

BEST PRACTICES

“Regulations for the granting of the name and logo of the Park to agri-food products”

Institutional information

Gran Sasso e Monti della Laga National Park
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Summary

Explain your case in one or two sentences

Protected area management bodies have a logo that distinguishes them. This logo is often used as the "Park Mark", in accordance with the regulations in force.

The granting of the Park Mark is important in order to involve services and activities of the territory carried out in harmony with the protection of the environment and the purposes establishing the protected area. The law provides that Parks may grant the use of the name and logo to local services and products that meet quality requirements and meet the purposes of the park in order to promote the development of tourism and local activities in accordance with the conservation needs of the park. Therefore, the label can only be granted to those who work through good practices to promote the conservation of the park's environment.

Background information: How was the situation previous to your actions?

Until 2005 the Park logo was granted occasionally to some companies who requested it. The applications were evaluated on a case-by-case basis in relation to the dare they wanted to do so. The lack of a specific regulation as well as an overall organic vision prevented in fact the possibility to use the label profitably. Moreover, the granting of the Park Trademark could not be an instrument of sharing, participation, valorisation and compatible development of the protected territory.

What were the needs you identified?

The association of the Park logo with products or services generates in the average consumer a reliance on a concept of "environmental quality" of the product or service itself, even when it is difficult to better specify the dimensions of such quality.

It was considered useful that Park Authorities could "reward" those who were able to respect, during the execution of production and service activities, behavioural requirements defined by common agreement as positive towards the environment and such as to help the Authority to pursue its objectives of environmental protection and improvement.

What solution you found to cover those needs?

Park Authority has seen in the collective geographical mark, pursuant to Article 46 of EC Reg. 40/94, a useful tool to promote and support productions/activities/services.

The trademark aims at

- help entrepreneurs to use a brand that welcomes their products-activities-services, differentiating them in the market;
- help Brand dealers to adopt a quality system transferable to products-activity-services, based on virtuous behaviour, on the reputation of operators and on the quality of environmental resources and production processes;
- to allow consumers to quickly identify the products-activities-services that are specific to the area.

What actions did you take to reach the solution?

Name and Park logo was registered as a Community Collective Mark under Article 46 of Regulation (EC) No 40/94 with the Office for Harmonisation in the Internal Market (OHIM) in Alicante (Spain) under number 005541586.

Subsequently, the Park Authority adopted the Regulations for the granting of the name and logo of the Park to agri-food products. According to these regulations, the Park Authority may grant the use of hits name and emblem to persons carrying out their activities in the agri-food sector. Thus, the products may include a space on the label on which the Park Authority's emblem and authorisation code are displayed.

If any, which partners or other organisations did you involve during the process?

During the implementation and start-up phase of the procedures, the main trade associations and the structures of the regions concerned responsible for assistance in agriculture and animal husbandry were initially contacted. Their contribution was essential for the participatory drafting of the Regulation as well as for the acquisition of new proposals for work on the valorisation of the territory and quality agricultural and food production.

What were the main problems or difficulties you had to face?

The obstacles and problems faced are summarised as follows:

- lack of information on the value of the product with regard to the commitment required to produce it, the value of the raw material used, the value of precious and irrecoverable evidence of a given rural environment;
- insufficient remuneration for the producer who has failed, or is unable, to distinguish his production from similar mass-produced products obtained at significantly lower cost;
- absence of a collective image;
- marketing still largely carried out in elementary and approximate forms.

What is the situation now, after your actions?

The Regulation has been in force for 10 years now and can count on a number of about 30 companies with over 100 authorized products. The new requests are added to the previous ones through a dynamic mechanism of acquisition and updating.

The Park Trademark is requested with interest by producers because, in addition to guaranteeing identity and belonging to a territory, it increases recognition and appreciation by consumers. Also the selling price of the authorized products has increased as a result of the recognition of a higher quality of the product.

Main lessons learned along the way?

Protected areas can be an indispensable element in reaffirming citizens' belonging to a defined territory. The Park and its emblem constitute and enclose not only the valuable naturalistic and environmental aspects, but also history, culture and traditions of the Identity Community that has lived here for thousands of years.

Through the logo of the Park it is also possible, even if only partially, to give a concrete value to the systemic services offered by the compatible activities of the protected area.

Annexes:

ImaB.1

ImaB.2

ImaB.3