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## Abstract

This deliverable provides information about the labelling systems and rules in Europe regarding agricultural and food production.

A complete analysis is presented on different approaches and use of labels and certifications.

Several examples are described about the different use of the labelling implementation in EU countries.

A specific focus is reported on case studies of good practices from Natura 2000 sites and Protected Areas.

This document follows the template provided by the European Commission in the Participant Portal.

This deliverable is based on and complying with the following reference documents:

- The GA, Annex I and Annex II (downloadable from the participant portal); and
- The Consortium Agreement (CA).

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## INTRODUCTION

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To date, the Eco-Label Index<sup>1</sup> tracks 456 ecolabels in 199 countries and 25 registered industry sectors. Among them, almost 50 are related to Agro-biodiversity issues: mainly about organic cultivation and product transformation chains.

A recent study (Viteri, 2017) provides an overview of the total number of schemes in Environmental Labelling and Information Schemes (ELIS), between 1970 and 2012. The study reports relatively limited numbers of eco-labels until the mid-1980s, then a rapid growth from around 1988 to 2009 with five times more labels registered than previously, and then reaches a plateau from 2010 to 2012.

Standards and systems for certifying ecological and social sustainability have been developed for a wide array of goods and services. Agricultural products, for instance, may be produced according to one of the many organic standards schemes linked to the International Federation of Organic Agriculture Movements (IFOAM), Organic International, in line with the standards of the Rainforest Alliance's Sustainable Agriculture program, UTZ Certified, or the Fairtrade Labelling Organizations (FLO), among others.

Forest products may be grown and produced in accordance with the standards of the Forest Stewardship Council (FSC) or the Programme for the Endorsement of Forest Certification (PEFC). Similarly, seafood harvests may be managed according to the Marine Stewardship Council (MSC) certification system, the Friend of the Sea program, or other schemes.

Today, these certification schemes, eco-labels, and standards range from certifying commodities such as coffee, forest products, palm oil etc., to those certifying broader sustainability criteria across different production processes and sectors (e.g., biofuels, computers, or buildings).

Additionally, to those certifying specific commodities, some standards - such as Social Accountability International (SAI)<sup>12</sup> - cover a broad range of products in multiple industries.

The standard setting certification schemes mentioned in the previous paragraph are among the best known within the traditional sectors. Additionally, other voluntary systems arise in sectors such as bio-trade, mining, energy, water, carbon, or biodiversity offsetting.

Has been highlighted that some of the drivers that can explain the growing prevalence of standards and eco-labels are the following (UEBT, 2016):

Loss of confidence in agricultural production.

Disillusion of the effectiveness of national and global law and enforcement mechanisms to generate significant social and environmental changes.

Changes in consumer conscience and demand and growing consumer awareness and NGO movements around the globe demanding action for businesses to behave more responsibly way.

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<sup>1</sup> <http://www.ecolabelindex.com>

NGO collaboration with labels and activism against unsustainable businesses practices.

Partnerships between eco-labels and large business organizations for enhancing the sustainability of supply chains (e.g., IKEA, Unilever etc.)

Growth of business and government attention to sustainable procurement (thereby valuing and differentiating brands or territories).

Increased use of sustainability standards as proxies for acceptable practice within government and non-state regulatory frameworks, including public-sector procurement policies and lending criteria by private and multilateral banks.

Increased spread use of standards, labels, and certification schemes as operational tools for businesses to make purchasing decisions, managing supply, marketing and selling products.

Early standards initiatives such as IFOAM and Fairtrade were largely inspired by movements regarded as alternatives to mainstream markets.

Most of the newer initiatives focus directly on mainstream integration at the outset of their standards-development process, which has a significant impact on the way systems are being designed and implemented today.

# 1. EUROPEAN UNION LABELS

## EU quality schemes<sup>2</sup>

EU quality policy aims at protecting the names of specific products to promote their unique characteristics, linked to their geographical origin as well as traditional know-how.

Product names can be granted with a 'geographical indication' (GI) if they have a specific link to the place where they are made. The GI recognition enables consumers to trust and distinguish quality products while also helping producers to market their products better.

Products that are under consideration or have been granted GI recognition are listed in [quality product registers](#). The registers also include information on the geographical and production specifications for each product.


Launched in April 2019, the public database “eAmbrosia - the EU Geographical Indications registers”<sup>3</sup> now includes geographical indications (GI) for agri-food products, wine and spirit drinks registered and protected in the European Union.

Recognised as intellectual property, geographical indications play an increasingly important role in [trade negotiations between the EU and other countries](#).

Other EU quality schemes emphasise the traditional production process or products made in difficult natural areas such as mountains or islands.




Geographical indications establish intellectual property rights for specific products, whose qualities are specifically linked to the area of production.

