FACTUAL SUMMARY OF THE TARGETED CONSULTATION ON CRAFT AND INDUSTRIAL GEOGRAPHICAL INDICATIONS

03/02/2025

DG GROW

This document should be regarded solely as a summary of the contributions made by stakeholders to the targeted consultation on craft and industrial geographical indications. It cannot in any circumstances be regarded as the official position of the Commission or its services. Responses to the consultation activities cannot be considered as a representative sample of the views of the EU population.

Introduction

This factual summary is the snapshot of the results of the targeted consultation on craft and industrial geographical indications (GI). The European Commission launched the consultation to gather direct input from interested stakeholders for the preparation of the Commission's future communication and promotion campaign related to craft and industrial geographical indications. In addition, this consultation also aimed to support the Commission in better tailoring the Union's international policy in the area of geographical indications for craft and industrial products.

The consultation took place between 29 July 2024 and 20 November 2024. During that period 104 replies were submitted using the EUSurvey tool, however not all participants answered all the questions and the statistics below are based only on the questions that were answered.

Respondents characteristics

Respondents were asked to provide basic information about themselves such as the country of origin, the type of organisation, the number of employees (for businesses), whether they are responding in personal or professional capacity, and (for organisations) whether they are included in the Transparency Register.

The majority of respondents submitted their contribution in their professional capacity or on behalf of a legal person (69%).

Almost half of respondents came from Spain (45%), followed by Italy (12%), Portugal (11%), France (9%) and Belgium (8%).

Businesses accounted for 79% of responses, followed by authorities (15%) and researchers/lawyers (7%). The majority of businesses were micro enterprises

(62%), followed by medium-sized enterprises (15%), small enterprises (13%), and large enterprises (10%)

Over half of the organisations (53) were not included in the Transparency Register at the time of the consultation.

A more detailed breakdown is shown in the Figures below.

