

IRSA - CONGRESSO MUNDIAL DE SOCIOLOGIA RURAL (01/10/2025 A
20/01/2026) - IRSA 26 - QUALITY, LOCALIZED PRODUCTS, AND
TERRITORIES

**THE INTEGRATION OF SUSTAINABILITY INTO GEOGRAPHICAL
INDICATIONS: A PATH TO SUSTAINABLE TERRITORIAL DEVELOPMENT**

Vitor Sonaglio Maioli (vsmaioli@outlook.com)

Vera Lúcia Milani Martins (vera.martins@poa.ifrs.edu.br)

Bernadete Bittencourt (bernadete@ipb.pt)

Kelly Lissandra Bruch (kellybruch@gmail.com)

The intensification of global crises, such as climate change and growing social inequalities, calls for a reassessment of prevailing development models. In this context, Geographical Indications (GIs) stand out as instruments for valorizing origin-linked products, capable of articulating quality, territorial identity, and productive organization. However, despite their strong linkage to the natural and cultural resources of territories, GIs still do not structurally incorporate explicit sustainability criteria into their conceptual and normative frameworks, particularly in the Brazilian context. In light of this gap, this study aims to investigate how integrating sustainability as a guiding component of the conceptual basis of GIs can contribute to sustainable territorial development. The research adopts a

mixed-methods approach, combining qualitative and quantitative techniques. Initially, professionals working in the field of GIs in Brazil participated in a survey to capture perceptions of the inclusion of sustainability criteria in the Code of Practice. Subsequently, stakeholders from selected GI experiences in Brazil and Portugal responded to semi-structured interviews by a comparative documentary analysis of the respective technical specifications. The study concludes that many sustainability criteria are already embedded in existing GI experiences, arising from traditional practices, localized knowledge, and territorial governance arrangements, and can therefore be identified, systematized, and further strengthened. However, sustainability is still predominantly perceived as an accessory or secondary element to the functioning of GIs, rather than as a structuring principle of their regulatory and conceptual frameworks. This fragmented approach limits the full potential of GIs to promote sustainable territorial development and may compromise the long-term viability and preservation of origin-linked products.

Palavras-chave: geographical indications; sustainability; territorial development; origin-linked products; regulatory frameworks.