Geographical indications includes:

<p style="text-align: center;"><b>PDO</b></p> <p><b>Protected Designation of Origin</b></p> <p>(Food and wine)</p>	<p>Product names registered as PDO are those that have the strongest links to the place in which they are made.</p> <p><i>Products</i></p> <p>Food, agricultural products and wines</p> <p><i>Specifications</i></p> <p>Every part of the production, processing and preparation process must take place in the specific region. For wines, this means that the grapes must come exclusively from the geographical area where the wine is made.</p> <p><i>Label</i></p> <ul style="list-style-type: none"> <li>- Mandatory for food and agricultural products</li> <li>- Optional for wine</li> </ul>	
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<sup>2</sup> [https://ec.europa.eu/info/food-farming-fisheries/food-safety-and-quality/certification/quality-labels/quality-schemes-explained\\_en](https://ec.europa.eu/info/food-farming-fisheries/food-safety-and-quality/certification/quality-labels/quality-schemes-explained_en)

<sup>3</sup> <https://ec.europa.eu/info/food-farming-fisheries/food-safety-and-quality/certification/quality-labels/geographical-indications-register/>

<p style="text-align: center;"><b>PGI</b></p> <p><b>Protected Geographical Indication</b> (Food and wine)</p>	<p>PGI emphasises the relationship between the specific geographic region and the name of the product, where a particular quality, reputation or other characteristic is essentially attributable to its geographical origin.</p> <p><i>Products</i></p> <p>Food, agricultural products and wines</p> <p><i>Specifications</i></p> <p>For most products, at least one of the stages of production, processing or preparation takes place in the region. In the case of wine, this means that at least 85% of the grapes used have to come exclusively from the geographical area where the wine is actually made.</p> <p><i>Label</i></p> <ul style="list-style-type: none"> <li>– Mandatory for food, agricultural products</li> <li>– Optional for wines</li> </ul>	
<p style="text-align: center;"><b>GI</b></p> <p><b>Geographical indication</b> of spirit drinks and aromatised wines</p>	<p>The GI protects the name of a spirit drink or aromatised wine originating in a country, region or locality where the product's particular quality, reputation or other characteristic is essentially attributable to its geographical origin.</p> <p><i>Products</i></p> <p>Spirit drinks and aromatised wines</p> <p><i>Specifications</i></p> <p>For most products, at least one of the stages of distillation or preparation takes place in the region. However, raw products do not need to come from the region.</p> <p><i>Label</i></p> <p>Optional for all products</p>	
<p style="text-align: center;"><b>TSG</b></p> <p><b>Traditional speciality guaranteed</b></p>	<p>Traditional speciality guaranteed highlights the traditional aspects such as the way the product is made or its composition, without being linked to a specific geographical area. The name of a product being registered as a TSG protects it against falsification and misuse.</p> <p><i>Products</i></p> <p>Food and agricultural products</p> <p><i>Label</i></p> <p>Mandatory for all products</p>	

The EU Geographical indications system protects the names of products that originate from specific regions and have specific qualities or enjoy a reputation linked to the production territory. The differences between PDO and PGI are linked primarily to how much of the product's raw materials must come from the area or how much of the production process has to take place within the specific region. GI is specific for spirit drinks and aromatised wines.

Names of products registered as GIs are legally protected against imitation and misuse within the EU and in non-EU countries where a specific protection agreement has been signed.

For all quality schemes, each EU country’s competent national authorities take the necessary measures to protect the registered names within their territory. They should also prevent and stop the unlawful production or marketing of products using such a name.

Non-European product names can also register as GIs if their country of origin has a bilateral or regional agreement with the EU that includes the mutual protection of such names.

The names of various products (wine, food, aromatised wines and spirit drinks) produced in several countries outside the EU, such as Colombia or South Africa, have been protected through bilateral agreements.

Other schemes in EU

<p><b>Mountain product</b></p>	<p>The quality term “mountain product” highlights the specificities of a product, made in mountain areas, with difficult natural conditions. Recognising this is an advantage for farmers as well as consumers as it enables to market the product better but also ensures certain characteristics to the consumer.</p> <p><i>Products</i></p> <p>Agricultural and food products</p> <p><i>Specifications</i></p> <p>Raw materials and animal feed come from mountain areas. For processed products, production should take place in such areas as well.</p>
<p><b>Product of EU's outermost regions</b></p>	<p>Agriculture in the EU’s outermost regions face difficulties due to the remoteness and insularity, including difficult geographical and meteorological conditions. To ensure greater awareness of agricultural products from the EU’s outermost regions (the French Overseas Departments -Guadeloupe, French Guiana, Réunion and Martinique- and the Azores, Madeira and the Canary Islands) a dedicated logo has been created.</p> <p><i>Products</i></p> <p>Agricultural and food products</p> <p><i>Specifications</i></p> <p>Produced in outermost regions</p>

**Voluntary certification schemes**

Voluntary certification schemes at the national level or those run by private operators can also help consumers be confident about the quality of the products they choose.

In addition to the EU schemes, a large number of private and national food quality schemes or logos exist, covering a wide range of initiatives and operating between businesses or between businesses and consumers.

In consultation with stakeholders, the European Commission developed guidelines showing best practice for the operations of such schemes.



