

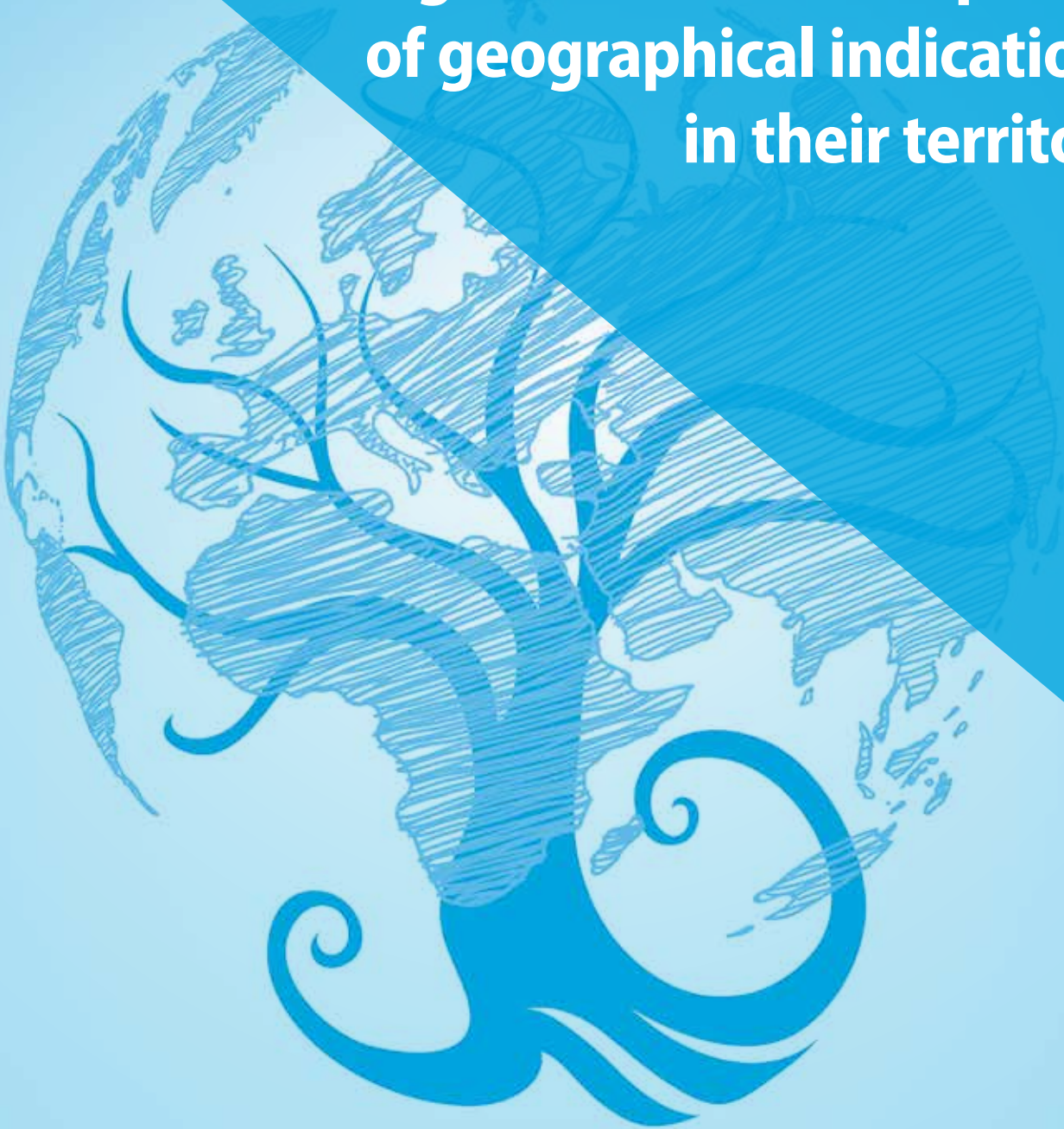


**European Committee
of the Regions**

**Commission for
Natural Resources**

NAT

How local and regional authorities support the recognition and development of geographical indications in their territory



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List of abbreviations

AOC	Appellation d'Origine Contrôlée
AOP	Appellation d'Origine Protégée
CAP	Common Agricultural Policy
CIGI	Craft and industrial geographical indication
CoR	European Committee of the Regions
CSR	Corporate Social Responsibility
DCCI	Design & Crafts Council Ireland
EAFRD	European Agricultural Fund for Rural Development
EEC	European Economic Community
EUIPO	European Union Intellectual Property Office
GI	Geographical Indication
IGP	Indication Géographique Protégée
INAO	Institut National de l'Origine et de la Qualité
IPRs	Intellectual property rights
LRA	Local and Regional Authority
PDO	Protected Designation of Origin
PGI	Protected Geographical Indication
SIQO	Signs of Identification of Quality and Origin

Executive summary

Geographical Indications (GIs) are intellectual property rights (IPRs) designed to safeguard product names against the misuse or imitation of their registered names linked to a territory, while providing consumers with guarantees of a product's authentic origin and specific qualities. Historically tethered to the agri-food sector in the EU, GI protection has entered a transformative phase: Regulation (EU) 2024/1143 unifies procedures under a single streamlined registration framework for wine, spirits, and agricultural products, and Regulation (EU) 2023/2411 extends this protection to craft and industrial products.

The uptake of wine, spirit drinks and agricultural product GIs is, however, uneven. This disparity is driven by path dependency; regions with a limited history of agricultural GIs often lack the institutional capacity or infrastructure to capitalise on such protections. While it is too early for data to confirm if craft and industrial products will follow a similar trajectory under the newly adopted Regulation (EU) 2023/2411, the variations in involvement of and supports by authorities in agri-food GI schemes suggest a likely continuation of this uneven uptake. Without initiative-taking intervention, these regions risk forgoing the substantial economic and reputational benefits that GIs offer. The success of a GI, from the initial drafting of product specifications to long-term promotion and enforcement, depends on a collaborative approach. While the proactive leadership of producer groups and trade associations is fundamental, the integral involvement of authorities is equally vital. To bridge existing gaps, local and regional authorities (LRAs) should move beyond siloed operations, acknowledging that while their legal mandates and resource capacities vary, there is significant value in peer-to-peer learning. By adopting best practices from more experienced regions, LRAs can help local producers join the GI system, which acts as both a shield to protect their heritage from imitation and a global stage to reach new customers.

Against this background, this Study collects experience from stakeholders, research findings from scholars and insights from a foresight analysis, aiming to aid a better understanding of the challenges facing LRAs and local producers regarding GI registration and to provide concrete recommendations for LRAs to better realise the

potential of the EU GI regulatory framework newly adopted by Regulation (EU) 2024/1143 and Regulation (EU) 2023/2411.

1. Introduction

Geographical Indications (GIs) constitute intellectual property rights by protecting the names of products ‘against misuse or imitation of the registered name and guarantee the true origin of the product’.¹ GI is actually a centuries-old practice, finding its roots in France and Italy.² The more recent origin of GI can be traced to the late 19th Century, when the phylloxera crisis decimated vineyards across Europe, leading to a surge of fake wines. The chaotic market situation and the subsequent social unrest led to the enactment of the French Law of 1 August 1905 on the Suppression of Fraud, which provided the mechanism to define production zones.³ Eventually, the French Decree-Law of 30 July 1935, often referred to as the Capus Law, introduced strict production criteria that covered not only geographical boundaries but also production methods and ingredients. The Decree-Law also established the Comité National des Appellations d'Origine (CNAO) that governed the Appellation d'Origine Contrôlée (AOC) system in France.⁴ Meanwhile, other European countries were dealing with similar challenges. In 1924, 33 Italian winegrowers formed the first *Consorzio* to take actions against anyone using the name “Chianti” on wine not made within the specified boundaries.⁵ In 1963, the Italian government established the *Denominazione di Origine Controllata* (DOC) system for wines. Similar trajectories were observed in Greece, Luxembourg and Spain.

The reliance on isolated national protections inevitably collided with the broader goal of European integration in the 20th Century. These legislative discrepancies implied that a producer might hold exclusive rights to a name in France, only to find their brand genericised or co-opted in another country. This lack of harmonisation

¹ European Commission. [Protection of geographical indication in the EU - Your Europe](#), European Commission website, accessed 15 April 2026.

² Roquefort is regarded as the oldest geographical indication, which was first given protection in 1411 by Charles VI. See [Le Roquefort, 1st PDO in history](#), Website. Accessed on 23 March 2026. In Italy, Parmigiano Reggiano received its first formal protection of its name in 1612. See [The History - A journey of a thousand](#), Website. Accessed on 23 March 2026.

³ Phillips, R., *French wine: A history*. University of California Press, 2020.

⁴ CNAO was the predecessor of *Institut National des Appellations d'Origine* (INAO), which is now named *Institut national de l'origine et de la qualité*, with its abbreviation remains the same.

⁵ Pineiro, M.V., Maffi, L. and Tedeschi, P., ‘Italian Wine and its Internationalisation: Brands and Denomination of Origin from the end of the 19th Century to Fascism’, in: Pereira G.M. and Sequeira, C. (eds), *Marcas e Denominacoes de Origem: Historia e identidade*, CITCEM, 2023, pp. 103-130.

not only confused consumers but also created significant barriers to cross-border trade. To solve this, the European Economic Community (EEC) passed **Regulation (EEC) No 2081/92 in 1992** to harmonise the protection of agricultural products and foodstuffs across all members, which drew heavily from the French AOC model, introducing the dual categories of Protected Designation of Origin (PDO) and Protected Geographical Indication (PGI).⁶

The EU further streamlined these rules through **Regulation (EU) No 1151/2012 on quality schemes for agricultural products**, which simplified the registration process and strengthened the protection of GIs against misuse.⁷ It reinforced the link between a product's reputation and its geographical origin, ensuring that the intellectual property rights of producers were enforceable across all Member States. The **wine sector** was integrated into the broader market architecture via Regulation (EU) No 1308/2013,⁸ which specifically tailored PDO and PGI definitions to the unique requirements of the viticultural world. Meanwhile, the first rules for **spirit drink GIs** were established in 1989 by Regulation (EEC) No 1576/89.⁹ Since then, the production and labelling of spirit drinks have been governed by Regulation (EU) 2019/787.¹⁰ Recently, the European Union (EU) significantly reviewed this regulatory framework in several dimensions with **Regulation (EU) 2024/1143¹¹ that simplifies how GIs are registered across all sectors** (wine, spirits and food)

⁶ Council Regulation (EEC) No 2081/92 of 14 July 1992 on the protection of geographical indications and designations of origin for agricultural products and foodstuffs (OJ L 208, 24.7.1992, pp. 1–8, ELI: <http://data.europa.eu/eli/reg/1992/2081/oj>).

⁷ Regulation (EU) No 1151/2012 of the European Parliament and of the Council of 21 November 2012 on quality schemes for agricultural products and foodstuffs, OJ L 343, 14.12.2012, pp. 1–29, ELI: <http://data.europa.eu/eli/reg/2012/1151/oj>).

⁸ Regulation (EU) No 1308/2013 of the European Parliament and of the Council of 17 December 2013 establishing a common organisation of the markets in agricultural products and repealing Council Regulations (EEC) No 922/72, (EEC) No 234/79, (EC) No 1037/2001 and (EC) No 1234/2007 (OJ L 347, 20.12.2013, pp. 671–854, ELI: <http://data.europa.eu/eli/reg/2013/1308/oj>)

⁹ Council Regulation (EEC) No 1576/89 of 29 May 1989 laying down general rules on the definition, description and presentation of spirit drinks (OJ L 160, 12.6.1989, pp. 1–17, ELI: <http://data.europa.eu/eli/reg/1989/1576/oj>)

¹⁰ Regulation (EU) 2019/787 of the European Parliament and of the Council of 17 April 2019 on the definition, description, presentation and labelling of spirit drinks, the use of the names of spirit drinks in the presentation and labelling of other foodstuffs, the protection of geographical indications for spirit drinks, the use of ethyl alcohol and distillates of agricultural origin in alcoholic beverages, and repealing Regulation (EC) No 110/2008, PE/75/2018/REV/1 (OJ L 130, 17.5.2019, pp. 1–54, ELI: <http://data.europa.eu/eli/reg/2019/787/oj>)

¹¹ Regulation (EU) 2024/1143 of the European Parliament and of the Council of 11 April 2024 on geographical indications for wine, spirit drinks and agricultural products, as well as traditional specialities guaranteed and optional quality terms for agricultural products, amending Regulations (EU) No 1308/2013, (EU) 2019/787 and (EU) 2019/1753 and repealing Regulation (EU) No 1151/2012, PE/72/2023/REV/1 (OJ L, 2024/1143, 23.4.2024, ELI: <http://data.europa.eu/eli/reg/2024/1143/oj>).

under a single streamlined registration framework. The scope of GI protection has further been expanded by Regulation (EU) 2023/2411¹² to include craft and industrial products.¹³

GI protection applies to four main categories of products **i) wine, ii) spirit drinks, iii) agricultural products, and iv) craft and industrial products.**

- i. GIs for **wine, spirit drinks and agricultural products** are governed by various rules, while the horizontal procedure for registration is governed by Regulation (EU) 2024/1143. The technical definitions and labelling rules are governed by the sectoral rules for wines (Regulation (EU) 1308/2013)¹⁴ and for spirits (Regulation (EU) 2019/787).¹⁵
 - For wine and agricultural products, two denominations are officially recognised: **Protected Designation of Origin (PDO)** and **Protected Geographical Indication (PGI)**.¹⁶ For wine, Regulation (EU) 2024/1143 amends the definitions of products under the Regulation (EU) No 1308/2013.¹⁷

¹² Regulation (EU) 2023/2411 of the European Parliament and of the Council of 18 October 2023 on the protection of geographical indications for craft and industrial products and amending Regulations (EU) 2017/1001 and (EU) 2019/1753 (Text with EEA relevance), PE/31/2023/REV/1 (OJ L, 2023/2411, 27.10.2023, ELI: <http://data.europa.eu/eli/reg/2023/2411/oj>).

¹³ Under Regulation (EU) 2023/2411, 'craft and industrial products' are goods that are made (i) entirely by hand; (ii) with the assistance of manual or digital tools; or (iii) mechanically where manual work is significant.

¹⁴ Regulation (EU) No 1308/2013 of the European Parliament and of the Council of 17 December 2013 establishing a common organisation of the markets in agricultural products and repealing Council Regulations (EEC) No 922/72, (EEC) No 234/79, (EC) No 1037/2001 and (EC) No 1234/2007 (OJ L 347, 20.12.2013, pp. 671–854, ELI: <http://data.europa.eu/eli/reg/2013/1308/oj>). This is not wine-specific regulation but wine, among other agricultural products, is subject to stricter oenological rules and vine planting controls under Regulation (EU) 1308/2013.

¹⁵ Regulation (EU) 2019/787 of the European Parliament and of the Council of 17 April 2019 on the definition, description, presentation and labelling of spirit drinks, the use of the names of spirit drinks in the presentation and labelling of other foodstuffs, the protection of geographical indications for spirit drinks, the use of ethyl alcohol and distillates of agricultural origin in alcoholic beverages, and repealing Regulation (EC) No 110/2008, PE/75/2018/REV/1 (OJ L 130, 17.5.2019, pp. 1–54, ELI: <http://data.europa.eu/eli/reg/2019/787/oj>). This regulation sets the rule for the minimum alcohol levels and distillation methods for various types of spirits.

¹⁶ For agricultural products, PDO refers to the GI where production, processing, and preparation all take place in the defined geographical area; and PGI refers to one where at least one of the production steps takes place in the defined area.

¹⁷ Accordingly, PGI for wine refers to a name, including a traditionally used name, which identifies a product: i) whose specific quality, reputation or other characteristics are attributable to its geographical origin, ii) as originating in a specific place, region or country, iii) as having at least 85 % of the grapes used for its production originating exclusively from that geographical area, iv) the production of which takes place in that geographical area; and v) which is obtained from vine varieties belonging to *Vitis vinifera* or a cross between the *Vitis vinifera* species and other species of the genus *Vitis*.

- GIs of spirit drinks are under one denomination, simply called ‘Geographical Indication’ according to Regulation (EU) 2024/1143, Article 22 (3).¹⁸
- ii. GIs for **craft and industrial products** are governed by Regulation (EU) 2023/2411. It is also a one-denomination system where the names of the products are protected under the PGI framework. GI protection can be applied for any craft or industrial product whose quality, reputation or other characteristics are attributable to its place of origin and provided that at least one production step takes place in the corresponding geographical area.

The **registered GI names are protected against misuse, imitation or evocation**, including on the internet (Article 26 of Regulation (EU) 2024/1143 and Article 40 of Regulation (EU) 2023/2411). Such a protection can provide reliable information for customers, ensuring fair competition in the market. Research shows that **GI also benefits domestic producers in international trade** by establishing a collective reputation.¹⁹ GI protects product names linked to a certain territory. While legal protection is granted specifically to the registered product name, its use is conditional upon following strict product specifications. Therefore, the GI system in practice acts as a safeguard for the traditional production methods and artisan skills of a region, thereby supporting the maintenance of cultural heritage.²⁰ The fundamental nature of GI protection, tying a product to a specific geographical area, creates a stronger link between its production and the rest of the local economy. In other words, **GI supports regional economies** by increasing market recognition and encouraging local employment and investment. For example, research showed that Italian municipalities with more GIs, on average, experienced faster population

¹⁸ Specifically, GI for a spirit drink means an indication which identifies a spirit drink as originating in the territory of a country, or a region or locality in that territory, where a given quality, reputation or other characteristic of that spirit drink is essentially attributable to its geographical origin (Regulation (EU) 2019/787, Article 3(4)). PDO and PGI for spirits protect regional heritage but differ in "terroir" link and branding. PDO (Red Logo) requires all production steps to occur in a specific region, while PGI (Blue Logo) only requires one. Unlike food products, where these logos are mandatory, wines and spirits often omit them, relying on brand prestige. Spirits specifically avoid PDO/PGI tiers, as their quality stems from distillation and aging rather than the origin of raw ingredients.

¹⁹ Menapace, L. and Moschini, G., ‘Quality certification by geographical indications, trademarks and firm reputation’, *European Review of Agricultural Economics*, Vol. 39, Issue 4, 2012, pp. 539-566, <https://doi.org/10.1093/erae/jbr053>.

²⁰ Gangjee, D. S., (2012). [Geographical indications and cultural heritage](#). *WIPO Journal*, Vol. 4, 2012, pp. 92-102.

growth and economic transformation towards high-value-added activities.²¹ Additionally, GI contributes to better environmental protection.²²

Another widely identified benefit in wine, spirits, and agricultural GI products is the **potential price premium over comparable non-GI products**. Table 1 reports the average value premium rate for these products. For instance, on average, wines with GIs are priced 2.85 times higher than those without a registered GI name, based on the information collected in 2017. Nonetheless, such higher prices may be associated with higher costs of controls and administrative efforts.

Table 1 - Value Premium Rate – how much GI products are priced higher than non-GI products

	Wine	Spirit drinks	Agricultural products
2010 ²³	2.75	2.57	1.55
2017 ²⁴	2.85	2.49	1.48

Sources: AND international. (2012) and AND International & Ecorys. (2019)

GIs are recognised for driving economic benefits, particularly by revitalising local economies and bolstering the tourism sector. However, the registration, management, and long-term promotion of GIs are resource-intensive processes that often present complex coordination hurdles for local producers. In this context, **LRA**s are **positioned as vital intermediaries**. Despite this, uncertainty regarding return on investment, combined with limited institutional capacity or specialised expertise, often prevents LRAs from proactively assisting producers in securing GI protection.

This Study, therefore, serves several purposes. First, it presents a brief snapshot of the current situation of GI registrations across the EU and discusses some determinants affecting the uptake of GI. Second, the Study documents regional cases of how authorities support GI registration and promotion, aiming to provide examples of good practices and to identify challenges and opportunities. Finally, the

²¹ Crescenzi, R., De Filippis, F., Giua, M., & Vaquero-Piñero, C., “[Geographical Indications and local development: the strength of territorial embeddedness](#)”, *Regional studies*, Vol. 56, Issue 3, 2022, pp. 381-393.

