



EASTERN PARTNERSHIP  
Civil Society Forum



# Geographical Indications in the EaP countries

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## **Current State of Affairs**



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**DCFTAs' enshrined Geographic Indications/GIs for non-wine food products:**

**A boost for partnerships' based rural development in EaP**



Ministry of Foreign Affairs  
of the Czech Republic



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## About the project

The aim of this project is to contribute to the effective and praxis oriented simplification of the food GIs registration process in AAs countries (MD/GEO/UKR) in order to make them more accessible for the grass-root, self-organizations of the local/regional food producers and hence: rendering to the rural communities of the 3 AAs EaP a tangible benefit of the EU approximation.

The partners of the project are: Biological Farming Association Elkana și Kakheti Regional Development Foundation (Georgia), International Charitable Organisation Information Center “Green Dossier” (Ucraina) and Armenian Women for Health and Healthy Environment (Armenia).

The project will last 3 months (July-October 2016), and it will be implemented across the EaP countries which signed the AA: Moldova, Ukraine and Georgia.

More info at:

<http://mem.md/en/acordul-privind-zona-de-liberschimb-aprofundat-si-cuprinzator-dcfta-prevederi-consacrate-indicatiilor-geografice-pentru-produsele-agroalimentare-un-impuls-pentru-parteneriate-bazate-p/>

## Summary

The reliable surveys (NED/EU/WB/ENPARD, 2015) in 3 EaP/AAs countries confirm that so-called “the EU/AAs driven modernisation & approximation effort” is considered as a severely technical, perplexing, incomprehensible and what crucial without any immediate, direct, tangible benefit for the small plots holders, representing the overall majority of farmers in MD, GEO and the rural residents in UKR. Adding to overall disillusionment and turbulence in the policy making and the EU driven modernisation, further falling an easy prey to RUS propaganda. Meanwhile the GIs, if successfully registered & protected & promoted & mainstreamed, can be very effective, tangible way to improve the life of rural communities in EaP/AAs countries. As such being palpable and meaningful effect of the EU approximation, and the AAs/DCFTAs themselves for the concerned, frequently venerable & neglected rural communities.

However, despite the fact that the broad EU approximated legislation (at least in MD and GEO, UKR is lagging behind; the framework requirements are almost the same in all AAs/DCFTAs – listed in annexed catalogues, what compounds joint action & peer learning) on GIs is in largely in place, the genuine process of registration of the food GI eg. in MD and GEO (NOTE: Wine GI registration is regulated by the specific provisions; The wine sector itself is different: commanding state specialized agencies in both GEO and MD & organized sectoral associations & effective lobbying & huge publicity & CB support; As such falls from the focal scope of the current project) tends to be cumbersome, perplexing ( e.g. in MD 2nd regulations on effective assessment of so-called product specification by the Ministry was missing), incomprehensible and requiring extended and various expert inputs, further tricky administrative procedures;

In effect what should be largely accessible for the grass-root small rural producers and their self-organisations (regardless its legal formula: producers' group or just the associations: both are acceptable by the *acquis*. Btw In MD the applicant positively tested the simple association model as the GI applicant: see more on [codrute.org](http://codrute.org), by the Polish Aid) is still missing.

Thus: as far all non-wine, food-stuff GI applications in both MD and GEO (UKR is lagging behind; no product registered as far) have been initiated & driven either by the metropolitan NGOs (in fact only 2 NGOs: the applicant in MD and Elkana in GEO) under the projects (with an external financing & considerable expert support) or just the Ministry itself (in GEO!): while none was directly launched & effectuate by the producers themselves. Meanwhile such self-driven grass-root GI's applications tend to be a standard in the EU and stand as a very idea behind the EU, open, GIs model.

The articles collected in the present volume are meant to investigate diverse areas related to models and best practices of state/ external donors/ regional & LAs support for the registered GIs promotion/marketing & further community benefits reaping. At the same time the research highlights the role for NGOs and CSOs in the registration process and presents some hints in terms of PR strategies for GIs promotion. An important chapter is focused on the advantages of geographic indication products' certification: cross-cutting issues (based on EU examples).

## Chapter 1

### **The advantages of geographic indication products' certification: cross-cutting issues (based on EU examples)**

*by Agata Koziej*





GI product certification not only brings benefits for the producer – it may become the indicator of regional development affecting social and economic sphere of the region. The key issue is to create links between GI product, local community and the region to support its promotion and further development. GI products can influence local business development and affect other products – increase their value, strengthen rural integration and valorise local resources.

One of the most effective economic development strategies is food tourism. Establishing sustainable food tourism on the base of local product or products can be beneficial for local producers, non-rural businesses and community in total, can help protect environment and build a local brand. A local product can play a role of a binder for local community – develop networks and relationships between local producers, non-rural businesses, diversify the employment in the region, open new opportunities for migrating unemployed young people, rural retirement population and marginalized groups.

The positive effects of GI products certification can be observed on local community, people and environment. Various examples presented further in this paper show how local products helped to create partnerships with business and public authorities on local scale, foster marginalized groups and protect local biodiversity.



## **Biodiversity**

The impact of regional products is strictly dependent on the environment and local biodiversity system. With GI products' protection, local biodiversity is preserved and protected. Additionally, the local population and coming visitors tend to be more aware on environment protection and its role in sustainable development of every community.

The impact on environment can be transmitted in several ways:

- in preserving and promoting specific varieties and local species adapted to their environment

### ***The Isle of Man Manx Loaghtan Lamb***

A local protected product is meat from Manx Loaghtan sheep – born, raised and slaughtered on the island. This species of sheep is reared in the traditional way on the island, fed on unimproved pasture, gorse and bracken scrub and moorland. The same sheep raised in Great Britain in the fertilized

lowland grass pastures has a completely different meat. This variety is the only sheep raised on the island for the centuries. The stockmanship knowledge and animal husbandry to these particular sheep is in the local farming families for generations. The sheep almost died out in the 1950's but now the population is balanced.

- Preservation or recuperation of landscapes or pastures

### ***Kraški med, Karst region, Slovenia***

Honey from Karst region has different varieties due to the botanical origin of the nectar collected by bees: forest honey (coniferous and deciduous trees and dry meadows), blossom honey (mixed nectars of melliferous blossom, herbs, grasses, fruit trees), honey made from acacia, wild cherry, meadow sage, chestnut, oak, linden, buckwheat and ivy. Karst region is rich in plant life – almost half of the Slovenian flora

thrive there, including endangered and rare species. The area is protected from any chemical agents during bee foraging, and the biodiversity is preserved due to the long-standing tradition of beekeeping and different types of honey making.

- Raise awareness of producers on the environmental challenges; as well helps to define a relation between land, natural resources and tradition.

### ***Piranska sol, Slovenia***

Piranska sol is sea salt obtained from the Sečovelje and Strunjan saltpans, produced on a natural base of algae and minerals known as “petola”. The salt is produced manually, gathered on a daily basis, with the same traditional tools and techniques for 700 years. Every step in the salt production – use of the basic saltpan structure, preparation of the “petola”, processing of salt (filling the saltpan basins, producing brine,

crystallization, hand raking, decanting, drying, grinding and sieving), need to take place on the identified geographic area - Sečovelje Salina nature park and the Strunjan Nature Reserve in the municipalities of Piran and Izola on the Slovenian coast.

### **Local community**

- Associations

The significant effect on local communities have various associations and local initiatives aiming to support and promote local products - mainly in fostering the local producers, farmers, distributors. Farmers and producers engaged in the associations have possibilities to improve their competencies in marketing, business planning and development strategy.

### ***Safranzunft, Munder, Switzerland***

Munder in Switzerland is the only place in the country where saffron is grown. This unique production is protected by Safranzunft - a kind of guild gathering members of the local community. Its aim is to protect and manage of crop in terms of promotion and further regional development. The guild manages touristic facilities connected to local saffron production – saffron educational trail and the museum. Saffron from Munder is sold only locally and local restaurants serve various dishes with the usage of locally cultivated saffron.

- Increased economic activity

The local production requires increasing the capacity of local communities in help to products' maintenance and local brand development. Not only agricultural production is involved, but as well all post-primary production activities like processing, distribution, retail and marketing and tourism. This

demand thus generates employment opportunities on the local scale, bringing benefits to all community.

### ***Mylopotamos olive oil, Crete, Greece***

The export product of Mylopotamos is olive oil, granted with GI certification and other national awards. Its production, as well as production of other local agricultural and livestock products is supported by the Union of Agricultural Cooperatives of Mylopotamos. Thanks to olive oil production famous of its quality, the whole region is considered as one of the most vibrant with commerce, agriculture, livestock and culture district of Crete.

