

Governance of GIs: What are the determinants of the success of collective actions within the GI organization to ensure a sustainable economic impact?

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Introduction : The role of Collective Actions in the success of GIs – A Need for further research

- GI : a **multifunctional tool** for addressing social, environmental and economic challenge
 - Tool for sustainable economic development
 - Growing interest and investment in GIs in the Global South
- **Mitigated** result on the economic impact of GI in the Global South
- **Collective actions** (CA) is a **key factor** of GI success because GI is a **social construct** (Bramley and Biénabe 2013; Chabrol et al. 2017; Fournier 2015; Vandecandelaere et al. 2009)

➡ **What type of collective action (CA) is involved in GI process and how can the success of GIs be ensured or maximized?**

Provide a better understanding of the collective actions (CA) involved in the development of GIs, the factors behind their success or failure, and how these CA influence the impacts of GIs.

The functioning of GIs to achieve the expected economic impacts for stakeholders

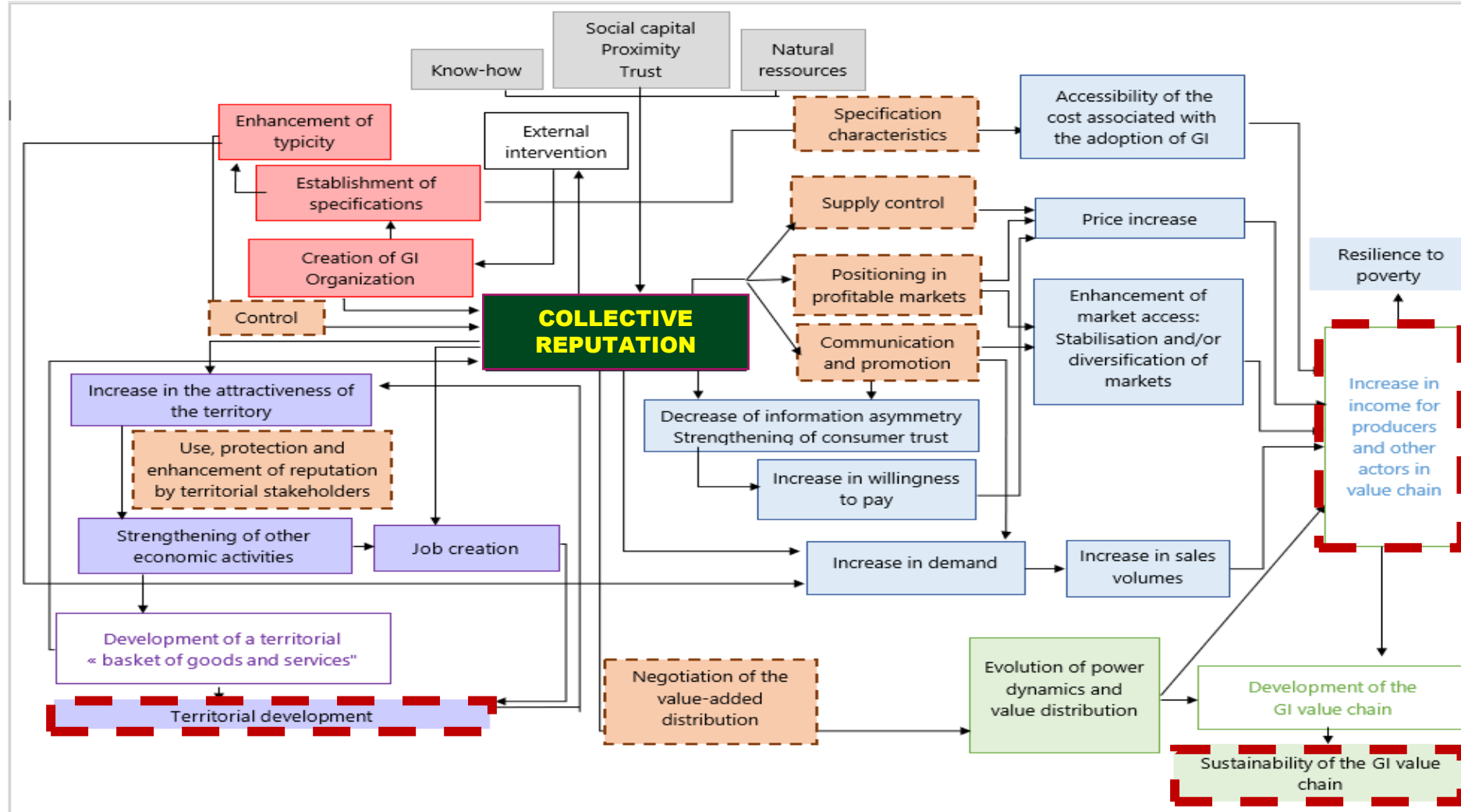


Figure : Economic impact pathway and CAS involved
Source : (Randrianandrasana et al, 2024)

