

# Action Plan for improved public-private cooperation in the Sudetes for regional products and tourism services

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# 1. Introduction

This Action Plan has been prepared under the Central Mountains project (From the Alps to the Carpathians - strengthening governance models for sustainable development of mountain areas in Central Europe) implemented in 2023-2026 under Interreg CENTRAL EUROPE programme.

What is the Central Mountains project about?

The Central Mountains project addresses the challenge of achieving long-lasting, sustainable cooperation across borders in mountain areas through improved governance structures and processes that are critical for strengthening regional development and cohesion beyond borders. These structures for cross-border and transnational cooperation will support autonomous operation and continuous coordination, not working in the project cycles exclusively dependent on EU funding.

The main territorial challenges addressed by the "Central Mountains" project is the lack of effective cross-border and transnational cooperation in mountain areas. This cooperation is crucial, since it is the basis for the proper management of natural resources, steering the sustainable development of the whole chain of mountain areas and ensuring that the local communities are involved in the process (incl. youth involvement).

The direct beneficiaries of these outputs are local communities and authorities, youth, NGOs, SME, LAG and others, who would benefit from governance instruments strengthening their role and capacities in sustainable development and cooperation beyond borders.

What is the scope of the Action Plan?

The Action Plan focuses on the Sudetes mountains, and more specifically on the Giant Mountains ("Krkonoše" in Czech and "Karkonosze" in Polish), the highest part of the Sudetes mountain range located in the north of the Czech Republic and the south-west of Poland. The Czech-Polish border, which divides the historic regions of Bohemia and Silesia, runs along the main ridge. The Giant Mountains form one of the most traditional tourist areas in Central Europe. The ambition of this Action Plan is to spread the lessons learned from the Giant Mountains to other areas of the Sudetes and beyond.

This Action Plan has been jointly prepared by two Project Partners of the Central Mountains project: the Foundation for Landscape Protection (FOK) and the Association of Regional Brands (ARZ).

Why public-private cooperation?

In recent years, new models have been developed to make citizens, NGOs and private companies more involved in planning processes through different types of public-private partnerships and cooperation modes. For the need of this Action Plan, we understand by public-private cooperation all the contractual compositions of how a public entity cooperates with non-administrative stakeholders. This type of cooperation is called under this document as Cross-border functional areas (CBFA) and it involves coordination and partnership across borders to address shared challenges, promote mutual interests, and enhance overall development.

## 2. Correspondence with strategic documents and initiatives

Reviewing current collaborative initiatives and strategic documents is a crucial step in understanding what is working well, identifying areas for improvement, and ensuring that public-private cooperation is aligned with the goals of promoting regional products and tourism services. Within this chapter, both ARZ and FOK have identified successful initiatives and strategies, as well as strategic documents that are relevant for the implementation of this Action Plan.

### Joint Strategy:

This Action Plan aligns seamlessly with the Joint Strategy for several compelling reasons. Firstly, while implementing the action plan, ARZ and FOK will use a participatory governance approach, as recommended in the Joint Strategy. Both partners are going to engage local communities and authorities, non-governmental organizations (NGOs), small and medium enterprises (SMEs), Local Action Groups (LAGs) while placing a special emphasis on youth. ARZ and FOK will maintain continuous, open lines of communication, addressing their concerns, and providing opportunities for them to actively participate and contribute to the action plan implementation. The aim is to align the implemented activities with the needs and perspectives of young people. By engaging youth in the implementation process, ARZ and FOK are not only fostering inclusivity but also leveraging diverse perspectives to ensure comprehensive outcomes.

Furthermore, this Action Plan, aimed at improving public-private cooperation in the Sudeten region regarding regional products and tourist services, resonates profoundly with the Sustainable Development Goals (SDGs). Supporting local craftsmanship and producers epitomizes a prime example of an initiative contributing to sustainable development objectives. This is because it promotes economic growth within communities, preserves cultural heritage, fosters environmental sustainability through reduced carbon footprints associated with local production, and enhances social cohesion by empowering local economies.

In conclusion, the joint efforts of FOK and ARZ represent a forward-thinking approach that not only mirrors the principles outlined in the Joint Strategy but also exemplifies a tangible commitment to advancing sustainable development goals through inclusive, community-driven actions.

In addition, FOK and ARZ have identified significant initiatives and strategies that correspond to this Action Plan.

### Czech strategic initiatives and documents:

- Regional brands for specific regions: Krkonoše, Broumovsko, Orlické hory, Jeseníky, Opavské Slezsko - have been constantly operating for more than ten years according to clear rules of procedures, published at the website [www.regionalni-znacky.cz](http://www.regionalni-znacky.cz)
- LAGs Krkonoše, Broumovsko, Pohoda venkova, Horní Pomoraví, and Opavsko - all mention support to local producers in their strategies for the period 2021-2027
- Integrated strategy of Krkonoše 2014-2020, with the view to 2030, made by the Assembly of Municipalities

### Polish strategic documents and initiatives:

- Existing networks of regional producers:

