

Call for Papers

EuAWE Workshop

From Signal to Constraint: Do Geographical Indications Still Work?

Location: French Caribbean (University of the Antilles, Pointe-à-Pitre, Guadeloupe)

Dates: 6-8 January 2027 (academic sessions & field visits)

Organised by: European Association of Wine Economists (EuAWE) & University of the Antilles (CREDDI)

Workshop Theme and Objectives

Geographical Indications (GIs), including Protected Appellations of Origin (PDO) and Protected Geographical Indications (PGI), have historically played a central role in signaling product quality, structuring agri-food value chains, and supporting rural development. Over time, these institutional devices have contributed to reputation building, price premia, and territorial anchoring.

However, GIs are increasingly facing **structural tensions**. Climate change, environmental and social sustainability requirements, evolving consumer preferences, health concerns, and intensifying international competition raise a fundamental question: **do Geographical Indications still primarily function as quality signals, or have they become binding constraints for producers and territories?**

This EuAWE workshop aims to provide a rigorous and multidisciplinary assessment of the contemporary economic, institutional, and symbolic roles of Geographical Indications. Contributions are invited to explore whether, how, and under which conditions GIs remain effective instruments for value creation, coordination, and territorial sustainability, or whether their regulatory rigidity may hinder adaptation and innovation.

Wine and spirits offer particularly relevant empirical settings for addressing these questions, as origin-based labels remain at the core of their market organisation and international positioning. Within this broader framework, **rum constitutes a particularly distinctive and informative case for analysing the economic relevance of Geographical Indications (PDOs and PGIs)**. The coexistence of different institutional arrangements in the rum sector provides an original opportunity to assess whether GIs effectively operate as value-enhancing signals or, conversely, as binding constraints on production, innovation and market access. **The workshop will therefore also examine the role of Geographical Indications in the local economic development of rum-producing territories, including their implications for value creation, employment, and territorial sustainability.**

Scientific Scope and Research Axes

The workshop is structured around four complementary research axes, reflecting different but interrelated dimensions of Geographical Indications (GIs). However, **the call for papers is not limited to these themes, and all proposals relating to the issue of GIs are welcome.**

Transitions, Technical, Governance and Legal Constraints of Origin

- Climate change, adaptation strategies and regulatory rigidity
- Environmental transitions and sustainability standards
- Innovation, productivity and technological change under PDO/PGI rules
- Competitiveness, costs and economic performance of GI-based systems
- Typicity, terroir expression and wine identity under changing environmental conditions
- Governance, institutional evolution and reform of GI systems
- Resilience and adaptability of GI systems to climate and market transitions

Consumers and the Value of Origin

- Analysis of the value of origin (hedonic functions, experimental economics, etc.)
- Consumer perception, valuation and trust in Geographical Indications
- Branding, reputation and the evolving meaning of “local” and “authentic”
- Tourism, experiential consumption and origin-based narratives
- Market signals versus symbolic representations of origin
- Skepticism and controversies regarding the origin
- Real origin and marketing-staged origin

Territorial Sustainability and the GI System

- Income distribution, producer welfare and economic viability
- Employment, social cohesion and rural development
- Health and well-being of the local stakeholders perspective
- Ecosystem balance and environmental externalities of GI systems
- Territorial identity and long term brand equity
- Recognizability of GI wines and geographical identity

Geographical Indications and International Trade

- The role of Geographical Indications in international trade performance and export competitiveness
- GIs as quality signals in global markets: price premia, market access and demand effects
- GIs, trade costs and non-tariff barriers
- Interaction between GIs and trade agreements (bilateral, regional and multilateral frameworks)
- Strategic use of GIs by firms and territories in export markets

A transversal objective of the workshop is to assess the conditions under which Geographical Indications can evolve towards more **sustainable, resilient and inclusive institutional arrangements**, rather than becoming sources of lock-in.

Special Session – Origin and Rum

A **special dedicated session** will focus on **rum and Geographical Indications**, with particular attention to the **French Caribbean case**. This session will examine the local economic, social and territorial role of origin-based labels in the rum sector, including their implications for production constraints, value creation, export strategies and territorial development. This session is intended to foster dialogue between academic research and professional perspectives.

Disciplinary Approaches

The workshop is explicitly **pluridisciplinary**. Submissions are welcome from, but not limited to:

- Economics (agricultural economics, industrial organisation, international trade, environmental economics)
 - Management and strategy
 - Law and political science
 - History and geography
 - Sensory science and chemistry (typicity, taste, quality)
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Submission and Format

- **Submissions:** long abstract (min. 800 words)
- **Language:** English (French allowed)
- **Presentation format:** Academic paper sessions (30mn)

Submission: Please send your abstract to contact@euawe.com

Publication Opportunities

Selected papers will be considered for **one special issues in peer-reviewed academic journals**. Depending on the thematic coherence of contributions, an **edited volume or collective book project** may also be envisaged.

Further information on publication outlets will be communicated before the workshop.

Important Dates

- **Long abstract submission deadline: September 30, 2026**
- **Notification of acceptance: October 9, 2026**
- **Workshop dates: 6-8 January, 2027**

Organisation

Paper selection will be carried out by a Scientific Committee composed of members of the EuAWE Board, in close coordination with the local organising committee.

Further details regarding submission procedures and practical arrangements will be disseminated via the EuAWE website and mailing lists.
