



Brandingsystem methodology

The document was prepared within the framework of the project –"Enhancing Rural Economy through Regional Branding in Kakheti, Georgia".

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- ## Visegrad Fund
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The Project - "Enhancing Rural „Economy Through Regional Branding in Kakheti, Georgia", is co-financed by the Governments of Czechia, Hungary, Poland and Slovakia through Visegrad Grants from International Visegrad Fund. The mission of the fund is to advance ideas for sustainable regional cooperation in Central Europe.

The aim of the project is to strengthen the economy in the villages of the region by introducing the Kakheti regional branding system.

Project partners are: **RDA Senec - Pezinok** - Slovak Regional Development Agency (project leader); **ARB** - Association of Czech Regional Brands; **Rába-Duna-Vág** European Grouping of Territorial Cooperation with Limited Liability (RDV EGTC); **SGCC**- Slovak-Georgian Chamber of Commerce, Tbilisi; **KRDF** - Kakheti Regional Development Foundation, Akhmeta, Kakheti.



This methodology was based on the experience of the Czech Association of Regional Brands and the documents provided by them, which were discussed in detail with representatives of local municipalities, representatives of various agencies in the region, local entrepreneurs and other stakeholders. The methodology is maximally adapted to the reality in the region - the requirements and opportunities. In addition, the process of its development included plans and strategies for local economic development in the region.

Methodology, As the main and unwavering guideline for establishing the Kakheti regional branding system was approved on the basis of a broad consensus of local stakeholders.

Appendices created in the process of developing the methodology: **Annex A** - Certification Criteria for Brand Status Seeker; **Annex B** - Application form and **Annex C** - List of additional documents to be submitted, an integral part of this methodology

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1. What is branding? - Basic information;

1.1. Regional Brands - Key Features

Regional brands have been established to support products in a specific village / region and / or protected area and to increase their awareness. Brand status can only be granted to a product that is manufactured in a particular region and has a clear connection to that region, e.g. It is a traditional local product, a product made from local raw materials, a hand-made product of the local population, and so on. The product must also meet the minimum quality standard and must not have a detrimental effect on the environment. Brand status is usually given to handicrafts or artistic / intellectual works, food products, agricultural and natural products, and sometimes (rarely) industrial products.

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, e.g. Artisans, farmers, small and medium enterprises; Disseminating information about branding helps to increase the awareness of the region, at the same time, identifying 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 facilitates the development of cooperation between businessmen 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 recovery of the community. The latter is one of the best preconditions for receiving various forms of assistance from local, national and international (European) sources.

The main goal of local product branding is the traditional regions known for e.g. With its nature, protected areas, healthy ecological environment and folk traditions, to make it more tangible / recognizable to make the most of their socio-economic opportunities and benefit the local population, especially small and medium-sized businesses in the region.

Consumer - The buyer of products at the local and national level is the ultimate target group on which the regional brand is focused. Due to the fact that regional brands focus on the uniqueness of the product, it is designed for consumers who are looking for unusual and original, conscientious individual approaches e.g. Especially for tourists who pay a lot of attention to the authenticity of products/souvenirs or for locals who are looking for an original gift for their loved ones or food outlets that focus only on the use of healthy food.

1.2. Advantages / benefits of a regional brand

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

Economic dimension - regional brands are focused on rejuvenating the rural economy, in particular small

entrepreneurs and farmers, small and medium enterprises. They support the diversification of economic activities in the country, the flow 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, 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 shows them the benefits of the local natural and cultural heritage, helps them to realize the importance of this heritage and to show 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 - Regular branding is also an instrument to support environmentally safe production and the brand coordinator can be considered as one of the links in environmental impact assessment. The environmental criteria set for awarding a brand are not very strict and therefore the brand is relatively affordable, which is a good motivator in this regard to implement even simple measures. The principles of using local raw materials and consuming local products reduce the harmful effects on the environment (eg due to short transport distances). Food Criteria Criteria for agricultural products contribute to the development of landscape management and care skills; The regional branding system also contributes to 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 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.

From all of the above, regional branding as a whole has a positive impact on the region as such. In addition, it helps to preserve / strengthen local traditions and crafts, develops the uniqueness and individualism of the region, strengthens its authority. Thus, the new presentation of the region's capabilities increases the competitiveness of the products / services produced in it, which is strengthened by the uniqueness and quality of the products.

1.3 Strengths of the regional branding concept

It is possible to compare the above regional branding concept with other (official) certification processes at national or international level, 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);
- It 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, ensuring 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 at national or European level. The regional concept of branding is less strict and comprehensive. All the products that the locals can proudly say about: "Look, it is made in our region!" Can be granted brand status.

2. Creating and operating a regional brand

2.1. Establishment and functioning of a regional brand - Establishment of a system

For the region and for the region. Creating, administering and developing a regional brand is always an initiative of a specific region. Broad interest in establishing a regional brand is the first prerequisite for this activity. The first idea may come from an organization that wants to support a particular region by creating and administering a brand, i.e. an organization that will become the brand coordinator.

Brand Coordinator - An organization that is e.g. Initiative Group, Regional Development Agency, Local Coordination Committee, etc. The coordinator, in coordination with other stakeholders in the region and in broad consensus, develops a new regional brand - an action plan and structure for its creation, including a certification commission. The certification commission then makes a decision on granting or rejecting a brand for a particular product in accordance with pre-established and agreed criteria. The commission works independently, it includes important representatives of the region (eg entrepreneurs, local NGOs and self-government representatives, authoritative members of the community, etc.), the work of the commission is supervised by a regional coordinator. The coordinator is responsible for the sustainable and smooth operation of the regional system, coordination with the owners of regional brands, promotion of the brand and its products. The coordinator will also discuss opportunities to increase sales of branded products and schemes to increase product access to markets. Thus, the regional brand system is never focused solely on status, as certification in turn is linked to a number of accompanying activities and activities. The work of the brand coordinator is evaluated by the brand owners and stakeholders in the region. In case of a negative evaluation, it is possible to ask the question of changing the brand coordinator: to nominate and elect new candidates (organizations) (by a 2/3 majority of votes). The initiator of the creation of the Kakheti regional brand and consequently its first coordinator is the Slovakia-Georgia Chamber of Commerce and Industry;

Broad interest in regional branding and regional development needs to be demonstrated by local entrepreneurs and other stakeholders / organizations in order for the new venture to have the full support of

locals; It is especially important to have a broad consensus on regional brand goals, expectations and criteria from the outset. An agreement on these issues can be signed in the form of a protocol during the meetings in each municipality. In municipal working groups, these groups will elect their own representatives to the regional brand joint working group. The Joint Working Group elects the Certification Commission, approves the criteria, the Charter of the Brand Coordinator, and the Commission Statute and Action Plan. (See in detail the structure of the branding system);

!!! 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) !