- Social inclusion

A local product can exert a positive effect on whole community, creating a kind of local network related to the product, affecting other businesses and services. As the activities focus on community, collective decision-making is required; it enables and empowers the

indigenous people to share their traditional knowledge and creates possibilities for multi-sectoral dialogue.

### ***Masticulture, Chios, Greece***

Chios Masticulture is an example of a production exclusively connected to this Greek Island. This resin obtained from the mastic tree is produced in 24 villages in the southern part of the island. Most villagers find employment in agriculture; however, Masticulture combines not only agriculture with local traditions, but also with tourism. Not only Mastic from Chios is a GI certified product, but also Masticulture is included in the UNESCO Intangible Heritage List, which gives a huge potential to island promotion. Local travel agency provides ecotourism activities on the island, as e.g. organised tours showing traditional agricultural methods with partaking in agricultural work and final production – mastic products. This travel agency creates a network with local

farmers and fishermen whose activities can be included in touring and their products can be distributed directly from the place of its production or sold in local stores. The network enables residents of the remote parts of the island for business opportunities and new employment's creation. These activities contribute to preservation of the unique Masticulture as local cultural heritage, while supporting rural population with constant interaction with visitors.

- Diversity of employment & fostering rural development

### ***Zator carp Valley, Poland***

Tradition of breeding carp in Zator dates back to Middle Ages, today protected with GI certificate. Every summer a carp fish festival is organised with variety of activities connected to degustation and education about carp fish breeding traditions. In 2008

a partnership of communities in the region implemented a programme “Carp Valley – a chance for the future” which aimed at social and economic development of the region, as well as empowering local community in entrepreneurship by creating: vocational development centre, establishing a grant fund and consecutive region promotion.

- Partnership building

Partnerships between producers, restaurateurs, hotel owners and local authorities around the local product can also be a factor fostering regional development.

***Sura Kees brand, Austria***

Association Bewusstmontafon is a group of farmers and rural tourism bodies (restaurateurs, hotel owners) from Montafon Region, Austria. The association’s activities are divided to the several groups, each working in a different field e.g.: culture and culinary – where restaurateurs and hotel

owners create an attractive touristic product on the base of local regional products and culture. The Alps team supports the development of the regional products and seeks the ways of their marketing and distribution. For tourists interested in the mountain specialities from Montafon there is a Genusskistle offered – a wooden box with local food specialities as Sura Kees (skimmed milk cheese with a low fat and cholesterol content), Igleta (pickled garlic), home-made sausages and fruit preserves. The boxes are made by the Montafon workshop of Caritas, a sponsoring member of the association.

## **Chapter 2**

**Know how of the control system for the GIs.**

**Overview – EU membersexperience**

*by Wojciech Szpociński*



## Red tape: here's the rub

To further advance and promote the EU **voluntary food quality schemes** (PGI/PDO/TSG) for non-wine products in Moldova, the regulators along with the key industry stakeholders must get together and substantially improve access & competitiveness of control system for the GIs.

The offer of institutions performing controls of PGIs specifications or Control Bodies/CB, holding the required accreditation or reaccreditation issued by the National Accreditation Center in Moldova (MOLDAC), being in line with the international standards, including EN 45011, AA/DCFTA and national law of Moldova **is limited**.

The problem is fairly urgent and acute what regards Control Bodies for PGI/PDO/TSG **non-wine food products**: formally there is no CB with full (for both product + PGI/PDO/TSG) accreditation in Moldova. For cumbersome bottlenecks in the control system for non-wine PGIs in Moldova see the textbox.

Under the project implemented in 2015 in Moldova by Development Policy Foundation, (co-founded by Polish Aid) 2 products were registered as PGI (Rose Petals Jam of Calarasi and Apricot Palinka of Nimoreni). Nevertheless, to use PGI quality under the temporary national protection, producers' groups must undergo the control procedure (specification compliance), being currently impossible, due to the lack of appropriate control body in Moldova: holding valid accreditation for particular product class & being qualified to control PGI/PDO/TSG products at once.

As for September 2016, no control body in Moldova was accredited for PGI/PDO/TSG non-wine food products, according to the list published on MOLDAC's website. Among 15 institutions listed, only three of them are qualified to control fruit or vegetable preserves and two for fruit distillates respectively, **but none of them accredited for PGI/PDO/TSG**.

The general MD accreditation system is highly bureaucratized, creating disproportionate barriers of



entry for both local & international CBs: **accreditation procedure for non-wine PGI/PDO/TSG control bodies in Moldova is genuine burdensome, complex, costly and time-consuming, given little risk scope (voluntary scheme, supplementary to food safety checks) & shallow market & tangible untapped social impact of GIs in MD.**

The procedure of granting accreditation to CAB (Conformity Assessment Body) by MOLDAC is scheduled for maximum 2 years. At first the application is submitted, and then the assessment process follows (Law 235/2011, annex 1). The accreditation cycle lasts 4 years; reassessment can be applied 6 month before the expiry date. [BASED on Accreditation rules of MOLDAC, edition 5, issued on 03.03.2016].

What concerns the accreditation procedure for PGI/PDO/TSG products, MOLDAC issued the instructions (June 2016), applicable for wine products **only**. According to the document, the procedure is the same as in the case of accreditation

for particular products classes, but it is always treated as initial accreditation – in case of control bodies already accredited for certifying products, passing the whole procedure once again is mandatory (lasting up to 2 years).

Puzzling complexity & entanglements of accreditation procedure have serious impact on the Control Bodies market: curbing market offer and triggering high indirect costs (related to accreditation process), being transferred onto the producers. **In effect, the costs of control are disproportionate to the benefits: the interest in the GIs products and the demand on the market is faint, the producers themselves don't seek this opportunity.**

The negative determinants of the compulsory certification and its impact on the producers, as well as market demand, are investigated by Jean-Luis Racine in World Bank commissioned study. The author states that the compulsory certification, as a legacy of Soviet times, being in most cases imposed on by the state, doesn't play the role of product or

service quality confirmation for businesses. Another issue raised in the report is the multiplication of procedures and regulatory bodies: often the regulations imposed by different government bodies overlap, which forces the producers to obtain certification and inspection multiple times by different agencies – in case of food products they can be regulated by the national standards body, Ministry of Agriculture and Ministry of Health. A common practice is to use the product certification in the cases, when market surveillance would be a more effective solution. The requirements to be fulfilled by the producers contain the large list of detailed technical product characteristics (in case of Ukraine it can take the form of imposing recipes). Due to the complexity and multiplication of regulations and agencies responsible, entrepreneurs have difficulties in collecting information about the requirements. Moreover, the process is lengthy, expensive and creates a risk for corruption (average annual certification costs for Ukrainian SMEs, including labor costs, testing, official and unofficial payments, amounted to US\$2,000). The problem is also when

the domestic conformity assessment body is missing. This situation generates additional costs for entrepreneurs for shipping, custom duties and time resources to certify and test their products abroad (it is related mostly to the small economies – e.g. Albania, Georgia or Moldova).

### **How to reconcile these arguments: variety is the spice of life & a quest for golden mean**

Testing the models and solutions in praxis regulatory lab or flexible & ***adaptive pathway formula*** can be of the most effective solution for non-wine GI's control access entanglement in Moldova.

**The control for non-wine GIs case** is perfectly suiting **the adaptive path pilot model for industry dialog regulatory adjustment formula**: being voluntary & relatively low-risk & narrow-scoped (a few products & a few respective producers' groups) & limited stakeholders group & thus easy to manage & monitor & adapt and enforce the change, if needed: as such would be related to traceability and specification conformity for a few

&narrow GI oriented products (in total 3-5) and its producers, raw materials suppliers, associated in groups or associations, with a mechanisms of mutual control already existing (instruments of traceability of origin).

The pilot model will focus exclusively on **non-wine GIs oriented control system** - the initial phase should avoiding risk-prone & controversial food safety issues. Though, the focal big producers (associated in the producers groups) in principle already have sanitary & food safety certification enabling them access not only to Moldavian, but also European common market and beyond.

