

# Territorial Development with Cultural Identity & Geographical Indications

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# Territorial Development with Cultural Identity

**DTR-IC**: valuing identity & cultural patrimony of rural areas as a motor for locally-oriented developmental processes that reduce poverty and inequality.

Can be based on one product *or* on a basket of products and services

# Geographical Indications

- A GI identifies a good as originating in a delimited territory where a noted quality, reputation or other characteristic of the good is **essentially attributable** to its geographical origin and the human or natural factors there.
- When formal, they may be protected in different forms:
  - trademarks, certification marks, collective marks, *sui generis* systems such as denominations of origin.

## measuring success:

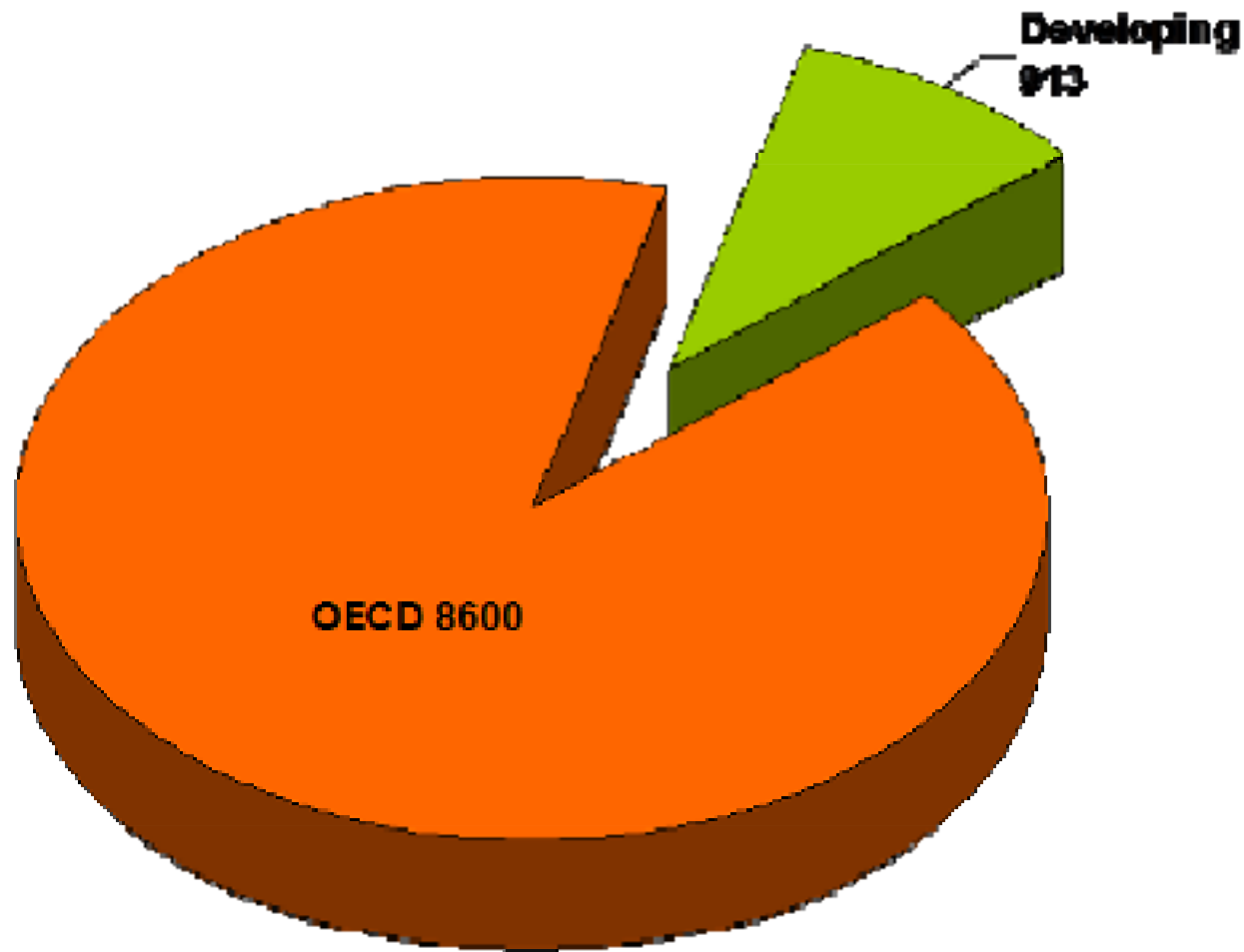
- a) success in fostering **culture and community traditions**
- b) success in terms of **territorial development** such as broad-scale livelihood improvements and ecological protection
- c) success in **protecting** this unique form of intellectual property
- d) **commercial** success



