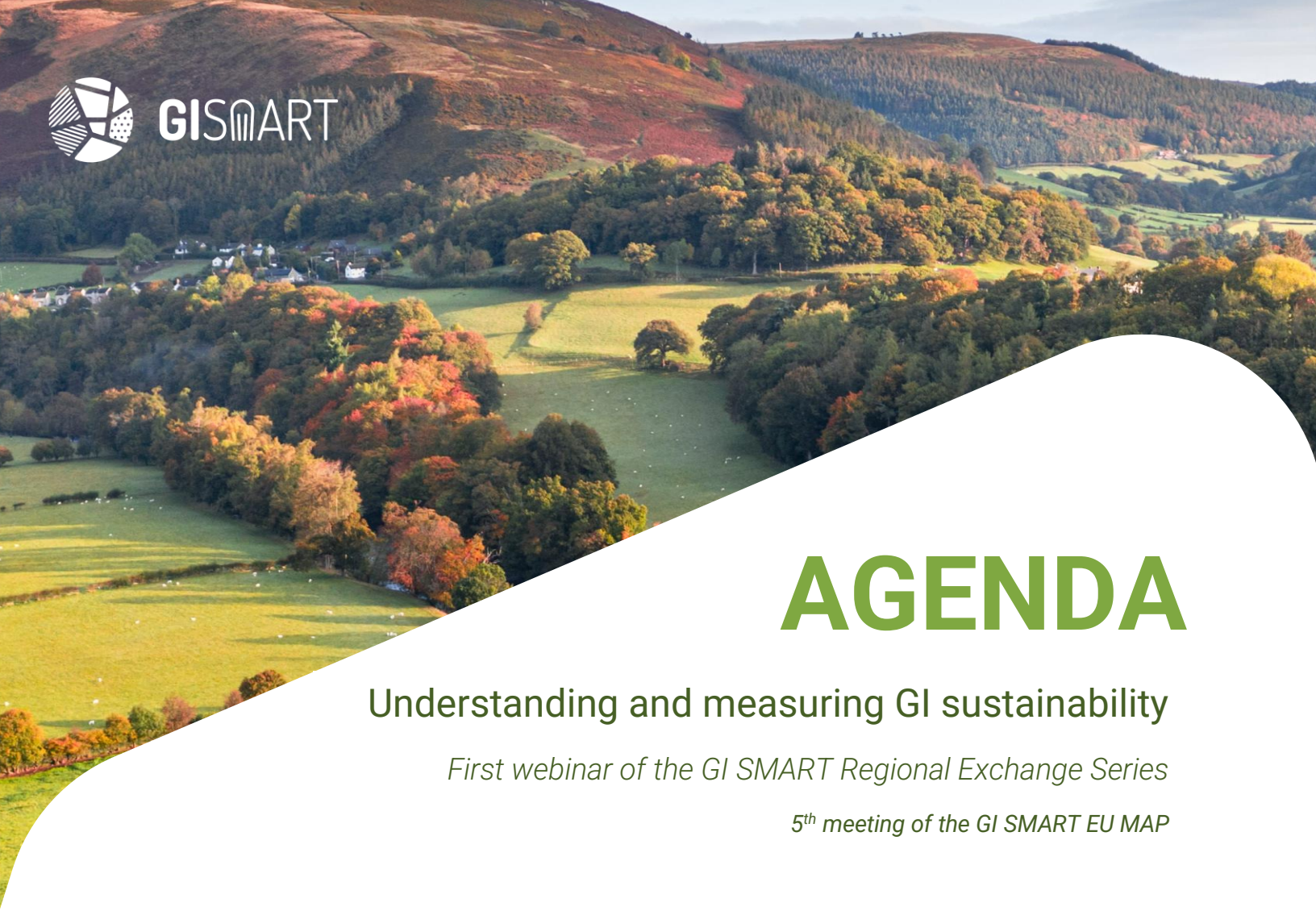

AGENDA

Understanding and measuring GI sustainability

First webinar of the GI SMART Regional Exchange Series

5th meeting of the GI SMART EU MAP

15 October 2026, 15h00-17h00

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.

Funded by the European Union

This project has received funding from the European Union's Horizon Europe research and innovation programme under grant agreement N° 101136364. Views and opinions expressed are those of the author(s) only and do not necessarily reflect those of the European Union or the European Research Executive Agency (REA). Neither the European Union nor the granting authorities can be held responsible for them.

Concept note

How can regions better understand the sustainability of their Geographical Indications and use this knowledge to support producers and territories?

This webinar opens the **GI SMART Regional Exchange Series**, a series of three webinars designed to connect the project's research and tools with the needs of regional actors and GI producer groups.

This webinar will present GI SMART's emerging results on how the sustainability of GI systems can be assessed across economic, environmental, social and governance dimensions. Researchers will explain which information and indicators can be used, what the available data can tell us, and how regional and local authorities can apply this knowledge to identify needs, support GI producer groups and guide territorial strategies.

The programme will combine research findings with practical experience. The University of Florence and the Tuscany Region will present their work on sustainability reporting for GIs, illustrating how cooperation between researchers, public authorities and GI stakeholders can turn sustainability information into concrete action.

The webinar is intended for regional and local authorities, GI producer groups, development agencies, researchers and anyone interested in sustainable territorial development.

The event will take place in hybrid format during the AREPO General Assembly and will be open online, with interpretation in English, French, German, Greek, Italian and Spanish.

Online participation

Prior registration via Zoom is required.

REGISTER HERE TO JOIN THE WEBINAR

After registering, participants will automatically receive the link to join the webinar.

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Programme

15:00 – 15:10 | Welcome and introduction: GI SMART Regional Exchange Series
Giulia Scaglioni, AREPO
Valentine Neirinck-Fauvelle, Euromontana

15:10 – 15:25 | From sustainability dimensions to measurable indicators
Filippo Arfini, University of Parma

15:25 - 15:35 | Questions and clarifications

15:35 - 15:50 | What the available data tell us about perception on GI sustainability
Filippo Arfini, University of Parma

15:50 - 16:00 | Questions and clarifications

16:00 - 16:30 | Developing a sustainability report for GIs: the SOFIG project in Tuscany
Gennaro Giliberti, Tuscany Region
Giovanni Belletti and Andrea Marescotti, PIN - University of Florence

16:30 - 16:50 | Moderated discussion with participants

16:50 - 17:00 | Key takeaways and next steps
Giulia Scaglioni, AREPO
Valentine Neirinck-Fauvelle, Euromontana

Interpretation available in: DE | EL | EN | ES | FR | IT

About the organisers

AREPO, the Association of European Regions for Products of Origin (www.arepoquality.eu), is a network of regions and producer associations that deals with products of origin and EU quality schemes. It represents 33 European regions and over 800 associations of producers for over 60% of European GIs.

Euromontana is the European multi-stakeholder network for sustainable development and quality of life in mountain areas. We promote the sustainable development of mountain areas, a better quality of life for local communities and the protection of the unique and fragile environment they are home to. Euromontana represents 65 organisations across 15 countries.

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