### **How it works in the EU: it's not all rosy, still it's pretty *satisfactory***

The key concerns towards the official control systems in EU Member States are outlined in the recent audit report on this matter issued by DG Health & Food Safety (The audit's objective was the evaluation of the official control systems in place of the implementation of EU legislation concerning

PDO/PGI/TSG for products, traceability and labeling.). The audit proofs various non-compliances problems, however the overall evaluation was summed up as ***satisfactory, which in this case means effective, pragmatic actions, despite serious legal inconsistencies and administrative negligence.***

**Generally, referring to the PDO/PGI/TSG sector, the lack of supervision of the CBs by the competent authorities were described as the key concern, however, as it was admitted, this fact did not influence the quality and result of controls performed.**

In one MS the unaccredited CB was certifying GI products. Another example revealed that the control bodies in one MS, although **accredited, didn't have proper certificates to undertake official controls on PDO/PGI/TSG, which they performed. In other MS, during the audit, there was no duly accredited CB to undertake official controls of PGI/PDO/TSG, as all CBs were under accreditation process.**

A frequent problem identified in supermarkets was that PDO/PGI/TSG products were labelled incorrectly, in the moment they were divided and relabelled in terms of the market internal standards. A common finding in these cases was a lack of critical information – eg. that they were a PDO/PGI/TSG. On the other hand, some good practices in this field were observed: in one MS supermarket inspectors checked the correct products names and labels in DOOR database. Or, one marketing company had pre-prepared labels to ensure that product that was subdivided at retail level did not lose its PDO/PGI/TSG identity.

In one MS, official controls at farm and grower level were not undertaken, as the relevant **CAs had not been designated.**

**A bunch of recommendations for MD:**

**The proposed solution draws on the following legal acts:**

Art. 367/ facilitation to trade plus article 222/ Mutual Recognition & Annex 13 of AA EU – MD; set of practices & guides and recommendations by international standardizing bodies by ISO/ including article 6.4/national treatment of CASCO standards, further recommendations by IAF (International Accreditation Forum) & EA (European Accreditation) & ILAC/international organization for accreditation bodies on conformity recognition ISO 65/ EN 45011 for GIs;

Article 8 of WTO TBT/ technical barriers to trade: CBs may enter into agreements with each other to help facilitate trade & contracting out accreditations from foreign CBs;

EA2/17 used in combination with the relevant harmonized standards for conformity assessment bodies (e.g. OFIS/ EU organic CB list) and the related guidance documents issued by EA, ILAC and IAF;

Article 14(1) of MD Law 235:2011 (published on 08.04.2016 in Romanian version with modifications) & result of the Twinning Light project “Support for

the National Accreditation Centre MOLDAC to successfully undergo the EA peer evaluation process in order to be accepted as a signatory of the EA MLA for the selected scope”, implemented between September 2015 - April 2016, by Italian Accreditation Body ACCREDIA. The project purpose was to prepare National Accreditation Centre to sign the Bilateral Agreement with the European Co-operation for Accreditation, by successful closing of all the findings identified during the peer-evaluation of MOLDAC by EA team, further the LAW 235/2011 of MD was amended. The most significant changes were introduced to the chapter about international cooperation: the whole new chapter was introduced related to the recognition of notification of CABs accredited in EU Member States (Art. 14(1), point 3), **still pending until the entry into force of the ACE Agreement (Agreement on Conformity Assessment and Acceptance of Industrial Products Protocol to the Association Agreement)**;

EU & MD broad prospects for mutual recognition agreements (MRAs) for conformity assessment;

Accreditation procedure of MOLDAC in scope of ISO 65/ EN 45011;

### **How to proceed: in 2 simple steps:**

The accreditation procedure of **Control Body (ISO 65/EN 45011) for non-wine GIs should be possibly simplified, streamlined and automatized:under the broad national treatment formula, both for bodies/entities accredited or registered in Moldova and the EU Member States, with a possibility of re/contracting in the EU of specific Control Body/institution accredited in EU by the Moldovan Control Bodies without the proper accreditation (ISO 65/EN 45011).**

The “light” accreditation form available online/via MOLDAC website should be considered & implemented & put into use: form with the attachments (uploads pockets), the link/s to respective & relevant accreditation of concerned CB or appropriate official CA registry in Member States, for a minimal administrative processing fee or just

free of charge, with a pretty short deadline of approval, rejection or feed-back - listing of lacks & deficiencies, via email, without necessity of applying in person. Likewise it's for instance in PL: <http://www.minrol.gov.pl/Jakosc-zywnosci/Produkty-regionalne-i-tradycyjne/Kontrola-i-certyfikacja>

Regulatory improvement & joint permanent monitoring should introduced via established **all stakeholders embracing (regulators & producers & CBs: National Food Safety Agency /ANSA + field and accreditation units/MOLDAC + Ministry of Agriculture and Rural Development + AGEPI + EU DEL + NGOs + further interested parties) Multi-Stakeholders Task Force for Mainstreaming of non-wine GIs in MD (industry dialog**

**&adaptive regulatory pathway approach);** With a mandate for monitoring, review and evaluation of post-control reports, conformity certification, as well as a mechanism of problem and needs identification regarding further controls or its procedural improvement, further mainstreaming of non-wine GIs in MD, in a spirit of trust & internal/mutual control seeding mechanism for the groups/ associations and its members.

**The proposed adaptive pathway formula draws on open industry dialogue, Chatham House Rule (inducing openness), independent reviews by the facilitators and regular external/mutual & cross evaluations, being widely used in the EU and beyond in various sectors & narrow/specific regulatory scopes.**

## Chapter 3

**Early success stories: best tested & hands-on solutions on GIs for Eastern Partnership countries;**

**Lessons learnt and ways to improve?**

**What role for NGOs and CSOs in this process?**

*by Natalia Mogol*



Geographical indications (GIs) is one of the least capitalized intellectual property objects. But in recent decades, especially after the completion in 1994 of the Agreement on Trade-Related aspects of Intellectual Property (TRIPs Agreement), there is a growing interest of several states for GIs system protection.

One of the primary objectives of creating systems for promoting and certifying regional quality food products and protecting their designations is supporting diversity of agricultural food. Indeed, this system aims at economic development of rural areas by promoting an increase in income of smallholders (key producers), and by improving employment opportunities for local population. In addition to this, this system also meets the expectations of the consumers who increasingly pay attention to the quality of food and to its distinctive geographical origin.

In the Eastern Partnership countries the topic of geographical indications is very actual, particularly in the context of the signing by some of these

countries(GEO, MD, UA) of agreements that expressly provide mutual protection of geographical indications.

Although approaching the subject of geographical indications in the mentioned states, is uneven and varies from country to country, we can not neglect the attention that each of these states gives to the geographical indications nationwide. In countries such as GEO and MD the GIs system development is included in the national strategic objectives.

This interest is largely due to the economic advantages offered by those implementing the system of GIs, especially in states where agri-food sector's share in GDP is significant.

In this article we intend to analyze the current situation in the GIs filed highlighting best practices and weaknesses of the GIs scheme in the Eastern Partnership countries. We will also come up with some recommendations which we noticed as appropriate for a harmonious development of the concerned area.



Therefore, analyzing the current situation we can divide the 6 Eastern Partnership countries into two groups:

- Group of WTO members (ARM, GEO, MD, UA)
- Group of non-WTO member states (AZ, BY)

The group of WTO members certainly is distinguished by a solid legal framework in the field of reference. This is mainly due to the fact that the protection of geographical indications is mandatory for WTO Member States, through the Agreement on Trade-Related Intellectual Property Rights (TRIPS).

So unlike BY and AZ where the protection of GIs is provided in the laws on the protection of trademarks assimilating the provisions related to the GIs, in ARM, GEO, MD and UKR there are special laws that expressly provide protection of geographical indications making a differentiation between the two related concepts: geographical indication and designation of origin. Among the states mentioned are distinguished ARM and MD which transposed

into national law EU legislation basically in this field. MD went even further, unlike Community law, Law 66/2008 on the protection of geographical indications, designations of origin and traditional specialties guaranteed doesn't contain any restrictions on the nature of the products eligible for protection through the quality system quote (ARM, eg., expressly excluded mineral waters as ineligible for protection as GIs).

The legal framework in this field in Georgia and the Ukraine differs in several aspects from the Community scheme, particularly both the Law of Ukraine on the Protection of Rights to Indication of Origin of Goods and the Law of Georgia on Appellations of Origin and Geographical Indications of Goods expressly provide the ability to register a GI in the name of a single person (natural / legal). ARM and MD legislation give that possibility as an exception, stating that only an association, regardless of the legal form thereof, may initiate the process of registration of geographical indications.