## **2. LABELLING IN PROTECTED AREAS - EU NATURA 2000 SITES**

Natura 2000 is the largest network of protected areas in the world. People living in and around Natura 2000 areas utilise these for a variety of economic activities. Designation of Natura 2000 areas often creates additional restrictions though, sometimes leading people to perceive Natura 2000 as a burden.

One solution to this problem is to make products coming from Natura 2000 areas better known and more appealing to the public and increase awareness of the benefits these products provide for nature and for people working in Natura 2000 areas.

Natura 2000 is a positive contribution to the community, because it benefits people, nature and local economy. It is a network of nature areas in Europe, covering 18% of the land area and 6% of its waters. It is the largest coordinated network of protected areas in the world, offering a safe space to Europe's most valuable and threatened species and habitats.

More than thirty years ago, the European Union developed two important policies to protect nature: Birds (1979) and Habitats (1992) Directives.

These Directives contain lists of animal and plant species and specific nature areas that require protection, to preserve them for future generations. Together these policies form the Natura 2000 network. It stretches across 28 European countries.

Natura 2000 is not a system of strict nature reserves from which all human activities are excluded. While it includes strictly protected nature reserves, most of the land remains privately owned.

The approach to conservation and sustainable use of the Natura 2000 areas largely focuses on people working with nature rather than against it. All areas should be managed in a sustainable manner, both ecologically and economically.

The Natura 2000 Award, a yearly competition, awards excellence in the management of Natura 2000 sites and conservation achievements, showcasing the added value of the network for local economies.

### **CASE STUDIES FROM NATURA 2000 SITES**

#### **'Productos Natura 2000', the Spanish project**

[http://natura2000products.eu/wp-content/uploads/logo\\_sello\\_red\\_natura.png](http://natura2000products.eu/wp-content/uploads/logo_sello_red_natura.png)

The value of ecosystem services is extremely important from multiple perspectives (ecological, socio-cultural, and economic) is an ubiquitous given. The Spanish representative in the Birdlife International partnership, SEO Birdlife has actively tried to collect samples of products that carry 'el sello producto Natura 2000', a Natura 2000 label.

The label guarantees that the producers have manufactured the products respecting the Natura 2000 area the products are connected to and support the site and the conservation goals that are established toward its protection.

The project has been made possible with financial support from the European Union along with the Spanish Ministry of Agriculture, Food and Environment.

### **Promotion of sustainable farming in Natura 2000 areas in Spain<sup>4</sup>**

Since 2009, Fundación Global Nature (FGN) develops a pioneer programme to support the production and selling of pulses (lentils and chickpeas) produced under organic schemes and in Natura 2000 sites. This programme is based in a wide Land Stewardship Network strategy, where FGN involves farmers in nature conservation projects, Biodiversity Action Plans, Sustainable Productive Code, and so on. Through time, FGN has gradually added to this stewardship network other farmers that work with organic (and non-organic) products, such as pistachios, saffron, wheat, barley, and so on.

Nowadays, thanks to the initiative LIFE “Estepas de La Mancha” (LIFE15 NAT/ES/000734 – [www.estepasdelamancha.es](http://www.estepasdelamancha.es)) the FGN Land Stewardship Network has more than 15.000 ha of Natura 2000 area.

The place where more than 20 km of linear hedgerows have been planted on agrarian lands to promote pollinators and biological control, 52 water ponds have been created to provide water during summer to many steppe bird species, more than 60 farmers are implementing agri-environmental measures to be sustainable, etc.

Thus, all these actions have a consequence that all these crops also provide food and shelter for many wild species, like some of the last population of European steppe birds.

Fundación Global Nature (FGN) is a private non-profit foundation dedicated to nature protection. Its work is based on technical knowledge, ethical commitment and innovation. Since its creation in 1993 brings together theory and practice: combined the elaboration of strategies and plans with fieldwork and applied projects.

### **Authentic and tasty food from the Balkan**

Bulgaria’s Balkan Mountain region contains nature areas of exceptional value. These areas are man-made: in other words, they depend on human intervention. In most cases this entails extensive farming.

However, the region is ranked as one of the poorest in the EU and faces high unemployment rates and raging populations, leading to depopulation and abandonment of traditional farming.

Locally, farms are small and cannot invest to meet EU requirements or create value chains for their products.

They risk missing the opportunities given by EU funds, despite the benefits for biodiversity their farming activities provide.

When the farmers do not ‘manage’ the landscape, it deteriorates. We needed to take action.”

The Bulgarian Biodiversity Foundation joined forces with WWF Danube-Carpathian Programme Bulgaria, the Foundation for Organic Agriculture, Bioselena, the Association of Parks in Bulgaria and the Bulgarian Society for the Protection of Birds. The project aimed at three things:

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<sup>4</sup> Project titles are reported as in the EU website

1. Promoting and implementing ecosystem services and ensuring that the real value of preserved nature is recognized and paid for.
2. Establishing a better business environment for farmers and local businesses so that ecologically produced goods and services get higher prices through improved quality and marketing and their income increase by at least 15%.
3. Support civil society to ensure effective, long-term and sustainable use of natural resources.

