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2009 - 2014

Committee on Regional Development

2013/2098(INI)

26.9.2013

AMENDMENTS

1 - 31

Draft opinion
Oldřich Vlasák
(PE516.946v01-00)

Regional quality branding: towards best practice in rural economies
(2013/2098(INI))

AM_Com_NonLegOpinion

Amendment 1
Alain Cadec

Draft opinion
Paragraph 1

Draft opinion

1. Points out that regional quality branding is important for local territories and rural economies, as it highlights the connection to a specific and exceptional territory in terms of the origin of products and services; is of the opinion that at a time of globalised economies, regional quality brands can serve as significant promoters of regional, territorial and local identity, as well as contribute to regional development and territorial marketing, and help improve the competitiveness of rural territories;

Amendment

1. Points out that regional quality branding is important for local territories and rural economies, as it highlights the connection to a specific and exceptional territory in terms of the origin of products and services; is of the opinion that at a time of globalised economies, regional quality brands can serve as significant promoters of regional, territorial and local identity, as well as contribute to regional development and territorial marketing, and help improve the competitiveness **and attractiveness** of rural territories;

Or. fr

Amendment 2
Vasilica Viorica Dăncilă

Draft opinion
Paragraph 1

Draft opinion

1. Points out that regional quality branding is important for local territories and rural economies, as it highlights the connection to a specific and exceptional territory in terms of the origin of products and services; is of the opinion that at a time of globalised economies, regional quality brands can serve as significant promoters of regional, territorial and local identity, as well as contribute to regional development and territorial marketing, and help improve the competitiveness of rural territories;

Amendment

1. Points out that regional quality branding is important for local territories and rural economies, as it highlights the connection to a specific and exceptional territory in terms of the origin of products and services; is of the opinion that at a time of globalised economies, regional quality brands can serve as significant promoters of regional, territorial and local identity, as well as contribute to **the preservation, transmission and promotion of local and regional traditions**, regional development and territorial marketing, and help improve the competitiveness of rural territories;

Amendment 3
Francesca Barracciu

Draft opinion
Paragraph 1

Draft opinion

1. Points out that regional quality branding is important for local territories and rural economies, as it highlights the connection to a specific **and exceptional** territory in terms of the origin of products and services; is of the opinion that at a time of globalised economies, regional quality brands can serve as significant promoters of regional, territorial and local identity, as well as contribute to regional development and territorial marketing, and help improve the competitiveness of rural territories;

Amendment

1. Points out that regional quality branding is **particularly** important for local territories and rural economies, as it highlights the connection to a specific territory in terms of the origin of products and services; is of the opinion that at a time of globalised economies, regional quality brands can serve as significant promoters of regional, territorial and local identity, as well as contribute to regional development and territorial marketing, and help improve the competitiveness of rural territories;

(Stresses the importance of quality branding as a geographical concept in order to better convey the importance of specific connections to local territories.)

Or. it

Amendment 4
Rosa Estaràs Ferragut

Draft opinion
Paragraph 1

Draft opinion

1. Points out that **regional** quality **branding is** important for local territories and rural economies, as **it highlights** the connection to a specific and exceptional territory in terms of the origin of products and services; is of the opinion that at a time of globalised economies, **regional** quality **brands** can serve as significant promoters of regional, territorial and local identity, as

Amendment

1. Points out that **European** quality **designations are** important for local territories and rural economies, **as they highlight** the connection to a specific and exceptional territory in terms of the origin of products and services; is of the opinion that at a time of globalised economies, quality **designations** can serve as significant promoters of regional, territorial

well as contribute to regional development and territorial marketing, and help improve the competitiveness of rural territories;

and local identity, as well as contribute to regional development and territorial marketing, and help improve the competitiveness of rural territories;

Or. es

Amendment 5
Justina Vitkauskaite Bernard

Draft opinion
Paragraph 1

Draft opinion

1. Points out that regional quality branding is important for local territories and rural economies, as it highlights the connection to a specific and exceptional territory in terms of the origin of products and services; is of the opinion that at a time of globalised economies, regional quality brands can serve as significant promoters of regional, territorial and local identity, as well as contribute to regional development and territorial marketing, and help improve the competitiveness of rural territories;