Art 1 of the Law of Ukraine on the Protection of Rights to Indication of Origin of Goods states that requester is any person or group of persons who have submitted an application for registration of geographical indication.

Art. 2(d) of the Law of Georgia on Appellations of Origin and Geographical Indications of Goods defines applicant as a natural or legal person, public authority or legal person of public law, voluntary association of entrepreneurs, regardless of legal form, applying to register a designation of origin or geographical indication and / or right to use a designation of origin or geographical indication.

While referring to the quality of the applicant's approach it differs from the Community approach. In Ukraine at the moment are protected 14 Gis: indigenous mineral waters and wines, registration being made in the majority of cases by a single legal entity.

Georgia, a state with a similar history to the Moldovan, but also with a similar economic

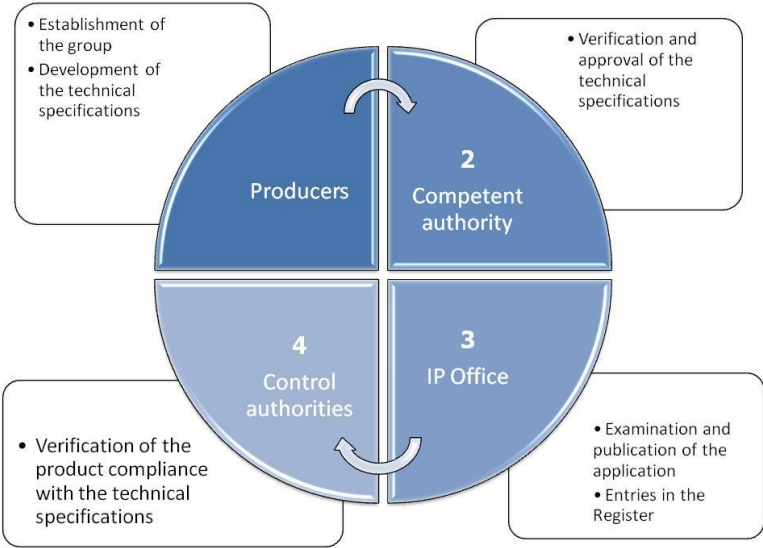
orientation has succeeded in a relatively short time to record 21 designations of origin and geographical indications, 16 local wines, mineral water, cheese, etc. all on behalf of the Ministry of Agriculture of Georgia.

The opportunity of registration on behalf of a single legal entity or of the state of geographical indications is not a certainty, because, according to the author, it can be jeopardized by several factors of which the most important is that the system of geographical indications has been from its beginning a collective system, which involves setting optional and voluntarily by a group of producers (future users of the protected geographical indication) clear rules that they undertake to observe and verify the production of the PGI. While if a certain producer or the state initiates the process of GIs registration without consulting the opinion of other stakeholders or at least of a significant part of producers involved in the production of the specific product, rules will be established unilaterally without any consultation with all stakeholders. In consequence this can lead to lack of interest from producers part to promote and

exploit fully the GIs, but also insufficient motivation to comply with the specifications.

In the author's view the steps that must go through a product to be recognized as a protected geographical

indication product could be presented by the figure below (steps 2 and 3 can be executed by the same authority):



*Fig. 1: Stages of development of a product with protected geographical indication*

Referring to the functions of the competent authorities of the state, according to the author, they should stick to identify potential geographical indications and creating prerequisites for intensifying the process of valorisation of geographical indications, to be involved associations of producers, employers and various NGOs touching upon the field. We affirm this because the reality in the post Soviet area is that producers are not well informed, they have a multitude of other problems which they must face, most producers are scattered and disbelief in the competitors fairness, making it extremely difficult to work together. To mention that the system of the GIs works on the principle of collective and voluntar efforts.

GIs capitalization with the involvement of other subjects/stakeholders is presented in this context as a positive experience.

We note in this regards the experience of the Republic of Moldova, where all 6 GIs registered under the law 66/2008 on the protection of GIs, DO and TGS is the results of the initiative came from persons other than producers:

- For the 3 GIs for wines (Codru, Trajan's Wave and Stefan Voda) the initiative of the demarcation of territories belonged to the Ministry of Agriculture and Food,

- For GI Divine the initiative came from the public authorities within the negotiations Moldova-EU on bilateral agreement on mutual protection of geographical indications,

- In the case of two non wine GIs: Calarasi roses petals jam and apricot brandy Nimoreni, the initiative came from the NGO Ecological Movement of Moldova as a partner of the project Culinary routes in Moldova: micro-investment, promotion, registration in cooperation with the Policy Development Foundation and with support of the Ministry of Foreign Affairs of Poland through the Polish Development Aid. Thanks to this project were identified two local traditional products that today are afforded protection under geographical indications scheme.

But the mission of the initiative group was limited each time, in the cases cited in guiding producers, who are fully aware and involved in the designing

specifications and the procedure for recognition and registration of GIs.

Obviously this approach has determined that the time and number of GIs and AOs protected by Moldovan producers is not commensurate with the potential of MD in this area (which is a major concern of the authorities).

Another example of advisable NGOs involvement in the process of registration of GIs is Ukraine. Here the International Charitable Foundation "Heifer International Ukraine" conducted in 2010 a comprehensive study "Assessment of Potential Origin-Linked Quality Food Products and Their Demand in Ukraine ". In this study were achieved several objectives among which was conducted a survey that allowed the identification of GIs products potential among consumers in the UKR. Also was established a list of potential Ukrainian products that could be qualified for protection within the GIs system.

Some general trends revealed in consumer survey were:

- Lack of knowledge of consumers about history and traditions related to origin-linked products and about regional products in general;
- Half of consumers prefer products from their own areas;
- Importance of quality for consumers when making purchasing decision;
- Perception that local traditional products are not popular in other regions;
- As much as 1/4 of consumers notice geographical references in names of products;
- High awareness of respondents on exact origin of chosen regional products;
- Almost two third of consumers do pay attention to labels - they would like to receive the full information about the product. And this positively influences their choice.

Based on the survey were delineated a number of traditional products that according to interviewed consumers are characteristic for the region and have special qualities related to geographical origin. This

list of over 50 products were judged on the basis of objective criteria of eligibility for protection as GIs, as defined products with the highest potential.

It is recommended first of all to develop pilot projects for the first category of products. According to the final selection of the short list, this category can be presented by Rakhiv brynza (cheese) and Yalta onion, having the highest compliance with selection criteria (82%). Depending on the will of producers, they could be submitted for registration as GIs products. These products don't only have not specific geographically-linked quality related to natural or human factors of the areas of production; but also there are good opportunities for collective actions of their producers. These products are mainly produced by small producers, who are eager to unite in promotion and protection of their products.

This assessment of potential of Ukraine in the GIs field is extremely useful for producers but also for public authorities. Having that information available authorities can focus on working with the concerned producers groups.

In Moldova in 2013 and 2014, similar studies have been conducted.

In the result of the study conducted by the author among consumers in 2014, we can say that:

- For the overwhelming majority of respondents in Moldova (94%), geographical origin are among the factors that influences the quality of an agricultural product or foodstuff.
- 88% of respondents prefer Moldovan products to the imported products while the price is no different. Moreover, much of the respondents answered they would choose a Moldovan product even if it will be more expensive, provided that the price difference is reasonable.
- 15% (57 people) of respondents said they are familiar with the concept of product geographical indication. Being invited to give a definition of what product geographical indication means only two of the respondents, ie 0.5%, could give a definition as close as the correct definition.
- After it was explained the concept of product geographical indication, 77% of respondents said they would be ready to pay more for an agricultural product or foodstuff that is a GIs.

An important factor that has spurred the development of systems of protection of geographical indications in GEO, UKR and MD was the signing of the agreements with the EU, agreements that expressly provide for protection of GIs.

**Thus:**

GEO and MD have signed bilateral agreements providing for the mutual protection of GIs which were subsequently incorporated into association agreements. In accordance with the agreements cited both the GEO and MD were forced to protect the principles of reciprocity, including measures ex-officio for the 3000 European GIs. And if GEO had at least 21 to 16 GIs and AOs for what they claimed protection in the EU, then MD came just with 2 AOs protected at the signing.

