***European Week of the Regions and Cities – 2016***

***Workshop EC12B10***

**"Contribution of non-agricultural geographically-rooted products
to regional inclusive economic development"**

**Case study fiche – 15 July 2016**

**Introduction**

The European Commission, in the context of the European Week of the Regions and Cities 2016[[1]](#footnote-1), is organising a workshop that will explore the contribution of non-agricultural geographically-rooted products using "geographical indications" to regional inclusive economic development. It will help assessing the below hypothesis on the positive effects of those products in the areas.

* (a) creation of small-scale businesses;
* (b) helping the integration of women and youngers into the labour market;
* (c) maintaining jobs in remote and less-favoured areas;
* (d) increased related economic activities (tourism, creative industries, etc.);
* (e) promotion of regional identity/self-esteem and preservation of cultural heritage, local traditions and know-how.

How the EU Cohesion policy can support activities related to such geographically-rooted products will be another theme of discussion.

**Case studies**

Short presentations on case studies related to each of the above hypothesis or to the possible impact of EU Cohesion policy would usefully supplement the debate during the workshop.

If you are interested in contributing to this debate, you are kindly invited to:

* 1) fill-in one (or all) of the attached fiches with summary information on a relevant case study or case studies (see Annex I); and
* 2) if possible, attach a picture of the product concerned or a picture that would allow to put the product in context[[2]](#footnote-2).

**You may send your contribution to** **Grow-F5@ec.europa.eu** **by 16 September 2016 at the latest.**

**Annex I – Case study fiches [a] to [f]**

**Case study fiche [a] - Creation of small-scale businesses**

*Please provide a short description of a case in which the use of geographical indications connected to certain non-agricultural products contributed to* ***the creation of small-scale businesses (micro-businesses or small enterprises, self-employment)****. E.g.*

*- a producer was able to market niche/differentiated (geographically-based and non-agricultural) products, despite the competition of lower price standardised product – whether in a less developed area, or not;*

*- a producer (of geographically-based and non-agricultural products) was able to launch a business in the legal economy, rather than remaining in the underground economy.*

*- an economic operator became supplier of products/services to producers of geographically-based and non-agricultural products (i.e. the use of geographical indications had positive effects on regional supply chains.*

*Please provide a summary (in less than 200 characters) of the case study:*

**Case study fiche [b] - Helping the integration of women and youngers into the labour market**

*Please provide a short description of a case in which the use of geographical indications in connection to certain non-agricultural product(s) contributed to* ***helping the integration of women and youngsters into the labour market****. E.g.*

*- the proportion of women working with regard to the product concerned is high, in particular if compared to other sectors in the area concerned;*

*- work in connection to the product concerned is an attractive work alternative for women in the area concerned;*

*- work in connection to the product concerned is an attractive work alternative for youngsters in the area concerned;*

*- there is specific vocational training for youngsters in the geographical area, linked to the product concerned.*

*Please provide a summary (in less than 200 characters) of the case study:*

**Case study fiche [c] - Maintaining jobs in remote and less-favoured areas**

*Please provide a short description of a case in which the use of geographical indications in connection to certain non-agricultural product(s) contributed to* ***maintaining jobs in remote and less-favoured areas****. E.g.*

*- economic operators in a remote or less favoured area employ an important number of workers (considering total workforce);*

*- work in connection to products using geographical indications contributes to maintaining jobs within the area, thus limiting outward migration to less remote or richer/more attractive areas.*

*Please provide a summary (in less than 200 characters) of the case study:*

**Case study fiche [d] - Increased related economic activities (tourism, creative industries, etc.);**

*Please provide a short description of a case in which the use of geographical indications in connection to certain non-agricultural product(s) contributed to* ***increased related economic activities (tourism, creative industries, etc.)****. E.g.*

*- the local area relies on the products using geographical indications as a factor in order to attract tourism (e.g. fairs, exhibitions, ad hoc routes, exploitation of UNESCO's recognition etc.);*

*- tourism information for the local area promotes the visibility of products using geographical indications (e.g. museums, visits to production sites, trainings/experiences);*

*- a product using geographical indications contributes to additional economic activity as a creative industry (relying on designs, creativity etc.))*

*Please provide a summary (in less than 200 characters) of the case study:*

**Case study fiche [e] - Promotion of regional identity/self-esteem and preservation of cultural heritage, local traditions and know-how;**

*Please provide a short description of a case in which the use of geographical indications in connection to certain non-agricultural product(s) contributed to the* ***promotion of regional identify/self-esteem and the preservation of cultural heritage, local traditions and know-how****. E.g.*

*-* *Promotion of regional identity and self-esteem, translated into products (e.g. fairs in connection to the product is "the" regional economic event; the product is an important factor to position the region), results in dynamic economic effects (i.e. more economic activity).*

*- Use of geographical indications in connection to a certain non-agricultural product helps preserving cultural heritage, traditional knowledge/know-how or local traditions/lifestyle.*

*Please provide a summary (in less than 200 characters) of the case study:*

**Case study fiche [f] – Support by EU cohesion policy to activities related to geographically-rooted products;**

*Please provide a short description of a case in which the EU cohesion policy has provided support (or could provide support) to activities related to geographically-rooted non-agricultural products(s).*

*Alternatively, please provide a short description of a case in which national funds have been used to provide support to activities related to geographically-rooted non-agricultural products(s).*

*Please provide a summary (in less than 200 characters) of the case study:*

**Annex II – draft licence agreement**

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**Licence agreement**

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Address:

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1. <http://ec.europa.eu/regional_policy/regions-and-cities/2016/index.cfm> [↑](#footnote-ref-1)
2. *See in Annex II a draft licencing agreement that would need to be entered into.* [↑](#footnote-ref-2)
3. Name of the Legal Entity or Name and Surname of the natural person. [↑](#footnote-ref-3)
4. Only for legal entities. [↑](#footnote-ref-4)
5. Please tick the appropriate box(es). [↑](#footnote-ref-5)