- [Route of traditions and regional production in the Czech-Polish region of Jelenia Góra Valley, Jizera Mountains and Giant Mountains](#) (in Polish “Szlakiem tradycji i produkcji regionalnej w polsko-czeskim rejonie Kotliny Jeleniogórskiej, Gór Izerskich i Karkonoszy”)
- [Karkonosze Local Brand - Treasures of the Mountain Spirit](#) (in Polish “Karkonoska Marka Lokalna - Skarby Ducha Gór”)
- Jelonek Karkonoski (Karkonosze Deer) is an esteemed award by KARR to recognise and honour outstanding regional products. This award serves as a mark of recognition for the products and as the highest consumer recommendation, highlighting their quality and appeal within the region.
- Strategic documents:
  - Strategy for Development of the Neisse-Nisa-Nysa Euroregion 2021-2027<sup>1</sup>
  - Joint strategy of Správa Krkonošského národního parku and Karkonoski Park Narodowy<sup>2</sup>
  - Recommendations for the development of the Mountain Functional Area<sup>3</sup> - a document prepared by the Institute for Territorial Development in Wrocław Karkonosze thesis - Outline of the strategy for sustainable development of the Karkonosze region<sup>4</sup>

### 3. Goal and objectives

The main goal of the Action Plan for public-private cooperation in the Sudetes for regional products and tourism services include:

**Improving cooperation for regional products and tourism services promotion on both sides of the Czech-Polish border through public-private cooperation.**

Sub-objectives:

1. Fostering public-private cooperation along the Czech-Polish border
  - Strengthen relationships with regional and local stakeholders, including local communities, businesses, NGOs and citizens, to build a strong network focused on the sustainable development of the local economy (in terms of local production and tourism services)
2. Improving the quality and standards of regional products and tourism services
  - Exchange best practices regarding quality control measures and certification processes for local products to ensure authenticity and high standards
  - Collaborate with industry associations and private businesses to implement best practices
3. Increasing the visibility of regional products and tourism services
  - Strengthening the local brands for products and services

<sup>1</sup> [www.euroregion-nysa.pl/images/Teresa/strategie-ern- final\\_PL\\_maly.pdf](http://www.euroregion-nysa.pl/images/Teresa/strategie-ern- final_PL_maly.pdf)

<sup>2</sup> [Wspólna strategia ochrony KPN i KRNAP.pdf](http://Wspólna_strategia_ochrony_KPN_i_KRNAP.pdf) (kpnmab.pl)

<sup>3</sup> [irt.wroc.pl/pliki/gof2023/files/assets/common/downloads/Górski Obszar Funkcjonalny - uwarunkowania \(2023\).pdf](http://irt.wroc.pl/pliki/gof2023/files/assets/common/downloads/Górski_Obszar_Funkcjonalny_-_uwarunkowania_(2023).pdf)

<sup>4</sup> <https://karkonoskie.org/wp-content/uploads/2019/03/1510-fin.-red.-TEZY-KARKONOSKIE-II.pdf>

- Targeting the promotion (selection of the best channels regarding to the target audience)
  - Cross-promotion of regional products through participation in Polish and Czech events on both sides of the Giant Mountains
  - Cross-promotion of regional products on the Internet and social media
4. Fostering a strong regional identity for the Sudetes by promoting local culture, traditions, and distinctiveness
- Exchange branding strategies that highlight the unique features of Sudetes' regional products and tourism offerings
  - Encourage the use of local symbols, traditions, and cultural elements in marketing materials and promotional campaigns

## 4. Stakeholders

The most relevant stakeholders on the Polish and Czech sides of the Giant Mountains include:

Czech stakeholders:

- [MAS Krkonoše / LAG Krkonoše](#)

The local action group Krkonoše covers most of the mountain Krkonoše area. It was established in 2005 and initiated by local producers, who gathered while creating the regional brand KRKONOŠE, the original product, and were certified among the first holders of the brand. The project aimed to support local producers who were concerned about protecting nature and the environment.

Currently, the LAG coordinates the regional brand with 50 holders and actively promotes quality products within its area and wider in the Královéhradecký region.

- [MAS Pohoda venkova / LAG Pohoda venkova](#)

Another local action group operating in the neighbouring mountain area to Krkonoše - Orlické hory. It has run the regional brand ORLICKÉ HORY regional product since 2007, with 34 holders currently.

- [Agentura pro rozvoj Broumovska / Agency for development of Broumovsko](#)

APRB is a foundation that gathers stakeholders engaged in developing a specific part of a border area. Formerly a property of the once-powerful Benedictine order around the Broumov monastery, it suffered a continuous downfall during the socialist era. The agency has been constantly working on the upsurge of impressive baroque architecture in the region and developing sustainable tourism and cultural life for visitors and locals.

They revived the Broumov monastery, changing it into a place of meditation and culture, and have also been supporting about 30 local producers through the regional brand BROUMOVSKO regional product.

- [MAS Horní pomoraví / LAG Horní Pomoraví](#)

A local action group operating in Jeseníky Mountains (Eastern Sudetes), it focuses not only on community-led local development but also on social services and sustainable tourism. It has been coordinating the regional brand JESENÍKY original product since 2010.

- [MAS Opavsko /LAG Opavsko](#)

A local action group with a broad portfolio that includes innovative projects and well-established cooperation with Polish partners. It has been coordinating the regional brand OPAVSKÉ SLEZSKO regional product.

