

Territorial brands: What are we talking about?

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So what are territorial brands?

Brands

names, symbols, logos or other marks that identifies products from specific suppliers and permits consumers to distinguish them from competitors'

Linked to a territory

That should:

- **be known by consumers** (brand awareness)
- **mean something to consumers** (brand image)
- **stimulate purchase**
- **justify a higher price**



Territorial brands are collective brands

collective brands



alpina^{VERA} | regio•garantie



St. Moritz
TOP OF THE WORLD



individual brands

MOËT & CHANDON
CHAMPAGNE



Das Auto.

ROLEX

Google



CHANEL

Coca-Cola



MONSANTO

SAINT LAURENT
PARIS

Different typologies of collective brands linked to territory (a.k.a. place brands, local brands, regional brands, etc.)

City brands

- emphasis on attracting investments/firms and inhabitants (creative workers, students, etc.)

Destination brands

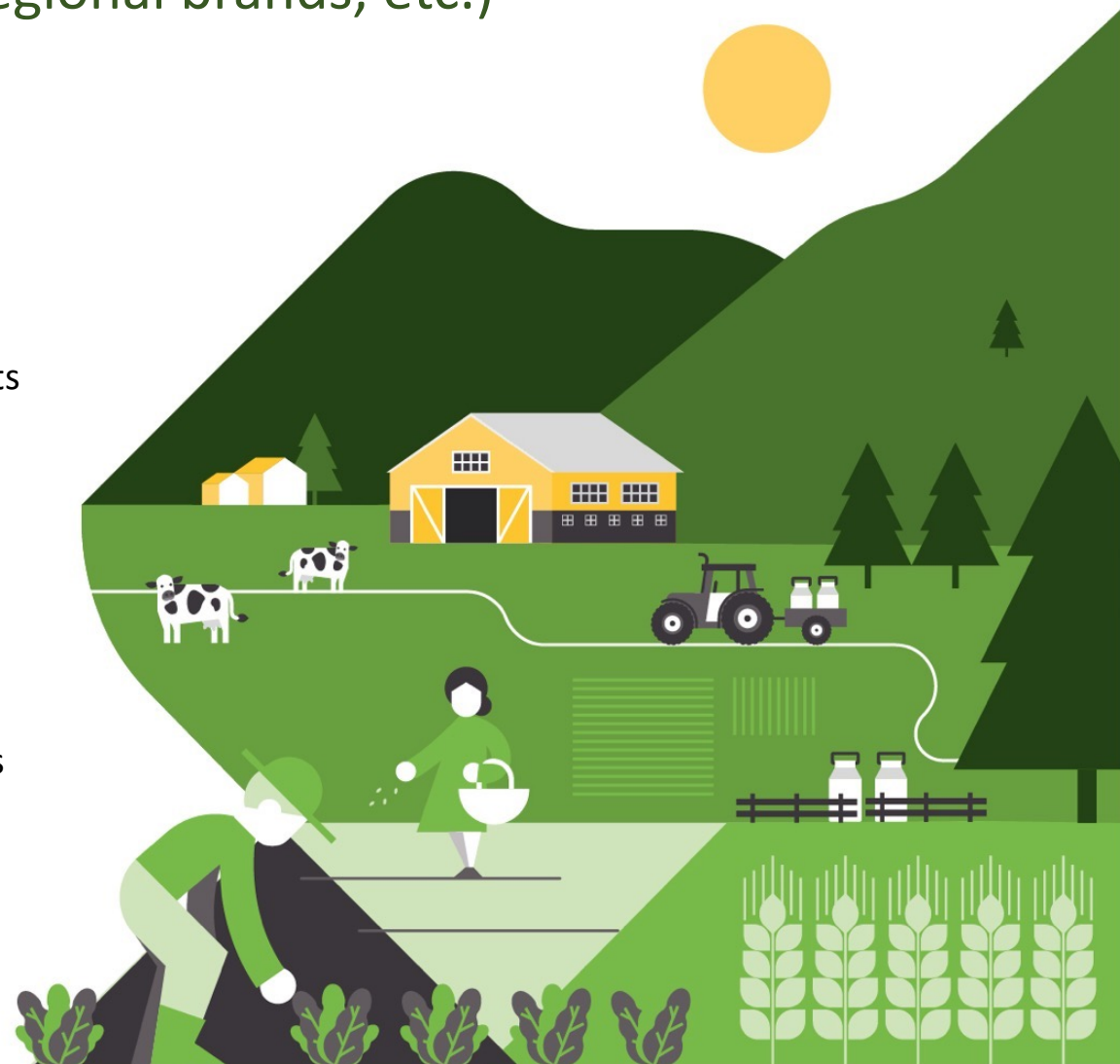
- Emphasis on destination image and attracting tourists