The different categories of Collective Actions Situation (CAS) in the GI process

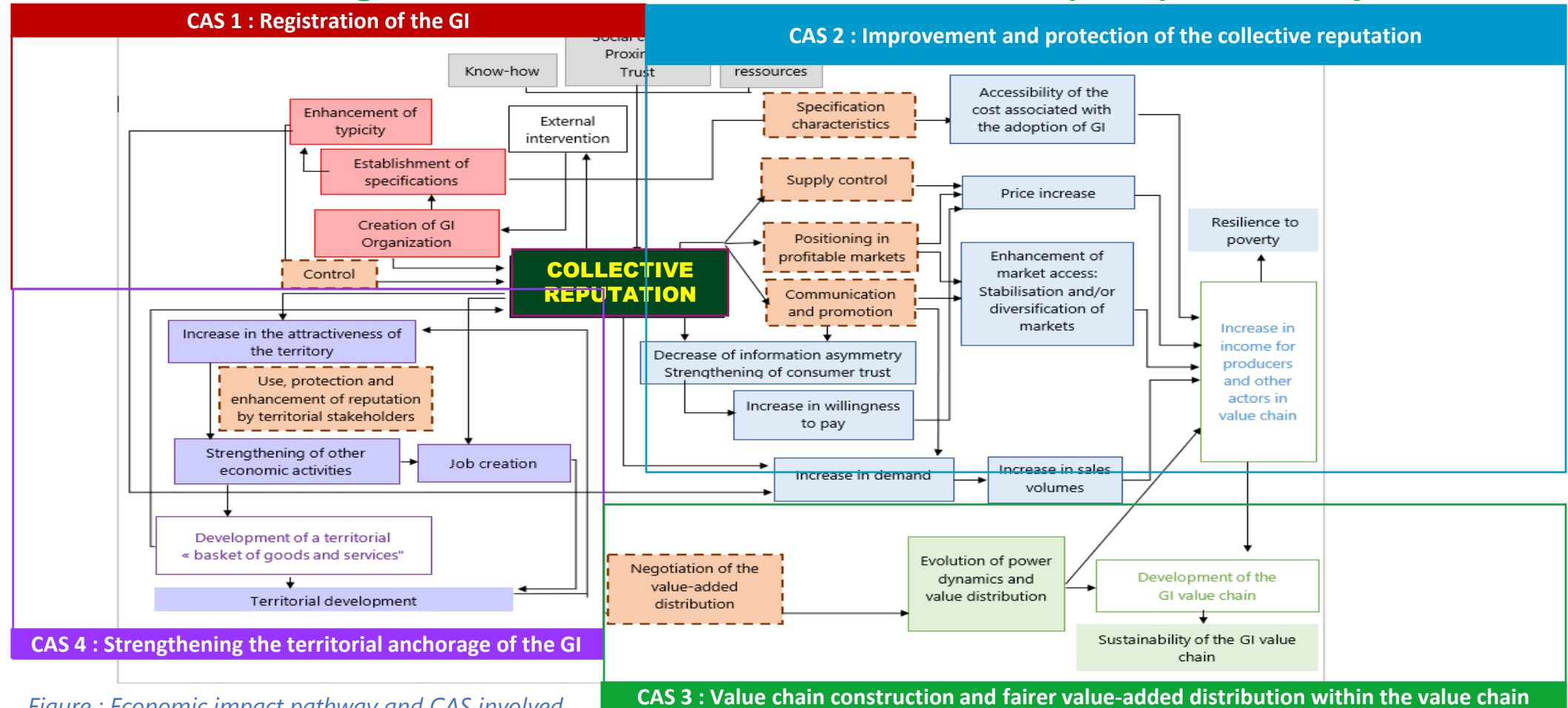


Figure : Economic impact pathway and CAS involved
Source : (Randrianandrasana et al., 2024)

CAS : “the interaction among actors who have certain positions, action capacities at different stages of decision-making processes, linked to the degree of control and the information they possess, the likely consequences of their actions, and the costs and benefits expected from these consequences” (Ostrom and Basurto 2013).

Dilemmas : **Opportunistic behavior** and **free-riding** that can deteriorate the reputation of GI

The different categories of Collective Actions Situation (CAS) in the GI process

Four main categories of CAS in GI process

CAS 1 :

Registration of the GI

- GI organization establishment,
- GI qualification process
- Specifications and rules governing the GI organization

CAS 2 :

Improvement and protection of the collective reputation

Commitment of stakeholders to participate on the construction of the origin-based product and its reputation

CAS 3 :

Value chain construction and fairer value-added distribution within the value chain

Construction of a functional GI value chain where an accepted distribution of added value is expected

CAS 4 :

Strengthening the territorial anchorage of the GI

Mutual reinforcement between GI value-chain and other activities (goods and services) within the territory

Application to two Case Studies: Penja Pepper and Kampot Pepper

METHODOLOGY :

- Qualitative approach
- Primary data collection through semi-structured interviews and workshops with stakeholders from both GIs

RESULTS:

Case studies	Penja Pepper	Kampot Pepper
Year of registration	2013 by GR-IGPP	2010 by KPPA
Reputation	Enhancement of reputation in international and national level	
Economic impacts	<ul style="list-style-type: none"> • Price premium • Positionning in some european market 	<ul style="list-style-type: none"> • Price premium • Increase of stakeholders' income (producers and companies) • Territorial economic developement