²² Milano, M. Z., & Cazella, A. A., “[Environmental effects of geographical indications and their influential factors: A review of the empirical evidence](#)”, *Current research in Environmental Sustainability*, Vol. 3, 2021, 100096.

²³ AND international, [Value of production of agricultural products and foodstuffs, wines, aromatised wines and spirits protected by a geographical indication \(GI\)](#), European Commission, 2012.

²⁴ AND International & Ecorys, [Study on economic value of EU quality schemes, geographical indications \(GIs\) and traditional specialties guaranteed \(TSGs\)](#), European Commission, 2019.

Study draws insights on desk research, case studies and a foresight megatrend analysis to provide some recommendations for authorities.

1.1. Methodology

The Study is based on a **mixed-method approach** combining desk research, a structured questionnaire, and selected case studies. The **literature review** provides the conceptual, legal and policy background for the analysis, covering the evolution of the EU regulatory framework on geographical indications, academic research on the economic and territorial impacts of GIs, and relevant official policy documents. This analytical groundwork informed both the structure of the questionnaire and the selection of case studies, and served as a benchmark for interpreting the empirical findings.

The **questionnaire** was a central element of the methodology, intended to generate primary empirical evidence to complement the desk research and case-study work. It was designed to collect structured and comparable information on the support provided by LRAs for the application, development, governance and economic benefits of GIs in their territories. The full questionnaire with introductory remarks distributed to stakeholders is included in the Annex.

The questionnaire was administered through the EUSurvey platform, which facilitated automatic translation from English into all official EU languages, increasing accessibility across the Member States. The questionnaire was drafted in clear English to ensure accurate translation and comprehension, and a follow-up strategy of reminders was implemented to maximise participation. The questionnaire consisted of several thematic blocks designed to capture both descriptive and evaluative information from respondents. Initial questions collected general information about the respondent organisation (i.e., type, country, region) and the respondents' corresponding sectors (i.e., wine, spirit drinks, agricultural products, craft and industrial products). Subsequent sections focused on the institutional framework and competences related to GIs, specific support measures provided by LRAs (including technical, financial, promotional and governance support), their coordination and cooperation with other levels of government and stakeholders, and

perceived challenges and barriers in the development and maintenance of GI schemes. A forward-looking section invited respondents to reflect on future challenges and opportunities considering broader socio-economic, environmental and regulatory trends. This approach, combining multiple-choice and open-ended questions, facilitated both statistical analysis and nuanced qualitative insight.

A broad range of stakeholders participated in the questionnaire. 80 valid responses were received, with 54 responses indicating involvement in agricultural product GIs (including 20 for wine and 13 for spirit drinks), and 28 responses indicating involvement in CIGIs. A total of 26 responses reported involvement in more than one GI category, most commonly combinations of agricultural, wine and spirit drink GIs, as well as cases combining agri-food and craft and industrial GIs, including 2 respondents active across all four categories. The geographical distribution shows a strong concentration of responses from France, Spain, and Italy, with smaller numbers from Germany, Greece, Portugal, Belgium, Austria, Poland, Romania, Czechia, Latvia, Malta, Cyprus and Ireland. This distribution reflects both the maturity of GI systems in Southern Europe and varying levels of engagement across Member States. In terms of stakeholder categories, producer groups and GI consortia clearly dominate the sample, representing by far the largest group. Regional authorities constitute the second most significant category (around one quarter of responses), followed by local authorities, associations and networks active in the GI field, research and academic institutions, and a smaller number of national authorities and individual experts. A limited number of respondents select the “other” category or indicated that they are not directly competent for GIs.

All questionnaire data were processed in accordance with applicable data protection rules and used exclusively for the purposes of the Study. The results fed directly into the analytical chapters of the report, informing both the mapping of existing practices and the formulation of evidence-based recommendations for LRAs. The case studies were selected to complement the questionnaire findings by providing in-depth illustrations of diverse governance arrangements across geographical areas, product types and levels of GI maturity. They stemmed both from the responses received through the questionnaire and the desk research conducted by the Study team. The selection of the nine case studies was based on several considerations, notably the geographical distribution of the cases and the product type of the

analysed GI. The case studies were further substantiated through additional targeted interviews.

2. Current situation regarding Geographical Indications

The **uneven distribution of GIs between Southern and Northern Europe** has long been recognised in the literature.²⁵ Based on the record of 23 March 2026 of the eAmbrosia GI Register, 3 427 wine, spirits and agricultural product GIs are registered across 27 EU Member States.²⁶ The aggregate number portrays a rather positive picture, but a deeper analysis shows a highly uneven distribution of GI registrations across Member States and regions. Figure 1 shows 3 427 registered wine, spirits and agricultural GIs, plus 67 notified craft and industrial GIs across 27 EU Member States.²⁷ Italy and France stand out with 889 and 795 GIs respectively, followed by Spain (391) and Greece (283).

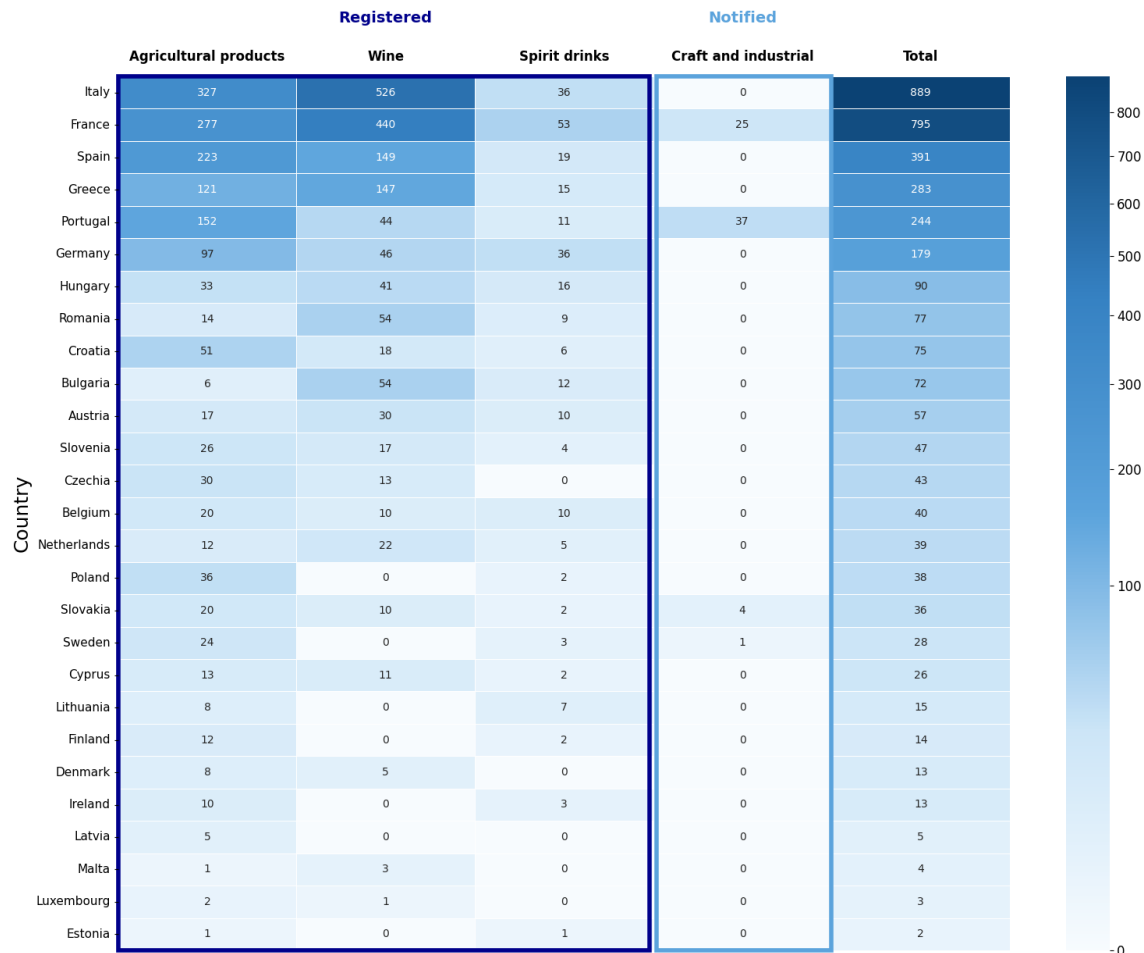
To account for the effect of population size, Figure 2 illustrates the distribution of GIs adjusted for population. Notably, a divide is found between Southern Europe and Northern Europe. Greece and Cyprus lead among others with roughly 27 GIs per 1 000 000 population.

²⁵ Albuquerque, T. G., Oliveira, M. B. P. and Costa, H. S., '25 years of European Union (EU) quality schemes for agricultural products and foodstuffs across EU Member States', *Journal of the Science of Food and Agriculture*, Vol. 98, Issue 7, 2018, pp. 2475-2489, <https://doi.org/10.1002/jsfa.8811>.

²⁶ European Commission. [eAmbrosia](#), Website. eAmbrosia documents only wine, spirits, and agricultural product GIs. The [GI View](#) contains also information on craft and industrial product GIs. As of 23 March 2026, 67 CIGIs are 'notified' but none of them is officially registered.

²⁷ For wine, spirit drinks and agricultural products, the information data show is the number of the registered GIs of a Member State. For craft and industrial products, as the corresponding EU regulation is still new and the notified cases are currently under review, the information is the number of the notified GIs of a Member State.

Figure 1 – Number of Geographical Indications across the EU

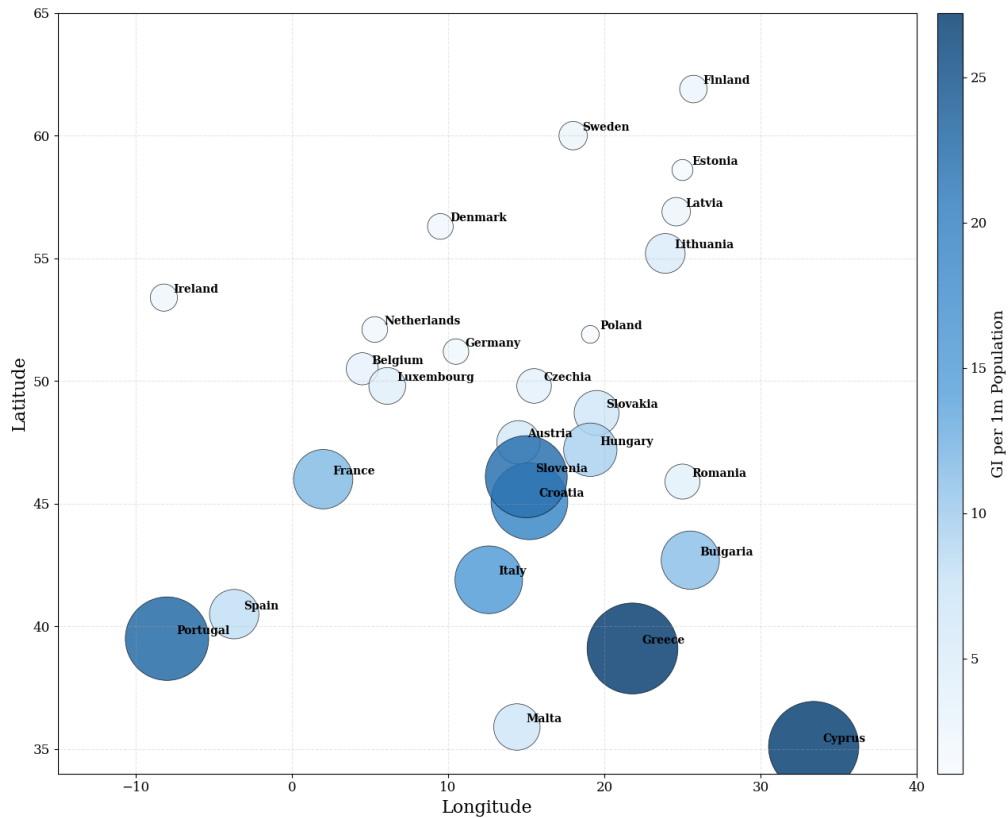


Note: For wine, spirit drinks and agricultural products, the data show the number of the **registered** GIs of a Member State. For craft and industrial products, as the corresponding EU regulation is still new and the notified cases are currently under review, the information is the number of the **notified** GIs of a Member State. Figures reflect the latest available data up to 23 March 2026.

Sources: eAmbrosia and GIView²⁸

²⁸ EUPIN, GIView, website, access 23 March 2026, <https://www.tmdn.org/giview/gi/search>.

Figure 2 - Geographical Indications per 100 000 population



Source: eAmbrosia and GI View (as of 23 March 2026)

Note: The larger the circle, the higher the density of GIs per population in the country.

2.1. Factors affecting GI registration

Overall speaking, GI is a policy instrument with an established history. **CIGI at the EU level is however a new development**, and its uptake among producers remains to be seen. This section discusses the factors affecting GI registration mainly based on the experience of wine, spirits, and agricultural product GI.

2.1.1. Historical and cultural factors

GI applications are strongly linked to the **historical background** of the country or region. Prior to the 1992 EEC-wide legislation, only seven countries among 27 EU Member States had national legislation concerning GIs. Research also found that GI registrations are heterogeneous across regions within a nation. Regions with more GI registrations in the past continued to have more GI registrations, while the gap between traditional and non-traditional GI regions were expanding.²⁹ A more recent study suggests that convergence is happening, but very slowly.³⁰

2.1.2. Territorial factors

GI registrations for wine, spirit drinks and agricultural products are more common in countries where the agricultural sector is larger. The ‘big four’ EU Member States, namely France, Germany, Italy, and Spain, account for 57% of the estimated total value of the EU’s agricultural output in 2024³¹ and have registered 2 229 wine, spirits and agricultural GIs or 65% of the total. The sector size measured by the production volume does not totally explain GI registrations, as illustrated in

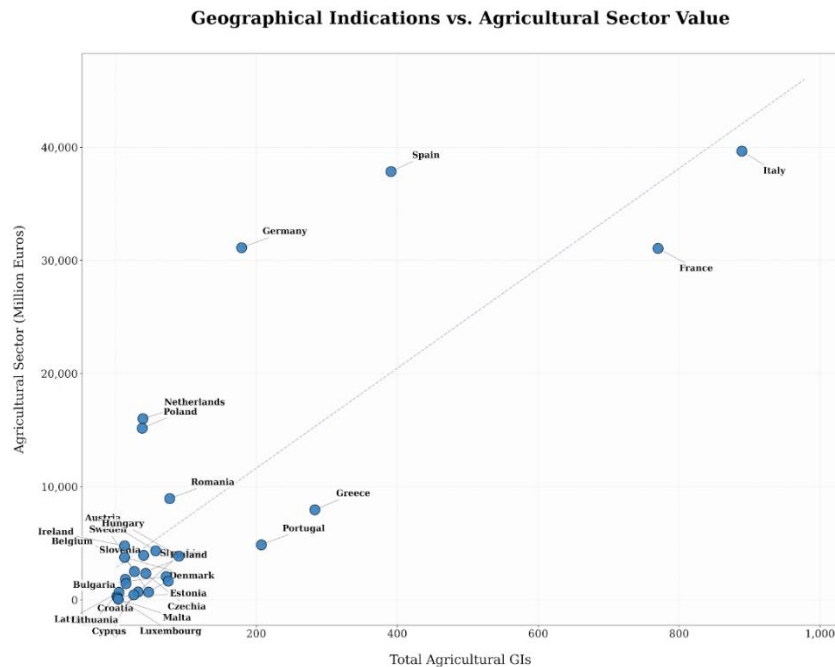
²⁹ Cei, L., Stefani, G. and Defrancesco, E., ‘How do local factors shape the regional adoption of geographical indications in Europe? Evidences from France, Italy and Spain’, *Food Policy*, Vol. 105, 2021, 102170, <https://doi.org/10.1016/j.foodpol.2021.102170>

³⁰ Cei, L., [The distribution of geographical indications across Europe. Reflecting spatial patterns and the role of policy](https://doi.org/10.1080/09654313.2024.2438039). *European Planning Studies*, Vol. 33, Issue 2, 2025, pp. 281-300, <https://doi.org/10.1080/09654313.2024.2438039>.

³¹ Eurostat. [Performance of the agricultural sector](https://ec.europa.eu/eurostat/tgm/table.do?tab=table&init=1&language=en&plugin=1), website, 30 October 2025, accessed 15 April 2026.

Figure 3. Germany and Spain, for example, stand above the trend line; despite having relatively large agricultural sectors, they have registered fewer GIs than expected.

Figure 3 - Relationship between the size of the agricultural sector and GI registration across EU-27



Source: eAmbrosia (as of 23 March 2026)

Interestingly, at a local level, marginal agricultural areas, where large-scale production is impossible due to natural constraints, tend to register more GIs. One probable reason is because producers in these areas are more willing to cooperate and would benefit more from GI protection.³² This finding illustrates the complex nexus between natural factors and human factors. **A successful GI registration, and its control and promotion, require joint actions and cooperation between local producers, who share common interests while being engaged in a competitive market, and between producers and LRAs.**

2.1.3. Economic factors

Economic factors partly explain why some producers choose to remain uninvolved. GI applications at the EU level are cost free, but maintaining GIs could be costly and

³² Cei, L., Stefani, G. and Defrancesco, E., 'How do local factors shape the regional adoption of geographical indications in Europe? Evidences from France, Italy and Spain', *Food Policy*, Vol. 105, 2021, 102170, <https://doi.org/10.1016/j.foodpol.2021.102170>.

involve a permanent structural change to one's business for compliance. For GI products, producers should commit to a product specification that to a certain extent 'locks' the "recipe". Very often, raw materials, feeds and chemicals are strictly controlled, together with the production method. Regular but unannounced inspections by accredited bodies are required. The higher cost of GI maintenance, together with low expected gain, may lead producers to prefer to stay out.

2.1.4. Institutional factors

The disparity between EU Member States is also explained by institutional factors. National institutional frameworks significantly influence GI success. Research indicates that administrative and organisational hurdles can both discourage registration and diminish the economic returns for producers.³³

The French case is worth explaining, which highlights the role of authorities. While the INAO offers technical expertise through its network of territorial delegations, it is not a free service. Once a GI is registered, producers must pay mandatory annual levies (*droits INAO*) to fund the institute's mission of recognition and management of quality signs, product promotion and name protection. The primary responsibility for a GI rests with producer groups. These entities, composed of the producers themselves, function as the operational engine of the designation and are responsible for drafting product specifications, their amendments and control plans,³⁴ as well as defending the "terroir" by collaborating with local authorities to maintain the geographical integrity.

³³ Cardoso, V.A., Lourenzani, A.E.B.S., Caldas, M.M., Bernardo, C.H.C., and Bernardo, R., 'The benefits and barriers of geographical indications to producers: A review', *Renewable Agriculture and Food Systems*, Vol.37, Issue 6, 2022, pp. 707-719, <https://doi:10.1017/S174217052200031X>.

³⁴ Institut National de l'Origine et de la Qualité (INAO). *The portal to official delimitation plans*, website, 2026, <https://www.inao.gouv.fr/en/portal-plans-delimitation>

2.2. Prospect for Craft and Industrial Geographical Indications

Experience with wine, spirit drinks, and agricultural products may have foreshadowed the uptake of CIGIs, which have been open to applications for registration at the EU level only since 1 December 2025, according to the Regulation (EU) 2023/2411. The future registrations of CIGIs may be influenced by the level of experience from both producer groups and regional officials. Compared to the wine, spirit drinks, and agricultural sectors, **craft producers are generally less familiar with GI protection schemes** or the use of collective seals, and cooperative forms of organisation are often not embedded in the sector's traditions. A lack of preparedness for the expansion of the GI protection scheme may result in a suboptimal number of CIGI registrations, causing regions to forgo opportunities to use CIGI to support local economic development and reduce regional economic inequalities. LRAs must prioritise substantial adaptation and capacity building, offering robust institutional support to local producers and trade associations.

In general, **there is significant untapped potential regarding GI**, which can be seized by sharing experience and best practices. Institutional support is essential; it is found that policies and institutions play a positive role in promoting GI registration.³⁵ On this front, several EU initiatives and EU research projects encourage the sharing of regional experience, such as SMEOrigin³⁶ and GI-SMART³⁷. Yet there is still a need to systematically collect experience and identify existing challenges facing LRAs. Combining desk research with a targeted questionnaire, this Study seeks a better understanding of LRAs' current support for GI and provides a synthesised discussion of challenges and barriers.

