What is GI SMART?

GI SMART is a 4-year research project that will provide evidence-based recommendations to strengthen the contribution of Geographical Indications (GIs) to sustainable territorial development and the objectives of the EU Farm to Fork Strategy.

To achieve this, GI SMART will develop tools and methodologies to foster the implementation of sustainability strategies by GI producers, ensure their recognition by consumers, and formulate policy recommendations for a better design of GI policies.



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Find out **more!**

www.gismart.eu

Contact: info@gismart.eu

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Strengthening the contribution of **Geographical Indications** to smart territorial development and sustainability

www.gismart.eu



Quality, sustainability and heritage

Geographical Indications (GIs) recognise and protect a product with unique characteristics, linked to its geographical origin. These products are often associated with the production of public goods, such as biodiversity conservation and contributions to animal welfare, while also preserving cultural heritage and promoting territorial and rural development.

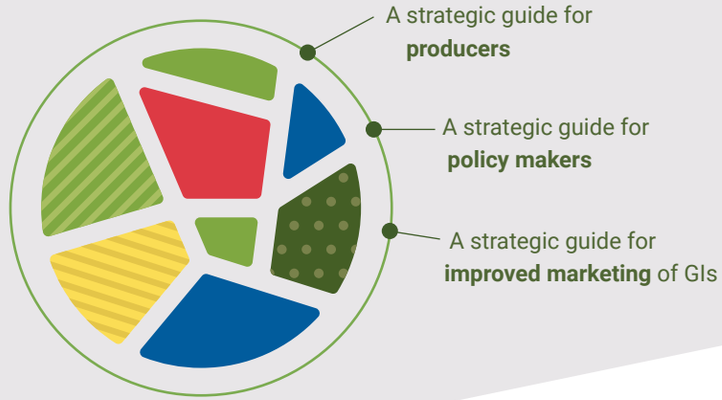
Challenges for GI systems

- Sustainability aspects of GIs are not well assessed and understood.
- GI producer groups need greater support to facilitate the transition towards sustainability.
- Policy makers require stronger evidence to refine GI policies.
- Consumers and producers need better recognition of the sustainability benefits of GIs.
- GIs face market competition from other schemes and standards.

What will GI SMART do?

1. **Analyse the sustainability of GIs** in all its dimensions (economic, social, environmental and governance) and enable producers to assess their own sustainability through a self-assessment tool.
2. **Identify best practices** and highlight the sustainability benefits of GI schemes.
3. **Explore and benchmark existing policies** related to GI agri-food systems
4. **Understand consumer perceptions** of GIs.

The findings will lead to:



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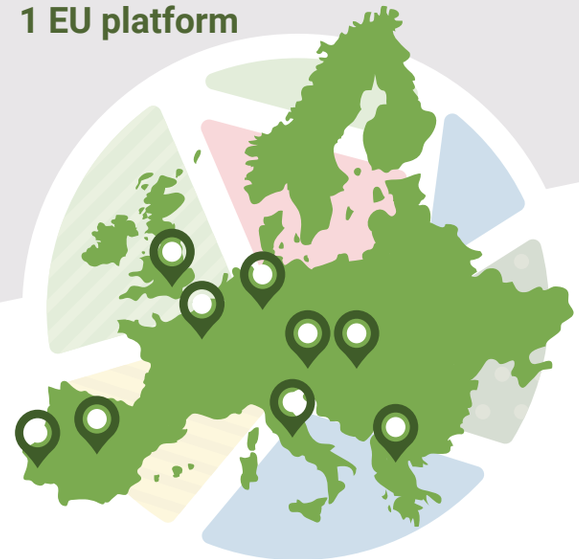
ARE YOU A STAKEHOLDER IN THE GEOGRAPHICAL INDICATIONS SECTOR?

Join the GI SMART Community Platform

- Connect with other GI and sustainability experts
- Get access to GI SMART resources
- Participate in the co-creation and validation of GI SMART results

9 national platforms
1 EU platform



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