

**Recommendations for regional branding Annex N1**

Stage	Component	Subcomponent	Recommendation	Implementer	Supporter
Finances	Finding funding	Desk research	<ul style="list-style-type: none"> <li>&gt; Find information about foundations, donors and grant programs online;</li> <li>&gt; Get information about the company's social responsibility published on the websites of various large companies in the country;</li> </ul>	The author of the idea - a natural or legal person	
		Prepare and present the concept	<ul style="list-style-type: none"> <li>&gt; Prepare a concept for the introduction of a branding system, which separately reflects the financial need for the conceptual agreement and its own brand implementation processes;</li> <li>&gt; Talk and present the concept paper to local government representatives;</li> <li>&gt; Talk to and present the concept paper to the major players in the local market;</li> <li>&gt; Submit a concept paper to the foundations;</li> <li>&gt; If there is a relevant grant project, prepare an appropriate application for grant funding.</li> <li>&gt; In dealing with sponsors, local government and foundations, focus on the steps required for a conceptual agreement, as this will be a good confirmation from you that you know the issue well and are taking responsibility.</li> </ul>	The author of the idea - a natural or legal person	
		Efficient spending	<ul style="list-style-type: none"> <li>&gt; Initially apply the finances to the concept agreement arrangements;</li> <li>&gt; Once the idea of branding has full support in the region, you can request the amount to start the process of introducing brand;</li> </ul>	The author of the idea - a natural or legal person	Donors, sponsors
		Desk research	<ul style="list-style-type: none"> <li>&gt; Use Georgian State Business Register databases (<a href="http://br.geostat.ge/register_geo/">http://br.geostat.ge/register_geo/</a>) for research; Fill in the data from the Public Registry Business Register (<a href="https://www.my.gov.ge/ka-ge/services/6/service/179">https://www.my.gov.ge/ka-ge/services/6/service/179</a>);</li> <li>&gt; Company information Fill in the public register from the Register of Economic Activities (<a href="https://napr.gov.ge/ecomyjobsregistry">https://napr.gov.ge/ecomyjobsregistry</a>);</li> <li>&gt; Check the information about entrepreneurs in the Public Registry Restriction, Tax Pledge / Mortgage Register (<a href="https://napr.gov.ge/sh">https://napr.gov.ge/sh</a>);</li> <li>&gt; Check the activity of the subjects in the register of payers (<a href="https://www.rs.ge/TaxPayersRegistry">https://www.rs.ge/TaxPayersRegistry</a>).</li> </ul>	The author of the idea - a natural or legal person	Structures responsible for administering databases
		Data processing	<ul style="list-style-type: none"> <li>&gt;For data processing, take the databases of active entities of the business register of the State Statistics.</li> <li>&gt; Filter the databases by region. For branding purposes, the actual address of the entity from Geostat databases is important - it operates within the region.</li> <li>&gt; From the information fields you will need: identification code, legal form, name, legal counsel, actual address, economic activity code NACE Rev.2, business name, mobile phone number, e-mail, type of property.</li> <li>&gt; Filter field of activity NACE Rev 2 by relevant codes of the brand: production of raw materials and products, tourism, culture, leisure and entertainment; Intellectual services, production of handicrafts.</li> <li>&gt; Transfer the filtered data to your form (Ms. Excel file), to which you will add the following information fields: gender of the owner, gender of the responsible person, expanded economic direction, volume and seasonality of production / services, tax lien.</li> </ul>	The author of the idea - a natural or legal person	Structures responsible for administering databases

