

RESEARCH ON GEOGRAPHICAL INDUSTRIES AND EDGE CRAFTS ASSOCIATIONS IN NORTHEAST BRAZIL AND NORTH PORTUGAL

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Abstract

This paper presents partial results of a survey on the profile of Geographical Indication Lace Embroidery Associations in northeastern Brazil and Portugal. Geographical Indications value and protect traditional products linked to a particular locality, while making positive contributions to the local economy. Handicraft production associations in Brazil, which have obtained the geographical indication seal, add many artisans who derive their families' livelihoods almost exclusively by selling the products. In Portugal the process is different and the certification is individual for the artisan and the pieces. This study aimed to characterize the profile of the members of the Renda Irlandesa, Renda Renascença e Bordado Filpe associations in northeastern Brazil with Geographical Indication seal and the lace of Tibaldinho, Bilro and Lenço dos Namorados in Portugal. The work started with bibliographic research that preceded the field research and Doctoral Sandwich in Portugal. In the bibliographic research were used articles, theses, dissertations available in the online bases of CAPES periods. The Sandwich Doctorate was conducted between November 2018 and March 2019 and the field research in Brazil was conducted from May to June 2019, and data were collected through a semi-structured questionnaire.

Keywords: Geographical Indication; Crafts; Income Generation.

1. INTRODUCTION

Geographical Indication and Intellectual Property

Geographical indications (GIs) are elements of intellectual property applicable to goods and services that

are characterized by the place from which they originate, involving environmental, historical and socio-cultural issues. According to Brazilian norms, they can be of two types: indications of origin (IO) or designations of origin (DO) (BRAZIL, 1996).

Valente et al. (2012) point out that the definitions of designation of origin and indication of origin defined by Brazilian legislation are similar to the designation of origin and geographical indication contained in European Union regulations. In both cases the differences are clear: in the appellation of origin, the geographical, meteorological and human characteristics that characterize the entire production process are determinant in the characterization and differentiation of the product; In the indication of origin (Brazil) or geographical indication (European Union), it is not necessary that the quality of the product is closely linked to the peculiar natural characteristics of the region, it is enough that the good produced in this area has reputation and notoriety with the consumer market. The authors also point out that not only does the culture that involves production guarantee its typicality, but its quality is less associated with the territory, and that the definition of GI present in the Brazilian legislation, differs from the one adopted by the EU and also covers of products of any kind, also the rendering of services as subject to protection by this intellectual property.

Consumers understand that geographical indications are references of origin and quality of products, so counterfeiting of certified products is punishable as it harms not only legitimate producers but especially consumers who buy a product in the face of valuable reputation. Penalties for counterfeiting a certified product range from prohibiting unauthorized use of certification to compensation for damages and in some serious cases to arrest of those involved (JUNGMANN, 2010).

As the authors discuss Belletti et al., (2017) the support for GI products as suppliers of local public goods requires the right mix of public and private initiatives, leaving room for collective management. GI protected products can play a relevant role in activating and supporting local sustainable development processes in rural areas. But for the author this does not happen automatically. Links between the public and private sector are slow to come and may involve a number of potential negative effects that must be carefully assessed and managed. A GI product can contribute to sustainable development, but it probably requires proper regulation of its production and consumption, and the removal or treatment of aspects that hinder or block GI enhancement initiatives. It points out that due to the multidimensional nature of a GI different areas are appropriate to exploit the potential associated with the products.

For the Instituto Nacional da Propriedade Industrial do Brasil – INPI, an organization that grants the seal of Geographical Indication, handicraft fits in the Indication of Origin modality, as corroborated by Russo et al (2011, p. 80) the Indication of Origin (IO) is related to the geographical name known for the production, extraction or manufacture of a particular product, or the provision of a given service.

Geographic Indication Lace and Embroidery Craft Associations

Craft Associations were selected for the survey from the Geographical Indication grant list provided by INPI. The associations located in the Northeast region of Brazil were chosen, as follows: Associação para o Desenvolvimento da Renda Irlandesa de Divina Pastora - ASDEREN - SE Renda de agulha em Lacê-Indication of Origin; Conselho Associação das Cooperativas, Empresas e Entidades vinculadas à Renda

Renascença - CONARENDA. Cariri Paraibano - PB Renda renascença - Indication of Origin; and Instituto Bordado Filé das Lagoas de Mundaú-Manguaba - INBORDAL, Região das Lagoas Mundaú-Manguaba - AL Bordado Filé - Indication of Origin (INPI, 2016).