³⁵ Menapace, L. and Moschini G. 2024. [The Economics of Geographical Indications: An Update](#). *Annual Review Resource Economics*. Vol .16, pp. 83-104.

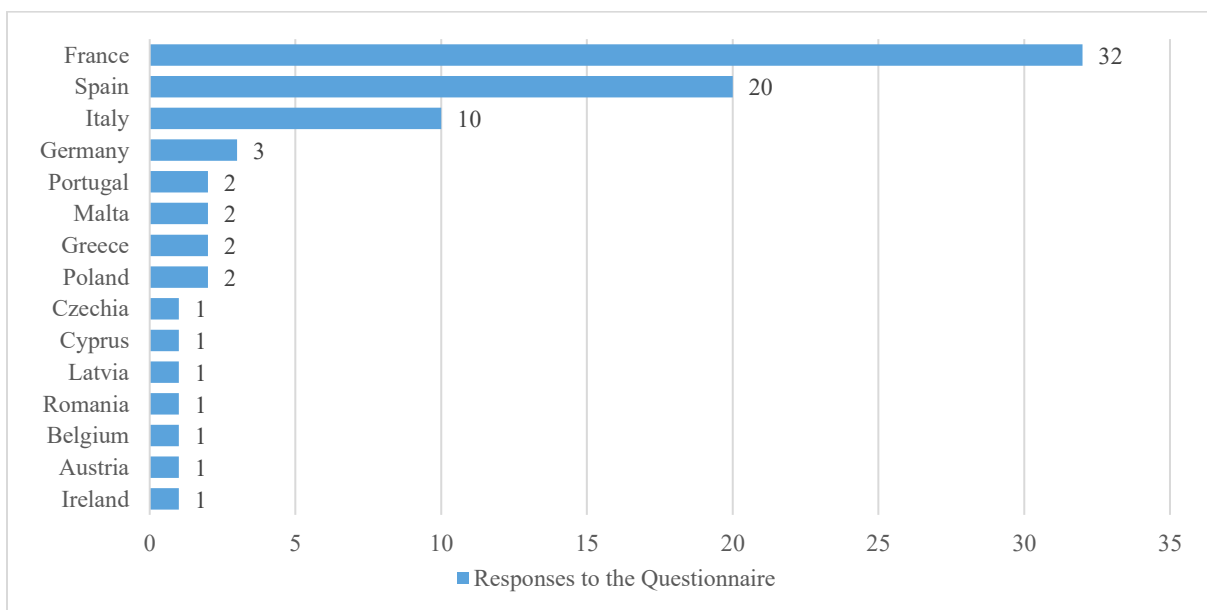
³⁶ Interreg Europe. SMEOrigin, website, 2 March 2026, accessed 15 April 2026, <https://www.interregeurope.eu/smeorigin>

³⁷ GISMART, Introduction to GISMART, website, accessed 15 April 2026, <https://www.gismart.eu/>

3. The questionnaire

The questionnaire is the foundation for the Study. The questionnaire began on 26 January 2026 and ended on 26 February 2026. During the one-month period, 80 responses were recorded across 15 EU Member States. A significant share of responses originated from a limited number of countries: France accounted for 32.5% of all responses (26 responses), followed by Spain (20 responses) and Italy (10 responses), as Figure 4 illustrates.

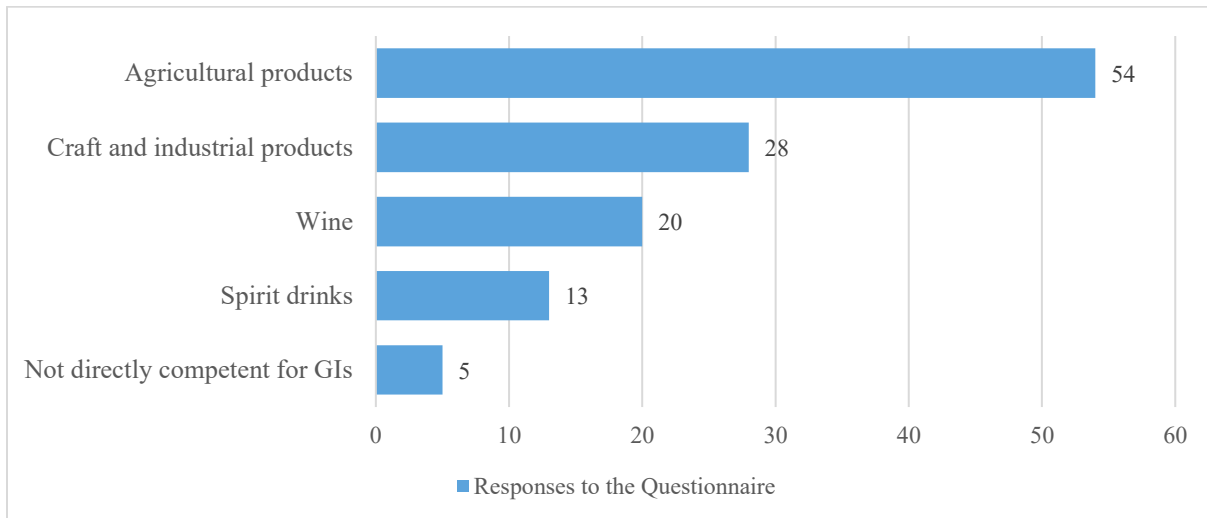
Figure 4 – Geographical distribution of the questionnaire respondents



Source: Authors' elaboration of the questionnaire results

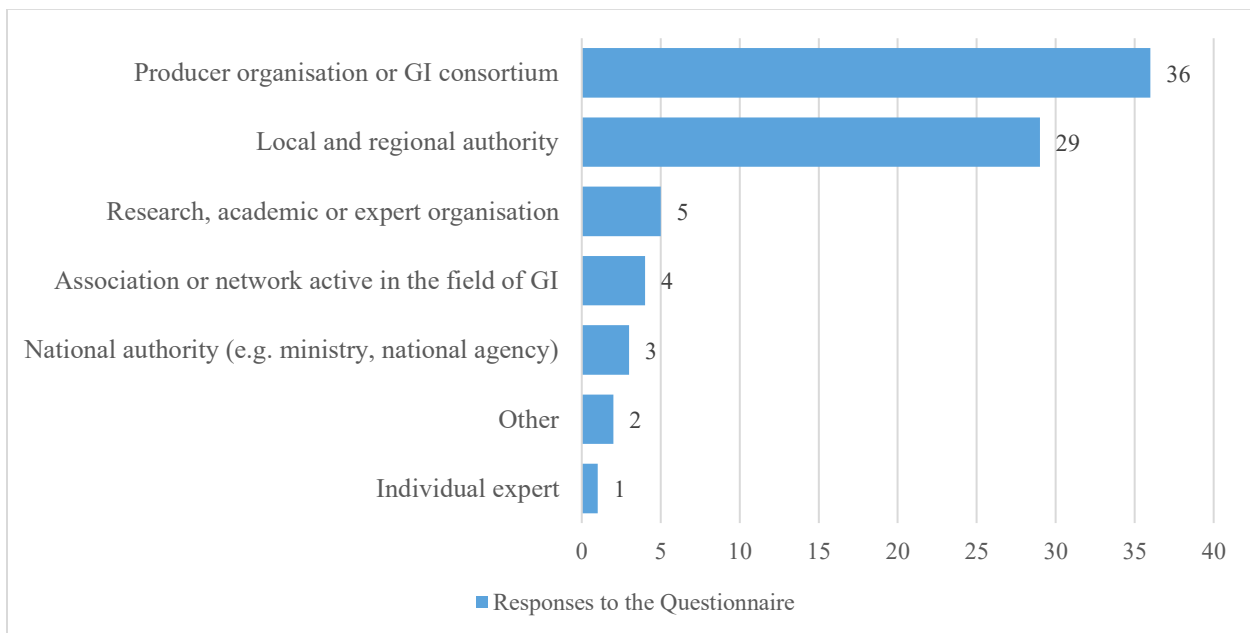
Figure 5 presents the types of products that the respondents are competent in or involved in. Most respondents (54) were responsible for agricultural product GIs, followed by CIGIs (28). The respondents were mainly producer groups or GI consortia (36), as Figure 6 illustrates. The second largest type of respondents are LRAs (29).

Figure 5 - Types of products the respondents are competent for or involved in



Source: Authors' elaboration of the questionnaire results

Figure 6 - Types of respondents



Source: Authors' elaboration of the questionnaire results

4. Support provided by LRAs for the registration, management and promotion of Geographical Indications

GI is increasingly understood not merely as an intellectual property instrument, but as a strategic tool for territorial development embedded in complex multi-level governance systems. While the traditional EU framework positioned producer groups as the primary applicants and managers of protected names, the effectiveness and long-term sustainability of a GI depend significantly on the institutional environment at regional and local levels.³⁸

Public authorities play a critical enabling role in structuring collective action, mobilising resources and embedding GIs within broader development strategies. The regulatory landscape has evolved substantially with the entry into force of Regulation (EU) 2024/1143³⁹ and Regulation (EU) 2023/2411⁴⁰. Together, these instruments modernise the EU GI framework and, in several respects, formalise and expand the operational space for LRAs (particularly in the case of CIGIs).

➤ **The revised framework strengthens the institutional role of LRAs in the application phase.** Under Regulation (EU) 2024/1143, Member States may designate authorities as competent bodies for the initial examination of GI applications, thereby potentially streamlining procedures and reinforcing proximity-based administrative support before transmitting the application to the European Commission. Moreover, Regulation (EU) 2023/2411 introduces a significant innovation by exceptionally allowing local or regional authorities or private entities, under specific conditions, to function as applicants for CIGIs. This provision addresses a structural barrier in territories with limited traditions of collective governance, and positions LRAs as potential initiators of GI processes. In this sense, LRAs may function as the “institutional glue” that enables new applications to emerge and mature.

³⁸ Belletti, G. and Marescotti, A., ‘[Origin products, geographical indications and rural development](#)’, in *Labels of origin for food: Local development, global recognition*, Wallingford UK: CAB International, 2011, pp. 75-91.

³⁹ [Regulation \(EU\) 2024/1143](#).

⁴⁰ [Regulation \(EU\) 2023/2411](#).

- **GIs are also increasingly leveraged as tools for regional economic development and protection of local economic activities.** LRAs use origin products to support the vitality of rural economies, enhance the attractiveness of territories for younger generations, and preserve traditional crafts and high-value artisanal production. For example, policies targeting the craft and luxury sectors can strengthen heritage-based production and foster territorial identity. In parallel, linking GIs to complementary activities such as tourism, gastronomy, and cultural heritage enhances the territorial capital and visibility of the regions. For example, thematic routes or “PDO tourism” initiatives like the Ribeiro Wine Route (*Ruta del Vino do Ribeiro*) link the PDO *Ribeiro* wine from Galicia, Spain, with local wineries, gastronomy, and cultural sites, allowing visitors to experience wine production, taste local cuisine, and explore historical villages).⁴¹⁴² Furthermore, the strengthened sustainability provisions under Regulation (EU) 2024/1143 align with evolving international guidance, including the Food and Agriculture Organization of the United Nations (FAO) and Organization for an International Geographical Indications Network (oriGIIn) sustainability frameworks.⁴³ LRAs can provide technical and coordination support to producer groups in developing voluntary sustainability commitments and reporting mechanisms, thereby facilitating adaptation to increasing consumer and market expectations regarding environmental performance.
- **The revised framework reinforces public authorities’ role in the protection and enforcement of GIs, including in the digital sphere.** Both Regulation (EU) 2024/1143 and Regulation (EU) 2023/2411 provide for *ex officio* mechanisms, allowing competent authorities to act against infringements without a formal complaint from producer groups, including online misuse and, where relevant, cooperation to address infringing domain names.

⁴¹ Ruta do Viño do Ribeiro, La Ruta del Vino del Ribeiro está situada en la zona occidental de la provincia ourensana, en las confluencias de los valles formados por los ríos Miño, Avia y Arnoia, website, accessed 15 April 2026, <https://rutadelvinoribeiro.com/>.

⁴² European Federation of Origin Wines. [EU GI stakeholders unite in Brussels to shape the future of geographical indications](#). Press Release, 26 June 2025.

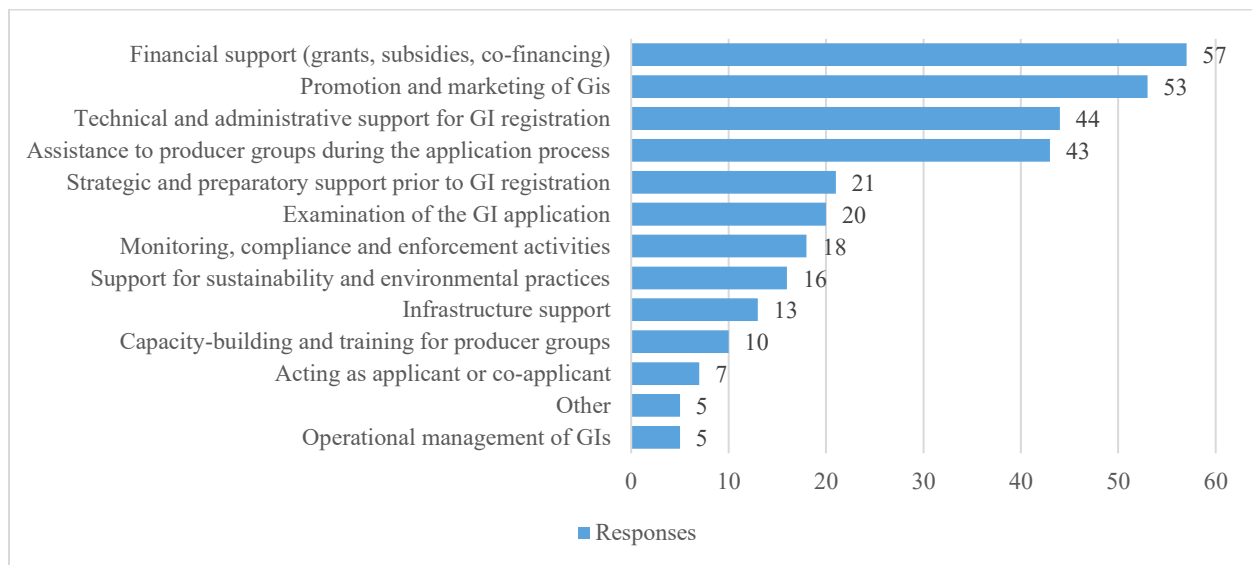
⁴³ Food and Agricultural Organization of the United Nations, [Using geographical indications to improve sustainability – Lessons learned from 15 years of FAO work on geographical indications](#), 2023, United Nations; Pieprzownik, V. and Vittori, M., [The GI sustainability roadmap - How GI associations can improve their economic, social, environmental and governance performance](#), 2023.

Taken together, these regulatory developments have streamlined the administrative and legal procedures for GI registration. However, rather than imposing a rigid, top-down structure, the EU framework leaves a significant margin of discretion to Member States to organise their own control systems and designate competent authorities. This decentralisation creates a vital space for a multi-level governance model; it allows LRAs to play an active role as facilitators and coordinators. By collaborating with producer groups, who remain the central pillars of the system (albeit with a more variable role in CIGI contexts), LRAs fill the regulatory space with tailored support, transforming GIs into integrated policy instruments for rural development and regional economic strategy.

4.1. Types of support provided by LRAs

The questionnaire results provide a structured overview of the forms of support currently delivered by LRAs in relation to GIs. The questionnaire included a multiple-choice question allowing respondents to select applicable types of support provided in their territory (by LRAs). This design made it possible to capture the coexistence of distinct functions within a single authority and to reflect the multi-dimensional nature of LRA involvement in GI governance. Respondents were invited to choose from a predefined list of support categories, including: technical and administrative support for GI registration; assistance to producer groups during the application process; acting as applicant or co-applicant (where applicable); financial support (such as grants, subsidies or co-financing); infrastructure support (including facilities, laboratories, logistics or shared equipment); promotion and marketing activities at local, national or international level; support for sustainability standards and environmental practices; monitoring, compliance and enforcement activities; operational management of GIs (notably for craft and industrial products); capacity-building and training for producer groups; strategic and preparatory support prior to GI registration (such as market analysis, territorial assessment and awareness-raising); and examination of GI applications where such competences exist. An open “other” category allowed respondents to specify additional forms of involvement not covered by the predefined options.

Figure 7 – Types of supports by LRAs



Source: Authors' elaboration of the questionnaire results

A first analytical observation is that **support rarely appears in isolation**. Most respondents selected several categories simultaneously, indicating that GI-related action is typically embedded in broader territorial development strategies rather than implemented as a single, standalone measure. Financial support, for instance, was frequently combined with promotion and marketing activities, and very often accompanied by technical and administrative facilitation.

The questionnaire results show **a gap between countries with well-established GI ecosystems** (e.g. France, Italy, Spain) **and those where GIs are less developed** (e.g. Central and Eastern Europe), both in terms of the intensity and diversity of support provided by LRAs. In mature GI countries, support is systematically multi-dimensional and advanced across all categories. Financial support is the most dominant instrument, followed by technical support and promotion and marketing activities. Infrastructure-related support and strategic/preparatory actions are also significant, indicating that authorities are not only supporting registration but also long-term valorisation and market positioning. Monitoring and enforcement activities show relatively strong post-registration involvement. Even more specialised measures, such as capacity-building, are present, though less systematically. Overall, this confirms that **in mature systems, support is continuous across the entire GI lifecycle**, from pre-registration analysis to post-registration control and international promotion. In contrast, less-developed GI

countries display significantly lower and less diversified support levels. Financial support, technical support and promotion-related activities are the most frequent supporting activities. Strategic/preparatory support and monitoring/enforcement are also reported, but unlike mature systems, these are typically isolated or project-based rather than institutionalised. The weakest areas are capacity-building and infrastructure support, highlighting major structural gaps in long-term system development and producer empowerment.

4.1.1. Predominance of financial and promotional support

Financial support was the most frequently reported form of intervention provided by LRAs. This included grants, subsidies and co-financing mechanisms aimed at facilitating GI registration, promotion, operational costs, infrastructure development and broader sectoral support. The widespread use of financial instruments suggests that LRAs primarily approach GIs as tools for territorial economic development, requiring structured and often multi-level public investment. Regarding the sources of financial support, respondents reported a combination of European, national, regional and local public funding. EU funding - most notably through rural development instruments such as EAFRD (featured prominently), is often in combination with regional public funding. In addition, support can be mobilised through the promotion of EU farm products⁴⁴, which provides funding for information and promotion initiatives for EU agri-food products, including quality schemes such as GIs, on both internal and external markets. The annual promotion work programmes set out priorities and calls for proposals under this policy, which help raise awareness and competitiveness of EU products under quality schemes.

In many cases, LRAs relied on their own budgetary resources to finance the operational functioning of producer groups, promotional activities or quality schemes, sometimes complementing these with EU co-financing. This was particularly evident in several French regions (e.g. Occitanie, Nouvelle-Aquitaine, Pays de la Loire and Provence-Alpes-Côte d'Azur), where regional public funding plays a significant role, often complemented by EU co-financing mechanisms.

⁴⁴ European Commission, Promotion of EU farm products - Agriculture and rural development, European Commission website, accessed 15 April 2026, https://agriculture.ec.europa.eu/common-agricultural-policy/market-measures/promotion-eu-farm-products_en.

National public funding was also cited either as a standalone source or in combination with EU programmes, notably in countries such as Spain, Italy and Ireland. Local public funding (including municipalities, provincial authorities or inter-municipal structures) including contributions from municipalities, provincial authorities or inter-municipal structures, was mentioned in a number of regions - e.g. Catalonia (Spain), Kilkenny (Ireland), and parts of France, although typically as a complementary rather than primary source of support.

In addition to public funding streams, some respondents referred to private co-financing mechanisms, including contributions from producer groups, chambers of commerce or other private actors. In a limited number of cases, funding arrangements involved Corporate Social Responsibility (CSR) initiatives (e.g. Regione Valle d'Aosta, Italy) or mixed public–private schemes.

