**SURVEY FOR GI PRODUCER CONSORTIA  
AND AGRI-FOOD COOPERATIVES FROM EU**

Analysis of the needs of agri-food chains in terms of promotion and protection on the Internet  
of products that benefit from European quality schemes

**Introduction**

AGROSMARTglobal is an Interreg Sudoe project that has identified the need to **promote and protect on the Internet agricultural and agri-food products that benefit from European quality schemes.** Official EU quality schemes, which cover 1. Geographical Indications (GIs) with more particularly Protected Denominations of Origin (PDOs) and Protected Geographical Indications (PGIs), 2. Traditional Specialties Guaranteed (TSGs) and 3. The EU Organic Label, are an important part of exports for the European countries.

For this reason, [AREPO](mailto:http://www.arepoquality.eu/en), in collaboration with [UTAD](mailto:https://www.utad.pt), [IrRADIARE](mailto:https://www.irradiare.com), and competent experts in the field of intellectual property, has taken on the task of **drawing up a “best practice” guide** for GI producer consortia, producer associations and agri-food cooperatives which would aim to:

1. Improve their knowledge of **how to promote their products that benefit from EU quality schemes on the Internet**, to take better advantage of their added value in international digital marketplaces;
2. Provide them with operational tools **to protect their PDOs and PGIs on the Internet**. There is indeed no strong protection for GIs to date with regard to the allocation of domain names. Their protection is now threatened by the new approach proposed by ICANN (Internet Corporation for Assigned Names and Numbers). The fight against Internet fraud is essential to protect the rights of producers and consumers.

In order to develop the most relevant guide possible, we need to know more about your needs in both these areas, so we kindly ask you to help us by completing the following survey.

**Organisation information** *[Your contact details will be used for internal purposes only and will not be made public]*

|  |
| --- |
| **Organisation name:**  **Localisation** (country and Region):  **Your role:** |

|  |  |  |
| --- | --- | --- |
| **Type** | GI producer consortium | Agri-food cooperative |
|  | Producer association | Agri-food SME |
|  | Other: |  |

|  |  |  |
| --- | --- | --- |
| **Size** | Micro (1 to 9 employees) | Small (10 to 49 employees) |
|  | Medium (50 to 500 employees) | Large (500 or more employees) |

*The survey is divided into two parts, one part with questions related to the promotion of your products that benefit from EU quality schemes on the Internet and one part with questions related to the protection of your GIs on the Internet. If you do not know how to answer one of the questions or do not wish to answer it, please move on to the next one.*

*If you work with more than one product that benefit from EU quality schemes, please complete the survey for all of them.*

**What kind of products under EU quality schemes do you work with?**

|  |  |  |
| --- | --- | --- |
| Name: | Product category: | PDO  PGI  TSG  Organic |
| Name: | Product category: | PDO  PGI  TSG  Organic |
| Name: | Product category: | PDO  PGI  TSG  Organic |
| Name: | Product category: | PDO  PGI  TSG  Organic |
| Name: | Product category: | PDO  PGI  TSG  Organic |
| Name: | Product category: | PDO  PGI  TSG  Organic |
| Name: | Product category: | PDO  PGI  TSG  Organic |
| Name: | Product category: | PDO  PGI  TSG  Organic |
| Name: | Product category: | PDO  PGI  TSG  Organic |
| Name: | Product category: | PDO  PGI  TSG  Organic |

**Part 1** | Survey on the promotion of European quality schemes on the Internet

1. **Do you consider the recognition of your products as EU quality schemes as an added value for your entity?**

|  |  |
| --- | --- |
| **Yes** | **No** |

**If yes**,

Do you consider it beneficial to promote your products under EU quality schemes on the Internet?

|  |  |
| --- | --- |
| **Yes** | **No** |

**If yes**, please explain why:

Do you consider the GI quality schemes to be a powerful digital marketing tool? *[If any]*

|  |  |
| --- | --- |
| **Yes** | **No** |

**If yes**, please explain why:

Do you consider the TSG quality scheme to be a powerful digital marketing tool? *[If any]*

|  |  |
| --- | --- |
| **Yes** | **No** |

**If yes**, please explain why:

Do you consider the EU Organic Label quality scheme to be a powerful digital marketing tool? *[If any]*

|  |  |
| --- | --- |
| **Yes** | **No** |

**If yes**, please explain why:

1. **Does your entity have a marketing strategy to promote your products under EU quality schemes on the Internet?** *[E.g. website, social networks, e-commerce, etc.]*

|  |  |
| --- | --- |
| **Yes** | **No** |

**If yes**,

What are the mains features of your strategy and which tools are used? *[E.g. objectives, channels used, target audience, etc. Please add links if available]*

Do you consider the promotion of your products under EU quality schemes on the Internet to be sufficient and appropriate?

|  |  |
| --- | --- |
| **Yes** | **No** |

**If no**, what should be improved and how in your opinion? *[E.g. staff, training, funding, consultancy, etc.]*

1. **Which digital marketing tools do you think are the most important to promote your products under EU quality schemes?**

