What the available data tell us about perception on GI sustainability



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Research Focus 1: on assessing the sustainability of all GIs

First webinar of the GI SMART Regional Exchange Series **- Understanding and measuring GI sustainability**

15 October 2026

Funded by the European Union

The GI SMART project has received funding from the European Union's Horizon Europe research and innovation programme under grant agreement No 101136364. The work developed under this project is also funded by the Swiss State Secretariat for Education, Research and Innovation (SERI) and the UK Research and Innovation (UKRI) under the UK government's Horizon Europe funding guarantee scheme.

Data availability for GIs sustainability

Problems in measuring sustainability for European Gis

FADN/FSDN:

- **Data relating solely to agricultural holdings**
- **Data available on a territorial basis and not for GI production type**
- **Data representativeness only at NUTS 2 level**
- **Data on processed products are completely absent**
- **Data confidentiality**

CENSUS and other data banks

- **Difficulty in identifying holdings involved in GI supply chains**
- **Difficulty in identifying sectors covered by GI products**
- **Outdated data**
- **Lack of variables relating to the four dimensions of sustainability**
- **Lack of data for areas below NUTS 2 level**

Need for information that can be directly linked to GI products and indirectly to their territories.

Data availability on GIs sustainability

Objective: to collect how stakeholders **perceive** the sustainability of the GI using qualitative primary informations (economic, social, cultural, environmental and governance dimensions).

The questionnaire includes **5 sections**:



- **13 questions** on economic aspects
- **10 questions** on social aspects
- **6 questions** on cultural aspects
- **10 questions** on environmental aspects
- **10 questions** on governance

Technical Specifications:

➔ Likert scale from 1 to 7
➔ Using the EU-Survey platform: LINK
➔ Base language: English (but translated into the national language)

Qualitative SGI-KPIs

Economic
13 KPIs – 7 FADN-linked

- Profitability (farm)
- Profitability (firm)
- Productivity
- Value added (farm)
- Value added (firm)
- Remuneration of workers
- Investment intensity
- Subsidy support – CAP payment
- Willingness to pay
- Financial risk
- Export share
- Diversification of activities
- General economic sustainability

Socio-cultural
16 KPIs · 8 FADN-linked

- Employment
- Diversification of territorial activities
- Rural development
- Generational renewal
- Education and training
- Family labour
- SME support
- Economic uncertainty
- Gender equality
- General social sustainability
- Traditional know-how – cultural heritage
- Support for tourism initiatives
- Landscape relevance
- Traditional know-how – local cuisine
- Dietary relevance
- Influence of landscape

Environmental
10 KPIs · 6 FADN-linked

- Permanent woodland
- Natural resources use efficiency
- Biodiversity
- Energy intensity
- Fertilization intensity
- Pesticides intensity
- Animal welfare
- GHG emissions and air quality
- Waste and by-products
- General environmental sustainability

Governance
11 KPIs · 0 FADN-linked

- Cooperation among producers
- Governance efficiency
- Sustainability statement
- Agreement with local administrators
- Management of conflicts
- Bargaining power
- Updating rules democratically
- Communication and valorisation
- Social dialogue
- GI sustainability reputation
- General governance sustainability

- FADN-linked KPI (also computable from farm accounting data).

Sustainable GI KPIs:- Cultural questions

SGI-KPI	QUESTIONS
Traditional know-how cultural heritage	To what extent is the GI product related to one or several cultural heritage practices of the region? (e.g., religious, harvesting celebrations, frequently held markets or fairs, seasonal grazing)
Support for tourism initiatives	To what extent does the GI product linked to festive event?
Landscape relevance	To what extent is the GI product emblematic for the local/regional landscape?
Traditional know-how	To what extent does the GI product influence local cuisine and recipes?
Dietary relevance	To what extent is the GI product a typical/representative food product of the local/regional diet?
Influence of landscape	To what extent is the GI product influence the landscape management of the GI territory?

Target stakeholders:

GI producer groups; control bodies; regional/National policy officers; consumer and citizen associations; farmer unions; and producer organisations.

Stakeholder answers are organised by:

- **GI product:** GI producer groups and control bodies
- **GI Product category**: GI producer groups; control bodies; regional/National policy officers; consumer and citizen associations; farmer unions; and producer organisations.

Why Several stakeholders?

- Measuring the trade-offs among stakeholders regarding their perception of sustainability