The Ukraine-EU Association Agreement also expressly provides mutual protection of GIs. Unlike GEO and MD, given that UA is not party to the Lisbon Agreement (GEO and MD are) for the Ukraine -EU Association Agreement were negotiated

certain transitional measures, advantageous for Ukraine. For example art. 208 of the UKR-EU Association Agreement provides:

*For a transitional period of 10 years from the entry into force of this Agreement, the protection pursuant to this Agreement of the following geographical indications of the EU Party shall not preclude these geographical indications from being used in order to designate and present certain comparable products originating in Ukraine: (a) Champagne, (b) Cognac, (c) Madera, (d) Porto, (e) Jerez /Xérès/ Sherry, (f) Calvados, (g) Grappa, (h) Anis Português, (i) Armagnac, (j) Marsala, (k) Malaga, (l) Tokaj*

*For a transitional period of seven years from the entry into force of this Agreement, the protection pursuant to this Agreement of the following geographical indications of the EU Party shall not preclude these geographical indications from being used in order to designate and present certain comparable products originating in Ukraine: (a) Parmigiano Reggiano, (b) Roquefort, (c) Feta*

Although at the moment the balance on mutual protection of GIs under bilateral agreements signed by the Member of the Eastern Partnership with the EU appears to be clearly tilted in favor of EU Member States, we mention that all referred bilateral agreements foresee the possibility of addition of the new GIs to be protected.

This allows producers to protect on the territory of the EU the geographical indications registered nationally without incurring costs. The protection is ensured on the base of exchange of lists to the specialized committees (for comparison to ensure the protection of a trade mark at Community level there is a fee of 1000 Euros).

Analyzing the economic situation of the Eastern Partnership countries especially in terms of the need to ensure the diversification of markets and competitiveness of products, the harmonious development of the system of geographical indications shown to be highly favorable to their development.

But the economic benefits are conditional on the existence of certain factors:

A) The existence of the necessary institutional and legal framework;

B) Demand for products with a geographical indication.

C) The existence of interest from producers;

In our opinion the main impediments to the development of the geographical indications system in the EaP countries are:

- The low level of knowledge of the geographical indications scheme,

- Insufficient product concept with GIs so that the average consumer does not know the advantages of geographical indication products,

- Sophisticated and sometimes non-transparent procedures for the recognition of GIs,

- Absence or ineffectiveness of existing official control systems,

- It is difficult to undertake some joint collective action both by the authorities and by producers(it is difficult to work as a team).



### **Recommendations:**

1) One of the primary action that should be undertaken in all the analyzed countries is to promote geographical indications scheme so that public authorities and producers and consumer to understand that a product with protected geographical indication is a product that has an origin and a guaranteed quality advantages:

- Producers get an effective product differentiation and simultaneously frequent flyer;
- Consumers get access to a quality system reliably guaranteed by the producer and by the state;
- State benefits from increased consumption quantity and value of domestic products.

2) Based on some positive national experiences we consider appropriate to involve NGOs in promoting geographical indications system and in fundraising and support producers in the recognition of GIs.

3) It is necessary to take measures that would simplify procedures: to be drawn up guides or practical instructions on each area, aimed to familiarize, in a form which is accessible to producers

with procedures that must be met in the recognition and protection of geographical indications.

4) It is necessary in some of the analyzed states (UKR, MD, GEO) the establishing of pilot projects in which the state will co-promote the products with protected geographical indication. This will have immediate positive effect on the interest of producers to geographical indications system and long-term positive effect, because after recording some successes other producers will tend to align the system even without co-financing from the state.

5) Given the fact that in some countries (UKR, MD) registration of a GIs is subject to payment of fees is required full exemption (according to the Community model) or at least partly exemption from fees for registration of a geographical indication.

6) In all the analyzed states the official control of the correspondence of GI products with the specification requirements is the weak point. In this regard will be taken steps for both: training of existing control bodies and creating conditions for the occurrence of private control bodies.

## **Chapter 4**

### **Available donors' support to GIs-connected projects or initiatives in EaP**

*by Oxana Paierele*



The European Union's European Neighbourhood Policy (ENP) was conceived in order to avoid creating new borders in Europe and aims at bringing Europe and its neighbours closer, to their mutual benefit and interest. The Eastern Partnership (EaP) represents the Eastern dimension of the ENP and aims to deepen and strengthen relations between the European Union and its six Eastern neighbours: Armenia, Azerbaijan, Belarus, Georgia, Moldova and Ukraine.

Beside the partnership relations based on international agreements and specific programmes with other countries, EaP countries benefit of EU support in many ways, using the bilateral and multilateral dimensions. Below, it will be described both: the focused assistance in the priority areas identified in each country's multi-annual programming documents and the regional cooperation addressing common challenges and trans-boundary issues by means of technical assistance initiatives and cross-border cooperation programmes. All the information will make reference to the Financial Perspective 2014–2020 and based on

the specificity of the GIs-connected initiatives in EaP, it will target local and central public administration institutions as well as civil society.

In response to the economic and political developments in its neighbourhood, EU has been supporting the development of regions by involving not only the central level but also local public authorities, rural producers, civil societies in the economic development processes in these countries.

Considering the fact that geographical indications (GI) are used as a factor of rural development contributing to differentiation of tools in marketing strategies, to preserve traditional knowledge and traditional cultural expressions, governmental authorities at the national and local levels, have an important role in ensuring the sustainability of the GI system framework. Public administration's contribution is especially valuable when targeting initiatives at the local level and identifying the suitable financial tools.

National and local public institutions should be involved in the definition and promotion of GI policies, considering also the harmonization of policies at all levels. Public policies may ensure the appropriate background to support the development of each phase of the quality circle, based on local stakeholders consultation but also may guarantee the needed financial support. Summing up the above mentioned, and focusing on funding opportunities, for national public institutions it is important to initiate inter-institutional international cooperation, to include the GIs issues in the negotiation agendas for all available technical assistance tools and of course, referring to EaP countries, national action plans for EU Association Agreements (AA) implementation are to be considered.

According to Chapter 12 `Agriculture and rural development promoting` from EU-Republic of Moldova AA the competitiveness of the agricultural sector should be improved, as well as promoting quality policies and their control mechanisms, in particular geographical indications and organic farming. Chapter 20 `Regional development, cross-

border and regional level cooperation` refers to the implementation of regional development programmes and projects which may cover also GIs initiatives. This kind of framework is provided also for other EaP countries. Currently, Republic of Moldova is in the process of development of concepts for the programming of Annual Action Plan 2017 and Single Support Framework 2017-2020. Although the underlying focus will remain on implementation of the Association Agreement and supporting the Government to drive reforms, the emphasis will be on concepts which can deliver direct and measurable impact on local communities, young people, local businesses and the labor market. These tools are used by EC to plan the funding for each of EaP countries. It is a very initial stage, no decisions have been taken regarding the volume of funding available, nor the implementation modalities to be used nor the sectors to be focused on, although the cluster definitions will be proposed as a basis for programming.

Analyzing other financial tools available for central public administration, there are several different EU financial instruments with different type of expertise,

duration and services offered. For example, Twinning and TAIEX are cooperation tools between a public administration in a partner country and the equivalent institution in an EU Member State to promote reforms. Twinning, as a long-term tool related to the EU acquis, bring together public sector expertise from EU Member States and beneficiary countries with the aim of enhancing peer to peer activities. It builds up capacities of beneficiary countries' public administrations throughout the accession process, resulting in progressive, positive developments in the region. TAIEX relies on a network of contact points at the level of national public institutions implementing or enforcing EU legislation. Contact points help TAIEX identify suitable experts within their respective ministries or agencies, depending on the request. SIGMA (Support for Improvement in Governance and Management) is a joint European Commission and OECD initiative, principally financed by the EU. It focuses on strengthening public management in areas such as administrative reform, public procurement, public

sector ethics, anti-corruption, and external and internal financial control.

The public sector can play a key role in all facets of government, including intergovernmental cooperation, in providing the conditions to ensure that GIs are adequately protected, regulated and supported. But there are programmes and tools that may be approached by the interested local public authorities, active NGOs from the regions or local initiative groups.

Aiming at activation of mechanisms to sustain rural territories and communities, local action groups have to be established, this process is new for EaP countries and needs a better horizontal communication to bring stakeholders together, around a common identity for a product name or project. It should be also identified different tools and initiatives that can be used in a developing collective strategy for GI products and to initiate discussions with local institutions and potential international partners.

Cross-border cooperation is a key priority in the European Neighbourhood Policy. In the new programming cycle covering 2014-2020, CBC programmes receive funding under the European Neighbourhood Instrument (ENI), building on its predecessor, ENPI (European Neighbourhood and Partnership Instrument), which covered the period from 2007 to 2013. For the period 2014-2020, a total of 17 programmes will be funded, including 12 land-border and 1 sea-crossing programme, as well as 4 sea-basin programmes. Generally, CBC under the ENI has 3 overarching strategic objectives, among them there is also *to promote economic and social development in regions on both sides of common borders* that may serve as a framework for GIs projects.

