**PROGRAMME OF THE NITRA - CASE STUDY 2022**

**(June 27, 2022 – July 22, 2022)**

**Local Trademarks as an Integral Part of Local Sustainable Development Strategy – Case Study of Slovak Regions on the Journey to Sustainable Destinations**

**STAFF:**

***Prof. Pavol Schwarcz – IMRD Local Coordinator***

***Assoc. prof. Loreta Schwarczova - IMRD Local Technical Coordinator***

***Dr. Ľudmila Elexová – main professional thematic leader of the Case Study***

***Dr. Renáta Lelovská– professional thematic leader of the Case Study***

***Dr. Marián Kováčik – Pedagogical staff, Facilitator***

***Dr. Martin Valach - Pedagogical staff, Facilitator***

***Ing. Michal Palko - Pedagogical staff, Facilitator***

**24-26. June** **2022** **Friday, Saturday, Sunday**

arrival of IMRD students in Nitra – travelling is arranged by students individually

Accommodation in Nitra is booked for all students from **24.6.2022 until 24.7.2022**  at the **Dormitory AKADEMICKÁ**

Address:

**Študentský domov Akademická**

**Akademická 1755**

**949 01 Nitra**

[ŠD Akademická - Študentské domovy a jedálne SPU v Nitre (uniag.sk)](https://ubytovanie.uniag.sk/sk/sd-akademicka/)

**WEEK 1**

Students will be provided with wide background and theoretical knowledge in regional development issues, Rural Development Policy; CLLD and Leader approach, legal issues of the trademarking, theoretical background of trademarking in Slovakia.

**27. June 2022 Monday**

8:30 students will be picked up and accompanied by Nitra IMRD students from the Dormitory to the University campus

*Location****: Room AZ – 05 (Institute of European Policies and Public Administration) – all lectures during the case study will take place in the same room (AZ-05)***

09:00 – 10:00 **Official opening of the Case Study programme** at the Slovak University of Agriculture

 in Nitra *(prof. Pavol Schwarcz, IMRD Local Programme Coordinator*)

Introduction to the Case study programme, practical information (*Loreta Schwarczova, IMRD Local Technical Coordinator at SUA*)

10:00 – 12:00 **General introduction to the Slovak Republic** - overall political, socioeconomic,

 cultural and administrative situation (*Dr. Martin Valach*)

12:00 – 13:00 Lunch Break

13:00 – 15:00 **EU Agricultural and** **Rural Development Policy** (*prof. Pavol Schwarcz*)

**28. June 2022 Tuesday**

11:00 – 12:00 **Introduction to CLLD and Leader approach**

12:00 – 13:00 Lunch break

13:00 – 15:00 **CLLD in Slovakia – situation 2014 – 2022**

 (*Ing. Simona Radecká – Slovak Network for Rural Development – regional unit*)

**29. June 2022 Wednesday**

09:00 – 15:00 **Students´ country presentations**

 (7 – 10 minutes presentation on rural development in students´ countries – strengths

 and threats, challenges, existence of any nongovernmental organisations / unformal

institutions, associations, fellowships helping to the development of society living in rural areas)

**Country presentations will be evaluated by Slovak facilitators**

**30. June 2022 Thursday**

9:00 – 11:00 **Introduction to Local Trademarks**: history, advantages, disadvantages, its impact on the rural development (*Dr. Ľudmila Elexová*), ***information on evaluation criteria***

11:00 - 12:00 Lunch break

12:00 – 15:00 **Local trademarks as Quality and networking systems** - creation of the principles and standards – theoretical background and good practice from Slovakia (*Dr. Ľudmila Elexová)*

**01. July 2022 Friday**

9:00 – 10:00 **Introduction to practical training and case study** – methodology, practical training, dividing in groups (assignment of tasks for working groups) (*Dr. Ľudmila Elexová, Ing. Renáta Lelovská)*

10:00 – 12:00 **Practical** **Training** on creation of quality criteria -case study on traditional Event (*Dr. Ľudmila Elexová, Ing. Renáta Lelovská)*

12:00 – 13:00 Lunch Break

13:00 – 15:00 **Working in groups** – creation of the quality criteria on local traditional events (*Dr. Ľudmila Elexová, Ing. Renáta Lelovská)*

**02.July 2022 Saturday**

**Free programme**

**03.July 2022 Sunday**

 **Free programme**

**WEEK 2**

Students will be provided with wide background in implementation and working systems of Local trademarks as Quality and networking systems, introduction to creation the principles and standards of quality on practical examples directly form the Slovak region.

Field work will consist of presentations and discussions with local entities, students will experience and examine product innovations including good practice.

**04.July 2022 Monday**

**9:00 – 15:00 Field work in Nitra** – Testing the first criteria framework (on model traditional Event- festivities in Nitra Town)

**Accompanying persons:** facilitators in cooperation with Ing. R. Lelovská

***05.July 2022 Tuesday***

***Free programme***

***State Holiday in Slovakia***

**06. July 2022 Wednesday**

09:00 – 12:00 **Marketing tools used for regional trademarking** (*Assoc. prof. Jana Turčínková, PhD.)*

**07. July 2022 Thursday**

09:00 – 10:00 **Reporting on field work**– results of tested criteria (presentation of every student group and feedback from local organizations – Nitra and destination management organization)

10:00 – 12:00 **Implementation of regional trademark in the territory** – Case Study of Regional Trademark Ponitrie (*Ing. Renáta Lelovská – manager of Ponitrie trademark*)