The coalition worked directly with farmers, micro enterprises and small enterprises like wild berry and herb processing farms, wildlife tourism and bee-keeping businesses. These entrepreneurs have in common that rely heavily on the rich natural resources in six Natura 2000 sites in the Balkan region.

The project managers set up four innovative schemes to pay these businesses directly for the environmental benefits they help maintain, so-called Payment for Ecosystem Services schemes.

The project assisted about 25 other HNV farmers and helped 13 farms register for direct sales. Establishing a network of engaged stakeholders – from farmers to the authorities – has been shown to be essential for the success of this kind of project.

While the different groups might not share views on everything, the project has enabled all the stakeholders to work together.

The project is a success. It has been awarded with the Natura 2000 prize for showcasing socio-economic benefits with the acknowledgement that the project activities have clearly shown how maintaining beneficial economic activities, such as High Nature Value farming, protects nature and people in remote areas”.

### **Cereals supporting steppe birds in Spain**

The Agrarian Association Red Natura 2000 is a cluster of farmers who are implementing agri-environmental measures to halt the decline of steppe bird populations.

The association works in more than 14.000 ha, all of them located in Tembleque, Toledo (Área Esteparia de La Mancha Norte), a steppe area that is the last European refuge of steppe bird species like Great bustard, Little bustard, Lesser kestrel, and other species.

Local farmers cultivate cereals and legumes in a traditional way, adopting a series of measures that favour the conservation of birds, biodiversity and avoid over-exploitation of the soil.

Farmers do not apply phytosanitary treatments, do not use treated seeds, do not perform work in the nesting periods and perform crop-fallow rotations.

The Agrarian Association Red Natura 2000 supports the LIFE15 NAT/ES/000734.

### **Organic dairy products from National Park de Weerribben, the Netherlands**

Family De Lange from the Netherlands produces a variety of dairy products, including full and skimmed milk, buttermilk, (flavoured drinking) yogurt, cheese, cottage cheese,

porridge, custard, coffee milk and butter. Their farm lies next to Natura 2000 site de Weerribben.

The farmer family has its own production facility and uses traditional production methods, ensuring the dairy is fresh and the products have better taste. The farm applies nature-friendly farming techniques, like delayed mowing of grasslands.

The young cows (yearlings) are allowed to graze in nature areas from site management organisations 'Staatsbosbeheer' (State Forest Service) and 'Natuurmonumenten'. The dairy products have an organic and biodynamic label (EKO and DEMETER).

### **Rice from the Axios – Loudias – Aliakmon Delta, Greece**

Rice is one of the main products in the protected area of the Axios – Loudias – Aliakmon Delta. More than 10,000 hectares are cultivated with rice and covering almost one third of the entire size of the protected wetland.

Today, the plain of Thessaloniki produces about 70% of all Greek rice, which is extremely important for the local and national economy.

The main objective of all stakeholders (agricultural cooperatives, farmers) in rice production is to provide the local and international market with high quality rice. The agricultural cooperative sells Japonica paddy rice of Gladio and Sirio variations.

## **3. QUALITY LABELS IN EUROPEAN PARKS**

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### **THE EUROPEAN CHARTER OF SUSTAINABLE TOURISM IN PROTECTED AREAS**

One of the most spread type of labelling for sustainability has been designed and promoted by the European Federation of Parks, Europarc Federation and it is focused on tourism sustainability.

In 1993 EUROPARC published the report "*Loving them to death*", which called for sustainable tourism in Europe's Protected Areas. Further, in 1995, EUROPARC took the initiative to set up the European Charter for Sustainable Tourism in Protected Areas.

The engagement of local businesses is vital to the effective development and management of sustainable tourism.

They must be represented on the sustainable tourism forum and be involved in the preparation and implementation of the sustainable tourism strategy and action plan.

While the above situation must pertain in all Charter Areas, a recommended development of the Charter, is to enable certain tourism businesses working in partnership with the protected area authority to receive individual recognition under the Part II of the Charter.

The European Charter for Sustainable Tourism in Protected Areas is recognised internationally as a model for sustainable tourism management.

It is in line with the international Guidelines on Biodiversity and Tourism Development, the Global Sustainable Tourism Criteria for destinations, the European Commission's

tourism policy and its priority “to promote the development of sustainable, responsible and high-quality tourism”, and contributes to the achievement of several Sustainable Development Goals.

The core element of the Charter is working in partnership with all relevant stakeholders, to develop a common sustainable tourism strategy and an action plan based on a thorough situation analysis.

The European Charter for Sustainable Tourism in Protected Areas is a practical management tool that enables Protected Areas, their communities, and businesses, working together to develop tourism sustainably.

This ensures sustainability is embedded throughout the tourism sector in the area.

Therefore, the Charter process has 3 elements which enable businesses, services, and tour operators to share a common vision and goals for their Protected Area.

