

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.



Find out more!



www.gismart.eu

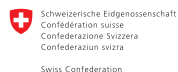
Contact: info@gismart.eu



@gismartproject
#GISMARTproject



Co-funded by
the European Union



Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra
Swiss Confederation
Federal Department of Economic Affairs,
Education and Research EAER
State Secretariat for Education,
Research and Innovation SERI



UK Research
and Innovation

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.

Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union, or the European Research Executive Agency (REA), the SERI or the UKRI. Neither the European Union nor the granting authorities can be held responsible for them.

très bien www.trèsbien.org



GISMART

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.

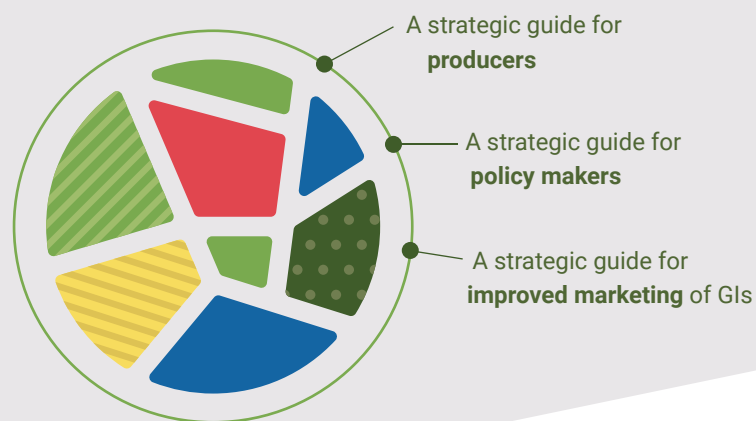
Challenges for GI systems

- 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:

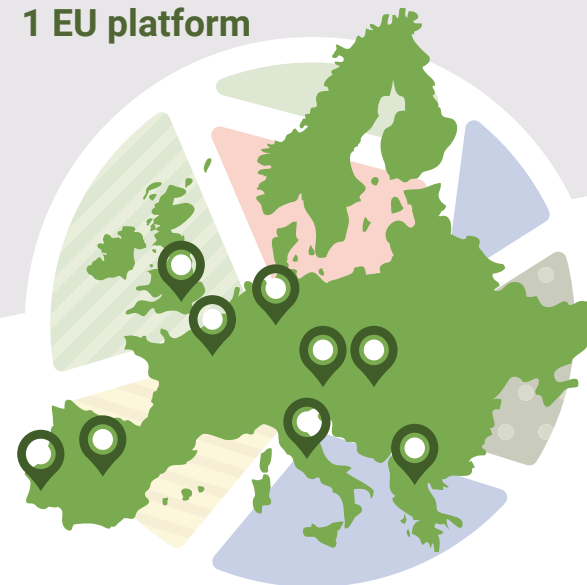


ARE YOU A STAKEHOLDER
IN THE GEOGRAPHICAL
INDICATIONS SECTOR?

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



INRAE

INRAE
transfert

UNIVERSITÀ
DI PARMA

UNIVERSITÀ
DEGLI STUDI
FIRENZE

CREDIA
CENTRO NAZIONALE DI RICERCA E SVILUPPO
SULLA CERTIFICAZIONE E LA GESTIONE
DEI SISTEMI DI QUALITÀ E DELL'ORIGINE

ARISTOTLE
UNIVERSITY
OF THESSALONIKI

UNIVERSIDADE DE ÉVORA

UNIKASSEL

AgroSense

RND
INTERNATIONAL

AREPO

EUROMONTANA

EFOW

safe

Origin
Diversity
Territories

oriGIn
Geographical Indications
and Regional
Development

Newcastle
University

Scan the
QR Code to join!

