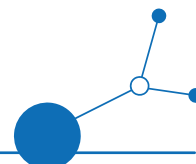


The future of the Czech-Polish House of Brands - Padlet survey



FOK, co-creating trust among
stakeholders





Short description:

The activities of the Czech-Polish House of Regional Brands were based on methods of participation and stakeholder involvement. The main format of the meetings was regular workshops, during which the host shared knowledge about marketing, branding and promotion. During the sixth workshop, in June 2025, participants were invited to take part in a survey conducted on the Padlet platform (https://padlet.com/mkot9/klon-padletu-przysz-o-domu-marek-cz-2_bez-odp-drjw3336ngwta1j1)

The questions formulated by the Czech-Polish House of Brands coordinators concerned the future and development and were divided into specific thematic sections. The first concerned the format of the meetings: willingness to participate in the continuation of the workshops, the thematic scope and other proposals from members. The next section examined the challenges faced by stakeholders in the field of promoting tourism products and services and the possibilities for addressing them. The third section was devoted to building local and regional brands, the challenges involved and the means of support. The next section asked about promotion, marketing and branding. The penultimate section concerned strengthening Polish-Czech cooperation and its framework, necessary actions and other ideas. The last thematic section dealt with the issue of the quality and standards of local products: current shortcomings, expected results and other development opportunities. In addition, a section was included for other thoughts from stakeholders. The survey identified the needs of stakeholders and their expectations regarding the activities of the Czech-Polish House of Regional Brands. The method not only summarised the six-month period of the initiative's activity but also indicated the expected direction of its activities. The format of the online survey provided a good opportunity for an equal participatory approach, in which each participant could express their opinion.

The following questions were included in the stakeholder survey:

Knowledge sharing through online workshops

- Are you interested in continuing monthly meetings in a workshop format?
- What workshop topics could emerge in the future?
- Other proposals for the House of Brands activities?

Promotion of tourism products and services

- What are the challenges for the current promotion of tourism products and services?
- How should it be improved?
- Proposals for House of Brands activities.

Brand building

- What are the challenges in building a brand?
- What is helpful for branding?
- Proposals for House of Brands activities.

Promotion, marketing and branding

- What are the challenges for you?
- Proposals for House of Brands activities.

Strengthening Polish-Czech cooperation

- What does not currently work in a collaborative framework?



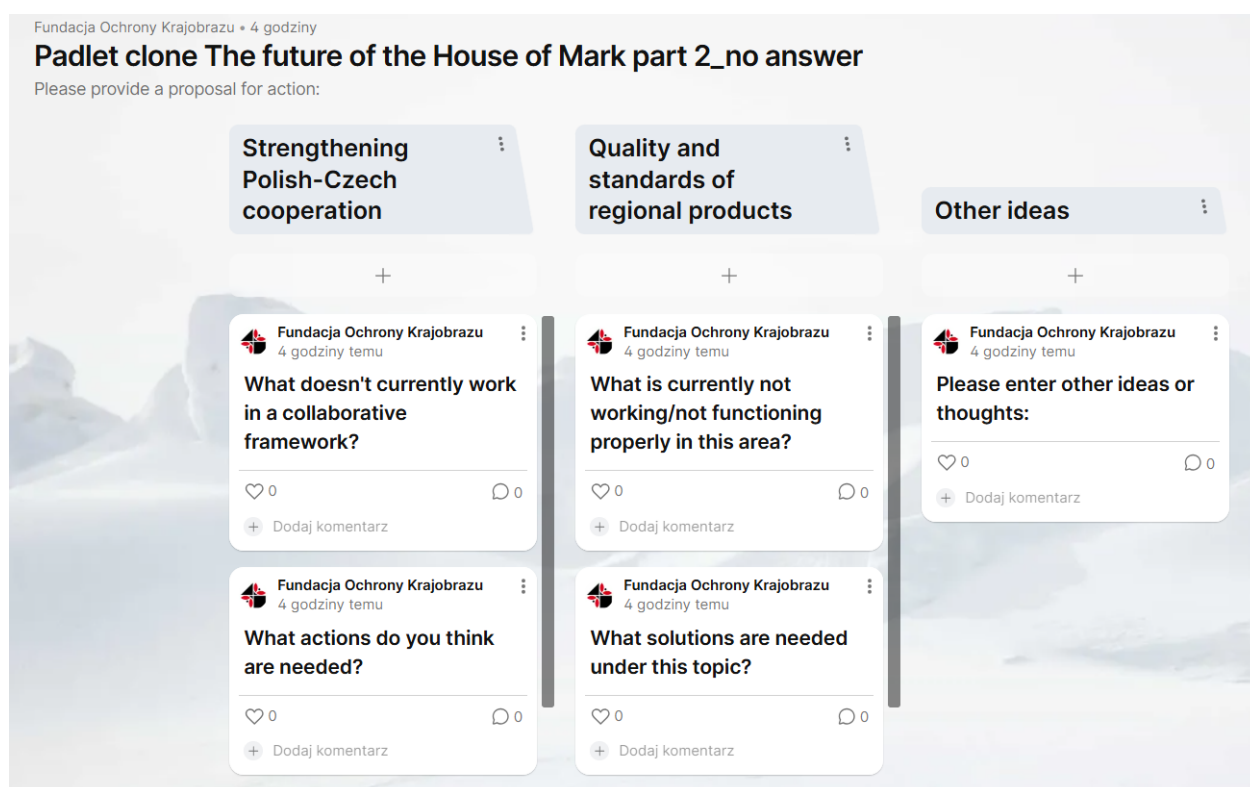
- What actions do you think are needed?
- Proposals for House of Brands activities.

Quality and standards of regional products

- What is currently not working/not functioning properly in this area?
- What solutions are needed under this topic?
- Proposals for House of Brands activities.

Other ideas

- Please enter other ideas or thoughts.



Link to the Padlet: https://padlet.com/mkot9/klon-padletu-przysz-o-domu-marek-cz-2_bez-odp-drjw3336ngwta1j1