



THE PROTECTION OF NON- AGRICULTURAL GIS IN ITALY

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THE ITALIAN SCENARIO BEFORE REGULATION 2023/2411

Appellations of Origin (*Denominazioni d'Origine Controllata*) for wines, spirits and foods. Various acts, for instance:

Legge 12 Dicembre 2016, n.238 – Disciplina organica della coltivazione della vite e della produzione e del commercio del vino (introduced originally as Decreto del Presidente della Repubblica 12 luglio 1963, n. 930)

Special acts for specific products, for instance:

Legge 13 Febbraio 1990, n 26 – Tutela della denominazione d'origine 'Prosciutto di Parma' (previously *Legge 4 Luglio 1970, n. 506*)

Non-agricultural products: *No Appellations of Origin.* Collective marks, special laws and individual trade marks

VETRO ARTISTICO DI MURANO

- Introduced by Regional Law (*Legge Regionale* n. 70 del 1994)
- Collective Mark registered by *Regione Veneto* (the owner)
- 2001 Veneto entrusted Consorzio Promovetro with the protection and promotion of the artistic product
- Variety of rules: specifications, authorised sellers etc...



MARCHIO CERAMICA TRADIZIONALE E ARTISTICA / CERAMICA DI QUALITÀ

- Introduced by Legge 9 Luglio 1990, n. 188 – *Tutela della ceramica artistica e tradizionale e della ceramica di qualità*
- "Traditional and Artistic Ceramic" defined as *handcrafts produced following shapes, decorations and style considered part of the heritage of the place where they are made, or inspired by those traditions.*
- Administered by the *Consiglio Nazionale Ceramico* expert body that identifies the areas of production, drafts the specification etc...
- Producers must apply for registration in registers administered by local Chambers of Commerce
- Limited success, many producers prefer to compete on the market with their standard marks



COLLECTIVE MARK '*CREMONA LIUTERIA*'

- Collective mark for the protection of producers of traditional Cremona Violin (*Violino di Liuteria Cremonese*)
- Privately owned by a *Consorzio* that represents a substantial share of violin-makers
- The specification – according to critics – does not truly reflect the tradition of Cremona Violin
- City's proposal to start working on a GI failed – at least for now.



NEXT STEPS —CURRENT SITUATION

Legge n. 206 del 27 Dicembre 2023 – *Disposizioni organiche per la valorizzazione, la promozione e la tutela del Made in Italy*

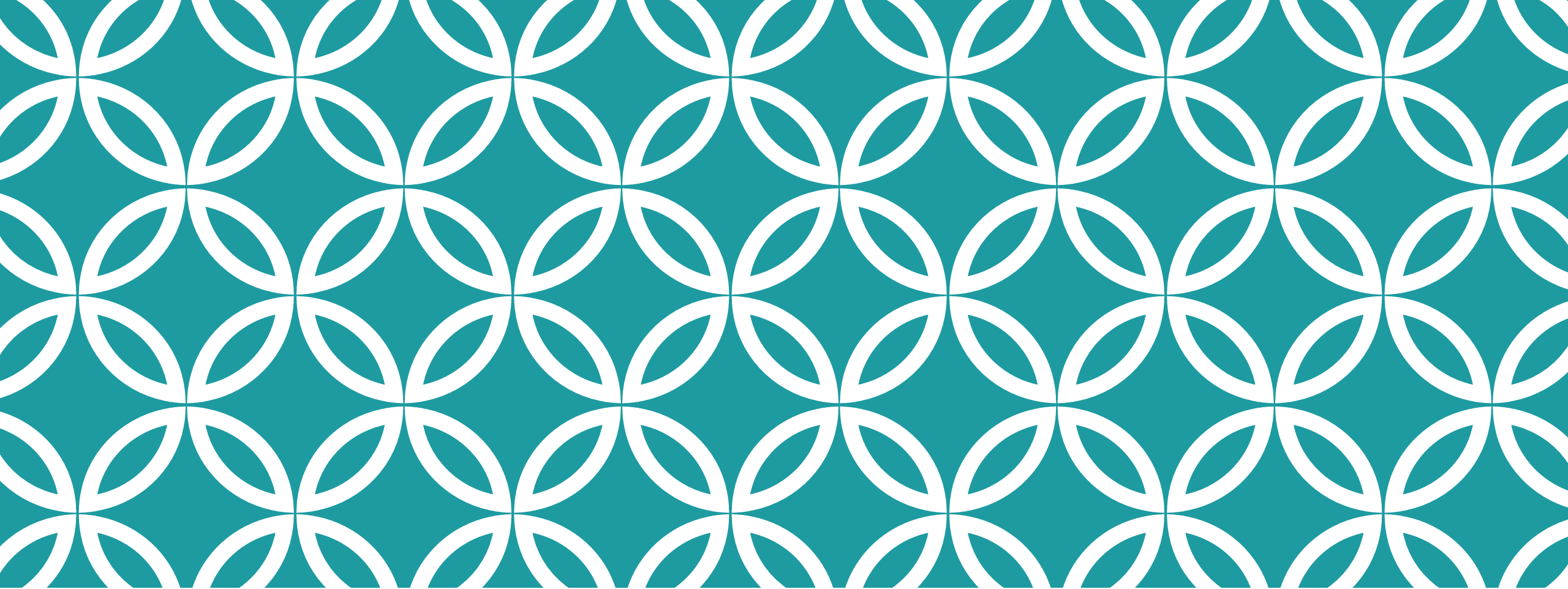
- Not implementing Regulation 2023/2411
- Arts 42-46: (a) invite Regions to identify potential GI products; (b) invite producers to form associations; (c) invites producers to cooperate and work on shared specifications; (d) general guidelines on the contents of specifications

Few information yet

Producers interested in knowing something more, need for guidance

Producers interested in exploring if extra income from this scheme

Time, work, patience required



MERCI BEAUCOUP!

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