



Central Mountains

# REGIONAL brands and regional PRODUCTS

Worksheets for  
primary schools



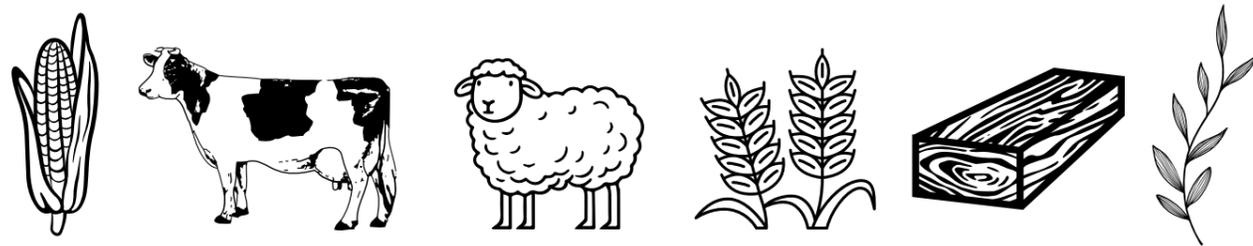


# WHAT MEANS TO BE REGIONAL?

## Region



## Raw materials



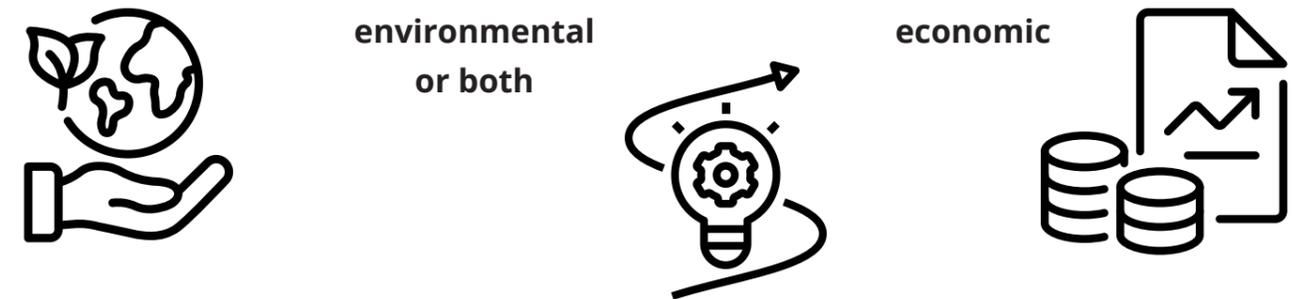
## Products



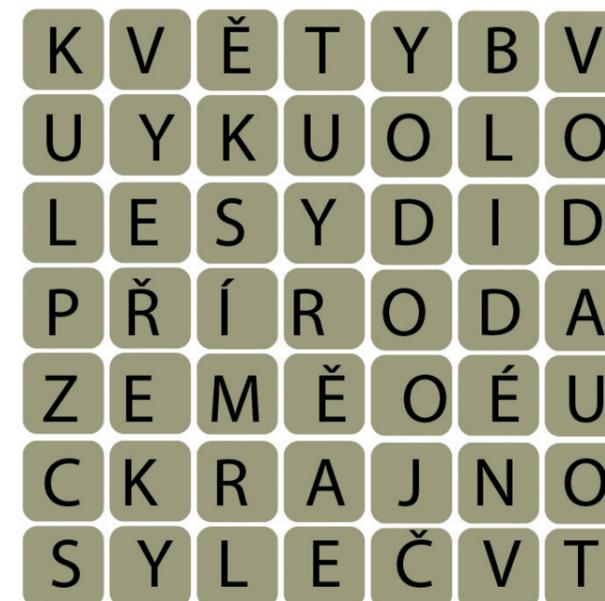
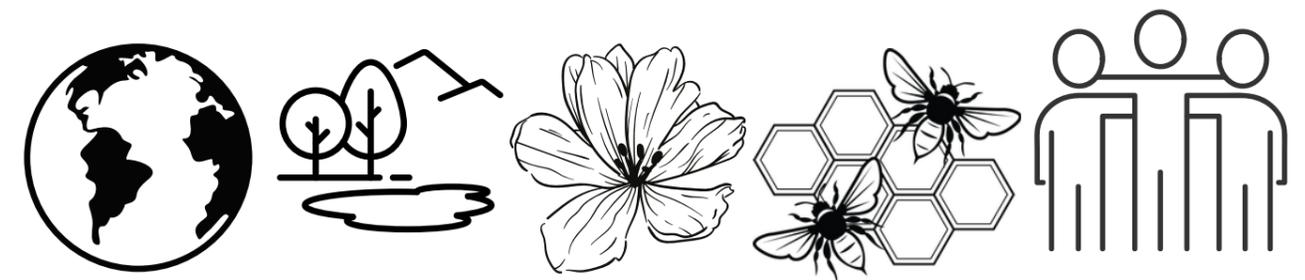
Can you describe what it means for a company to be regional?

