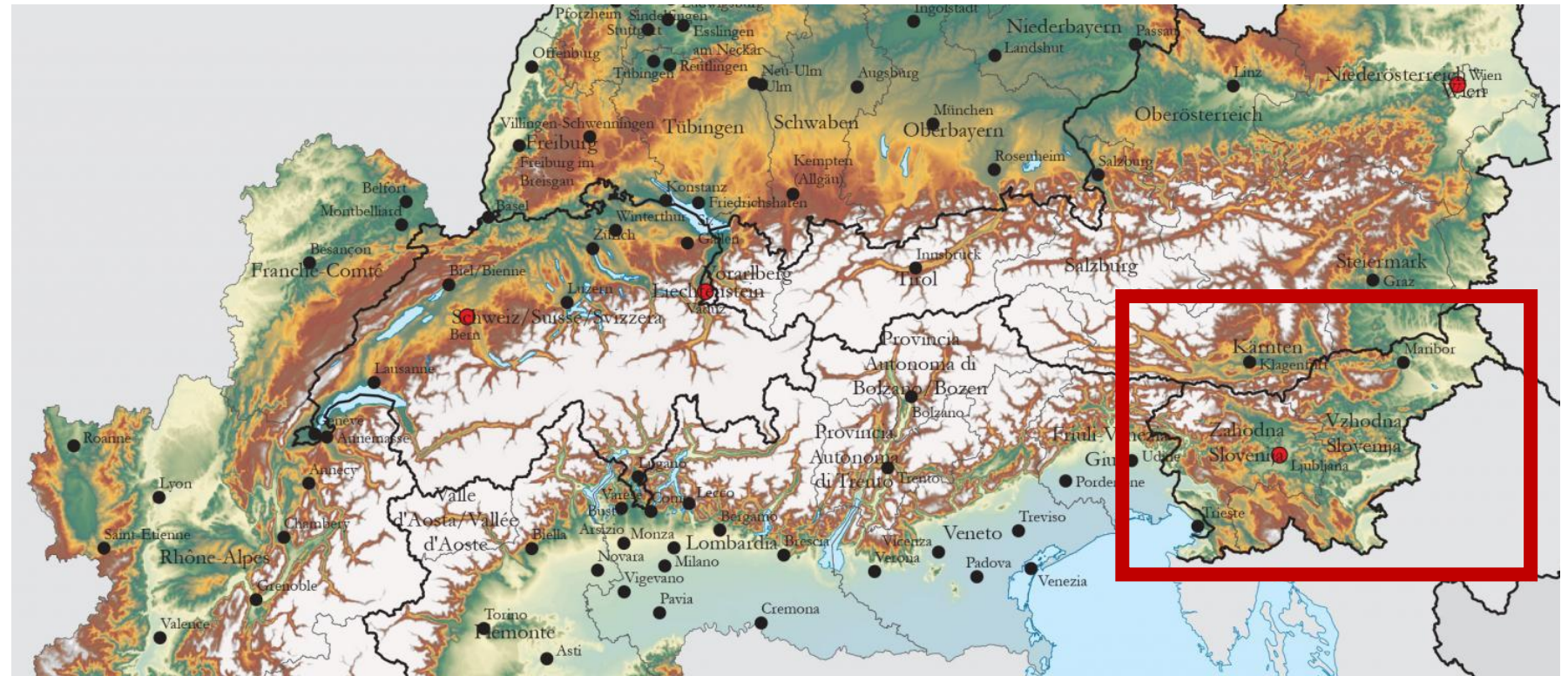


Developmental Challenges of Territorial Brands in Rural Areas of Slovenia



Source of map: EUSALP, 2021

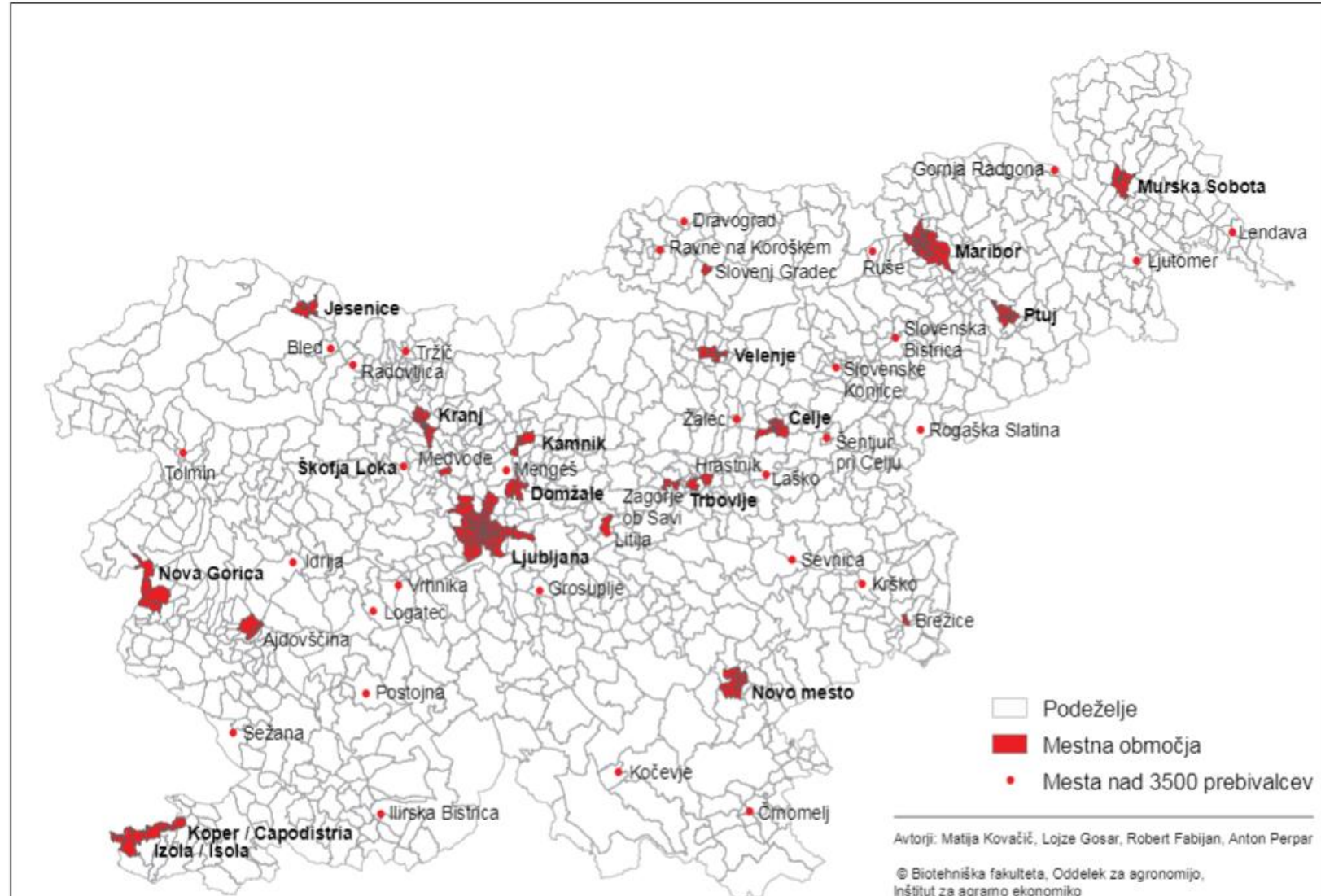
Erik Logar,

- Research Assistant at Research Centre of the Slovenian Academy of Sciences and Arts, Anton Melik Geographical Institute,
- PhD student of Geography, University of Ljubljana



Rural areas of Slovenia:

- Slovenian territory is mostly rural,
- diverse,
- postindustrial rural areas:
 - between *conventional economy*,
 - *mass consumption*
 - and *sustainable development*.
- How to be competitive in global economy?