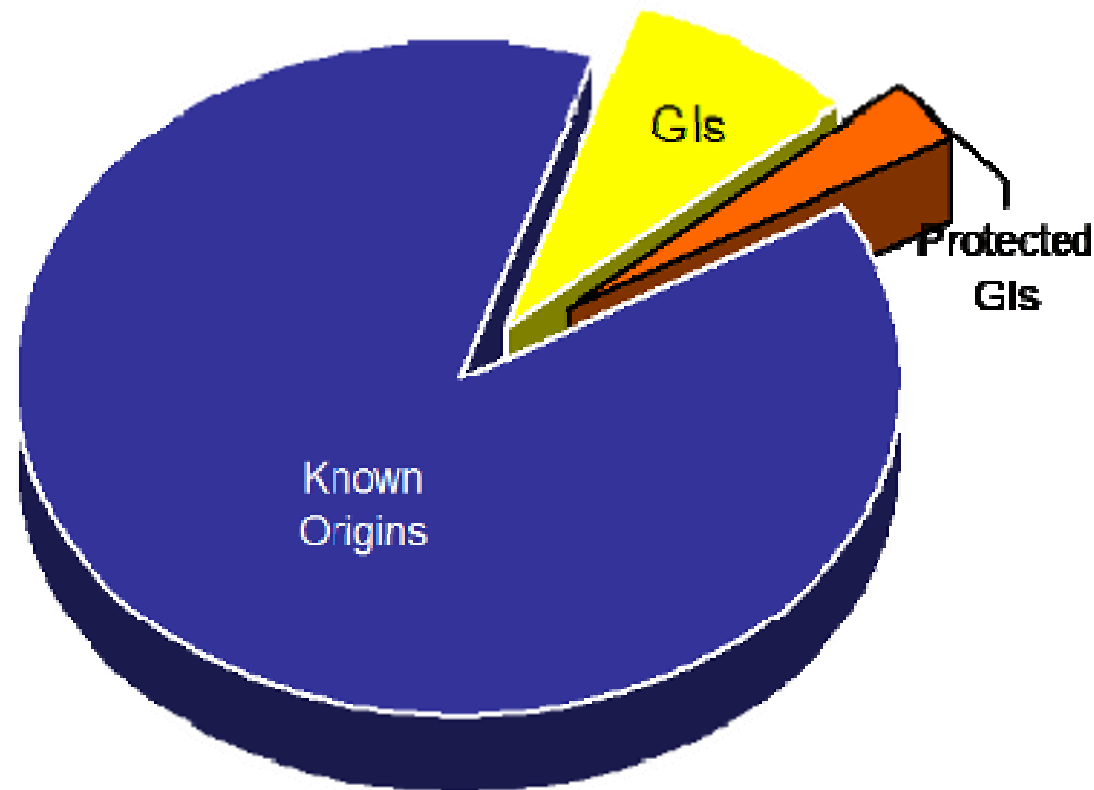
# DTR-IC and GIs: developmental characteristics

- emphasize the **local**.
- value **cultural** aspects and **traditional methods** that are intrinsic to product.
- value the land and its particular **agro-ecological characteristics**
- integrate **standards** and **traceability**
- integrated form of **endogenous rural development**

# Distribution of Geographical Indications



# Potential of Geographical Indications



# Success factors

- No **One-size fits all** approach... different mechanisms for legal protection
- '**Public good**' aspect critical for **equitable participation** and broad developmental impact
- Role of **commercialization**
- Local dynamics of interaction: **institutions & governance**
- Success measured in decades = social, commercial and political **patience** YET there are **specific steps** to begin



# Cotacachi (Ecuador)



# Vale dos Vinhedos (Brasil)



# Chiloé (Chile)



# Urubamba (Perú)



# Rural Development with Cultural Identity

importance of mechanisms like GI in context of integrated process that value identity, culture, and local knowhow.

Implies **institutional architecture** (of rules and organizations) that **articulates** relationships and networks

1. *Articulation* **between products y services based on Cultural Identity**
2. *Articulation* **between territories**
3. *Articulation* **between actors**
4. *Articulation* **between people's knowledge**
5. *Articulation* **between markets** “*products traveling or consumers traveling*”

# Next steps

- [www.rimisp.org/territorioeidentidad2](http://www.rimisp.org/territorioeidentidad2)
- United Nations ITC - “**Geographical Indications: Approaches and Value**”
- Rimisp - IEP – “**El valor del patrimonio cultural. Territorios rurales, experiencias y proyecciones latinoamericanas**”
- **Practical Guidelines** to answer key operational questions about IGs
- **Paths to Learning** ([www.procasur.org](http://www.procasur.org))

*ideas from you ?....*



## More Information:

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## Key Questions:

1. How to adequately address gender, smallholder, and eco issues?
2. How do GIs emerge esp. among indigenous or small communities?
3. Right institutional structures and roles to serve the public interest?
4. Are GIs a driving force of development or simply one of the tools?
5. Dynamic between tradition and evolution?
6. GI relation to organic, social, or ecological certifications?
7. Can GIs be a credibility assurance mechanisms for communities?
8. Emigration and keeping traditions or names?
9. Can successful GI experiences be replicated in different areas?



# The Guide to GIs

## Objectives:

- Distills relevant lessons for developing regions - review of nearly 200 pubs and original cases.
- Outlines pros / cons of different choices & assesses instruments and approaches i.e. public benefits, costs, etc.

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**Tim Josling** (Stanford), **William Kerr** (Editor, Journal of International Law & and Trade Policy), **Catarina Ilesley** (Head, GEA), **Bernard O'Connor** (EU Attorney - author of 'The Law of GIs'), **Dwijen Rangnekar** (Sr. Fellow Centre for Study of Globalisation and Regionalisation Warwick U.), et al.

Photos:

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