Conceptual Agreement - Databases	Data filling	<ul style="list-style-type: none"> <li>&gt; In the first processed database, check whether all the fields (State Statistics) along with each subject are fully filled.</li> <li>&gt; If the contact information fields along the entrepreneur are not filled in, you can search for the entrepreneur extract with the identification code, which in most cases contains the contact information.</li> <li>&gt; Information on the gender of the responsible person and owner can also be found in the entrepreneurial statements.</li> <li>&gt; Information about tax lien can be filled in the register of restriction, tax lien / mortgage</li> </ul>	The author of the idea - a natural or legal person	Structures responsible for administering databases
	Data verification	<ul style="list-style-type: none"> <li>&gt; If you can not identify the entrepreneur with the activity code, what products / services it produces, you can verify the data with the identification code in the register of economic activities.</li> <li>&gt; To make sure that the entity is active, check every 5th identification code (20%) in the tax register.</li> <li>&gt; To make sure the economic activity is accurate, contact every 10th entrepreneur (10%) by phone and talk. It will also allow you to verify contact information.</li> </ul>	The author of the idea - a natural or legal person	Structures responsible for administering databases
	Regional Database Formation	<ul style="list-style-type: none"> <li>&gt; Classify the filled in and verified data according to the municipalities in the region (separately) and the large codes of economic activity (agriculture, tourism, production, culture, intellectual services).</li> <li>&gt; Extract data from the database and create a separate database of companies whose data could not be filled in and / or verified. It can be verified / completed in the next stages of branding.</li> <li>&gt; Leave data such as: production volume and seasonality blank. It can be completed at the next stage of branding.</li> </ul>	The author of the idea - a natural or legal person	
	Forwarding databases to local governments	<ul style="list-style-type: none"> <li>&gt; Give the database created through the desk research to the relevant local government services.</li> <li>&gt; Ask the relevant services of the local self-governments to provide you with the information they have on each record entrepreneur-entity (if they have any).</li> <li>&gt; It is best to implement this activity once you discussed the regional branding idea with the local government(s), they agree with the idea and are willing to cooperate.</li> </ul>	The author of the idea - a natural or legal person	Local governments
	Organizing meetings	<ul style="list-style-type: none"> <li>&gt; The stakeholders of the region are: local self-governments, regional offices of the central government, representatives of the local civil sector, local media, local business entities.</li> <li>&gt; Before arranging discussions, develop presentations based on the interests of the target group.</li> <li>&gt; In the presentations, reflect the purpose and importance of the brand, the advantages and what benefits it will bring to each interested group.</li> <li>&gt; Be sure to focus on the process of implementing the system and the importance of involving each group in it, so that decisions can be made by broad consensus.</li> <li>&gt; Introduce meeting participants to the funding sources and costs of implementing the system - this will ensure the transparency of the process and build confidence in your idea from the outset.</li> <li>&gt; Meetings can be organized individually - for each stakeholder or jointly, in which several stakeholders will be involved.</li> <li>&gt; Existing regional brand coordinators / brand owners can be invited to the meetings.</li> </ul>	The author of the idea - a natural or legal person	Donors, sponsors

<b>Conceptual agreement - discussion of an idea</b>	<b>Local governments</b>	<ul style="list-style-type: none"> <li>&gt; Discuss the idea with the local self-government of all municipalities in the region.</li> <li>&gt; Plan and organize meetings in each municipality.</li> <li>&gt; Try to have the top self-government / decision makers participate in the meetings.</li> <li>&gt; Talk about the benefits of public-private partnerships and involved governance.</li> <li>&gt; If you are interested in the idea, ask the self-government to formally appoint a contact person who will partner with you in the process of implementing the system (preferably from the economic and tourism services).</li> <li>&gt; Give the contact persons the databases prepared by you and ask them to edit them according to the information they have received;</li> </ul>	The author of the idea - a natural or legal person	Local governments
	<b>Regional Representations of Central Government</b>	<ul style="list-style-type: none"> <li>&gt; For the purposes of branding, it is important to establish communication with the following regional authorities from the central government: regional administration, regional representation of rural development agency, regional representation of the National Food Agency, regional representation of the Department of Environmental Supervision, regional office of the National Tourism Agency / DMO.</li> <li>&gt; Based on the principles of branding, introduce them to what role they will play in the process of developing the system.</li> <li>&gt; Ask for a contact person to be involved in the system implementation process.</li> </ul>	The author of the idea - a natural or legal person	Regional Administration
	<b>Representatives of Local Civil Society</b>	<ul style="list-style-type: none"> <li>&gt; Find information on the civil sector in the region.</li> <li>&gt; Introduce the importance of participatory governance in regional branding.</li> <li>&gt; During the meetings, clearly talk about their role in the introduction of the branding system and justify the need for their involvement - introduce examples of the involvement of similar organizations in other regional brands.</li> <li>&gt; Ask for representatives who will be your partners in the implementation and development of the system.</li> </ul>	The author of the idea - a natural or legal person	Local NGO
	<b>Local Media (In Case of Existence)</b>	<ul style="list-style-type: none"> <li>&gt; Contact any regional broadcaster: TV and radio broadcasts, printed and online publishers.</li> <li>&gt; Introduce their importance at the meeting, both at the stage of conceptual agreement, as well as at the stage of introduction of their own brand system.</li> <li>&gt; Ensure to draw their focus on the prospect of a long-term collaboration - having constant and up-to-date information about branding gives possibility to develop a new information cycle</li> </ul>	The author of the idea - a natural or legal person	Regional Administration
	<b>Local business entities;</b>	<ul style="list-style-type: none"> <li>&gt; Involvement of local business entities is crucial. First, convince them that a regional brand is being created for them and with their participation.</li> <li>&gt; Explain that business entities, along with the civil sector, will be in the majority when deciding on any issue.</li> <li>&gt; Regional branding, at the same time, allows decisions to be made from the bottom up, taking into account the interests and needs of local entrepreneurs.</li> <li>&gt; Explain clearly and understandably how the regional branding system will benefit each local entrepreneur.</li> <li>&gt; Explain from the beginning what responsibilities and obligations can be imposed on an entrepreneur holding a brand trademark.</li> <li>&gt; It will be very good if you introduce them to the so-called existing brands. "Success Stories" and invite the entrepreneur(s) holding the trademark of other regional brand to the meeting.</li> </ul>	The author of the idea - a natural or legal person	Local governments

