

Common regional problems: what possible regional cooperation / synergies

Working group 3



WORKING GROUP3.

Common regional problems: what possible regional cooperation / synergies

Moderator: *Dragana Tar*, SEEDEV;

Reporter: *Richard Eberlin*, FAO-REUT.

Issues:

- Common opportunities and challenges;
- Objectives and types of activities;
- Potential partners and roles;
- Etc.



Issues to be discussed

- Common opportunities and challenges;
- Objectives and types of activities;
- Potential partners and roles;



- Legal aspects

- countries want to follow EU-regulations

- Harmonization of legislation: sharing experiences in:

- bottlenecks and models for GI product development
- legal
- organizational
- technical
- control
- marketing and promotion



- **Harmonization of “language”:**

common understanding between institutional level and local level, between different producer groups, make link between central authorities and local stakeholders (local authorities, NGOs)

- **PORTAL: network for facilitators, links to toolkits, inventory of brands/GI names, best practices (FAQs), (e.g. on FAO website)**
- **rural animators**
- **seminars at national level**



- **start with product/producers and at the same time work on the institutional/legal framework**
 - ➔ **pilot cases in the field to provide the feedback for strategy definition at institutional level**
- **inventory of potential brands/GI names for producers**
 - ➔ **make it widely known (portal)**



- **Marketing and promotion (consumer awareness and visibility)**
 - ➔ explore the channels for disseminating info on GI
 - ➔ use and create networks
 - = > network of fairs
 - = > slow food network
 - ➔ cross-border issues
 - = > regional promotion
 - ➔ link to tourism
 - = > promotion of the region (name)
 - = > traditional food routes