Geographical indications

- Focus on a specific product (e.g., Champagne, Camembert de Normandie), normally agrifood
- Terroir, reputation, product specification

Territorial brands

- Focus on local products from different supply chains
- Can include non-food and services (restaurants, hotels, etc.)
- Can be linked to quality certification schemes



Territorial brands are much less known than geographical indications



"geographical indications"



Tutti Notizie Immagini Libri Video : Altro Impostazioni Strumenti

Circa 1.570.000 risultati (0,59 secondi)

<https://www.wipo.int> > geo_indic... > Traduci questa pagina

Geographical Indications - WIPO

What is a geographical indication? A geographical indication (GI) is a sign used on products that have a specific geographical origin and possess qualities or a ...

[Frequently Asked Questions](#) · [Worldwide Symposia](#) · [Contact Us](#)



"territorial brands"



Tutti Immagini Notizie Shopping Maps : Altro Impostazioni Strumenti

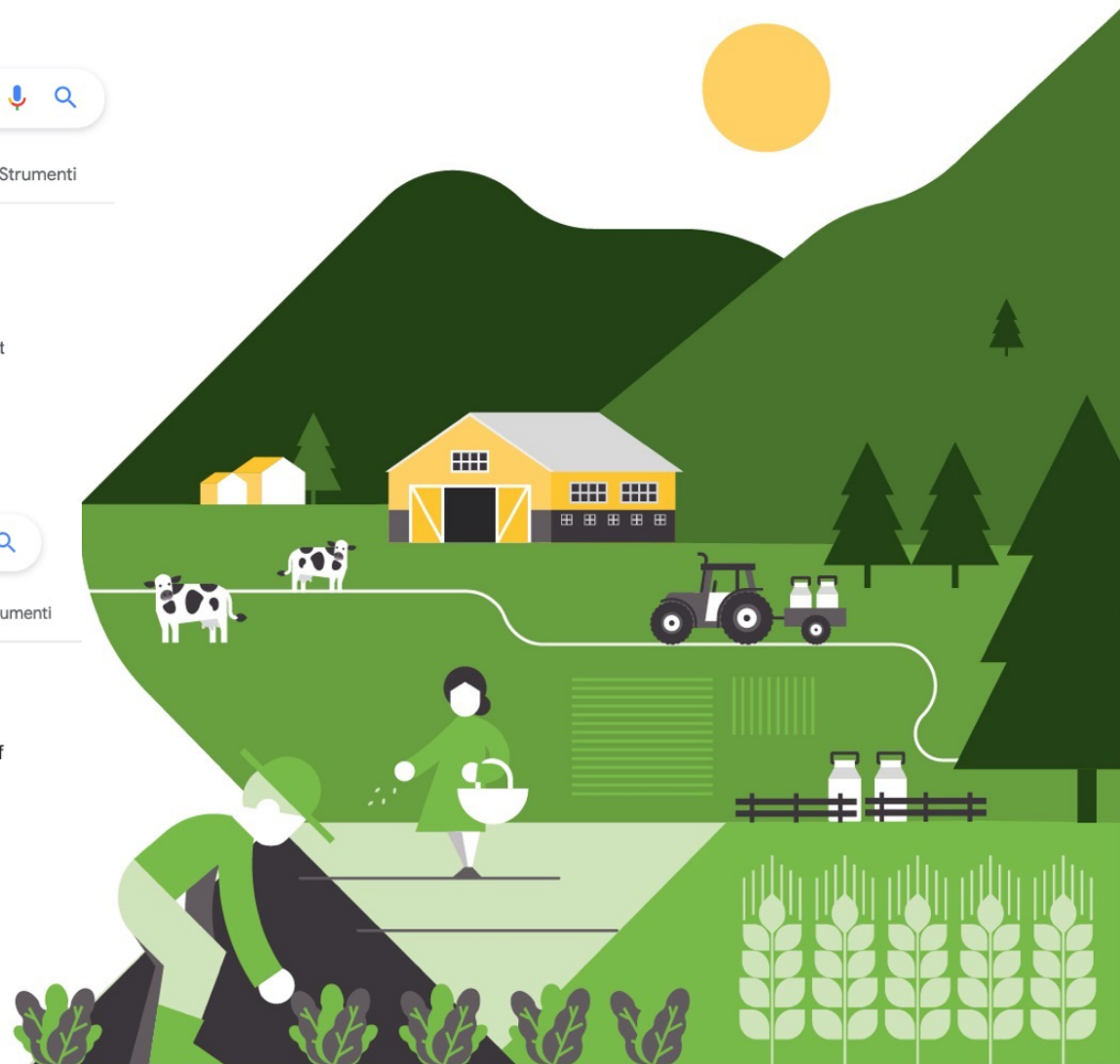
Circa 9.560 risultati (0,66 secondi)

