

**SET OF RECOMMENDATIONS FOR EXPANDING REGIONAL BRANDING SYSTEM
TO OTHER REGIONS**

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Document aims to develop a set of recommendations for the expansion of regional branding in different regions of Georgia. The document was developed by Georgian partners in close cooperation with Visegrad partners, in particular in close cooperation with the Association of Regional Brands (CZ).



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KAKHETI REGIONAL DEVELOPMENT FOUNDATION

The document covers topics related to regional branding and it is publicly available. The document is based on the local experience gained during the project implementation and is a kind of training material that can be used by other regions of Georgia.

The role of place branding in local and regional economic development is bridging the gap between policy and practicality. Place branding has become an increasingly integral part of local and regional economic development strategies in the global competition for business investment”.

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Introduction

Regional brands are created to support products produced in a specific village / region and / or protected areas and to increase their awareness. Regional brand status can only be granted to *a product / service that is manufactured in a particular region* and has a clear connection to that region, e.g. it is a traditional local product, produced from local raw materials, a hand-made product of the local population, and so on. The product / service must also meet the minimum quality standard and must not adversely affect the environment.

In areas of interest because of its natural and cultural heritage, regional branding is a way to promote agricultural regions and promote the development of a socially, culturally and ecologically oriented economy.

Regional branding helps local businesses. Disseminating information about brand helps to increase the awareness of the region, at the same time, identification with the region is an excellent marketing opportunity for local entrepreneurs.

Regional brands also contribute to the sustainable development of tourism. They also create a "consumer style" tourism alternative / business for tourism development, not only through local products, but also through branding, education and dissemination.

The introduction of a branding system in the region promotes the development of cooperation between businesspeople with common interests (manufacturers, retailers), as well as between them and the local government, representatives of nature conservation and non-governmental organizations, which leads to the well-being of the community. The latter is one of the best preconditions for receiving various forms of assistance from local, national and international sources.

Through regional branding, traditional regions (known as for example by its nature, protected areas, healthy ecological environment and folk traditions), become more noticeable, make the most of its socio-economic opportunities and benefit the local population as well as the small and medium-sized businesses.

Regional branding as a whole has a positive impact on region as such. At the same time, it helps to preserve / strengthen local traditions, develops the uniqueness and individualism of the region, strengthens its authority. Re-presenting the capabilities of the region increases the competitiveness of the products / services produced there, which is strengthened by the

uniqueness and quality of the products and the sense of pride by the local population belonging to the region.

Advantages / Benefits of Regional Brand

The concept of regional branding contributes to the **sustainable development of the region**, particularly in terms of its three main components: **environmental, economic and social**.

Economic dimension - regional brands are focused on **rejuvenating the local economy**, in particular small entrepreneurs and farmers, small and medium enterprises. They contribute to the diversification of economic activities in the country, the turnover of financial flows in the region and help the local population to maintain jobs or income, and so on (Especially to prevent further outflow of young people to large cities). **For entrepreneurs**, the brand is a competitive advantage, it enhances the prestige of their products, gives them an interesting and innovative marketing tool and an effective way to promote their products.

Social Dimension - Regional branding increases **the pride of the local population in belonging to their own region**. Clearly demonstrates the benefits of their local natural and cultural heritage, helps them to understand the importance of this heritage and shows them the need to protect and care for it. At the same time, in the process of establishing and developing the brand, extensive internal cooperation is developing in the regions. Collaboration usually does not end with just branding activities - it is about strengthening the affiliation and connections of the local population to the region, activating their participation in the ongoing processes in the region.

Environmental dimension - Regional branding is also a tool to support **environmentally safe production** and can be considered as one of the links in environmental impact assessment. The environmental criteria set for brand award are not very strict and therefore the brand is relatively affordable, which is a good motivator for even simple environmental measures. The principles of using local raw materials and consuming local products reduce the harmful effects on the environment (eg. due to short transportation distances). Food branding criteria for agricultural products promotes the development of **landscape management and care** skills.

