

Memorandum of Siena



Green paper on the future of Geographical Indications



Siena Memorandum

Annexed to the “Green Paper on the Future of Geographical Indications”

Siena - December 6, 2025

This Green Paper, drawn up jointly by the organisations oriGIn, oriGIn Europe, Origin Italia, Origen España, oriGIn France and Qualifica–oriGIn Portugal, with the scientific and methodological support of the Fondazione Qualivita, is submitted to the European Commissioner for Agriculture and Rural Development, Christophe Hansen, as a strategic contribution from the Geographical Indications system to the implementation phase of Regulation (EU) 2024/1143 and to the future of European GIs.

The document provides a shared reading of the main challenges facing all European GIs – from sustainability to digitalisation, from international protection, including online, to the promotion of tourism in the territories, through to the development of transnational free-trade rules and the strengthening of the role of Consortia and producer organisations – and puts forward a series of operational proposals to consolidate the European Geographical Indications model in the coming years.

Through this Green Paper, the representatives of the GI system call on the European Commission to:

- 1. Launch a structured follow-up process** which, starting from Regulation (EU) 2024/1143, defines a genuine European Action Plan on Geographical Indications, with clear objectives, instruments, resources and timelines.
- 2. Strengthen coordination between quality, trade, digital, environmental, rural development and tourism** policies, enhancing GIs as a cross-cutting lever for sustainable development in European rural areas.
- 3. Ensure the stable involvement of GI system** organisations in decision-making processes and in European and international discussion fora, recognising their role as technical and institutional interlocutors for the protection of supply chains and consumers.

The **Green Paper on the Future of Geographical Indications** thus aims to provide the European Commission with a concrete and shared working platform, arising from dialogue among the key players in the Geographical Indications system, to support the new phase of European quality policies.

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