

Policy Learning Platform online workshop
15 March 2022

Brands, labels and quality



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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 Ostorbothnia (FRIDGE)

Discussion with speakers and audience