A survey was also carried out with three lace and embroidery organizations certified in Portugal - PT from November 2018 to April 2019. In Portugal, unlike Brazil, the renders and embroiderers are not organized in Associations, being the responsibility of the Chambers. municipal authorities the whole process of recognition and safeguarding of the stamps, be they Geographical Indication or the research took place during the completion of Doctoral Sandwich with support from CAPES.

The Associação para o Desenvolvimento da Renda Irlandesa de Divina Pastora – ASDEREN is headquartered in the municipality of Divina Pastora, located in the central region of the state of Sergipe. The city now known as “Irish Lace Land” holds the traditional lore of handmade lace. The way of making Irish income was recognized as a Brazilian Cultural Heritage in 2008 by the National Historical and Artistic Heritage Institute (IPHAN, 2014). The seal of Geographical Indication was granted by the National Institute of Industrial Property in 2013 (SEBRAE, 2014).

At the beginning the Associação had about 200 members, but currently has about 60 members, but offers support to a larger number of women, who are not members, but who seek help to produce lace, in sewing workshops, in collective buying. inputs and in the dissemination of products in Brazil and abroad (FIELD RESEARCH, 2019 and SEBRAE, 2014).

INPI granted the registration of geographical indication to the Council of Associations, Cooperatives, Companies and Entities linked to Renda Renascença do Cariri Paraibano – CONARENDA, which brings together several associations in the geographical region of influence of IG on September 24, 2013 in the category of Indication of Origin for the Renaissance Income production of the region known as “Cariri Paraibano” corresponds to the political limits of the municipalities of Monteiro, Camalaú, São João do Tigre, São Sebastião do Umbuzeiro, Zabelê, Prata, Sumé and Congo. The number of associates is about 400 artisans, but the number of women who work with income in the region is much larger, reaching up to three thousand people. The region's income differs from others and production has inserted women into the labor market, becoming the sole source of income for many families (SEBRAE, 2013).

The registration of Geographical Indication, in the indication of origin mode, was granted by INPI o for the embroidery fillet of the Lagoas Mundaú-Manguaba region on December 9, 2014. The coverage area is 252 km² in the state of Alagoas, covering part of the municipalities of Marechal Deodoro, Pilar, Santa Luzia do Norte, Coqueiro Seco, Satuba and Maceió. The GI was granted on behalf of the Instituto Bordado Filé das Lagoas de Mundaú-Manguaba, which started its activities with about 200 artisans, but currently has about 35 members (IPHAN, 2014, Field Research, 2019).

In Portugal, the Rendas de Bilro de Peniche, a Renda Tibaldinho de Mangualde e a Renda do Lenço dos Namorados do Minho were surveyed. Twelve lace makers and embroiderers certified by the City Councils and official Certification Entities were interviewed for their work and pieces in three different municipalities. In the three cases were also interviewed the Secretaries of Culture of the Municipalities. The lace and certified embroidery of Portugal follow the provisions of Decree-Law No. 121/2015 of 30 June 2015 and are governed by the rules of the Sistema Nacional de Qualificação e Certificação de

Produções Artesanais Tradicionais - SNQCPAT (PORTUGAL, 2015).

2. Methodology

This article is organized as follows: initially are covered concepts about Intellectual Property, Geographical Indication, their relationships, different possibilities and characteristics of a GI and also identifies the researched craft associations. In the second part we discuss about the methodology used in the research. The third part is the result of surveys with the profile of members, their work and level of satisfaction with the associations. The fourth part is considerations followed by references.

The surveyed associations were selected from the information provided in the database of the Instituto Nacional da Propriedade Industrial do Brasil, through the Institute's website, the reports and journals available there. Among the seven handicraft associations with Geographical Indication were selected 3 associations of lace and embroidery, ASDEREN - Renda Irlandesa em Divina Pastora - SE, CONARRENDA - Renda Renascença em São João do Tigre - PB and INBORDAL Bordado Filé em Maceió - AL.