2.2. Finances needed to create a regional branding system

While regional brands have the potential to support their own business: the small revenue from the annual fee for branding and branding services may not really be considered sufficient, especially for the first few years. To support the development of the brand, local municipalities allocate additional funds from their budgets (the amount is decided individually by each municipality within its capacity), which will be used for specific events in a joint working group in coordination with the brand coordinator. The brand coordinator will seek grants, donations from private sponsors (e.g., major players in the region) to raise additional funding; The amount of fees is reviewed / determined in the municipal working groups and approved by the brand joint working group; The brand has its own bank account; The funds accumulated on the account are managed in a transparent manner by the brand coordinator in agreement with the joint working group; The funds accumulated in the brand account can be used only for the purpose of brand development / expansion, increase of awareness and positioning / promotion. Branding Fee - The branding organization pays a fee when submitting an application, which is divided into three categories according to the size of the enterprise - small 1-10 employees - 50 GEL; Average 11-25 employees - 100 GEL; Employees of more than 25 people - 150 GEL; After awarding the brand, the annual fee based on the division into the same categories is comparatively small - 360 GEL; Medium - 720 GEL; Large - 1200 GEL; The low fee at the initial stage is due to the fact that branding should not create barriers for potential participants. After a certain period of time when brand owners see a specific benefit these rates are subject to revision and also by broad consensus they will increase.

Finding additional funds for the brand is provided by the brand coordinator. Sources of funding in addition to fees and funds allocated by municipalities from the local budget for "brand support" may be:

- A) International donor grants;
- B) international and local funds;
- C) Large market entrepreneurs / sponsors;
- D) local tax;
- E) Voluntary donations.

2.3 Delimitation of the region

Specific delimitation of the region will be discussed at the municipal working group seminars. In order to determine the key to delimiting the exact boundaries of the region - geographical, historical, ethnographic, etc. Or a combination of them, each working group will determine: a list of villages, historical monuments and their surrounding areas, geographical objects (mountains, rivers, valleys, etc.), the content of which may not fall within the administrative boundaries. Delimitation should be natural as it is felt by the locals and it is understandable for tourists as well. The name of the region "Kakheti" is simple and clear. It should consider Kakheti as a single geographical, historical and ethnographic region. Delimitation does not apply to individual municipalities. The issue of delimitation of the region is finally approved in the joint working group of the regional brand.

2.4 Brand logo and name

A brand name is defined so that consumers clearly know what it means to belong to a brand. The name of the region is always used in the name; There may also be an addition, eg: "Original product; Regional product; Made " or something else. Versions of the original name of the brand are determined in the municipal working groups and its final name is determined by voting in the joint working group of the brand.

The brand logo (graphic face of the brand) is gradually created during the meetings/seminars in the working groups: in the first seminar, a list of symbols / motifs typical for the region is established. "Attacking the brains." For the logo, general motifs are selected that characterize the whole region (for example, natural, landscape or folk elements) and not motifs related to a particular type of production (although this is typical for the region). -One, prepared by a graphic designer based on a list of motifs, it is possible for participants to formulate requirements for modifying an existing one (color or shape). At the third workshop, the regional brand joint working group approves the final logo. In parallel with the approval of the logo, the graphic designer will develop recommendations on the use of the logo.

2.5 Brand presentation and promotion

At the initial stage of brand presentation and promotion, the target group is entrepreneurs, so that the newly created brand can attract more contenders for the regional brand 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:

- Regional Brand Common Website: It aims to make brand information available to all stakeholders. It contains all the information about the brand: certified entrepreneurs participating in the system; Brand award rules; Criteria; Application and attachment download forms, certification commission follow-up, protocols of its decisions. Here is an individual presentation of all brand products and a list of points of sale and opportunities. Invitations to seminars and events are published on the page. Constant updating of the website

is important. The webmaster is a regional coordinator. Presenting brand products on a shared website is a real turning point for small entrepreneurs who did not have their own website before.

- Promotion through the media: Branding is an interesting topic for the media, so its promotion in this way requires only time and not finances; It is good when the media is involved in the initial stages of creating a branding system to make information about the new venture as accessible as possible to local stakeholders and the public; At the next stage, it is possible to prepare an information program about the key goals, criteria, procedures, etc. of the brand. About. It is good if the first certified entrepreneurs are covered and the certificate is handed over. The Regional Coordinator regularly provides information to regional media outlets and, if possible, national media outlets. Articles about "successful examples" are prepared, which helps to attract new entrepreneurs to the brand.
- Printed advertising materials - the regional coordinator prepares, publishes and distributes printed and DL (e-materials). The printed material is distributed in the information centers and in the points that are most often visited by the tourist. The material is provided to local government officials and entrepreneurs. DL brochures provide basic information about the brand. The catalogs of branded products are very attractive. They are usually in DL format. All products are dedicated to half or the whole page which includes photos, short informative text (product / service description) and contacts.
- Advertising at product points of sale - at product outlets it is possible to advertise branded products on the spot through posters, stickers, etc., to which the customer responds very positively;
- Joint presentations and PR events: The regional coordinator ensures the participation of the brand's entrepreneurs in common events: exhibitions, fairs, festivals or other public events; If there are enough certified products, the coordinator can organize his own events (exhibition-sales, festival, Earth Day, etc.). Celebrating the issuance of certificates for the first brands is a very good PR event to which VIP representatives from the region will be invited; E.g. The regional administration of the region can award the first brands. Festive awards can become one of the annual public events in the region.