Amendment

1. Points out that regional quality branding is important for local territories and rural economies, as it highlights the connection to a specific and exceptional territory in terms of the origin of products and services **and fosters productive regional economic development**; is of the opinion that at a time of globalised economies, regional quality brands can serve as significant promoters **and powerful tools** of regional, territorial and local identity, as well as contribute to regional development, **development of small businesses in rural communities** and territorial marketing, and help improve the competitiveness of rural territories **by increasing awareness of its economic benefits**;

Or. en

Amendment 6
Francesca Barracciu

Draft opinion
Paragraph 1 a (new)

Draft opinion

Amendment

1a. Stresses that quality branding must provide essential information on the

territory concerned, its traditions, history and specific characteristics. The generic regional origin branding of a product will not in itself promote its consumption because it does not show the product to be typical or traditional to a specific territory. Traditional products from territories within Europe should nevertheless be suitably promoted, in order to avoid imprecise indications of origin being used for local/regional products, which could give rise to unnecessary competition between different regions over the same product and create confusion among consumers;

(Vague regional branding of non-traditional products from specific regions is liable to confuse consumers and lead to an overlapping of products.)

Or. it

Amendment 7
Rosa Estaràs Ferragut

Draft opinion
Paragraph 1 a (new)

Draft opinion

Amendment

1a. Also supports European initiatives to launch product denominations for agricultural foodstuffs from areas with specific constraints, such as mountain and island areas; Considers that in order to support development in these areas it is necessary to promote designations which improve product competitiveness;

Or. es

Amendment 8
Francesca Barracciu

Draft opinion
Paragraph 2

Draft opinion

2. Highlights the cross-cutting nature of regional quality brands which support specific agricultural products as well as handicrafts and craftsmanship, and specific production processes; believes that regionally branded products may serve as **good companion products** to other services provided rurally, such as tourism, accommodation, catering services etc.; stresses, in this connection, that an integrated and holistic approach to the promotion of regionally branded products **at local, regional, national and European level is essential**;

Amendment

2. Highlights the cross-cutting nature of regional quality brands which support specific agricultural products as well as handicrafts and craftsmanship, and specific production processes; believes that regionally branded products may serve as **vectors for** other services provided rurally, such as tourism, accommodation, catering services etc.; stresses, in this connection, that an integrated and holistic approach to the promotion of regionally branded products;

(It is important to stress the shift in the consumer's attention from the product to associated services, which is a concept better expressed by the term 'vector'. The reference to the local, regional, national and European levels is superfluous in respect of branding which has already been defined as European.)

Or. it

Amendment 9
Rosa Estaràs Ferragut

Draft opinion
Paragraph 2

Draft opinion

2. Highlights the **cross-cutting nature of regional** quality **brands which support specific** agricultural **products** as well as handicrafts and craftsmanship, and specific production processes; believes that **regionally branded** products may serve as good companion products to other services provided rurally, such as tourism, accommodation, catering services etc.;

Amendment

2. Highlights the **need to support high-**quality agricultural **foodstuffs** as well as handicrafts and craftsmanship, and specific production processes; believes that **quality designated** products may serve as good companion products to other services provided rurally, such as tourism, accommodation, catering services etc.;

stresses, in this connection, that an integrated and holistic approach to the promotion of regionally branded products at local, regional, national and European level is essential;

Or. es

Amendment 10
Justina Vitkauskaite Bernard

Draft opinion
Paragraph 2

Draft opinion

2. Highlights the cross-cutting nature of regional quality brands which support specific agricultural products as well as handicrafts and craftsmanship, and specific production processes; believes that regionally branded products may serve as good companion products to other services provided rurally, such as tourism, accommodation, catering services etc.; stresses, in this connection, that an integrated and holistic approach to the promotion of regionally branded products at local, regional, national and European level is essential;

Amendment

2. Highlights the cross-cutting nature of regional quality brands which support specific agricultural products as well as handicrafts and craftsmanship, and specific production processes ***and small businesses in rural communities***; believes that regionally branded products may serve as good companion products to other services provided rurally, such as tourism, accommodation, catering services etc.; stresses, in this connection, that an integrated and holistic approach to the promotion of regionally branded products ***and their implementation*** at local, regional, national and European level is essential;

Or. en

Amendment 11
Alain Cadec

Draft opinion
Paragraph 2 – subparagraph 1 (new)