<b>Conceptual Agreement - Protocol of Consent</b>	<b>Contents of the consent protocol</b>	<ul style="list-style-type: none"> <li>&gt; Try to draft a consent form before the meeting and if the idea is supported, sign it at the meeting. This will simplify the signing procedures.</li> <li>&gt; The content of the consent protocol should be simple and clear: the place of vanue, date, purpose of the meeting, the issues of the meeting and the outcome;</li> </ul>	The author of the idea - a natural or legal person	
	<b>contact person;</b>	<ul style="list-style-type: none"> <li>&gt; Once you have completed the meeting with a specific group and have a signed consent protocol, prepare and formally send a letter to the person in charge (by mail or e-mail) regarding the appointment of a contact person / representative.</li> <li>&gt; Ensure sending the letter on time (same day or the next day) as long as the information you provide is still active in the minds of the participants.</li> <li>&gt; Upon receiving the answer, contact the contact person and check the contact information: mobile, e-mail; Ask to share alternative contact information (other mobile phone nubere, facebook account, other e-mail, etc.).</li> <li>&gt; Create a contact register for you.</li> </ul>	The author of the idea - a natural or legal person	Local governments; Regional administration, regional representations of state agencies
<b>Working groups</b>	<b>Municipal Working Group</b>	<ul style="list-style-type: none"> <li>&gt; The process of brand introduction at the initial stage: it is necessary to create a working group at the level of each municipality.</li> <li>&gt; The working group should include: municipal entrepreneurs from economic sectors of interest to the brand, representatives of local self-government (contact persons), Municipal representative central government (e.g. food agency), representatives of the civil sector operating in the municipality (if any), representatives of local media (if any), representatives of culture.</li> <li>&gt; The number of members of the working group should preferably not exceed 20 people, the majority of whom (8-12) should be entrepreneurs.</li> <li>&gt; The Municipal Working Group should become the decision maker on all key issues of the branding process: delimitation, brand methodology, criteria, application forms and branding procedures, fees, funding sources, etc.</li> <li>&gt; The Municipal Working Group elects its representatives to the regional working group (entrepreneur and civil society representative are required).</li> <li>&gt; The meetings of the municipal working group are chaired by the author of the branding idea - the brand coordinator.</li> </ul>	The author of the idea - a natural or legal person	Local governments and NGO
	<b>Regional Working Group</b>	<ul style="list-style-type: none"> <li>&gt; The regional working group consists of: members elected from each municipality, representatives of regional services of the central government (regional administration, rural development agency, food agency, environment supervision department, tourism agency - DMO), local media representative.</li> <li>&gt; The number of members in a regional working group depends on the number of municipalities in the region.</li> <li>&gt; Quotas for representatives belonging to each group (entrepreneur, local civil society, government, media) should be defined in such a way that entrepreneurs have a majority; The regional group reviews all the issues discussed in the municipal working groups and makes the final decision.</li> <li>&gt; The regional working group reviews and determines the brand name</li> <li>&gt; Regional working group meetings can be attended by existing brand coordinators and trademark entrepreneurs who will share their experiences with the newly formed group.</li> <li>&gt; The meetings of the regional working group are chaired by the author of the idea of branding - the brand coordinator.</li> </ul>	The author of the idea - a natural or legal person	Local governments; Regional administration, regional representations of state agencies

