OCTOBER 2026



GI SMART
EU MAP
NEWSLETTER

AREPO
EUROMONTANA



KEEPING THE MOMENTUM GOING

Welcome to the second EU MAP newsletter!
Our community continues to grow, with 332 stakeholders from over 25 countries now registered to the EU MAP.

NEW TO THE EU MAP?

If you recently joined the community, learn more about the GI SMART Community Platform and catch up on our previous activities.

Discover the Community Platform | Read our first EU MAP Newsletter

Over the past few months, the GI SMART European Multi-Actor Platform has continued to provide opportunities for exchange among GI producers, policymakers, regional authorities, researchers and other stakeholders interested in the future of Geographical Indications.

Since our last newsletter, two EU MAP meetings have brought the community together in Brussels to discuss how research evidence can inform future GI policies and how stronger GI producer groups can contribute to creating value across European territories.

In this edition, we look back at these exchanges and introduce the next opportunities to get involved.



EU MAP IN ACTION

From research to action: guiding future EU policies to enhance the territorial impacts of GIs

The third EU MAP meeting took place in the framework of the **6th AREPO European Event on Quality and Origin Products,** creating a bridge between the ongoing GI SMART research and the current EU policy debates.

The conference, held in Brussels on 23 April explored **how research evidence can help shape future policies that strengthen the contribution of GIs to sustainable territorial development.** Discussions focused in particular on sustainability practices and consumer perceptions, as well as on the role of public policies in enhancing the territorial impacts of GIs.

Copyright photos (c) Eric Berghen

Discover the event | **Read the report**





STAKEHOLDERS WORKSHOP

From Recognition to Value: Strengthening GI Producer Groups Across the EU

On 25th June 2026, the fourth EU MAP meeting brought together GI producers, national authorities, EU institutions and researchers to explore **how stronger producer groups can contribute to the long-term success of Geographical Indications.**

The morning session **compared approaches to the implementation of Regulation (EU) 2024/1143 in six Member States**, highlighting the diversity of national systems for recognising and supporting GI producer groups. Discussions addressed key issues such as governance, representativeness, financing and sustainability, while underlining the need to take national, regional and sectoral specificities into account.

In the afternoon, **GI producer groups shared practical experiences** of managing production potential, creating value and preserving it over time. The exchanges confirmed the importance of strong collective organisation and effective governance, but also highlighted the need for an enabling policy framework and adequate support to help producer groups fulfil their growing responsibilities.



If you were not able to join us, or if you'd like to revisit the key messages, you can access the full conference report bellow!

Learn more & recording

WHAT COMES NEXT?

The EU MAP continues this autumn with new opportunities to connect GI SMART research with the needs and experiences of stakeholders across Europe.



The first webinar will take place online on 15 October 2026, from 15.00 to 17.00 CEST, while a second webinar will follow in Spring 2027.

Agenda & registration

GI SMART webinars for regional actors

First webinar: Understanding and measuring GI sustainability

15 October 2026 | online

Regional and local actors play an important role in supporting Geographical Indications and strengthening their contribution to territorial development.

GI SMART is launching a series of webinars dedicated to regional actors, providing an opportunity to share relevant project findings and discuss their implications for policies and initiatives at territorial level.

ANY QUESTIONS?

The EU MAP is built around exchange and participation. If you have questions, suggestions, events, initiatives or other relevant information you would like to share with the community, we would be happy to hear from you.

Contact us

We look forward to continuing to build this vibrant, collaborative community with you.
Best regards,

The GI SMART team