Suggerimento: Cerca risultati solo in **italiano**. Puoi specificare la lingua di ricerca in [Preferenze](#).

Territorial Brands are commercial valorisation instruments, which promote a multiplicity of specialities made in a specific territory. An umbrella organization coordinates the common marketing activities, involves and interfaces with the single producers.

<http://www.eurac.edu> > regdev > conferences > Pages > te...

Conferences Territorial Brands in the Alpine Region



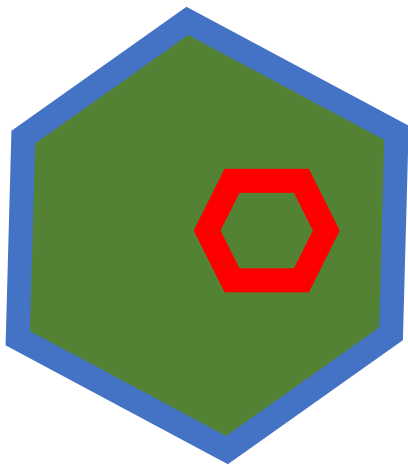
Different geographical scales

National, regional, local

Area often delimited by administrative borders (e.g., Cantons, Lands, Departments, Regions, Provinces, Municipalities, etc.)

Too large vs too small?

Top-down vs bottom up processes



Smaller territorial brand within a larger administrative area



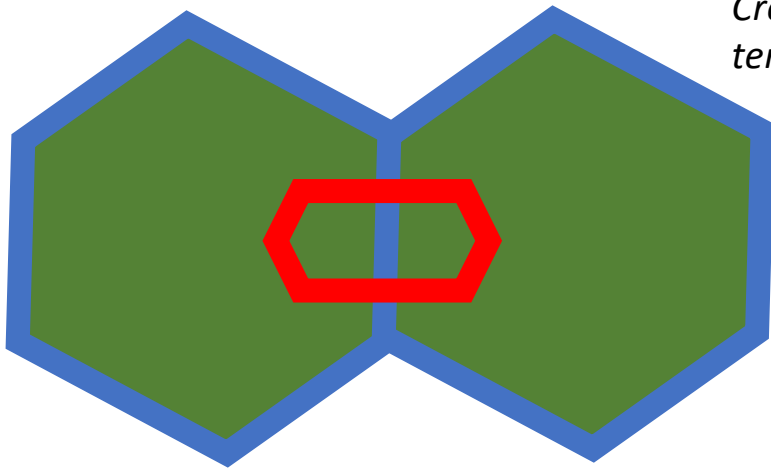
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Cross-border territorial brand



Territorial brands as platforms for a green, climate resilient, carbon neutral and resource sensitive Alpine Region

Territorial brands are not «just marketing»

They can establish ‘rules of the game’ that favor biodiversity, climate resiliency, transition to a circular economy, and resource sensitivity.

Natural Parcs, UNESCO Biospheres, and other organizations are establishing inspiring practices in this respect.