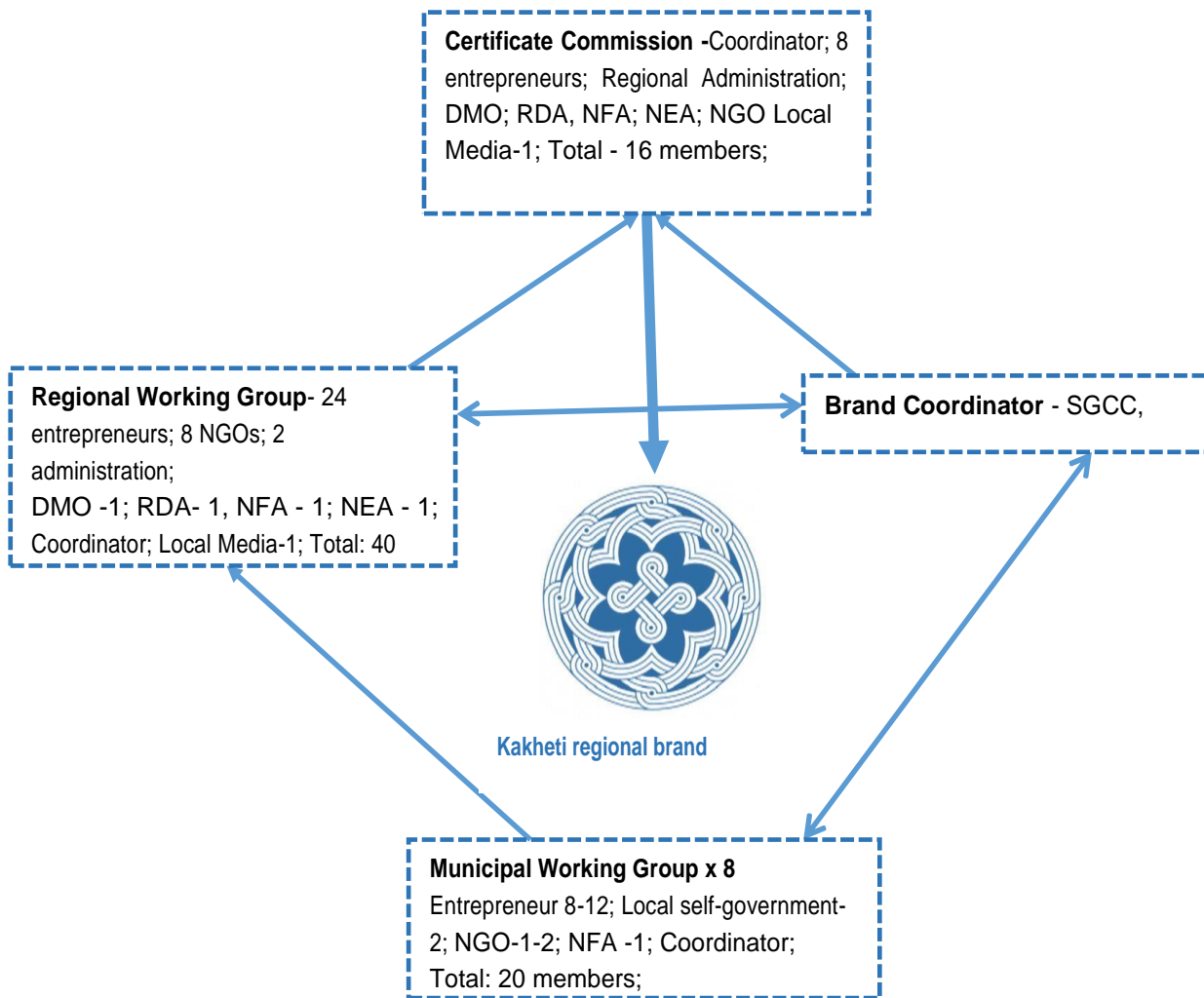
Once the brand coordinator receives an offer from the organizers of fairs, exhibitions and other similar events to effectively spend the brand's finances, it is not advisable for a small portion of the brand to participate. Entrepreneur to be represented, which in turn deepens the trust of the brand as a system of unified principles among consumers ;.

- Brand as a tool in the hands of the entrepreneur: It is essential that brand owners actively use the brand trademark. Branding of all products is mandatory, they must use branding in their advertising materials / events / website. This will emphasize the uniqueness of your product and help increase brand awareness. Active distribution of printed materials and talking to customers, customers, other market players about the brand also promotes brand awareness and confidence in it. Caring for a good experience seems to create the most positive moods in people and contributes to the increase in the number of brand owners, which in turn is a prerequisite for brand diversity.

3. Branding System structure;

3.1. Structural rings of the branding system

The structure of the regional branding system allows representatives of all stakeholders in the region to participate in the process of creating a regional branding system and its further operation, in order to maximally support the new regional brand. In a wide and diverse audience, the structure of the branding system, the rules of operation, the criteria, the required administrative documents, the brand certification commission, the brand name or logo, etc. Decisions made through universal consideration and broad consensus contribute to the path to brand pride and the introduction of principles acceptable to all;



The structure given in the drawing will eventually be approved by the Brand Joint Working Group;

Municipal Working Group - is an elementary unit of the regional branding system. Eight such groups are being set up across the region - in all municipalities separately. The working group includes a maximum of 12 representatives of local (municipality) small and medium businesses, 2 representatives of local self- government, 1 representative of local non-governmental / civil sector, 1 representative of the National Food Agency-1 person, brand coordinator-1 person. The maximum number of group members is 20 people. The Municipal Working Group is working intensively on the initial stage of establishing the brand system. The functions of the group are: discuss the idea of branding and its importance, agree on the basic principles and procedures for establishing a brand system; Delimit the region, review branding criteria and application forms, prepare them for submission to a joint working group; Discuss brand funding sources and suppliers and prepare proposals for submission to the Joint Working Group; Support the candidacy of brand coordinator; The members/representatives of the joint working group of the brand are elected.

Regional Brand Joint Working Group - is a key structural unit of the branding system that ultimately approves the design and procedures of the branding system; The group has been operating the branding system since the initial stage of its formation and it consists of: 3-3 entrepreneurs from 8 municipal groups

- 24 entrepreneurs; Representative of 8 non-governmental organizations / civil sector; 2 representatives of the regional administration; DMO-1; RDA-1, NFA-1; NEA-1; Coordinator-1; Local media representative
- 1 - a total of 40 people; The functions of the group are: discuss the idea of branding, its importance and support it; Approve regional brand delimitation boundaries; Approve the basic principles and procedures for establishing a brand system; Establish branding criteria and application forms; Approve the sources of funding for the brand and the amount of suppliers; Approve the candidacy of brand coordinator; Elects the members of the certification commission, approves the brand name and logo and the procedures for its use; Develops a brand action plan and discusses brand positioning and promotion measures; In addition to the criteria, another document is developed in the Joint Working Group - Brand Assignment Rules, which describes the process of awarding and using a brand. It is necessary to define the competencies and tasks of individual participants in the branding system, as well as the brand award procedure, the responsibilities of the brand owners, including the brand usage fee or, if necessary, other rules (see Appendices). It is also necessary to clarify the procedure for possible changes in rules and criteria; They will become needed relatively often as the brand grows rapidly.

After agreeing on the basic rules, principles and criteria of the branding system, a meeting of the municipal and joint working groups is required, only if necessary:

- Significant changes in brand rules and criteria;
- Changes in logo and name;
- Changes in the members of the certification committee;
- Changes in fee;
- Defining the strategy and action plan for the coming years;
- Overview of the geographical, historical, ethnographic area of the brand;
- A change of brand coordinator is required.

Certificate Commission - Elected from the members of the Joint Working Group. It has 17 members: Coordinator-1; Entrepreneur-8; Regional Administration-1; DMO-1; RDA-1; NFA-1; NEA-1; NGO- 1; Local Media-1; Civil Society Representative-1; Which should consist of entrepreneurs, the commission should have sufficient trust and respect. The representative of the regional coordinator is usually one of the members. Participation in the commission is voluntary and is not reimbursable, sometimes travel expenses can be covered. The commission meets at least twice a year.

