



PROJECT DURAS

Promotion du Développement Durable dans les systèmes de Recherche Agricole du Sud
Promoting Sustainable Development in Agricultural Research Systems

PROJECT SUMMARY

| PROJECT INFORMATION | |
|----------------------------|---|
| <i>Project ID</i> | 2 DCG 3-28 |
| <i>Project title</i> | Linking farmers to markets through valorization of local resources: the case for intellectual property rights of indigenous resources |
| <i>Theme</i> | Linking farmers to market and support to small and medium agro-enterprises |
| <i>Lead proponent</i> | Prof. Johann Kirsten |
| <i>Organization</i> | University of Pretoria, Dept. Agricultural Economics and Rural Development |
| <i>Contact detail</i> | University of Pretoria, Pretoria, 0001 johann.kirsten@up.ac.za tel: +27 12 420 3251/ fax: 27 12 420 4958 |
| <i>Collaborator 1</i> | Dr Merida Roets, Scientific Roets |
| <i>Collaborator 2</i> | Dr Estelle Biénabe, CIRAD TERA |
| <i>Collaborator 3</i> | Dr Dirk Troskie, Western Cape Department of Agriculture (WCDA) |
| <i>Collaborator 4</i> | Suzaan Laing, Trade Law Centre for Southern Africa |
| <i>Collaborator 5</i> | Justin W. van Fleet, ED.M |
| <i>Collaborator 6</i> | Dr Helmke Sartorius Von Bach, Namibian Consultant and Farmer |
| <i>Collaborator 7</i> | Bernd Rothkegel, Ministry of Agriculture, Water and Forestry, Office of Permanent Secretary |
| <i>Collaborator 8</i> | Oliver Horsthemke, Namibian Agricultural Union |
| <i>Countries covered t</i> | Namibia and South Africa (SA) |
| <i>Project Duration</i> | From: September 2005 To: August 2007 |
| <i>Project cost</i> | Total Project cost: 258638 € Funding requested to DURAS: 142276 € Other funding sources: CIRAD: 50688 €, Univ. Pretoria: 28558 €, WCDA: 37118 € |
| Problem statement | <p>Many poor communities in rural areas of Southern Africa own a rich diversity of traditional knowledge and indigenous resources (Cape indigenous flora; Mopani worms; Marula fruit etc.) and produce agro-food products based on local resources (Rooibos tea etc.). Considering that many of them have a given quality, reputation or other characteristic essentially attributable to their geographical origin, labeling and protection through a geographical indication (GI) could apply to them. Nevertheless, rural communities in the SADC region generally market low value products or raw materials. Where differentiated products do exist, they are often the result of the initiative of medium or large-scale farmers and enterprises.</p> <p>Two central questions will be addressed by this project: "How can local communities efficiently qualify and differentiate their production through GIs?" And "What is the nature and extent of the required institutional and legal framework to achieve this objective?"</p> |
| Project objectives | <ul style="list-style-type: none"> ▪ To develop a non-exhaustive list of local knowledge and indigenous resources which could potentially unlock wealth for local communities through intellectual property ▪ To develop Southern African case studies on the interaction between local culture, geography and human activity in the development of agricultural products with unique characteristics ▪ To strengthen local communities' capacity to a) assess the role and potential of GIs given their own local resources and development strategies, b) deliver insights for the design of the recommended legislative framework and c) exploit the opportunities for financial gain ▪ Explore the potential for the use of GIs as a marketing and income-generating mechanism for products derived from and for traditional knowledge and/or indigenous resources holders ▪ To evaluate the current legal and institutional framework (including existing administrative and collective organizations) and to assess the need for an alternative legal and institutional framework in order to make recommendations that will enhance the ability of resource-poor farmers to qualify their specific agro-food production and benefit from its commercialization ▪ To develop the case study(ies) of the strongest product(s) to such a level that it could be submitted to both the South African and Namibian National Governments and the EU as GIs |
| Project activities | <ol style="list-style-type: none"> 1. Collection and listing of indigenous knowledge and resources, and information sharing 2. Participatory capacity building and case studies selection process 3. Characterization of case studies 4. Legal and institutional framework assessment 5. Case studies preparation for submission as GIs 6. Recommendations sharing 7. Management and support activities |
| Expected outputs | <ul style="list-style-type: none"> ▪ Improved awareness of GIs as a potential tool for improving market access and livelihoods. ▪ Non-exhaustive list of potential cases that could benefit from GIs. ▪ Set of criteria that may be used as guidelines by GI applicants. |

