



**CEARTE**

Centro de Formação  
Profissional para o  
**Artesanato e Património**

**COLLOQUE INDICATIONS GÉOGRAPHIQUES ET PRODUITS  
INDUSTRIELS ET ARTISANAUX : VERS L'UNIFORMISATION ?**

Perpignan

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**Craft GI**'s regulation in Portugal, is subject to

**national rules** within the scope of industrial property, the **Industrial Property Code**;

**conventional international law** such as the Lisbon Agreement on Appellations of Origin and Geographical Indications or the Geneva Act of the Lisbon Agreement ;

and, more recently

**Regulation (EU) 2023/2411** of the European Parliament and of the Council, October 18, 2023.



The logo for Filigrana de Portugal, featuring a stylized gold swirl design above the text "FILIGRANA DE PORTUGAL" in white capital letters.



**1989**

## **Bordado da Madeira**

first registered craft geographical indication

**2010 e 2011**

Lenços de Namorados do Minho | Renda de Bilros de Vila do Conde

Bordado de Viana do Castelo | Bordado de Guimarães

Bordado Terra de Sousa | Figurado de Barcelos | Olaria de Barcelos

Olaria Negra de Bisalhães | Barro Negro de Vilar de Nantes.

**BORDADO** da  
**MADEIRA**  
madeira embroidery

A stylized graphic of a needle and thread, with the needle pointing upwards and the thread forming a loop. A registered trademark symbol (®) is located to the right of the graphic.



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# Qualification and Certification System for Traditional Craft Products

Decree Law 121/2015, June 30

## What is certificated

Craft productions with geographic reference and cultural and heritage importance.

## Why?

Certify and guarantee the authenticity of certified craft productions

Promote and differentiate traditional craft productions

Guarantee of authenticity of products covered by GI and consumer's reliable information



## Qualification and Certification System for Traditional Craft Products

### **IEFP, I. P.**

organizing & managing the system

register and supervision of the certification mark “certified traditional crafts”

### **CEARTE**

Technical support and expertise

### **Advisory Board**

analysis and issuance of a binding opinion about registration requests

### **INPI**

Registration of the GI after the approval



# Qualification and Certification System for Traditional Craft Products

## Beneficiaries

Artisans certified under the artisan and craft production unit statute

## Proponents/Promoters

Organizations of producers, artisans associations; Local authorities (ex Municipalities); Public or private, non-profit legal entities (training, support, study, and promotion of crafts )

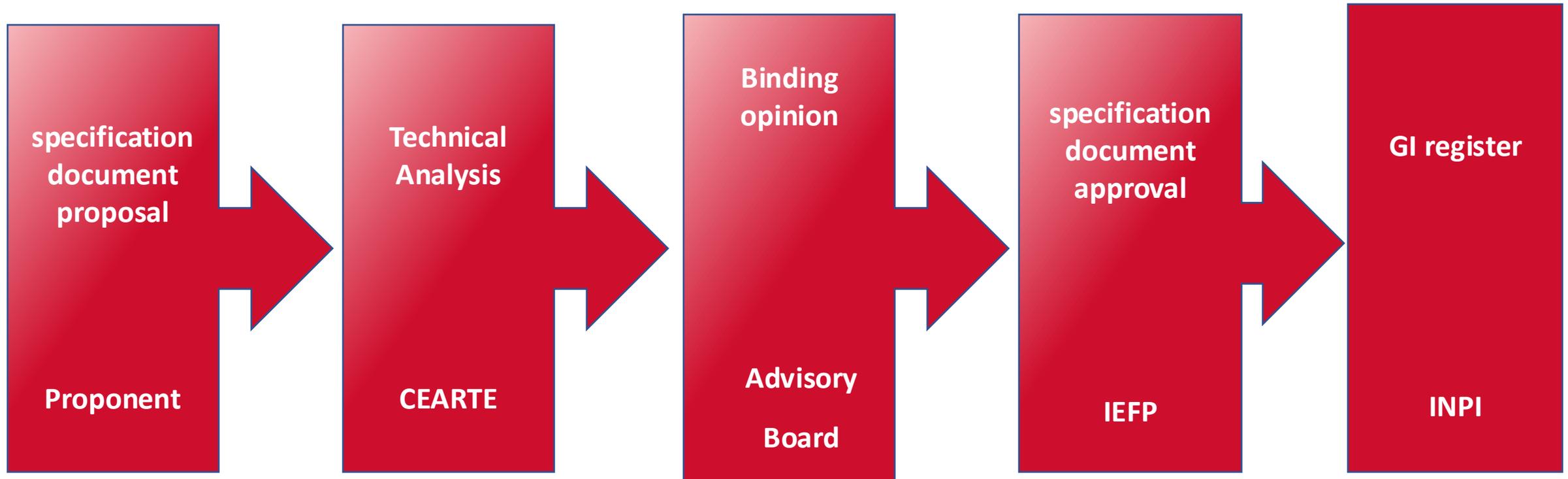
## Control and supervision of the use of the CM/GI