Respondent by Country and GI Sector

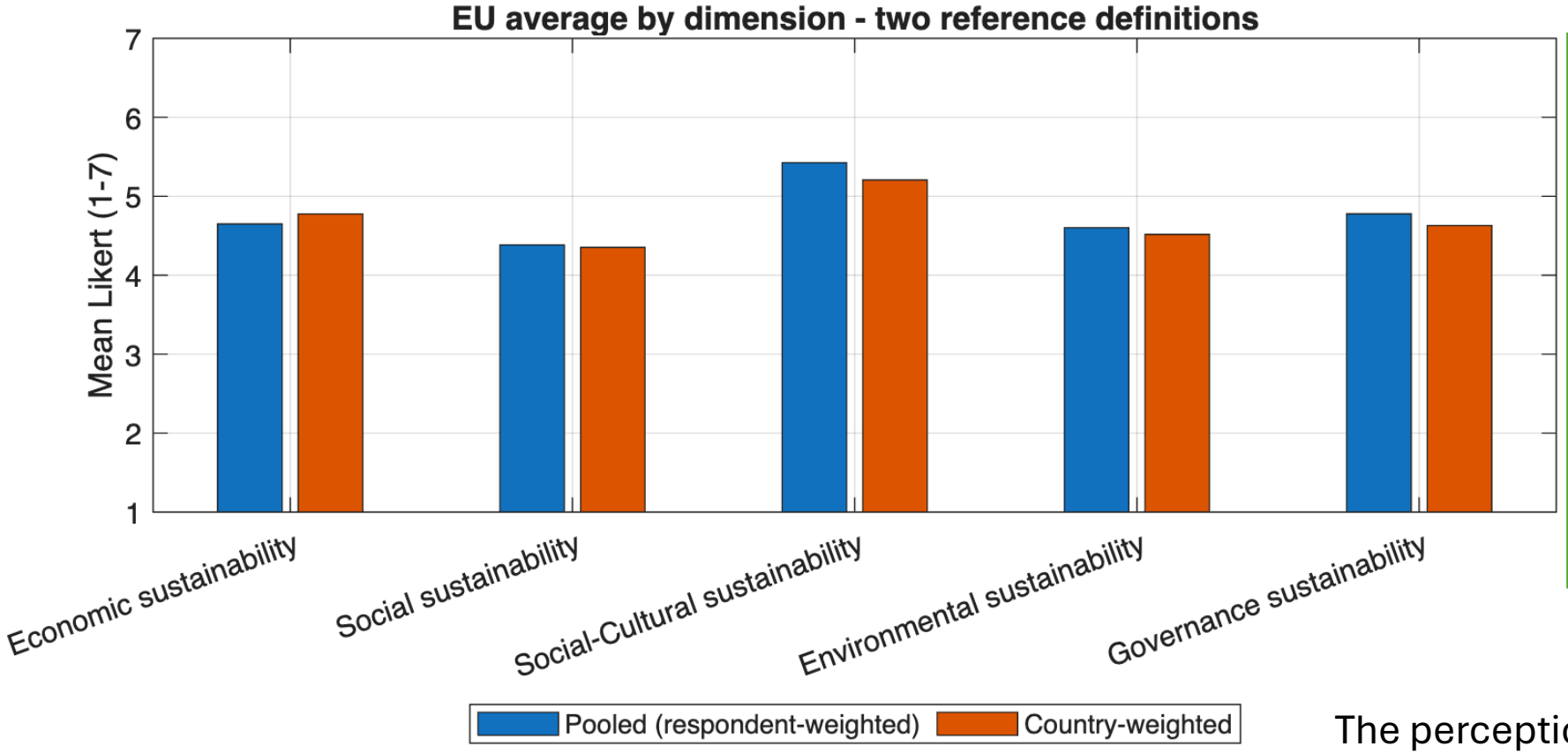
Respondents by country. Countries with N < 10 are statistically unreliable

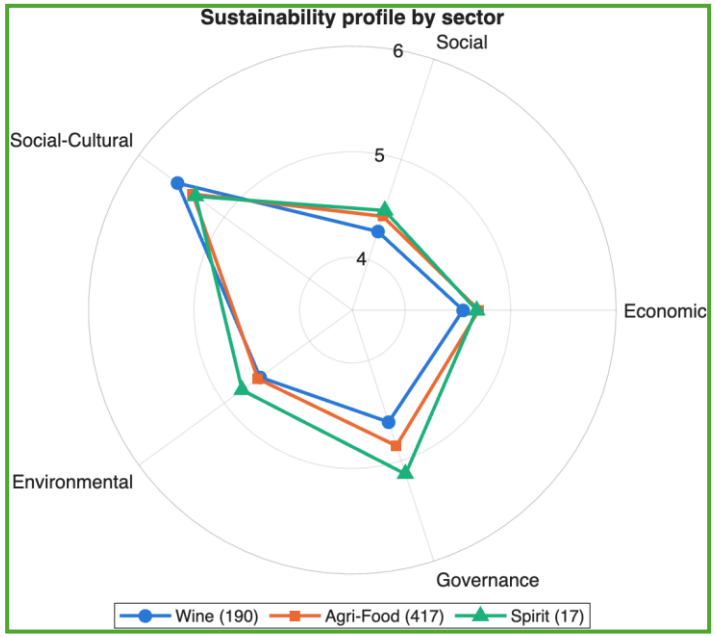
Country	Respondents	Status
Italy	337	Reliable
France	100	Reliable
Spain	65	Reliable
Greece	33	Reliable
Germany	19	Reliable
Hungary	19	Reliable
Portugal	17	Reliable
Slovak Republic	6	Unreliable (small *N*)
Austria	5	Unreliable (small *N*)
Belgium	4	Unreliable (small *N*)
Finland	3	Unreliable (small *N*)
Croatia / Cyprus / Slovenia / Sweden / Switz. / UK	2 each	Unreliable
Bulgaria / Denmark / Malta / Netherlands	1 each	Unreliable

Respondents by sector.

