

## **Income and Embroidery with Geographical Indication in the Northeast of Brazil: Associations for Income Generation and Valuation of Culture**

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### **Abstract.**

In this article, it was tried to demonstrate that a Geographical Indication can produce countless advantages for the producer, the consumer and for the economy of the region. One of the first perceived benefits is adding value to the product or increasing revenue for the producer. Geographical Indications (GIs) are part of the intellectual property applicable to goods and services characterized by the place of origin. In Brazil, they were instituted by Law No. 9,279 of May 14, 1996, known as the Industrial Property Law, which regulates rights and obligations related to industrial property and instituted two types of GIs, the Geographical Indication of Origin (IP) and Designation of Origin (DO). Northeast Brazil shows significant growth rates in the sector, an economic differential for a region that is admittedly economically less favoured in the country. The objective of this work was to identify the importance of a GI for a craft association and what are the associations that produce Rends and Embroidery in northeast Brazil. The importance of a Geographical Indication for a region was also discussed and three associations were identified promoting income generation and regional development. This article was carried out through descriptive and documentary bibliographic research, developed from published contents in theses, dissertations and scientific articles of the main databases available, books and periodicals and is part of the research project of the PhD in the Property program Of the Federal University of Sergipe, Brazil

**Keywords:** Geographical Indication, Regional Development, Handicraft Associations, Culture

### **1. Introduction**

The World Intellectual Property Organization (WIPO) Convention defines intellectual property as "the sum of the rights relating to literary, artistic and scientific works, interpretations of performing artists and performances of performers, phonograms and broadcasts, inventions in all fields of human activity, scientific discoveries, industrial designs, industrial, commercial and service marks, as well as commercial firms and trade names, protection against unfair

competition and all other inherent rights to intellectual activity in the industrial, scientific, literary and artistic fields "(WIPO, 2017).

Within the Intellectual Property is the Geographical Indication (GI), are intellectual property institutes applicable to goods and services that are characterized by the place from which they originate, involving environmental, historical and sociocultural issues. The seal can be used in products or services, instituting that they originate in a certain geographical area, thus securing its origin and legacies related to it, such as qualities, reputation, history (CERDAN, 2014).

According to Law No. 9,279 of May 14, 1996, known as the Industrial Property Law (LPI), which deals with Industrial Property in Brazil, regulates rights and obligations related to industrial property and instituted two types of GIs, the Geographical Indication of Origin (IP) and Denomination of Origin (DO) (BRASIL, 1996).

It is the duty of the National Institute of Industrial Property - INPI to register and grant a geographical indication, based on Resolution no. 75 of the National Institute of Intellectual Property (INPI), which establishes the conditions for such registration. The registry and its conditions seek to avoid the misuse of a GI for a given product or service, delimiting the geographical area of use to the producers and service providers of the region, establishing local standards, curbing the use of name and seal by other persons or unauthorized companies, guaranteeing greater security to individuals in consumer relations (CERDAN, 2014, PINTO and PAIXÃO, 2018).

There are two different types of Geographical Indication in Brazil, the Indication of Source (ISP), which is related to the geographical name known for the production, extraction or manufacture of a given product, or for the provision of a given service and the Denomination of Origin (DO) related to a product or service whose qualities or characteristics are unique to the geographical environment, including natural and human factors, as Russo et al. (2011) and Cerdan (2014),

Craftsmanship is an activity that does not require much investment in capital, but it does a lot of work, provides jobs and income, and is still environmentally friendly. It is also one of the areas of activity of entrepreneurial women, as it is a manual skill activity associated with women's work (BHAT and SINGH, 2017 and AZEVEDO, 2018).

The association reflects a choice of artisans for an important marketing strategy. By differentiating itself from other products, the association aims at a way of reaching consumers directly, following the changes and modernity's of the sector. It can be an instrument for improving the lives and working conditions of craftsmen, when an association of artisans obtains a seal of GI, this adds value of economic recognition with great potential of commercialization. (MELLO, 2015, KELLER, 2014 and KOTLER and ARMSTRONG, 2015).