The commission, at its first meeting, formulates the statute / regulations of the commission (the number of members, the quorum, which must be decided by a majority, etc.). During the next meetings, the rules can be filled in to conduct the procedure in non-standard situations. Usually the commission evaluates the products in terms of "informed non-specialists". If members do not dare to address specific issues, they can invite a guest expert in the field, or ask for a written recommendation. It is also good if the entrepreneur- applicant is present at the commission meeting as he can answer any questions and also builds trust in the commission.

In case of a negative decision (inexperience, this is about 5-10%), the commission forms a justification, which is handed over to the entrepreneur by the regional coordinator. Where possible, the rationale should also include recommendations that, if taken into account, would allow the application to be approved at the next meeting.

If the commission fails to make a decision due to formal deficiencies or uncertainties, but expects the deficiencies to be easily remedied, it can be awarded on a conditional basis: the certificate will take effect after the deficiencies have been rectified or the recommendations followed. The coordinator notifies the other members of the commission by e-mail about the resolution of the situation;

Due to the fact that the commission meets twice a year and not all members attend all the meetings, it is useful to have a brief explanation/repetition of the brand goals and certification criteria at the beginning of each meeting!

Brand Coordinator - The main actor in the whole brand system, because the success of the brand depends on the capabilities and stability of the regional coordinator. The first coordinator of the brand - SGCC, is the initiator of Kakheti regional branding and therefore he is involved in all stages from the very beginning; The coordinator prepares various materials for the initial review: brand methodology, branding rules / procedures, criteria, application forms, etc. Draft documents; Ensures that the discussion is organized and the process is moderated; Consolidates and organizes the recommendations and remarks provided in the Municipal Working Group and discusses them in the Joint Working Group and approves them by a broad consensus; Ensures the receipt of applications, individual consultations with applicants, processing of information received and submission to the Certification Commission; Organizes certification commission meetings, processes information and administers the brand system; Submit proposals to the Joint Working Group on opportunities to participate in various events to promote the brand; Holds individual meetings with potential supporters; Provides media relations; Works on finding funding opportunities and preparing grant applications; Responsible for transparency in managing brand finances, preparing reports and submitting them to brand and affiliate group members.

Once the rules of operation of the branding system are fully defined, the brand coordinator can declare his readiness to receive applications for the brand. The coordinator should take the following practical steps to start branding:

- Register the brand logo as a trademark in accordance with the law;
- To ensure the production of certificates - to develop a graphic design, so that in the future it is possible to enter information about the entrepreneur and the product and pre-print the certificates;
 - If possible, ensure the production of stickers offered by certified manufacturers in order to promote the

brand.

- Preparation of a sample contract with entrepreneurs on the use of the brand;
- Preparation of the first session of the commission (date, place, invitation of commission members, agenda, etc.);
- Identify and apply to potential entrepreneurs who may be interested in the brand to help them fill out the application form.

The administration of the branding system, from the regional coordinator, in addition to advertising activities, includes debates with entrepreneurs and related administrative work. This is a very time consuming job as it requires face-to-face meetings with entrepreneurs more than once. Once an entrepreneur is awarded a trademark, a certificate, contract, and graphic recommendations must be prepared for him. The entrepreneur should once again explain in detail the branding requirements and its obligations. It is important that the regional coordinator from all companies has detailed materials on the product, including pictures. This material is used to disseminate information and promote the product (websites, catalogs, etc.), the material should be updated regularly. The Brand Coordinator maintains a database of entrepreneurs on both potential and already certified entrepreneurs. The interval coordinator conducts selective checks to ensure that the entrepreneur is in good faith - how honestly the entrepreneur is fulfilling his or her responsibilities;

Communication with entrepreneurs also includes regular (once or twice a year) meetings with entrepreneurs (certified) and the entire working group to learn about the brand's follow-up (future plans) activities. This is an important social event that allows entrepreneurs to connect with each other and other stakeholders in the region.

The job description/functions of the brand coordinator are the same for all regions. At the national level, the works are expanding and the National Branding Coordinator - can become an association of regional brands that will carry out larger-scale work.

4. Certification Criteria;

The certification criteria required for branding are divided into two groups: Criterion group A - refers directly to the entrepreneur, and B - refers to the product / service; If one entrepreneur requires certification of several products, in addition to Group A criteria, all products are evaluated separately according to Group B criteria; It is important to note that the evaluation of most of the criteria is based on the information provided by the entrepreneur in the statement.

In general, the criteria for awarding a brand begin in municipal working groups: general requirements are defined for products supported by brands (what kind of products? Is tradition preferred? Or environmental friendliness? Products only from local raw materials? Etc). Products can also be divided into groups with different requirements (e.g. food and handicrafts). The requirements are set/assessed at the meeting (how strict are the environmental requirements? What share should local raw materials have?), including the definition of the basis for fulfilling the criteria. Finally, the Regional Coordinator completes the full formulation of the criteria, which is final and approved by a broad consensus at the Joint Working Group meeting.

When preparing the criteria, the main goals of branding should be taken into account. In a regional branding system, the criteria are relatively simple and generally defined. The goals of branding are also guidelines for certification commissions that evaluate the product and interpret individual requirements with a view to individuality;

Because branding focuses on broad support for sustainable business development in the regions, the criteria obtained from good entrepreneurs (including the best ones) can be very strict. One might think that the prestige of a brand is much lower than what most entrepreneurs expect and they refuse to participate in this process, which will make the prestige of the brand even more questionable. To address this challenge, it would be good to invite as many "best entrepreneurs" as possible to the working group so that they clearly understand the purpose of developing the criteria in this way. As a rule, such "best entrepreneurs" in the future will consider themselves as supporters of the regional brand and will be ambassadors for the promotion of the regional brand, both among local colleagues and nationally and internationally;

Evaluation criteria are presented in Appendix - A;

5. Application form for brand award;

An entrepreneur wishing to be awarded a regional brand will contact the brand coordinator, who will provide him/her with information on the branding certification criteria and advise him/her on the application forms and the brand trademark procedures. The application is completed by the Entrepreneur

- Annex B Application Form. The reliability of a significant portion of the information contained in the application depends on the applicant's self-esteem and good faith. The applicant should be well aware that the trademark of a regional brand is first and foremost a symbol of belonging to the region, appreciation of its work and thus the pride that the certification criteria differ from the criteria for the award of another quality mark and is not overly strict; If required, the brand coordinator assists the entrepreneur in completing the application; Some fields of application require the submission of official documents, which is also a minimum standard and ensures strict adherence to brand criteria. In addition to the completed application forms, the entrepreneur must submit several documents, the list of which is indicated in Annex C - the list of documents to be submitted;

6. Evaluation and monitoring

The Brand has the right to take any action related to the assignment of a trademark, the protection of its dignity and criteria, and the supervision of its terms of use. To this end, the Brand Coordinator facilitates the evaluation of applicants and the monitoring of the brand system, including certified entrepreneurs.

