



GREEN PAPER

ON GEOGRAPHICAL INDICATIONS



VII QUALIVITA FORUM
Siena, 6 December 2025

In collaboration with

oriGIn
Organization for an International
Geographical Indications Network

oriGIn EU 
Organization for an European
Geographical Indications Network

oriGIn 
Associazione Italiana Consorzi Indicazione Geografiche

oriGIn 
Organization for a French
Geographical Indications Network

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VII european forum on food quality

The VII Qualivita Forum, scheduled to take place in Siena in December 2025, will be a strategic opportunity to assess the evolution of the Geographical Indications (GI) system and to outline future perspectives, one year after the entry into force of EU Regulation 2024/1143. The event, organized by Fondazione Qualivita in collaboration with oriGIn, oriGIn EU, Origin Italia, oriGIn France and Origen España, will offer an updated framework to address the sector's new challenges, thanks to contributions from experts, institutions, protection consortia, and representatives from the high-quality agri-food sector.

Speakers invited to the 7th forum (programme to be confirmed)

REPRESENTATIVES OF EUROPEAN INSTITUTIONS



Christophe Hansen
EU Commissioner for
Agriculture and Food



Franz Fischler
EU Commissioner
for Agriculture and
Rural Development
(1995-2004)



Paolo De Castro
EU Parliamentarian
and IG Reform
Rapporteur (2009-
2024)



**Luis Planas
Puchades**
Spanish Minister
of Agriculture



**Annie
Gevenard**
French Minister
of Agriculture



**Francesco
Lollobrigida**
Italian Minister
of Agriculture

REPRESENTATIVES AND EXPERTS FROM THE GI SECTOR



**Riccardo
Deserti**
Presidente
oriGIn



**Massimo
Vittori**
Direttore
oriGIn



**Charles
Deparis**
Presidente
oriGIn EU



...
...
Origen
España



**Cesare
Baldrighi**
Presidente
Origin Italia



**Sebastien
Ramade**
Presidente
oriGIn France



Introduction

On the occasion of the VII Qualivita Forum, to be held in Siena on 6 December 2025, the Qualivita Foundation — in collaboration with oriGIn, oriGIn EU, Origin Italia, oriGIn France and Origen España — is promoting the drafting of a Green Paper on the future of Geographical Indications. This initiative is developed through the open contribution of stakeholders, experts, institutional representatives, and professionals from the sector.

