

Main gaps and technical assistance needs at institutional level

Working group 2



WORKING GROUP 2.

Main gaps and technical assistance needs at institutional level

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Issues:

- Institutional network;
- Technical examination and registration;
- Certification, control and enforcement;
- Harmonization and international recognition;
- Etc.



Issues to be discussed

- Institutional network;
- Technical examination and registration;
- Certification, control and enforcement;
- Harmonization and international recognition;

- **WHAT** – What are the challenges of GI, which can be solved at institutional level?
- **HOW** – What are the steps and possible actions, which should be made at institutional level?
- **WHO** – Identification of stakeholders.



I. Challenges

- Different level of progress: The countries, which were represented at the working group are in different level of progress in terms of legal background related to GI.
- Information exchange: The information flow among the different institutions and ministries are slow and not regular (e.g. Swiss Fund for Serbia).
- The responsibilities and tasks of different institutional bodies are not well defined and structured
- Public awareness should be raised – media has a great responsibility in emphasizing the good examples of GI in the future, whereas nowadays the focus is on the failure and unsuccessful stories in general.
- Raising producers' interest.
- Low demand of GI at consumer and producer side: as GI products are not well known in these countries.
- Limited mobility of GI product: in order to link these products in the market chain, their distribution have to be solved, especially in remote areas, where is the highest need for the presence of GI product as one option for rural development.
- Reinforcing the power of consumers' association.



II. Needs and actions

- Strategy plan: a long-term plan for realization is needed for producers
 - Guide the producers
 - Support the producers for producing 'quality product'
- Define the basic rules for inter-professional cooperation: a platform should be provided in order to facilitate the exchange of information.
- Training of producers; information to producers through: producers can gain a lot of time by appropriate and practical information about the introduction to GI products.
- There are three main channels, through which they can receive information:
 - extension services
 - rural development networks
 - chambers.



Roadmap – set of priority

1. Institutional framework: legal and agricultural policy framework already exists in most of the SEE countries, but there is a lack of knowledge in how to apply it in practice
 - **Practical approach** and instrument for implementation
 - This approach can be realized through promoting exchange of experience by:
 - case studies, good practices
 - vertical approach: involvement all the stakeholders

 2. Economic approach
 - The demand of local market has to be taken into consideration: bottom-up approach based on market research and local needs are rather preferable than top-down approach;
 - Focus on export or local market: both objectives can be reasonable solutions, however some producers do not want to go at EU level (EU certificate) with their products (e.g. some of the Slovenian farmers-producers);
 - Tourism can have a synergy effect on the promotion and the marketing of the GI products;
- e.g.: Promoting one region by its products can have an influence on all the GI products produced, processed in that region. This kind of promotion of GI product in “regional basket” can be realized through a pilot project.



III. Stakeholders at institutional level

- Cooperation of Ministries (Agriculture, Tourism, Finance): has a high importance in the harmonization of legal aspects, agricultural policy and the application of them into practice;
- Chambers of commerce and agriculture: have to bring the information related to GI closer to the producers;
- Local governments, municipalities: have the responsibility to emphasize the value of local knowledge and raise the awareness of local people;

Institutional stakeholders cannot be treated separately from other stakeholders (donors, NGOs, National associations).