6.1. Evaluation

Evaluation is a series of activities carried out by the Brand Coordinator prior to awarding a trademark to the applicant. After submitting the application by the entrepreneur willing to be certified, the compliance of the data (information specified in the application) provided by the entrepreneur with the brand criteria must be established. For this purpose, the brand coordinator works in two directions: 1. Audits the documents specified in the Annex "C" through public databases. If necessary, contact relevant organizations and request information about the entrepreneur. At this stage of the evaluation, the Brand coordinator carries out the desk research about an entrepreneur. On the 2nd stage of the evaluation, the brand coordinator can visit the applicant's enterprise on the spot and assess whether the information provided in the application is true, take photos, talk to the entrepreneur and/or local population and local government representatives. Determine the adequacy of the points indicated in the self-assessment application by the entrepreneur. Determine the compliance of the entrepreneur/product with the brand criteria. If the entrepreneur unequivocally fails to meet the brand criteria, his application will not be

considered by the Certification Commission. If the entrepreneur/product partially meets the criteria, the application will be reviewed by the Certificate Commission and will be evaluated (refusal, conditional brand status, award of a certificate).

During the evaluation process comprehensive and exhaustive information about the applicant is presented to the commission. This information helps the commission members to make informed decision and protect the brand's prestige.

6.2 Monitoring

The purpose of monitoring of the brand system is to protect the prestige of the Brand, to identify the factors that hinder its recognition and trust and to identify their underlying causes. Based on the monitoring results, the Brand Coordinator together with the Brand management team plans the solutions to the problems.

Monitoring is carried out in several directions:

- a) **Adherence to the rules for the use of the trademark.** The Brand will develop a logo design manual, which describes in detail all the conditions of use of the trademark. The observance of these conditions is mandatory for a certified entrepreneur. The design manual and all possible electronic versions of the logo, together with the certificate, will be handed over to the entrepreneur. All necessary explanations for the observation of the conditions of use of the trademark will be related to the entrepreneurs as well.

Monitoring can be executed by:

- brand Coordinator,
- any certified entrepreneur,
- a member of the Board of Founders of the Brand and the Certification Commission,
- a member of regional and municipal working groups.

Monitoring can be executed:

- through acquainting with the entrepreneur's advertising materials and online resources,
- at the places of sale of certified products/services,
- through photo material depicting the participation of a certified entrepreneur / product in various events,
- through acquainting with the information materials of the certified entrepreneur / product (articles / TV shows / etc.).

- b) **Compliance with the requirements of the trademark agreement between the certified entrepreneur and the brand.** After the certification, a trademark agreement is signed between the Brand and the certified entrepreneur, which describes in detail the rights and obligations of the certified entrepreneur. Only the unconditional observance of the terms of the contract entitles the entrepreneur to use the trademark of the brand during the term of the contract.

Monitoring in this direction can be executed by:

- Brand Coordinator,
- any certified entrepreneur,
- a member of the Board of Founders of the Brand and the Certification Commission,
- a members of regional and municipal working groups, etc.

Monitoring can be executed:

- through periodic visits to the entrepreneur, checking if the primary criteria of the brand are continuously observed,
- by questioning a certified entrepreneur business partner, association, union, if they are informed that a certain certified entrepreneur is a member of a regional branding system,

- after termination of the certificate, the places of sale of the product should be checked to ensure that within a certain period of time entrepreneur stops using the logo of the Brand,
 - revision of web site and social media pages, etc.
- c) **Assess customer awareness and trust in the Brand.** To monitor this, we can use a simple method of surveying potential customers with Google Forms, which is not financially costly. Also, if sufficient funds are available, it is possible to plan a special target audience survey in agreement with the members of the Brand System. Such survey will be carried out by a qualified research organization. The information collector can be:
- Each certified entrepreneur - to survey their customers how familiar they are with other products of the Regional Brand.
 - Personnel working at product sales sites, etc.
- d) **Study of consumer attitudes towards the brand (negative and positive).** For monitoring we can use a simple method of surveying potential customers - Google Forms / other methods of telephone and online surveys. If funds are available, it is possible to plan a specific target audience survey in agreement with members of the Brand System, which will be conducted by a qualified research organization. It is important for the brand to accurately define the purpose, task and scope of the research:
- End users - local or country-wide.
 - Intermediate customers - product sales facilities (wholesale and retail).
 - Primary users - potential entrepreneurs who can become certificate holders, etc.
- e) **Study / evaluate the effectiveness of the Brand's internal and external communications and market positioning.** When monitoring this topic, it is important to pay attention to the Brand's marketing and communication strategy (if there is any). The quality of implementation of the activities defined in the action plan (s) of the strategy (ies) should be assessed, in case of difficulties of their implementation, causes should be analyzed and solutions should be outlined.

Monitoring the Brand system is a matter of dignity for each member of the system. Monitoring is the only way to detect deficiencies in a timely manner, identify ways to address them, maintain the brand reliability and protect it from unscrupulous members. These actions will increase the brand awareness and its value.

Annex "A"

Certification Criteria for Brand Status Seeker / Applicant

Section A - Criteria for Entrepreneurs

1) Local Entrepreneur

A) Entrepreneur, company, organization, which operates only within the boundaries of the specified region (see attached map and list of settlements);

Verification - registration documents, address of the organization's office, enterprise and / or registration address;

B) A farmer who works on a plot of land within the borders of the region and / or engages in the village. Activities in other sectors of the economy, for which it uses the resources located within the borders of the region (see the attached map and the list of settlements);

Verification: land cadastral code and extract, lease / lease agreement;

C) A beekeeper whose bee families are located in areas within the boundaries of the region and use the region's natural resources for food (see attached map and list of settlements);

Verification: submission of confirmation from the local self-government, submission of confirmation from the beekeepers' cooperative of the region;

D) A local employer who uses the local workforce in a certain percentage ratio;

Verification: Certificate of local population share among employees signed by the entrepreneur (if any, signed by the HR manager)

2) Relevant qualification of production

If entrepreneurs engage in activities that require a license and / or permit by law, they must hold a valid license; In other cases, the entrepreneur must be registered in the register of economic assets; *Verification: Submission of these documents;*

3) without debt

A regional brand trademark seeker must declare that he or she has not initiated liquidation proceedings; Has no budget and no debt; The tax service has not filed a lawsuit against him; The company is not a candidate for bankruptcy, it is not seized;

Verification: information provided by the relevant services;

4) Production quality standard guarantees

The company must certify that it adheres to all legal norms and quality standards for specific products (sanitary-hygienic, technical standards, health and safety at work, etc.)