### *Please rate from 1 (not important) to 5 (most important). Not all need to be rated.*

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Digital marketing tools** | 1 | 2 | 3 | 4 | 5 |
| Website |  |  |  |  |  |
| E-commerce *[online sales platform such as Amazon, Alibaba, etc.]* |  |  |  |  |  |
| Twitter |  |  |  |  |  |
| LinkedIn |  |  |  |  |  |
| Facebook |  |  |  |  |  |
| Instagram |  |  |  |  |  |
| YouTube |  |  |  |  |  |
| Blog/Vlog |  |  |  |  |  |
| Others |  |  |  |  |  |

**If others**, please indicate which ones:

1. **Do you consider that GIs have a wide presence on the digital sphere?**

|  |  |  |
| --- | --- | --- |
| **Yes** | **No** | **No opinion** |

1. **Do you consider that the GI quality scheme is sufficiently recognized by consumers online?**

|  |  |  |
| --- | --- | --- |
| **Yes** | **No** | **No opinion** |

**If no**, what should be done to fix this issue in your opinion? *[E.g. strengthen information actions on EU quality schemes and logos at EU institutions level, provide more funding for promotion, etc.]*

1. **Would you be interested in a practical guide listing the main strategies for promoting your products under EU quality schemes on the Internet?**

|  |  |
| --- | --- |
| **Yes** | **No** |

**If yes**, what main information would you like to find?

1. **We would be very grateful if you would allow us to take screenshots of your communication tools to illustrate the future guide with good practices in terms of promotion. Do you agree?** *[E.g. screenshots of your website, social networks, and/or your products that we can find on the Internet. It will be used to illustrate the good practices only]*

|  |  |
| --- | --- |
| **Yes** | **No** |

*If you agree, we can take care of it ourselves. Otherwise, you can send us what you agree to be shared, adding them as attachments when sending back the survey and giving us the right to use them for legal purposes and the copyright to be indicated.*

1. **Would you be interested in participating in a European event to raise awareness about the promotion of your products under EU quality schemes on the Internet?**

|  |  |
| --- | --- |
| **Yes** | **No** |

1. **Any other comment:**

**Part 2** | Survey on the protection of GIs on the Internet

1. **Is your GI registered as a domain name[[1]](#footnote-1) in the DNS (Domain Name System)?** *[In case of a GI producer consortium]*

|  |  |
| --- | --- |
| **Yes** | **No** |

**If yes**,

How many domain names have you registered? Could you please list them?

Do you have an active website containing the domain name?

|  |  |
| --- | --- |
| **Yes** | **No** |

1. **Is your GI registered/covered as a trademark/collective trademark?** *[In case of a GI producer consortium]*

|  |  |
| --- | --- |
| **Yes** | **No** |

**If yes**,

In which territories? Could you please list them?

1. **Would you say that your GI is sufficiently protected against fraud on the Internet?**

|  |  |  |
| --- | --- | --- |
| **Yes** | **No** | **No opinion** |

**If no**,

Could you please explain why?

What do you consider to be the main gaps in your organisation's legal protection?

1. **Would you say that your organisation's knowledge in the matter of legal protection against Internet fraud is currently sufficient?**

|  |  |  |
| --- | --- | --- |
| **Yes** | **No** | **No opinion** |

**If no**, what do you consider to be the main knowledge gaps in your organisation?

1. **Does your organisation have regular monitoring of potential Internet fraud on your GI?** *[Such as frauds on the Internet market places, social networks, etc.]*

|  |  |
| --- | --- |
| **Yes** | **No** |

**If yes**, do you use a specific expertise to handle the monitoring? *[E.g. database, monitoring platform, lawyer, etc.]*

|  |  |
| --- | --- |
| **Yes** | **No** |

**If yes,** would you say it is effective? Do you consider its cost to be reasonable? Could you please give us its name?

**If no,** how do you organise yourself to carry out this monitoring? Have you employed specific staff to carry it out? Do you consider this internally organised monitoring to be sufficient?

1. **Have you ever faced fraud from your GI on the Internet?**

|  |  |
| --- | --- |
| **Yes** | **No** |

**If yes**,

What kind of fraud was it?

|  |  |
| --- | --- |
| GI’s counterfeit | Usurpation of the GI’s denomination |
| Misuse of the GI’s reputation | Misuse of the official EU GI logo |
| Misuse of the entity’s GI logo |  |

Could you explain in detail what this fraud was about? *[If you have dealt with several cases of fraud, please give us details of your three most serious ones]*

How did you solve this case? Did you use a lawyer or an expert to help you? Did the fraud authorities or customs get involved in solving this case? *[If you have dealt with several cases of fraud, please give us details of your three most serious ones]*

Do you experience fraud on a regular basis?

|  |  |
| --- | --- |
| **Yes** | **No** |

**If yes**, how regularly?

1. **Do you find it easy to access information on the legal procedures to follow in case of a GI violation on the Internet?**

|  |  |
| --- | --- |
| **Yes** | **No** |

**If no**, what are the main challenges in your opinion?

1. **Would you be interested in a practical guide listing the main actions to take in case of a GI violation on the Internet?**

|  |  |
| --- | --- |
| **Yes** | **No** |

**If yes**, what main information would you like to find?

1. **Would you be interested in participating in a European event to raise awareness about the protection of GI products on the Internet?**

|  |  |
| --- | --- |
| **Yes** | **No** |

1. **Any other comment:**

1. Unique name displayed after the @ sign in e-mail addresses and after www. in web addresses [↑](#footnote-ref-1)