The regional branding system promotes the development of sustainable tourism, as it allows the tourist to be oriented towards the purchase of a specific product / service. Promoting the brand and sharing related knowledge gives tourists a clear idea of the life, context and authenticity of the products in the region. This in turn increases the number of visitors and the quality of recreation in the region, promotes thoughtful and conscious behavior of tourists

in the direction of the environment and encourages them to respect the values established in the region - to adhere to minimum environmental standards.

Strengths of Regional Branding Concept

It is easily possible to replicate the above regional branding concept with other (official) certification processes at the national or international levels, which often focus on individual product characteristics. Although regional branding is not literally a "certification system" (no accreditation, based on "bottom-up self-assessment"), it has **several advantages**:

- 👍 it focuses on a wide range of products (not just food and handicrafts),
- 👍 evaluates the product characteristics group: the links between a specific region, quality and environmental friendliness, the criteria are less stringent and therefore available to a wide range of entrepreneurs (especially small and medium-sized entrepreneurs),
- 👍 it is based on simple principles that allow certification to be fast and flexible, with an individual approach, relatively low cost and low administrative workload,
- 👍 the overall responsibility of the stakeholders for awarding and administering the brand in the region ensures the trust of the brand owners and consumers (products are valued by the local population and not appointed administrators "from afar"),
- 👍 it's not just about certification - branding is about overall promotion, entrepreneurial collaboration and a number of other activities.

Regional brands should not **compete with strict certifications** that emphasize the highest quality of products nationally or internationally. The concept of regional branding is less strict and comprehensive. It brings together all the products / services that locals can proudly say: **"Look, this is made in our region!"**

Creation of Regional Brand – General principles

Idea

In the region and for the region. Creating, administering and developing a regional brand is always an initiative of a specific region.

The first idea may come from an organization that wants to support a particular region by creating a brand and which will become *the brand coordinator* in the future.

!!! Like all new initiatives, regional branding needs the broad support of all actors or stakeholders in a particular region !!!

It is important to have a broad consensus at the outset on regional brand goals, expectations and criteria and procedures for awarding a trademark.

!!! For the success of the branding system, it is important for it, from the very beginning, to have the emotional support of the local media and the big players in the local market (large and authoritative business entities) !!!

To achieve this, it is necessary to present the idea of regional branding to the local population, representatives of small, medium and large businesses, media, civil society and local governments.

Only if there is a positive attitude towards the idea and a broad willingness to implement, it is possible to launch specific regional branding activities.

The motivation of the key players in the system largely determines the success of the regional branding process and is a key guarantee of their further development and sustainability.

Finances Needed to Creation of Regional Branding System

In order to support the development of the brand, it is necessary, at the initial stage, to have the finances that will be spent on: organizing meetings and disseminating information, develop brand methodology and work with municipal working groups, branding, develop a brand marketing strategy and action plan, creating a brand logo and a user manual, brand promotional materials (stickers, flyers, leaflets, banners, etc.), development and printing, development of a brand electronic and paper bilingual catalog, creating and administering a brand website and social media pages; creating and printing brand certificates; organizing the award ceremony of the first regional brands, etc. Typically, initial funding is raised through

grants. However, often, local municipalities allocate additional funds from their own budgets (the amount is decided individually by each municipality within its own capacity). The brand coordinator will look for donors and private sponsors (e.g., big players in the region, big business) to raise funds. Thus sources of funding may be:

- International donor grants.
- International and local funds.
- Large market entrepreneurs / sponsors.
- Local municipalities.
- Voluntary donations.

Delimitation of Region

The definition of a region for the introduction of a branding system does not refer to an area only within established administrative boundaries. The key to delimitation - **geographical, historical, ethnographic**, etc. or their combination should be as natural as the locals feel, it also has to be understandable to tourists. In the process of delimitation, a list of villages, historical monuments and their surrounding areas, geographical objects (mountains, rivers, valleys, etc.) is established, which by their content may not fall within the administrative boundaries. The name of the region should be **simple and clear**. It should consider the region as a **single geographical, historical, ethnographic area**. Delimitation does not apply to individual municipalities.