Verification: Confirm the information provided in writing and by signature; In case of doubt, request information from the relevant agencies on the administration of the administrative fine / case;

5) The production process does not have a negative impact on the environment

The activities of the entrepreneur do not have a negative impact on the environment beyond what is established by the relevant regulations and, based on the local infrastructure, technical and financial capabilities of the company, affect or in the future adhere to the following environmental safety principles:

- Water resources saving - water saving; Special installations for water resources economy;

Technical and drinking water separation plants/processes (with technical/financial capacity); A special well arranged for wastewater; Use of biodegradable cleaning agents to clean wells and / or their mechanical cleaning; It is inadmissible and an unconditional barrier to the award of the brand to join any barriers of the coming years and the purification facilities to the natural resources of the year;

- Energy saving - energy saving measures; Use of energy efficient devices and equipment; Economical lighting, adjustable heating systems (much lower temperatures in buildings where there are no people); Thermal insulation buildings; Use of alternative sources of renewable energy systems (considering technical / financial capabilities);
- Waste Management - Waste Minimization and Sorting (if possible); Agreement on waste disposal with the local self-government in accordance with the legislation; Disposal of waste only in special places / containers designated for this purpose; Arbitrary, natural disposal of waste is an inadmissible and unconditional barrier to branding;
- Material-preference is given to the secondary use of packaging materials (glass bottles, clay, wood, etc.); Do not use or minimize the use of hazardous substances (toxic, carcinogenic or flammable) and comply with the relevant regulations for their disposal;
 - Farmers - who are bio-organic certificate holders and / or have started certification procedures in relevant accredited organizations; This guarantees the minimization of the use of chemicals (chemical fertilizers and poisons, pesticides), "ethical" treatment of animals;
- Information that the Environmental Supervision Service did not impose an administrative fine on the company / enterprise does not initiate a lawsuit;
Verification: Written confirmation of the applicant. Submitting an organic farm certificate or a certificate from an accredited certification body that the entrepreneur is involved in the organic farm certification process; The Certification Commission reviews the information provided by the applicant, and in case of doubt it has the right to apply to the relevant administrative agencies (local/national environmental, veterinary, etc.) and request information and / or verification; The brand coordinator has the right to check the information provided by the entrepreneur on the spot;

Section B – Criteria for Product

1) Consumer products, works of art, agriculture and natural products produced within the borders of the region

In order for the certification commission to evaluate a product, it is necessary to submit the product to the commission, which includes a product sample (for the product group - samples), product photos and a detailed description of the product and the production process.

If some stages of production take place outside the region, the Commission decides whether to assign the product to a regional brand (after a detailed description and / or justification of the production process), which means that the Commission determines the current production in the region for a particular product. Is the process basic (e.g., the product is produced in one region but the packaging is done in another region)

Verification: Review / evaluation of the product and production process by the committee

2) Quality standard guarantee

The applicant guarantees that the product complies with all established norms and standards;

Verification: Written confirmation by the applicant, evaluation by the Certification Committee; In case of doubt, the Commission will apply to accredited laboratories for analysis (in the first stage, in order not to create additional financial and administrative barriers for the applicant, the brand will provide financial support for the analysis)

3) Ecology: at any stage of the product life cycle (raw material, production, packaging, use, liquidation), neither the product nor its packaging, in accordance with the established norms, has a detrimental effect on the environment and human health. Principles:

- Raw - Preference is given to those that are subject to recycling and / or full use, are biodegradable and do not contain harmful substances; Is a raw material of local origin !!!!
- Packaging - small size is preferable and effective, it can be returned and reused (depending on the packaging material, eg glass bottle); If the nature of the product allows, the applicant should be given a recommendation e.g. Replace plastic with other biodegradable (e.g. paper) or recycled packaging material. Stop the branding process at this time, give the applicant a reasonable time to implement the recommendation, and resume after the recommendation is completed.
- Nature of the product - the product in its entirety does not adversely affect the environment and human health (in the case of handmade items is not disposable)

Verification: Written confirmation of the applicant. The Certification Commission reviews the information provided by the applicant and, in case of doubt, has the right to apply to the relevant administrative agencies (local / national environmental, food and veterinary services) and request information and / or verification;

4) Uniqueness by region

The product must be a unique / authentic affiliation of the region, this criterion can be assigned if the product, according to the evaluation of the committee, will earn at least 10 points according to the following sub-criteria:

A) Traditional local product

The product and / or enterprise exists / operates in the region

0-1 year	Score	0
1-3 years	Score	1
3-5 years	Score	2
6-10 years	Score	3
11-30 years	Score	4
More than 30 years	Score	5

This may relate to: a specific type of product, or manufacturing technology (although the product may be new), or a company (which has been operating in the region for a long time, but uses new technologies and / or creates a new product)

Verification - entrepreneurial extract; Submission of a written document and / or historical / scientific source confirming the origin of the product and / or technology and / or enterprise;

B) Local raw materials

The product is produced in whole or in part from local raw materials within the borders of the region, it is not allowed to mix, combine and / or replace local raw materials of the same type with other regional raw materials; The product is evaluated in points if it contains:

10% of local raw materials	Score	0
20% of local raw materials	Score	1
40% of local raw materials	Score	2
60% of local raw materials	Score	3
80 % of local raw materials	Score	4
100 % of local raw materials	Score	5

Percentage may refer to weight, volume of raw material / parts. This rating does not apply to packaging. Additives that are not found in the region but are essential to the product (e.g. salt) will not be considered.

Products of a specific denomination are awarded 5 points (100%). These include: milk and dairy products, honey, eggs, fruits, vegetables, herbs, forest products, mineral and fresh drinking water and other natural products;

Verification: A description of the product and its constituent raw materials must be provided by the applicant. The certification commission reviews, seeks information from local councils and "informed non-specialists"; Determines the reliability of the information provided by the entrepreneur;

C) manual labor, handicrafts and mental / intellectual labor

The product is produced (at least in part) by hand, is a handmade item and / or the result of mental labor. This means that the master / author gives the product / work of art a special originality and each work is unique; The master / author can use various simple machines / tools (eg electrical equipment) if of course the product depends entirely on his personal mastery

The product is evaluated according to this criterion if the share of manual / mental labor in the production process is:

Fully automated process 0%	Score	0
Requires a production process 20 %	Score	1
Requires a production process 50 %	Score	2
Requires a production process 70 %	Score	3

Requires a production process 95 %	Score	4
Requires a production process 100 %	Score	5

The above percentage represents the share of time during which the manufacturer / author is directly involved in the production process of a given product. The time during which the product "works by itself" (eg, cooling, drying, solidification, ripening, etc.) is not taken into account. In mental work, the author's time is considered to be complete and not only for the creation of the final product (time on the train, eg book or CD)

Verification - Evaluation of the certification commission based on a detailed analysis of the production process submitted by the manufacturer.