Draft opinion

Amendment

Emphasises the value of cooperation between regional quality brands that is

based on interaction between the resources shared by several regional brands and on synergies between neighbouring regional brands;

Or. fr

Amendment 12
Francesca Barracciu

Draft opinion
Paragraph 2 a (new)

Draft opinion

Amendment

2a. Calls on the Local Action Groups within the framework of the Leader + Programme to foster the creation of networks for cooperation between local and regional producers, service providers and cultural institutions such as universities, libraries and research centres, so as to enable the cultural and historical aspects of territories to be combined in regional brands through which lasting links can be forged between training, research and production, thereby also generating employment;

(Pinpoints the Leader+ Programme and Local Action Groups as reference bodies for the creation of regional brands through the forging of partnerships between producers, cultural institutions and service providers. This will facilitate a bottom-up approach, bringing branding closer to producers and consumers.)

Or. it

Amendment 13
Rosa Estaràs Ferragut

Draft opinion
Paragraph 2 a (new)

Draft opinion

Amendment

2a. Points out that the EU currently has the world's best health and environmental standards for agricultural foodstuffs; therefore considers that stronger support should be given to improving the marketing of denominations of origin and geographical indications in order to enhance their image within and without the EU's borders;

Or. es

Amendment 14
Francesca Barracciu

Draft opinion
Paragraph 3

Draft opinion

3. Is of the opinion that regional quality branding, based on a territorial bottom-up approach, promotes **synergies** between various local economic actors and socio-professional organisations, **thanks to which they improve** their products and services and **introduce** more environmentally-friendly processes;

Amendment

3. Is of the opinion that regional quality branding, based on a territorial bottom-up approach, promotes **cooperation** between various local economic actors and socio-professional organisations: **this could result in an improvement of** their products and services and **the introduction of** more environmentally-friendly processes;

(Points to the need for the players involved to be actively committed to engaging in new cooperation, and not just to exploit existing synergies; it is also worthwhile pointing out that products can be improved, but that this is not a logical consequence of the process.)

Or. it

Amendment 15
Rosa Estaràs Ferragut

Draft opinion
Paragraph 3

Draft opinion

3. Is of the opinion ***that regional quality branding, based on a territorial bottom-up approach, promotes*** synergies between various local economic actors and socio-professional organisations, ***thanks to which they*** improve ***their*** products and services and ***introduce more environmentally-friendly processes;***

Amendment

3. Is of the opinion that synergies between various local economic actors and socio-professional organisations ***should be promoted in order*** to improve products and services and, ***if necessary, increase environmental protection;***

Or. es

Amendment 16
Martina Anderson

Draft opinion
Paragraph 3

Draft opinion

3. Is of the opinion that regional quality branding, based on a territorial bottom-up approach, promotes synergies between various local economic actors and socio-professional organisations, thanks to which they improve their products and services and introduce more environmentally-friendly processes;

Amendment

3. Is of the opinion that regional quality branding, based on a territorial bottom-up approach, promotes synergies between various local economic actors and socio-professional organisations, thanks to which they improve their products and services and introduce more environmentally-friendly processes; ***insists that respect for workers' rights and consideration of environmental impacts are particularly important aspects for the quality criterion;***

Or. en

Amendment 17
Justina Vitkauskaite Bernard

Draft opinion
Paragraph 3

Draft opinion

3. Is of the opinion that regional quality branding, based on a territorial bottom-up approach, promotes synergies between various local economic actors and socio-professional organisations, thanks to which they improve their products and services and introduce more environmentally-friendly processes;

Amendment

3. Is of the opinion that regional quality branding, based on a territorial bottom-up approach, promotes synergies **and networks** between various local economic actors and socio-professional organisations, thanks to which they **develop**, improve their products and services and introduce more environmentally-friendly processes;

Or. en

Amendment 18
Francesca Barracciu

Draft opinion
Paragraph 3 a (new)

Draft opinion

Amendment

3a. Points out, however, that the concept of regional branding needs to be clearly defined; highlights in this connection the positive experience with existing quality marks (PDO, RDO, PGI); considers therefore that coordinated strategies are needed to avoid duplication and overlaps; (It is important to emphasise that the idea here is not to abolish or complicate the existing framework of quality marks, but to cover new ground: that of regional quality aspects not necessarily connected with existing definitions.)