Brand Logo and Name

A **brand name** is defined so that consumers clearly know what it means. The name of the region is always used in the name of the brand. There may also be an addition, eg: "Original product, Regional product, Made "or something else.

The brand logo (graphic image of the brand) is gradually created during the meetings / seminars in the working groups: initially a list of symbols / motifs typical for the region is established through "brainstorming." **General motifs** peculiar to the whole region is selected (e.g., natural, landscape or folk elements) **rather than motifs associated with a particular type of production** (although this may be typical to the region). At the end the working groups approve the final version. In parallel with the approval of the logo, the graphic designer will develop recommendations on the use of the logo.

Brand Presentation and Promotion

At the initial stage of brand presentation and promotion, the target group is entrepreneurs, so that the newly created brand will attract more contenders for the trademark. In the next stages, the target group is consumers: residents of the region and the country, tourists, other entrepreneurs. Forms of brand presentation and promotion depend on the sources of funding and usually combine different means of disseminating information and advertising.

Brand Support

From the very beginning of creating a regional brand, it is important that there are organizations and / or individuals who already have similar experience and are willing to support a new initiative in a particular region. In this regard, it is most effective to involve an existing (other) regional brand coordinator and / or trademark holders - they can become valuable "coaches" in the regional branding process.

Creation of Regional Brand – Concret Steps

1. Fundraising

In order to start introducing a branding system, it is best to divide the process into two parts: 1. Introducing a conceptual agreement and 2. Introducing your own brand;

Reccommendation 1.1 - Fundraising

1.1.1. Desk Research

➤ Find information about foundations, donors and grant programs online.

1.2.1. Get information about the company's social responsibility published on the websites of various large companies in the country.

1.3.1. Preparation of Concept and Presentation

➤ Prepare a concept for the introduction of a branding system, which separately reflects the financial need for the conceptual agreement and the brand introduction process.

➤ Talk to and present a concept paper to local government representatives.

➤ Talk to and present the concept paper to the major players in the local market.

➤ Submit a concept paper to foundations.

➤ If there is a relevant grant project, prepare an appropriate application for grant funding.

- In dealing with sponsors, local government representatives and foundations, focus on the activities required for a conceptual agreement, on your part it will be a good confirmation that you are well aware of the issue and are taking responsibility.

Recommendation 1.2. – Effective Spending

- Initially apply finance to conceptual arrangement activities.
- Once the idea of branding has full support in the region, you can sponsor, donor and more. Request money to start the process of introducing your own brand 2.

!!! Once you have found the funding needed to implement the regional branding system and the donor / sponsor will provide the necessary funding to support the idea in region, you can start the first stage of implementation of the branding system - Conceptual Agreement.

2. Conceptual Agreement

The conceptual agreement process involves several important activities: (!) **Creating databases**, (!) **Providing information about the idea** to all stakeholders in the region; (!) **Protocol of written consent** for support and / or cooperation in the implementation of the idea, which confirms the conceptual agreement on the idea of branding between all stakeholders in the region.

Databases

Before presenting the idea of branding to all stakeholders in the region, you need to study the economic structure of the region. By studying it, you will be able to determine: which sectors of the economy prevail in the region, which ones are growing, which sectors have more small and medium entrepreneurs, how many active entrepreneurs are in the economic sectors interesting for the brand, what they do (raw materials / products / services); Contact information of entrepreneurs (mobile phone, e-mail), identity of the responsible person, legal and factual addresses of the entrepreneur, identification code, etc.

Recommendation 2.1. – Desk Research

2.1.1.Databases:

- Use Georgia State Business Register databases for research (http://br.geostat.ge/register_geo/),
- Fill in the data from the Public Registry Business Register (<https://www.my.gov.ge/ka-ge/services/6/service/179>).
- Fill in the company information from the Public Registry's Register of Economic Activities (<https://napr.gov.ge/ecomonyjobsregistry>).