The methodology includes a set of 5 principles, which defines and recognises good practice in the development and management of sustainable tourism in Europe’s most treasured landscapes:

1. Giving priority to protection
2. Contributing to sustainable development
3. Engaging all stakeholders
4. Planning sustainable tourism effectively
5. Pursuing continuous improvement

The European Charter for Sustainable Tourism in Protected Areas is a process designed into 3 parts:

- Charter Part I - *Becoming a Sustainable Destination*. The first and main part is for sustainable destinations – primarily around a Protected Area (the so-called “Charter Areas”).
- Charter Part II – *Sustainable Partners in Charter Areas*. For sustainable local tourism businesses within the Charter Area.
- Charter Part III – *Sustainable Tour Operators in Charter Areas*. For sustainable tour operators bringing visitors to protected areas.

## **Sustainable Agriculture in Protected Areas: Good for Nature, Good for People.**

Following the approach adopted for the Sustainable charter of Tourism, Europarc Federation has decided to plan and design a similar tool for Sustainable Agriculture in European Protected Areas

Europarc Federation acknowledged that there is a need to improve the development of a sustainable agriculture in and around European Protected Areas in harmony between economic, environmental, and social factors.

This objective can be achieved only building a trustful relationship with the farmers acting inside or nearby the Protected Areas.

The *Europarc Federation Partnership Scheme for Sustainable Farming and Natural Protected Areas* is a practical management methodology that enables Protected Areas to improve partnership with farmers to develop sustainable agriculture in the territory.

It is not a certification of standard of sustainability of the agriculture, or of the quality of the products. EUROPARC will award and give visibility to the work done by Protected Areas and farmers in improving their partnership following this methodology.

In promoting this methodology, Europarc aims to support Protected Areas to improve the quality of partnership with farmers, offering a sort of general toolbox and specific recommendations.

Moreover, Europarc will promote exchange of experiences (nationally and internationally), good practices, and tools, in animating the network of the awarded PAs.

Finally, Europarc will use the results of the methodology and the experiences of the awarded Protected Areas to increase lobbying and advocacy in sustainable agriculture and PAs toward national, European, and international institutions.

Europarc is aware of the diversity of approaches, regulations, and kind of agriculture within different countries across Europe and the methodology will be flexible enough to respond to different situations and needs.

In short, the vision and the mission set for this new tool to be implemented at European level is the following:

#### Vision

Sustainable Agriculture in Protected Areas: good for Nature, good for People. Sustainable Agriculture in European Protected Areas provides a meaningful quality of food, safeguards biodiversity, natural resources, and cultural values, supports local livelihoods and quality of life, and is economically viable for farmers.

#### Mission

Through awarding the EUROPARC Federation Partnership Scheme for Sustainable Agriculture and Natural Protected Areas, EUROPARC seeks to safeguard cultural and natural values by engendering partnerships with farmers and other stakeholders, to stimulate quality sustainable agriculture, to support local livelihoods, to increase farmers' sustainability.

## 4. CASE STUDIES OF LABELLING SUSTAINABILITY IN EUROPEAN PARKS

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### Spelt from the UNESCO Biosphere Entlebuch<sup>5</sup>

Spelt, also known as grain in the local language, is a traditional cereal in Switzerland, which yields less per hectare than wheat. Because of its loose growth, spelt fields offer field animals good shelter even in summer.

The local pasta producer *Fidirulla* traditionally made pasta from durum wheat semolina, which had to be imported.

As an inventive manufacturer, *Fidirulla* was determined to produce a pasta line from a local cereal. With spelt, they were finally successful. The spelt pasta soon enjoyed great popularity.

The demand for spelt flour motivated local farmers to replant this cereal in the Entlebuch, where only livestock farming was practised.

The Biosphere Entlebuch has contributed significantly to the success of the Fidirulla products with the brand 'Echt Entlebuch' and the Markt-AG.



One local, very active farmer (Bruno Hafner) was the initiator of the local spelt cultivation. He convinced the regional mill and the local farmers to bring the cultivation of spelt back to the region.

The UNESCO Biosphere Entlebuch has been involved since the beginning of the new introduction of local spelt cultivation. The local farmers had no experience in grain farming. T

he Agricultural Education and Advisory Centre supported the farmers in the cultivation process.

The climatic conditions in the region are not favourable for growing cereals. It is not always possible to produce the desired quality. Nevertheless, the entire harvest is always taken over by the regional processors.

Today, several hectares of spelt fields not only add a splash of colour to the landscape, but also provide habitats for field animals.

The spelt flour goes directly into human consumption, which is much more efficient than with feed grain.

A substantial part of the spelt grain is also used in the local restaurant business, which results in a short value chain and the added value remains in the region.

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<sup>5</sup> <https://www.fidirulla.ch/aktuell/>



The Biosphere Entlebuch also sells on a weekly basis the products with its sustainable message.

It is only thanks to the extra price paid by customers for regional spelt that cultivation has been profitable. It would not have been possible to grow it at the usual market price, as yields are too small.

The whole processing chain is based in the region. This guarantees regional added value, while preserving important jobs. The spelt products are also an important ambassador for the UNESCO Biosphere Entlebuch, a great example of local regional development.

