

Added Value of Networking



Study Tour – Developing a Local Trademark

Basic information	
NRN:	Hungarian
Theme:	Good practice
Coordinator:	n.a.
Partners:	Naturama Association
Beneficiaries:	Nine LAGs of the Naturama Association
Resources:	7 303 538 HUF
Period:	January 2012
Main element of networking:	Support for cooperation and joint actions
Other elements of networking:	Collection, analysis and dissemination of good practice, success stories and relevant experience Exchange of relevant experience and know-how amongst stakeholders

Background

The Naturama Association, which consists of nine Hungarian LAGs, wanted to explore best practice in the development of area branding and 'trademark' schemes. They identified the Ubeda area in Spain and their use of the 'Marca de Calidad' and, working with the support of the Hungarian NRN, secured funding to enable a study tour to take place.

Main activities

The study tour which took the nine Hungarian LEADER LAGs to Spain took place in January 2012. They choose to visit the local 'Marca de Calidad' trademark network as they felt it was a little different to the usual product quality trademarks and most likely to be transferable in their rural context. The members organisations of Naturama would like to introduce the "Marca de Calidad" Trademark in their region and so travelled to the "El Condado de Jaén" region of Spain to understand more about the organisations and businesses which carry these territorial and European trademarks, the operation of the system and to learn from their experiences to support the introduction of the initiative in Hungary.

The group felt the study tour and the resulting introduction of the trademark in their region in Hungary



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could provide an excellent opportunity for national businesses to join a European quality scheme. This would enable producers to introduce their products to the market and consumers would be able to buy higher quality products with confidence.

During the study trip the participants met with members of the local Spanish LAG and were provided with detailed information about the development of the evaluation criterion for the trademark. They also visited a bull farm, the Visitor Centre of Iberian Objects of Vow, an olive oil producing enterprise that carries the 'Marca de Calidad' trademark and a meat plant.

All the Spanish participants underlined that the trademark is first of all an instrument for rural development, creating a shared identity and supporting community development – its secondary purpose is to serve as a tool for marketing local products. One participant described it as an instrument of corporate social responsibility. The 'Marca de Calidad' is unique as it is connected to a specific geographical area, it has been developed and is maintained by the local community, and it functions with both a European and local perspective.

The nine LAGs of the Naturama Association applied to the call for project ideas announced by the Hungarian NRN. With the costs financed they were able to participate in the study tour. One of the most important goals of the call for projects was to work with LEADER organisations in different countries to cooperate, develop community participation and integrate best practices in rural Hungary.

Main results/benefits

The study trip to Spain was a good example of successful cooperation. The leaders of the Naturama Association learnt a great deal and are sure there will be enterprises, products and services labelled with a local quality trademark in Hungary in the near future.

Success factors

Finding an existing example which was well suited to the Hungarian context of the members of the Naturama Association has meant many aspects of the initiative in Spain can be replicated with little adaptation. Enabling many stakeholders to understand the success factors of an existing trademark has helped them to better understand its potential beneficial impact in Hungary and so be involved in its implementation in their area.

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Networking with the Spanish LAG and trademark holders in the area has underpinned the entire initiative. The best practice and relevant experience shared has enabled the Hungarian LAGs to further develop the initiative in their area.

Contribution of the NSU

The Hungarian NRN supported the development of the initiative and provided networking expertise throughout its implementation.

Contribution of the partners

All the partners contributed their time, expertise and continue to work together to develop similar practice in their region.

Additional information

n.a.

Pictures

n.a.

Last Update

June 2013