Certification bodies within the scope of their specific competencies

ASAE (Authority for Food and Economic Security) within the scope of its general competencies



# Qualification and Certification System for Traditional Craft Products





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Barro Preto  
Olho Marinho\*



Bonecos  
de Estremoz



Bordado  
Castelo  
Branco



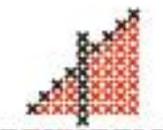
BORDADO  
do CRIVO  
E MODELOS DE CORTINA



BORDADO  
DE GUIMARÃES



BORDADO  
DEVIANA DO CASTELO



CAMISOLA  
POVEIRA  
PÓVOR DE VIMIZIM



CANTARINHA  
DOS NAMORADOS  
DE GUIMARÃES



Covoquinho de Portugal



Estanho  
de Brochova



Figurado  
DE BARCELONA



FILIGRANA  
DE PORTUGAL



Junco de Borelga  
FRANCO



JUNCO  
DE FORJÃES  
ESPONDE



Lavagem de Algodão  
do Minho



MOLELOS  
LOUCA PRETA



Olaria  
DE BARCELONA



RENDA  
BILROS  
PENICHE



RENDAS  
DE BILROS  
VILADO  
CONDE



TRAJE À VIANESA  
VIANA DO CASTELO



VIOLA  
BEIRRA  
PORTUGAL



viola  
braguesa  
PORTUGAL

You can see in more detail: <https://www.cearte.pt/gpaos/index.html>



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## WHAT WE LEARNED FROM THE SNCPT IS IMPORTANT TO

Well-defined and accessible system

**Decision-making competent authority** – well-informed about the craft sector and accessorized by experts (craft, heritage ...)

**Proponents** - producers/artisans but open to public and non-profit entities engaged with crafts and the territory

**Specification document**/single document -, containing well-founded information about the historical link to the territory, product description, production methods, materials...