Sector	Respondents	Share
Agri-Food	417	67%
Wine	190	30%
Spirit	17	3%

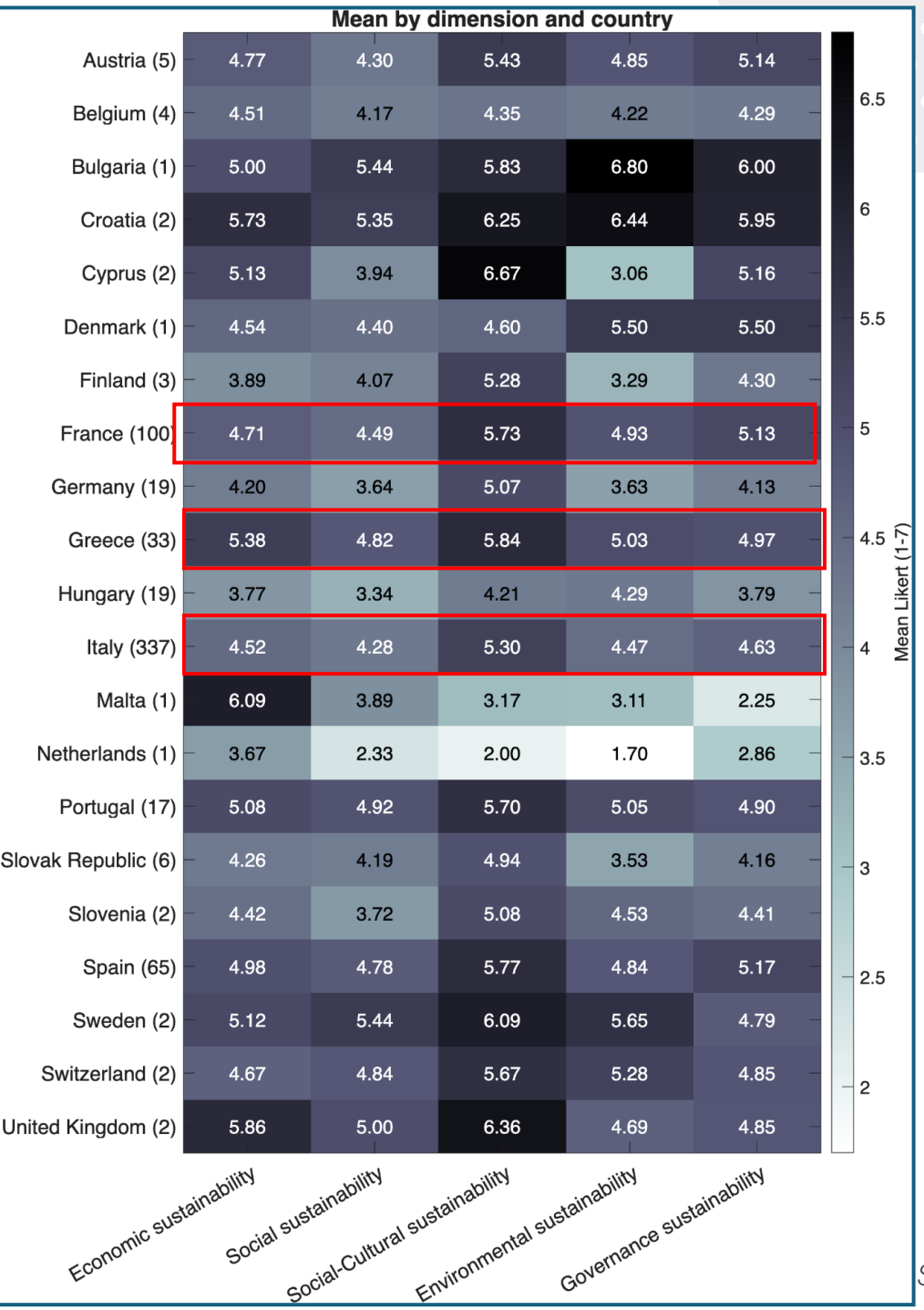
European sustainability profile

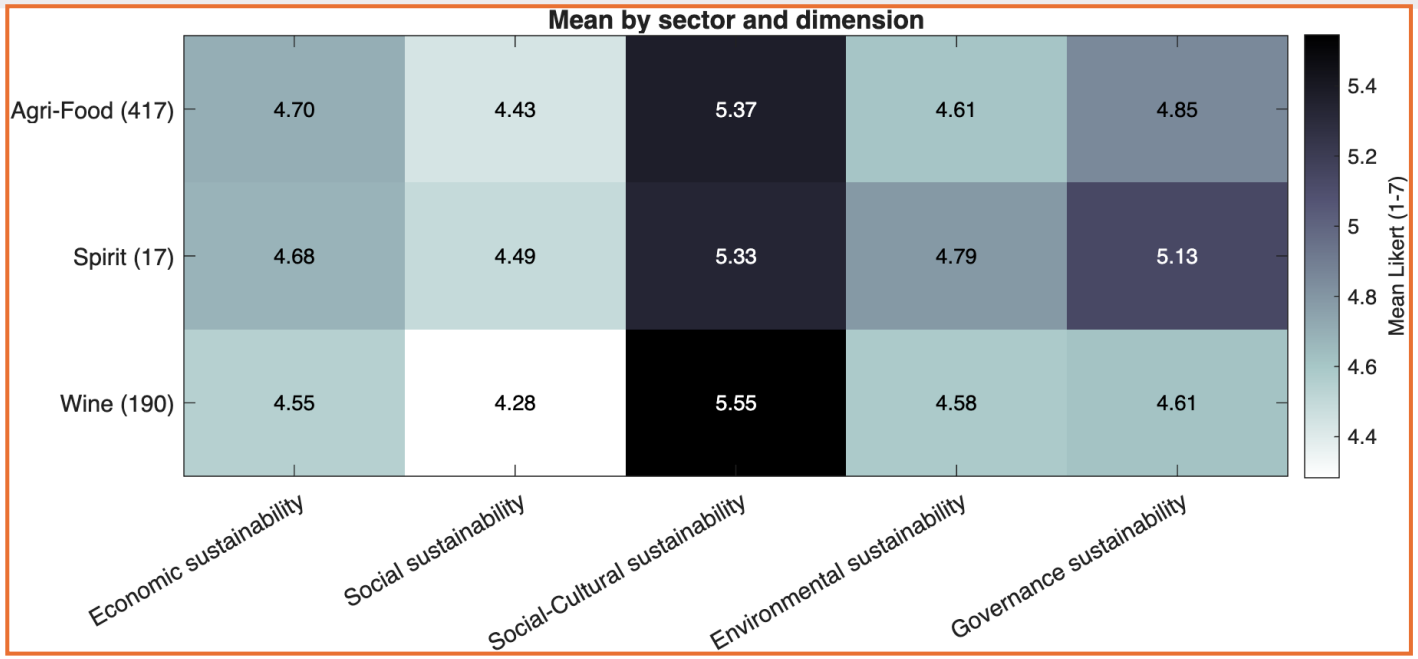




The perception of cultural sustainability demonstrates the role of GI in the culture of local products.
The perception of economic sustainability reflects the level of risk involved in the economic management of the value chain

