

PROPOSAL

Regional Trademarks as an  
innovated tool for Community  
Led Local Development in  
Slovakia

IMRD Case Study 2019

# ABSTRACT

Regional trademarks (RegTm) are seen as an opportunity to support local producers, service-providers but also as a marketing tool for the whole region – especially regions with active Local Action Groups (LAGs). The aim of the Case Study is to bring knowledge and experiences connected to creation and implementation of RegTm in selected regions in Slovakia. Thanks to observations and information students will propose the design of the RegTm for the concrete LAG in Slovakia. Students will be able to use this information and knowledge in their home countries to promote local economic development by implementing Regional Trademark.

# OUTLINE OF THE CASE STUDY

What can you expect?

Aim and expected outcomes of the Case Study

How we will do it?

Methodology

When – where – what?

Agenda of the Case Study

# WHAT CAN YOU EXPECT?

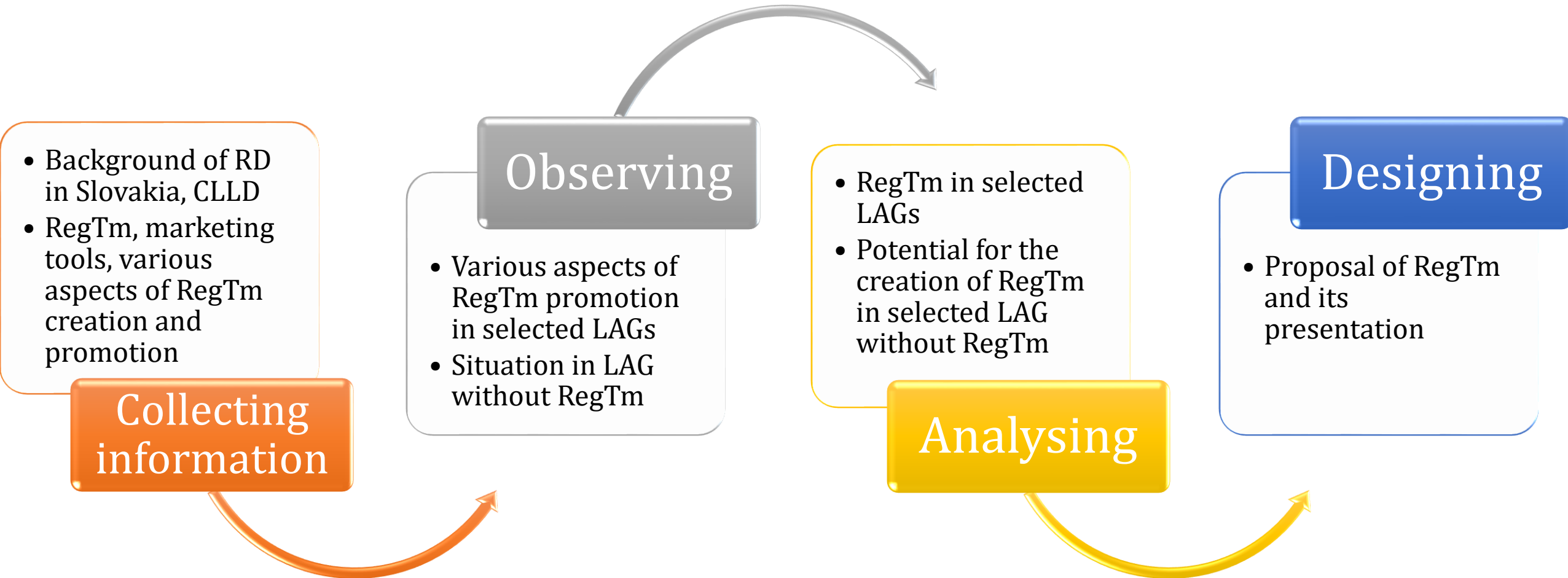
## Aim

Propose the design of the RegTm for selected LAG by students according to their observation and acquired knowledge about the topic in Slovak environment.

## Expected outcomes

We expect that after finishing the Case Study students will understand the importance of the tool of RegTm for local economic development and they will be able to apply experienced knowledge back in their countries to promote rural development.

# HOW WILL WE DO IT?



# WHEN – WHERE – WHAT?

## FIRST WEEK

Introduction to the country context

- Introduction to the Rural Development Policy, Leader approach
- Introduction to Community Led Development
- Introduction to the Regional Trademark as a tool to support economic development of the territory

Observing the good practise in selected LAG – observing in field

# WHEN – WHERE – WHAT?

## SECOND WEEK

Collecting information about the concept of RegTm

- Various aspects of the RegTm design
- Methodology for the creation of the RegTm
- Various marketing tools to make RegTm successful

Observing the good practise in selected LAG – observing in field

# WHEN – WHERE – WHAT?

## THIRD WEEK

### Observation in field

- Observation in selected LAG without RegTm
- Collecting information on various aspects according to set up methodology
- Preparing first analysis on the potential for selected LAG



# WHEN – WHERE – WHAT?

## FOURTH WEEK

### Creation of RegTm design proposal

- Analysing observed information according to knowledge about RegTm
- Preparing the Design of the RegTm and proposal of marketing tools that should be use to promote the RegTM in the LAG without RegTm
- Preparing the draft design
- Presentation of results in front of stakeholders