

NITRA - CASE STUDY 2019
Regional Trademarks as an innovated tool for CLLD in Slovakia

(July 08, 2019 – August 02, 2019)

5-7. July 2019
Friday, Saturday, Sunday

Arrival of IMRD students in Nitra – arranged by students individually,

accommodation arranged at:

The Students' Hostel Poľnohospodár
(Študentský Domov Poľnohospodár)
Vihorlatská 10
949 01 Nitra, Slovakia

See the map at:

<https://www.google.sk/maps/place/Vihorlatsk%C3%A1+931%2F10,+949+01+Nitra-Chrenov%C3%A1/@48.3060086,18.1062885,867m/data=!3m1!1e3!4m5!3m4!1s0x476b3eec991ba541:0xb9ab606ea4b99e96!8m2!3d48.3061751!4d18.1081364>

8. July 2019
Monday

Location: The Slovak University of Agriculture in Nitra, Faculty of EU Studies and Regional Development, Department of Law, Farská street no. 24, room no. FF- 01

08:15 ***IMRD Students will be accompanied by Veronika and Norbert from the Centre of International Programmes from the lobby room of the Hostel at Vihorlatská 10 to the University - Department of Law, Farská street no. 24, room no. FF- 01***

09:00 – 10:00 Official opening of the Case Study programme at the Slovak University of Agriculture in Nitra (*prof. Anna Bandlerová, IMRD Local Coordinator*)

Introduction to the programme (*Veronika Straussová*)

10:00 – 12:00 „General introduction to the Slovak Republic - overall political, socio-economic, cultural and administrative situation (*Dr. Martin Valach*)

12:00 – 13:00 Lunch Break

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

9. July 2019
Tuesday

Location: The Slovak University of Agriculture in Nitra, Faculty of EU Studies and Regional Development, Department of Law, Farská street no. 24, room no. FF- 01

09:00 – 12:00 Introduction to CLLD and Leader approach
(Dr. Barbora Babjaková)

12:00 – 13:00 Lunch break

13:00 – 15:00 CLLD in Slovakia – situation 2014 – 2020
(Tomáš Kozolka – Slovak Network for Rural Development – regional unit)

10. July 2019
Wednesday

Location: The Slovak University of Agriculture in Nitra, Faculty of EU Studies and Regional Development, Department of Law, Farská street no. 24, room no. FF- 01

09:00 – 12:00 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, regional trademarks: students will check if there is any kind of regional trademark in their country and they will shortly present how it works in their countries)

11. July 2019
Thursday

Location: The Slovak University of Agriculture in Nitra, Faculty of EU Studies and Regional Development, Department of Law, Farská street no. 24, room no. FF- 01

09:00 – 12:00 Introduction to Regional Trademarks: history, advantages, disadvantages, its impact on the rural development (Dr. Barbora Babjaková)

12:00 – 13:00 Lunch break

13:00 – 15:00 Support for regional trademarks by regional institutions
(NSK –Štefan Králik – Nitra Self-Governing Region)

12. July 2019
Friday

Location: The Slovak University of Agriculture in Nitra, Faculty of EU Studies and Regional Development, Department of Law, Farská street no. 24, room no. FF- 01

09:00 – 10:00 Regional Trademark: Legal issues of the trademarking (Dr. Lucia Palšová)

10:00 – 12:00 Process of creation of trademark: first analysis and participatory approach
(Dr. Barbora Babjaková / REC)

12:00 – 13:00 Lunch Break

13:00 – 15:00 Training: How to prepare the analysis of the territory for trademarking and how to use the participatory approach in the LAG to convince potential holders of the trademark – methodology preparation for the later observing – part: analysis of the territory and communication strategy for potential holders of trademark (Dr. Barbora Babjaková)

13. July 2019
Saturday

Free programme

14. July 2019
Sunday

Free programme

15. July 2019
Monday

Location: The Slovak University of Agriculture in Nitra, Faculty of EU Studies and Regional Development, Department of Law, Farská street no. 24, room no. FF- 01

09:00 – 12:00 Process of the creation of trademark: creation and selection of logo type, criteria for the trademarking, competences and institutional structure.
(Ing. Ľ. Elexová, Dr. Barbora Babjaková)

12:00 – 13:00 Lunch break

13:00 – 15:00 Process of the creation of trademark: practical part
(Ing. Ľ. Elexová, Dr. Barbora Babjaková)

16. July 2019
Tuesday

Location: The Slovak University of Agriculture in Nitra, Faculty of EU Studies and Regional Development, Department of Law, Farská street no. 24, room no. FF- 01

09:00 – 12:00 Marketing tools used for regional trademarking (prof. Ľ. Nagyová)

12:00 – 13:00 Lunch break

13:00 – 15:00 Round table Visit of the organiser of farmer's market (Agrokomplex) / visit of organisers of wine festival

17. July 2019
Wednesday

Location: LAG Radošinka

Study trip to: Ponitrie Region

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

09:00 departure from Nitra

09:30 – 11:00 Implementation of regional trademark in the territory – Case Study of Regional Trademark Ponitrie (Renata Lelovská – manager of Ponitrie trademark and of the LAG Radošinka)