Sustainability profile by dimension, Country and sector





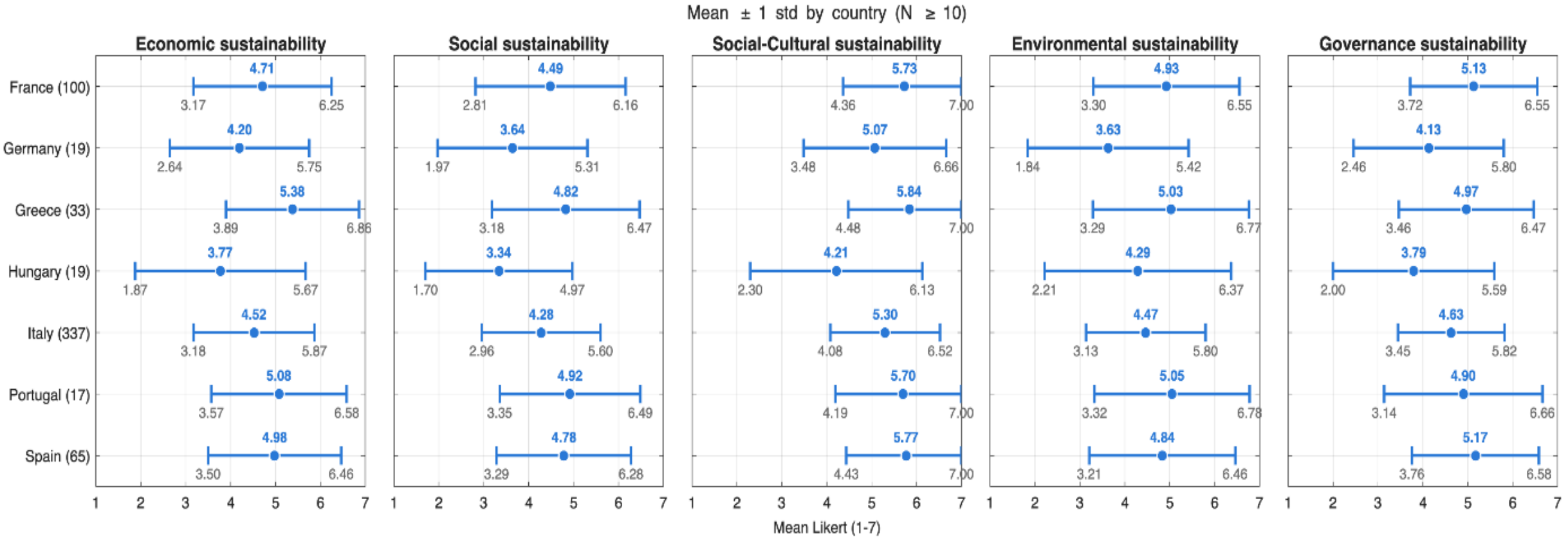
Greece, France and Italy are the countries with the highest perceived sustainability.

Hungary has the lowest sustainability score

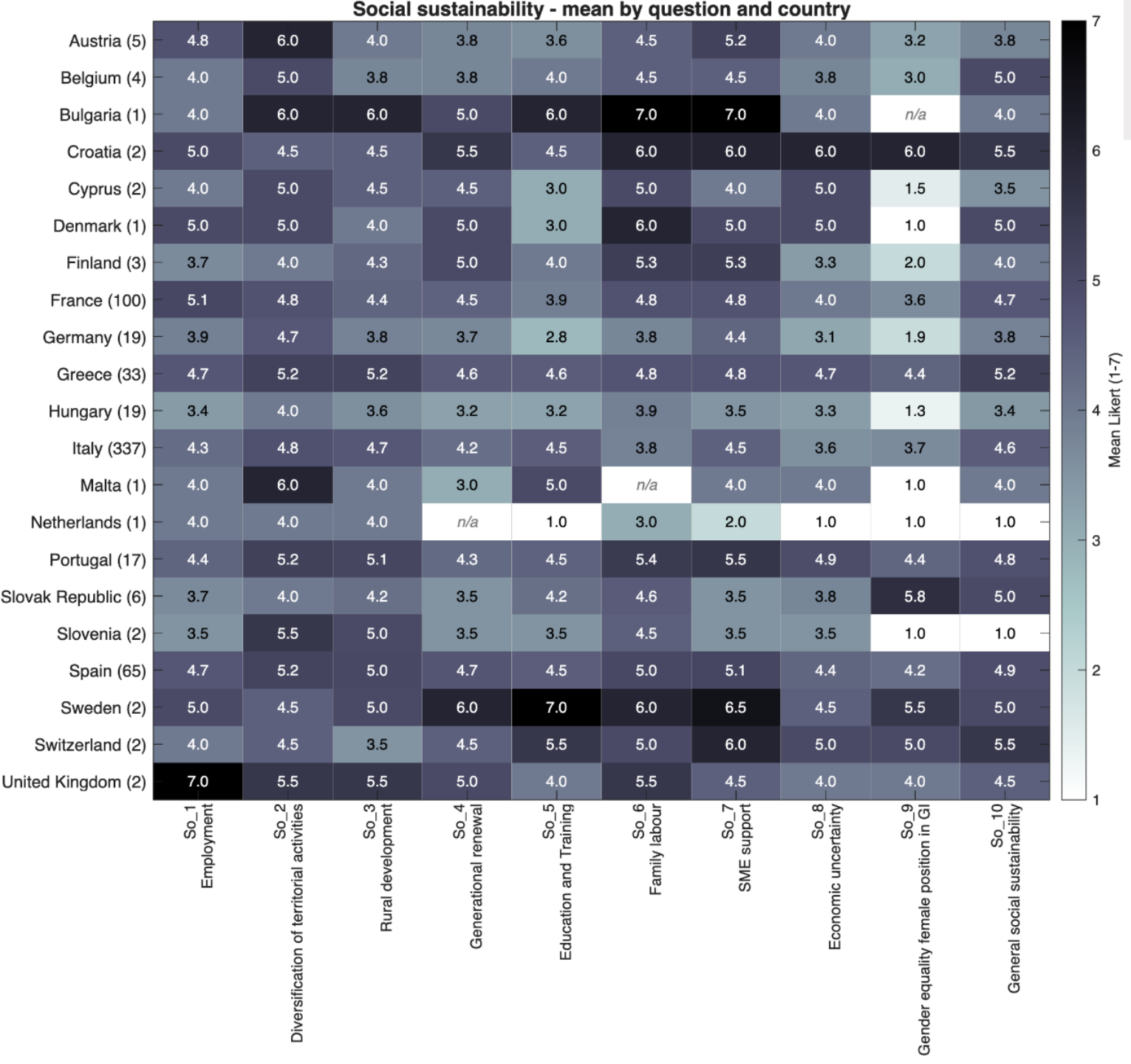
Mediterranean countries versus Eastern and Northern European countries