- Check information about entrepreneurs in the Register of Restrictions, Tax Pledge / Mortgage of the Public Registry (<https://napr.gov.ge/sh>).
- Check the activity of the entities in the register of taxpayers (<https://www.rs.ge/TaxPayersRegistry>).

2.1.2. Data Processing:

- For data processing, take the databases of active entities of the business register of the State Statistics.
- Filter the databases by region. For branding purposes, the actual address of the entity from Geostat databases is important - it operates within the region.
- From the information fields you will need: identification code, legal form, name, legal counsel, actual address, economic activity code NACE Rev.2, business name, mobile phone number, e-mail, type of property.
- Filter field of activity NACE Rev 2 by relevant codes of the brand: production of raw materials and products, tourism, culture, leisure and entertainment; Intellectual services, production of handicrafts.
- Transfer the filtered data to your form (Ms. Excel file), to which you will add the following information fields: gender of the owner, gender of the responsible person, expanded economic direction, volume and seasonality of production / services, tax lien.

2.1.3. Filling in Data

- In the first processed database, check whether all the fields (State Statistics) along with each subject are fully filled.
- If the contact information fields along the entrepreneur are not filled in, you can search for the entrepreneur extract with the identification code, which in most cases contains the contact information.
- Information on the gender of the responsible person and owner can also be found in the entrepreneurial statements.
- Information about tax lien can be filled in the register of restriction, tax lien / mortgage.

2.1.4. Cheking Data

- If you can not identify the entrepreneur with the activity code, what products / services it produces, you can verify the data with the identification code in the register of economic activities.
- To make sure that the entity is active, check every 5th identification code (20%) in the tax register.
- To make sure the economic activity is accurate, contact every 10th entrepreneur (10%) by phone and talk. It will also allow you to verify contact information.

2.1.5. Regional Database Formation:

- Classify the filled in and verified data according to the municipalities in the region (separately) and the large codes of economic activity (agriculture, tourism, production, culture, intellectual services).
- Extract data from the database and create a separate database of companies whose data could not be filled in and / or verified. It can be verified / completed in the next stages of branding.
- Leave data such as: production volume and seasonality blank. It can be completed at the next stage of branding.

Recommendation 2.2 - Forwarding databases to local governments

2.2.1. Completed Databases

- Give the database created through the desk research to the relevant local government services.
- Ask the relevant services of the local self-governments to provide you with the information they have on each record entrepreneur-entity (if they have any).
- It is best to implement this activity once you discussed the regional branding idea with the local government(s), they agree with the idea and are willing to cooperate.

Discussion of Idea

Recommendation 2.3. – Organization of Meetings

- The stakeholders of the region are: local self-governments, regional offices of the central government, representatives of the local civil sector, local media, local business entities.
- Before arranging discussions, develop presentations based on the interests of the target group.
- In the presentations, reflect the purpose and importance of the brand, the advantages and what benefits it will bring to each interested group.
- Be sure to focus on the process of implementing the system and the importance of involving each group in it, so that decisions can be made by broad consensus.
- Introduce meeting participants to the funding sources and costs of implementing the system - this will ensure the transparency of the process and build confidence in your idea from the outset.
- Meetings can be organized individually - for each stakeholder or jointly, in which several stakeholders will be involved.
- Existing regional brand coordinators / brand owners can be invited to the meetings.

