

Brief Notes On the European Geographical Indication Law, Among Sustainability Implications and Artificial Intelligence Applications

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Abstract

Geographical indications (GIs) within the European Union legally protect products with unique qualities tied to their place of origin. GIs promote sustainability, preserve tradition and support rural areas; notwithstanding, verifying their authenticity remains an issue. This paper examines the intersection of EU GI law with sustainability and the potential of artificial intelligence (AI) to improve GI compliance and consumer trust.

The research combines a review of EU legislation with case studies on AI applications (e.g., precision agriculture, traceability...) in GI value chains to find a complex relationship, but existing frameworks may not capture all sustainability aspects, while case studies show AI's promise in traceability, combating fraud and supporting informed consumer choices.

The paper calls for broader sustainability metrics within GI law and responsible AI adoption to strengthen GI systems and policy recommendations should include incentivizing ethical AI for verification, promoting data sharing and raising consumer awareness of GIs' sustainability benefits.

Keywords: geographical indications (GIs), European Union (EU), sustainability, artificial intelligence (AI)