### Protecting through utilizing – the Austrian Nature Park Specialties<sup>6</sup>

The idea to establish the quality label “Austrian Nature Park Specialties” arose through the distribution of Christmas parcels filled with products from different nature parks.

Since 2000, these parcels were marketed with the slogan “Natural protection that can be eaten”. Through this initiative, a broad range of products was introduced and the connection between natural protection and agricultural products was made.

Before this initiative, no such label existed for products from protected areas that conserve the cultural landscapes.

Austria-wide valid criteria had to be developed in order to define what Austrian Nature Park Specialties are and which requirements the producers must fulfill in order to receive the label.

To make the Austrian Nature Park Specialties and their contribution to the preservation of cultural landscapes known, joint marketing was needed.

The quality label “Austrian Nature Park Specialties” is given to direct marketers in Austrian nature parks as a seal of approval by the Association of Austrian Nature Parks.



The agricultural products that are marketed with this label are very diverse, but always support the conservation of cultural landscapes and biodiversity through gentle production processes.

Cattle, sheep, or goat farming not only results in different tasty products, but the grazing prevents the areas from overgrowing, which is usually the main challenge when preserving traditional cultural landscapes.

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<sup>6</sup> <https://www.naturparke.at/spezialitaeten/>



Durable products from orchards, honey, herbs, or wine are among the Austrian Nature Park Specialties too.

Over 200 businesses market a broad range of Austrian Nature Park Specialties in more than half of the nature parks. Most of them are agricultural direct marketers, but there are also some small commercial businesses as well as over 30 regional outlets.

Producers use the positive image of nature parks to show their own operation, philosophy, and origin. Through the cooperation, additional income and marketing opportunities arise and the visitors of nature parks value regional products.

Regional culinary products lead to a mutual image gain. The products benefit from the positive image of the nature parks and the nature parks benefit from the products.

Numerous producers are now aware of their contribution to the preservation of cultural landscapes and biodiversity and are proud to do so. For protected areas, products are an important communication tool to increase the publicity as well as regional offers.

## **5. PRODUCTS LABELLING IN ITALY**

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Italy is one of the best-known countries in the world for its rich gastronomic heritage, which includes some of the typical products that characterize this country.

Very often, however, these products, which in Italy are acknowledged with excellence and high quality, are confused abroad with "similar" products: these are packaged and marketed with names similar to the original product by foreign companies, which create with clear quality characteristics lower than their Italian counterpart, thus irreparably deteriorating their reputation among occasional consumers outside Italy.

To meet the need to ensure a quality product even for the inexperienced, a system has been created that allows you to recognize anywhere in the world.

This system was introduced in Europe in 1992 by the European Council, with the community regulation 2081/1992, replaced in 2006 by the regulation 510/2006 / EC, creating two protected origin marks, called DOP (Protected Designation of Origin) and IGP. (Protected Geographical Indication).

With the creation of this control system, the Member States of the European Union are allowed to register products and identify them, at the request of trade associations or consortia of national entrepreneurs.






The great heritage of Italian local products is enhanced with various quality labels, known and shared at a national and also European level.

Hereafter is a list of the labels you will find next to the products recommended in Italy and by the Park Authorities and therefore complying with specific requirements, adding in this way further value to specific products and traditions that are already important for being maintained in such significant natural environments.

Some of the Labels are the same already mentioned for the rest of Europe, namely:

- **PDO** - Protected Designation of Origin
- **PGI** - Protected Geographical Indication
- **TSG** - Traditional Speciality Guaranteed

Other labels are more specific to Italy:

<p><b>PAT</b> <b>Traditional Agri-Food products</b></p>	<p>They represent a calling card of the Italian quality agriculture. The label refers to all those agri-food products whose processing, conservation, and seasoning methods are recognized and have been used all over the involved territory, according to traditional rules, for a period of at least twenty-five years.</p>	
<p><b>DOCG</b> <b>Controlled and Guaranteed Designation of Origin</b></p>	<p>DOCG is a label granted to wines that have been recognized DOC wines for at least 5 years of "particular quality value" and known at a national and international level. These wines undergo stricter controls, must be sold in bottles with a capacity of less than 5 litres, and bear a State label guaranteeing their origin and quality, as well as giving the possibility to number the bottles.</p>	
<p><b>DOC</b> <b>Controlled Designation of Origin</b></p>	<p>After the 1992 enforcement of the European labels PDO, PGI, and TSG, this quality certification system has been exclusively used to distinguish quality wines. The DOC label is granted to wines produced in usually small or medium-size holdings and bearing their geographical name. Usually, the vine name follows the DOC name, and the production discipline is rather strict. DOC wines are commercialized only after undergoing thorough chemical and sensorial analyses.</p>	
<p><b>IGT</b> <b>Typical Geographical Indication</b></p>	<p>After 1992, also this label has been reserved to wines characterized by a geographical designation, which can be completed or not by further remarks (regarding, for instance, the vine). It is characterized by generally large production areas and by a less restrictive discipline than the previous ones.</p>	
<p><b>Slow Food Presidia</b></p>	<p>The "Slow Food Presidium" is a registered brand, including a graphic logo and guidelines which producers must subscribe to.</p> <p>The Presidia sustain quality production at risk of extinction, protect unique regions and ecosystems, recover traditional processing methods, safeguard native breeds and local plant varieties.</p> <p>The Presidia support small extraordinary but threatened products, enhancing territories, recovering traditional professions, and working techniques, saving from extinction autochthonous breeds and ancient varieties of fruit and vegetables.</p> <p>The Presidia directly involve producers, offer help to improve the quality of the products, and promote</p>	