The research can be considered exploratory, because the recognition of the object of study was performed. It was quantitative with surveys and relationships between variables, with some qualitative elements. This study aimed to characterize the profile of the Rendas Irlandesa e Renascença and the Bordado Filé and to relate their level of strategic alignment with their markets. The research had an intentional non-probabilistic sampling and used the methodology called snowball.

The work consisted of bibliographic research followed by field research. The descriptive and documentary bibliographic research was carried out based on online journals available by the Comissão de Aperfeiçoamento de Pessoal do Nível Superior – CAPES, in contents published in theses, dissertations and scientific articles, books and articles of scientific journals.

The data collection instrument was through interviews with semi-structured questionnaires applied to the defined sample. After the application of the questionnaires during the months of May and June 2019, the data were tabulated and analyzed.

3. SEARCH RESULTS

Profile of the interviewees

The research was carried out with 125 people, all female belonging to the Associações de Rendas e Bordados with Geographical Indication in the Northeast, in the cities of Divina Pastora - SE, São João do Tigre - PB and Maceió - AL. No male associates were identified in any of the Associations surveyed. It is possible that lacework and embroidery work in the regions is also carried out by men, but they did not seek to associate in the researched institutions, nor were they found during field research.

Regarding the age of the associates, a greater number of women between 36 and 55 years old can be seen, according to table 01, showing a lower interest of the young public in the lace and embroidery craft.

Table 1: Age of Associates

MEMBERSHIP / AGE OF MEMBERS	16 - 20	21 - 25	26 - 30	31 - 35	36 - 40	41 - 45	46 - 50	51 - 55	56 - 60	61 - 65	66 - 70	71 - 75	76 - 80	TOTAL
ASDEREN	2	4	2	3	8	9	6	2	4	3	4	2	1	50
CONARRENDA	0	4	5	8	8	2	8	8	1	4	2	0	0	50
INBORDAL	0	3	1	3	5	2	3	6	1	0	1	0	0	25
TOTAL	2	11	8	14	21	13	17	16	6	7	7	2	1	125

Source: Field Survey Data (2019)

Regarding the level of education there is a greater number associated with Incomplete Elementary School, and Complete High School, with a very diverse age range, ranging from 19 to 78 years, characterizing a diversity in the sample.

Table 2: Education level of the researched population

	CONARRENDA		INBORDAL		ASDEREN		Grand Total	
	Frequenc y	%	Frequenc y	%	Frequenc y	%	Frequenc y	%
Complete Elementary education	1	2,00%	2	8,00%	3	6,00%	6	4,80%
Incomplete Elementary School	21	42,00%	5	20,00%	13	26,00%	39	31,20%
Complete High school	12	24,00%	11	44,00%	13	26,00%	36	28,80%
Incomplete High school	1	2,00%	2	8,00%	9	18,00%	12	9,60%
Did Not Study	10	20,00%	-	-	2	4,00%	12	9,60%
Higher Level Complete	3	6,00%	2	8,00%	6	12,00%	11	8,80%
Incomplete Higher Level	-	-	3	12,00%	3	6,00%	6	4,80%
Postgraduate Studies	2	4,00%	-	-	1	2,00%	3	2,40%
Grand Total	50	100,00 %	25	100,00 %	50	100,00 %	125	100,00 %

Source: Field Survey Data (2019)

About the marital status of the respondents 68% are married and 20% are single, 6.4% divorced and 5.6% are widows.

It is observed that the family income of the members of INBORDAL is much higher than the family income of the members of CONARRENDA and ASDEREN, reaching almost double the amount received.

Table 3: Family income of the surveyed population

	ASDEREN		CONARRENDA		INBORDAL		Grand Total	
	Frequenc y	%	Frequenc y	%	Frequenc y	%	Frequenc y	%
Up to 1 minimum wage	34	68,00%	43	86,00%	8	32,00%	85	68,00%
2-4 minimum wages	15	30,00%	6	12,00%	16	64,00%	37	29,60%
From 5 to 7 minimum wages	1	2,00%	-	-	-	-	1	0,80%
From 8 to 10 minimum wages	-	-	-	-	1	4,00%	1	0,80%
Did not answer	-	-	1	2,00%	0	0,00%	1	0,80%
Grand Total	50	100,00%	50	100,00%	25	100,00%	125	100,00%

Source: Field Survey Data (2019)

About 47.20% of the members are home providers, so the majority and others 20.80 contribute 50%.