Overall, the responses reflect a layered financing architecture, in which EU and regional public funding constituted the backbone of financial support for GIs, often supplemented by national and local resources and, in certain contexts, private contributions. This multi-level funding structure underscores the integration of GI policy within broader rural development, regional competitiveness and quality scheme frameworks.

Alongside financial support, **promotion and marketing of GIs also emerged as a highly prevalent area** of LRAs' intervention. Authorities commonly supported participation in trade fairs, branding initiatives, tourism strategies and communication campaigns at local, national and international levels. This confirms that GIs were often integrated into broader regional branding, rural development and competitiveness strategies.

4.1.2. Technical and procedural facilitation

In addition to core financial and procedural support, several respondents reported providing more specialised or context-specific forms of intervention. These included **strategic and preparatory support prior to GI registration**, such as economic and market analysis, assessment of product potential and territorial anchoring, and awareness-raising activities. Infrastructure support (covering facilities, laboratories, logistics and shared equipment) was also mentioned in a number of cases. Several responses reported support for sustainability standards and environmental practices provided by LRAs, including those in Occitanie, Nouvelle-Aquitaine, Pays de la

Loire, Centre-Val de Loire, Provence-Alpes-Côte d’Azur, and Corsica (Corte) (France), as well as Crete (Greece), Schleswig-Holstein (Germany), Açores (Portugal), Castile and León (Burgos, Spain), and Lubelskie (Poland), reflecting the growing integration of environmental considerations into GI strategies.

Capacity-building and training for producer groups were reported by several respondents, particularly in regions seeking to strengthen collective organisation and governance structures, notably in multiple French regions (Occitanie, Provence-Alpes-Côte d’Azur, Hauts-de-France, Pays de la Loire, Nouvelle-Aquitaine) and, to a lesser extent, in Spain (Catalonia, Basque Country–Navarra), Italy (Lazio), and Ireland (Kilkenny). A smaller number of authorities, according to the responses, participated in the operational management of GIs, including regions such as Nouvelle-Aquitaine and Occitanie in France, Catalonia in Spain, and Lubelskie in Poland.

4.1.3. Situations of limited or no support

While the majority of responses indicated some form of financial, technical or promotional support, a small number of respondents report either limited involvement or a complete absence of support from LRAs. In some cases, authorities provided only technical-level engagement without corresponding political backing, resulting in stalled initiatives. One response (Spain) indicated that GI-related matters were effectively blocked at the political level despite technical awareness within the municipality. In certain regions, LRAs had not previously engaged with GI policy and lacked awareness of recent regulatory developments, particularly regarding CIGIs. In these contexts, awareness-raising and capacity-building activities were driven by individual experts or civil society initiatives rather than by public authorities. A small number of respondents (e.g. from Czechia and Romania) explicitly state that no support was provided by LRAs, or that assistance during the registration process was delivered exclusively by national intellectual property offices. Finally, in some cases, respondents clarify that support was channelled through intermediary structures financed primarily by regional public funds and co-financed by local authorities, providing technical assistance, strategic consultancy support and capacity-building to producer groups.

Taken together, the questionnaire responses point to a predominant “enabling and development-oriented” model of LRA involvement with variations depending on the

type of GI concerned. Financial and promotional support, combined with procedural facilitation, form the core of intervention across most responding territories. However, these instruments are markedly more prevalent and diversified in regions involved in agri-food, wine and spirits GIs. In these cases, authorities frequently combine multiple types of support - particularly funding schemes, marketing and branding actions, and technical assistance - indicating more mature and operationalised support frameworks. By contrast, in regions engaged in CIGIs, support tends to be more limited in scope, often focusing on procedural guidance, advisory services, and occasional promotional initiatives, with financial instruments appearing less systematic. More formal regulatory roles remain comparatively limited across all categories, while strategic, sustainability-related and operational functions appear as emerging or context-specific layers. **The coexistence of multiple support types within individual responses further demonstrates that GI governance at the regional and local levels is rarely singular or linear.** Instead, it reflects differentiated institutional capacities, varying degrees of decentralisation, and distinct territorial development strategies across EU regions.

4.2. Case studies: LRA's engagement in the recognition and development of Geographical Indications

This section presents a curated selection of case studies illustrating practices in how LRAs can support and foster the development and maintenance of GIs. Rather than portraying these examples as uniformly successful models, the cases highlight diverse institutional approaches, support mechanisms and governance arrangements implemented across EU territories. To ensure a comprehensive overview, the **selection adheres to several strategic criteria:**

- Sectoral diversity: the cases cover the full spectrum of GI-protected categories, including wine and spirits, agricultural products, and the newly protected craft and industrial products;
- Geographical balance: the selection provides a representative cross-section of the EU, featuring traditional GI hubs, such as France and Italy, alongside

regions in Northern and Eastern Europe where GIs are less common or developed.

- Special attention is given to regions where GIs have not traditionally been used (Poland, Ireland, and Denmark), offering vital insights for LRAs facing similar circumstances.

The case studies have been broadly categorised into two groups reflecting the **maturity of their uptake of the EU GI system** and the **intensity of LRA involvement**:

1. **Regions with Mature GIs:** regions where GIs are well-established, embedded in regional identity, and actively supported by structured LRA frameworks. These authorities provide funding, technical assistance, promotion, and coordination that sustain GI development and market positioning.
2. **Regions with Emerging or Nascent GIs:** regions where GIs are new or underdeveloped, and registration relies primarily on producers, intermediary organisations, or individual initiative. LRA support is limited or minimal, highlighting the challenges of applying, maintaining, and promoting GIs in less institutionalised contexts.

This categorisation provides a lens to understand the diversity of institutional approaches and sets the stage for the following case studies, illustrating how different regions manage, support, or struggle with GI development.

4.2.1. Regions with Mature GIs

Case Study 1: Emilia-Romagna, Italy

Territorial and GI Context

With 45 GIs to its name in the agri-food sector (excluding wine), 19 PDO and 26 PGI products,⁴⁵ the latest registered at the end of February 2026,⁴⁶ **the Emilia-Romagna region in north-eastern Italy stands out as one of the leaders not only at the national level, but also across Europe.** The area is home to the renowned Food Valley, stretching across the provinces of Parma,

⁴⁵ Qualivita Fondazione. Osservatorio Emilia Romagna, website, accessed 6 March 2026, <https://www.qualivita.it/osservatorio/osservatorio-r08/>

⁴⁶ Emilia-Romagna Region. [Agricoltura. Erbazzone reggiano, nessuna opposizione in Europa alla registrazione Igp: entro fine febbraio entrerà ufficialmente tra le indicazioni geografiche europee](#), website, accessed 6 March 2026,

Reggio Emilia and Modena, which boasts one of the highest concentrations of agricultural PDO and PGI globally.⁴⁷ Among Emilia-Romagna's most renowned PDO/PGI products are its iconic cheeses, including *Parmigiano Reggiano*, *Grana Padano*, and *Formaggio di Fossa di Sogliano*, alongside the creamy *Squacquerone di Romagna*. The region is also celebrated for its exceptional cured meats, such as *Prosciutto di Parma*, *Prosciutto di Modena*, and *Culatello di Zibello*, as well as its famed traditional *Aceto Balsamico di Modena* and *Aceto balsamico tradizionale di Reggio Emilia*, which exemplify the region's culinary excellence.⁴⁸ Overall, the regional agri-food sector is valued at approximately EUR 37 billion, with over EUR 10 billion directed to exports, making it the second-largest export sector in Emilia Romagna after mechanical and mechatronic industries. The region is home to more than 53 000 agricultural and agri-food businesses, including around 4 500 food manufacturing companies.⁴⁹

Support provided by LRAs

Within this framework of rich agri-food heritage and culture, the role of LRAs has proven central in coordinating, financing and amplifying the valorisation of GIs. **The Region Emilia Romagna has applied a strategic and multi-level governance approach, acting as a facilitator between municipalities, producer consortia, trade fair organisers and international partners.**

- In October 2025, the Region formalised cooperation with ANCI Emilia-Romagna, which represents the region's associated local authorities.⁵⁰ The agreement establishes a common framework that includes information and awareness campaigns, food education activities, communication and promotion initiatives on national and international markets, dedicated local events, and actions to support the consumption of PDO and PGI products at events and projects promoted by local administrations.⁵¹

⁴⁷ Emilia-Romagna Region- Tourism and Commerce Department. [Food Valley Flavours of Emilia-Romagna, sample one of the world's most delicious cuisines](#). Website. Accessed on 6 March 2026.

⁴⁸ Emilia-Romagna Region – Food Valley. Food Valley: the Flavors of Emilia Romagna, website, accessed 6 March 2026, <https://www.winefoodemiliaromagna.com/food-valley-flavors-emilia-romagna>

⁴⁹ Emilia-Romagna Region, Agroalimentare, qualità Emilia-Romagna: via alla prima edizione degli Stati generali dei prodotti Dop e Igp, website, 20 January 2026, accessed 6 March 2026, <https://www.regione.emilia-romagna.it/notizie/2026/gennaio/stati-general-dop-igp>

⁵⁰ Emilia-Romagna Region. [Agricoltura, l'Emilia-Romagna fa squadra con i Comuni per valorizzare le produzioni Dop e Igp del territorio](#), Notice, 28 October 2025.

⁵¹ Ibidem

- In November of the same year, a further protocol was signed with BolognaFiere Group (one of Italy’s biggest and most important trade fair and exhibition organiser), establishing priority for Emilia-Romagna’s PDO and PGI, ensuring these certified products are featured in catering and exhibitor offerings, boosting their visibility and international recognition.⁵²
- Overall, **in 2025 alone, the Region allocated over EUR 14 million to support the promotion of its high-quality agri-food products** nationally and internationally,⁵³ a significant increase compared to the approximately EUR 1 million allocated in 2024.⁵⁴ Key funds target the wine sector, participation in international fairs and regional promotional activities to strengthen market competitiveness and export growth. Among other things, Emilia-Romagna approved a EUR 5 million promotional call dedicated to producer groups and organisations, protection consortia and cooperatives in order to support communication and promotion activities such as marketing materials, campaigns, events, tastings, trade fairs and project management.⁵⁵
- In January 2026, the Region organised the first “*Stati Generali delle Dop e Igp*” in Bologna.⁵⁶ This high-level event brought together public institutions, protection consortia, businesses and national and European experts and has been conceived mainly as a platform to reflect on future strategies for certified quality products, address structural challenges and advocate for a coordinated national action plan.
- According to the input from an involved producer group reached by our data collection effort, **regional political backing proved decisive during the GI application phase**, which faced opposition from both domestic and foreign producers. The application was initially submitted jointly by three separate entities (later merged into the current Protection Consortium) requiring

⁵² Emilia-Romagna Region. [Agroalimentare, priorità ai prodotti Dop e Igp e ai vini Doc e Igt dell'Emilia-Romagna nelle manifestazioni fieristiche di Bologna](#), Notice, 6 November 2025.

⁵³ Emilia-Romagna Region. [Agroalimentare, valorizzare le eccellenze emiliano-romagnole in Italia e all'estero: nuovi bandi per oltre 14 milioni di euro](#), Notice, 10 June 2025.

⁵⁴ Italia Fruit News. [Emilia-Romagna, 1 milione per promuovere le eccellenze Dop e Igp](#), News, 6 March 2024.

⁵⁵ Emilia-Romagna Region. [Agricoltura, sempre più Dop, Igp e prodotti biologici emiliano-romagnoli sui mercati europei: un bando da 5 milioni di euro](#), Notice, 26 November 2025.

⁵⁶ Emilia-Romagna Region. [Agricoltura. Al via a Bologna la prima edizione degli Stati generali delle Dop e Igp, promossi dalla Regione: al centro le produzioni di qualità certificata dell'Emilia-Romagna, Food Valley d'Europa. De Pascale e Mammi: “Necessario un piano di azione nazionale ed europeo per il rilancio del settore agroalimentare e delle denominazioni, che rafforzi cultura alimentare, crescita dei territori e identità. Come Regione abbiamo 5 proposte da attuare”](#), Press Release, 20 January 2026.

institutional coordination and sustained political support. In this case, the region's involvement helped navigate legal and political contestation, demonstrating its capacity to function as a stabilising actor in contentious GI procedures.

Case Study 2: Galicia, Spain - Integrated Regional Branding and CAP-Aligned Support for GIs

Territorial and GI Context

Galicia, in north-west Spain, currently hosts around 35 EU-registered protected quality designations, including PDOs and PGIs in the agri-food sector, spanning cheeses (e.g., *Queixo Tetilla* PDO, *Cebreiro* PDO), meats (e.g., *Ternera Gallega* PGI) and wines (five PDOs such as *Ribeiro*, *Rías Baixas*, *Valdeorras*, *Monterrei* and *Ribeira Sacra*) as well as a range of other agri-products. The certified production in Galicia exceeds EUR 600 million in value, implicating nearly 24 000 producers and over 1 200 processing industries, illustrating the socio-economic significance of these quality schemes within the region's rural economy.⁵⁷

Support provided by LRAs

The Xunta de Galicia (the regional government) plays an active role in coordinating GI governance through its Axencia Galega da Calidade Alimentaria (Galician Agency for Food Quality), which oversees participation in quality schemes and supports producer groups in managing product specifications and compliance. Under the Plan Estratégico da PAC 2023-2027,⁵⁸ **Galicia has established co-financed support mechanisms for cooperation, information, and promotion activities designed to increase the competitiveness of agri-food products recognised under quality regimes.** These measures, published in the Diario Oficial de Galicia, provide subsidies to producer groups for coordinated promotional actions aimed at encouraging consumers to choose high-quality Galician products.⁵⁹

⁵⁷ Noticias Jurídicas. [RESOLUCIÓN de 10 de abril de 2025 por la que se establecen las bases reguladoras de las ayudas a la cooperación para promover la participación de agricultores en regímenes de calidad de los productos agrícolas y alimenticios, en el marco del Plan estratégico de la PAC 2023-2027, y se convocan para el año 2025 \(código de procedimiento MR362A\)](#),

⁵⁸ Xunta de Galicia. [Plan Estratéxico da PAC 2023-2027](#), website, accessed 6 March 2026.

⁵⁹ Xunta de Galicia. [Axencia Galega da Calidade Alimentaria](#), Diario Oficial de Galicia, 22 April 2025; Xunta de Galicia. [Agencia Gallega de La Calidad Alimentaria](#), Diario Oficial de Galicia, 27 August 2025.

Case Study 3: Nouvelle-Aquitaine, France - Regional Signs of Identification of Quality and Origin (SIQO) Governance and Territorial Promotion

Territorial and GI Context

Nouvelle-Aquitaine is France's largest agricultural region and one of the country's most significant territories in terms of quality and origin-labelled production, with the highest number of products registered under official Signs of Identification of Quality and Origin (SIQO) with 311 recognised products, covering also EU GIs.⁶⁰ SIQO participation is structurally embedded in the regional agricultural model: more than 40% of farms are involved in at least one official quality scheme.⁶¹ At the EU-level, 120 PDOs and PGIs are registered.⁶² Its product portfolio includes wine (notably *Bordeaux* appellations), dairy (e.g. PDO *Ossau-Iraty*), meat (e.g. PGI *Jambon de Bayonne*), horticultural products (e.g. PGI *Fraise du Périgord*), and spirits (e.g. GI *Cognac*). The density and diversity of GI-protected products illustrate the importance of the role of authorities as a core pillar of regional agricultural identity and competitiveness.

Support provided by LRAs

Legal recognition and control of SIQO schemes remain under the authority of the Institut National de l'Origine et de la Qualité (INAO) in France. The Regional Council works through the Agence de l'Alimentation Nouvelle-Aquitaine (AANA), which functions as the regional coordination body for agri-food quality initiatives. AANA centralises information on SIQO schemes, supports producer groups in understanding quality labels, and ensures coherence between sectoral actors.⁶³ Coordination also involves INAO, the regional Directorate for Food, Agriculture and Forestry (DRAAF), and the Regional Chamber of Agriculture.

- This cooperation has resulted in the publication of regional statistical “mémentos” on SIQO products, which compile economic and territorial data on certified production.⁶⁴ These tools provide a structured evidence base for regional planning and sectoral development.

⁶⁰ Agence de l'Alimentation Nouvelle-Aquitaine. [Qualite](#), website, accessed on 26 March 2026. Note that this number includes also national quality schemes.

⁶¹ Région Nouvelle Aquitaine. [Signes de qualité et d'origine \(SIQO\) en Nouvelle-Aquitaine : Plus de 40 % des exploitations néo-aquitaines engagées dans une démarche qualité](#), Press Release, 7 March 2023.

⁶² Chambres d'Agriculture. [DataSIQO- Nouvelle-Aquitaine](#), website, accessed 23 March 2026.

⁶³ Agence de l'Alimentation Nouvelle-Aquitaine. [Qualite](#), website, accessed 26 March 2026.

⁶⁴ Région Nouvelle Aquitaine. [Les Signes Officiels de la Qualité et de l'Origine \(SIQO\) en Nouvelle-Aquitaine](#), website, accessed 26 March 2026.

- **The Regional Council provides financial assistance** for the promotion of agricultural quality schemes through dedicated aid programmes - according to the regional aid portal, collective promotional projects led by producer groups or interprofessional organisations can receive co-financing of up to 70% of eligible expenditure. Eligible actions include communication campaigns, participation in trade fairs, promotional materials and collective branding initiatives. The support is explicitly targeted at *filières* under recognised quality signs, linking public funding to SIQO participation.⁶⁵ This mechanism lowers the financial barrier for collective promotion and reinforces the market presence of certified products.
- Through AANA and dedicated platforms such as “Produits de Nouvelle-Aquitaine”, the Region maintains public databases and visual tools presenting all SIQO-certified products.⁶⁶ This communication strategy systematically associates quality labels with territorial identity, reinforcing the perception of SIQO as markers of authenticity and origin rather than merely regulatory certifications.
- In addition to agri-food quality schemes, Nouvelle-Aquitaine has developed a regional strategy for crafts, luxury, textile and métiers d’art that complements its SIQO-related work and supports high-value artisanal production. **The Regional Council has adopted a dedicated strategy and plan of actions to structure and develop this priority economic sector**, which includes traditional artisanal know-how such as porcelain, tapestry, leather goods, footwear and textiles, and aims to strengthen competitiveness, preserve skills and foster economic and territorial attractiveness.⁶⁷ Through this regional strategy, CIGI projects - as well as their implementation and promotion - are actively supported (e.g. *Porcelaine de Limoges*).

⁶⁵ Région Nouvelle-Aquitaine. [Promotion des filières agricoles de qualité](#), website, accessed 26 March 2026.

⁶⁶ Agence de l’Alimentation Nouvelle-Aquitaine. [Official Website](#), accessed 26 March 2026.

⁶⁷ Région Nouvelle-Aquitaine. [Une nouvelle stratégie régionale pour la filière Cuir, Luxe, Textile et Métiers d’art | Entreprise](#), website, accessed 26 March 2026.

Case Study 4: Hauts-de-France, France - Structured Regional Support for Quality and GI Schemes⁶⁸

Territorial and GI Context

The Hauts-de-France region in northern France hosts a diversified agri-food sector including cereals, vegetables, dairy production and spirits. While GI and quality-labelled production is less historically embedded than in some southern French regions, the territory still hosts a range of products protected under France's SIQO system, including 10 PDOs and PGIs.⁶⁹

In contrast to southern regions, where GIs are long embedded in territorial branding, Hauts-de-France represents a model in which GI governance has required deliberate institutional structuring to consolidate relatively fragmented producer groups and strengthen sector resilience. The SIQO system in the region is monitored through a collaborative economic observatory involving several public and institutional actors, including the Regional Council of Hauts-de-France, the regional agricultural chamber, the Institut National de l'Origine et de la Qualité (INAO), the regional agricultural administration (DRAAF) and Qualimentaire, a publicly-funded regional organisation for quality certification and regional identity.⁷⁰

Support provided by LRAs

The Region finances Qualimentaire as a dedicated structure to accompany producers with GIs and other quality schemes throughout their lifecycle. Its mandate covers support for the emergence of new GIs (technical assistance, feasibility studies, drafting of product specifications); coordinating recognised producer groups; publishing studies and market analyses; facilitating communication and promotion activities; and structuring of *filières* and governance models.⁷¹ This institutionalised accompaniment reduces the technical and organisational barriers that often hinder smaller producer groups from engaging with GI procedures. It also professionalises governance in regions where producer groups may lack administrative capacity.⁷² However,

⁶⁸ Case study 4 is based on information submitted through the Study's questionnaire.