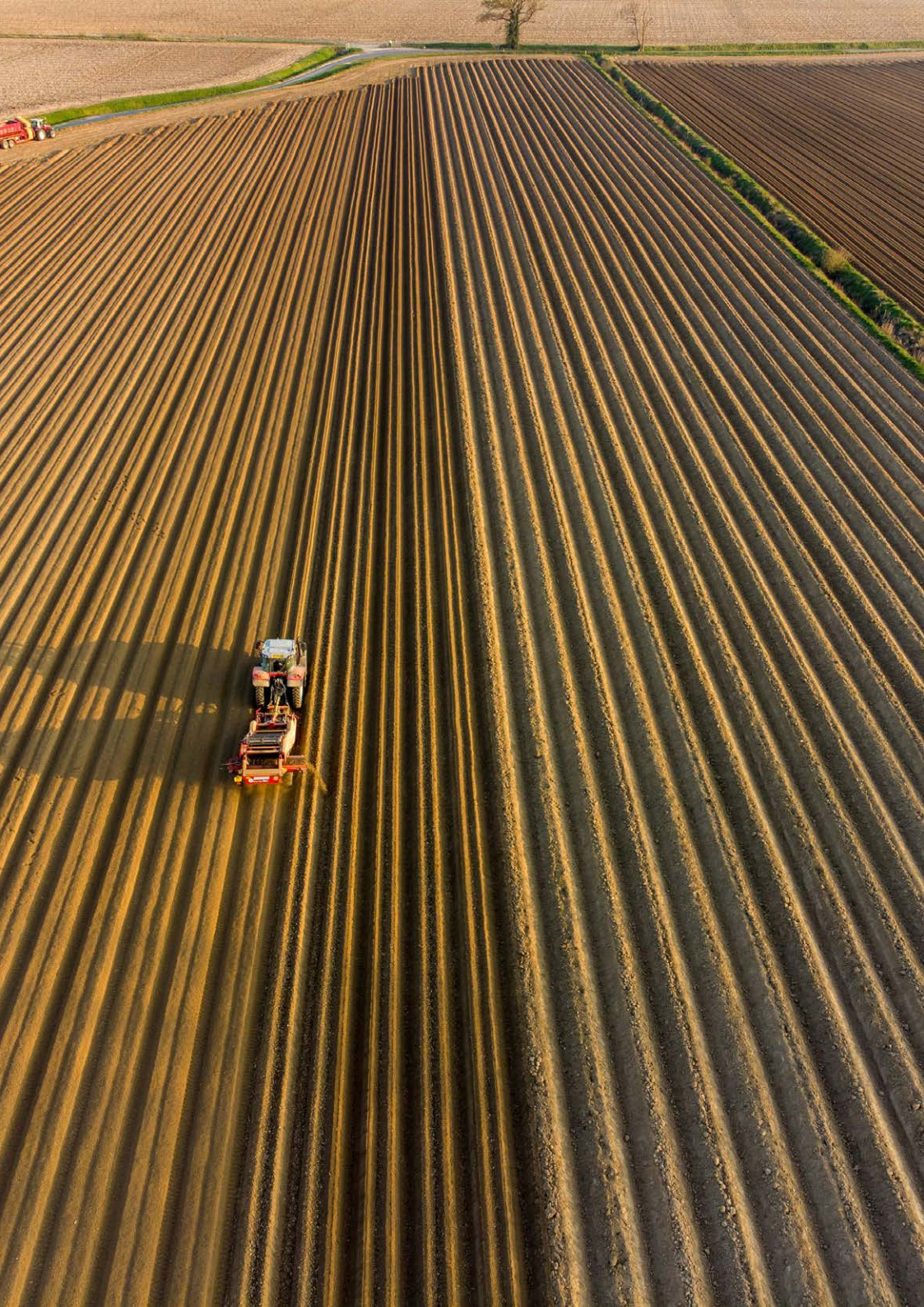
The project aims to offer a collective and forward-looking reflection on the role that Geographical Indications (GIs) can and must play in the context of profound economic, environmental, social, and technological transformations. GIs have always been pillars of environmental sustainability, social cohesion, cultural value, and public good — making them one of the most advanced models of territorial economy in Europe.

The European experience, in particular, now represents a global benchmark: the integrated approach adopted in the EU has enabled GIs to develop as institutional infrastructures for the protection of biodiversity, local cultures, and agri-food quality — contributing to the cohesion of territories, including those more marginal. It is on this basis that the perspective for a shared evolution of the European GI system is founded — as a democratic, inclusive, and sustainable model.

However, the transformations of our time pose new questions, new urgencies, and new visions. The effort of this Green Paper is therefore to move beyond familiar horizons by proposing a set of strategic and innovative themes capable of guiding the debate and stimulating concrete proposals. These themes do not replace the historical priorities of GIs, but enrich them by intertwining them with the great contemporary challenges: food geopolitics, artificial intelligence, youth citizenship, equity in supply chains, migrations, new urban models, and cultural diplomacy.

The following thematic focuses are not intended to be exhaustive, but open and generative: avenues for reflection, tools for stimulation, and useful questions to help build a collective vision on the future of European food quality. Contributors are asked to participate with rigor, vision, and freedom of thought, because only a shared and multi-disciplinary approach can design a GI system capable of effectively addressing the challenges of the 21st century.

1. Food geopolitics and food sovereignty
2. GIs and tariffs
3. GIs and migration flows
4. The economic value of GIs in the future
5. Urban regeneration
6. Youth, new consumption habits, and food citizenship
7. Artificial intelligence, digital life, and GIs
8. Cultural diplomacy and the narrative power of food



1.

Food geopolitics and food sovereignty: GIs as democratic infrastructures for the future

Scenario description

Geopolitical conflicts, commercial instability, and the concentration of resources are redefining the global logic of food. In this context, Geographical Indications represent a network of territorial micro-sovereignties, capable of ensuring productive diversification and the safeguarding of local resources. GIs can become fundamental tools in the construction of a new European model of food security and justice. As democratic and participatory models, European GIs play a central role in supporting marginal areas and underdeveloped territories — helping to counter internal economic and social inequalities within the Union.