D) The entrepreneur works on region-specific motives / region-specific products

When working on works of art (paintings, souvenirs, decorations, jewelry, photos, books, printed visuals), the uniqueness of the products reflects the specific motives / traditions of the region:

Not related to the region at all	Score	0
Motive related to the region, but it is not specific - in general nature, rural life, agricultural products	Score	1
Natural or rural motif, which refers to something typical for the region (peach tree, rural lands, rivers ...)	Score	3
Motif directly from the region - Gombori Mountain, Alazani River, city, monument, person, legend, etc.	Score	4
Motive directly from the region, including description / explanation / title	Score	5
Extra points if the name of the work contains a name specific to the local region (eg Alazani Valley painting)	Score	+1

Agricultural, natural product can get points for a specific location in the region according to its specifics

The product does not apply to the region at all (airplanes, mobile ...)	Score	0
Agricultural / natural product or useful product related to rural life, but not specific to the region (bread, carrots, pots ...)	Score	1
Agricultural / natural product or useful product related to something typical for the region (eg watermelon, mineral water, ...)	Score	3
The product is typical for the region and is not produced anywhere else (eg Pankisi halva.....)	Score	5
Additional point: If the product name contains the name of the region (eg Kakhetian Churchkhela)	Score	+1
Extra points: The illustrated part of the product packaging or label is directly related to the motifs of a particular region.	Score	+1

If the products are more works of art (motif and artwork are more important than useful features of the product), they can be evaluated as works of regional motif.

The committee may award additional points (although a maximum of 5 points for this sub-criterion): e.g.

- For naming works of art and consumer products (eg "Kakhetian Autumn") - 1 extra point;
- On the product packaging, the label shows the specific motif of the region - 1 point;

Verification: Commission review according to product sample / photo / description.

E) Special features of the product

The character of the product or other unusual features represent the region very well. The nature of the product is assessed by the Certification Commission on the basis of the product sample (in justified cases, on the basis of a detailed description of the product properties given in the photo or application).

The commission can award 0 to 5 points;

The Certification Commission evaluates the product (including packaging) according to its precise handling, functionality, originality, aesthetic, sensory properties (taste, smell, etc.) and environmental principles (compared to the standard of a similar type of product).

The Commission may consider other awards: quality, innovation or environmental friendliness, (national) or European quality certificates.

If the product is made of so-called. In a protected social workshop or by a person with a disability, he or she is awarded a minimum of 3 points.

If a company producing agricultural or forest (natural) products operates in the territory of a protected landscape area in accordance with the administrative regulations and the product or raw material comes from this area (at least in part), it is awarded at least 3 points.

Verification: Submitting a product sample and photos and a written description of the product's unusual features or copies of certificates or awards.

!!! The certification commission has the right to refuse to award a brand to a product / company that violates the brand's purpose and ethical principles, general aesthetic sense, or otherwise harms brand awareness or brand reputation.

Annex "B"
Application form

Application for regional brand award

Name of applicant / company *
Number of certificates received¹.....
Name of the authorized representative *
Address *
Identification / Tax Code *
telephone* Fax
e-mail:* web:

please, Next Of the product / Of products Kakheti Regional Brand for the Group " Status To grant,
Product Name / Product Group *

.....
Of the product / Of the product of the group Detailed Description * (Separate Products Including)²
.....
.....
.....

I declare, that I got acquainted "Kakheti Regional Brand" Granting and Of use Rules, respect I beat And I agree Them. Also, I declare, that this In the application Given Information (Attachments Including) Is Competitive, True And Without flaws.

Place * Date *

signature*
(Ring)

- 1. Filled in, only if the entrepreneur has already affixed the trademark of the brand to another product;
- 2. It is possible to submit it as a separate tab;

Annex B1: Confirmation of fulfillment of preconditions (criteria) defined for the manufacturer

I declare

In my name, as an individual - an entrepreneur

On behalf of the legal entity of which I am the authorized representative that:

A) For the last 3 years I have not been and neither am I now in the process of bankruptcy or insolvency. No bankruptcy petition has been filed with a court or administrative body. No enforcement action has been taken against me and my property is not managed by the court, the law or a person authorized by the decision of the administrative body.

B) I do not have tax / budget debt established by law

C) The Environmental Inspection of Georgia has not initiated any lawsuit against me;

D) In my activity, I follow all the technical and quality regulations defined by law, which relate to this specific activity (sanitary, technical, safety, etc.);

E) I do not cause more damage to the environment through my commercial activities than what is defined by the legislation (regulations / standards)

F) To the best of my ability, I will fulfill the environmental requirements in accordance with the principles / criteria described in Criterion N5 for entrepreneurs. (Appendix A; Section A);

G) constitutes the local workforce among the employees I employ

<5%	→ Score:	0
5-10%	→ Score:	1
11-30%	→ Score:	2
31-50%	→ Score:	3
50-80%	→ Score:	4
> 80%	→ Score:	5

Name Surname.....

Company name.....

Position in the company.....

Place:..... Date:

Signature:.....

Annex B2: Confirmation of meeting the pre-requisites for the product

I declare that the product (or any product in a given product group) that is the subject of this application:

- A) complies with all regulations and standards established by law;
- B) in accordance with the rules established by the current legal regulations, during its production or use, it does not harm the environment and human health;
- C) Due to the technical and economic capabilities of the company, it fulfills / will fulfill the environmental principles described in criterion N3. (Appendix A; Section B)

Name Surname.....

Company name.....

Position.....

Place: Date:

Signature

Annex B3: Fulfillment of uniqueness prerequisites

In each of the sections (a-e), please circle the points in the row that your product meets the prerequisites. Finally, enter the sum of all the marked points in the box. The total score must be at least 10.

In parts (b) (d), take into account your own experience, the nature of the product, the importance of its individual parts and production processes. If the region's share of local raw materials, handicrafts or specifics is not unambiguously certain from the product itself or from the description in the introductory part of this application, it is necessary to provide a more detailed description explaining how the applicant came to the assessment that the product may have regular brand status. If you have any questions, please contact the Brand Regional Coordinator - Slovakia-Georgian Chamber of Commerce and Industry (SGCC)

A) Traditional local product

The product or production technology or company exists in the Kakheti region

0-1 years	→ Score:	0
1-3 years	→ Score:	1
3-5 years	→ Score:	2
6-10 years	→ Score:	3
11-30 years	→ Score:	4
More than 30 years	→ Score:	5

Tradition can refer to a given type of product or production technology (although the product itself may be new) or to a company (working in the region for some time, although the product or technology may be new).

!!!Do not forget to add: a copy of the document or historical source that confirms the existence of the product, production, technology or company!

B) The product is made from local raw materials from the territories within the administrative boundaries of the Kakheti region (see map and list of cities and villages).