The impact of a GI goes beyond the several improvements in a region, being able to preserve the particularities of the products, stimulate investments in the production area, with valuation of the properties, increase of the tourism, the technological standard and the job offer, create relationship with the consumer. It can also improve the commercialization of products, facilitate access to markets through collective ownership, protect against imitations and fraudulent use,

as well as important for regional culture, as it values, protects and adds value to the culture and products of it (FABRIS et al, 2012; INPI, 2011; NASCIMENTO et al.,2012 e CERDAN, 2014).

The objective of this article was to identify the associations of lace and embroidery of the northeast of Brazil with the Geographical Indication seal, as well as to know the advantages of a theme that can bring to organizations, people and environment. This article was based on descriptive and documentary bibliographic research, developed by means of dissemination in theses, dissertations and articles of the main databases available, books and periodicals articles.

Initially the article discusses the benefits of a GI and the possibilities of development that it offers for a region. In the sequence, the associations of lace and embroidery handicrafts with GI in northeast Brazil are identified, with a brief profile of each one. It follows the methodology describing how the article was elaborated, ending with the conclusion and bibliographical references

## **2. Benefits and Possibilities**

### **2.1 Associations with Geographical Indications**

The geographical indication informs the consumer that a product is produced in a certain place and has certain characteristics that are linked to the place of production. This seal can be used by all producers who carry out their activities in the geographical location of the geographical indication. The seal can be used for a multiplicity of articles, such as agricultural products, handicrafts, or any other that aim to highlight specific qualities, which can be found in the place of origin of the product, such as peculiar manufacturing skills and traditions (CERDAN, 2014 and JUNGSMANN, 2010, 2010).

A GI-certified product may be from a locality, a city, a region or a country, and registration may be requested individually or collectively. A GI differs from a brand because it is an individual or collective right, it cannot be licensed or assigned, it belongs exclusively to manufacturers or service providers of a certain geographical region (PUHLMANN and MOREIRA, 2004).

Considering that a handcraft today represents affective values, customs, customs, elements that go beyond a souvenir, it is not only a product for tourist consumption, but it is important for the regional culture, since it values, protects, adds value to the culture and to her products. A Geographical Indication can promote regions, since GIs often come from underprivileged agricultural regions where producers do not have good production or cost reduction conditions. With the seal, producers can promote the valorisation of products, based on quality and local knowledge (HERRMANN, 2016, INPI, 2011 and CERDAN, 2014)

In addition to adding value to the product, one of the first results that is expected after the granting of a GI is an aggregation of value to the product or an increase in income to the producer, among other benefits, such as valuing local quality and knowledge, opening and strengthening of activities and complementary services, related to the valuation of assets, diversification of supply, tourist activities. (KAKUTA et al, 2006; CERDAN, 2014 and NASCIMENTO et al, 2012).

Locatelli (2007, p.65) and Fabris et al (2012, p. 392) consider that the Geographical Indications can provide diverse impacts in several economic aspects of a region as the improvement of the insertion of products with geographical indication in the internal market increase the income of producers and traders, generate jobs and set the population in rural areas, stimulate new activities related to GI, greater competitiveness of products in the international market, uniformity of production and quality standards

There is a positive impact in companies, as discussed by Maiorki and Dallabrida (2015, p.23), such as companies that market inputs, transport companies, services sector around a GI, tourism companies, that is, the positive impact of a GI extends beyond the demarcated territorial domains, benefiting a much larger number of people and companies. It is thus perceived the range of benefits that a GI can provide to a product or service, as well as to all those who are directly or indirectly connected to it.

The development of a GI is not immediate, it takes time and there needs to be an interaction between the public sector and the private sector, with space for participatory management in the associations as discussed by BELLETTI et al (2017) and BHAT and SINGH (2017). It is necessary a space for the management of associations, but with the help of the State and other organizations the longevity of the associations is more likely to happen as WILKINSON et al (2017) and RODRIGUES VALENTE (2012) put it. These authors also point out that not only are governmental institutions important for the management and survival of a GI, non-governmental institutional networks play a very important role in supporting and supporting associations, promoting discussions, fostering business, promoting products, services, and IG's own culture, still little known in Brazil.