Guiding question

How can we strengthen the role of GIs in building European food sovereignty based on territorial identities, biodiversity, and production autonomy?

2.

GIs and tariffs: resilience of typical supply chains in the global tariff conflict

Scenario description

In today's scenario of resurgent protectionism and tariff conflicts between economic blocs, GI agri-food supply chains are increasingly under pressure. Customs barriers and regulatory uncertainties put exports, competitiveness, and production continuity at risk. However, GIs can become active agents of economic diplomacy, capable of resisting and negotiating even in times of commercial crisis.

Guiding question

What strategies can GIs adopt to face global tariff tensions while preserving the economic and symbolic value of their supply chains?



3.

GIs and migration flows: inclusion, labor, and new rural citizenships

Scenario description

A large part of the agricultural workforce in GI sectors today consists of migrants, often invisible but essential. If well-managed, GIs can become tools of inclusion, training, and economic participation — enabling virtuous models of rural citizenship and social cohesion.

Guiding question

How can we measure and enhance the overall contribution of GIs? How can the presence of migrants in GI supply chains be turned into a resource for the economic, cultural, and social regeneration of territories?

4.

The economic value of GIs in the future: generative wealth and systemic strategy

Scenario description

GIs generate value beyond mere turnover: they create jobs, territorial attractiveness, reputation, sustainability, and innovation. Today, an evolved vision of economic value is needed — one that accounts for their systemic and generative impact.

Unlike short-term, high-margin business models, GIs generate long-term value through origin constraints, production rules, and strong ties to local areas. For this reason, competitive comparison should not be limited to annual performance, but also consider multi-year economic sustainability, as shown by indicators comparable to Net Present Value (NPV) in the medium to long term. Now is the time to reformulate indicators, metrics, and strategies to recognize their full potential.

Guiding question

How can we measure and enhance the overall contribution of GIs to the real economy, including social, environmental, and cultural dimensions?





5.

Urban regeneration: the return of GIs to the cities

Scenario description

Cities are rediscovering local food as a lever for urban regeneration, social inclusion, and sustainability. GIs can help redesign markets, public gardens, taste laboratories, and new proximity economies — bringing food culture back to everyday urban life.

Guiding question

How can GIs be central to new sustainable urban models, contributing to the ecological and social transition of cities?



6.

Youth, new consumption habits, and food citizenship: GIs in the horizon of new generations

Scenario description

New generations — youth up to 25 years old — seek meaning, value coherence, and identity in food. GIs can speak the language of young people, but must renew their narratives, educational tools, and engagement methods to become cultural and political references for how young people live in the world.

A strategy is also needed to encourage younger generations to take up GI-related professions, not only in agriculture, but also in processing, communication, and product protection — valuing traditional skills as levers for future employment.

Guiding question

How can we build a new cultural pact between GIs and young people that combines conscious consumption, sustainability, and participation?

Nutritional Info

Fat 220 kcal

Satura 1g

Sugars 3g

Salt 0.5g



7.

Artificial intelligence, digital life and GIs: new challenges for identity and food storytelling

Scenario description

Artificial Intelligence is changing the way we know, choose, and tell the story of food. GIs must inhabit this new digital ecosystem without losing authenticity and meaning — becoming active protagonists in the construction of enhanced narratives, smart traceability, and ethical promotion tools.

Guiding question

How can we guide the intersection between GIs and Artificial Intelligence to strengthen knowledge transmission and the cultural identity of food?



8. **Cultural diplomacy and the narrative power of food: GIs as ambassadors of the territory**

Scenario description

Food is a universal language and a cultural heritage. GIs can act as soft power tools, representing European identity worldwide and promoting cohesion and intercultural dialogue. But narrative and institutional strategies are needed to support this role in a coherent and recognizable way.

Guiding question

How can we strengthen the role of GIs as cultural ambassadors of Europe in international, educational, and diplomatic contexts?



Send your contribution for the creation of the Green Paper on Geographical Indications



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