	exchanges between different Countries, looking for new markets (both local and international).	
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## 6. LABELLING IN ITALIAN PROTECTED AREAS

The Italian national Framework Law on Protected Areas, L. 394/91, in article 14, paragraph 4, states that "*the Park Authority can grant the use of its name and emblem to local services and products by means of specific agreements they have quality requirements and meet the Park's aims*".

It must be recognized that the affirmation that the quality requirements must "meet the purposes of the Park" should alone identify the common pursuit of environmental quality as an objective.

The Park staff, in fact, has the skills to carry out studies and surveys on the territory, but certainly does not have the competencies, laboratories or skills in order to assess the quality of products, for example agri-food, nor, for instance can they be substituted for regional environmental agencies, for the appointed organizations. to the controls by the Ministry of Agricultural Policies for some types of food products, etc.

Park Authorities certainly can make agreements with third parties who carry out the controls, but the management of the brand would have higher costs, especially for the end users and consumers.

Hence, according to the Italian and EU regulations "Label of the Park" or "Brand of the Park", is classified as a "collective brand", e.g. as a brand that is managed by a person who is not a producer but is in charge of controlling the producers and / or suppliers.

The function of the owner of the collective trademark is therefore not that of producing goods or providing services distinguished by the collective trademark, but rather that of controlling the subjects to whom the use of the collective trademark is granted comply with the rules established by it and guarantee, as well as protect on the market those products / services to which the brand has been attributed.

Control is essential for the purposes of recognition of protection by the legal system: if the control ceases, the trademark, automatically, lapses.

The success of the collective trademark therefore depends on the ability of the owner of the trademark to ensure that the consumer has faith in the trademark as such, regardless of the activity of the owner.

Furthermore, it appears even more evident how the validity, effectiveness and results of territorial marketing, as well as the improvement of the environmental quality of the protected territory and the economic development of those who use the Park trademark, is inextricably linked to the capacity to control the management processes of this instrument and to ensure transparency and, above all, consistency with its own institutional purposes.

The Park Authority has its own unique and specific expertise in maintaining and improving the environmental quality of the territory. It makes sense, therefore, that the Park limits the granting of its label to those who help it to respect its institutional purposes or who pursue environmental protection and quality objectives in common with the managing body.

This means that the label should only be granted to those who "do something" that goes in the same direction as the Park's mission, based on clear and shared criteria.

Such a position makes it possible to set a discriminating factor of the possibility or not of granting the Label of the Park, certainly not the location of the company or its competitive "ability" on the market, but its "position" towards improving the quality of the environment of the protected territory. In this way, it is easier to enhance small producers, tour operators or, in any case, small companies that make efforts to help the Park in its mission.

Within the Italian protected areas system, there are numerous experiences in managing the park's emblem as a means of involving local stakeholders, marketing and rewarding good practices that can be referred to as successful experiences.

These Parks, whether or not referring to a quality / environmental quality management system, have established clear and transparent procedures for managing the process of granting, checking and withdrawing the Emblem and, generally, have defined the requirements that third parties must comply with the interested parties themselves.

In conclusion, to be effective, a Park Label, like any other brand, must have some characteristics:

- To be clear and transparent, that is, adequately communicate their goals.
- To have certain rules for granting, renewing or withdrawing.
- To be based on requirements that can be easily controlled by the Park.
- To be pertinent to the Park's institutional purposes.
- Not to overlap with other brands managed by different subjects that are based on well-defined regulations.

The Label of the Park should be something specific and recognizable that whoever enjoys it is a conscious person who actively collaborates with the managing body to achieve their own institutional goals.

From this, it follows that:

- the Park label must be granted against requirements relating to good practices that the person who holds it carries out in favour of the environmental quality of the protected area.
- the users of the label, or the interested parties, must be sensitive and aware and be able to improve their performance over time.

This, in turn, means that concrete results can be obtained only if the Park is able to agree with the interested parties what, a little at a time, they are able to do to contribute more and more and better to the improvement. the quality of the protected territory.

It is therefore clear that the Park Label can acquire contractual strength and really contribute to territorial marketing if one tries to avoid confusion between the Park Label and the other existing brands and it is established that the emblem distinguishes subjects who they carry out activities and services in line with the purposes of the Park rather th

an products, to which it is ill suited.