A GI is capable of promoting several benefits for the association, producers and for the region involved in the process, and may have the benefits extended to the surrounding area of the GI area, this positioning is ratified (CERDAN, 2014; GARCIA *et al*, 2018; NASCIMENTO *et al*, 2012; LOCATELLI, 2007; FABRIS *et al*, 2012; AZEVEDO, 2018; KELLER, 2014; INPI, 2011; DABUL, 2016; BELLETTI *et al*, 2017; BHAT e SINGH, 2017, WILKINSON *et al*, 2017; MAIORKI E DALLABRIDA, 2015; RODRIGUES VALENTE, 2012 e JUNGSMANN, 2010), who also agree with the needs of governmental and non-governmental support to the craft associations with GI, aiming at their longevity and success (KAKUTA *et al.*, 2006; CERDAN, 2014 and NASCIMENTO *et al*, 2012; BELLETTI *et al* (2017) and BHAT and SINGH (2017).

## 2.2 Geographical Indications of Lace and Embroidery in Northeast Brazil

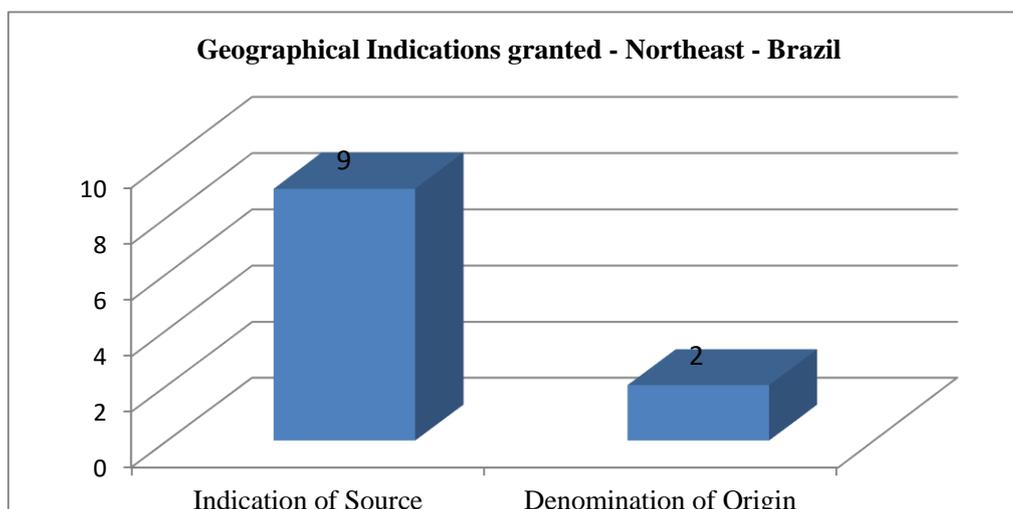
The Geographic Indications awarded in the northeast of Brazil until 2016 are mostly Indication of Origin, according to figure 1. This difference can be explained because when granting a DO Denomination of Origin seal, the product must have an intense connection with the environment natural, as Fabris et al (2012, p.390) puts it, relating IG to the geographical environment, as it marks and personalizes the product. It involves elements such as marking the production zone, production limit per hectare. There are specific production requirements and minimal qualitative characteristics of the products.

These elements may make it difficult to prove the characteristics of the product and consequently the application for certification of a GI, since the peculiar characteristics of the

region must necessarily affect the result of the product in an identifiable and measurable way. In both cases, the GIs promote the valuation and protection of traditional or known products, which have links with a certain locality, while bringing positive contributions to the local economy (RUSSO et al., 2011).

In Brazil there are already many products with a GI seal, but the number is still small in the continental size of the country, which has great potential for the emergence of new GI, even more, taking into account that the products of a GI has penetration higher in the market, especially if they are associated with a customer-oriented marketing strategy that sees products as complex sets of benefits that satisfy their needs, not just something for simple use or consumption (FABRIS et al., 2012; LOCATELLI, 2008 and KOTLER and ARMSTRONG, 2015)

Figure 1: Graph of the types of Geographic Indications Granted in Northeast Brazil - 2000 to 2016



Source: INPI - Assessoria de Assuntos Econômicos, Anuário Estatístico de Propriedade Industrial 2000-2016.

Among the nine Indications of Source granted in northeastern Brazil, three are Associations of Lace and Embroidery, the *Renda Irlandesa* (Irish Income) of Divina Pastora - SE, the *Renda Renascença* (Renaissance Income) of Cariri Paraibano - PB and *Bordado Filé* das Lagoas de Mundaú - Manguaba - AL.