Trade-off by sustainability dimension and Countryes (N=>10)

Pooled mean ± one standard deviation by country, restricted to countries with N ≥ 10 for readability.



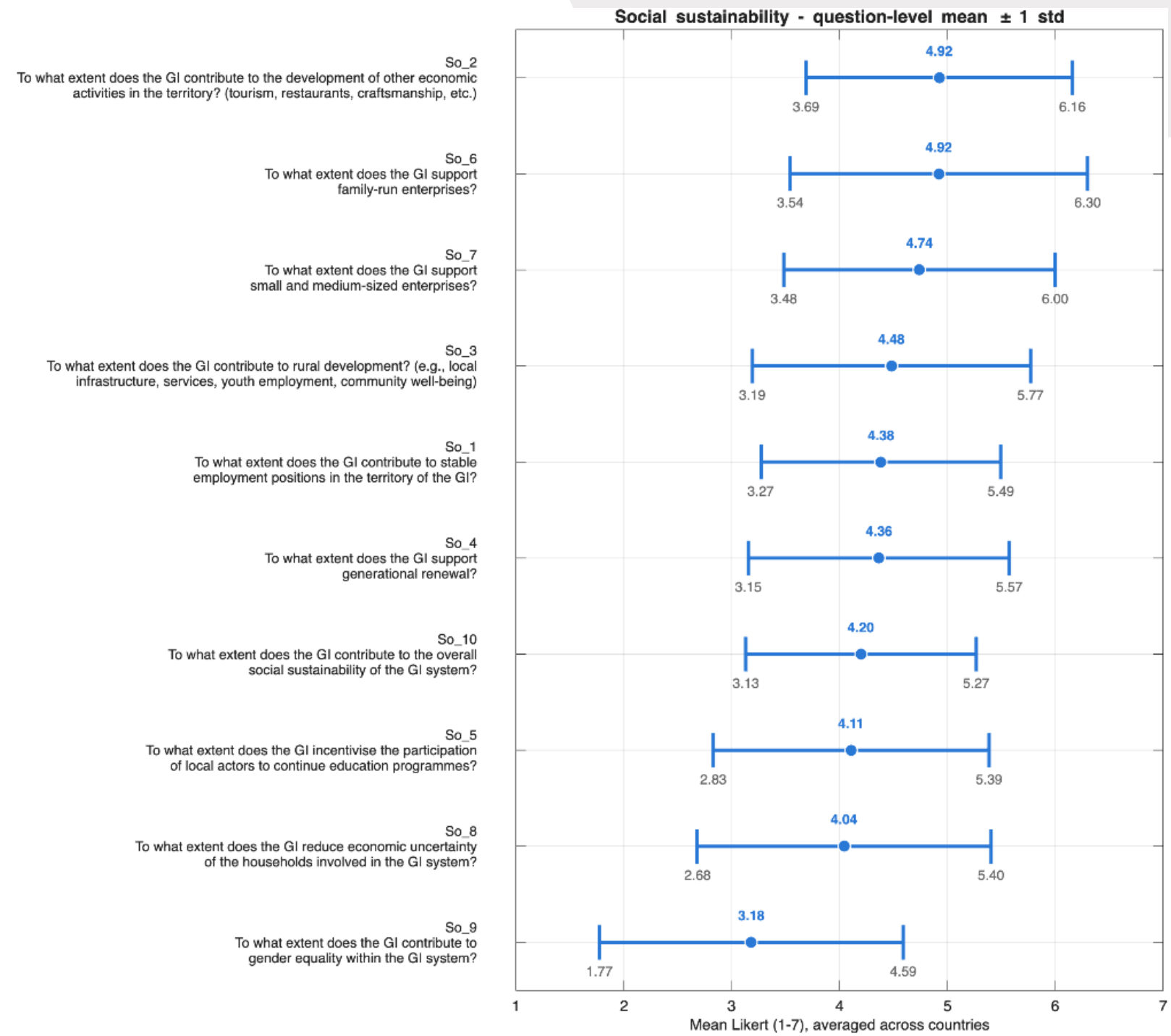
KPIs of Social sustainability per Country



Social sustainability is the the most problematic Pillar.