Recommendation 2.4. – Local Self-governances

- Discuss the idea with the local self-government of all municipalities in the region.
- Plan and organize meetings in each municipality.
- Try to have the top self-government / decision makers participate in the meetings.
- Talk about the benefits of public-private partnerships and involved governance.
- If you are interested in the idea, ask the self-government to formally appoint a contact person who will partner with you in the process of implementing the system (preferably from the economic and tourism services).
- Give the contact persons the databases prepared by you and ask them to edit them according to the information they have received;

Recommendation 2.5. – Regional Representations of Central Government

- For the purposes of branding, it is important to establish communication with the following regional authorities from the central government: regional administration, regional representation of rural development agency, regional representation of the National Food Agency, regional representation of the Department of Environmental Supervision, regional office of the National Tourism Agency / DMO.
- Based on the principles of branding, introduce them to what role they will play in the process of developing the system.
- Ask for a contact person to be involved in the system implementation process.

Recommendation 2.6. – Representatives of Local Civil Society

- Find information on the civil sector in the region.
- Introduce the importance of participatory governance in regional branding.
- During the meetings, clearly talk about their role in the introduction of the branding system and justify the need for their involvement - introduce examples of the involvement of similar organizations in other regional brands.
- Ask for representatives who will be your partners in the implementation and development of the system.

Recommendation 2.7. – Local Media (In Case of Existence)

- Contact any regional broadcaster: TV and radio broadcasts, printed and online publishers.
- Introduce their importance at the meeting, both at the stage of conceptual agreement, as well as at the stage of introduction of their own brand system.

- Ensure to draw their focus on the prospect of a long-term collaboration - having constant and up-to-date information about branding gives possibility to develop a new information cycle.

Recommendation 2.8. – Local Business Entities

- Involvement of local business entities is crucial. First, convince them that a regional brand is being created for them and with their participation.
- Explain that business entities, along with the civil sector, will be in the majority when deciding on any issue.
- Regional branding, at the same time, allows decisions to be made from the bottom up, taking into account the interests and needs of local entrepreneurs.
- Explain clearly and understandably how the regional branding system will benefit each local entrepreneur.
- Explain from the beginning what responsibilities and obligations can be imposed on an entrepreneur holding a brand trademark.
- It will be very good if you introduce them to the so-called existing brands. "Success Stories" and invite the entrepreneur(s) holding the trademark of other regional brand to the meeting.

Written Consent Protocol

Recommendation 2.9. – Content of Consent Protocol

- Try to draft a consent form before the meeting and if the idea is supported, sign it at the meeting. This will simplify the signing procedures.
- The content of the consent protocol should be simple and clear: the place of venue, date, purpose of the meeting, the issues of the meeting and the outcome;

Recommendation 2.10 – Contact Person

- Once you have completed the meeting with a specific group and have a signed consent protocol, prepare and formally send a letter to the person in charge (by mail or e-mail) regarding the appointment of a contact person / representative.
- Ensure sending the letter on time (same day or the next day) as long as the information you provide is still active in the minds of the participants.
- Upon receiving the answer, contact the contact person and check the contact information: mobile, e-mail; Ask to share alternative contact information (other mobile phone number, facebook account, other e-mail, etc.).
- Create a contact register for you.

The first stage of the conceptual agreement for the introduction of the branding system is completed by signing the consent protocols and identifying the contact persons / representatives.

3. Brand Development

Recommendation 3.1. – Working Group

3.1.1. Municipal Working Group

- The process of brand introduction at the initial stage: it is necessary to create a working group at the level of each municipality.
- The working group should include: municipal entrepreneurs from economic sectors of interest to the brand, representatives of local self-government (contact persons), Municipal representative central government (e.g. food agency), representatives of the civil sector operating in the municipality (if any), representatives of local media (if any), representatives of culture.
- The number of members of the working group should preferably not exceed 20 people, the majority of whom (8-12) should be entrepreneurs.
- The Municipal Working Group should become the decision maker on all key issues of the branding process: delimitation, brand methodology, criteria, application forms and branding procedures, fees, funding sources, etc.
- The Municipal Working Group elects its representatives to the regional working group (entrepreneur and civil society representative are required).
- The meetings of the municipal working group are chaired by the author of the branding idea - the brand coordinator.