11:00 – 15:00 Field visits and interviews with local holders of the trademark Ponitrie connected with the tasting of regional products (Dr. Barbora Babjaková)

16:00 arrival to Nitra from LAG Radošinka

18. July, 2019
Thursday

Location: LAGs Dolná Nitra, Požitavie-Širočina, SOTDUM

Study trip to: *LAGs Dolná Nitra, Požitavie-Širočina, SOTDUM*

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

09:00 departure from Nitra

09:30 – 13:00 Field visits and interviews with local holders of the trademark Ponitrie (Dr. B. Babjaková)

15:00 arrival to Nitra from *LAGs Dolná Nitra, Požitavie-Širočina, SOTDUM*

19. July, 2019
Friday

Location: The Slovak University of Agriculture in Nitra, Faculty of EU Studies and Regional Development, Department of Law, Farská street no. 24, room no. FF- 01

09:00 – 13:00 Desk work summarising findings from field research:

- how the regional trademark is visible in the territory,
- analysis of impact on;

- a) producers' and service providers';
 - b) implementing body of the trademark;
 - c) on the development of the territory,
- analysis of used marketing tools – their impact on the implementation.

20. July, 2019

Saturday

Free programme

21. July, 2019

Sunday

Free programme

22. July, 2019

Monday

Field trip to: Modra, Malokarpatský region

Purpose: Observing and analysing the territory to get information for the proposal of the trademark Malé Karpaty

09:00 **Departure from Nitra** to Modra, Malokarpatský region (about 1,5h travelling by university car). The university car will pick up the students in front of the Student Hostel (Vihorlatská 10).

11:00 – 13:00 Introduction to the region Malé Karpaty (Miriam Petrušová – manager of the LAG Malokarpatský region)

13:00 – 14:00 Lunch break

14:00 – 17:00 Field visits and interviews with stakeholders

18:30 Arrival to Nitra

23. July 2019

Tuesday

Field trip to: Modra and surroundings, Malokarpatský region

Purpose: Observing and analysing the territory to get information for the proposal of the trademark Malé Karpaty

09:00 **Departure from Nitra** to Malokarpatský region (about 1,5h travelling by university car). The university car will pick up the students in front of the Student Hostel (Vihorlatská 10).

18:30 Arrival to Nitra

24. July, 2019
Wednesday

Field trip to: Modra and surroundings, Malokarpatský region

Purpose: Observing and analysing the territory to get information for the proposal of the trademark Malé Karpaty

09:00 **Departure from Nitra** to Malokarpatský region (about 1,5h travelling by university car). The university car will pick up the students in front of the Student Hostel (Vihorlatská 10).

18:30 Arrival to Nitra

25. July, 2019
Thursday

9:00 – 15:00 Desk work summarising findings from field research:

- analysis of the territory for the trademark,
- selection of possible holders of the trademark

26. July, 2019
Friday

9:00 – 15:00 Desk work summarising findings from field research – continuation

- selection of possible holders of the trademark,
- proposal of the communication strategy with holders

27. July, 2019
Saturday

Free programme

28. July, 2019
Sunday

Free programme

29. July, 2019
Monday

08:30 *Students and facilitator leave for PODKYLAVA, Agro-Hotel ADAM (app. 1,5 hours travelling). Travel will be arranged by university car.*

10:00 Arrival at Agro-Hotel ADAM, accommodation <http://penzion-adam.sk/vitajte.html>

12:00 LUNCH at Agro-Hotel ADAM

14:00 – 16:00 Implementation of regional trademark in the territory – Case Study of Regional Trademark Kopanice (Peter Nemček) – visit of regional sales place in Myjava

18:00 Dinner at Agro-Hotel

30. July, 2019
Tuesday

Location: Agro-Hotel ADAM, Podkylava

09:00 – 12:00 Study trip: Visit of organic farm and producer of local products (Vojtech Tíčík)

12:00 – 13:00 Lunch

13:00 – 17:00 Desk work summarising findings from field research:

- proposal of selection criteria,
- proposal of marketing tools and marketing strategy of the regional trademark

18:00 Dinner at Agro-Hotel

31. July, 2019
Wednesday

Location: Agro-Hotel ADAM, Podkylava

Desk work summarising findings from field research

- proposal of marketing tools and marketing strategy of the regional trademark,
- proposal of institutional structure, competences, control system

01. August, 2019
Thursday

8:00 Breakfast

09:00-10.30 Departure to Nitra

10:30 Accommodation at Student Hostel POLNOHOSPODAR (Vihorlatská 10)

14:00-17:00 **Work on the final ppt. and report – students**

Location:

either at: *The Slovak University of Agriculture in Nitra, Faculty of EU Studies and Regional Development, Department of Law, Farská street no. 24, room no. FF- 01*

or at: *Student Hostel POLNOHOSPODÁR (Vihorlatská 10)*

02. August, 2019
Friday

Location: The Slovak University of Agriculture in Nitra, Faculty of EU Studies and Regional Development, Department of Law, Farská street no. 24, room no. FF- 01

09:00 – 14:00 **Final Conference**

„Certificates giving “

Evaluation of the Case Study by students - feedback session

03. – 04. August 2019
Saturday, Sunday

DEPARTURE OF STUDENTS (arranged by students individually)