The product contains:

Local raw materials 10%	→ Score:	0
Local raw materials 20%	→ Score:	1
Local raw materials 40%	→ Score:	2
Local raw materials 60%	→ Score:	3
Local raw materials 80%	→ Score:	4
Only local raw materials (100%)	→ Score:	5

Percentage can refer to product weight, volume, number of parts, etc., it depends on the nature of the product. Evaluation does not apply to product packaging. Required additives that are impossible to obtain in the region (e.g. salt) are not included in the calculation. In this section, certain foods are awarded 5 points or 100% use of local raw materials such as: honey, eggs, meat, fruits, vegetables, mineral water, herbs, forest fruits and other fresh natural products. Milk should contain at least 60% of local raw materials (if cattle are called to feed on pastures in another region)

!!!Do not forget to attach: List of used raw materials, including their place of origin (if they come from outside the region of the brand, just indicate "outside the region")

C) hand work, handicrafts or mental work

Product production requires manual / mental work:

Fully automated process 0%	→ Score:	0
Requires a production process 20%	→ Score:	1
Requires a production process 50%	→ Score:	2
Requires a production process 70%	→ Score:	3
Requires a production process 95%	→ Score:	4
Requires a production process 100%	→ Score:	5

Handmade, craft or mental work means that the craftsman / author gives each product / work a uniqueness and all products are original. He can use various tools or instruments (eg electric motor) if the quality of the final product depends only on his personal mastery.

A given percentage expresses the share of time during which the manufacturer / author is directly involved in the production process of a given product. The time during which the product "works by itself" (eg, cooling, drying, solidification, ripening, etc.) is not taken into account. In mental work, the author's time is considered to be complete and not only for the creation of the final type of product (time on the train, eg book or CD)

!!!Do not forget to add: Detailed description of the production process (unless it is from the product itself or in the introductory part of this application).

D) Work with the main motive of Kakheti region / specific products of Kakheti region

Please circle the answers in only one table - (A or B). Choose the right spreadsheet according to the nature

of your artwork / product. E.g. If this is a consumer product that represents a work of art, souvenirs, and promotional materials to promote the region (e.g. bracelets, key rings, rings with the brand logo, etc.) in which the motif and its artistic expression are key, select Table A. Agriculture & Natural In the case of products, select Table B.

You can usually circle 1 (in Table A) or 2 (in Table B) with extra points, but only if the main score in the table is not 5.

A. Works with regional motifs (souvenirs, works of art, scenery, and advertising items, photographs, books, printed materials, etc.)

Not related to the region at all	→ Score:	0
Region-related motive, but it is not specific - nature in general, rural life, agricultural products	→ Score:	1
Natural or rural motif, which refers to something typical for the region (peach tree, rural lands, rivers ...)	→ Score:	3
Motif directly from the region - Gombori Mountain, Alazani River, city, monument, person, legend, etc.	→ Score:	4
Motive directly from the region, including description / explanation / title	→ Score:	5
Extra points if the name of the work contains a name specific to the local region (eg Alazani Valley painting)	→ Score:	+1

B. General Consumables, Agriculture and Natural Products:

The product does not apply to the region at all (airplanes, mobile ...)	→ Score:	0
Agricultural / natural product or useful product related to rural life, but not specific to the region (bread, carrots, pots ...)	→ Score:	1
Agricultural / natural product or useful product related to something typical for the region (eg watermelon, mineral water, ...)	→ Score:	3
The product is typical for the region and is not produced anywhere else (eg Pankisi halva)	→ Score:	5
Additional point: If the product name contains the name of the region (eg Kakhetian Churchkhela)	→ Score:	+1
Extra points: The illustrated part of the product packaging or label is directly related to the motifs of a particular region.	→ Score:	+1

!!! Do not forget to add: Group product / sample of all products / Photo / Description.

E) Special features of the product

Please add an additional attachment - a description of the specific / unusual properties of the product, why it is unusual - e.g. In terms of processing, functionality, originality, aesthetic and sensory properties (taste, smell, etc.) and / or environmental.

Rate the product on a scale of 0 to 5 based on the size and size of the product.

	→ Score	
--	---------	--

Note: Absence of unusual properties = 0 points. Multiple or significant unusual features = 5 points. If you are a representative of agriculture or forestry working in the protected landscape area of Kakheti region and the product or raw material is from this area (at least in part), write at least 4 points. If the product is made of so-called. Write at least 3 points in a protected social workplace or for people with disabilities.

Total points

--

Name Surname.....

Company name:

Position:

Place: Date:

Signature:

!!!Do not forget to add: a sample of the product (in justified cases only a photograph of the product) and a written description of the unusual properties of the product. Copies of national / local / international certificates or awards, if any.

Annex “C”

List of additional documents to be submitted

Mandatory documents *	Source	Mark as Done
Completed and signed application form for awarding "Kakheti Regional Brand"	Applicant coordinator	
Signed Annexes B1 and B2 (Confirmations) *	Applicant coordinator	
Completed and signed Annex B3 Fulfillment of Uniqueness Prerequisite *	Applicant coordinator	
Entrepreneurial individuals and / or legal entities:		
Copy of the extract from the Entrepreneurial Register *	Public Registry	
Copy of extract from the register of economic activities *	Public Registry	
Copies of legal licenses / permits *	Responsible Entity	
A copy of the land cadastre extract, a copy of the lease agreement certifying that the farmer is working within the borders of the region (if this is not clear from previous documents) *.	Public Registry	
For farmers - Certificate of membership in the Farmers' Association; - Organic Farming Certificate *	Relevant associations; Accredited Certificate Organizations	
For beekeepers - Certificate of membership in the Beekeepers Association; - Bio-organic certificate; *	Relevant associations; Accredited Certificate Organizations	
Certificate of tax-mortgage, seizure, bankruptcy *	Public Registry / Tax office	
Laboratory analysis of the product in case of suspicion of the product	Accredited laboratories	
Sample (s) of product / all products of group *	Applicant	
Product / product group photos and descriptions *	Applicant	
Documents to prove the fulfillment of the precondition of uniqueness		
A) a copy of a historical document, a reference to a document / source or other document to confirm the duration of the tradition of the product or technology or company;	Archives, photos, articles, online publications, etc.	
B) List of raw materials contained in the product (%), including place of origin (if they come from outside the restricted region, simply indicate "outside the region")	Applicant	
C) Description of the manufacturing process (unless it is clearly described from the product itself or in the introductory part of this application), indicating the share of manual labor in the process phases	Applicant	
D) Written description of unusual traits - justification for the number of points or a copy of certificates or awards (if any)	Applicant	

In the case of a product group, the required information and documents must be attached separately for each type of product included in the group (the group is evaluated according to all sub-criteria, **based on the weakest product**).

? **Fees:** The entrepreneur must pay the registration fee for granting the brand in accordance with Methodology, paragraph 2.2. The fee includes costs related to application administration, evaluation and branding. The fee is paid upon submission of the certificate (under an agreement with the entrepreneur / company). After assigning a brand, the manufacturer pays an annual fee for using the brand (Methodology, Section 2.2)