- [DMO Krkonoše / Association of Municipalities of Krkonoše](#)

Municipalities and service providers founded a Destination management organisation in the Krkonoše Mountains. The aim is to present Krkonoše as an attractive tourist destination. Within the project, it has an important role as an intermediary between the municipalities and service providers. It can also effectively promote local products.

- [Krajina pod Sněžkou / Landscape under Sněžka - Eastern Krkonoše](#)

Another destination management organisation focusing on the eastern part of Krkonoše mountains focusing especially on the consistent promotion of tourist services.

- [Královéhradecký kraj - oddělení regionálního rozvoje / Královéhradecký region - department of regional development](#)

The regional government body is an important partner in supporting local producers. It has been managing a grant programme dedicated to certified producers.

Polish stakeholders:

- [Karkonosze Regional Development Agency](#) (Karkonoska Agencja Rozwoju Regionalnego)

Regional public authority established to support the Jelenia Góra region and its economic potential. All activities undertaken in support of entrepreneurship are intended to assist employers in their efforts to develop their companies, create new jobs, find new markets, adapt to changing economic conditions, as well as to promote their companies in the region and abroad.

Partner in the project "Route of traditions and regional production in the Czech-Polish region of Jelenia Góra Valley, Jizera Mountains and Giant Mountains" ("Szlakiem tradycji i produkcji regionalnej w polsko-czeskim rejonie Kotliny Jeleniogórskiej, Gór Izerskich i Karkonoszy"), implemented as part of the Interreg V-A Czech Republic-Poland programme 2014-2020. Within this project, they created a network of regional producers.

[Za řemeslem \(zaremeslem.cz\)](#)

[Szlakiem tradycji i produkcji regionalnej - KARR](#)

[MAPA-AWERS-scaled.jpg \(2560×1776\) \(karr.pl\)](#)

Organiser of the exhibition of regional products "Produced under the Snezka mountain" ("Wyprodukowano pod Śnieżką") and "Polish-Czech Festival of Flavours" ("Polsko-Czeski Festiwal Smaków"). Both events promote local products. In particular, regional producers of: cured meats, cheese, bread, processed vegetables, fruit, herbal products, honey, brews and other food products are invited to participate.

[20. Wystawa Produktów Regionalnych „Wyprodukowano pod Śnieżką” - KARR](#)

[Polsko-Czeski Festiwal Smaków - KARR](#)

- [LAG Mountain Spirit Partnership](#) (Stowarzyszenie LGD Partnerstwo Ducha Gór)

Local non-governmental organisation introducing social and economic innovations. It is involved in the development of rural areas and small towns in the Karkonosze district. Particular care for local traditions, economy and services, promotion of the region through local traditions, culture and history, artists, craftsmen, products and services, ecological education, green, dispersed and ecotourism, promoting lesser known places.

Owner of the "Karkonosze Local Brand - Treasures of the Mountain Spirit" ("Karkonoska Marka Lokalna - Skarby Duchy Gór"), which brings together local producers, manufacturers, craftspeople and service providers who value above all the genuineness and authenticity of the region in which they live, who perfectly combine tradition and localness with modernity in their activities.

[Karkonoska Marka Lokalna - Skarbiec Duchy Gór \(skarbiecduchagor.pl\)](http://skarbiecduchagor.pl)

The brand includes local products (goat cheese, organic beef and lamb, organic eggs, fruit from the surrounding forests) and handicrafts made by local makers: embroidery, sculptures, artistic and functional glass, compositions from old boards, felt animals, unusual dolls, graphics, painting

- [Karkonosze Association](#) (Towarzystwo Karkonoskie)

An association focuses on developing the idea of regionalism, strengthening and shaping regional and national identity and developing social and inter-sectoral partnerships for the sustainable development of the Karkonosze Region.

- [LAG Izery Partnership](#) (Stowarzyszenie LGD Partnerstwo Izerskie)

Local non-governmental organisation covering an area of 18 communes in the south-western part of the Lower Silesian Voivodeship in the tri-border area of Poland, Czech Republic, Germany. Activities focus, among other things, on:

- preservation of cultural and historical heritage, the creation of nature parks, the revitalisation of towns, listed buildings
  - creation of tourist infrastructure, nature and educational paths, cycle routes
  - participation in local, regional, supra-regional and international fairs, organisation of handicraft towns at cultural events
  - organisation of local events with the participation of associations, folklore groups, handicraftsman, housewives' clubs, animation for children, promotion of our region
- [Institute for Territorial Development](#) (Instytut Rozwoju Terytorialnego)

Regional public authority, a self-governmental organisational unit of the Lower Silesian Voivodeship dealing with the implementation of the voivodeship's tasks in the field of development policy and spatial planning. The Institute's activities include, in particular, actions supporting the conduct of spatial policy in the region, including: providing comprehensive knowledge on development processes, stimulating initiatives to stimulate them, and disseminating knowledge and developing lasting cooperation in this field. The IRT team carries out analytical work on the socio-economic situation, development processes, the state of the environment and spatial development, as well as conceptual work that constitutes the basis for determining the conditions and directions of the voivodeship's spatial policy.

The main beneficiaries of the action plan are expected to be stakeholders mentioned above and the regional producers and other entities involved in the networks on the Czech and Polish side.