Or. it

Amendment 19
Francesca Barracciu

Draft opinion
Paragraph 4

Draft opinion

4. Invites the Member States and sub-national entities to take due account of regional quality branding and the role the brands play in rural territories by including them in their local and regional development strategies;

Amendment

4. Invites the Member States and sub-national entities to take due account of regional quality branding and the role the brands play in rural territories by including them in their local and regional development strategies; ***nevertheless emphasises that a common approach should be taken to the introduction of regional quality branding, based on a common framework for the whole EU;***
(It would be impossible for any new branding system to be introduced without confusion and imprecision arising unless a common pan-EU approach is adopted to guarantee uniform implementation of the rules.)

Or. it

Amendment 20
Rosa Estaràs Ferragut

Draft opinion
Paragraph 4

Draft opinion

4. Invites the Member States and sub-national entities to take due account of ***regional*** quality ***branding*** and the role the brands play in rural territories by including them in their local and regional development strategies;

Amendment

4. Invites the Member States and sub-national entities to take due account of quality designations and the role the brands play in rural territories by including them in their local and regional development strategies;

Or. es

Amendment 21
Justina Vitkauskaitė Bernard

Draft opinion
Paragraph 4

Draft opinion

4. Invites the Member States and sub-national entities to take due account of regional quality branding and the role the brands play in rural territories by including them in their local and regional development strategies;

Amendment

4. Invites the Member States and sub-national entities to take due account of regional quality branding and the role the brands play in rural territories by including them in their local and regional development strategies; ***invites regional creative industries to be facilitated that can result in the creation of new cultural products as part of a place branding process;***

Or. en

Amendment 22
Rosa Estaràs Ferragut

Draft opinion
Paragraph 5

Draft opinion

5. Is of the opinion that ***in order to be successful, regional brands need a necessary critical mass of professionals and funding, and that they should, therefore, be better supported by the European Structural and Investment Funds;*** invites the Member States ***and other relevant bodies to provide for their support in their programming documents for the next programming period 2014-2020;***

Amendment

5. Is of the opinion that ***quality designations need increased support from the EU in order to develop trade strategies to improve their market presence in Europe and third countries;*** Invites the Member States ***to consider, when drafting their programmes for the 2014-2020 period, the important part played by these products in revitalising rural economies;***

Or. es

Amendment 23
Francesca Barracciu

Draft opinion
Paragraph 5

Draft opinion

5. Is of the opinion that in order to be successful, regional brands need a necessary critical mass of professionals and funding, and that they should, therefore, be **better** supported **by** the European Structural and Investment Funds; invites the Member States and other relevant bodies to **provide for their** support in their programming documents for the next programming period 2014-2020;

Amendment

5. Is of the opinion that in order to be successful, regional brands need a necessary critical mass of professionals and funding, and that they should, therefore, be **suitably** supported **under** the European Structural and Investment Funds; invites the Member States and other relevant bodies to **lend that** support in their programming documents for the next programming period 2014-2020;

(Financial support for the new branding system must be such as to meet the need to invest in the sectors concerned. It cannot be symbolic, and must be based around the projects of the players concerned.)

Or. it

Amendment 24
Martina Anderson

Draft opinion
Paragraph 5

Draft opinion

5. Is of the opinion that in order to be successful, regional brands need a necessary critical mass of professionals and funding, and that they should, therefore, be better supported by the European Structural and Investment Funds; invites the Member States and other relevant bodies to provide for their support in their programming documents for the next programming period 2014-2020;

Amendment

5. Is of the opinion that in order to be successful, regional brands need a necessary critical mass of professionals and funding, and that they should, therefore, be better supported by the European Structural and Investment Funds; invites the Member States and other relevant bodies to provide for their support in their programming documents for the next programming period 2014-2020; ***particularly in the context of cross-border cooperation programmes, considering some territories may be situated in cross border areas.***

Or. en

Amendment 25
Lena Kolarska-Bobińska

Draft opinion
Paragraph 5 a (new)

Draft opinion

Amendment

5a. Asks the Commission to assess additional measures to defend regional branded goods from 'copycat' products that imitate regional products in their packaging via, among others, the use of regional or national colours or regional sounding names;