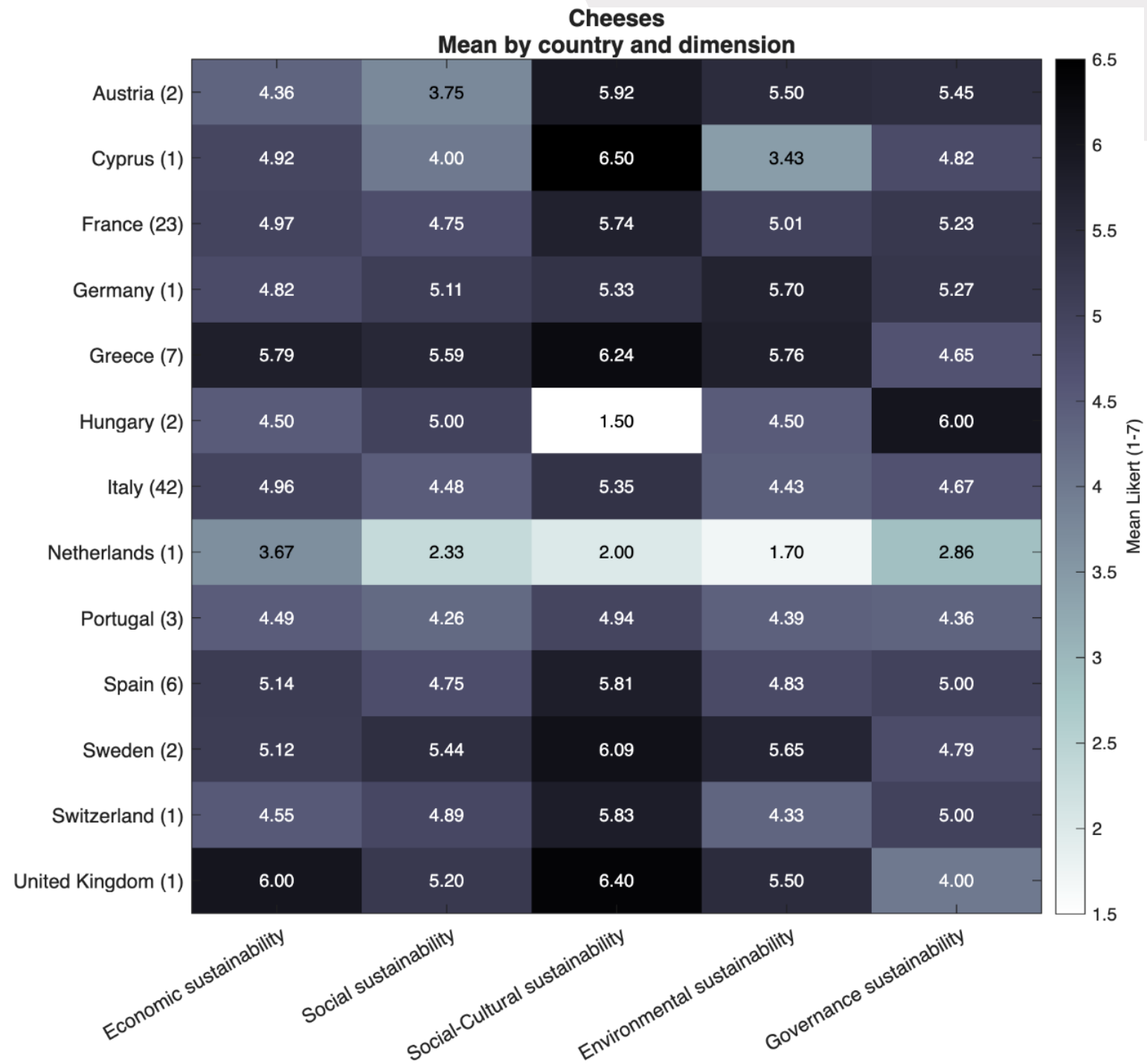
SME_support is the highest, while gender equality is the lowest

Trade off of Social KPIs



The factors that have a negative impact on social sustainability are gender equality, household insecurity and the relatively low participation in education programmes.