For EaP countries there are following active land-border programmes (most of them being already launched):  
Latvia/Lithuania/Belarus,  
Poland/Belarus/Ukraine,  
Hungary/Slovakia/Romania/Ukraine,  
Romania/Moldova, Romania/Ukraine. Black Sea Programme was a popular one (eligible countries

from EaP: Armenia, Azerbaijan, Georgia, Republic of Moldova and Ukraine) in the previous period and will be kept in the current period as well. It was launched on 14th of July 2016, Constanta, Romania.

A new transnational programme was designed - Danube Transnational Programme (DTP). It includes 14 countries among which Moldova and some regions in Ukraine are eligible. The projects supported by the DTP must form transnational partnerships to cooperate together in the four thematic priorities and specific objectives. GIs related initiatives may be promoted under priority *Innovative and socially responsible Danube region*.

Due to the fact that GI products are only part of a broader policy that may be implemented and GI protection schemes can be seen as only one of many available tools for promoting rural development, *more priorities from the existing EU programmes may be approached*.

In order to establish and regulate a sustainable framework for GIs, several different factors should be

taken into account by public authorities: the need to promote fair trade; encourage value redistribution along the food chain and for the entire territory; and protect and support public benefits, including the environment and cultural values (very often, local stakeholders are also interested in the overall approach to the codification of process, including product characteristics linked to geographical origin and in the official recognition that legal protection may provide). Recognition serves not only to provide consumers with a kind of guarantee but also to reinforce the local identity and pride in the product and the community, particularly in rural areas.

At the local level stakeholders should be encouraged to take into account local specific resources and the environment. Besides the capacity-building measures to encourage GI product market development, at this very initial stage, some pilot projects are needed. In this regard, a synchronization of local and international funds is recommendable. The first way (mid term) is to participate actively at the procedure of setting up the priorities for assistance strategies for beneficiary country by the donor countries.

Usually it is performed by the aid/assistance development units of the embassies. Also, the official development assistance (ODA) should be considered as its flows comprise contributions of donor government agencies, at all levels, to developing countries and based on periodic calls or negotiations, certain projects may be promoted. The second way is to work at the local level on the project pipelines that follow the GIs strategy and participate in active calls with concrete initiatives that are part of a general regional/local operational programme. In case of EU joint operational programmes (also listed below) the `EU – non EU partnership` and clear co-financing rules should be respected. But for smaller-size projects with an one-implementer management, small grant funds available in EaP countries may be approached. These are usually funds managed by embassies, donor government agencies.

## Chapter 5

PR strategies for GIs  
promotion:

hits on what looks & sounds &  
tastes the best?

*by Lilia Rusu*





Promoting a product involves a wide range of activities, the fulfillment of which will result in achieving goals: launching a new product; repositioning in the market; creating or increasing public interest in the product; influencing specific target groups; boosting purchasing decisions by customers; attract new customers; increasing sales; improving the company's overall image. Whatever would be the ultimate goal the promotion should be intelligent and well structured.

In the Eastern Partnership countries, products with Protected Geographical Indication are known to the public in a small measure, being less promoted, their mission being understood by a narrow circle of people. The lack of funds for the organization of national promotion campaigns, PGI products are not known to be a national value, whose quality and authenticity is guaranteed. Moreover, the public get information about PGI occasionally, patchy and in an ineffective way.

However, PGI products can and should be promoted, and the first step belongs to companies / groups of producers who have registered PGI products. Although if a promotional campaign requires special funds, a number of innovative tools that can be used, some of the for free, others with minimum financial resources. We are talking, in particular about the online promotion and social media channels, but do not forget the possibility of using public relations, media relations, interpersonal communication.

- Traditional methods of promotion

Developing promotional campaign costs much: money, time or energy. We must therefore be convinced that we know what we want to achieve at the end of the day. And until we reach the final goal, it is important to monitor and evaluate the progress of all components of a campaign - the strategy, media resources and the used tools.

An information and promotion campaign for the PGIs is vital in the Eastern Partnership countries. It should include the undertaking of a range of activities in order to increase knowledge and understanding of PGIs by consumers and by the media, the latter being a popular and effective channel for disseminating information.

Whether we opt for a classical promotion focused on addressing the public through traditional media - TV, radio, print media - promotional leaflets and brochures, or we choose a promotion on social media before starting it is necessary to answer some essential questions:

- Which is the product, which are the qualities that makes it different from the other products on the market, its novelty?
- What is the target audience of the campaign, to whom we are addressing?
- What are the objectives of the campaign, what results we want to achieve?

- What is the message / campaign messages?
- What is your campaign budget, how much are you ready to invest?
- What type of promotion campaign do you choose ( journalists and traditional media, internal staff and social media channels, etc) ?
- Where promotion must take place - in the online environment, trade fairs and exhibitions in the street, in shopping centers?
- When the promotion must take place, which is the optimal time in which the product can be appreciated - winter holidays, summer vacation, at family celebrations, which is the calendar of activities?

Speaking of innovative promotion, any method is welcome, even a well-known one, as reported to the PGI product anyway it will be great and will attract attention.

Currently, successful promotion campaign, are based on product presentation event, fairs and exhibitions. An information campaign and promotion of PGI could be based solely on the events, which will attract both producers and opinion leaders, journalists and consumers.

An example of an action plan for an information and promotion campaign can serve "Tastes of Europe" to promote foreign PGI. In this campaign, we propose a model for promoting national and regional PGIs.

This would be an action plan aimed at creating and organizing activities, events, to-face interaction with consumers, producers etc., with the participation of the media, which ensures coverage of the action.

However, the real help in promoting PGIs are the traditional events. In Moldova, PGI products could be successfully promoted in popular events such as:

☐ „Mai dulce”- a festival held annually in Chisinau in May, to promote local and international traditional desserts.

☐ IarmarEco - an Opportunity Fair of Ecological and Social Entrepreneurship, annually held in Chisinau in October.

☐ Lavender Fest - a Festival of Health and Beauty in nature, take place in the village Cobusca Noua, Anenii Noi district, next to a huge lavender field.

☐ Gustar - an international music festival, with exhibitions of traditional local products, is taking place near the Old Orhei.

☐ IA Mania - an arts festival that promotes traditional clothes - takes place in July in Holercani village, Dubasari district on the river Dniester.

☐ National Wine Day - a public holiday in Moldova, linked to the habit to celebrate the end of grapes harvest and producing of the new wine.

□ Bostaniada Festival - an Gourmet Ethno Festival, based on promoting products made from pumpkin, exhibitions of traditional local products, is held annually in September.

Another way to promote PGI is sending messages through the media, interacting with consumers indirectly. Today, in addition to traditional media (TV, radio, newspapers), we opt for meshes (messages printed on flexible PVC materials for facades), LED screens or zeppelins (hydrogen balloon). A special place in the list of non-traditional channels occupies the internet, with all the offerings available that comes with a number of advantages over traditional channels.

Thus, if a traditional media campaign involving big budgets, affordable for the big brands, the online is more accessible in terms of cost, it is appropriate for small companies.

- Promoting online tool for popularizing the PGIs

The Internet is an increasingly means to promote in a very efficient way specific audiences.

A series of online promotional tools, websites, social media pages, banners, advertises are items that should not be missing a PGIs promotional online campaign.

A PGIs dedicated web page would allow centralizing all related information, maintaining regular contact with the target public, regardless of its location, since it can be accessed from anywhere. Each PGI product may have its own page on social networks, given the fact that this medium of social interaction is very popular and allows full communication in the online environment. In Moldova, for instance, Odnoklassniki Russian social network is currently the most popular, with more than 720,000 registered Moldovans users. More than 240,000 Moldovans are registered on Facebook, most users have ages between 17 and 27 years.

While choosing the use of social media in promoting the PGI's, it's important not to forget to check if we use the most popular aspects. It is therefore recommended to focus on more pictures and even video, including live, to achieve greater interaction and appreciation of the on-line public. Another recommendation is to customize the platform and distribute personalized content to each social media platform (title, description and image content). Also, for a maximum sharing of information, we should penetrate the circles where is our audience - to distribute posts in the most popular groups and where our target audience is online and active. Thus, if a PGI is addressed to the youth groups go to where they are active and during the hours they are active. Another tip is promoting the same content - numerous data suggest not to be afraid to distribute the same content multiple times on social media.