12:00 – 13:00 Lunch break

13:00 – 15:00 **Trademark Ponitrie as a Part of Tourism Development Strategy** - activities of Local Destination management organization (local tourist board) – (*Mgr. Marta Hároniková*)

**08. July 2022 Friday**

**Field work in PONITRIE (rural area)**

Purpose: Observing and analyzing the regional trademark Ponitrie according to the creation of the trademark, marketing tools, holders of the trademark – their expectations, benefits from the trademark, possibilities for development

09:00                Departure from Nitra, Bus arranged by SUA, students will be accompanied by Slovak facilitators

09:30 – 12:00 **Field visits and interviews** with local holders of the trademark Ponitrie connected with the description of quality criteria (fulfilment of criteria and uniqueness of regional products) – **pumpkin seeds, cold-pressed oils and woodcarving**

                          12:00 – 13:00 Lunch break

13:30 – 14:30 **Field visits and interviews** with local holders of the trademark Ponitrie with the description of quality criteria (fulfilment of criteria and uniqueness of regional products) –**beekeeping**

                          15:00     Arrival in Nitra

**09. July 2022 Saturday**

**Free programme**

**10. July 2022 Sunday**

 **Free programme**

**WEEK 3**

Topic of the analysis: availability, branding and market Placement possibilities of High Quality Local Products in Urban destinations (regional centers).

**11. July 2022 Monday**

09:00 – 10:00 Implementation of Strategy of EU quality schemes (PDO, PGI) in Slovakia (*prof. Jarmila Lazíková, PhD.)*

10:00 - 14:00 **Desk work**

**Summarizing findings from field research:**

* Development level of the territory and uniqueness (subjective)
* Critical analysis of Local Trademark as a Quality System (networks and tools).
* Evaluation a feed back on Standards (Criteria) for experienced based programs in rural areas performed by local producers (brand holders).
* Suggestions for improvement of standards for experienced based programs in rural areas, (principles, networks and other activities according to the analysis),
* Summarizing and creating pre-final criteria on traditional event and methods/ possibilities of criteria assessment).

**12. July 2022 Tuesday**

09:00 – 12:00 **Support of regional products as a part of Nitra development strategy + Concept of City Market** (*Mgr. Daniel Balko –Deputy Mayor of Nitra, Dr. Monika Reiskupová – City office Nitra)*

12:00 - 13:00 Lunch break

13:00 – 15:00 **Preparing for field work: Framework and structure of analysis** of production potential and networking possibilities of producers and service providers inside the town Nitra with producers in surrounded rural area (including potential and interest of stakeholders producing inside urban area high quality products to be a part of regional network).

**13. July 2022 Wednesday**

**Field work in NITRA (Urban destination)- by university bus nearby Nitra (app. 10-15 km away)**

09:00 - 11:00 **Field visits and interviews with stakeholders** (3 groups)

12:00 – 13:00 Lunch break

13:00 – 15:00 **Field visits and interviews with stakeholders** ( 3 groups)

**14. July 2022 Thursday**

9:00 – 15:00 **Desk work summarising findings from field research** - to be managed by facilitators

**15. July 2022 Friday**

09:00 –11:30 **Support for regional trademarks by regional institutions** (*Ing. arch. Viera Juricová-Melušová– Nitra Self-Governing Region)*

12:00 – 13:00 Lunch break

13:00 – 15:00 **Regional Branding as an Part of Regional Tourism Development Strategy** (*Dr. Ľudmila Elexová)*

**16. July 2022 Saturday**

**Free programme**

**17. July 2022 Sunday**

 **Free programme**

**WEEK 4**

Trademarks in the Banska Bystrica region - Concept of networking and umbrella communication of 6 Local Trademarks and Cooperation on Regional Level with local and regional Destination management organizations (Tourist Boards).

**18. July 2022 Monday**

7:00 Departure from Nitra (app. 1,5 hours travelling - travel arranged by university bus).

9:00 – 12:00 **Banská Bystrica** – Concept of networking and umbrella communication of 6 Local Trademarks and Cooperation on Regional Level with local and regional Destination management organizations (Tourist Boards). (regional level Regional Tourist Board)

12:00 – 13:00 Lunch break

13:00 Departure for Region Gemer

14:30 – 16:00 **Case study – Regional Trademark as a tool of social innovations in underdeveloped region**

16:00 departure for Novohrad region

17:30 Arrival at the accomodation in Veľký Krtíš:

***Penzión u vinára:*** [***https://penzionuvinara.sk***](https://penzionuvinara.sk)

**19. July 2022 Tuesday**

9:00 Departure from Veľký Krtíš to Lučenec

9:30 Arrival in Lučenec

9:30 – 12:00 **Case studies on Regional Trademark Novohrad – uniqueness of traditional dress (Local tourist board)**

12:00 – 13:00 Lunch break

13:30 – 15:00 **Case study in Lučenec (craft yard)**

15:30 Arrival at the accommodation (Veľký Krtíš)

**20. July 2022 Wednesday**

9:00 Departure for Nitra (Students and facilitators leave for Nitra - app. 2 hours travelling)

11:00 Arrival in Nitra

13:00 – 15:00 **Working on final presentation on Conference**

**21. July 2022 Thursday**

9:00 – 15:00 **Working on final presentation on Conference**

**22. July 2022 Friday**

09:00 – 14:00 **Final Conference**

 **„Certificates giving “**

 **Evaluation of the Case Study by students - feedback session**