3.1.2. Regional Working Group

- The regional working group consists of: members elected from each municipality, representatives of regional services of the central government (regional administration, rural development agency, food agency, environment supervision department, tourism agency - DMO), local media representative.
- The number of members in a regional working group depends on the number of municipalities in the region.
- Quotas for representatives belonging to each group (entrepreneur, local civil society, government, media) should be defined in such a way that entrepreneurs have a majority; The regional group reviews all the issues discussed in the municipal working groups and makes the final decision.
- The regional working group reviews and determines the brand name.

- Regional working group meetings can be attended by existing brand coordinators and trademark entrepreneurs who will share their experiences with the newly formed group.
- The meetings of the regional working group are chaired by the author of the idea of branding - the brand coordinator.

Recommendation 3.2. - Methodology

- After discussion and decision in the regional working group, the author of the idea of branding begins to work on the brand methodology.
- Brand Methodology is a document that includes a detailed description of the branding system implementation process and sets out: trademark award criteria and procedures, brand structure, fee amount, funding sources, brand performance appraisal and monitoring tools.

Recommendation 3.2.1 – Methodology - Criteria

- Regional branding goals and objectives should be considered when developing criteria.
- Group the criteria according to the components of interest to the brand.
- Develop an evaluation system for each component (preferably a 0-5 point system).
- If desired, you can develop additional criteria that are specific to the region.
- The main sections of the brand criteria are: (A) For entrepreneurs: local entrepreneur, relevant production qualifications / experience, no debt, guarantees of production quality standard, production eco-friendliness; (B) For the product: consumer products, works of art, agriculture and natural products produced within the borders of the region; Quality standard guarantee; (C) Ecology: uniqueness by region, traditional, locally sourced, handicraft and intellectual labour, work on region / region specific motives, product specific features.

Recommendation 3.2.2 – Methodology – Application Form

Application Form is an application for an entrepreneur wishing to be awarded a regional brand trademark.

- Explain the brand criteria and trademark awarding procedures in detail to the entrepreneur before filling out the application form.
- The application form is filled out by the entrepreneur himself.
- If necessary, the brand coordinator assists the entrepreneur in filling it out.

- The applicant is fully responsible for the authenticity of the information entered in the application form.
- Filling in the application form is based on the self-assessment of the entrepreneur.
- The application form must be accompanied by the photo material and the documents specified in the appendix to the application form.

Recommendation 3.2.3 Methodology - Structure

- The structure of the brand, with the exception of municipal and regional working groups, implies the existence of structural units such as the Board of Founders and the Certification Commission;
- When creating the structure, take into account the rights and responsibilities of each unit and clearly define the coordination and subordination schemes between them;

Recommendation 3.3. – Brand Establishemnt

- Select the founders of the brand from among the entrepreneur members of the regional working group and the representatives of the civil sector in such a way that at least 1 entrepreneur is represented from each municipality, and 2 representatives from the civil sector, across the region.
- Develop a brand charter and elect a chairman of the founding board who will represent the brand.
- It is possible to take into consideration the recommendations of the existing regional brand's coordinators.
- Establish a non-governmental (non-entrepreneurial) legal entity the name of which must indicate the name of the region and the name of brand, for example "Kakheti Regional Brand - "Experience Kakheti".

Recommendation 3.4. – Marcketing Strategy

- It is advisable to invite a relevant qualified expert / specialist to create a brand marketing strategy.
- It is better if it is selected through an open competition.
- Define the terms of the competition: requirements for the expert, job description and deadlines.
- Intensive work with the founders and other members of the regional working group is important to develop a relevant marketing strategy and action plan.

Recommendation 3.4. – Brand Logo and Design Manual

- First discuss the logo concepts in a regional working group.
- The concept should not refer to any one product or business direction, it should be general and typical to the region.
- Choose from at least three versions of the concepts presented.
- It is advisable to invite a qualified designer to create a brand logo and design manual.
- It is better if it is selected through an open competition.
- Define the competition conditions: Attach the three concepts selected for the logo to the regional working group, define the requirements for the designer (give preference to local designers), job descriptions and deadlines.
- To develop the final version of the brand logo, it is important to work intensively with the founders, the marketing strategy expert and other members of the regional working group.
- When developing a design manual, consider all the details that are important in determining the terms of use of the logo.
- Existing manuals can be used as a sample.