| | |
|--|---|
| | <ul style="list-style-type: none"> ▪ Selection of case-studies with assessment of their potential to benefit from GI protection. ▪ Enhanced appreciation by selected resource owners, of GIs, its linkages to market access and the importance of appropriate organizational frameworks in achieving improved market access. ▪ Adapted educational and participatory tool for community support to develop GIs. ▪ Documented and developed case-studies providing for different scenarios. ▪ Understanding of the interaction between cultural, geographical and human aspects in a Southern African context. ▪ Summary of existing laws and institutions related to GIs in development in SA and Namibia. ▪ Evaluation of the role GIs can play in supporting farming activities to improve access to markets. ▪ Policy recommendations for elaborating an appropriate institutional and legislative framework to establish a GI system supportive of rural poor communities' strategies. ▪ Selected products ready to be submitted to the EU for potential 3rd Country status. ▪ Recommendations for regional co-operation on shared GIs. ▪ Building and/or strengthening of partnerships with and amongst farmer organizations. |
| <p>Monitoring and Evaluation (M&E)</p> | <p>A steering committee, coordinated by Prof Johann Kirsten will be tasked with following up and monitoring the project. This committee will meet after completion of each activity. In addition, Dr Helmke S. Von Bach, will act as national coordinator in Namibia. Throughout the project, progress will be checked against predefined achievements indicators detailed in the logframe. These include a list of specific resources and local stakeholders, set of criteria for case study selection, field visit, case studies and policy recommendations reports, technical and methodological guides for accompanying communities to use GI as a marketing tool. Additionally, first hand evaluation materials will be gathered from participants in events such as selection round table (act. 2), national workshops (act. 3) and closing workshop (act. 6).</p> |
| <p>Project's INNOVATIVENESS, VALUE ADDED and CONTRIBUTION to SD</p> | |
| <p>Innovative aspects of the project</p> | <p>Innovative aspects of the project include:</p> <ul style="list-style-type: none"> • the introduction of a new form of intellectual property never implemented in the region before as well as applying it in the context of improving market access for resource-poor farmers and communities. • the linkage between community level case studies and the formulation of public policies in the context of the new WTO regulations • methods and tools for improving and strengthening rural poor communities' linkages to the market through GI collective dynamics. |
| <p>Project's value added</p> | <p>Fostering sustainable market access. The assessment of the potential of GIs for value-adding and improving market access will address the current lack of proper valorisation of many specific local resources in Southern Africa. The project will enhance collective dynamics, both locally and through cooperation among national institutions, for local resources commercialization and improved market access for resource-poor farmers. Both differentiation of bulk commodities or customized marketing strategies for products derived from the natural biodiversity will be fostered.</p> <p>Strengthening the capabilities of the resource poor. The GI dynamics will be managed as a capacity-building process to support resource-poor local stakeholders in valorising their resources and better negotiating their access to markets (better assessment and awareness of the specificity and potential for market access and enhanced valorisation of local resources). The support to devise a well-conceived GI approach will foster the creation of set of shared rules, within which sustainable exploitation of local resources can be effectively enforced.</p> <p>Delivering inputs for public policies. The assessment of the appropriateness of the available GIs frameworks from the South African and Namibian agricultural producers' perspective, especially the resource poor farmers one, will bring scientific information to inform the views of the agricultural departments in Southern Africa, in particular in their negotiations at WTO level where substantial disagreements exist on the desirability of enhanced GI protection. Thanks to the case studies, recommendations will also be available for the WIPO Intergovernmental Committee on Genetic resources, Traditional Knowledge and Folklore.</p> |
| <p>Project's contribution to sustainable development</p> | <p>This project will improve sustainable development as it combines 1) a highly localized approach with 2) the building and strengthening of partnerships between national institutions (farmer organisations, extension, research and government bodies) and 3) the support to the formulation of public policies in the context of the new WTO regulations. Furthermore, the comprehensive approach adopted in the project will bring community support tools to jointly address the challenges of sustainable market access and sustainable management of natural resources.</p> |