Territorial brands as platforms for a green, climate resilient, carbon neutral and resource sensitive Alpine Region

3. Les surfaces naturelles et semi-naturelles exploitées sont dans un bon état agro-écologique

Dans le cas d'un marquage permanent, les critères ci-dessous s'appliquent à toutes les surfaces de l'exploitation agricole. Dans le cas d'un marquage saisonnier, ils ne s'appliquent qu'aux surfaces pâturées ou valorisées pendant la période de production du lait marqué.

Critères	Obligatoire ou facultatif	Indicateurs	Modalités de contrôle
Critère n°4 : Diversité floristique des prairies Les prairies permanentes (fauchées, ou fauchées et pâturées) et les prairies temporaires ¹ présentent une diversité floristique significative.	O	<p>Pour les prairies permanentes : Présence d'espèces floristiques indicatrices de biodiversité sur au moins 75% des parcelles échantillonnées² OU Plus de 75% des surfaces sont engagées dans un dispositif reconnaissant le caractère agro-écologique des prairies permanentes (MAEC SHP individuelle ou MAEC Herbe 03, 06, 07 ou 08)</p> <p>Pour les prairies temporaires : 75% de la surface des prairies temporaires est composé au minimum de 40% de légumineuses en association avec une graminée OU 75% de la surface des prairies temporaires contient au moins 3 espèces différentes (légumineuses et/ou graminées) OU Rotation intégrant des graminées et des légumineuses</p> <p><i>L'indicateur sur les prairies temporaires est applicable si elles représentent au moins 20% des prairies de l'exploitation agricole.</i></p>	Fiche descriptive Évaluation sur place (terrain) OU Contrat de l'exploitation (MAEC SHP individuelle, Herbe 03, 06, 07, 08) OU Auto-diagnostic par l'éleveur, avec la méthode d'identification du concours Prairies Fleuries et la liste des plantes indicatrices.



Marque «Esprit Parc National» (France)

<https://www.espritparcnational.com/sites/default/files/rglements/20191122ruclaitproduitslaitiers.pdf>

Territorial brands as platforms for a green, climate resilient, carbon neutral and resource sensitive Alpine Region



Piano di miglioramento ambientale triennale (RG 1)					
Si applica a:	Ambito	Aspetto Ambientale	Obiettivo di Miglioramento	Azione	Da conseguire entro... (anno 1 2 e 3)
Tutti	Packaging e confezionamento dei prodotti	Rifiuti Urbani	Riduzione della produzione dei Rifiuti Urbani	Evitare l'utilizzo di imballaggi inutili e voluminosi. Promuovere l'utilizzo di borse in cotone, carta riciclata e Mater-Bi, opportunamente personalizzate, anziché sacchetti in plastica.	
Tutti	Packaging e confezionamento dei prodotti	Consumo materie prime	Incrementare il recupero dei materiali	Utilizzare, ove possibile, imballaggi di confezionamento prodotti con quantità elevate di materiale proveniente da recupero.	
Tutti	Pulizia locali	Rifiuti Urbani	Riduzione della produzione dei Rifiuti Urbani	Utilizzare detersivi sfusi con flaconi ricaricabili per la pulizia dei locali; i detersivi devono essere certificati con un marchio ecologico (es. Ecolabel).	
Tutti	Degustazioni	Rifiuti Urbani	Riduzione della produzione dei Rifiuti Urbani	Utilizzare piatti, bicchieri, tazzette di vetro o ceramica. Alternativamente utilizzare stoviglie di materiale espressamente dichiarato come compostabile dal produttore secondo la norma europea EN 13432 "Requisiti per imballaggi recuperabili mediante compostaggio e biodegradazione - Schema di prova e criteri di valutazione per l'accettazione finale degli imballaggi". (es- Mater-Bi).	
Tutti	Illuminazione dei locali (ad esclusione dei laboratori di produzione)	Risparmio energetico	Riduzione dei consumi di energia elettrica	Una percentuale significativa (almeno il 50%) delle lampadine installate devono essere lampade fluorescenti compatte (LFC) dette anche a "basso consumo".	
Tutti	Uso acqua igienico-sanitaria	Consumi idrici	Riduzione dei consumi idrici	Installare i rompi-getto aerati per i rubinetti (RA).	



Marco di Qualità del Parco del Gran Paradiso

<http://www.pngp.it/sites/default/files/documenti/Progetti/marchio/disciplinari/agroalimentare - caseario.pdf>

Enjoy the workshop

