

NITRA - CASE STUDY 2021

Regional Trademarks as an innovated tool for CLLD in Slovakia

(June 28, 2021 – July 23, 2021)
Time schedule according to Central European Summer Time

28 June 2021
Monday

- 09:30 – 10:00 Official opening of the Case Study programme at the Slovak University of Agriculture in Nitra (*prof. Pavol Schwarcz, IMRD Local Coordinator*)
- 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*)

29 June 2021
Tuesday

- 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*)

30 June 2021
Wednesday

- 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 Regional Trademark: Legal issues of the trademarking (*Dr. Lucia Palšová*)

1 July 2021
Thursday

- 09:00 – 12:00 Process of creation of trademark: first analysis and participatory approach (*Dr. Barbora Babjaková*)
- 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 + methodology for the individual work (*Dr. Barbora Babjaková*)

2 July 2021
Friday

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)

12:00 – 13:00 Lunch Break

13:00 – 15:00 Group work – topic: EU quality schemes. Students will be divided into 4 groups and each group will analyse social and economic impact of different schemes – students will prepare the short presentations of their outcomes focusing on: short explanation, how the scheme works, what are their impacts on regions/products, good example presentation.

Groups:

1. PDO – Protected Designation of Origin (food and wine)
2. PGI – Protected Geographical Indication (food and wine)
3. GI – Geographical Indication (spirit drinks and aromatised wines).
4. Traditional speciality guaranteed

3 July 2021
Saturday

Free programme

4 July 2021
Sunday

Free programme

5 July 2021
Monday

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)

12:00 – 13:00 Lunch Break

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

6 July 2021
Tuesday

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)

12:00 – 13:00 Lunch Break

13:00 – 15:00 Practical experiences with using marketing tools for Regional trademarks from the stakeholders' point of view (*Agroinštitút*)

7 July 2021
Wednesday

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

12:00 – 13:00 Lunch break

13:00 – 15:00 Presentations of group works about EU quality schemes

8 July 2021
Thursday

09:00 – 12:00 Process of the creation of trademark: creation and selection of logo type, criteria for the trademarking, competences and institutional structure.
(*Eudmila Elexová*)

12:00 – 13:00 Lunch break

13:00 – 15:00 Process of the creation of trademark: practical part
(*Eudmila Elexová*)

9 July 2021
Friday

9:00 – 12:00 Presentation of Regional trademark Ponitrie (*Renáta Lelovská, coordinator of RT Ponitrie*)

12:00 – 13:00 Lunch break

13:00 – 15:00 Presentation of the RT Ponitrie provider (*Medári*)

10 July 2021
Saturday

Free programme

11 July 2021
Sunday

Free programme

12 July 2021
Monday

9:00 – 12:00 Implementation of regional trademark in the territory – Case Study of Regional Trademark Kopanice (Peter Nemček) – visit of regional sales place in Myjava
12:00 – 13:00 Lunch Break
13:00 – 15:00 Presentation of the Považie territory (*Barbora Babjaková*)

13 – 16 July 2021
Tuesday - Friday

Presentations of local conditions for the regional trademark introduction

Tuesday:

Presentation of LAG Vršatec – region Nemšová and surroundings

Virtual study trip to local potential providers of RT

Wednesday:

Presentation of LAG Strážovské vrchy and Teplička – region Trenčianske Teplice and Strážovské vrchy

Virtual study trip to local potential providers of RT

Thursday – Friday:

Presentation of LAG Naše Považie – Javorníky and its international project with Czech Republic about RT

Virtual study trip to local potential providers of RT

17 July 2021
Saturday

Free programme

18 July 2021
Sunday

Free programme

19 July 2021
Monday

Summarizing of field findings, division to 4 groups. Each will prepare the Proposal for the RT of Horné Považie region with focusing on the group of products:

1st group local handicrafts

2nd group local food products

3rd group local services

4th group local attractiveness, experiences

20 July 2021

Tuesday

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

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

13:00 – 15:00 Conference with Barbora and Lucia to clear outcomes of desk work

21 July 2021

Wednesday

09:00 – 13:00 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

13:00 – 15:00 Conference with Barbora and Lucia to clear outcomes of desk work

22 July 2021

Thursday

09:00 – 14:00 Work on the final ppt. and report – *students*

14:00 – 15:00 Conference with Barbora and Lucia to clear outcomes of desk work

23 July 2021

Friday

09:00 – 14:00 **Final Conference – presentations of group works**

CONCLUSION

Evaluation of the Case Study by students - feedback session