Methodology	Methodology	<ul style="list-style-type: none"> <li>&gt; After discussion and decision in the regional working group, the author of the idea of branding begins to work on the brand methodology.</li> <li>&gt; Brand Methodology is a document that includes a detailed description of the branding system implementation process and sets out: trademark award criteria and procedures, brand structure, fee amount, funding sources, brand performance appraisal and monitoring tools.</li> </ul>	The author of the idea - a natural or legal person	Regional Working Group
	Criteria	<ul style="list-style-type: none"> <li>&gt; Regional branding goals and objectives should be considered when developing criteria.</li> <li>&gt; Group the criteria according to the components of interest to the brand.</li> <li>&gt; Develop an evaluation system for each component (preferably a 0-5 point system).</li> <li>&gt; If desired, you can develop additional criteria that are specific to the region.</li> <li>&gt; The main sections of the brand criteria are: (A) For entrepreneurs: local entrepreneur, relevant production qualifications / experience, no debt, guarantees of production quality standard, production eco-friendliness; (B) For the product: consumer products, works of art, agriculture and natural products produced within the borders of the region; Quality standard guarantee; (C) Ecology: uniqueness by region, traditional, locally sourced, handicraft and intellectual labour, work on region / region specific motives, product specific features.</li> </ul>	The author of the idea - a natural or legal person	Regional Working Group
	application form	<ul style="list-style-type: none"> <li>&gt; Explain the brand criteria and trademark awarding procedures in detail to the entrepreneur before filling out the application form.</li> <li>&gt; The application form is filled out by the entrepreneur himself.</li> <li>&gt; If necessary, the brand coordinator assists the entrepreneur in filling it out.</li> <li>&gt; The applicant is fully responsible for the authenticity of the information entered in the application form.</li> <li>&gt; Filling in the application form is based on the self-assessment of the entrepreneur.</li> <li>&gt; The application form must be accompanied by the photo material and the documents specified in the appendix to the application form.</li> </ul>	The author of the idea - a natural or legal person	Regional Working Group
	Structure	<ul style="list-style-type: none"> <li>&gt; The structure of the brand, with the exception of municipal and regional working groups, implies the existence of structural units such as the Board of Founders and the Certification Commission;</li> <li>&gt; When creating the structure, take into account the rights and responsibilities of each unit and clearly define the coordination and subordination schemes between them;</li> </ul>	The author of the idea - a natural or legal person	Regional Working Group
	Fee	<ul style="list-style-type: none"> <li>&gt; The amount of brand membership fees and the issue of its ranking are discussed in the municipal working group;</li> <li>&gt; During the review of the run it is possible to calculate</li> <li>Anticipate the size of the enterprise (number of employees);</li> <li>In order to popularize the branding system and attract the first brands, it is advisable to identify the number of first brands that do not pay the fee during the first year;</li> </ul>	The author of the idea - a natural or legal person	Regional Working Group
	Brand Name	<ul style="list-style-type: none"> <li>&gt; It is mandatory to indicate the name of the region in the brand name;</li> <li>Adding to the name depends on consultation with the members of the working group. Eg: "Original product; Regional product; Made .... "or something else.</li> </ul>	The author of the idea - a natural or legal person	Regional Working Group

<b>Branding;</b>	Brand Establishemnt	<ul style="list-style-type: none"> <li>&gt; Select the founders of the brand from among the entrepreneur members of the regional working group and the representatives of the civil sector in such a way that at least 1 entrepreneur is represented from each municipality, and 2 representatives from the civil sector, across the region.</li> <li>&gt; Develop a brand charter and elect a chairman of the founding board who will represent the brand.</li> <li>&gt; It is possible to take into consideration the recommendations of the existing regional brand's coordinators.</li> <li>&gt; Establish a non-governmental (non-entrepreneurial) legal entity the name of which must indicate the name of the region and the name of brand, for example "Kakheti Regional Brand - "Experience Kakheti".</li> </ul>	The author of the idea - a natural or legal person	Regional Working Group
<b>Brand logo and design manual;</b>	Logo	<ul style="list-style-type: none"> <li>&gt; First discuss the logo concepts in a regional working group.</li> <li>&gt; The concept should not refer to any one product or business direction, it should be general and typical to the region.</li> <li>&gt; Choose from at least three versions of the concepts presented.</li> <li>&gt; It is advisable to invite a qualified designer to create a brand logo and design manual.</li> <li>&gt; It is better if it is selected through an open competition.</li> <li>&gt; Define the competition conditions: Attach the three concepts selected for the logo to the regional working group, define the requirements for the designer (give preference to local designers), job descriptions and deadlines.</li> <li>&gt; To develop the final version of the brand logo, it is important to work intensively with the founders, the marketing strategy expert and other members of the regional working group.</li> </ul>	The author of the idea - a natural or legal person	Regional Working Group
	Design manual	<ul style="list-style-type: none"> <li>&gt; When developing a design manual, consider all the details that are important in determining the terms of use of the logo.</li> <li>&gt; Existing manuals can be used as a sample</li> </ul>	The author of the idea - a natural or legal person	Regional Working Group
<b>Marketing strategy</b>	Strategy and Action plan	<ul style="list-style-type: none"> <li>&gt; It is advisable to invite a relevant qualified expert / specialist to create a brand marketing strategy.</li> <li>&gt; It is better if it is selected through an open competition.</li> <li>&gt; Define the terms of the competition: requirements for the expert, job description and deadlines.</li> <li>&gt; Intensive work with the founders and other members of the regional working group is important to develop a relevant marketing strategy and action plan.</li> </ul>	The author of the idea - a natural or legal person	Regional Working Group
<b>Certification Commission;</b>	Regulations, election of members	<ul style="list-style-type: none"> <li>&gt; Select members of the Certification Commission from the regional working group, so that it includes representatives of the regional services of the central government, as well as entrepreneurs, media and civil society.</li> <li>&gt; Develop the regulations of the Certification Commission.</li> <li>&gt; Develop evaluation procedures and criteria for applicants.</li> <li>&gt; If the applicant is also a member of the Certification Commission he / she will not participate in the hearing.</li> <li>&gt; An entrepreneur member of the Certificate Commission also does not participate in the review if his/her application is being reviewed.</li> <li>&gt; It is advisable to apply to the existing brands for sharing their experience.</li> </ul>	The author of the idea - a natural or legal person	Regional Working Group