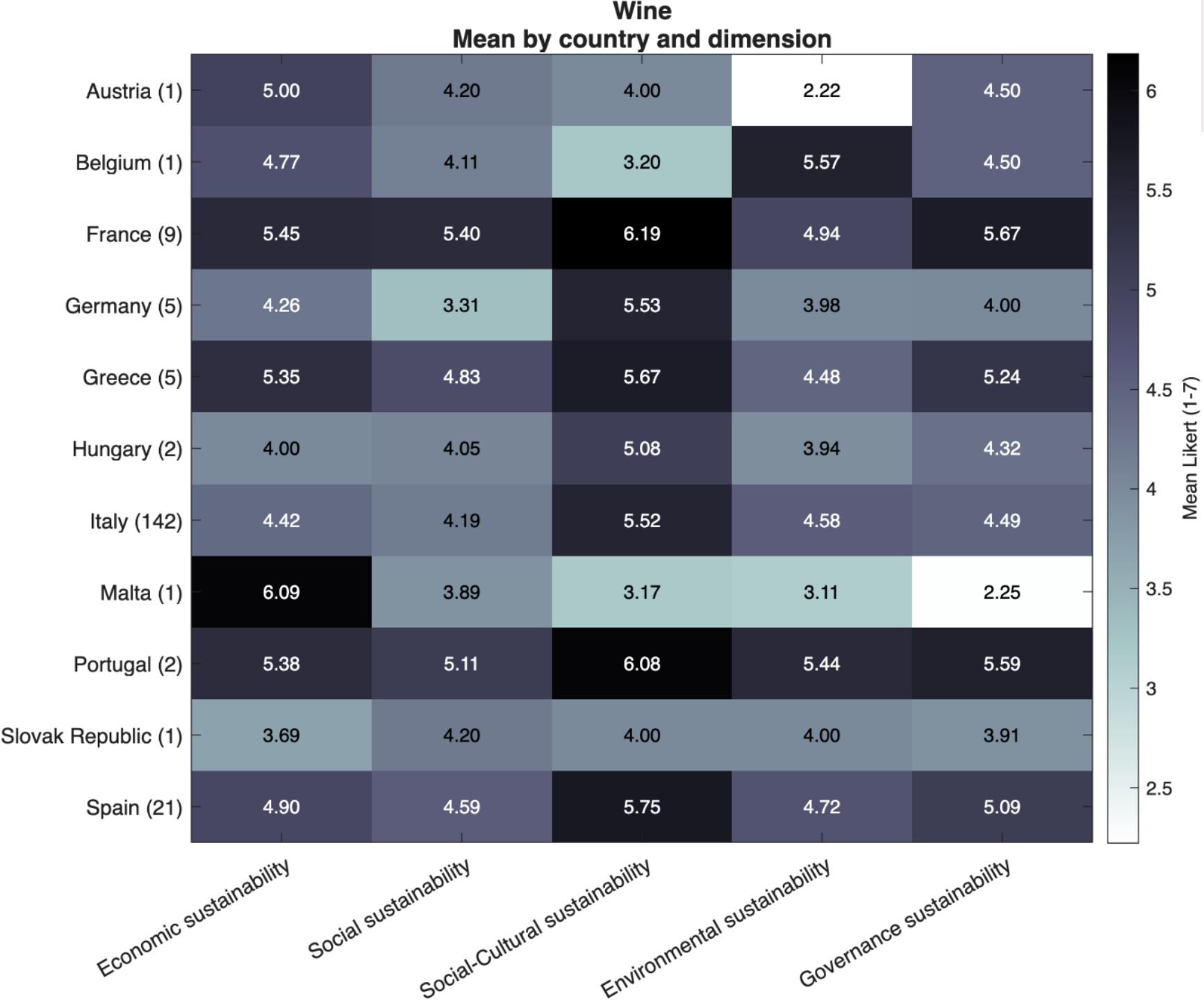
Sustainability profile of the cheese sector per countries



Analysing individual sectors allows for a detailed assessment of the trade-offs between different aspects of sustainability and across European countries.

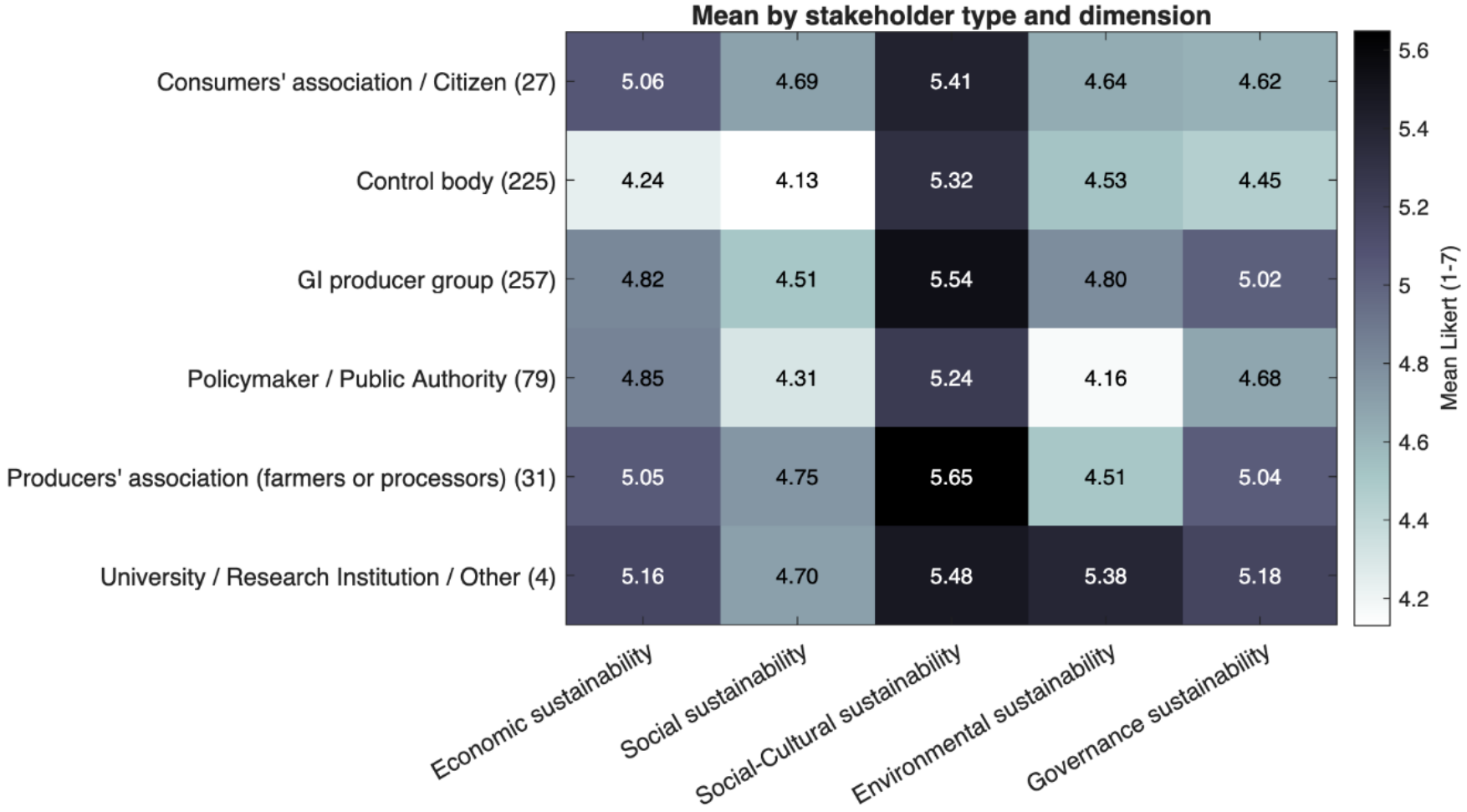
It comes as no surprise that Greece is the country with the highest perception of sustainability, whilst the Netherlands has the lowest.

