fondazione QUALIVITA



Knowledge Systems for Geographical Indications

Projects and activities to enhance the PDO PGI agri-food chain

Fondazione Qualivita is a cultural and scientific organization founded in 2000 that promotes the role of quality agri-food systems for the preservation of the rural world, the environment, and the cultural heritage of the territories. Fondazione Qualivita advocates for the distinctiveness and safety of food and for consumer protection.

Mission

Fondazione Qualivita is sensitive to the defense and diffusion of rural culture and is committed at a national and international level for the protection and development of the Italian food and wine geographical indications. This is done through the growth of many elements in the industry such as nutrition, well-being, sustainability, cultural heritage, innovation, certification, and food and wine tourism.

AREAS OF INTERVENTION

ENHANCEMENT Strategies and content to communicate and spread the culture of Italian agri-food and wine heritage.

RESEARCH Analysis and diffusion of socio-economic data and indicators for the growth of the Geographical Indication industry.

TRAINING Workshops, seminars, and master's degrees linked to marketing, communications, and certifications of the PDO PGI model.

INNOVATION Study and diffusion of advanced tools related to the ecological and digital transition: sustainability, certification, and agri-food traceability.

PUBLISHING Scientific publications and multimedia projects to spread the knowledge of the PDO PGI model.

NETWORKING An established international network of institutions and associations of the sector strengthened by cohesive actions within the GI chain.

Founding Members

oriGIn ITALIA – Associazione Italiana Consorzi Indicazioni Geografiche

CSQA

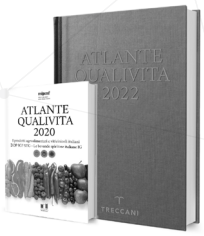
POLIGRAFICO E ZECCA DELLO STATO ITALIANO

RINA AGROQ

MINISTERO DELL'AGRICOLTURA DELLA SOVRANITÀ ALIMENTARE E DELLE FORESTE

Qualivita has been recognized by the Italian Ministry of Agriculture as a subject of high technical and scientific capacity in the field of PDO and PGI production

INSTITUTIONAL PROJECTS



Publishing

QUALIVITA ATLAS

Since 2007 the first and only volume at European level dedicated to Italian Geographical Indications productions

TRECCANI



Research

ISMEA-QUALIVITA REPORT

Since 2003, the annual reference study with data and economic analyses on the Italian sector of PDO PGI products

ismeA

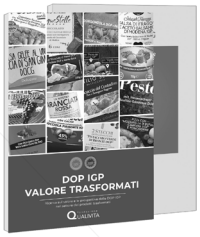


Publishing

CONSORTIUM

Since 2018, the magazine designed to tell the experiences of the protection consortia and companies of the PDOs PGIs system

POLIGRAFICO E ZECCA DELLO STATO ITALIANO



Research

STUDIES & RESEARCH

Since 2000, periodic analyzes and in-depth surveys on priority issues for the development of the Italian PDOs PGIs

Commissione europea
MINISTERO DELL'AGRICOLTURA DELLA SOVRANITÀ ALIMENTARE E DELLE FORESTE



Publishing

QUALIVITA EDITIONS

Since 2007, the multilingual publishing project for the publication of works and research on GIs, and since 2018, it is published in collaboration with Treccani



Networking

QUALIVITA FORUM

Since 2004, international meetings with the protagonists of the sector in Europe to share future perspectives

Commissione europea

Enhancement

PDO PGI PROMOTION

Projects in partnership with the distribution and catering industry to promote knowledge of PDO PGI products



Research

PDO PGI OBSERVATORY

Since 2002, an observatory with collection, analyses and dissemination of data and researches organized in thematic databases



Innovation

DIGITAL PASSPORT

Developed in 2019, digital passport is the PDO IGP anti-counterfeiting and traceability system with an advanced mark and a specific App

POLIGRAFICO E ZECCA DELLO STATO ITALIANO



Training

PROFESSIONALIZATION

Advanced training courses and workshops for operators and stakeholders with specific educational formats

TRECCANI Accademia

QUALIGEO

Innovation

QUALIGEO PLATFORM

European Database of Geographical Indications for Food, Wine and Spirits recognized by the EU

ITALIA NEXT DOP

Research

ITALIA NEXT DOP

A project to connect the world of scientific research and the food and wine PDO PGI supply chains

fondazione QUALIVITA

Fondazione Qualivita
Sede Via Fontebranda 69 - 53100 Siena (Si) Italy
Tel. +39 0577 1503049 - Email info@qualivita.it
www.qualivita.it - www.qualigeo.eu