Stakeholder involvement in Collective Actions	<ul style="list-style-type: none"> • Limited percentage of stakeholders actively use and benefit from the registered GI • Few actors participate in collective action : following specifications, participating in collective initiatives, or paying membership fees 	<ul style="list-style-type: none"> • All eligible actors have the capacity to use and benefit from the GI • Participation of all the members on CA



Application to two Case Studies: Penja Pepper and Kampot Pepper

- **Registration process of the two GIs: What type of approach?**
 - First GIs registered in a country, the GI initiative often emerges as an **innovation**
 - Involvement of few members (core group) and external stakeholders = **Process of decision making** about specifications and internal rules of GI organization.
 - Preexistence of social capital (trust and shared proximity among the members) was not one of the fundamental priority bases of this collective action
- **After registration :**
 - Some categories of producers to follow the specifications due to their **incapacity to comply with the specifications : Penja Pepper**
 - Risk of defection when members cannot use and benefit from the GI => weaken the **GI organization** and threaten the long-term sustainability of the GI itself



Lessons learned from the two case studies and conclusion

- ❑ Theoretical model VS field study : Possibility of achievement of CAS (registration of GI) based on a less strong coordination and trust-building capacity => Fragility of CA and contrasted results in terms of economic impacts
- ❑ The four categories of **collective actions are interconnected** :
 - Outcomes of the GI registration process, particularly the **rules** that emerge from it, influence the ability of GI members to engage in collective action after registration. Compromises should be made in defining GI rules (the specification document and internal regulations) consider **the producer's capacity, stakeholders' interests and the objective of the GI registration.**
 - **Social capital** built in certain CAS can impact others CAS.
- ❑ **Need for support and facilitation** of this process of building collective action capacity in GI development projects so that the GI can truly play its role as a tool for establishing sustainable development.

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