## 5. Actions

### 5.1. Introduction to regional and joint branding in the Sudetes

Regional branding is a practical instrument for consistently promoting quality local and regional products with proven origins. It is usually used to support sustainable tourism, and its major development began in the 1990s throughout Europe. A decade later, the first regional brands in the Czech Republic, similar to those in Poland, were established.

As dedicated to products with proven origin, the definition of the territory is a crucial step in building any regional brand. We can find several different methods of defining a region - as a geographical, historical, or ethnological entity. Depending on the approach and scale used, it is usually possible to classify the same site into several different regions. When creating a new regional brand, the local people should have their voice to express which entity best corresponds with their natural identity.

Moreover, in regional branding and general branding, we can see two main systems: a house of brands and a branded house.

*While the regional brands in the Czech Republic, including the Sudetes mountains, are growing from the specificities of rather small areas defined in one of the above-mentioned ways, and thanks to common principles create one house of brands, the effort in the Carpathians in recent ten years has been dedicated to a thorough building of one common brand. Both approaches have their pros and cons. The reason the regional brands in Bohemia, Moravia, and Silesia, from their beginning, adhered to much smaller entities stems probably from the diversity of the historical lands, countryside, and ethnography.*

The Carpathians, despite their sub-areas (including Moravian and Silesian Beskids), are often taken as a whole, not only geographically but also ethnologically and culturally, the situation is different in the case of the Sudeten Mountains.

As a result of historical events in the first half of the 20th century, the area is perceived, especially on the Czech side of the border, as problematic and with negative connotations. Before World War II, the Sudetenland was the scene of clashes between the Czech and German populations. During the war, it was annexed to the German Reich; after WWII, the territory was returned, but the vast majority of the German population was expelled, and a long period of 'gold mining' followed. The abandoned villages were settled by people who came only to make a quick buck without any connection to the local landscape and history. Many villages that failed to be settled were demolished. A similar process occurred on the other side of the border due to the significant shift in the national border between Poland and Germany.

Tourism played a positive role, especially in the mountain areas, helping not only to renew and build new accommodation facilities but also - especially on the Czech side - to boost the conversion of rural cottages into weekend houses. Although this trend did not solve the economic situation of the permanent population, it undoubtedly contributed to the preservation of many historic buildings and at least a partial idea of the cultural landscape of the Sudetenland in the 19th and early 20th centuries.

The second half of the 20th century, and especially the period after the regime change at the end of the 1980s, led, on the one hand, to the massive development of tourism, which often overburdens nature and conventional infrastructure, and, on the other hand, to structural changes in industry, the virtual disappearance of the main industries - coal mining and textiles - and the transfer of the workforce mainly to the service sector.

Since the beginning of the millennium, a balance has been sought throughout the area between the protection of natural resources, the development of tourism, and the preservation of other economic activities of the population, and, where appropriate, the revival of traditions that had disappeared after the Second World War.

The Czech-Polish CBFA should serve as a playground for intense cooperation among all stakeholders. It should also extend the long-standing cooperation in protecting shared natural wealth to include cooperation in restoring and creating traditions as a support to the local economy and culture.

The challenge of interrupted historical memory inspires the current inhabitants to take up some traditional production practices, such as glass-blowing or textile production. Production agriculture, for its part, has to cope with specific climatic conditions and the requirements of nature conservation, for which planting old varieties of fruit trees or expanding goat farming, for example, is well suited.

Along with the development of the economy comes the restoration of cultural monuments and spiritual life. In the former Sudetenland, initiatives to restore small religious monuments or cemeteries abandoned after the war are also proliferating. Although the number of witnesses of the post-war displacement is decreasing significantly with each passing year, it is still possible in some cases to establish and maintain relations with the families of the original inhabitants who still have a connection to the places where their families have lived for many generations. To build an authentic identity and further development of the Sudetenland, it is important that young people, who are not burdened by prejudices but should know the truth about the history of their hometown or village, are involved in the search for the unique values of the region.

For the historical reasons described above, it is not realistic to consider the marketing brand Sudety or any derived name in the Sudeten Mountains area. If the CBFA is to be considered here, following the example of the Carpathians, it can be called the Czech-Polish CBFA.

## 5.2. Joint approach to joint branding in the Sudetes

The Czech knowledge and experiences with regional branding instruments show that building regional brands from the bottom up is crucial, considering the area's history and geography.

As some initiatives to build a specific brand already exist on both sides of the Czech-Polish border, the joint work on branding quality products from the project area must focus on defining the values of the certified products and their coherent and consistent promotion, including the network of markets, retailers, info points, and cultural institutions to promote the certified products from both sides of the mountain chain.

The house of brands approach was chosen to maximize the experience of existing regional brands and their almost 20 years of promotion and cooperation on the Czech side while at the same time opening up the possibility of involvement in initiatives to promote original production and services in the Polish part of the Sudeten Mountains.

The house of brands approach was chosen because of its greater utility for promoting regional products relative to the branded house approach. This approach's advantages include allowing small regional producers to maintain their individual identity, independent character and niche in the market rather than being overshadowed by a single overarching brand. Secondly, it offers flexibility for these producers to cater to different consumer segments with distinct brand offerings, thereby potentially expanding their customer base. Overall, the house of brands strategy offers greater flexibility for small regional producers compared to the more integrated branded house model.

