

## PD2 Individual Activity Plans

Institution: Luiz de Queiroz College of Agriculture  
Department of Economics, Administration and Sociology  
Post-doctoral student  
Period: 2024/25

Duration: 24 months (may be renewed for two further periods of up to 12 months each)

Number of vacancies: 1 ongoing postdoctoral position

Project title: Promoting geographical indications for sustainable development in the rural area: Geographical indications, cost-benefit ratio for agri-food and dissemination of the practice as a way of adding value to Brazilian agricultural systems

Field: Economics, Administration and Sociology

### **Abstract**

Brazil has a diversity of typical regional products that would benefit from the evolution of the institutionalization of geographical indications and collective brands. However, the promotion of added value and regional development through these intellectual properties needs to be better integrated with food security and nutrition policies, as well as biodiversity conservation, the promotion of nature-based climate solutions in a context of improving intellectual property policy strategies and instruments, to foster the wider use of GIs.

### **The candidate will contribute in line with the main objectives of the project:**

**Main objectives:** analyze the quality and specific specifications achieved with GI recognition. He/she will analyze the importance of collective action, agro-industrial value chains and governance and effective marketing efforts, the investment capacity generated causing agro-industrial dynamism in the territory, identify trade-offs and the dilemmas between exclusivity versus inclusion.

Manage the PhD scholar(s): to make calculation estimates, develop scenarios and modeling to show the data identified in the documentary and field research and compare the criteria identified that imply incremental costs and gains; to seek to calculate the impacts on price, on production volumes, on market access and competitiveness, on the resilience of the product/service to crises and price drops, on the level of local economic development, identifying causal mechanisms and success factors.

### **Work plan: The following tasks are proposed to enable the project to be completed**

1. Survey of national and international literature.
2. Compile, structure and summarize.
3. Writing academic, technical, journalistic, educational and policy-oriented texts.
4. Meta-analysis of what criteria have been used.

5. Analyzing the content and discourse of the material obtained from interviews with participants recruited using the homogeneous sampling criterion, individuals who are members of the community with its own characteristics that led to the GI registry.
6. Coordinating and analyzing the data obtained from the market perception survey.
7. Applying research techniques to pilot projects.
8. Coordinating a workshop with focal points, recruiting participants by extreme sampling and trying to bring together specialists and individuals who have direct experience of various links in the chain so that the data collected in the previous stages can be validated.
9. Structure a partnership between the university and government and private bodies that can foster collective initiatives to create value through sustainability.
10. Develop actions with MAPA and CATI to promote geographical indications based on the data collected.
11. Carrying out a research residency at CATI to collect data available at the coordinator's office and advise the coordinator's office on matters relating to public policies for territorial development, including those specifically aimed at promoting geographical indications and collective brands.
12. Helping the master's student to engage state and municipal public school teachers in research activities.
13. Accompanying the Improvement scholarship holder(s) in their tasks.
14. Training the Improvement scholarship holder(s) in educational activities to disseminate the practice of registering geographical indications. Guidance on the production of scientific texts and the dissemination of results.
15. Helping the PE fellow and the Master's fellow to involve students in the creation of collective initiatives to create value such as geographical indications, collective brands and quality certifications.
16. Manage doctoral fellows in: a) Choosing criteria for measuring the effectiveness of GIs in agro-industrial systems in Brazil. b) Separation of data collected in other stages of the research into distinct categories. c) Creation of a joint analysis index of the categories that numerically represent this qualitative analysis so that regular calculation is possible, even after the research period has ended. d) Estimate the effect of using initiatives on the Brazilian economy based on field research and systematized data collection with indicators that are being monitored in the initiatives and what costs and benefits the adoption of GIs entails.

### **Timeline:**

**First two months:** activity 1 and 2 - Literature survey. Records, structuring and syntheses.

**Second bimester:** activity 3 and 4 - Writing texts and meta-analysis of the criteria used to measure the value and cost of articulating, registering and managing GIs.

**Third bimester:** activity 5 - Analysis of the discourse and content of the material obtained from interviews with participants recruited using the homogeneous sampling criterion, individuals who are members of the collective with their own characteristics that led to the GI registration.

**Fourth bimester:** activity 5 - Analysis of the discourse and content of the material obtained from interviews with participants recruited using the homogeneous sampling criterion, individuals who are members of the collective with their own characteristics that led to the GI registration.

**Fourth bimester:** Activity 5 - Analysis of the discourse and content of the material obtained from the interviews with participants recruited by the homogeneous sampling criterion, individuals who are members of the community with its own characteristics that led to the GI being registered.

**Fifth bimester:** activity 5 - Analysis of the discourse and content of the material obtained from the interviews with participants recruited by the homogeneous sampling criterion, individuals who are members of the community with its own characteristics that led to the GI being registered.

**Sixth bimester:** activity 6 - Final analysis of the content and discourse of the data obtained, creating parameters and/or metrics.

Seventh semester: activity 7 - Together with the pilot projects, help with the most appropriate methodological choices (action in support of the other master's and EP fellows).

**Eighth bimester:** activity 8 - Coordinate events such as workshops inviting experts.

**Ninth bimester:** activity 9 - Seeking partnerships that enhance sustainability.

Tenth bimester: activities 10 and 11, respectively feeding both MAPA and CATI with data collected from the research carried out; and creating links between the University and state or municipal public schools through projects such as the University goes to School. lectures, round tables.

**Eleventh bimester:** activities 12, 13 and 14 respectively; creating links between the school and the university (academic research); guiding the EP scholar in their tasks, training them in scientific research; and training and helping the EP scholar with public school students with specific initiatives on geographical indications.

**Twelfth bimester:** activity 15 publish research results in an indexed journal.

In addition to the motivation to investigate the subject of the research, the position requires skills in organization, analysis, synthesis of ideas and information, curiosity and interest in research. Experience in using tools for applying the Theory of Change and active methodologies is desirable. Ease of working with people, didactics and proficiency in English are required.

Interested should send their CVs to: [edespers@usp.br](mailto:edespers@usp.br)