ANALYSING PHASE

RECOGNISING REGIONAL PLACE BRAND

SEARCHING REGIONAL RESOURCES

1 step Recognision of the need of RT

Institutionalised Network of people from region – enterpreneurs, re… …atives of public administration, activists, NGOs, interest groups

Region recognised by wider society (historically, cultur… …stry..etc)

Tourism development driven

Common consenzus or agreement of i… …ts

Facilitator, expert for RT desig…

COMMON DECISION TO PROVIDE THE REGIONAL TRADEMARK

Identifying a regional identity

PARTICIPATORY APPROACH

What does region have? Recognising place brand
- wide variety of images of the region that we n

Searching for common patterns
- How is region characterised
- How inhabitants see mportant?

Identifying i istics
- Int aracteristics
  teristics
  image puzzle

DEFINITION OF BASIC CHARACTERISTICS OF REGION
HOW WE WANT TO BE SEEN BY SOCIETY (CONSUMERS, VISITORS, INHABITANTS)

Understanding and developing regional resources

Analysis of potential holders

1. Set up the list of potential holders
   - Do their activities follow our defi… …ll those activities promote our vision and how we want the region to be …
   - Can the RT help them? Ho…
2. Devide them to group…
   - PRODUCTS / SERVICE…
   - Merge those with same … …ducts to groups (honeymakers, wine producers and growers, farmers with sheeps/cow…, cheese producers, handcraft producers, accomodation services, agritourism facilities, tech… …al heritage, folk groups ...etc.)
3. Try to involve them in the process of certification system design
   - Good communication strategy
   - Animation activities (take them to regions with RT implemented with success)
   - They need to understand your vision of promoting the region through their products

HOLDERS
= REGIONAL IDENTITY PROMOTERS
= CREATORS OF DESIGN

MALOKARPATSKÝ REGION
SMALL CARPATHIAN REGION

South-West part of Slovakia, Bratislava region, districts Pezinok, Modra

Small Carpathian back – geomorphology – lower hills, lowlands, forests, vineyards, arable land

Closed to capital Bratislava - > strong influence of Bratislava on housing development, services provision and employment, potential for tourism development

Specifities

- Vineyards, wine products
- Goose breeding, goose liver
- Modra ceramics
- Specific industry
- Tourism development for Bratislava citisens for weekends
- Reurbanisation in last decades -> decrease of vineyards and forest lands due to high housing development, conflict of old citizens and new-comers

Process of revival of rural areas (newcomers to settle down and live eco-bio, start-ups in traditional products, services)

INITIATION PROCESSES OF RT CREATION

2008 – REC (organisation Regional Environmental Centre) implemented project „Greenbelt“ to design and promote regional trademark of 3 regions – Malé Karpaty, Záhorie, Kopanice

Logo is designed (problem with the rights – REC does not exist anymore)

Need to design new certification system

1. Initiation of the process

Stakeholder analysis

Direct or indirect impact on successful provision of RT

Who?	What we want from him/her?	What is his/her interests?	Our communication strategy with him/her

1. Integrated image of region

Create a puzzle from images

Define the vision / regional identity of the region

2. Potential of the territory

Resource searching

Potential holders searching

Process

1. list of agents

2. do their activities fit with our vision? Y (follow 3.) / N (out)

3. devision of them to 3 or more groups

4. selection of communication strategy with agents