The House of Brands on the Czech-Polish border will function as an open platform for cooperation between entities that contribute to sustainable local development through managing a local or regional brand for quality products and services, as well as municipalities, towns, institutions, and organisations that share the same goals. The newly created House of Brands will be set up by a Memorandum of Cooperation, declaring the basic objectives and values that must be respected by all brands and other partner organisations involved.

The Memorandum of Cooperation and its signatories will be listed in a special section of the PP5-ARZ website, presenting the joint cross-border initiative in Czech, Polish and English. ARZ, as the national organisation supervising the certification of regional products in the Czech Republic, will control the quality of the actors involved and provide methodological assistance in meeting the objectives of the action plan. The Memorandum should include a simple codex for all signatories.

The House of Brands of the Czech-Polish border is only a technical description. The publicly presented name of the platform will be chosen in discussion with the project stakeholders. It is expected also to get its visual identity (logo). However, like other houses of brands, it will respect the names and logos of sub-brands, which should be promoted as the main ones.

The purpose of the House of Brands will be to provide an umbrella for cooperation in the sharing of experiences, such as the creation of a brand manual, the search for appropriate promotion channels and the involvement of various actors in the territory (in addition to producers and service providers, also representatives of the local governments at the regional level, towns and municipalities, cultural institutions, information centres and tourism service providers).

In addition to the basic areas mentioned in the AF (see further in subsection 5.3), the House of Brands should help to address the main current challenges of the local economy in the project area (and in Central Europe in general):

- Producers who are trying to revive traditional crafts, creatively apply other handicraft skills, or keep small family farms often have little awareness of marketing their products or simply do not have the capacity to systematically address this issue.
- Municipalities and towns, on the other hand, often plan their activities in isolation without coordinating with their neighbours. This leads to unnecessary overlaps and makes it difficult to effectively inform the public and potential visitors.
- More vibrant Czech-Polish cooperation is hampered by the language barrier - although the two languages are similar, direct understanding is difficult without practice, and knowledge of other languages (English or German) is not sufficient to solve the communication problem in target groups from both countries.
- Although almost 80 years have passed since the end of the Second World War, the legacy of a broken tradition is still evident. It is especially important for the younger generation to know the historical truth and seek their unique relationship to their region in cooperation with neighbours from across the current border and descendants of the original inhabitants.

Most of the problems mentioned above have a common denominator: communication. The proposed House of Brands should be, above all, a communication platform that brings together stakeholders from different areas and with different skills to pursue a common goal.

If the platform proves its worth during the project implementation, it will likely be viable after the project's completion because it will connect organisations and individuals who can profit from the mutual cooperation.

### 5.3. Actions planned

The actions planned are strictly connected with the pilot action to be jointly implemented by ARZ and FOK within the Central Mountains project. Below is the description of the activities to be conducted according to the latest version of the Application Form:

- *Joint branding in CBFAs promotes mountain regions and supports the development of socially, culturally, and environmentally oriented economies in certain areas. The pilot should test the transfer of Czech knowledge and experiences with the regional branding instruments to the Polish side. The existing branding schemes for the Czech side of the Sudetes will be tested and extended to the Polish area, based on the cooperation of Czech and Polish partner organisations (regional coordinators). A network of markets, retailers, info points, and cultural institutions will be created to promote the certified products from both sides of the mountain chain. (AF, A.2.3 description)*
- *Joint branding in CBFAs for strengthening cooperation of rural SMEs and regional product producers: Create a joint branding for the cross-border Sudetes CBFA for regional product producers, rural SMEs and tourism services providers (regional branding) by ARZ and FOK on the CZ-PL border in the Sudetes. 1 report in EN prepared by ARZ/FOK. (AF, D.2.3.3)*
- *Sudetes Cross-Border Functional Area for the strengthening the cooperation of rural SMEs and regional product producers: A newly established CBFA in the Sudetes consisting of improved cooperation of regional product producers, rural SMEs and tourism services providers in the CZ-PL border will gain a joint branding. The CBFA will comprise regional subareas related to the current regional brands in CZ border mountains, supplemented by PL brands. The pilot will initiate cross-border cooperation to promote and market quality products and services within the natural cross-border areas to both locals and visitors. (AF, O.2.6)*

Based on the assumption from the Application Form, ARZ and FOK proposes to implement the following exemplary actions to leverage public-private cooperation in the Czech-Polish border:

**Action 1. Establish cooperation along the Czech-Polish border**

**Action 2. Knowledge exchange**

**Action 3. Establish the House of Brands on the Czech-Polish border**

**Action 4. Develop a common identity and marketing strategy**

**Action 5. Education and exchange of experience among stakeholders to promote regional brands**

**Action 6. Cross-promotion of regional products**

**Action 7. Joint branding report**

**Action 8. Preparation of a set of solutions based on the pilot action implemented for the document “Cross-border structures for cooperation: from strategy to planning and operation” (D.3.2.3)**

**Action 8. Training workshops for stakeholders, including collecting letters of commitment (D.3.3.1, D.3.3.2)**

**Action 10. Organisation of Road Shows aimed at building awareness of the project and presentation of the developed results and joint strategy (D.3.3.3)**

**Action 11. Mobilising policymakers through the organisation of targeted meetings and presenting the project results during events and conferences**

**Action 12. Storytelling and video documentation for the website and social media****Action 13. Transfer of experience to other regions of the project partnership**

Detailed description of the proposed activities:

**Action 1. Establish cooperation along the Polish-Czech border**

During the preparatory stage of the Action Plan's work, ARZ and FOK will organise meetings with key stakeholders to discuss regional product promotion. During the meetings, stakeholders' needs regarding improvement in public-private cooperation will be analysed. The discussion will also address the region's and cross-border strengths and weaknesses, opportunities and threats related to tourism products and services, and identified gaps in infrastructure, promotion and marketing, and regulatory framework.