The Desenvolvimento da Renda Irlandesa de Divina Pastora Association (Development of the Irish Income) of Divina Pastora - SE - ASDEREN obtained the seal of IG - Indications of Source on 12/26/2012. According to data from the City Hall, the municipality of Divina Pastora is in the central region of the State of Sergipe. Divina Pastora's economy is focused on farming, with the cultivation of sugarcane, manioc and mango, and cattle breeding, horses, pigs and chickens. Oil exploration is also a significant element for the local economy, with 258 oil wells in operation. Another activity that stands out in the municipality and made it known worldwide is the Irish Income (DADOS MUNICIPAIS, 2018).

According to SEBRAE (2014), in the city of Divina Pastora stands out its handicraft of income. The city now known as the "land of Irish income" holds the traditional knowledge of handmade lace. The income of needle in lacê- *Renda Irlandesa* - arrived at Sergipe around the beginning of century XX. In this same period, a lady known as Júlia Franco taught the technique to the three artisans from the municipality of Divina Pastora, who in turn disseminated the knowledge to women belonging to low-income social classes in the region.

The income of Divina Pastora over time has acquired its own characteristics, which differentiated it from all types of crafts, in relation to the sinuous traces of the drawings, to the raw material, becoming sophisticated. It is estimated that about 180 women produce the *Renda Irlandesa* in the municipality and that about 80% of the city's female population is in some way involved with the activity (SEBRAE, 2014).

The way of making *Renda Irlandesa* was recognized as Cultural Heritage of Brazil in 2008 by the *Instituto do Patrimônio Histórico e Artístico Nacional* (National Historical and Artistic Heritage Institute) (IPHAN, 2014). The Geographical Indication, granted by the National Institute of Industrial Property in 2013, adds value and credibility to this product, conferring a market differential according to the characteristics of its place of origin. Divina Pastora income has been able to promote the social rise of many unemployed or unemployed women in the countryside to pay for their production and sales and is currently the only source of income for many families in the region (SEBRAE, 2014).

The Associação das Cooperativas, Empresas e Entidades vinculadas à Renda Renascença Council (Association of Cooperatives, Companies and Entities related to Renaissance Income Council) - CONARENDA in Cariri Paraibano - PB achieved the certification for *Renda Renascença* (Renewal Income) in the model Indications of Source of INPI on 09/24/2013. The *Renda Renascença* arose in Europe between the fifteenth and sixteenth centuries, was widely used by nobles in Italy and France, making it accessible to the bourgeoisie in the seventeenth century. She arrived in Brazil in the 19th century, with French Sisters of the Convent Santa Teresa in Olinda PE, becoming famous for the excellent embroidery. The nuns taught the craft of income to an artisan named Mara Pastora, who in turn taught another craftswoman Elza Medeiros, a native of the municipality of São João do Tigre, thus starting the Paraíba lace tradition more than a century ago (SEBRAE, 2016).

The Cariri Paraibano is a region with elevated lands, with altitudes varying from 400 to 700m, semi-arid climate, with strong sunshine and other warm temperatures the Cariri one of the driest areas of the country. With soils that are not favourable to planting because they are poorly developed, shallow, stony and with temporary rivers, the environment has proved to be fertile ground for the *Renda Renascença* (SEBRAE, 2016).

The *Renda Renascença* is made with needle, thread and cotton lace and it takes delicacy, patience and dexterity with your hands. There are more than 100 types of income points, all already catalogued. The income of the region differs from the others, and production has inserted the region's women into the labour market, becoming the only source of income for many families (SEBRAE, 2013).

The number of associates is about four hundred artisans, but the number of women working with the income in the region is much higher, reaching 3,000 people. The *Renda Renascença*

was able to insert women in the world of work, being for many families the only source of income. From the 2000s it became one of the main economic activities of the region and regional tourist attraction (SEBRAE, 2013).

The Bordado Filé Institute of the Mundaú-Manguaba Lagoons in the region of the Mundaú-Manguaba Lagoons - It obtained the stamp of Indications of Source at INPI on 04/19/2016. The area is in the state of Alagoas, covering part of the municipalities of Marechal Deodoro, Pilar, Santa Luzia do Norte, Coqueiro Seco, Satuba and Maceió. The IG was granted on behalf of the Embroidery Institute Filé das Lagoas de Mundaú-Manguaba, with about 200 artisans (IPHAN, 2014).