Recommendation 3.6. – Certification Commission

- Select members of the Certification Commission from the regional working group, so that it includes representatives of the regional services of the central government, as well as entrepreneurs, media and civil society.
- Develop the regulations of the Certification Commission.
- Develop evaluation procedures and criteria for applicants.
- If the applicant is also a member of the Certification Commission he / she will not participate in the hearing.
- An entrepreneur member of the Certificate Commission also does not participate in the review if his/her application is being reviewed.
- It is advisable to apply to the existing brands for sharing their experience.

Recommendation 3.7. – Selection of First Brand

- As a rule, the owners of the trademark of the first brand are the founding entrepreneurs, the entrepreneurs who are members of the certification commission and other entrepreneurs of the regional working group.

- It is advisable for the brand coordinator to visit the applicant on the spot, take photos, prepare short stories about the entrepreneur / product / service, assist the applicant in filling out the application form; It is possible to shoot small videos of the production process.
- After accumulating a certain number of applications, the brand coordinator prepares the materials to be submitted to the meeting of the Certification Commission.
- The Certification Commission reviews and makes a decision on awarding the trademark.
- The Brand Coordinator prepares a cooperation agreement between the entrepreneur and the brand.
- Explains in detail the terms of use of the brand logo and transmits electronic versions of the brand logo.
- After concluding the contract, the entrepreneur will be given a brand certificate confirming his affiliation with the brand.

Recommendation 3.8. – Development of Catalogue

- The e-catalogue is a collection of information about the trademark owners of the brand and aims to promote the brand and its certified entrepreneurs.
- At least one page is dedicated to each entrepreneur in the catalogos.
- Entrepreneur page contains photos of the entrepreneur / product / service, brief history of the entrepreneur and the product / service, contact information and place (s) to get the product / service.
- In addition to the brand's own web and Facebook pages, the electronical catalogue should preferably be posted on the websites of municipalities, regional administrations, the brand coordinator and partners / supporters.
- It is advisable to first prepare an editable version of the catalogue (MS Word format) in to be able to make additions, changes, etc. This will allow owner to quickly and at no cost update the catalogue (PDF);

Recommendation 3.9. – Creation of Web Site & Social Media Accounts

- Facebook allows information to be shared with both entrepreneurs and the public. It is important to define a page administrator from the beginning.
- LinkedIn is an international communication business social network through which the brand can communicate with foreign and local partners. The existence of the mentioned social network is important for the brand reputation.

- The social network should promote the dissemination of information about the brand, as well as the promotion of brand owners, the provision of thematically useful recommendations to the public, competitions, etc.
- To create a brand website, it is desirable to cooperate with the Georgian Innovation and Technology Agency, which supports creation of a prototype based on a grant.
- It is desirable to have the opportunity to create an online store on the website.
- Identify the person responsible for maintenance and updates of the website from the beginning.
- Systematic updates on social media and the website are important because passive pages reduce consumer confidence in the brand.

Recommendation 3.10. – Organization of First Brand Award and Conference

- At the initial stage of development of the branding system, in order to increase its popularity and raise awareness, it is advisable to organize a concluding conference where the certificates will be awarded to the first brands.
- The following entities should be invited to the conference: brand supporting / sponsoring organizations, potential customers of the brand (representatives of other businesses who can become members of the brand themselves or consume the brand products / services), media, representatives of public institutions, representatives of agencies and the civil sector, representatives of other regions.
- The conference should be one-day and at the same time it is possible to hold the first signal exhibition-sale of products / services of brand members.
- Each subsequent year it is possible to hold an event of a similar format, on which the best brands will be awarded based on pre-designed criteria.