An online campaign involves posting messages on various sites, and the most effective means to this end are the banners. These can take many forms,

many functions and different costs, depending on the aggressiveness and intensity of the promotion on websites of interest. Also, this tool allows posting message under collaborative campaign on partner sites.

An increasingly popular alternative to online banner is viral clip - can be posted directly on the websites of interest, or inside the banner online, openable. Although it is the oldest in use, the newsletter would be a modern and elegant instrument for disseminating information about PGI - news and events. This tool involves creating a database of people to whom we intend to address our message. Similarly, the newsletter will be sent to people who require to receive it by registering on the websites. Frequency of the newsletters sending will be fortnightly or monthly, depending on events.

Press releases are a another classical promotion method. Not to be neglected the blogs that can be created specifically for the promotion of PGI.

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## Annexes

**Tab. 1. The list of names of origin and geographical indications protected in Ukraine**

<b>No.</b>	<b>Denomination</b>	<b>Legal status</b>	<b>Product</b>	<b>Applicant</b>
<b>1.</b>	<b>МИРГОРОДСЬКА</b>	PDO	Mineral waters	Публічне акціонерне товариство “Миргородський завод мінеральних вод”, вул. Мінзаводська, 1, м. Миргород, Полтавська обл., 37600 (UA)  Закрите акціонерне товариство «Миргородський завод продтоварів «Калинка»; вул. Багачанська, 2, м. Миргород, Полтавська обл., 37600, Україна. (UA)
<b>2.</b>	<b>Сонячна долина</b>	PDO	Dessert wines	Відкрите акціонерне товариство “Сонячна долина”, вул. Чорноморська, 23, с. Сонячна долина, м. Судак, АРК, 98025 (UA)
<b>3.</b>	<b>СХІДНИЦЬКА</b>	PDO	Mineral waters	МПП „Перспектива” вул. Шевченка, 60-А, смт Східниця, Львівської обл., 82391
<b>4.</b>	<b>НОВИЙ СВІТ</b>	PDO	Sparkling wines	Державне підприємство «Завод шампанських вин «НОВИЙ СВІТ»,

				вул. Шаляпіна, буд. 1, смт. Новий Світ, м. Судак, Автономна Республіка Крим, 98032; (UA)
5.	<b>ПОЛЯНА КВАСОВА</b>	PGI	Mineral waters	Товариство з обмеженою відповідальністю «МІНЕРАЛЬНІ ВОДИ СВАЛЯВЩИНИ» буд. 61«Г», с. Сусково, Свалявський район, Закарпатська обл., 89332; (UA)
6.	<b>МЕНЬСКА ОСТРЕЧ</b>	PDO	Mineral waters	Товариство з обмеженою відповідальністю «НЕПТУН», вул. Гастелло, 3, м. Мена, Чернігівська обл., 15600; (UA)
7.	<b>ЦАРИЧАНСЬКА</b>	PDO	Mineral waters	Приватне акціонерне товариство „Царичанський завод мінеральних вод”, вул. Кірова, 151, смт. Царичанка, Дніпропетровська обл., 51000; (UA)
8.	<b>ТРУСКАВЕЦЬКА</b>	PDO	Mineral waters	Підприємство з іноземними інвестиціями Товариство з обмеженою відповідальністю „Аква-Еко”, вул. Мазепа, буд. 29, м. Трускавець, Львівська обл., 82200
9.	<b>ЗБРУЧАНСЬКА</b>	PDO	Mineral waters	Товариство з обмеженою відповідальністю «Хмельницька універсальна компанія», вул. Гагаріна, 5, м. Хмельницький, 29000, Україна; (UA)

				<p>Хмельницьке державне підприємство по розвитку курортів і експлуатації природних лікувальних ресурсів «Хмельницьккурортресурси»; вул. Грушевського, 87/2, м. Хмельницький, 29000 (UA).</p> <p>Товариство з обмеженою відповідальністю «ЗБРУЧАНСЬКІ ДЖЕРЕЛА»; вул. Гагаріна, буд. 5, м. Хмельницький, 29000, (UA).</p>
<b>10.</b>	<b>ЗОЛОТА БАЛКА</b>	PDO	Wines, sparkling wines	Товариство з обмеженою відповідальністю «Агрофірма «Золота Балка»; вул. Новікова, буд. 56, м. Севастополь, 99043; (UA)
<b>11.</b>	<b>ТАВРІЯ</b>	PDO	Wines, brandy	Відкрите акціонерне товариство «Агропромислова фірма «Таврія», проспект Дніпровський, 299, м. Нова Каховка, Херсонська область, 74905; (UA)
<b>12.</b>	<b>МЕГАНОМ</b>	PDO	Wines	Відкрите акціонерне товариство «Сонячна Долина», вул. Чорноморська, 23, с. Сонячна

				Долина, м. Судак, АРК, 98025; (UA).
<b>13.</b>	<b>БАЛАКЛАВА</b>	PDO	Wines	Товариство з обмеженою відповідальністю «Агрофірма «Золота Балка»; вул. Новікова, буд. 56, м. Севастополь, 99043; (UA)
<b>14.</b>	<b>МАГАРАЧ</b>	PDO	Wines	Національний інститут винограду і вина «Магарач»; вул. Кірова, 31, м. Ялта, АР Крим, 98600, (UA);  Державне підприємство Агрофірма «Магарач» Національного інституту винограду і вина «Магарач»; вул. Чапаєва, 9, с. Віліно, Бахчисарайський район, АР Крим, 98433, (UA).

**Tab. 2. List of appellation of origin and geographical indications protected in GEO**

<b>No.</b>	<b>Denomination</b>	<b>Legal status</b>	<b>Product</b>	<b>No.</b>	<b>Denomination</b>	<b>Legal status</b>	<b>Product</b>
1.	<b>KOTEKHI</b>	PDO	Wine	2.	<b>SAIRME</b>	PDO	Mineral waters
3.	<b>TIBAANI</b>	PDO	Wine	4.	<b>BORJOMI</b>	PDO	Mineral waters
5.	<b>TELIANI</b>	PDO	Wine	6.	<b>CHACHA</b>	PGI	Spirit produced from grapes
7.	<b>NAPAREULI</b>	PDO	Wine	8.	<b>CHURCHKHE LA</b>	IGP	Walnuts, ... and/or various dried fruit stringed on a thread and lowered down into condensed grape or mulberry juice for several times
9.	<b>SVIRI</b>	PDO	Wine	10.	<b>CHOGI</b>	PGI	Cheeses
11.	<b>ATENI (ATENURI)</b>	PDO	Wine	12.	<b>MATSONI</b>	PGI	Cultured Milk Products
13.	<b>VAZISUBANI</b>	PDO	Wine	14.	<b>TENILI</b>	PGI	Cheeses

15.	<b>KAKHETI</b>	PDO	Wine	16.	<b>KARTULI KVELI</b>	PGI	Cheeses
17.	<b>KARDENAKHI</b>	PDO	Wine	18.	<b>ACHARULI CHLECHILI</b>	PGI	Cheeses
19.	<b>KVARELI</b>	PDO	Wine	20.	<b>MESKHURI CHECHILI</b>	PGI	Cheeses
21.	<b>GURJAANI</b>	PDO	Wine	22.	<b>MEGRULI SULGUNI</b>	PGI	Cheeses
23.	<b>TSINANDALI</b>	PDO	Wine	24.	<b>SULGUNI</b>	PGI	Cheeses
25.	<b>KINDZMARAULI</b>	PDO	Wine	26.	<b>SVANURI SULGUNI</b>	PGI	Cheeses
27.	<b>AKHASHENI</b>	PDO	Wine	28.	<b>KOBI</b>	PGI	Cheeses
29.	<b>MUKUZANI</b>	PDO	Wine	30.	<b>GUDA</b>	PGI	Cheeses
31.	<b>MANAVI</b>	PDO	Wine	32.	<b>TUSHURI GUDA</b>	PGI	Cheeses
33.	<b>TVISHI</b>	PDO	Wine	34.	<b>IMERULI KVELI</b>	PGI	Cheeses
35.	<b>KHVANCHKARA</b>	PDO	Wine	36.	<b>DAMBALKHA CHO</b>	PGI	Cheeses
37.	<b>NABEGHLAVI</b>	PDO	Mineral waters				

