

SKIN Good Practice Recording Template

Territorial quality mark – a platform for complex local/rural development	
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Insert photo or any visual image or diagram e.g. SNA diagram/Word or Image Collage (Optional)	 
Choose relevant 'Hot Topics' below:	
SKIN good practice 'Hot Topic(s)' CATEGORY 1	<u>Valorisation</u> : Novel approach to product development; <u>Branding & Labelling</u> : Innovative way of communicating to consumers product characteristics/ product range; <u>Values - social and economic sustainability</u> : Trust, sense of community; Profitability, Generating Local employment, Synergies with other sectors
SKIN good practice 'Hot Topic(s)' CATEGORY 2	<u>Learning & Empowerment</u> : Cross-learning between actors, Networking along the supply chain and in the region; <u>efficiencies</u> : Achievement of efficiencies through collaboration, Logistics and distribution
SKIN good practice 'Hot Topic(s)' CATEGORY 3	<u>Internal</u> : Group Spirit
SKIN good practice 'Hot Topic(s)' CATEGORY 4	<u>Variety</u> : Collaborative hubs, bringing together supplies from multiple small producers; <u>Connection</u> : Social media, Collaborative hubs, bringing together supplies from multiple small producers
EIP Practice Abstract Format: Short summary for practitioners in English on the (final or expected) outcomes (1000-1500 characters, word count – no spaces). This summary should be as interesting as possible for farmers/end-users, using a direct and easy understandable language and pointing out entrepreneurial elements which are particularly relevant for practitioners. Research oriented aspects which do not help the understanding of the practice itself should be avoided.	<p>Short description of the 'good practice': The community owned territorial quality label system was created by the Éltető Balaton-felvidékért LEADER Association consists of two parts. One of them is part of an international system (European Territorial Quality Mark), and ensures the environmental and social sustainability of the whole local label system, the other is a regional label, ensuring the quality of the local products and services. The local producers participated in creating the trademark system and building its governance structure according to international good practices. The system is owned and used by the producers and is managed and facilitated by the LAG. The project is aimed at as much on rural development as on the development and marketing of local products and services. Social learning, social innovation, cross-sectoral co-operation and the development of local community and identity is inherent parts of the initiative. There is common marketing, appearance on many events, in social media, etc.</p> <p>Main results/outcomes of the activity (expected or final): The producers possessing the trademark become more conscious in the fields of sales, communication, marketing, co-operation, etc. Through the networking possibilities they get to know each other, share their experiences and help each other. Together they can produce more volume for the market. Cooperation can evolve both inside and between different sectors. Consumers can buy high quality, sustainably produced local products, can get information, contacts, safe, fair marketing, etc. As a result, the whole locality is being socially and economically developed.</p> <p>The main practical recommendation(s): what would be the main added value/benefit or opportunities to the end-user if the generated knowledge were implemented? How can the practitioner make use of the results?</p>

	<p>Using existing know-how and good practices the creation of the quality assurance system should be used as a complex framework for local rural and community development, providing endless opportunities for social learning, improving co-operation, innovation, product development, the use of innovative marketing, social networks, etc.</p> <p>Further information/Reference: http://eltetobalatonfelvidek.hu/</p>
<p>Short summary for practitioners in native language on the (final or expected) outcomes (1000-1500 characters, word count – no spaces). This summary should be as interesting as possible for farmers/end-users, using a direct and easy understandable language and pointing out entrepreneurial elements which are particularly relevant for practitioners. Research oriented aspects which do not help the understanding of the practice itself should be avoided.</p>	<p>A "jó gyakorlat" rövid leírása: Az Éltető Balaton-felvidékért LEADER Egyesület által létrehozott védjegyrendszer két részből áll, melyek közül az egyik egy nemzetközi, míg a másik egy regionális márkajel. A védjegyrendszer megalkotásában, struktúrájának felépítésében maguk a termelők is részt vettek spanyol mintára, sőt az egyes kategóriák kereteit, szabályait is ők maguk állították meg és folyamatosan részt vesznek a védjegyesek minősítésének folyamatában. A védjegyesek közösségként együttműködve segítik egymás munkáját, évente többször találkoznak, tapasztalatot cserélnek, tanulmányutak alkalmával ellátogatnak egymáshoz. Közös marketinggel, közös programokkal is rendelkeznek.</p> <p>A tevékenység fő eredményei / kimenetei (várható vagy végleges): A védjeggyel rendelkező termelők tudatosabbá válnak az értékesítés, akommunikáció és a marketing terén. A networking lehetőségeken keresztül megismerik egymást, megosztják tapasztalataikat és segítik egymást. Egyes ágazatokon belül vagy akár ágazatok között is kialakulhatnak együttműködések.</p> <p>A legfontosabb gyakorlati ajánlás(ok): mi lenne a fő hozzáadott érték / előny vagy lehetőség a végfelhasználó számára, ha a létrehozott tudást megvalósították? Hogyan gyakorolhatja az alkalmazó az eredményeket? A védjegyrendszer egyfajta minőségbiztosítást jelent mind a fogyasztók, mind a termelők számára; ösztönzi a őket a magas minőségű termékek előállítására. A hálózatban résztvevő termelők együttműködőbbé válnak, tanulnak egymástól és segítik egymást.</p> <p>További információk/Referenciák: http://eltetobalatonfelvidek.hu/</p>
<p>Pearls, Puzzles, Proposals?</p>	<p>Pearls: 1.) A central focus on bringing actors together in a complex development programme. Existing know-how and methodologies should be adapted and used under local circumstances. The aim is the complex development of the territory. 2.) Giving a chance to the producers to learn from each other, to share experiences while making them more receptive for social collaboration. 3.) The quality mark is a good solution for marketing problems of the producers, as it contains a global mark, beside a local sign, thus making the products internationally available. 4.) The operating power of the system and the network of quality mark is democracy. The quality of products and services is decided locally, while social and environmental responsibility is a part of a global trend.</p> <p>Puzzles: 1.) As a result of small scale production it's hard to enter to the market, as they can't provide a constant supply towards the shops and costumers from fresh products. 2.) Lack of willingness regarding cooperation between producers working on the same fields.</p> <p>Proposals: install decision-making structures and/or implement contractual agreements</p>
<p>What needs did the 'good practice' respond to?</p>	<p>SKIN Needs Register - CERHAS 2. Scattered local producers and service providers, high quality products, but low level of marketing, no co-operation, no connection with local/rural development programmes and actors. Lack of a strategic route, that could connect these different types of productions and services. Lack of connection surface between rural development experts and producers.</p>
<p>Methodology Used:</p>	<p>interview, desk-based research, participant observation, action research</p>
<p>Actors/Stakeholders:</p>	<p><u>Actors:</u> producers, retailers, multipliers (innovation brokers), rural development workers</p>
<p>Relevant SKIN Innovation Challenge Workshops(s)? Please specify</p>	<p>Consumers and Society</p>
<p>Sectors</p>	<p>All Sectors</p>
<p>Region, Country</p>	<p>Veszprém county, Hungary</p>
<p>Media attachment (e.g. video) or other attachment (e.g. benchmarking data)?</p>	<p>https://www.youtube.com/watch?v=tpRCyoWU4zA&t=83s</p>

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