	Jersey Royal Potatoes	Idiazabal	SHQ	WCFC	Diepholz Moorsheep	Sierra Mágina	Arroz de Valencia
Env. Issue									
Overall env performance		+/-	+/-	+	+	+	++	+/-	+
Biodiversity		+/0	+/0	+	+	+	++	+/-	+
Water		-	0/-	0	0/+	+/-	0/+	+/-	+
Soil		-/0	0/-	+/0	0/+	+	+	+/-	+/-
Landscape		+	+	+	+	+	+	+	+
Others		+/0	+	+	+	+	+		-/+
Prod. In natural reserve		+	-	+	-	+	+	+	+
Organic production		-	+	+	+	+	+	+	-
Intensification		Intensive. but reduction efforts	Intensified. reduction efforts	Not intensified	Not intensified	Not intensified	Not intensified	Intensified. reduction efforts	Not intensified. reduction efforts
Requirements in Specification		+	-	0/+	+	-	+	-	-
Env. Qual. as motivating factor		-	-	0/-	+	-	+	-	0/-
Env. Aspects in Marketing		0	0/+		+	+	+/0	0/+	+
Importance label		+/-	-	+	-	- (growing)	-	-	- (growing)

Table 1: overview of environmental impacts in each case study and other dimensions of the relation between the protected product and environmental objectives

Environmental Impacts - Conclusions

- ➔ Production processes of the different GIs vary greatly - effects of production vary substantially (from environmentally beneficial GIs, to GIs with neutral or ambiguous effects on the environment)
- ➔ GIs are not an environmental safeguard for sustainable and extensive production
- ➔ Intensification of production is also a concern for GI goods, although effects are frequently addressed by mitigation strategies
- ➔ Common to most case studies: short production chains which reduces the use of natural resources and energy.
- ➔ If environmental quality was a motivating factor leading to the establishment of GI protection, the product is more likely to achieve an environmental benefit.

Other relations between product and env. objectives

- The environmental benefits often achieved through indirect secondary effects
 - price premium associated with the GI protection enables farmers to maintain environmentally friendly production methods, or to support environmentally beneficial flanking measures
 - synergies with other sectors such as tourism contribute to the protection of traditional landscapes and habitats
 - In many cases, environmental benefits are put forward not by the GI but by EU and national agricultural support measures.

2.2 Social interlinkages - Synergies with other sectors

- **Improve image** of the region/ advertise and strengthen the profile and attractiveness of the region:
 - Strong **synergies with tourism sector**
 - **Maintenance** of certain distinctive **landscape** characteristics /natural heritage
- **Preservation of natural resources** (some cases)
- Integral part of **local events** (celebration of local traditions)
- GI protected products often element of/ benefiting from **regional development projects/** involvement in wider community activities
- **Identification for farmers** in the region/ establishment of networks





Thank you for listening!

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