⁶⁹ Chambres d'Agriculture. [DataSIQO-Hauts-de-France](#), website, accessed 23 March 2026.

⁷⁰ Région Hauts-de-France. [Le memento des SIQO 2024](#), website, accessed 23 March 2026.

⁷¹ Filoleg. [Qualimentaire](#), website, accessed 23 March 2026.

⁷² Région Hauts-de-France. [Dossier de Presse - La Région Hauts-de-France au Salon International de l'Agriculture 2023](#), 2023.

maintaining long-term public financing and gradually ensuring structural autonomy remain key challenges.

In addition to institutional support structures, the Regional Council also provides financial assistance for the structuring of agricultural sectors through dedicated programmes such as *Cap Fil'Agri*. This programme supports collective projects aimed at strengthening coordination across agricultural value chains and improving the competitiveness of regional sectors. Eligible actions include strategic studies, sector coordination, communication initiatives and projects linked to the development or improvement of official quality schemes.⁷³ In addition, **the region's economic development policy also supports CIGI products** such as *Dentelle de Calais-Caudry* lace.

Case Study 5: Sierra Mágina, Andalucía, Spain - Operational Support for Olive Oil PDO⁷⁴

Territorial and GI Context

The PDO *Sierra Mágina* is the extra virgin olive oil produced in the Sierra Mágina area, a mountainous territory in the province of Jaén, Andalucía (Spain). The PDO covers about 64 000 hectares of olive groves across 15-16 municipalities.⁷⁵ The Regulatory Council of the PDO *Sierra Mágina*, with offices in Bedmar, is the official management and inspection body. It verifies compliance with the PDO product specification and organises quality control, including physical, chemical and sensory analyses, before products are certified and marketed under the protected name. The Regional Government of Andalusia (Junta de Andalucía), through its agricultural authority (*Dirección General de Industrias, Innovación y Cadena Agroalimentaria*), oversees the implementation and enforcement of quality schemes.

Support provided by LRAs

The Regional Government of Andalucía provides financial support covering part of the operational expenses of the Regulatory Council. This contributes to maintaining the institutional capacity required for certification

⁷³ Région Hauts-de-France. [Cap Fil'Agri – FILA](#), website, accessed 23 March 2026.

⁷⁴ Case study 5 is based on information submitted through the study questionnaire.

⁷⁵ WIPO. [Registration Certificate](#), 2023.

controls, administration and quality management. In mature GI sectors such as olive oil, governance and inspection costs are significant and continuous; regional co-financing therefore helps stabilise PDO management structures. The authority has integrated PDO requirements into certain public procurement procedures. In 2025, the regional administration launched a public tender for the supply of 30 000 bottles (500 ml) of extra virgin olive oil for the Andalusian school breakfast programme, explicitly requiring that the product carry a recognised Andalusian PDO designation.⁷⁶ **This embeds GI-protected products within institutional food supply chains, creating guaranteed demand and reinforcing consumer awareness of quality labels from an early age.**

This approach has contributed to greater public recognition of quality schemes. Yet the Study's questionnaire reveals a persistent challenge: PDO olive oil still competes with non-certified oil marketed from the same geographical area, often at lower prices. Regional procurement measures, therefore, strengthen differentiation and visibility but do not eliminate market asymmetries between certified and standard production.

4.2.2. Regions with Emerging or Nascent GIs

Case Study 6: Bottom-Up Recognition of Koniaków Lace, Poland (CIGI) in the Absence of Institutional Support⁷⁷

Territorial and GI Context

Koronka koniakowska (Koniaków lace) is currently the only registered national CIGI in Poland. The competent authority for registration is the Polish Patent Office (Urząd Patentowy). Under Polish law, a GI application must include: precise identification of the geographical indication; indication of the goods concerned; clear delimitation of the geographical area; detailed specification of the product's characteristics and their link to the territory; conditions of use, including production methods and control mechanisms; and identification of entrepreneurs entitled to use the indication.

⁷⁶ Tender Service Spain. [Adquisición aceite oliva virgen extra para celebración desayuno escolar](#), website, accessed 14 April 2026.

⁷⁷ Case Study 6 is based on the information collected from an interview.

The registration of Koniaków lace took place in a national context where craft GIs were not yet embedded in established administrative practice, and the awareness of GI tools among public authorities remained limited.

Support provided by LRAs

The Koniaków case is distinctive since the national GI application was initiated and prepared entirely through individual initiative, without structured support from LRAs. The documentation was drafted by a local ethnographer and cultural animator, who is also actively involved in safeguarding the lace-making tradition. The preparation of the registration required both technical knowledge of intellectual property procedures and ethnographic expertise to articulate the link between the product's characteristics and its geographical environment.

Several concrete challenges emerged during the registration process:

- **There was no structured advisory support at the local or regional level** - LRAs neither facilitated stakeholder coordination nor provided technical assistance in drafting the specification.
- **The national process was administratively lengthy and procedurally unclear.** The application reportedly remained under examination for an extended period, with limited proactive communication from the administration. This created uncertainty and required repeated follow-up by the applicant. The experience reflects a broader lack of institutional familiarity with CIGIs in Poland, where such registrations have been rare.
- The registration entailed financial costs borne privately. No dedicated funding scheme existed to support GI.
- The applicant highlighted the absence of post-registration implementation tools, notably the lack of a national visual logo for CIGIs at the time. Even after obtaining the GI, there was no official sign or label that producers could use for promotion, limiting the immediate visibility and market value of the registration. This reduced the practical impact of legal protection. While this is not an issue at the EU level, it highlights the importance of post-registration support from LRAs.

More structurally, the case reveals challenges linked to the profile of craft producers. Many lace makers are individual artisans without legal or administrative capacity to navigate complex intellectual property procedures.

Drafting a product specification (particularly defining production standards and control mechanisms) requires expertise that typical practitioners do not possess. Without organisational and administrative support, GI registration risks remaining inaccessible to most traditional crafts. The Koniaków case, therefore, illustrates a key lesson for LRAs: without facilitation, the EU GI framework would remain untapped by most traditional crafts. **Proactive institutional engagement is essential, which includes technical assistance in drafting applications, financial support mechanisms, coordination among producers, and clear administrative guidance.** Without such measures, the uptake of GI depends on exceptional individual leadership rather than functioning governance structures.

Case Study 7: Bornholm, Denmark

Territorial and GI Context

Denmark has comparatively limited engagement with GI relative to other EU Member States, with only 13 GIs registered.⁷⁸ The registered GIs are mainly cheese and wine, including nationwide GIs such as PGI cheeses *Havarti*, *Danbo*, and *Danablu*, and regional ones, such as PGI *Bornholm* wine from Bornholm Island.

Denmark's food culture features many regional specialities with place-based reputations, such as the Bornholm herring dish "Sol over Gudhjem", "Læsø Salt", or "Brunsviger" from Funen. **Despite their prominent regional association, these product names are not registered as GIs, implying significant untapped potential for Danish products.** This gap between cultural recognition and formal registration likely reflects a mix of historical, institutional, and political factors rather than a lack of geographically distinctive products.

In the crafts and industrial sector, Denmark is internationally recognised for "Scandinavian design"; a brand valued for craftsmanship, durability, and minimalism.⁷⁹ Geographically anchored products like "Bornholm glass" and

⁷⁸ European Commission. [eAmbrosia](#), European Commission website, accessed 24 March 2026.

⁷⁹ Edwards, C., [The 'Scandinavian Ideal' in Design: Two Distinct Approaches to the Marketing of an Ideal](#). In *Proceedings of the Conference on Historical Analysis and Research in Marketing*, Vol. 13, 2027, pp. 88-96.

“Royal Copenhagen” have so far used trademarks, branding, and design protection, perhaps reflecting a preference for alternative intellectual property strategies.

Denmark’s relatively low GI density may stem from its cooperative history, which began in 1882 with the world’s first dairy cooperative,⁸⁰ and which later became a movement of widespread collective ownership across agricultural sectors. Large groups of farmers sold their products under one common brand instead of each having their own brand; a business model fostering efficiency gains, collaboration, and mass-production benefits.⁸¹ In line with this tradition, Danish butter was sold under the “LUR-mark” label, established in 1901 as a national branding strategy, and almost all butter producers were members of the Danish Dairies’ Buttermark Association.⁸² The Danish branding has gradually become a national identity and also an economic success all over the world.

This historical development of national branding may explain why Denmark is one of the EU Member States with the lowest degree of public knowledge of GI. In 2017, when asked whether they were aware of GI, only 7% of Danish consumers were; a significantly small number when compared to 38% in France, 33% in Italy, and 30% in the Czech Republic.⁸³

Support provided by LRAs

There is no dedicated GI agency, such as France’s INAO or Portugal’s DGADR. Instead, evidence suggests that Danish GIs are primarily initiated and driven by producer groups. The role of the Danish Veterinary and Food Administration is mainly to verify agreements and conduct sampling controls in line with Regulation (EU) 2024/1143, rather than to actively promote the uptake of GI.⁸⁴

Danish Vineyards (original: “Danske Vingaarde”) was a producer group which applied for 5 of Denmark’s 13 GIs. Danish Vineyards self-organised the

⁸⁰ Christensen, C. L., [Agricultural cooperation in Denmark](#), No. 1266, US Department of Agriculture, 1924.

⁸¹ https://foodnationdenmark.com/wp-content/uploads/Factsheet_DanishCooperativeMovement_WEB.pdf

⁸² The decision by the European Commission documented nicely the history of the Lur-mark. See European Commission, [State aid / Denmark SA.41400 \(2015/FC\) – Complaint concerning alleged unlawful State aid through the sale of the Lurpak trademarks](#), C(2017) 2838 final, 5 May 2017.

⁸³ European Commission. [Special Eurobarometer 473](#), 2018, p. 99

⁸⁴ Styrelsen for Fødevarer, Landbrug og Fiskeri. [Produktspecifikation for vinavlsprodukter fra Vinområde Bornholm](#).

initiative to apply for the 5 GIs and spoke sporadically with the authority during that process, gaining consultation on technical aspects, for example, the sulphites and soil requirements in PGI wine production. While the organisation pushed for locally anchored GIs, the Administration preferred broader geographical designations, such as PGI *Jylland* for wine originating from the whole peninsula of Jutland.⁸⁵ This posed greater challenges for Danish Vineyards in fulfilling the technical requirements of the GI applications, as soil conditions differs markedly across broader Danish regions.

Another area where Danish producer groups struggle to mobilise capacity is in spreading awareness of GIs. The producer group which had applied for the *Røsnæs* wine PDO in 2023 worked on an awareness initiative linked to this potential GI, yet they eventually dropped the awareness initiative as it was too costly. There is a need to raise general awareness of GIs in Denmark to ensure that the coordination efforts of registration on the producers' side are worthwhile. Besides, encouraging more locally anchored GI registrations, rather than broader geographical designations typical of current wine PGIs, would significantly increase incentives for local producers. **By narrowing the geographical scope, producers gain a greater sense of 'ownership', and LRAs can better leverage GIs for tourism**, which remains a primary driver of GIs' economic benefits.

Regulation (EU) 2024/1143 for wine, spirit drinks, and agricultural products requires all Member States to conduct a national procedure before forwarding GI applications to the European Commission. However, under Regulation (EU) 2023/2411 for crafts and industrial products, the European Commission recognised the producer-led model and granted Denmark, Finland, Lithuania, Luxembourg, Malta, the Netherlands, and Sweden a derogation, meaning that these countries: 1) will not designate a national authority for CIGIs examination, and 2) producers will apply directly to the EUIPO for protection.⁸⁶

⁸⁵ It is a comment from the interview with an informed stakeholder. Also see European Commission. [Technical Dossier, PGI-DK-A1247](#)

⁸⁶ European Commission, [Seven EU countries have obtained a derogation for the national phase of the registration of craft and industrial geographical indications](#), News, 6 June 2025.

While Denmark will therefore likely not get a dedicated CIGI development agency, some limited support is still available through regional EU Offices, such as the Central Denmark and Southern Denmark EU Offices in Brussels, providing background consultancy to associations or local government bodies wishing to participate in EU policy initiatives. However, not all regions have a dedicated EU Office, and the offices typically have limited staff advising on projects. Strengthening governance instruments would likely bring in benefits, as the demand for technical assistance from producer groups is likely to increase under the new EU regulatory framework for CIGIs.

At the national level, Denmark is placing a greater emphasis on cultural policy. In late 2024, Culture Minister Jakob Engel-Schmidt launched a nationwide public consultation to identify elements of Danish cultural heritage with potential for UNESCO inscription,⁸⁷ demonstrating an increasing political commitment to strengthening Denmark’s presence in international heritage frameworks. While producer groups, such as Danish Vineyards, find coordination difficult and are financially limited in pursuing awareness campaigns for GIs, this new political agenda of Minister Engel-Schmidt has created a policy window for similar initiatives to boost support and visibility for local products.

Case Study 8: Paški sir, Croatia

Territorial and GI Context

Paški sir PDO is a traditional hard sheep’s milk cheese produced exclusively on the island of Pag in Croatia. The product name is registered as a PDO at the EU level in 2019, following a national procedure coordinated by the Croatian authorities. The registration positioned PDO *Paški sir* as a flagship product of Croatian agri-food heritage and a key asset for regional branding and rural development.⁸⁸

Support provided by LRAs

⁸⁷ Det Kgl. Bibliotek, [Living culture - the winners of the 2025 public consultation are now on the Danish register of intangible cultural heritage](#), Latest News, 2 December 2025.

⁸⁸ Ministry of Agriculture of Croatia. [Product specification “Paški sir”](#)

The GI application process was coordinated by the Ministry of Agriculture of Croatia, which acted as the competent authority responsible for examining and transmitting the application. The Ministry validated the product specification, including the geographical area, production methods, and control mechanisms, ensured compliance with the EU GI regulations and facilitated the administrative procedure at the national level.

The official product specification explicitly anchors *Paški sir* PDO cheese in its local territorial system, indirectly reflecting LRA involvement - the specification highlights environmental factors (climate, vegetation, traditional grazing systems) that are managed within a local regulatory and planning framework.⁸⁹ *Paški sir* is integrated into local development and promotional strategies, where it is presented as a key gastronomic product of the island and an element of its cultural and economic identity.⁹⁰ This illustrates how **LRAs contribute structurally by maintaining the territorial conditions necessary for GI production**, even if not always explicitly named as applicants.

Case Study 9: Design & Crafts Council Ireland (DCCI) - Emerging Intermediary-led Governance for CIGI⁹¹

Territorial and GI Context

Ireland's GI system for agri-food products has been operating since the 1990s, with 13 registered GIs overseen by the Department of Agriculture, Food and the Marine. However, until the adoption of Regulation (EU) 2023/2411, Ireland did not have a specific GI legal framework providing protection for craft and industrial products. Craft producers relied primarily on trademarks, trade names and general competition or consumer protection law, which offered limited safeguards against imitation and counterfeiting. The introduction of the EU-wide CIGI regime created a new opportunity for Irish craft sectors (including textiles, stone products and other regionally embedded crafts) to access harmonised intellectual property protection. The Intellectual Property Office of Ireland (IPOI), under the Department of Enterprise, Trade and Employment,

⁸⁹ Ibid.

⁹⁰ City of Pag, [Official announcement on PDO registration](#), website, 27 November 2019, accessed 15 April 2026.

⁹¹ Case Study 9 is based on information submitted through the Study questionnaire.

acts as the national competent authority for CIGI implementation. Within this evolving framework, the Design & Crafts Council Ireland (DCCI), headquartered in Kilkenny, has positioned itself as a central intermediary supporting producers to prepare for and engage with the new scheme.

Support provided by LRAs

While DCCI is a national agency, its approach illustrates an intermediary-led governance model that operates in coordination with local structures, notably Local Enterprise Offices. **In the absence of prior experience with CIGIs in Ireland, DCCI has assumed a proactive role in building awareness, organisational capacity and technical preparedness among producer groups.**

- **A key measure has been the appointment of a dedicated GI mentor/consultant to work directly with craft producer groups on the preparation of CIGI applications.** This includes supports in drafting product specifications, defining production protocols, establishing control mechanisms and clarifying the link between product characteristics and geographical origin. Through this process, three new producer groups have been formed with formal business structures and defined statutes, two of which have joined DCCI's Guilds, Associations, Networks and Societies (GANS) framework. This organisational development addresses a structural barrier in the craft sector, where producers are often fragmented and lack formal governance arrangements.
- **DCCI has also integrated the CIGI scheme into its existing trade and promotional platforms,** including major national and international trade events, in order to raise awareness among buyers and stakeholders about the potential value of CIGI protection. In parallel, the Council works closely with the IPOI, the Department of Enterprise, Trade and Employment, the EU DG GROW and the EUIPO to ensure alignment with regulatory requirements and to clarify implementation procedures for producers.

Despite these efforts, challenges remain. **Craft producers face significant administrative and technical demands in establishing associations, drafting**

product specifications and complying with new regulatory requirements.

Resource constraints, skills shortages in rural areas and the need for continuous training add further complexity. The case illustrates an emerging support ecosystem in which an intermediary body assumes coordination and capacity-building functions to enable uptake of the new CIGI regime. It demonstrates how structured mentoring, organisational support and integration into promotional strategies can lower entry barriers and facilitate early engagement with the EU craft GI framework.

4.3. Key takeaways from case studies

The case studies show that **the role of LRAs in GI development varies considerably across EU territories, which is highly associated with the maturity of the national or regional GI ecosystem.** In regions with well-established GIs, such as Emilia-Romagna and Nouvelle-Aquitaine, LRAs are the proactive coordinators which facilitate cooperation among stakeholders, financing promotional activities and embedding GIs within broader regional development strategies. In contrast, in contexts where GI governance remains less institutionalised, such as Koniaków in Poland and Denmark, initiatives tend to emerge through bottom-up efforts which are heavily dependent on individual producers or private organisations with limited institutional facilitation. These contrasting experiences illustrate how LRAs may either function as catalysts for GI development or remain peripheral actors, reflecting variations in institutional capacity, administrative traditions and policy priorities.

The cases also reveal **a clear structural divide between the long-established GI scheme for agricultural products, wine and spirits and the recently introduced scheme for CIGIs.** In regions such as Emilia-Romagna, Galicia, Nouvelle-Aquitaine and Andalusia, GI governance is embedded within mature policy frameworks linked to agricultural administrations and CAP instruments. These systems benefit from established producer groups, regulatory bodies and accumulated institutional expertise. By contrast, CIGI governance remains at an early stage of development in the regions of case studies, with role of institutions still evolving. The experiences of Koniaków lace and the Irish craft sector illustrate

how, in the absence of established support structures, the preparation of GI applications often relies on individual initiative or intermediary organisations. This institutional asymmetry means that LRAs encounter different policy challenges when dealing with established agri-food GIs compared to emerging CIGIs.

Across the cases, **effective GI governance is strongly associated with the presence of structured coordination mechanisms** linking producers, public authorities and intermediary organisations. Formal cooperation platforms, such as those developed in Emilia-Romagna with municipal authorities and trade fair organisers, or the multi-actor governance arrangements observed in Nouvelle-Aquitaine and Hauts-de-France, help consolidate GI-products' value chains and support collective action. These coordination structures enable consistent communication strategies, strengthen sector organisation and ensure the long-term management of GIs. Conversely, the Koniaków case demonstrates that when such coordination mechanisms are absent, the administrative burden of preparing and managing a GI would fall entirely on individual actors or producer groups, causing low uptake of GI registrations in such regions.