Development of rural areas of Slovenia:

- Last 20 – 30 years: variety of Rural Development Programs, mechanisms, projects
- Funds: state, municipalities, EU funds (CAP), rarely also private funds
- Territorial brands:
 - *an approach to the development of rural areas*
 - *examples (or „copy-paste“?) from Austria, Northern Italy, Switzerland*
 - *Till now: there is **no register** or **comprehensive study** of territorial brands in Slovenian rural areas*

- Question 1: How many territorial brands have been developed in rural areas of Slovenia?

- Question 2: What effects do territorial brands cause and are there any challenges at brand development?



How many territorial brands have been developed in rural areas of Slovenia?

KRAJINSKI PARK
GORIČKO

DOBROTE DOLENJSKE



Dolina Soče

BLED
local selection

Sožitje
KOZJANSKI
PARK



Prijetno domače
Občina Ivančna Gorica

Babica Jerca
&
Dedek Jaka

BABICA IN DEDEK
naravni izdelki iz skorjeloških hribov

JERUZALEM
SLOVENIJA

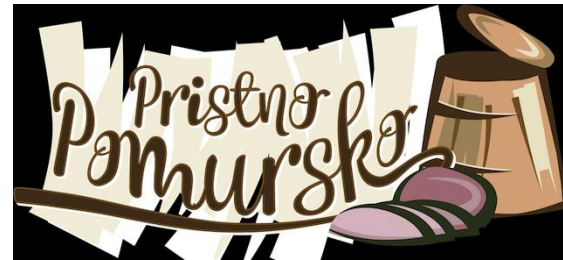
Žalec
V OBJEMU ZELENEGA ZLATA

Vipavska dolina



blagajeva
dežela

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diši po
prekmurju



Od Jakoba do Jakoba
Najboljše z medvoškega sotočja



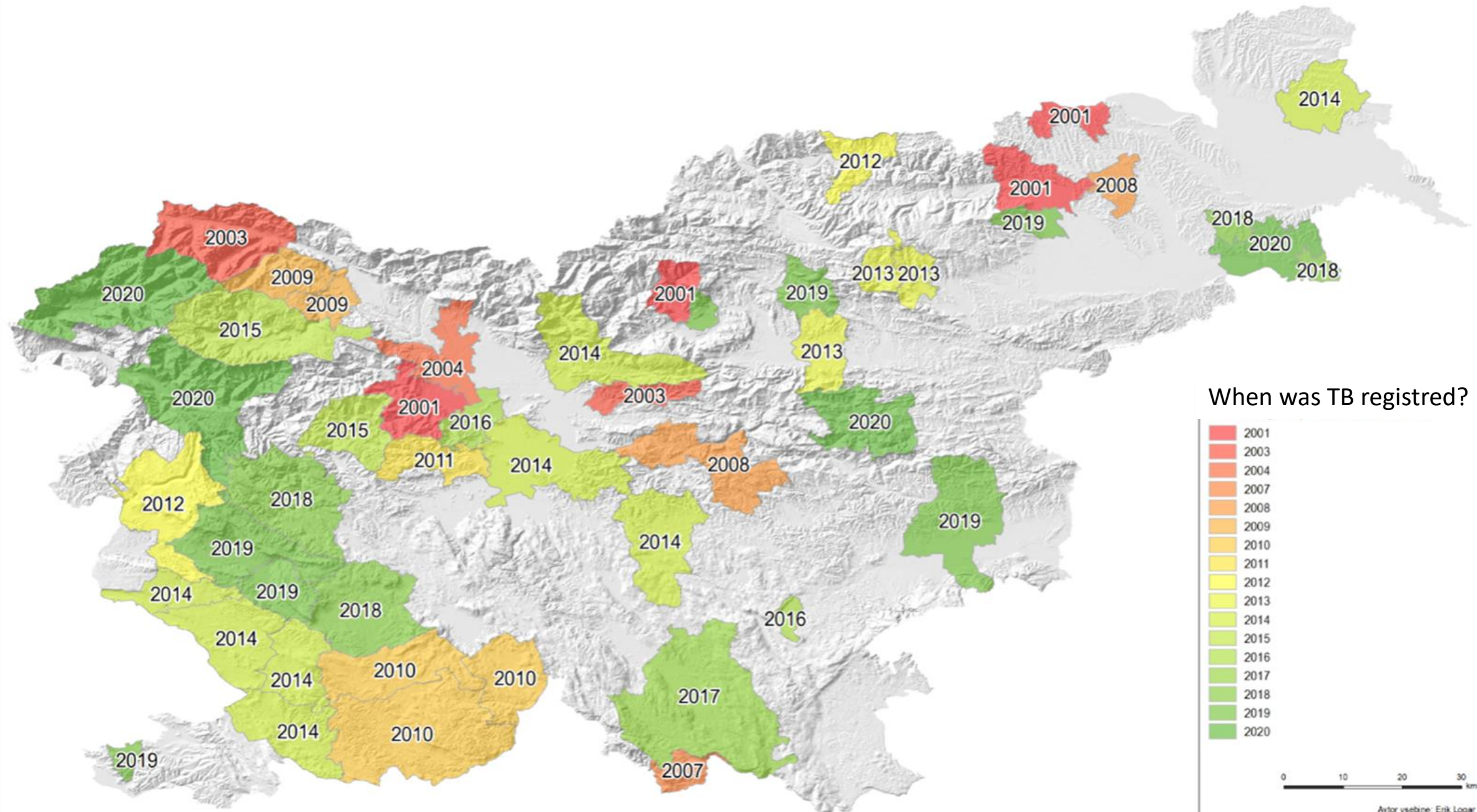
MOJE
NARAVNO
IZ
DOLINE
Občina Kranjska Gora