The technique of *Bordado Filé* (Fillet embroidery) comes from the colonial period for the construction of fishing nets and was incorporated by women into the loom. The craft is typical of the population around the lagoons Mundaú and Manguaba, which historically holds the knowledge about the production of *Bordado Filé*. The Alagoas *Bordado Filé* is characterized by combinations of points of different colours and intensities, made in small-spaced mesh. The *Bordado Filé* was previously registered as intangible Cultural Heritage of Alagoas by the State Council of Culture (DE AGUIAR ALVES, 2014).

A Geographical Indication can protect a variety of products such as agricultural products, handicrafts, and any of those that may be special, which can be found in the place of origin of the product, as well as the peculiarities and traditions, but also goes beyond that. The IG provides, values and protects women's empowerment, territorial development, tourism, culture, history, the environment, among other things (FABRIS et al., 2012; LOCATELLI, 2008; CERDAN, 2014; TONIETTO, 2003; NASCIMENTO, 2012).

### 3. Methods

The objective of this paper was to discuss the importance of a GI for a craft association, considering that craftsmanship is part of the creative economy and has the potential to promote regional development. It also sought to identify the Geographical Indications of lace and embroidery handicrafts in Brazil northeast. This article was constructed from descriptive and documentary bibliographical research, developed through contents published in theses, dissertations and scientific articles of the main available databases, books and periodical articles.

The bibliographic research according to Cervo et al. (2007, p. 61), "is the basic procedure for monographic studies, which seeks to master the state of the art on a particular subject." According to these authors descriptive research occurs when one registers, analyses and correlates facts or phenomena, without manipulating them. Documentary research is carried out through research, through documents, with the purpose of describing and comparing customs, behaviours, differences and other characteristics, both present and past. Initially a bibliographic survey was carried out in the database of the National Institute of Industrial Property of Brazil, through the site, reports and periodicals available there. Bases of previously selected scientific journals were used.

For the indexing, the terms Geographical Indication, Handicraft and Regional Development were used, initially considering a period between 2013 to 2018, and it was necessary to broaden the search by the beginning of 2000. Access was through the journal portal of the Comissão de Aperfeiçoamento de Pessoal do Nível Superior - CAPES, through a subscription to the Federal University of Sergipe and the Portal of Periodicals from January to March 2019. The analysis of the documents consisted of the identification of handicrafts with Geographical Indication in Brazil, their characteristics, distribution in the regions the importance of a GI for a group of producers and a region. This research is also characterized as an exploratory research, seeking a greater familiarity with the themes Geographical Indication, Handicrafts and Regional Development.

#### **4. Conclusion**

Considering the size of Brazil and its rich culture the number of GI is still very small. The country has great potential for the emergence of new GIs, even more, considering that products with differential seal has greater penetration in the market.

Several authors acknowledge the Geographical Indications value products, traditions, customs, environment, knowledge, practices, issues related to a local identity. Against the current of globalization, mass production, pasteurization of products and markets, the seal of GI as the protection of regional products with relatively small and limited production, has been promoting a valorisation and local development. A GI gives a competitive advantage to quality products, but that would hardly reach the final consumer without the guarantee seal.

Factors such as the protection of the product and publicity generated by the conquest of the GI seal, the valorisation of the local culture, the opportunity for work and empowerment for women, and recognition of the work of the artisan are elements that should be considered as positive impacts of an IG. However, it is also clear that regional development does not occur quickly and needs a support network to happen.

A GI can stimulate regional development, protect cultural heritage, increase tourism, which in turn can strengthen the recognition of other GI and generate several other benefits to the territory. The studies on the subject are not elaborated here, it is still necessary to study more in depth the impacts that an IG effectively generates in an environment, mainly in the environment where the IG of handicraft in this article referenced are.

It should be considered that not only the tangible elements that make up a product and that can be measured will benefit, but that there are also the intangible elements, and these are not always easy to measure and analyse. But the ambiance of craftsmanship has both tangible and intangible elements that need to be considered in regional development.

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