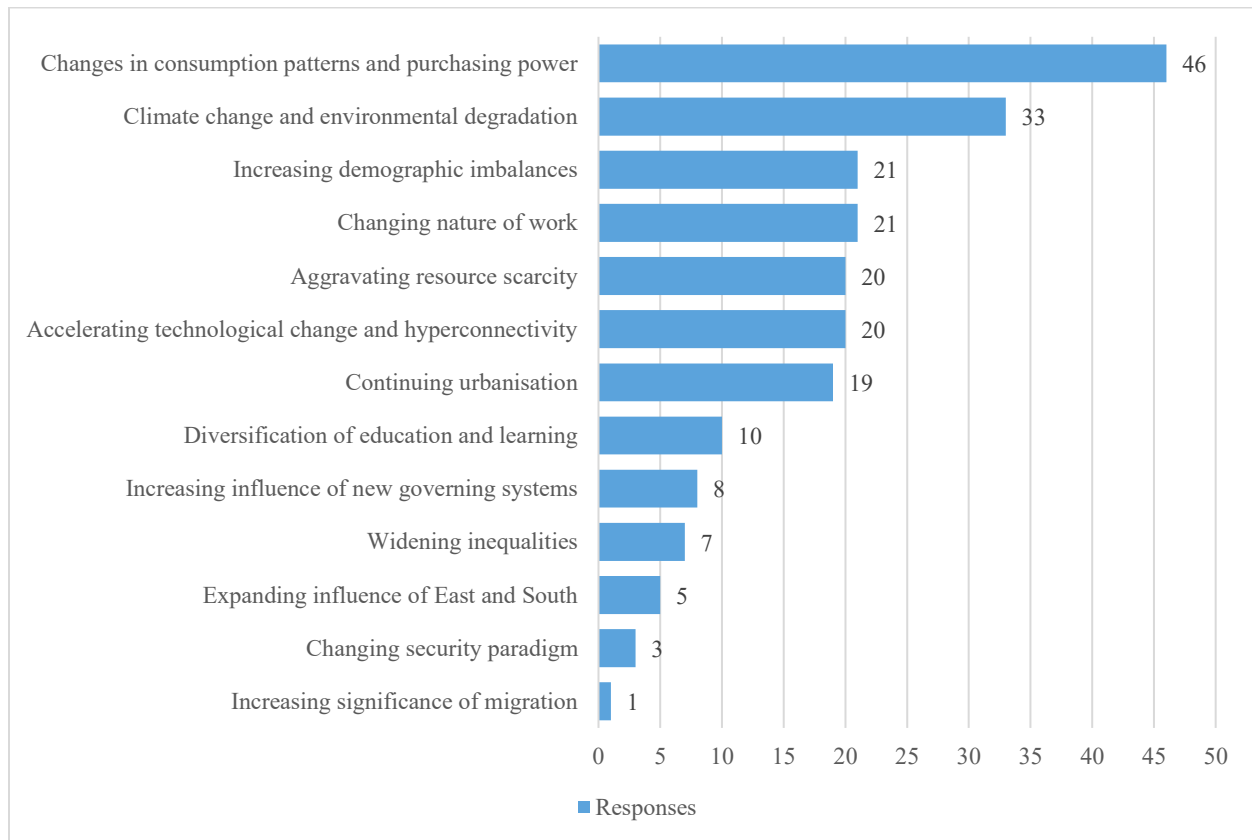
The **organisational structure of producer groups also emerges as a key enabling factor for GI development**, with notable differences between agri-food sectors and craft industries. Agricultural GIs typically rely on well-established collective bodies, such as protection consortia or regulatory councils, responsible for coordinating production standards, certification and promotion. Examples include the Regulatory Council of the PDO *Sierra Mágina* or the consortia structures supporting products such as PGI *Aceto Balsamico di Modena* and PDO *Parmigiano Reggiano* in Emilia-Romagna. These organisations facilitate coordination together with public authorities and support the effective functioning of certification systems. In contrast, craft production is frequently characterised by fragmented networks of individual artisans rather than formal producer associations. This fragmentation is evident in the Koniaków lace case and in Ireland, where new producer groups had to be created specifically to prepare CIGI applications. Strengthening organisational capacity among craft producers, potentially with the support of LRAs, which can facilitate coordination, provide institutional backing, and support capacity-building initiatives, therefore, appears to be a key precondition for the expansion of the CIGI framework.

5. Megatrend analysis and challenges

Geographical indications link products to their origins and traditions, but in a fast-moving world, the real-world economic value of these protections is being called into question. **To continue the success of GI as a protection, stakeholders should reflect on the impacts of future possible changes on the current practices.** The Study explore the challenges related to the development, registration and promotion of GIs across EU regions through a foresight lens. Identifying emerging challenges can help local and regional authorities anticipate future needs and design support measures that strengthen the long-term resilience and value of the GI systems. The megatrends identified by the Joint Research Centre of the European Commission served as the starting point for this analysis. Questionnaire respondents were asked to select three megatrends which they considered to have biggest impact on the development, registration and promotion of GIs.

The megatrends ‘Changes in consumption pattern and purchasing power’ received the highest number of responses from the questionnaire, followed by ‘Climate change and environmental degradation’, as Figure 8 illustrates. The following part of this chapter discusses the impacts of four more relevant megatrends on GI in EU regions. The analysis relies largely on the questionnaire findings and inputs from desk research.

Figure 8 – The most relevant megatrends according to the questionnaire respondents



Source: Authors' elaboration of the questionnaire results

5.1. Changes in consumption pattern and purchasing power

Changing consumption patterns and consumer purchasing power are key demand-side megatrends shaping the future of GIs. These changes directly impact the profits of GI products and influence whether producers would find that GI registrations

justify the costs.⁹² The impact may not be always negative; changing consumer demands may however create opportunities for producers.^{93,94}

Consumer preferences are shifting in Europe, particularly in the meat and wine sectors. There has been a long-lasting decreasing trend of wine consumption in the EU, with a 10 per cent decline between 2017 and 2023.⁹⁵ Likewise, in 2023, 51% of meat eaters in Europe claimed that they were actively reducing their meat consumption, up from 46% in 2021.⁹⁶ Inevitably, these consumption trends translate into declining demand, with direct effects on producers, for example, through increased competition and pressure to reposition products. The influence of consumption patterns is also evident in the literature, where studies about GIs since 2020 have increasingly focused on the challenges due to changing consumer behaviours.^{97,98,99,100,101}

In the agricultural, wine, and spirits sectors, questionnaire respondents indicate that **shifts in consumer purchasing power directly affect the economic incentives for GI registration** and pose increasing tension for producers between quality differentiation and price sensitivity. GI products are associated with higher production standards, stricter specifications and controls, and smaller-scale production methods, which often translate into higher retail prices. While these

⁹² Belletti, G., Marescotti, A. and Touzard, J. M., '[Geographical indications, public goods, and sustainable development: The roles of actors' strategies and public policies](#)', *World development*, Vol. 98, 2017, pp. 45-57.

⁹³ Giesbrecht, H. O., Minas, R. D., Vieira, A. C. P., Lourenzani, A. E. B. S., Bruch, K. L. and Gaspar, L. C. M., '[Os pequenos negócios e as indicações geográficas brasileiras registradas: Transformações percebidas e aprendizados](#)', *Indicações Geográficas, Signos Coletivos e Desenvolvimento Local/Regional. Erechim: Deviant*, 2019, pp. 119-138.

⁹⁴ Fronzaglia, T., Salles-Filho, S. L. M. and Raynaud, E., '[Indicação geográfica sob a ótica da evolução das instituições](#)', *Indicações Geográficas, Signos Coletivos E Desenvolvimento Local/Regional. Erechim: Deviant*, 2019, pp. 13-38.

⁹⁵ European Commission, [Prospects of the EU Wine Sector](#), June 2024.

⁹⁶ Smart Protein, [Website](#), accessed 26 March 2026

⁹⁷ Cardoso, V. A., Lourenzani, A. E. B. S., Caldas, M. M., Bernardo, C. H. C., and Bernardo, R., 'The benefits and barriers of geographical indications to producers: A review', *Renewable Agriculture and Food Systems*, Vol. 37, Issue 6, 2022, pp. 707-719, <https://doi:10.1017/S174217052200031X>.

⁹⁸ Grunert, K.G. and Achmann, K., 'Consumer reactions to the use of EU quality labels on food products: a review of the literature', *Food Control*, Vol. 59, 2016, pp. 178-187, <https://doi.org/10.1016/j.foodcont.2015.05.021>.

⁹⁹ Leufkens, D., 'The problem of heterogeneity between protected geographical indications: a meta-analysis', *British Food Journal*, Vol. 120, Issue 12, 2018, pp. 2843-2856, <https://doi.org/10.1108/BFJ-12-2017-0710>.

¹⁰⁰ Niederle, P.A., Controvérsias sobre a noção de Indicações Geográficas enquanto instrumento de desenvolvimento territorial: a experiência do Vale dos Vinhedos em questão. In 47 Congresso da Sociedade Brasileira de Economia, Administração e Sociologia Rural. Porto Alegre, Brazil, 26-30 July 2009. Porto Alegre: Sobre, 2009, pp. 1-21.

¹⁰¹ Cei L., Defrancesco E. and Stefani G., 'From geographical indications to rural development: a review of the economic effects of European Union Policy', *Sustainability*, Vol. 10, Issue 10, 2018, 3745, <https://doi.org/10.3390/su10103745>.

characteristics are central to product differentiation, they also make products more vulnerable to shifts in purchasing power, particularly during periods of inflation, uncertainty, or geopolitical tensions when consumers tend to substitute cheaper alternatives for GI products. Yet, expecting a more competitive market, some respondents emphasise positive changes in consumer preferences towards a growing interest in traceability, authenticity, and origin.

On a positive note, studies show that **GIs help develop local tourism**, thereby opening other consumption channels. GIs create opportunities for agrotourism, broadening local farmers' farming activities and increasing their income.¹⁰² For example, a locally produced cheese conveys the identity of the place, drawing in cheese-oriented tourism.¹⁰³ Agrotourism may attract new consumers, which may offset decreased consumption resulting from falling purchasing power and changing consumer patterns.¹⁰⁴

Likewise, the questionnaire respondents in **the craft and industrial sectors suggest both positive and negative possible outcomes due to changing consumer patterns**. On the positive side, consumers increasingly demand for authentically designed products and/or products with cultural heritage, enhancing the value of craft and industrial GIs. For example, the Design & Crafts Council Ireland highlights a growing demand for authentically crafted and designed goods, often distributed through fairs, retail shops, and online channels.¹⁰⁵ However, crafted products are often labour-intensive, resulting in a markedly higher price than substitutes. An example is the national CIGI *Dentelle de Calais-Caudry* lace from France,¹⁰⁶ whose production is facing intense competition for demand in the fashion supply chain from cheaper mass-produced lace imports from Asia. This external pressure stresses once gain the importance of coordination costs associated with GI registration, which should be kept lower than the expected benefits to ensure sufficient participation and the vitality of future GIs.

¹⁰² Gerz, A., and Dupont, F., '[Comté cheese in France: Impact of a geographical indication on rural development](#)', *Origin-based products: Lessons for pro-poor market development*, Bulletin 372, 2006, pp. 75-86.

¹⁰³ Fusté-Forné, F., 'Savouring place: Cheese as a food tourism destination landmark', *Journal of Place Management and Development*, Vol. 13, Issue 2, 2020, pp. 177-194, <https://doi.org/10.1108/JPMD-07-2019-0065>.

¹⁰⁴ It is an opinion of an anonymous stakeholder collected in an interview.

¹⁰⁵ Design and Crafts Council Ireland, [Website](#), accessed 4 March 2026

¹⁰⁶ Dentelle De Calais-Caudry, [Website](#), accessed 4 March 2026

Across both agri-food and craft sectors, questionnaire respondents point to broader market developments that influence GIs more generally. A growing number of certification schemes may dilute the visibility of each individual quality label, thereby weakening consumers' understanding of GI value propositions over time. At the same time, declining purchasing power can reduce demand for products covered by EU quality schemes that typically command price premiums compared to standard products. These dynamics reinforce the importance of clear market differentiation and communication to ensure that the benefits of GIs.

Shifting consumer patterns, including reduced consumption of alcohol, meat, and dairy, drive demand for authentic GIs and alter producer incentives. While interest in 'authenticity' is rising, declining purchasing power and label proliferation can undermine the economic justification for high GI coordination costs. Since GI viability often relies on broader territorial dynamics like tourism and regional branding, policies should focus on boosting consumer awareness and integrating GIs into wider regional development strategies to maintain their economic appeal.

5.2. Climate change, environmental degradation and resource scarcity

Questionnaire respondents widely perceive climate change as a significant challenge to the development and recognition of GIs across EU regions, and some considered it as an incentive for GI producers to adopt more sustainable practices.

For agri-food products, production is fundamentally linked to specific environmental conditions, including climate, soils, and local ecosystems. **Changes in temperature, rainfall patterns, droughts, heatwaves, and the frequency of extreme weather events disrupt agricultural cycles and make production more uncertain.**

One of the most immediate impacts is on production volumes. Climate variability from one year to the next makes it difficult for producers to maintain consistent output. Questionnaire respondents point to examples of the PGI *Melon du Haut-Poitou* from Poitou, France, where yields can fluctuate significantly due to water

shortages or heat stress. Climate change might alter terroirs' characteristics, entailing crop losses.¹⁰⁷ These fluctuations complicate certification processes and market supply, making it harder for producers to promote and commercialise GI products consistently.

Climate change also has important consequences for product quality and typicality, which are central to the identity of a GI.^{108,109} Climate change-induced fluctuations in product quality might entail the need to amend product specifications associated with a given GI, or even the loss of such GI.^{110,111,112} For example, questionnaire respondents point to the examples of olive oil in Andalusia (Spain), garlic in Hauts-de-France (France) - even small changes in growing conditions can significantly influence the product characteristics. Research found that wine production is vulnerable to climate change, with increased difficulty due to the rigidity of the GI system.¹¹³ Questionnaire respondents also raise concerns that climate change can directly lead to the depletion of natural resources required for GI products.

As a result, **maintaining compliance with GI specifications becomes more challenging**. In some cases, production processes may need to be adapted or supported by new scientific and technological developments. Climate change might drive producers to request amendments to plant varieties or production techniques. The PGI *Cerezas de la Montaña de Alicante* - the cherries from the Alicante Mountains in Spain - had to undergo amendments to the product specification to add new cherry tree varieties due to the temperature increase in the production area.¹¹⁴

¹⁰⁷ Salpina, D. and Pagliacci, F., 'Contextual vulnerability to climate change of heterogeneous agri-food geographical indications: A case study of the Veneto region (Italy),' *Environmental Science & Policy*, Vol. 136, 2022, pp. 103-113, <https://doi.org/10.1016/j.envsci.2022.06.005>.

¹⁰⁸ Ibid.

¹⁰⁹ Bernard-Mongin, C., '[Terroir-based geographical indications in the face of climate change: The narrow path of a strategic reinterpretation of the link to origin](#),' In *Worldwide Perspectives on Geographical Indications: Crossed views between researchers, policy makers and practitioners*, Springer Nature, 2025, pp. 355-365.

¹¹⁰ Salpina, D., & Pagliacci, F., 2022.

¹¹¹ Marescotti, A., Quiñones-Ruiz, X. F., Edelmann, H., Belletti, G., Broscha, K., Altenbuchner, C., ... and Scaramuzzi, S., 'Are protected geographical indications evolving due to environmentally related justifications? An analysis of amendments in the fruit and vegetable sector in the European Union', *Sustainability*, Vol. 12, Issue 9, 2020, 3571, <https://doi.org/10.3390/su12093571>.

¹¹² Bernard-Mongin, C., 2025.

¹¹³ Tscholl, S., Candiago, S., Marsoner, T., Fraga, H., Giupponi, C., and Egarter Vigl, L., 'Climate resilience of European wine regions. *Nature Communications*', Vol. 15, Issue 1, 2024, 6254, <https://doi.org/10.1038/s41467-024-50549-w>.

¹¹⁴ Marescotti, A., Quiñones-Ruiz, X. F., Edelmann, H., Belletti, G., Broscha, K., Altenbuchner, C., ... & Scaramuzzi, S., 2020.

Similarly, the maximum quantity of cracks in the PGI *Lentilles Vertes du Berry* lentils from Champagne Berrichonne, France, the product specification also had to be modified due to climate change.¹¹⁵ In extreme cases, relocation of production sites (e.g. shifting vineyards to higher mountain elevations or to northern slopes) was necessary to maintain product characteristics.¹¹⁶ To respond to climate change, adaptation may be necessary. The current EU regulatory framework in fact allows changes to the specification of a registered GI following a formal procedure. To this end, LRAs could help keep track of the impact of climate and environmental changes and either mitigate the adverse effects or assist local producers in adapting their GIs.

Another key concern relates to biological risks, including the spread of new pests and pathogens and increased animal health issues. Warmer temperatures and the changing natural ecosystem lead to the proliferation of diseases in crops and livestock, while heat stress can negatively affect animal health and livestock productivity. EU wine regions are indeed vulnerable to Pierce's disease – a disease caused by the bacteria *Xylella fastidiosa*. A temperature increase of 2°C would spread the disease to France, Italy and Portugal, while European regions beyond the Mediterranean region would be affected if the temperature increases by above 3°C.¹¹⁷

Beyond production, climate change threatens the landscape and cultural dimensions that contribute to the overall value of GIs. Many GIs are associated with traditional farming practices and specific landscapes, such as mountain or rainfed systems, which are particularly vulnerable to environmental stress.

Though to a lesser extent, climate change also affect craft and industrial products as some GI products require the use of local raw materials. According to the questionnaire respondents, the production of osier (willow) used in basketry associated with the PGI *Vannerie de Fayl-Billot* basketry in Grand Est, France, is very water-intensive¹¹⁸ and may be negatively impacted by drought, while in the leather sector (e.g. in Andalucía, Spain), heat stress on cattle can reduce the leather

¹¹⁵ Ibid.

¹¹⁶ Tscholl, S., Candiago, S., Marsoner, T., Fraga, H., Giupponi, C., & Egarter Vigl, L., 2024.

¹¹⁷ Giménez-Romero, A., Iturbide, M., Moralejo, E., Gutiérrez, J. M., & Matías, M. A., 'Global warming significantly increases the risk of Pierce's disease epidemics in European vineyards', *Scientific Reports*, Vol. 14, 2024, 9648, <https://doi.org/10.1038/s41598-024-59947-y>.

¹¹⁸ Foggy Blossom Farm. [A beginner's guide to willow basketry](#), website.

quality. These changes can damage the historical link between the product and its territory, which is central to a GI. Producers may face higher adaptation costs, including investments in water management, new techniques, or adjustments to product specifications, which can hinder the development of some CIGs.

As the quality of GI products is tightly connected to the territory, GI producers also have stronger incentives to explore and introduce environmentally sustainable practices.^{119,120} **Adaptation measures and sustainable practices may strengthen the environmental value and reputation of GI products.**

To ensure GI resilience, support must focus on helping producers adopt sustainable practices, including soil management and biodiversity conservation. Central to this is the promotion of locally adapted, climate-resilient varieties. Integrated approaches like regenerative agriculture offer further pathways to enhance resilience while contributing to climate mitigation. It should also be noted that many GI production systems already incorporate sustainable and environmentally responsible practices, rather than arising solely as a response to climate change. GIs may gain visibility as models of resilient and environmentally friendly production, provided that they are able to adapt to changing environmental conditions. As climate change affects regions disproportionately and GIs feature unique characteristics of products, **local and regional authorities could play a significant role of providing locally adapted support for GI producers**, such as awareness raising, capacity building, and guidance on sustainable production techniques.^{121,122}

¹¹⁹ Girard, S., ‘Can Geographical Indications promote sustainable shellfish farming? The example of Bay of Mont-Saint-Michel mussels’, *Marine Policy*, Vol. 135, 2022, 104845, <https://doi.org/10.1016/j.marpol.2021.104845>.

¹²⁰ Lamarque, P., and Lambin, E. F., ‘The effectiveness of marked-based instruments to foster the conservation of extensive land use: The case of Geographical Indications in the French Alps’, *Land Use Policy*, Vol. 42, 2015, pp. 706-717, <https://doi.org/10.1016/j.landusepol.2014.10.009>.

¹²¹ Salpina, D. and Pagliacci, F., ‘Contextual vulnerability to climate change of heterogeneous agri-food geographical indications: A case study of the Veneto region (Italy)’, *Environmental Science & Policy*, Vol. 136, 2022, pp. 103-113, <https://doi.org/10.1016/j.envsci.2022.06.005>.