**Action 2. Knowledge exchange**

ARZ and FOK will meet regularly to discuss and exchange knowledge in the form of documents, reports, etc. The aim is to transfer Czech knowledge and experiences with the regional branding instruments to the Polish side, but also provide inspirational experiences from the Polish side.

**Action 3. Establish the House of Brands on the Czech-Polish border**

Implementing a house of brands requires careful planning and coordinated management. In order to set up the House of Brands on the Czech-Polish border, ARZ and FOK are going to implement the following activities:

- **Assessment of existing brands:** Evaluate the existing brands on the Czech-Polish border to identify strengths, weaknesses, and synergies among them. Determine which brands will be included under the umbrella and their respective roles.
- **Define brand architecture:** Develop a clear brand architecture strategy outlining the relationships between the umbrella brand and its subsidiaries. This will include identifying how brands will be positioned relative to each other.
- **Create brand guidelines:** Establish comprehensive brand guidelines that define the visual identity, messaging, and values of the umbrella brand and its subsidiaries. Ensure consistency across all brands while allowing for differentiation where necessary.
- **Communication strategy:** Develop a communication plan to introduce the House of Brands concept to stakeholders. Clearly articulate the benefits of the umbrella brand and how it adds value to both consumers and the organization.
- **Memorandum of cooperation:** Prepare the Memorandum of Cooperation for local / regional brands coordinators and their partners and other stakeholders

**Action 4. Develop a common identity and marketing strategy**

The next step is to develop a common identity and marketing strategy. This will include:

- **Defining the main values of the products branded within the House of Brands on the Czech-Polish border**
- **Defining marketing and public communication principles (e.g. encouraging local symbols, traditions, and cultural elements in marketing materials and promotional campaigns)**
- **Identifying target groups of regional products and best communication channels**

**Action 5. Education and exchange of experience among stakeholders to promote regional brands**

- Transfer the knowledge between Czech and Polish stakeholders regarding regional branding through targeted meetings, exchange of documents, consultations, direct contact between managers of the regional brands, etc.
- Education focused on easily accessible branding and marketing tools and actions (branding, promotion, presentations, Czech/Polish language basics) for small businesses and regional brand coordinators to grow and for local partners to understand, align and support well.
- Exchange best practices regarding quality control measures and certification processes for local products to ensure authenticity and high standards.
- Exchange branding strategies that highlight the unique features of Czech-Polish border's regional products and tourism offerings.
- Build awareness and set quality standards for all players - local brands, our team and local stakeholders, including info centres, hotel/restaurant owners, and municipalities.
- Collaborate with industry associations and private businesses to implement best practices.
- Contest for children and young people, encouraging them to design a new branded local product. The aim is to motivate young people to become aware of local products, enhance their competence in entrepreneurship and marketing skills, and learn the basics of the local economy.

**Action 6. Cross-promotion of regional products**

- Create a database with events and festivals to support the promotion of certified products from both sides of the mountain chain and enhance the creation of a network of markets, retailers, info points, and cultural institutions.
- Cross-promotion of regional products through participation in Polish and Czech events.
- Cross-promotion of regional products on the Internet and social media.
- Creating promotional materials – leaflets and catalogues of branded products in Czech and Polish language, targeted at the local audience, with information about the offer from the other side of the border.

As a result of this Action, the Cross-Border Functional Area will be created consisting of improved cooperation of regional product producers, rural SMEs and tourism services providers in the CZ-PL border. This network will be based on current regional brands in the Czech Republic and Poland.

**Action 7. Joint branding report**

This action will correspond to the final report from the pilot action implementation. The report will be called “Joint branding in CBFAs for strengthening cooperation of rural SMEs and regional product producers” (O.2.6).

**Action 8. Preparation of a set of solutions based on the pilot action implemented for the document “Cross-border structures for cooperation: from strategy to planning and operation” (D.3.2.3)**

Within this action, both FOK and ARZ will provide best practices, solutions and the most relevant conclusions from the pilot action implemented and publish them on the dedicated website.

**Action 9. Training workshops for stakeholders, including collecting letters of commitment (D.3.3.1, D.3.3.2)**



According to the AF, ACEP, ZMOS, CF, FOK, AP, and Brasov will organise 6 training workshops for 180 stakeholders to present them with conducted pilots, developed solutions, and a strategy for strengthening governance models for sustainable development of mountain areas in Central Europe.

FOK, as the main responsible for the training, with the support of ARZ, should provide a workshop for min. 30 stakeholders on the set of solutions developed within the “Central Mountains” project.