Sustainability profile of the wine sector per countries



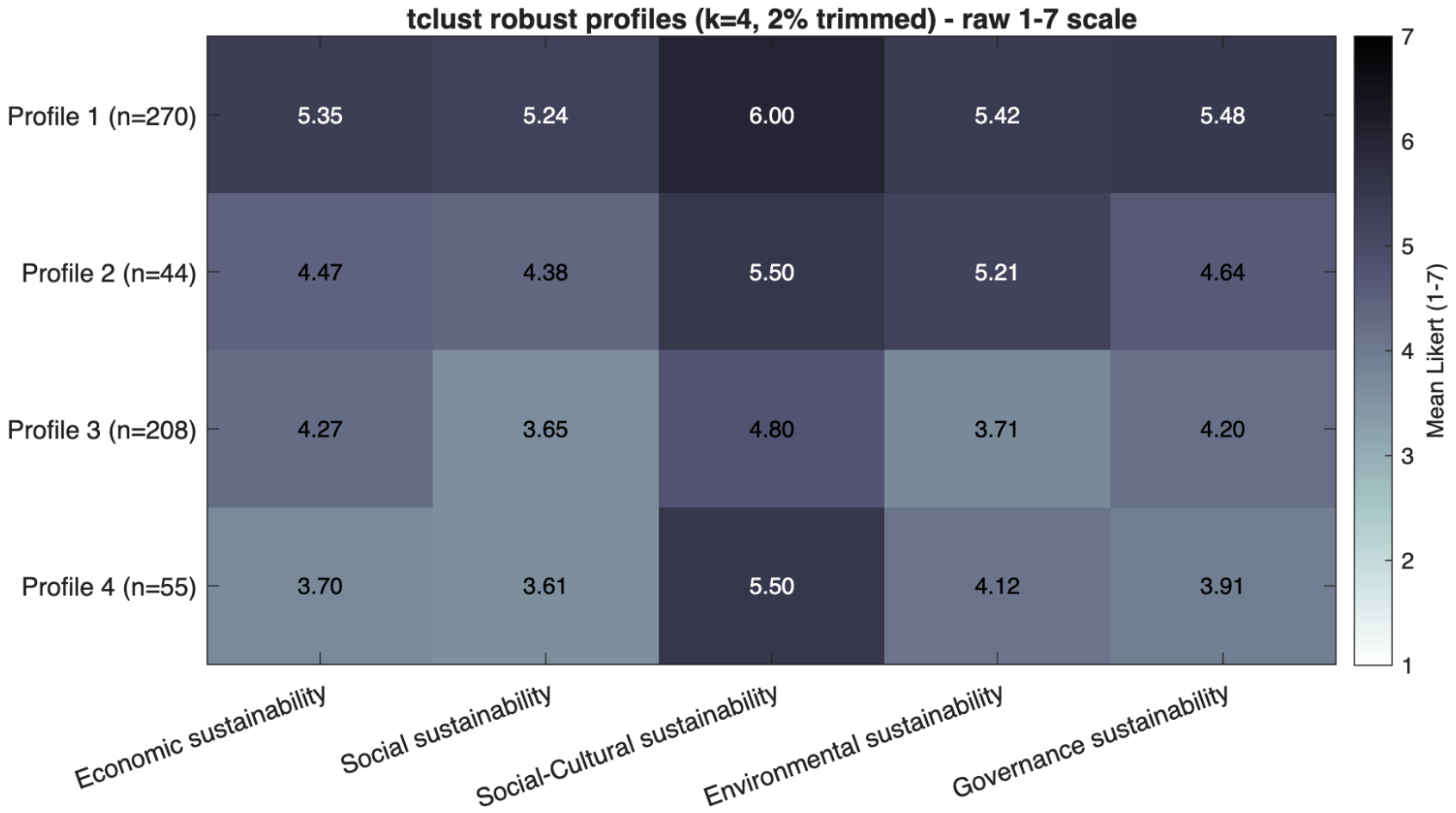
France is the country with the highest perception of sustainability, reflecting its wine culture across all aspects of sustainability.

Sustainability profile of the stakeholder groups



The trade-off identified amongst the stakeholders interviewed highlights that perceptions of sustainability are not uniform and that action is needed to bring them into line, particularly with regard to environmental and social sustainability.

The cluster of GI Stakeholders



P 1 — Virtuous (n=270): high on every dimension

P2 — Moderate (n=44): mid-range overall but environmental concerning

P3 — Sceptics (n=208): the lowest group on most dimensions, especially in environmental and social

P4 — Symbolic Adopters (n=55): low on every dimension *except* Social-Cultural

Findings

GIs are perceived above all as instruments of cultural and territorial identity.

GI contribution to the other sustainability dimensions is positive but moderate and uneven.

On the economic side it lies in value creation more than in income stability or fair distribution.

Governance is valued for cooperation among producers more than for conflict management and external communication.

The social and environmental contributions are the weakest, with gender equality, household economic security, energy use and emissions as the clearest gaps.

Even if the responses obtained reflect only a small proportion of the potential sample of stakeholders, the results suggest that the KPIs represented by the respective questions effectively identify and reflect the stakeholders' perceptions on different sustainability dimensions.

End of the presentation

Thank you for your attention

Funded by the European Union

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