¹²² Neumeister, D., Bedoin, F. and Dernat, S. (2024, December). [Quels leviers et limites à la mise en action des collectifs agricoles sous Indication Géographique \(IG\) dans les transitions? Six études de cas dans le secteur fromager français dans le cadre du projet ADAOPT](#). In *3R2024: 27èmes Rencontres autour des Recherches sur les Ruminants*.

5.3. Changing nature of work and Demographic Imbalances

The changing nature of work and demographic imbalances are structural megatrends with implications for the development and sustainability of GIs across EU regions. **Changes in work patterns and labour market directly reshape the human capital and organisational structures that are essential for GIs.** Questionnaire respondents across product categories highlight that the GI system is highly dependent on stable labour, intergenerational knowledge transfer, and collective governance, all of which are increasingly challenged by evolving labour markets.

The labour force in the agricultural sector has been diminishing in the EU. From 2009 to 2024, the EU lost 3.6 million full-time equivalent workers, corresponding to a roughly 2.6% decline each year.¹²³ Although such a transition does not really affect the production value (the EU's peak production value was recorded in 2022 at 541 billion euros), the “generational renewal crisis” is concerning, as only 12% of farm managers in 2020 were under 40 years old. A similar pattern is observed in the craft and printing industry, where 521 000 craftspersons are expected to retire soon, and 387 000 job openings will need to be filled between 2022 and 2035.¹²⁴ A diminishing labour force could be due to mechanisation and automation, yet it also signifies the loss of skills and traditional production methods. Due to the low rate of generational reproduction and the declining rural population, regions struggle to replace retiring producers, weakening the critical mass required for both new GI applications and the maintenance of existing ones.

Traditional livestock farming and agricultural systems are labour-intensive and often fairly resistant to mechanisation. Examples include farmers in the Pays de la Loire region in France¹²⁵ and producers of PDO *Cabrales* cheese in Asturias, Spain.¹²⁶ Tasks such as manual cleaning, straw-based livestock housing, outdoor grazing, or cheese ripening in natural caves are physically demanding and often seen as incompatible with modern expectations for work-life balance and job stability. Questionnaire respondents indicate that younger generations increasingly prefer

¹²³ Eurostat. (2025). [Performance of the agricultural sector](#), website, 30 October 2025, accessed 15 April 2026.

¹²⁴ CEDEFOP, [Handicraft and printing workers: skills opportunities and challenges \(2023 update\)](#), website, 2023, accessed 15 April 2026.

¹²⁵ Les Fermiers De Loire & Maine, [Website](#), 2026, accessed 4 March 2026.

¹²⁶ Foods and Wines from Spain, [PDO cheese Cabraels in Astruias, Spain](#), website, 2026, accessed 4 March 2026.

structured working hours and corporate employment, leading to fewer new workers in rural production. For example, stakeholders of the PDO *Miel de Málaga* honey from Malaga, Spain, indicated that beekeeping as an industry attracts almost no new labour.

Shifting labour preferences also affect craft and industrial products. Many authentic products, such as hand-woven textiles or natural stone carving, require lengthy apprenticeships and manual skill transfer of knowledge accumulated over generations. Questionnaire respondents suggest that this accumulation is at risk due to the difficulty in recruiting and retaining staff over time, especially among the younger generation. An example includes producers in the PGI *Granit de Bretagne* industry, producing stones and minerals from Bretagne, France.¹²⁷ Questionnaire respondents stated that precarious employment, high mobility, and short-term career planning discourage investment in traditional skill formation. They also highlighted ageing artisan populations, undervaluation of manual professions in education, and a shift towards less physically demanding careers. These trends threaten the continuity of products and complicate compliance that depends heavily on traditional skills.

The questionnaire reveals a dual dynamic. While labour market transformation can weaken traditional production models, it also presents opportunities for GIs that adapt strategically. Digitalisation and hybrid collaboration can professionalise producer groups, enable remote coordination, and support e-training for compliance. New professional profiles that blend traditional expertise with marketing, design, and e-commerce can increase GI visibility and market performance. Furthermore, such a strategy could incorporate targeted support for the younger generation and boost youth interest and innovation. **Regions that invest in structured training, systematic operating procedures, and appealing career paths could leverage GIs for creating quality local employment and retaining rural populations.** Regions that position GIs as sources of meaningful, place-based, and sustainable employment may lead to more registrations and better enforcement capacity. Some questionnaire respondents anticipate that technological shifts, such as automation

¹²⁷ Granit de Bretagne, [website](#), accessed 4 March 2026.

and the use of AI, may raise societal appreciation for authentic craftsmanship, boosting the symbolic and economic value of GIs.

Overall, the changing nature of work is both a structural risk and a strategic opportunity for GIs. Models based on informal, intergenerational skill transfer may face mounting barriers to application and enforcement. In contrast, systems investing in professionalization, education, visibility, and improved working conditions are more likely to sustain a critical mass of producers and maintain territorial relevance. **Integrating labour market considerations, such as training, youth engagement, and rural development into the policy design will be essential to keep GIs viable** as instruments of regional development in a changing labour market.

5.4. Technological change and hyperconnectivity

Rapid changes in digital technologies and hyperconnectivity are transforming the environment in which GIs operate. Across questionnaire responses, stakeholders see both challenges and benefits associated with this trend: technology can improve traceability, certification, marketing and governance of GI systems, but unequal access to digital skills, infrastructure and investment capital may widen disparities between regions and producers.

In the agri-food sector, **digitalisation is increasingly seen as essential for maintaining competitiveness**. Examples include PDO *Mexillón de Galicia* mussels from Galicia, Spain, for which stakeholders experience a growing need to provide consumers with reliable product information through tools such as blockchain-based traceability systems and digital product passports. Similarly, the consortium for the PDO *Terre de Siena* extra virgin olive oil from Siena, Italy, emphasises that improved digital traceability reduces fraud and strengthens consumer confidence in protected products. Public authorities also point to broader technological transformation in agriculture. Stakeholders in Pays de la Loire, France, note that “connected agriculture”, for example, sensors, drones, and AI-based monitoring systems, allows producers to optimise inputs such as water and energy, while adapting to changing production conditions. At the same time, barriers remain significant. Stakeholders of the PDO *Aceituna Aloreña de Málaga* olives from

Malaga, Spain, report that digital investments are costly for small enterprises, while ageing farmers may be reluctant to adopt innovative technologies. In rural mountain regions such as Valle d'Aosta, stakeholders stress that targeted training is necessary to enable small producers to benefit from digital tools and connectivity.

In the craft and industrial sectors, digitalisation plays a particularly vital role in visibility and market access, according to questionnaire respondents. Digital platforms allow producers to reach international consumers and communicate product heritage more directly. According to craft and industrial stakeholders in Spain and France, technological tools strengthen certification systems, enhance traceability and reduce administrative burdens for producers. For example, stakeholders involved with the PGI *Pierre de Bourgogne* stones and minerals from Bourgogne, France, report that digitalisation has simplified certification procedures for operators. However, respondents also warn that **automation technologies may risk diluting the artisanal character that often forms the core identity of craft GIs**. In addition, since many craft producers operate as micro-enterprises, financing digital investments remains a significant challenge.

Across all sectors, the impacts of digital transformation and hyperconnectivity extend beyond producer-level factors. Some regional authorities warn that **increasing technological interdependence may expose GI supply chains to new risks**, including digital disruptions or vulnerabilities in globalised logistics networks. However, this risk comes with the enhanced connectivity, allowing producer groups to coordinate more effectively, share information, and develop digital governance tools.

Overall, technological advances present both opportunities and challenges. Strengthened traceability, transparency and market access may reinforce consumer trust and the global visibility of GI products. However, these benefits of hyperconnectivity depend on the availability of digital infrastructure, training and financial support. Without such enabling conditions, technological change may widen regional disparities and create additional barriers for smaller GI producers.

6. Recommendations

Based on the literature review,¹²⁸ the inputs from the questionnaire and the megatrend analysis, the following 10 recommendations for LRAs are presented below.

- R1. ***Raise awareness about GIs to attract new consumers, professional customers, and new producers.*** To reach new customers, GIs need to tap into other sectors. For business-to-business growth, this means showing professional customers the value of GIs through trade fairs and dependable logistics. LRAs should lead this effort, working hand-in-hand with producers, trade fair organisers, museums, and educators to ensure that the story of GI products is told consistently and effectively, and the understanding of the GI logos is deepened.¹²⁹
- R2. ***Secure the basic conditions for GI product production by investing in water, land access, roads, sewage systems, and targeted rural services.*** Protecting agricultural land from urbanisation and ensuring fair access to natural resources are essential to safeguard authenticity and long-term viability. Cohesion funding could prioritise marginalised rural areas, linking infrastructure investment to clear environmental and water-quality commitments.¹³⁰
- R3. ***Invest in training to strengthen skills, innovation, and compliance.*** Supporting apprenticeships and paid traineeships is key to generational renewal and the transmission of place-based knowledge. LRAs could drive the mobilisation of regional innovation ecosystems - including universities, advisory services and the Agricultural Knowledge and Innovation Systems (AKIS) - to strengthen skills development, knowledge transfer and innovation across sectors. LRAs should aim at strengthening producers' digital skills,

¹²⁸ For example, COPA and COGECA. Reflection Paper – How to increase the uptake of GIs, 2025.

¹²⁹ Based on preliminary questionnaire results evident in Chapter 4. “Types of support provided by the LRAs”; Case studies, particularly incl. evidence from low GI-awareness such as in Case Study 7: Bornholm (Denmark).

¹³⁰ Based on survey results; Megatrend analysis 2. “Climate change, environmental degradation and resource scarcity”.

including through training in marketing, e-commerce, enabling innovation, market access, and enhanced product visibility.¹³¹

R4. ***Prioritise generational renewal.*** LRAs could invest in making careers in GI sectors viable and attractive through start-up grants, succession support, and easier access to land and capital. To make these careers sustainable, LRAs should improve rural infrastructure and wages while expanding the GI business model to include agritourism and value-added processing. This holistic approach is essential for keeping rural communities vibrant.¹³²

R5. ***Promote GI products through public procurement.*** LRAs could boost the sales of local GI products by prioritising their use in schools, communal dining, municipal construction and furnishing projects, and other public settings. Such procurement policies could facilitate easier market access for local GI businesses.¹³³

R6. ***Embed GI products into the local tourism strategy.*** Strengthening the link between GIs and tourism can drive regional growth. LRAs should embed GI products into local tourism strategies as part of a wider cultural package. Key opportunities include agritourism (farm and vineyard visits), artisanal workshops, gastronomic tours, and history tours that highlight the craftsmanship behind the products.¹³⁴

R7. ***Invest in R&D to support sustainable GI production.*** LRAs could invest in projects related to climate adaptation, resource efficiency, upcycling, use of local materials, and energy-saving practices. Revitalising local varieties and traditional craftsmanship, while embracing innovative techniques, is fundamental to product excellence, climate resilience, and territorial identity. To bridge the gap between tradition and modernisation, authorities should

¹³¹ Based on the survey results; Megatrend analysis 3. “Changing nature of work and Demographic Imbalances”

¹³² Based on the survey results; Megatrend analysis 3. “Changing nature of work and Demographic Imbalances”; Megatrend analysis 1. “Changes in consumption patterns and purchasing power”

¹³³ Based on our study of the French “Loi EGAlim” that at least 50% of the food products that schools procure should be sustainable and quality products, which include the French AOP/AOC and IGP products. See [La loi EGAlim en restauration collective : mémo pratique à l’attention des élus municipaux | DRIAAF Île-de-France](#), website, accessed 10 April 2026.

¹³⁴ Based on survey results; Megatrend analysis 1. “Changes in consumption pattern and purchasing power”; anonymous interviews with farm and vineyard stakeholders; best-practice cases like the Ribeiro Wine Route (*Ruta del Vino do Ribeiro*) linked to the PDO *Ribeiro* wine from Galicia, Spain (see Chapter 4. “Types of support provided by the LRAs”).

provide targeted technical and financial assistance. This support enables producers to meet rigorous standards, adopt sustainable practices, and build a robust defence against emerging global challenges. At the EU level, the [EU Agricultural Research and Innovation Strategic Approach](#) could explore how to include GIs, defining specific priorities to strengthen their contribution to public goods creation.¹³⁵

R8. ***Invest in data collection and sharing, foresight tools, and regional observatories.*** Data will help local producers better understand the impacts of digitalisation, demographic shifts, urbanisation, and climate change. Strategic, science-based planning - rather than piecemeal subsidies - can help build a resilient ecosystem of governance, knowledge, and financing that enables GI producers to adapt and remain competitive.¹³⁶

R9. ***Support GI applications.*** LRAs could provide administrative, technical, and financial assistance, enhancing the capacity for producers to function as group producer representatives. This includes financing studies (geological, historical, legal), certification, traceability, and control costs, as well as helping producer groups prepare dossiers. Proactive local support can reduce complexity, lower entry barriers, and unlock the territorial benefits of GI recognition. LRAs could provide technical assistance and mentoring to producer groups, helping them to draft product specifications, define production protocols, and implement control mechanisms. In sectors where producers are fragmented, such as crafts and industrial goods, authorities can facilitate the creation of formal producer associations, improve governance structures, and strengthen networks, as demonstrated by DCCI in Ireland. Continuous training and knowledge transfer initiatives increase producers' ability to navigate GI systems effectively.¹³⁷

R10. ***Better explain the EU rules to local producers.*** While the EU regulatory framework establishes the formal procedures for GI registration

¹³⁵ Based on the survey results.

¹³⁶ Based on the survey results; Megatrend analysis 2. "Climate change, environmental degradation and resource scarcity"; Megatrend analysis 3. "Changing nature of work and Demographic Imbalances"; Megatrend analysis 4. "Technological change and hyperconnectivity"

¹³⁷ Based on our case studies, including Case 7: Bornholm (Denmark) and Case 9: Design & Crafts Council Ireland (DCCI) - Emerging.

(and amendments of the product specification), the vital communication between policymakers and local producers is often best managed by national, regional, or local authorities (LRAs). Producers frequently seek better information regarding available government support, concerning both the preparation of applications for registration and amendments of product specifications. In particular, support for amending product specifications is crucial for GIs impacted by climate and market shifts. Consequently, LRAs play a key role in explaining the new EU regulation, which aims to streamline procedures, reduce bureaucracy, and provide the flexibility needed to adapt product specifications to changing environments.¹³⁸

R11. ***Customise measures to respect both the maturity of the regional GI ecosystem and the sector involved.*** GI success varies significantly by region. While some areas have integrated agri-food GIs into mature regional development plans, some other regions and the craft and industrial sectors are only beginning to explore these protections. Local policies should reflect this maturity gap. Providing targeted technical mentorship and small grants in emerging regions will help build capacity, raising the awareness needed to drive new, producer-led registrations.¹³⁹

R12. ***Provide post-registration support.*** Marketing platforms and awareness campaigns can ensure that legal recognition translates into practical visibility and market impact. LRAs can help fragmented artisan communities overcome administrative, technical, and financial challenges, ensuring tangible visibility and market impact. LRAs can help enhance the organisational capacities of local producers.¹⁴⁰

¹³⁸ Based on the survey results.

¹³⁹ Based on several case studies.

¹⁴⁰ Based on Case 6: The lace from Koniaków, Poland.

7. Conclusions

Geographical Indications (GI) are more than an intellectual property right; it is an economic driver that connects a product to its roots, sustaining local jobs and safeguarding the unique cultural traditions tied to the land. While research shows the related economic benefits are considerable, GI registrations across the EU have been uneven. Currently, the potential of GI has not been fully exploited.

The EU has recently streamlined its GI regulatory framework, extending protection for the first time to craft and industrial products. To fully realise the potential of this landmark shift, national support is vital; while Local and Regional Authorities (LRAs) also hold the key to success. Because they are more closely attuned to local needs and specific regional circumstances, LRAs are well-positioned to unlock the positive impacts of GI status. Utilising data from a questionnaire, desk research, and targeted interviews, this study examines existing LRA support systems and analyses several cases in depth to better understand the opportunities and challenges facing both producers and authorities. Synthesising these insights, the Study concludes with **12 actionable recommendations** for LRAs to consider and adapt to their own regional strategies.

The Study provides a reality check, revealing that support from LRAs varies significantly in both breadth and depth. Despite having the authority to implement local economic policy, LRAs in counties without a long-established history of GI remain passive regarding GI registration and the promotion of GIs for regional growth. **This suggests path-dependency and highlights the importance of “best-practice” sharing across EU regions.** Many regions rely heavily on the initiatives by local producers and organisations with limited support from the authorities. Most of the successful cases are solidly supported by administrative and financial support by authorities. Moreover, the general awareness of GI is low. The findings point to untapped potential of the EU GI regulatory framework.

Anticipating the potential of bringing positive economic benefits and local development, the Study recommends the following actions for LRAs:

1. Raise awareness about GIs to attract new consumers, professional customers and producers;

2. Secure basic conditions for GI product production;
3. Invest in training to strengthen skills, innovation, and compliance in GI sectors;
4. Prioritise generational renewal by making GI careers viable and attractive;
5. Promote GI products through public procurement;
6. Embed GI products into local tourism strategy;
7. Invest in R&D to promote sustainable GI production;
8. Invest in data collection and sharing, foresight tools, and regional observatories to anticipate future changes;
9. Provide administrative, technical & financial assistance for GI applications in the start-up phase;
10. Explain the EU rules to local producers;
11. Customise measures to respect both the maturity of the regional GI ecosystem and the sector involved;
12. Provide post-registration support.

These recommendations are in general applicable to wine, spirits, agricultural products, as well as craft and industrial products. Yet, the Study recognises that LRAs across the EU differ significantly in their legal mandates and available resources. LRAs could explore these recommendations, adapt and embed GI into their local policies.

Annex I - Infographic

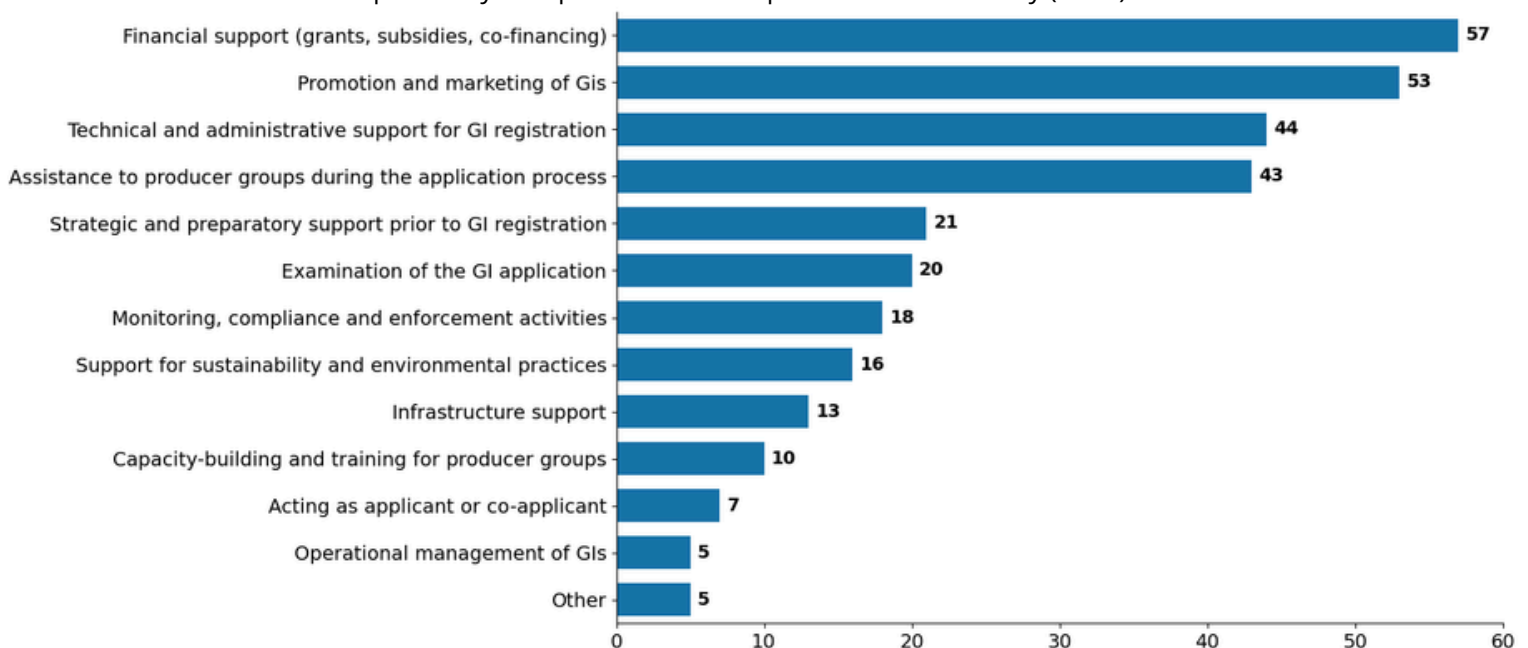


European Committee
of the Regions

Local and regional authorities' support for the recognition and development of geographical indications

Geographical Indications (GIs) are intellectual property rights designed to safeguard products against the misuse or imitation of their registered place-based names, while providing consumers with guarantees of a product's authentic origin and specific qualities. EU GI protection has entered a transformative phase: Regulation (EU) 2024/1143 unifies procedures under a single streamlined registration framework for wine, spirits and agricultural products, and Regulation (EU) 2023/2411 protects craft and industrial GIs, which had been outside the scope of protection for agricultural GIs.

