



Training workshop:

Identification and Inventory of Origin Linked Quality Products

**Capacity strengthening programme for Central and
West African countries**

Dates: 12-17 May 2014

Location: Akosombo, Ghana

Language: English

*N.B : This training is the third in a series, the two first trainings having been held in
French in 2013 in Benin and in Burkina Faso*



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Context

Quality products related to their origin and local know-how & Geographical Indications

Quality products related to the origin have a reputation, quality or characteristics essentially due to their origin in relation to resources (natural and human) anchored to the production area.

Representing both a heritage to preserve and differentiation potential in the market, these products can be an important lever for sustainable development.

Some examples of this type of product are tea Darjeeling (India), Argan oil (Morocco), Blue Mountain coffee (Jamaica), Rooibos tea (South Africa) or Penja pepper (Cameroon). Hundreds of products in Africa could, if their potentials were properly identified, play an important role in the development of the regions concerned and in improving incomes of the local producers.

For more information on the concept of Origin-Linked Products (OLP) and Geographical Indications, see:

- FAO, Linking people, places and products:
<http://www.fao.org/docrep/013/i1760e/i1760e00.htm>
- CTA - OriGIn , Practical Handbook on Geographical Indications for ACP countries :
<http://publications.cta.int/en/publications/publication/1667/trade/>
- CTA Brussels Briefing on 'Geography of Food':
<http://brusselsbriefings.net/past-briefings/linking-food-geography-and-people/>
<http://brusselsbriefings.files.wordpress.com/2013/05/cta-reader-31-eng.pdf>
- UNIDO : Adding Value to traditional products: a guide to creating an origin consortium:
http://www.unido.org/fileadmin/user_media/Publications/Pub_free/Adding_value_to_traditional_products_of_regional_origin.pdf
- WIPO : Geographical Indications – An introduction (WIPO Publication No. 952 (E)):
http://www.wipo.int/export/sites/www/freepublications/en/geographical/952/wipo_pub_952.pdf

Training objectives

At the end of this course, trainees will be able to:

- assess the potential strengths and weaknesses of quality products related to the origin and local know-how, including the importance of the link to the 'terroir';

- conduct inventories of products that are potentially eligible as origin-linked quality products and geographical indications;
- understand the specificities of organising supply chains around origin linked products (consortiums) and marketing OLPs;
- explain the role of Intellectual Property in enhancing business competitiveness and adding value to products with a strong identity linked to a territory/region;
- develop strategies and action plans for the development of the most promising origin-linked quality products.

Organisation

The training will be interactive alternating presentations of concepts, illustrated with case studies, situational exercises and field visits. The workshop will last five days and will be based in particular on the identification method and WebTool developed by the FAO, as well as other methodologies and tools, including the WIPO Framework for Action for IP and Origin Branding and UNIDO's guide to building origin consortia.

Target audience

The training course is aimed primarily at those involved in the dynamics of territorial development and the promotion of local products. It will specifically target the following categories:

- Leaders of farmers' organisations and sectoral organisations ;
- Policy makers at regional and national level;
- Representatives of local authorities;
- Rural leaders, NGOs, technicians and facilitators.

Participants will be selected from the following Anglophone countries: Gambia, Ghana, Liberia, Nigeria, Rwanda and Sierra Leone.

Criteria and selection methods

Places are limited to 30 participants. Priority will be given to applicants who are able to clearly demonstrate the ability to use the skills acquired at the end of training. Candidates who are already working on the theme, through a project or an organisation, will be given priority.

Applicants must have some experience in the field of promotion and valorisation of quality products.

Women are encouraged to apply.

Mastery of English is essential.

To ensure that the group is as diverse as possible, the final selection will take into account complementarity of different profiles in terms of employment status, experience and geographical origin. The selection committee will strive to reach gender balance.



- Concepts of product quality related to their origin & geographical indications and their possible contribution to increasing farmers' income, maintaining rural employment and thus to food sovereignty and rural development, as well as the key factors for a sustainable approach.
- Methods for the identification of origin linked quality products and analysis of their potential (including value chain, territory and market analysis). Key elements to take into account for the justification of the link to the origin and the qualification of products.
- Basics of business strategies / marketing in support of a GI (brands and labels) approach.
- The effective use of Intellectual Property for business development and origin branding: protection, use, enforcement and economic value of the trademarks and GIs systems.
- Roles of different actors and mobilisation strategies in the context of identifying the potential of a specific product and the preparation of inventories:
 - 1 . National, regional and local government bodies;
 - 2 . Experts and facilitators;
 - 3 . Producers and other private players in the value chain.

- Different objectives (and the need to define them from the start) and geographical or sectoral inventory scopes.
- Modalities of participatory approaches and group moderation.
- Selection procedure for pilot cases and territorial strategy associated to the objectives and context.
- Planning and organizing inventories, given the context and the available resources.
- Follow-up activities, including feedback to producers and the various options for the development and dissemination of the results.

Principles and methods

Principles

The training will take into consideration the specific needs of the participants, given their objectives and context, to prepare them to act as resource persons and key stakeholders in the identification of origin linked quality products and the inventories.

The training will place particular emphasis on the need to consider the identification and inventory as part of a logical process leading to concrete actions and activities. This implies a clear definition of the purpose and the specific objectives of the inventory. The issue of available resources (human and financial) to implement inventory and monitoring actions will also be addressed.

In particular, three main lines of action are followed to distinguish the post- inventory work:

- Technical work on the development of the Code of Practice (or towards a guide of good practices that could lead to a Code of Practice);
- Organisational work on setting-up an origin linked consortium;
- Work on IP and Branding strategies: develop concrete strategies in deploying the products identity to communicate with the consumers on the specific qualities linked to the origin.

Methods

- Conceptual contributions: presentations, manuals, discussions;
- Practical activities: role plays, simulations, group work;
- Field visits and illustrations with real case studies;
- Assessment of knowledge and practice;
- Distance coaching in the identification of products and the development of inventories.

Coaching

During the 6 months following the training, participants will be able to complete the database, or complete other follow-up activities. During this period , REDD will be available for distance coaching.

Registration

Applicants are encouraged to complete the online form

<https://www.surveymonkey.com/s/BQVYBRK>

and submit it with a copy of their CV, a motivation letter and a recommendation from their organisation before the **31st of March, 2014** to: astrid.gerz@redd.pro

Contact / responsible for training

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<http://www.redd.pro/training>