Fig.1. Distribution of responses by type of respondent

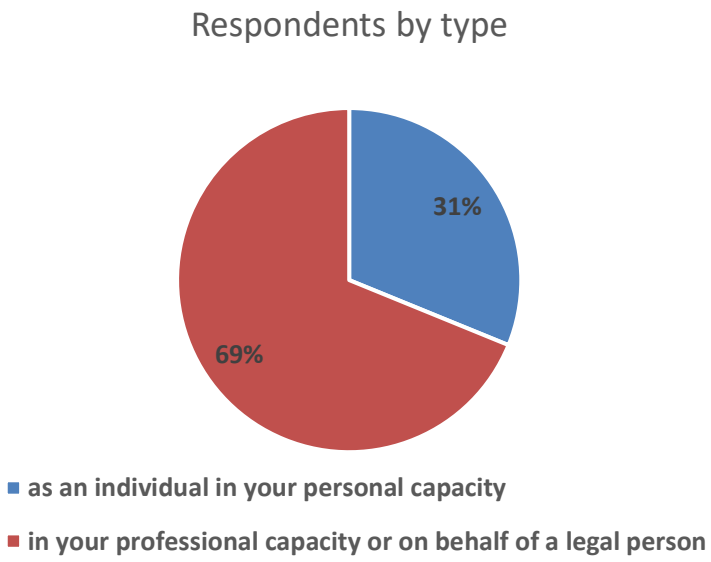


Fig.2. Distribution of responses per country of origin of respondent

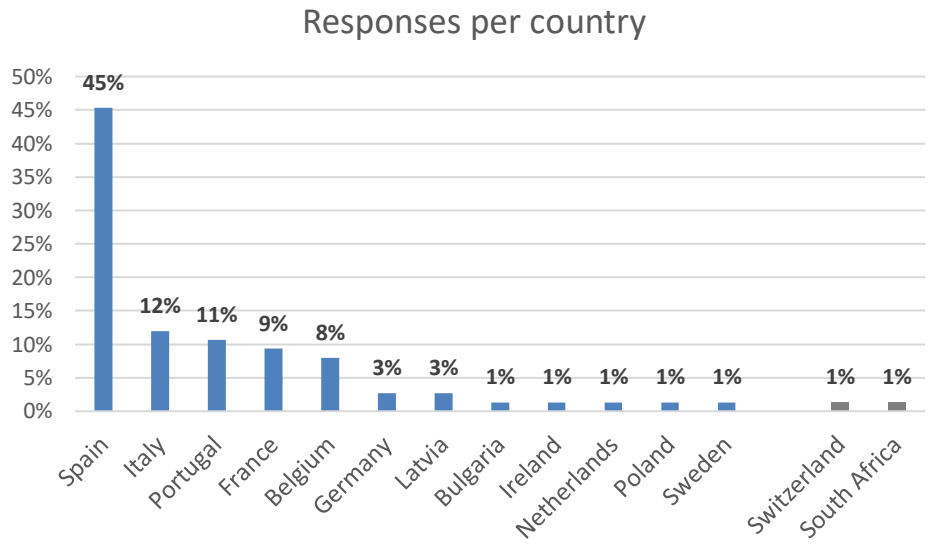
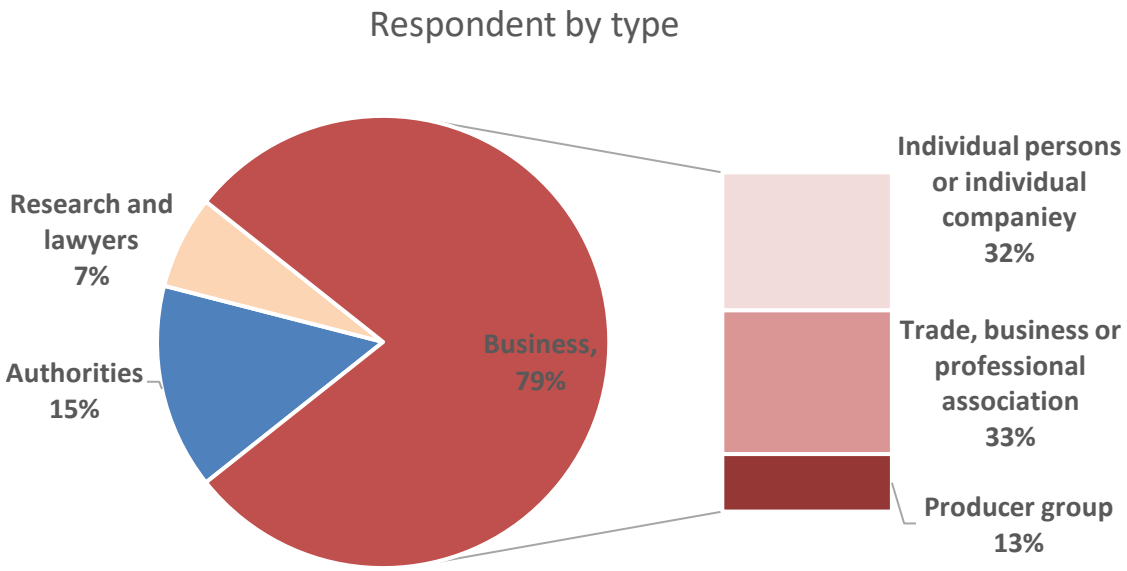


Fig. 3. Distribution of responses by type of respondent



Note: The percentages presented are rounded and may not add up to 100%
Source: Commission own analysis

It is essential to note that the statistics presented below should be interpreted with caution, as the responses were heavily weighted towards respondents from Spain, who accounted for nearly half of all replies, thereby largely reflecting their perspective. Moreover, the percentages presented are rounded, and as a result, may not necessarily add up to 100% in the case of single-choice questions.

Summary of replies

Participants in this consultation were invited to provide feedback on their familiarity with and use of Geographical Indications (GIs) for craft and industrial products, as well as the type of information and activities that would be most beneficial for producers. Additionally, they were asked to share their thoughts on strategies for promoting products, opportunities for cooperation with other stakeholders, and the process of exporting products to third countries.

The following is a brief quantitative summary of the responses, highlighting key findings from select questions within each block.

Replies to questions about the familiarity with/utilization of geographical indications (**GI):**

A large majority of 78% of respondents were aware that a new EU Regulation on the protection of geographical indications for craft and industrial products had been adopted and that applications could be filed as of 1 December 2025.