Types of support by local and regional authorities reported by the questionnaire respondents of the Study (n=80)



Key takeaways from the case studies

Effective GI governance is strongly associated with the presence of structured **coordination mechanisms**

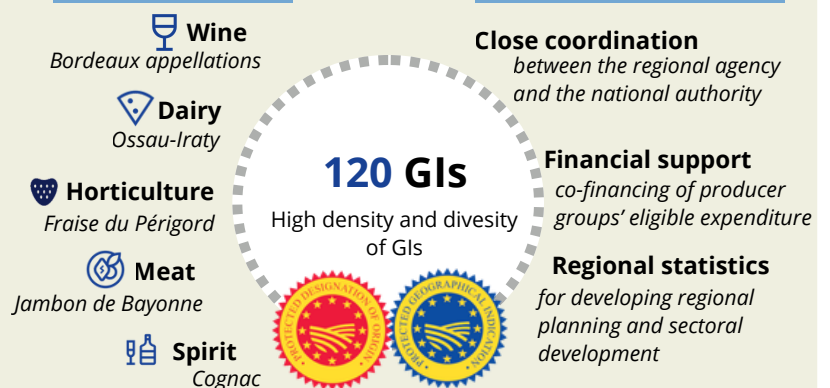
The role of **LRAs** in GI development varies across EU territories, largely depending on the **maturity** of the GI ecosystem

Organisational structure of producer groups is a key enabler of GI development, varying across agri-food and craft sectors

Case study: Nouvelle Aquitaine region

Flagship products

LRA support measures

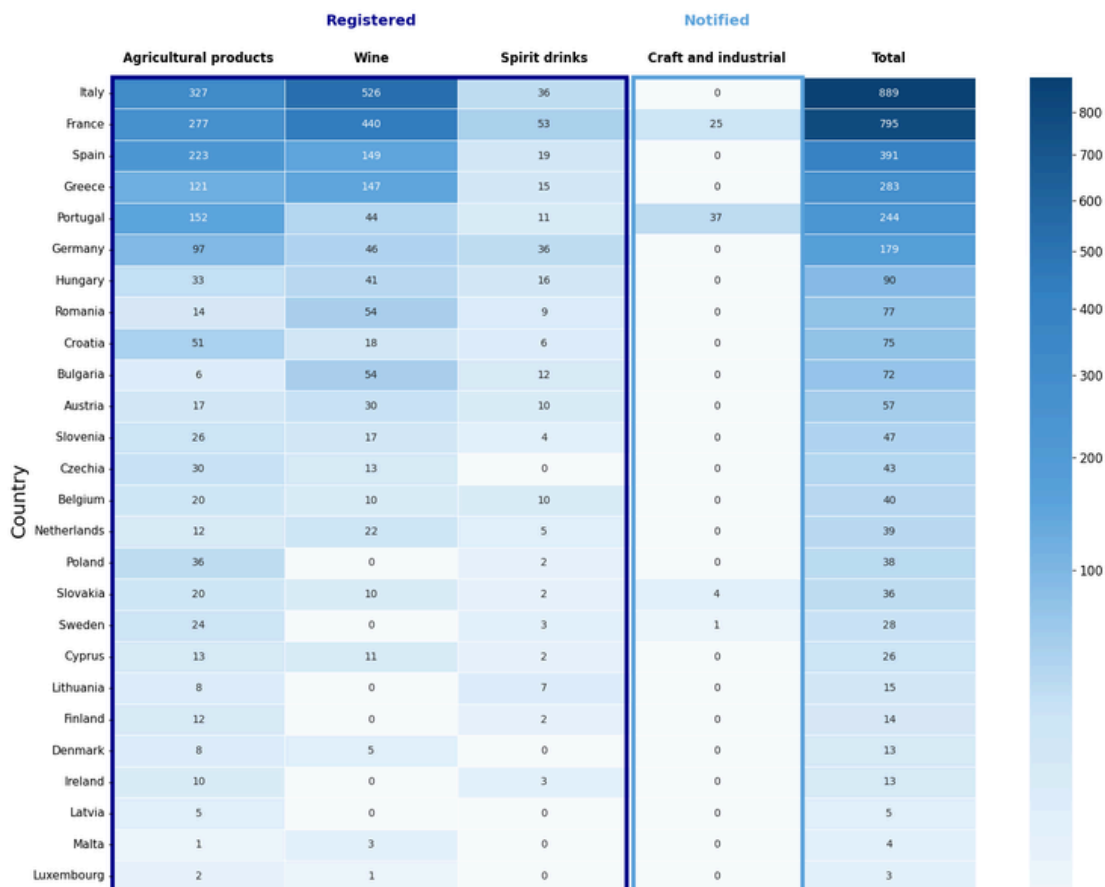


New development: Regional strategy for **crafts, luxury, textile and métiers d'art** to support high-value artisanal production



European Committee
of the Regions

Distribution of Geographical Indications across the EU-27



Note: For wine, spirit drinks and agricultural products, the number of “Registered” GIs across the EU is available in the eAmbrosia Register. The current figures for craft and industrial products account solely for ‘notified’ GIs pending formal registration. Given that the EU registration system for craft and industrial GIs became operational on 1 December 2025, the majority of Member States have yet to submit their first applications for protection under this framework. Figures reflect the latest available data up to 23 March 2026.

Recommendations to strengthen LRAs’ support for GIs

- Raise **awareness** about GIs
- Secure **basic conditions** for GI production (water, land access, roads, sewage systems)
- Provide administrative, technical and financial assistance for GI applications in the **start-up** phase
- Make **GI careers** viable and attractive
- Promote GI products through **public procurement**
- Embed GI products into local **tourism** strategy
- Invest in **training** for skills, innovation & compliance
- Invest in **R&D** to promote sustainable GI production
- Invest in **data** collection and sharing, **foresight** tools & regional **observatories**
- Customise measures** to respect both the maturity of the regional GI ecosystem and the sector involved
- Explain **EU rules** on GIs to local producers
- Provide **post-registration** support

Infographic: Local and regional authorities’ support for the recognition and development of geographical indications

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Annex III – The questionnaire



**European Committee
of the Regions**

Supporting Agri-Food and Craft & Industrial Geographical Indications: Role of Local and Regional Authorities

Fields marked with * are mandatory.

General information

Geographical indications (GIs) are powerful tools for protecting local know-how, strengthening regional economies and enhancing the visibility of European products on global markets. They cover a wide range of products, including agri-food products (such as cheeses, meats, fruits, and other traditional foods) as well as craft and industrial products (CIGIs), reflecting the diversity of European local production.

Local and regional authorities play a key role in making this happen - from supporting producer groups and promoting products, to shaping governance frameworks and ensuring sustainability.

You are invited to contribute to a study commissioned by the NAT - Commission for Natural Resources of the European Committee of the Regions (CoR) on "**How local and regional authorities support the recognition and development of geographical indications in their territory**", in the context of the new EU regulatory framework. Through this questionnaire, the study aims to:

- take stock of existing support measures implemented by local and regional authorities;
- identify challenges and concrete needs faced on the ground; showcase successful initiatives and best practices that could inspire other territories;
- and formulate practical, forward-looking recommendations to strengthen the contribution of local and regional authorities to GI recognition, governance, promotion and sustainability.

Your responses will directly inform the analysis and recommendations presented to EU policymakers and will help ensure that the diversity of territorial realities is accurately reflected. **As a respondent, you will receive the results of the study and may be contacted again to participate in future related projects.**

The questionnaire should take approximately 10-20 minutes to complete. **Please submit your responses by the 24th of February 2026.**

Please note: This survey has been translated from English into all official EU languages using machine translation, which may result in minor inaccuracies or variations in phrasing.

We are committed to making this process as straightforward as possible and ensuring your region's inputs receive the recognition they deserve. If you have any questions or require further information, please do not hesitate to contact us at agnieszka.maj@case-research.eu.

Thank you very much for your time and for sharing your experience and expertise.

Privacy statement

By filling out and submitting your answers to this survey, you consent to the European Committee of the Regions processing and collecting the data for the purpose of informing its work for the study on "How do local and regional authorities support the recognition and development of geographical indications in their territory".

The data are collected and processed according to Regulation (EC) 2018/1725. This data will not be made public or transferred to any third parties without your prior written consent. The follow-up to this survey application requires that your personal data and answers be processed in a file, which will be kept for a period of 5 years. You have the right to access your personal data, and the right to correct any inaccurate or incomplete personal data or to request its deletion by sending an email to nat@cor.europa.eu

The requests will be processed without undue delay and in any event within one month of receipt of the request. Any queries concerning the processing of the personal data can be addressed to the same email, which is the first level contact for complaints and irregularities. The Data Protection Officer of the Committee of the Regions can be contacted at data.protection@cor.europa.eu. You have the right to have recourse at any time to the European Data Protection Supervisor: edps@edps.europa.eu.

For more information on the processing of your personal data, please read and confirm acceptance of the attached privacy statement before completing the questionnaire.

Privacy Statement

[Data-Protection-Notice-NAT_study.pdf](#)

* Do you accept the terms of the privacy statement?

Yes

Your profile

Please note that results will be anonymised. Your contact details will not be made public, they might only be used in case the CoR needs additional information about your replies for possible best practices or interviews.

* Please provide your full name (first name and surname)

* Please provide your e-mail address

* Please indicate the type of organisation or stakeholder you represent

- National authority (e.g. ministry, national agency)
- Regional authority (e.g. region, autonomous community, federal state)
- Local authority (municipality or grouping of municipalities)
- Producer organisation or GI consortium (e.g. recognised producer group, interprofessional organisation)
- Association or network active in the field of GIs (e.g. AREPO, oriGIn, FFIGIA, CIGIs or similar)
- Research, academic or expert organisation
- Individual expert
(responding in a personal capacity)
- Other

Please specify

* Please specify the name of the organisation, institution, or public authority you represent

* Please indicate the country where your organisation is based

- Austria
- Belgium
- Bulgaria
- Croatia
- Cyprus
- Czechia
- Denmark
- Estonia
- Finland
- France

- Germany
- Greece
- Hungary
- Ireland
- Italy
- Latvia
- Lithuania
- Luxembourg
- Malta
- Netherlands
- Other
- Poland
- Portugal
- Romania
- Slovak Republic
- Slovenia
- Spain
- Sweden

* Please indicate the city and region where your organisation is based

Geographical indications in your territory

* Is your organisation competent for, or actively involved in, any of the following types of geographical indications?

- Agrifood product GIs
- Wine GIs
- Spirit drinks GIs
- Craft and industrial product GIs
- Not directly competent for GIs

* Please indicate the nature of your organisation's competence or involvement in relation to the GI types selected above

- Regulatory or administrative competence
- Technical or advisory support
- Representation of producers
- Promotion and marketing
- Monitoring, control or enforcement
- Research or expert advice
- Other

* Please specify

Please indicate the number of GIs present in your territory and, if available, their estimated turnover. If exact figures are not available, approximate estimates are welcome.

* How many geographical indications for wines are there in your territory and what is the estimated turnover?

How many geographical indications for spirits drinks are there in your territory and what is the estimated turnover?

How many geographical indications of agrifood products are there in your territory and what is the estimated turnover?

How many geographical indications of craft and industrial products are there in your territory and what is the estimated turnover?

Support provided by local and regional authorities

* Which types of support is provided by local and regional authorities in relation to geographical indications (GIs) in your territory?

- Technical and administrative support for GI registration
- Assistance to producer groups during the application process
- Acting as applicant or co-applicant (where applicable)
- Financial support (grants, subsidies, co-financing)
- Infrastructure support (facilities, laboratories, logistics, shared equipment)
- Promotion and marketing of GIs (local, national or international)
- Support for sustainability standards and environmental practices
- Monitoring, compliance and enforcement activities
- Operational management of GIs (notably for craft and industrial products)
- Capacity-building and training for producer groups
- Strategic and preparatory support prior to GI registration (economic and market analysis, assessment of product potential and territorial anchoring, communication and awareness-raising activities)
- Examination of the GI application (where applicable)

Other

* What are the main sources of financial support used by the authority to support GIs? (eg. EU funding, national public funding, regional public funding, local public funding, other sources - private co-financing, foundations)

* Please specify

Challenges

* Please select the top 3 challenges your organisation faces in supporting the recognition and development of geographical indications (GIs) in your territory. If relevant, you may also add other challenges.

between 1 and 3 choices

- Additional costs, efforts and capacity requirements (e.g. resources needed to support producer groups, maintain technical or operational capacities or implement monitoring and compliance activities)
- Limited financial resources
- Limited administrative or technical capacity
- Complexity of EU or national regulatory frameworks
- Limited awareness or interest among producers
- Weak organisation or fragmentation of producer groups
- Coordination challenges between local, regional and national authorities
- Limited access to expertise or data
- Difficulties in promotion and market access
- Impact of climate change on production areas
- Other

* Please specify

Best practices and initiatives

* Does your region implement any initiative that could be considered a best practice in supporting GIs?

- Yes
- No

* Type of GI concerned

- Wine
- Spirit drinks
-

Agrifood products

Craft and industrial products

* Please provide a brief overview or title of the initiative

* What are the main achievements and results of the initiative?

* What are the main challenges encountered?

Please provide any online resource about the initiative (link)

Please upload any material related to the initiative

Foresight-guided analysis

* Megatrends are long-term driving forces that are observable today and are likely have a significant impact on the future. This survey builds on the 14 [megatrends](#) identified by the Joint Research Centre. Looking ahead 10-20 years, which of the following megatrends do you consider to have the highest impact on the recognition and development of GIs in your region (if applicable) and/or in EU regions more broadly? Impacts may be **either positive or negative**. Please select up to **three** megatrends.

between 1 and 3 choices

- Accelerating technological change and hyperconnectivity: e.g. this megatrend can improve traceability, enforcement, and market access for GIs, while also requiring investment and digital skills to remain competitive.
- Aggravating resource scarcity: e.g. increasing scarcity of water, land, raw materials and energy can raise production costs and volume.
- Changing nature of work: e.g. new employment models and expectations challenge the transmission of traditional skills and long-term engagement in GI production.
- Changing security paradigm: e.g. evolving security risks can lead to supply-chain disruptions and trade disruption, affecting export-oriented GI products.
- Climate change and environmental degradation: e.g. this megatrend can directly affects terroir, raw material quality and availability, production conditions, forcing adaptation of GI specifications
- Continuing urbanisation: e.g. rural depopulation weakens local production ecosystems, reduces labour availability, and threatens the continuity of place-based know-how central to GI systems
- Diversification of education and learning: e.g. new learning modes can support GI skills transfer and innovation, but impacts depend on targeted regional training strategies.

- Widening inequalities: e.g. unequal access to capital, land, and support may marginalise small GI producers and weaken collective governance structures.
- Expanding influence of East and South: e.g. shifts in global economic power reshape export markets, competition, and international recognition of EU GIs.
- Changes in consumption trends and purchasing power of consumers: e.g. expanding global consumer demand increases opportunities for GI valorisation but risks over-commercialisation and pressure on traditional production models.
- Increasing demographic imbalances: e.g. ageing producer populations and limited generational renewal threaten long-term GI continuity and innovation capacity.
- Increasing influence of new governing systems: e.g. increased influence of private sustainability, ethical, or quality standards (such as such as organic labels and fair-trade certifications) can lead to overlapping or inconsistent requirements with formal GI specifications.
- Increasing significance of migration: e.g. migration can help address labour shortages but may complicate the preservation of traditional production knowledge and identity.
- Changing consumption patterns and consumer purchasing power. e.g. changes in household income, affordability and price sensitivity may influence demand for GI products, consumer choices and market positioning.

For the megatrend "Accelerating technological change and hyperconnectivity": briefly explain how it affects or is likely to affect GI recognition or development. Impacts may be either positive or negative. In your explanation, you may refer to the example impacts below or provide additional perspectives.

For the megatrend "Aggravating resource scarcity": briefly explain how it affects or is likely to affect GI recognition or development. Impacts may be either positive or negative. In your explanation, you may refer to the example impacts below or provide additional perspectives.

For the megatrend "Changing nature of work": briefly explain how it affects or is likely to affect GI recognition or development. Impacts may be either positive or negative. In your explanation, you may refer to the example impacts below or provide additional perspectives.

For the megatrend "Changing security paradigm": briefly explain how it affects or is likely to affect GI recognition or development. Impacts may be either positive or negative. In your explanation, you may refer to the example impacts below or provide additional perspectives.

For the megatrend "Climate change and environmental degradation": briefly explain how it affects or is likely to affect GI recognition or development. Impacts may be either positive or negative. In your explanation, you may refer to the example impacts below or provide additional perspectives.

For the megatrend "Continuing urbanisation": briefly explain how it affects or is likely to affect GI recognition or development. Impacts may be either positive or negative. In your explanation, you may refer to the example impacts below or provide additional perspectives.

For the megatrend "Diversification of education and learning": briefly explain how it affects or is likely to affect GI recognition or development. Impacts may be either positive or negative. In your explanation, you may refer to the example impacts below or provide additional perspectives.

For the megatrend "Widening inequalities": briefly explain how it affects or is likely to affect GI recognition or development. Impacts may be either positive or negative. In your explanation, you may refer to the example impacts below or provide additional perspectives.

For the megatrend "Expanding influence of East and South": briefly explain how it affects or is likely to affect GI recognition or development. Impacts may be either positive or negative. In your explanation, you may refer to the example impacts below or provide additional perspectives.

For the megatrend "Changes in consumption trends and purchasing power of consumers": briefly explain how it affects or is likely to affect GI recognition or development. Impacts may be either positive or negative. In your explanation, you may refer to the example impacts below or provide additional perspectives.

For the megatrend "Increasing demographic imbalances": briefly explain how it affects or is likely to affect GI recognition or development. Impacts may be either positive or negative. In your explanation, you may refer to the example impacts below or provide additional perspectives.

For the megatrend "Increasing influence of new governing systems": briefly explain how it affects or is likely to affect GI recognition or development. Impacts may be either positive or negative. In your explanation, you may refer to the example impacts below or provide additional perspectives.

For the megatrend "Increasing significance of migration": briefly explain how it affects or is likely to affect GI recognition or development. Impacts may be either positive or negative. In your explanation, you may refer to the example impacts below or provide additional perspectives.

For the megatrend "Changing consumption patterns and consumer purchasing power": briefly explain how it affects or is likely to affect GI recognition or development. Impacts may be either positive or negative. In your explanation, you may refer to the example impacts below or provide additional perspectives.

* What concrete actions or support measures should local and regional authorities prioritise to better anticipate challenges and seize opportunities arising from these megatrends?

Final remarks

Please flag any additional remark or action you want to submit to our attention

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**European Committee
of the Regions**

Created in 1994, the European Committee of the Regions is the EU's political assembly of 329 regional and local representatives such as regional presidents or city-mayors from all 27 Member States, representing over 446 million Europeans.

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