

A Slovakian cultural centre used EAFRD support to develop and promote a regional brand to improve sales of local artisanal products.

 [Full project description](#) [1] (529.88 KB)



Project summary:

The cultural centre ALMA in the Slovak region of the Karst National Park wanted to promote local artisanal foods and handicrafts through a regional brand. The creation of the Karsticum brand aimed to help producers increase their sales, preserve traditions and develop tourism.

The cultural centre ALMA used the EAFRD support to establish a process for awarding the brand to applicants and for promoting it through events such as farmers' markets and promotional material. Workshops were organised to train assessment panels to award the brand.

Project results:

The Karsticum brand has helped improve sales of artisanal products from the region.

The brand is already used by 21 producers and service providers, with 48 products or services recognised.

The brand has become widely recognised in the area and more artisanal producers have applied to use it.

The project has enabled producers to exchange knowledge about their experiences and their production methods.

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https://enrd.ec.europa.eu/projects-practice/awarding-regional-quality-brand-%E2%80%98karsticum%E2%80%99_fr

Links

[1]

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