Whilst the majority of respondents (58%) did not have a craft and industrial product registered as a GI in their country, 29% did, mostly for ceramics and porcelain, textiles and tapestry (45% each), jewellery (27%), laces and embroidery, and granite (23% each).

Only 24% reported using other means for protecting their geographical indications, and the same percentage of respondents had applied for national protection of craft and industrial GIs, mostly for ceramics, porcelain, textiles, and tapestry.

Over half (59%) stated that they were considering the possibility of applying for an EU craft and industrial GI, mostly for ceramics, porcelain, textiles, and tapestry.

Replies to questions on the type of information and activities that would be most beneficial for producers:

In order to help artisans and craft producers to understand the benefits of the new GI regime, the majority of respondents (71%) consider that testimonies from producers already benefiting from GI protection e.g. in the agricultural sector would be helpful, but also information from authorities (65%).

When it comes to the registration process of a GI, the following types of information dissemination are considered as most helpful: webinars, workshops (76% of respondents), demo videos and educational materials such as checklists and guidelines (65%).

Replies to questions about the promotion of products

With regard to the promotion and marketing activities carried out by Member States or the European Union to support selling more craft and industrial products in the EU or in markets outside the EU, the respondents found the following most useful: awareness-raising in trade and craft fairs (75%), cooperation with tourism offices (68%), online campaigns and financing the development of a website (56%).

When asked about the most important characteristics and messages about their products that they usually emphasise during the promotion and marketing activities, a large majority emphasize authenticity (86%), high quality (84%), representing the identity of the geographical area and the people that live there (64%), and traditional methods of production (62%).

The majority of respondents (73%) believe the Commission should financially support participation in fairs, as well as awareness-raising events (72%) in the EU and in third countries to help artisans and craft producers increase the sales or export volume of their products.

Among the consumer groups most interested in their products, respondents single out consumers with specific interests (67%). When asked about which consumer groups are most interested in craft and industrial products, the majority highlights affluent or rather wealthy consumers (92%), and tourists (85%).

When asked about consumer groups that should be targeted with the promotional activities, the majority of respondents select the general public (73%), followed by affluent or rather wealthy consumers (57%).

Replies to questions about the cooperation with other stakeholders

The majority of respondents (64%) stated that their decision to apply for an EU craft and industrial GI may depend on the level of fees charged for the management of GI applications, while 27% indicated that their decision is mainly dependant on the level of fees.

Almost all respondents (97%) would like to be part of the GI community which is being created by the Commission and the European Union Intellectual

Property Office with the aim to aggregate all the natural and legal persons that are interested in topics related to crafts and industrial GIs.

Less than half of respondents (40%) consider that they have all the necessary information to decide about filing an application to protect the name of their product as GI.

Most of the respondents have good cooperation with other producers in the region (85%)

The majority of respondents (79%) are not aware of national or regional communication or promotion projects related to craft and industrial GIs that work well and the respondents who are aware do not list any example.

Replies to questions about the exporting to third countries

The respondents were almost evenly split in terms of exporting their craft and industrial products to countries outside the EU, with 51% reporting that they did and 49% stating that they did not. Among those who had exported their products, a range of methods were employed, with 72% having used an intermediary or retailer, 66% having directly marketed without intermediary or retailer, and 45% having participated in craft or trade fairs as a means of exporting their goods, while a further 41% had mainly sold their products online.

Among products currently exported to third countriesby respondents , the most represented are: ceramics, porcelain (41%), textiles & tapestry and footwear (18%). This breakdown follows that of the most frequently legally protected products' names.

Among the problems that respondents' products or craft and industrial products in general encounter in third countries stand out misuses, imitation, abusive practices with 73%, followed by counterfeiting (55%). When it comes to abuses, infringements, unfair competition performed in the EU by local producers against a third country product protected in the third country as a GI, the majority (79%) encountered no problems.

A large majority of respondents (85%) agreed that the scope of international agreements covering geographical indications (GIs), which are currently being negotiated by the EU, have already been concluded, or that will be negotiated in the future, should be extended to include craft and industrial GIs.