**Tab. 3 List of AO and GIs protected in Moldova**

<b>No.</b>	<b>Denomination</b>	<b>Legal status</b>	<b>Product</b>	<b>Applicant</b>
<b>1.</b>	<b>ROMĂNEȘTI</b>	PDO	Red wines	Romănești S.A., MDMD-3728, Romănești, Strășeni, Republica Moldova
<b>2.</b>	<b>CIUMAI ЧУМАЙ</b>	PDO	Dessert sweet red wines, dry red wines	Ciumai S.A., întreprindere mixtă, MD MD-7426, Vinogradovca, Taraclia, Republica Moldova
<b>3.</b>	<b>Dulceață din petale de trandafir Călărași</b>	PGI	Rose petals jam	UNIUNEA PRODUCĂTORILOR ȘI PROCESATORILOR DE FRUCTE ȘI POMOȘOARE DIN CĂLĂRAȘI, asociație patronală, MD Str. Călărașilor nr. 10, MD-4401, Călărași, Republica Moldova
<b>4.</b>	<b>ȘTEFAN VODĂ</b>	PGI	Wines	Asociația Producătorilor de Vinuri cu Indicația Geografică ȘTEFAN VODĂ, MD Str. M. Stanciun nr. 17, MD-4301, Căușeni, Republica Moldova
<b>5.</b>	<b>CODRU</b>	PGI	Wines	ASOCIAȚIA VITIVINICOLĂ A REGIUNII GEOGRAFICE DELIMITATE CODRU, MD Str. Ion Creangă nr. 25, MD-2064, Chișinău, Republica Moldova
<b>6.</b>	<b>VALUL LUI TRAIAN</b>	PGI	Wines	Asociația Uniunea Vitivinicolă a Regiunii Geografice delimitate VALUL LUI TRAIAN



				N, MDStr. Vasile Alecsandri nr. 82 "A", MD-2012, Chișinău, Republica Moldova
7.	<b>DIVIN</b>	PGI	Brandy	ASOCIAȚIA PRODUCĂTORILOR DE DIVIN ȘI BRANDY DE MOLDOVA, MD Str. Toma Ciorbă nr. 38, MD-2004, Chișinău, Republica Moldova
8.	<b>Rachiu de caise de Nimoreni</b>	PGI	Apricot spirit	ASOCIAȚIA PRODUCĂTORILOR ȘI PROMOTORILOR DE BĂUTURĂ ALCOOLICĂ DE ARIDIN NIMORENI, asociație patronală, MDStr. Al. Bernardazzi nr. 49/5, MD-2012, Chișinău, Republica Moldova



		Public equivalent bodies, having partly industrial or commercial character (only as partners).		Local and Regional Good Governance  Thematic objective 3: Promotion of Local Culture and Preservation of Historical Heritage  <a href="http://www.eni-cbc.eu/llb/en">http://www.eni-cbc.eu/llb/en</a>
	Poland/Belarus/Ukraine (core area: Lvivska, Volynska, Zakarpatska oblasts; adjoining regions: Rivnenska, Ternopilska and Ivano-Frankivska oblasts)	National institutions responsible for sectoral policies;  Local governments; Social and economic partners; Nongovernmental organizations, educational institutions	Indicative budget of the Programme will amount to 175,8 mln euro  Thematic objective 1 allocation: 30 852 777,85 EUR	Thematic objective 1: Promotion of local culture and preservation of historical heritage  <a href="http://www.pl-by-ua.eu/">http://www.pl-by-ua.eu/</a>
	Hungary/Slovakia/R	National, regional and local	Total budget of	Priority 1: Promote economic and

	romania/Ukraine	<p>organisations; Semi-public institutions; Research institutes and universities; Regional and local associations of enterprises, professional organisations; Non-state actors as defined in point (h) Article 14 of ENPI Regulation.</p>	<p>the Programme 81 347 200 EUR</p>	<p>social development (Measure 1.1 Harmonised development of tourism Measure 1.2 Create better conditions for SMEs and business development)</p> <p><a href="http://www.huskroua-cbc.net/en/">http://www.huskroua-cbc.net/en/</a></p>
	Romania/Moldova	<p>Indicative Beneficiaries for Priority 2.1:</p> <p>Museums, cultural/religious/cult institutions;</p> <p>National/ regional/ local public</p>	<p>EU financial allocation to this program is 81 million EUR</p>	<p>Objective 2:</p> <p>Preservation of the cultural and historical heritage in the eligible area, support the developing of local culture, specific cultural identities and the cultural dialogue</p>

		<p>authorities</p> <p>and other public institutions ;</p> <p>NGOs, cultural and tourism associations;</p> <p>Local business associations in the domain of traditional and craftsmen activities;</p>		<p><a href="http://www.ro-md.ro-ua-md.net/programme/overview/">http://www.ro-md.ro-ua-md.net/programme/overview/</a></p>
	<p>Romania/Ukraine (oblasts: Ivano-Frankivsk, Zakarpatska, Chernivtsi, Odessa)</p>	<p>Indicative Beneficiaries for Priority 2.1</p> <p>Museums, cultural/religious/higher education institutions;</p> <p>National /regional/ local public</p>	<p>EU financial allocation to this program is 60 million EUR</p>	<p>Objective 2:</p> <p>Preservation of the cultural and historical heritage in the eligible area, support the developing of local culture, specific cultural identities and the cultural dialog contributing to an enhanced attractiveness of the eligible area</p> <p><a href="http://www.ro-ua.ro-ua-md.net/programme/programul-">http://www.ro-ua.ro-ua-md.net/programme/programul-</a></p>

		<p>authorities</p> <p>and other public institutions;</p> <p>NGOs, cultural and tourism associations;</p> <p>Local business associations in the domain of traditional and craftsmen activities;</p> <p>International organizations</p>		<p><a href="#">operational-comun/</a></p>
	Black Sea Basin	<p>Local and regional authorities, civil society, chambers of commerce, and the academic and educational community.</p> <p>Moldova, Georgia, Armenia, Azerbaijan: the whole country</p> <p>Some regions in Ukraine: Odesa, Mykolaiv, Kherson, Zaporoshye and Donetsk</p>	Total programme budget: 54 million EUR	<p>Objective 1: Promote business and entrepreneurship within the Black Sea Basin</p> <p><a href="http://blacksea-cbc.net/">http://blacksea-cbc.net/</a></p>

		Oblasts, Crimea, Sevastopol		
	Danube transnational programme	Moldova, Ukraine - four provinces: Chernivetska Oblast, Ivano-Frankiviska Oblast, Zakarpatska Oblast and Odessa Oblast	The total programme budget is 262 989 839 million euros.  The budget for Priority 1 is: 72 995 850 €	Priority 1 `Innovative and socially responsible Danube region` (especially the specific objective `Increase competences for business and social innovation`)  <a href="http://www.interreg-danube.eu/">http://www.interreg-danube.eu/</a>
European Commission - jointly with the European Investment Bank (EIB) and the European Bank for Reconstruction and Development (EBRD)	DCFTA Facilities for SMEs	National authorities and SMEs in Georgia, Moldova and Ukraine	Approximately €200 million of grants from the EU budget	The Facility will complement the EU programmes in each country that help small businesses grow and prepare for the new market opportunities of the DCFTA and help national authorities to implement their Association Agreements.  <a href="https://ec.europa.eu/europeaid/blending/dcfta-deep-and-comprehensive-free-trade-area-sme-direct-support-facility_en">https://ec.europa.eu/europeaid/blending/dcfta-deep-and-comprehensive-free-trade-area-sme-direct-support-facility_en</a>
EU,	EIB loans	SMEs in the EaP	4.8 bln EUR	The current mandate runs from 2014 to 2020 and covers Armenia, Azerbaijan, Georgia, Moldova,

EIB				<p>Russia and Ukraine. One of the priorities is local private sector development, in particular support to SMEs.</p> <p><a href="http://www.eib.org/projects/regions/eastern-neighbours/index.htm">http://www.eib.org/projects/regions/eastern-neighbours/index.htm</a></p>
EU	<p>East-Invest is a regional trade facilitation project, 2010-2019</p>	SMEs in the EaP	<p>7 million EUR (East Invest I), 6.5 million EUR (East Invest II)</p>	<p>Develops mechanisms encouraging new flows of foreign direct investment, strengthens the ongoing investment promotion process between the EU and the EaP countries, as well as between the EaP countries themselves, contributing to the enhancement of trade in the region</p> <p><a href="http://www.eastinvest.eu/">http://www.eastinvest.eu/</a></p>