<p><b>Selecting the first brands;</b></p>	<p>Visiting places, taking photos and videos, creating stories</p>	<ul style="list-style-type: none"> <li>&gt; As a rule, the owners of the trademark of the first brand are the founding entrepreneurs, the entrepreneurs who are members of the certification commission and other entrepreneurs of the regional working group.</li> <li>&gt; It is advisable for the brand coordinator to visit the applicant on the spot, take photos, prepare short stories about the entrepreneur / product / service, assist the applicant in filling out the application form; It is possible to shoot small videos of the production process.</li> <li>&gt; After accumulating a certain number of applications, the brand coordinator prepares the materials to be submitted to the meeting of the Certification Commission.</li> <li>&gt; The Certification Commission reviews and makes a decision on awarding the trademark.</li> <li>&gt; The Brand Coordinator prepares a cooperation agreement between the entrepreneur and the brand.</li> <li>&gt; Explains in detail the terms of use of the brand logo and transmits electronic versions of the brand logo.</li> <li>&gt; After concluding the contract, the entrepreneur will be given a brand certificate confirming his affiliation with the brand.</li> </ul>	<p>The author of the idea - a natural or legal person</p>	<p>Local business entities</p>
<p><b>Creating a catalog</b></p>	<p>Development of Catalogue</p>	<ul style="list-style-type: none"> <li>&gt; The e-catalogue is a collection of information about the trademark owners of the brand and aims to promote the brand and its certified entrepreneurs.</li> <li>&gt; At least one page is dedicated to each entrepreneur in the catalog.</li> <li>&gt; Entrepreneur page contains photos of the entrepreneur / product / service, brief history of the entrepreneur and the product / service, contact information and place (s) to get the product / service.</li> <li>&gt; In addition to the brand's own web and Facebook pages, the electronic catalogue should preferably be posted on the websites of municipalities, regional administrations, the brand coordinator and partners / supporters.</li> <li>&gt; It is advisable to first prepare an editable version of the catalogue (MS Word format) in to be able to make additions, changes, etc. This will allow owner to quickly and at no cost update the catalogue (PDF);</li> </ul>	<p>The author of the idea - a natural or legal person</p>	<p>Local business entities and regional working group</p>
<p><b>Creating web and social media pages;</b></p>	<p>Website</p>	<ul style="list-style-type: none"> <li>&gt; To create a brand website, it is desirable to cooperate with the Georgian Innovation and Technology Agency, which supports creation of a prototype based on a grant.</li> <li>&gt; It is desirable to have the opportunity to create an online store on the website.</li> <li>&gt; Identify the person responsible for maintenance and updates of the website from the beginning.</li> <li>&gt; Systematic updates on social media and the website are important because passive pages reduce consumer confidence in the brand.</li> </ul>	<p>The author of the idea - a natural or legal person</p>	<p>Regional Working Group</p>
	<p>social network</p>	<ul style="list-style-type: none"> <li>&gt; Facebook allows information to be shared with both entrepreneurs and the public. It is important to define a page administrator from the beginning.</li> <li>LinkedIn is an international communication business social network through which the brand can communicate with foreign and local partners. The existence of the mentioned social network is important for the brand reputation.</li> <li>&gt; The social network should promote the dissemination of information about the brand, as well as the promotion of brand owners, the provision of thematically useful recommendations to the public, competitions, etc</li> </ul>	<p>The author of the idea - a natural or legal person</p>	<p>Regional Working Group</p>

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