

Workshop: biosphere reserves and the economic sector?

Branding of Products: Swiss Branding System for Parks – Example of the UNESCO Biosphere Entlebuch (UBE)

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NATIONAL PRODUCT LABEL

Principles

- Materials and production in the Parc
- Sustainability
- Partnership with the producers
- Independent certification system

Structure

- National criteria for all parks
- Park specific criteria

Partners

- Ministries (agriculture, economy and service of accreditation)
- National organizations (tourism, agriculture, other regional brands)
- Parks and biosphere reserves

Logo



LOCAL PRODUCT LABEL

Structure

- Partnership contract
- Basic regulations (based on national criteria)
- Regulations for divers economic branches

Partners

- Partner firms, organized in networks
- Biosphere Market AG (PPP)

Principles: See implementation



IMPLEMENTATION: STEPS

1. Regulation “Echt Entlebuch” (EE)
2. Range of branded products (incl. marketing for the brand)
3. Regional distribution
4. Distribution outside the region: Biosphere Market AG



IMPLEMENTATION: PRINCIPLES

Regional cycles and building networks

Products and tourism/events



Thomas Hunkeler vom Gasthaus Engel in Hasle serviert seinen Gästen ein Cordon bleu «Echt Entlebuch».



Metzger Willi Giger bringt frisches Fleisch zu Thomas Hunkeler ins Gasthaus Engel.



Brigitta Brun und Hanspeter Wermelinger vom Geflügelhof Vorderschwändi liefern Frischeier ins Gasthaus Engel.



In der Entlebucher Spezialitäten-Käserei in Schöpfheim entsteht der Joderkäse für das Cordon bleu.



Die Bauernfamilie Schmidiger von Hasle liefert seit 30 Jahren Schweine an die Metzgerei Giger in Entlebuch.



Müller Guido Wicki liefert Hühnerfutter an den Geflügelhof Vorderschwändi in Hasle.



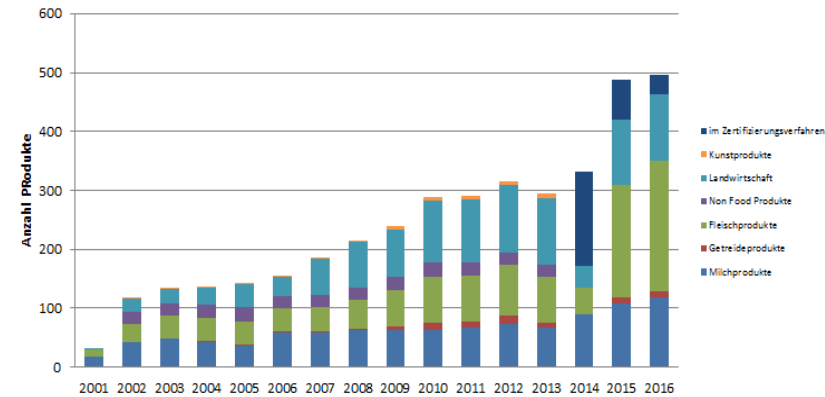
Landwirt Josef Möller liefert Milch an die Entlebucher Spezialitäten-Käserei in Schöpfheim.



ADVANTAGES UBE

- Generating innovations
- Participation, cooperation
- Make the biosphere visible
- Touch and taste the biosphere
- Dealing with structural change
- Contribution from the locals to the goals of the UBE (energy, biodiversity, added value)

Produkte Echt Entlebuch nach Branche ab 2001



70 partners, 25 EE-producers,
495 EE-products, 24 retailers



ADDED VALUE: WHAT IS IT WORTH?

Agriculture and forestry

EE-products generate a total gross added value of 5.8 Mio. CHF. This corresponds with around 70 jobs or 5% of the jobs of the agriculture and forestry in the UBE.

(tourism

UBE-tourism generates a total gross added value of 5.2 Mio. CHF or 64 jobs.)



ADVANTAGES LOCAL PARTNERS

- Added value
- Partnership, Identification
- Networking
- Knowhow exchange
- National and local accepted and credible label
- Project funding
- Biosphere Market AG (eg. Coop)



LIMITS

National

- Time-consuming
- Not very flexible

Local

- Topography (limited range of products)
- Critical size of the region
- Costs of the external control and certification
- Trade-offs: less individuality – common representation / accomplishable - credible
- Range of identification: fulfill the criteria - live the philosophy