## 7. CASE STUDIES IN ITALIAN PARKS

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### Gran Paradiso National Park Trademark – Qualità Parco<sup>7</sup>

The trademark Gran Paradiso is an instrument of identification that the National Park assigns to tourism, crafts and food operators engaged in a process of quality and sustainability in order to guarantee, to consumers, the origin of the Park's territory, the quality of workmanship and a hospitality from the environment protection, courtesy and local traditions point of view.

According to the framework Law on Protected Areas L 394/91, the National Park Authority may grant the label of their own local services and products that meet quality requirements and the aims of the institution itself. Therefore, the Gran Paradiso National Park, established and made available its "Quality Label" in order to:

- converge towards a single common direction all manufacturers and service providers through quality policy shared and controlled at source
- improve standards of environmental sustainability and enhancement of land resources
- giving greater visibility to the productions through a uniform communication
- give guarantees to consumers and services users facilitating access to controlled products with a low environmental impact.



All the producers or local enterprises can obtain the trademark, upon verification of the requirements, which belong to three distinct categories: agri-food, handicraft and tourism sector.

Operators must have the activity inside the protected area (Park Zone) or in the surrounding areas (Gran Paradiso Area, wider).

In order to obtain the "Quality Label" enterprises and craftsmen involved must meet precise standards of territorial peculiarity and internal management aspects, other than satisfy environment sustainability procedures and compatible use of the territory resources.

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<sup>7</sup> <http://www.pngp.it/en/quality-trademark>

In this way, the enterprises included contribute to build a single front to enhance the area based on the territory identity and on the environment protection, giving an added value to inhabitants and visitors in the Gran Paradiso area.

The products or services that can use the Gran Paradiso "quality label" provide the consumer with different types of benefits including a Guarantee of quality.

Agri-food products, such as dairy products, jams and honey, the local handicrafts in wood, bronze and copper, up to tourist and hospitality services, guarantee a high control level on the product origin and quality and on the service in itself, through the application of specific rules and procedures to be followed by operators.

This means that the consumer or end user has extensive guarantees of authenticity, typicality and a high level of service provided.

Moreover there will be a direct participation in environmental protection of the area, in fact, a consumer buying products or using services with the Gran Paradiso "quality label", is sure to respect and protect the environment and local heritage, preserving the nature of the area and to donate their contribution to these aims; traders, indeed, agree a plan for improvement of its environmental performance in line with the mission of the Park.

### **Cinque Terre National Park Environmental Quality Label, ECST Phase II<sup>8</sup>**

In this case the National Park Authority decided to merge the local quality label with the methodology provided by Europarc Federation through the European Charter of Sustainable Tourism.

It's about a distinguishing mark assigned by Park to the Cinque Terre's tourism enterprises who have been involved with quality voluntary pathway, respect for the environment, enhancement of culture and local identity, following the EUROPARC Federation strategy given in the European Charter for Sustainable Tourism. Cinque Terre Marine Protected Area was awarded the recognition during the first implementation phase in 2015.



<sup>8</sup> <http://www.parconazionale5terre.it/Emarchio-qualita.php>

Environmental Quality Label, ECST Phase II is only recognised for accommodation services and tourism activities located in the territory of the Park.

Environmental Quality Label, ECST Phase II guarantees protected area's visitor:

- to stay in tourist accommodation taking part in the improvement of the local heritage by proposing typical products
- to have access to services dedicated to an authentic and in-depth knowledge of the territory, to the paths, and local traditions.
- the respect of environmental sustainability and saving of energy and water.

Environmental Quality Label, ECST Phase II represents a unique system of environmental certification of local businesses, the result of a synthesis between the methodology proposed by Federparchi in the second phase of the European Charter and the Environmental Quality Label already implemented by the Park.

### **Pollino National Park environmental quality trademark <sup>9</sup>**

The aims of the environmental quality label of the "Pollino National Park" are those of promoting and supporting the productions / activities / services that are carried out within a defined geographical area identified by the brand itself and that have as objectives those of improving the environmental, social, and quality economic resources and production processes of the area.

In particular, the brand must be able to:

- permit consumers an immediate identification of the products-activities-services that are specific to the area;
- help agricultural, livestock and forestry entrepreneurs, SMEs and micro-enterprises in the food, tourism and hospitality sectors, catering and crafts to use a brand to differentiate on market its own products-activities-services;
- allow the retail business activities locally active a proper recognition of the protected area;
- address label's users to adopt a territorial quality system premises directly transferable to products activities-services, based on the use of local labour, virtuous behaviour, reputation of operators and on quality of its natural resources and production processes.

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<sup>9</sup> <https://parcopollino.gov.it/en/l-ente-parco/marchio-di-qualita-ambientale>





Farms and producers willing to adhere to the Environmental Quality label of the Pollino National Park must be qualified based on the specific criteria defined by the Park. The requirements refer to management (and legal) criteria, performance criteria (the achievement of a certain environmental performance, e.g., % waste reduction), territorial criteria (to reward local production and activities and related to the Park territory), criteria on dissemination, communication, promotion.



## 8. REFERENCES

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