

Policy Learning Platform online workshop  
15 March 2022

# Brands, labels and quality



**Mart Veliste**  
**Luc Schmerber**  
SME competitiveness experts

# Brands, labels and quality – policy brief



- covers topics such as **regional identity, product quality labels, cooperation between SMEs in a rural area, agritourism (adding a tourism component to traditional agriculture businesses) and co-creation for promoting cultural heritage.**
- based on the knowledge generated by the Interreg Europe community and looks into relevant EU policies, support instruments, programmes and good practices.
- **describes the link between SME competitiveness and regional branding** and showcases through good practices and policy changes how the latter can bring benefits to the former.
- features **a number of policy recommendations** using the experience of Interreg Europe projects to inspire policymakers to develop regional branding for their local development strategies.

## Regional Branding for SME success



A Policy Brief from the Policy Learning Platform on SME competitiveness

SEPTEMBER 2021



**Interreg  
Europe**



European Union | European Regional Development Fund

# Branding and quality in EU policy



*“Quality schemes can benefit the rural economy. This is particularly the case in disadvantaged areas, in mountain areas and in the most remote regions where the farming sector already takes a significant part of the economy and production costs are high. They can create value for local communities through products that are deeply rooted in tradition, culture and geography.” – CAP objectives paper*

# Branding and quality in EU policy



- Horizontal topic
- **Common Agricultural Policy (CAP)** – specific objective „farmer position in value chains“
- **EU quality policy** - protects the names of specific products to promote their unique characteristics, linked to their geographical origin as well as traditional know-how
  - PDO – Protected Designation of Origin
  - PGI – Protected Geographical indication
  - GI – Geographical indication of spirit drinks and aromatised wines
  - TSG - Traditional speciality guaranteed
- **Farm to Fork Strategy** - at the heart of the European Green Deal aiming to make food systems fair, healthy and environmentally-friendly
  - The EU Code of Conduct on Responsible Food Business and Marketing Practices (2021)
- **EU Ecolable** - label of environmental excellence that is awarded to products and services meeting high environmental standards throughout their life-cycle
- **National, regional, and private schemes**

**Thematic session**  
**Brands, labels and quality**

**Good practices from Interreg Europe projects**

**Eva Gomar**, Directorate General of Agrifood Industries, Quality, and Gastronomy of the Department of Climate Action, Food, and Rural Agenda of the Catalan Government (Spain)

**“Actions to prevent fraud and foster authenticity” (QUALIFY)**

**Jérôme CINEL**, INTERBIO Nouvelle-Aquitaine (France)  
**Territoire BIO Engagé Label (SME ORGANICS)**

**Hanna Meriläinen**, Regional Council of South Ostrobothnia (Finland)  
**Development of the regional Food Province Label of South Ostrobothnia (FRIDGE)**

**Discussion with speakers and audience**