Table 4: If you are a home provider

	ASDEREN		CONARRENDA		INBORDAL		Grand Total	
	Frequency	%	Frequency	%	Frequency	%	Frequency	%
0.5	11	22,00%	13	26,00%	2	8,00%	26	20,80%
No	17	34,00%	11	22,00%	12	48,00%	40	32,00%
Yes	22	44,00%	26	52,00%	11	44,00%	59	47,20%
Grand Total	50	100,00%	50	100,00%	25	100,00%	125	100,00%

Source: Field Survey Data (2019)

Work, Production and Quality

INBORDAL is the association with the largest number of members that depend exclusively on the craft work of embroidery, being it the main economic activity, with CONARRENDA in second place and ASDEREN in third.

Table 5: Income / embroidery as the main economic activity of the members

	ASDEREN		CONARRENDA		INBORDAL		Grand Total	
	Frequency	%	Frequency	%	Frequency	%	Frequency	%
No	25	50,00%	11	22,00%	3	12,00%	39	31,20%
Yes	25	50,00%	39	78,00%	22	88,00%	86	68,80%
Grand Total	50	100,00%	50	100,00%	25	100,00%	125	100,00%

Source: Field Survey Data (2019)

73.60% of the members dedicate themselves practically every day of the week to the production of lace and embroidery, with predominance of the members of INBORDAL, followed by CONARRENDA and ASDEREN in third place in number of days of the week dedicated to production, as shown by Table 6. Associates who have another source of income or develop other economic activities are retired and teachers with 16.67% each, civil servants with 11.11% and caregivers of elderly and day laborer with 8.33% each.

Table 6: How many days per week do members devote to income / embroidery production?

	ASDEREN		CONARRENDA		INBORDAL		Grand Total	
	Frequency	%	Frequency	%	Frequency	%	Frequency	%
1	2	4,00%	-	-	-	-	2	1,60%
2	5	10,00%	5	10,00%	0	0,00%	10	8,00%
3	2	4,00%	1	2,00%	2	8,00%	5	4,00%
4	2	4,00%	1	2,00%	-	-	3	2,40%
5	11	22,00%	2	4,00%	-	-	13	10,40%
7	28	56,00%	41	82,00%	23	92,00%	92	73,60%
Grand Total	50	100,00%	50	100,00%	25	100,00%	125	100,00%

Source: Field Survey Data (2019)

Regarding the number of daily hours devoted to lace production and embroidery, there is a predominance of between six and eight hours of daily dedication, as shown in Table 7.

Table 7: How many hours a day do members spend in lace / embroidery production?

Hours	ASDEREN		CONARRENDA		INBORDAL		Grand Total	
	Frequency	%	Frequency	%	Frequency	%	Frequency	%
1	1	2,00%	-	-	-	-	1	0,81%
2	3	6,00%	6	12,00%	-	-	9	7,26%
3	10	20,00%	4	8,00%	1	4,00%	15	12,10%
4	8	16,00%	6	12,00%	4	16,00%	18	14,52%
5	5	10,00%	1	2,00%	1	4,00%	7	5,75%
6	18	36,00%	6	12,00%	3	12,00%	26	20,97%
7	2	4,00%	-	-	-	-	2	1,61%
8	3	6,00%	27	54,40%	13	52,00%	43	34,68%
10	-	-	-	-	3	12,00%	3	2,42%
Grand Total	50	100,00%	50	100,00%	25	100,00%	124	100,00%

Source: Field Survey Data (2019)

The vast majority of associates sell their parts through associations, whether they have the GI seal or the seal, as shown in Table 8.

Table 8: What is the destination of the parts produced by the associates

	ASDEREN		CONARRENDA		INBORDAL		Grand Total	
	Frequenc y	%	Frequenc y	%	Frequenc y	%	Frequenc y	%
Selling at home to the consumer.	1	2,00%	2	4,00%	-	-	3	2,40%
Selling at home to the consumer. Sale to the association	12	24,00%	9	18,00%	-	-	21	16,80%
Selling at home to the consumer. Sell to the association, Sell to others.	6	12,00%	1	2,00%	1	4,00%	8	6,40%
Sell at home the consumer. Sell to others.	2	4,00%	1	2,00%	-	-	3	2,40%
Sale to the association	25	50,00%	26	52,00%	20	80,00%	71	56,80%
Sale to the association. Sale to other associations.	4	8,00%	4	8,00%	4	16,00%	12	9,60%
Sell to others.	-	-	7	14,00%	-	-	7	5,60%
Grand Total	50	100,00%	50	100,00%	25	100,00%	125	100,00%