#### **Action 10. Organisation of Road Shows aimed at building awareness of the project and presentation of the developed results and joint strategy (D.3.3.3)**

According to the AF, this activity corresponds to a series of events (meetings, presentations, conferences) aimed at building awareness of the project and presentation of the developed results and joint strategy organised by LP, ACEP, ZMOS, CF, ARZ, FOK, AP and Brasov.

#### **Action 11. Mobilising policymakers through the organisation of targeted meetings and presenting the project results during events and conferences**

According to the AF, PPs will meet with relevant policy-makers in their countries to present project results for ensuring long-term sustainability, as well as a political and operational dimension of the governance structures influenced by the project.

#### **Action 12. Storytelling and video documentation for the website and social media**

Success stories from the project will be identified, collected and shared in the form of video suited for different channels to be promoted among the target groups. Success stories will also be promoted through abovementioned social media accounts and the website.

#### **Action 13. Transfer of experience from to other regions of the project partnership**

## 6. Timeline

Spreadsheet (sub actions + months) - attachment in Excel

[https://docs.google.com/spreadsheets/d/15XkQs9p2tSxFBH4QheGVu7bNCRBC\\_MD2/edit?usp=sharing&ouid=104614586772182223329&rtfpof=true&sd=true](https://docs.google.com/spreadsheets/d/15XkQs9p2tSxFBH4QheGVu7bNCRBC_MD2/edit?usp=sharing&ouid=104614586772182223329&rtfpof=true&sd=true)

## 7. Resources

The successful implementation of an Action Plan for regional products requires a combination of financial, human, technological, and informational resources:

- The project funding provides the necessary operational budget for implementing the Action Plan, including staff costs, administration costs, travel and accommodation and external expertise costs.
- Both ARZ and FOK ensure qualified individuals in areas such as product development, marketing, sales, quality control, and customer service. PPs staff is available to engage with local communities, address concerns, and ensure community involvement in the implementation process.
- Communication channels are available to engage stakeholders and gather their feedback.

- Both ARZ and FOK cooperates with managers of the regional brands in order to start cooperation and networking between them, as well as implement relevant activities.

## 8. Responsibilities

The following table outlines the strategic division of responsibilities between the two partners, ARZ and FOK, in the collaborative effort to enhance public-private cooperation in the Sudetes region. Clear delineation of roles and responsibilities is crucial for the successful implementation of the Action Plan. This table provides a concise overview of the specific areas and tasks assigned to each partner prepared based on the chapter 5 Actions. The aim is to foster transparency, accountability, and effective coordination in achieving the shared objectives.

Action	FOK's role	ARZ's role
Action 1. Establish cooperation on the Polish and Czech side of the Giant Mountains	Organisation of stakeholder meetings to discuss regional product promotion, needs and challenges of the managers of the regional brands.	Organisation of stakeholder meetings to discuss regional product promotion, needs and challenges of the managers of the regional brands.
Action 2. Knowledge exchange	Exchanging documents regarding regional brands	Exchanging documents regarding regional brands
Action 3. Establish the House of Brands on the Czech-Polish border	ARZ and FOK will will work together to implement the house of brands approach on Czech-Polish border and promote the umbrella brand and its subsidiaries within the region. Both pratners will equally fulfil the activities set out in section 5.3.	ARZ and FOK will will work together to implement the house of brands approach on Czech-Polish border and promote the umbrella brand and its subsidiaries within the region. Both pratners will equally fulfil the activities set out in section 5.3.
Action 4. Develop a unique identity and marketing strategy	ARZ and FOK will collaborate by leveraging their respective expertise in cross-border cooperation and regional development to conduct market research, gather insights, and define the distinctive identity and	ARZ and FOK will collaborate by leveraging their respective expertise in cross-border cooperation and regional development to conduct market research, gather insights, and define the distinctive identity and



	marketing strategy for the House of Brands. Through joint workshops and consultations with stakeholders, they will ensure that the strategy reflects the cultural nuances and consumer preferences of the Czech-Polish border region, ultimately creating a compelling and resonant brand narrative to enhance visibility and engagement.	marketing strategy for the House of Brands. Through joint workshops and consultations with stakeholders, they will ensure that the strategy reflects the cultural nuances and consumer preferences of the Czech-Polish border region, ultimately creating a compelling and resonant brand narrative to enhance visibility and engagement.
Action 5. Education and exchange of experience among stakeholders to promote regional brands	ARZ and FOK will collaborate by organizing educational workshops, seminars, and networking events to facilitate the exchange of knowledge and experiences among stakeholders in the Czech-Polish border region.	ARZ and FOK will collaborate by organizing educational workshops, seminars, and networking events to facilitate the exchange of knowledge and experiences among stakeholders in the Czech-Polish border region.
Action 6. Cross-promotion of regional products	Both partners will equally fulfil the activities set out in section 5.3.	Both partners will equally fulfil the activities set out in section 5.3.
Action 7. Joint branding report	Cooperating to create a joint branding report.	Cooperating to create a joint branding report.
Action 8. Preparation of a set of solutions based on the pilot action implemented	Selection of best practices based on pilot action implemented.	Selection of best practices based on pilot action implemented.
Action 9. Training workshops for stakeholders	Organisation stakeholder workshops and collect letters of commitment.	Organisation stakeholder workshops and collect letters of commitment.
Action 10. Organisation of Road Shows	Both ARZ and FOK will collaborate to plan and execute promotional events, showcasing regional products and tourism services in key locations. This involves	Both ARZ and FOK will collaborate to plan and execute promotional events, showcasing regional products and tourism services in key locations. This involves