Or. en

Amendment 26
Rosa Estaràs Ferragut

Draft opinion
Paragraph 6

Draft opinion

Amendment

6. Points out that for the success of funding received from **the European Structural and Investment** Funds, the relevant administrative procedures should be made as simple and straightforward as possible for the beneficiaries;

6. Points out that for the success of funding received from **Community** Funds, the relevant administrative procedures should be made as simple and straightforward as possible for the beneficiaries;

Or. es

Amendment 27
Justina Vitkauskaitė Bernard

Draft opinion
Paragraph 6

Draft opinion

Amendment

6. Points out that for the success of funding received from the European Structural and

6. Points out that for the success of funding received from the European Structural and

Investment Funds, the relevant administrative procedures should be made as simple and straightforward as possible for the beneficiaries;

Investment Funds, the relevant administrative procedures should be made as simple, **coherent** and straightforward as possible for the beneficiaries;

Or. en

Amendment 28
Alain Cadec

Draft opinion
Paragraph 7

Draft opinion

7. Believes that in order to provide for the increased success of regional quality brands, the exchange of experience, networking and partnerships are essential; recognises the role of representative bodies, such as associations, at regional, national and European level which provide for the promotion of regional brands and enhance their visibility; calls for greater attention to be paid to regional branding initiatives as a possible common theme in European territorial cooperation and European funding initiatives.

Amendment

7. Believes that in order to provide for the increased success of regional quality brands, the exchange of experience, networking and partnerships are essential, **as is the historic, cultural and symbolic heritage of a territory**; recognises the role of representative bodies, such as associations, at regional, national and European level which provide for the promotion of regional brands and enhance their visibility; calls for greater attention to be paid to regional branding initiatives as a possible common theme in European territorial cooperation and European funding initiatives.

Or. fr

Amendment 29
Francesca Barracciu

Draft opinion
Paragraph 7

Draft opinion

7. Believes that in order to provide for the increased success of regional quality brands, the exchange of experience, networking and partnerships are essential; recognises the role of representative

Amendment

7. Believes that in order to provide for the increased success of **traditional** regional quality brands, the exchange of experience, networking and partnerships are essential; recognises the role of representative

bodies, such as associations, at regional, national and European level which provide for the promotion of regional brands and enhance their visibility; calls for *greater* attention to be paid to regional branding initiatives *as a possible common theme in European territorial cooperation and European funding initiatives*.

bodies, such as associations, at *local*, regional, national and European level which provide for the promotion of regional brands and enhance their visibility; calls for *suitable* attention to be paid to regional branding initiatives *in the context of* European territorial cooperation.

(Emphasises the importance of the concept of the traditions associated with products, without which products are generic, and the importance of the local level in the cooperation needed to promote brands.)

Or. it

Amendment 30
Rosa Estaràs Ferragut

Draft opinion
Paragraph 7

Draft opinion

7. Believes that in order to provide for the increased success of regional quality brands, the exchange of experience, networking and partnerships are essential; recognises the role of representative bodies, such as associations, at regional, national and European level which provide for the promotion of *regional brands* and enhance their visibility; *calls for greater attention to be paid to regional branding initiatives as a possible common theme in European territorial cooperation and European funding initiatives.*

Amendment

7. Recognises the role of representative bodies, such as associations, at regional, national and European level which provide for the promotion of *quality designations* and enhance their visibility;

Or. es

Amendment 31
Justina Vitkauskaite Bernard

Draft opinion
Paragraph 7

Draft opinion

7. Believes that in order to provide for the increased success of regional quality brands, the exchange of experience, networking and partnerships are essential; recognises the role of representative bodies, such as associations, at regional, national and European level which provide for the promotion of regional brands and enhance their visibility; calls for greater attention to be paid to regional branding initiatives as a possible common theme in European territorial cooperation and European funding initiatives.

Amendment

7. Believes that in order to provide for the increased success of regional quality brands, the exchange of experience, networking and partnerships are essential; recognises the role of representative bodies, such as associations, at regional, national and European level which provide for the promotion of regional brands and enhance ***and strengthen*** their ***growing region's*** visibility; calls for greater attention to be paid to regional branding initiatives as a possible common theme in European territorial cooperation and European funding initiatives ***and as a tool that represents an investment in the long-term vitality of the region's competitiveness.***

Or. en