Source: Field Survey Data (2019)

Certified Lacemakers and Embroiderers from Portugal

In Portugal it was found that 100% of the lace makers are female. In the three municipalities surveyed, no male artisans were found. The selection of interviews followed by the list of certified lacemakers and embroiderers provided by the City Councils and official Certification Institutions. In total, 10 artisans from a total of eighteen certified women were interviewed. Of this total, two declined to interview, one was not located and five were removed due to health problems.

In Concelho de Mangualde, in the most central region of the country, the lacemakers of the Bordado Tibaldinho were surveyed, with four certified artisans. Two lacemakers agreed to give an interview, one did not agree, and one was on sick leave. In the city of Peniche, further south of Portugal, Bilro's lacemakers were surveyed and five certified artisans were found, three of whom agreed to interview and two were on sick leave. The last embroidery to be researched was the Lenço dos Namorados do Minho, the northernmost region of the country, with a larger number of certified embroiderers. Were interviewed five artisans out of

a total of nine, one was not located, one declined to give interviews, two were away for health problems. The certification and registration system for Handcrafted Products in Portugal is different from Brazil. The artisans are not organized in associations, they are independent. All respondents are certified, 80% are married and 20% are widowed. About schooling 90% have completed high school and 10% have a postgraduate degree. About 30% are home providers and 70% contribute 50% of expenses.

100% of respondents know what certification is and how it works, have already done training on the subject and the points. Who has given all training and certification is ADERE together with the city councils of each city. ADERE is the Instituição oficial de certificação de artesanato of the Portuguese Government, accredited by the Instituto Português de Acreditação - IPAC (PORTUGAL, 2015).

In reference to income being the main economic activity of the respondents 60% answered the income or embroidery is the main and 40% answered that it is not, but 100% of the respondents develop economic activities. Other economic activities developed by the artisans include: 20% are artisan and craft store owner, 10% are decoration store owner, 20% are craft store employee, 10% are teacher, 10% are lace teacher, 10% do crafts in general, 10% are retired and 10% owns a craft store and teacher of lace.

About the number of days worked per week 50% work seven days, 20% work five days, another 20% work three days and 10% work two days a week. 50 of the interviewees also work 08 hours a day with lace and embroidery activities, 30% work 2 hours a day, 10% work 3 hours and another 10% 4 hours a day.

About the place of sale of certified parts 50% answered that they deliver in a specialized store in Lace and Embroidery, 20% sell their products directly at home to customers and also deliver in specialized stores and 30% sell at home and also in the City Hall store.

Regarding the increase in sales after certification of handicrafts, 60% believe did not notice increase in sales and 40% realized increase in sales. When asked about product changes after certification, 40% identified no change and 60% identified increased product quality with certification.

4. CONSIDERATIONS

The field research identified that in Brazil there are few women under 25 interested in learning and working with lace and embroidery. There is a predominance in the level of education in elementary school followed by high school. In Portugal the age of lacemakers is between 48 and 72 years old, just as in Brazil, it does not matter to younger women in the craft, but the education is higher, most of them having completed high school.

Household income around one minimum wage is present at 68%, but INBORDAL members receive double, about two minimum wages. Most of them, 47.20% are home providers, but in CONARRENDA this percentage increases to 52%. Among the lacemakers and embroiderers in Brazil and Portugal, most are married and most are also house providers or share expenses. It is also considered significant the percentage of associates that contribute 50% in family income, demonstrating the importance of activity in the domestic economy for both Brazil and Portugal.

Income and embroidery are the main economic activities of the associates in both countries and the number of days and hours they spend in production demonstrates this. In Brazil, the dependence of the associates in relation to the association is great, despite the possibility of the sale occurring in homes or elsewhere, it

is clear that there is a predominance of sales through the associations. In Portugal, no certified lace and embroidery handicraft associations were identified, and artisans sell their products in specialized stores, at home or, where they exist, in the City Hall stores.

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