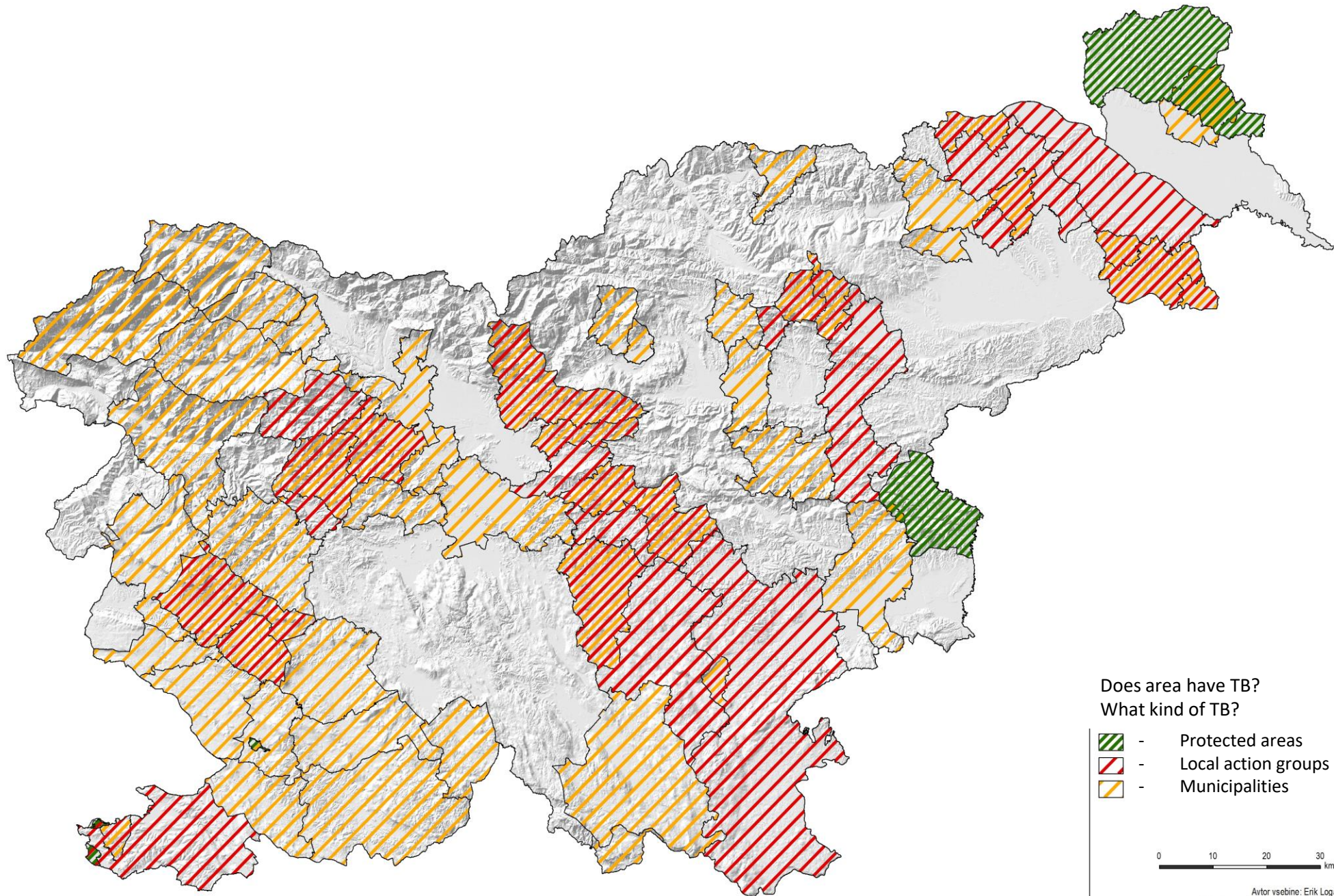
dežela
OSTRNIC






How I



Survey: LEADER regions and protected areas



Does area have TB?
What kind of TB?

-  - Protected areas
-  - Local action groups
-  - Municipalities

0 10 20 30 km

Avtor vsebine: Erik Logar
Avtorica zemljevida: Manca Volk Bahun
Vir: GURS
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- *What effects do they cause in rural areas?*
- *Are there any developmental challenges at brand development?*

Interviews:

- *All brand managers -> 45*
- *80 local producers at 8 pilot areas with territorial brand (each brand -> 10 interviews with producers)*
- *SUM: 45 + 80 -> 120 interviews*



What benefits of territorial brands do producers recognise?

*+ Marketing and selling channels:
spots at shops, online shops*



Source of photo: Loška zadruga, 2021



Source of photo: Loška zadruga, 2021

+ Design of packing looks more professional



Source of photo: Babica in dedek, 2021

+ Consultancy (i. e. at marketing issues, legal question, embalage design etc.)



Source of photo: Rokodelske novice iz Srca Slovenije, 2018



+ Advertisement activities and media presence



Source of photos: Babica in dedek, 2021

+ Co-financing of promotional events



Source of photo: Erik Logar, 2019



Source of photo: Domžalec.si, 2021

+ Seminars related to marketing & networking events;
+ Producers get to know each other and start to cooperate.

What developmental challenges of territorial brands do producers recognise?

- Idea of development of territorial brands in many cases comes „**top down**“
- **Lack of engagement** in local community („we don't need it!“) – „bottom up“
- Managing the brand is **only one of many working tasks** of employee.
- There is **no sales specialist**
- Territorial brands bring little or **NO profit** to producers
- Lack of **long-term financing** of brand development
- Lack of **young & new producers**
- Very **limited supplies** -> hard to establish food networks“
- Prices of branded products are usually high!
- Networking of producers didn't bring any results
- **LOW EXPECTATIONS & NO FUTURE PLANS!**



Q&A

Contact:

Erik Logar,

E-mail: erik.logar@zrc-sazu.si

Twitter: @geoinstitut