**Concise definition of the geographical area**

**External control** - Certification bodies



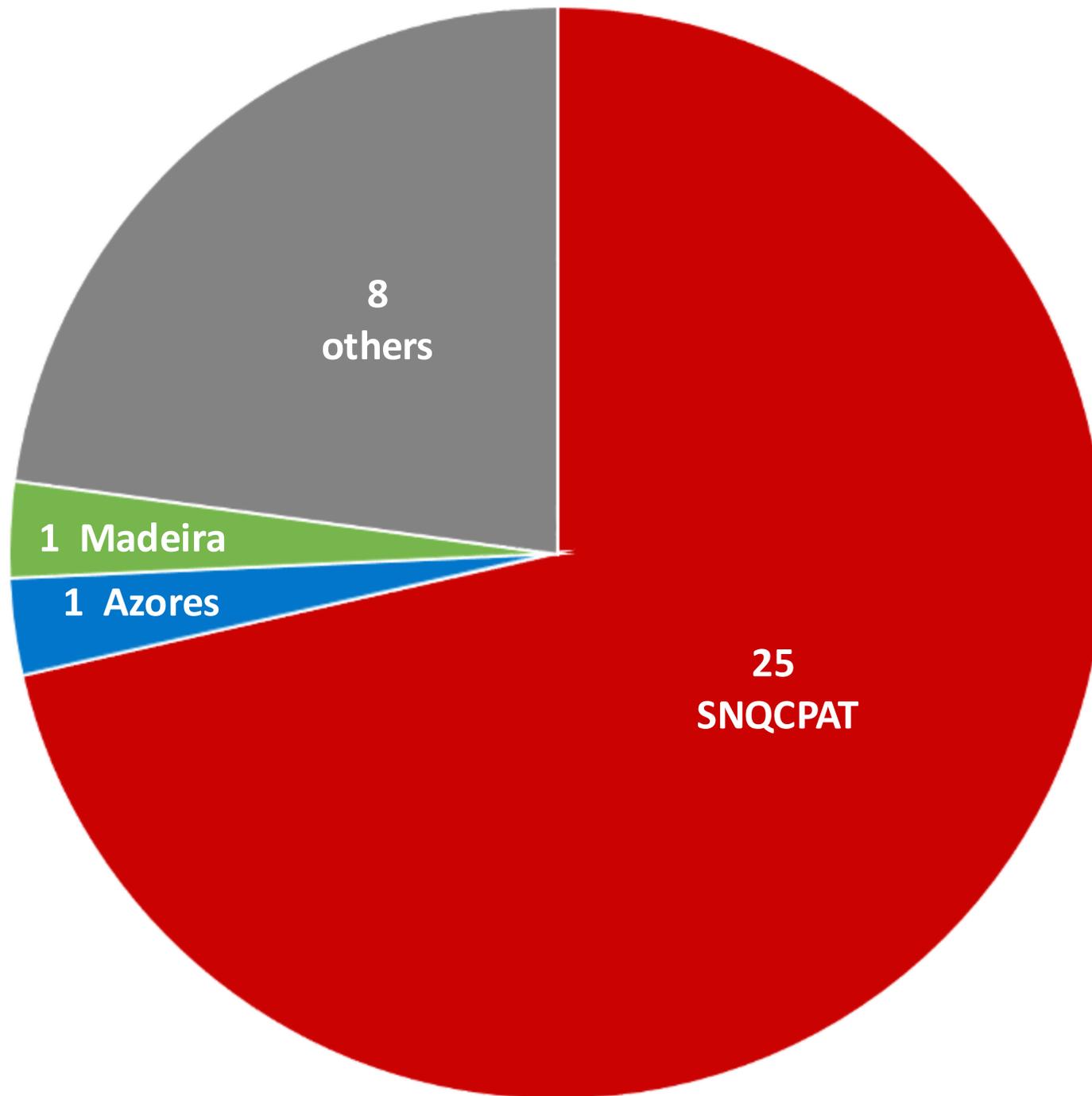
# 35 Craft GI registered

2 Craft GIs from the autonomous regions of Madeira and Azores

8 Craft GIs are not certifying products as no certification process was implemented

6 new proposals under analysis

50 craft productions potential GI

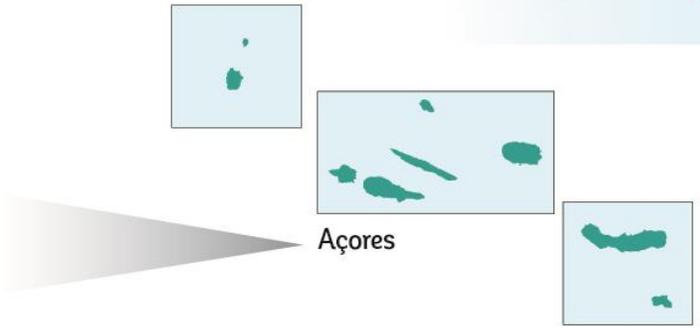




# 27 Craft GI

certification process implemented

âmbito Nacional





## by craft

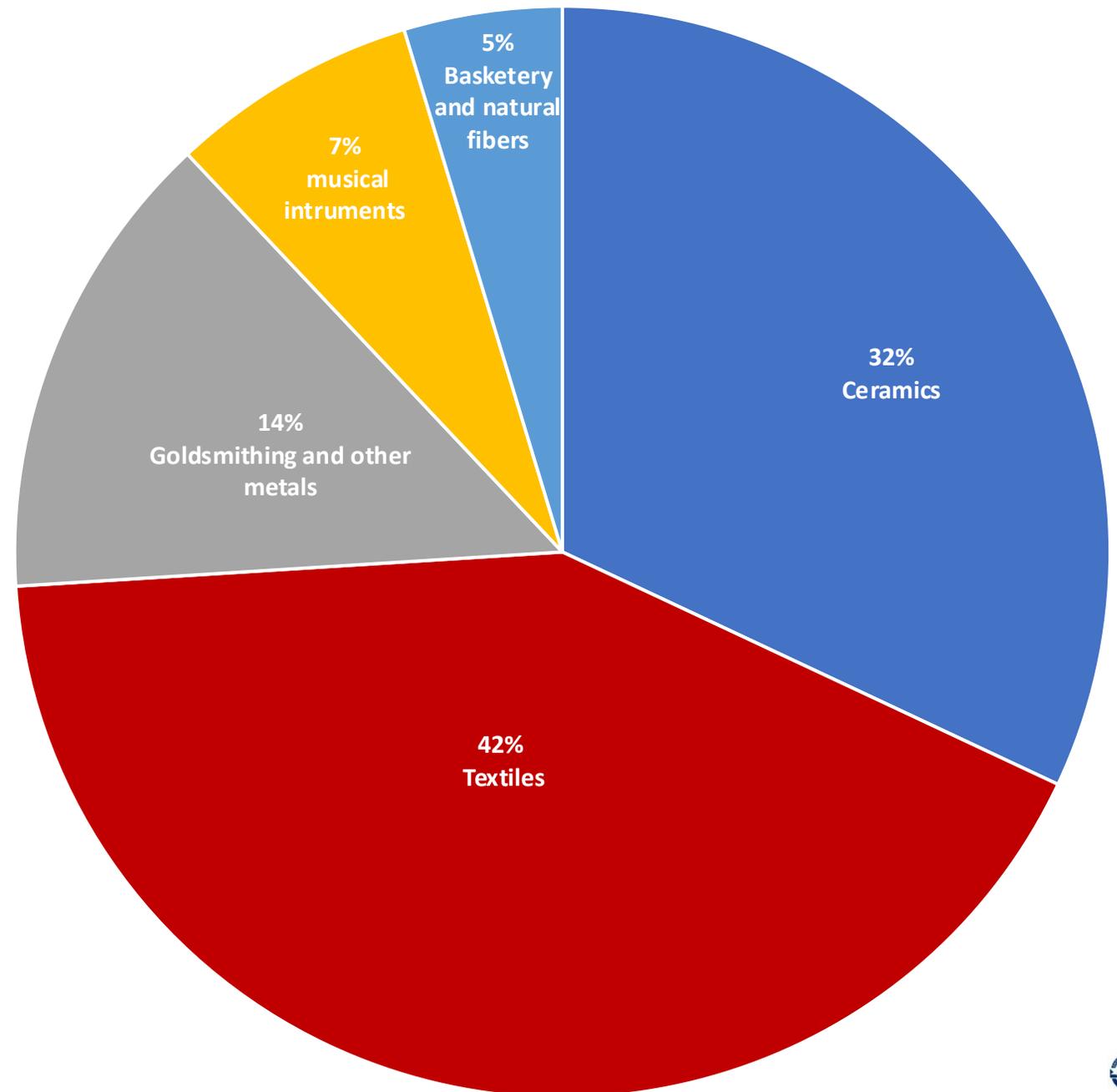
**150**  
**Artisan enterprises**

Most enterprises have only 1 artisan but in specific Crafts, a large number of artisans can be involved

**Bordado da Madeira**, in 2023, 7 enterprises were involved, and 860 embroiderers (full or part-time)

### Other examples

Filigranee and Musical instruments





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## Advantages of Craft GI protection

### PRODUCERS

Protection at national and EU against counterfeiting and other illegal uses

Incentive to invest

Greater perception of the quality of the product by the market

Positioning as “excellence product”/ “ premium product

Increase in the retail price

New professionals/ new artisans

### CONSUMERS

Greater confidence

Visibility of GI products in the market





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## Advantages of Craft GI protection

### REGIONS

local economic development

safeguarding of cultural heritage

protection of skills and craft expertise

transmission to the next generation

new businesses opportunities

Empower local craft businesses and SMEs

Local, national, and international recognition

Tourism





**European CI GI system  
Reglamento (UE) 2023/2411**

**What do we expect from this great opportunity?**

a comprehensive and approachable system

strongly connected with the Craft sector

funds and political willingness to support the system

protection against counterfeiting at the international level

new export markets

**a common space with shared tools to protect our European  
diversity**





***Merci***

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