	coordination in logistics, marketing, and engagement strategies to effectively promote the Sudetes region and its offerings.	coordination in logistics, marketing, and engagement strategies to effectively promote the Sudetes region and its offerings.
Action 11. Mobilising policy makers	Both ARZ and FOK will actively engage and liaise with relevant governmental bodies to garner support for the public-private cooperation initiatives in the Sudetes region. Their role includes advocating for policy changes and promoting an environment conducive to the development of regional products and tourism services, aligning with the overall objectives outlined in the Action Plan.	Both ARZ and FOK will actively engage and liaise with relevant governmental bodies to garner support for the public-private cooperation initiatives in the Sudetes region. Their role includes advocating for policy changes and promoting an environment conducive to the development of regional products and tourism services, aligning with the overall objectives outlined in the Action Plan.
Action 12. Storytelling and video-documentation for the website and social media	Crafting compelling narratives and producing engaging video content. This encompasses sharing authentic stories of the Sudetes region, highlighting its unique features, and leveraging multimedia formats for online platforms. Collaborating in the storytelling process, ensuring effective dissemination across the website and various social media channels to enhance visibility and promote the region's distinct cultural and natural assets.	Crafting compelling narratives and producing engaging video content. This encompasses sharing authentic stories of the Sudetes region, highlighting its unique features, and leveraging multimedia formats for online platforms. Collaborating in the storytelling process, ensuring effective dissemination across the website and various social media channels to enhance visibility and promote the region's distinct cultural and natural assets.

## 9. Monitoring and evaluation

The following monitoring and evaluation activities will be implemented:

- Establish key performance indicators (KPIs) to measure the success of the collaboration.
- Conduct regular evaluations to assess the impact of implemented initiatives.
- Adjust strategies based on feedback and changing circumstances.

The ultimate measure of success will be the joint branding report understood as a step-by-step manual on how to create and develop a regional brand with practical annexes.

## 10. Risks and contingencies

Implementing a public-private cooperation action plan in the Sudetes for regional products and tourism services comes with several inherent risks. It's important to identify these risks and establish contingency measures to mitigate their impact. Here are some potential risks and corresponding contingencies:

- Lack of stakeholder engagement including lack of interest in cooperation on the part of regional brand owners. Prevention: Implement a robust communication plan to engage stakeholders throughout the planning and implementation process. Regular encouragement of feedback to address concerns and adapt the plan as needed.
- Linguistic differences and difficulties with communicating between managers of regional brands on both side of the Giant Mountains. Prevention: support from FOK and ARZ team in communicating and providing translating services.
- Low demand for regional products and tourism services. Prevention: Diversify the product and service offerings to cater to different market segments.
- Intense competition from other regions or destinations offering similar products and services. Prevention: Differentiate Sudetes' offerings through unique experiences, quality assurance, and sustainable practices. Collaborate with competitors on mutually beneficial initiatives.

Regular monitoring and review of the action plan, along with flexibility in adapting to changing circumstances, will be crucial in ensuring its success despite potential risks.

## 11. Review and adjustment

This Action Plan will be subject to review and adjustments when needed. Any changes will be introduced and jointly approved by ARZ and FOK.

## 12. Communication plan

Communication objectives:

- Involve and receive input from stakeholders from the Czech and Polish side of the Giant Mountains to strengthen public-private cooperation for regional products promotion.
- Inform and raise awareness of local and regional public authorities, NGOs, civil society organisations, private entities and public in general concerning regional products promotion.

Information about current project activities will be published on the PPs' websites and social media channels. Each PP is responsible for maintaining their communication channels and regularly publishing up-to-date information on them. Activities will be promoted using posts, photos, videos and/or other visuals.

## 13. Conclusion

In conclusion, the Action Plan for improved public-private cooperation in the Sudetes for regional products and tourism services represents a strategic and collaborative approach towards fostering collaboration between various stakeholders. The agreement reached by ARZ and FOK, in consultation with stakeholders, highlights exemplary joint branding activities. Notably, it has been collectively recognized that building upon already established brands in the Czech-Polish border area is the most effective path forward.

Through the implementation of the house of brands approach, which will provide an umbrella for e.g. sharing experiences and search for appropriate promotion channels, ARZ and FOK plan to foster cooperation between regional product producers, rural SMEs, and tourism service providers in the CZ-PL border area. By leveraging existing regional brands and facilitating knowledge exchange and collaboration, this initiative not only aims to strengthen joint branding efforts but also seeks to serve as a model for similar regions within the Sudetes and beyond.

The ultimate measure of success, outlined in the Action Plan, will be the development of a comprehensive joint branding report, providing practical guidance for the creation and evolution of regional brands, thereby ensuring lasting positive impacts on the economic and cultural landscapes of the border region and beyond.

The commitment to cooperation is a testament to the shared goal of creating a thriving Sudetes region, where stakeholders can collectively contribute to the prosperity and well-being of the local communities. This collaborative approach serves as a blueprint for successful public-private partnerships, laying the foundation for a resilient and vibrant Sudetes region.

Signatures

Association of Regional Brands

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Foundation for Landscape Protection

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