# WHAT MEANS TO BE REGIONAL?

Sustainability can be:



What and who do sustainable brands treat well?



## EIGHT-WAY PUZZLE

KRAJ KVĚTY  
 LESY LIDÉ  
 LOUKY PŘÍRODA  
 ŘEKY VČELY  
 VODA ZEMĚ  
 TAJENKA:

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# TRADITION

WHAT IS TRADITION?

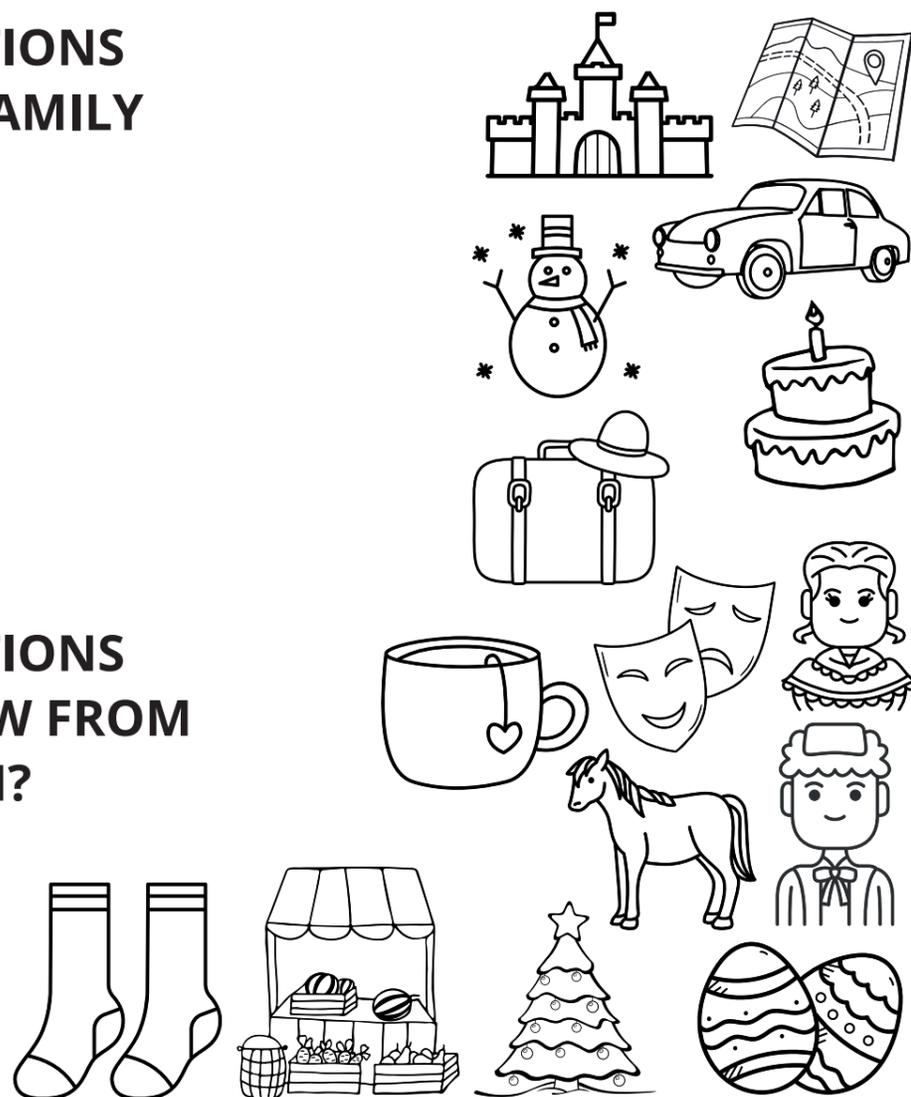
IT IS SOMETHING WE DO .....

SOMETHING WE DO REGULARLY AND SOMETHING THAT HAS BEEN GOING ON FOR A LONG TIME

Fill in the blanks: LONG and REPEATEDLY where they belong.

WHAT TRADITIONS DOES YOUR FAMILY HAVE?

WHAT TRADITIONS DO YOU KNOW FROM YOUR REGION?



# PRODUCT

Let's get creative! If you could make something of your own, what would it be?

Remember! In order for your product to receive a regional brand certificate, it must meet these three requirements:

**It must be REGIONAL, TRADITIONAL and SUSTAINABLE.**

**Come and design your own product that will be exactly like that!**

**OUR PRODUCT IS (describe or draw):**

It is regional because .....

It is traditional because .....

It is sustainable because .....

It costs ..... euro.

I will sell it .....

*(website, shops, supermarkets, markets, social networks...)*

## COMPANY

**Come and create your own brand!**

In order to sell your product, you need to set up a company.  
Let's see if you know what you need to start a company.

**What will your company be called?**

**What will its logo look like? Draw it!**

**What will its website be called?**

**The ID is the identification number of the organisation, which the company obtains upon registration. It has eight digits. Come up with a ID for your company:**

**Who will be your company's customers? Who will buy your product?**

**Why do customers want to buy this product from you?**

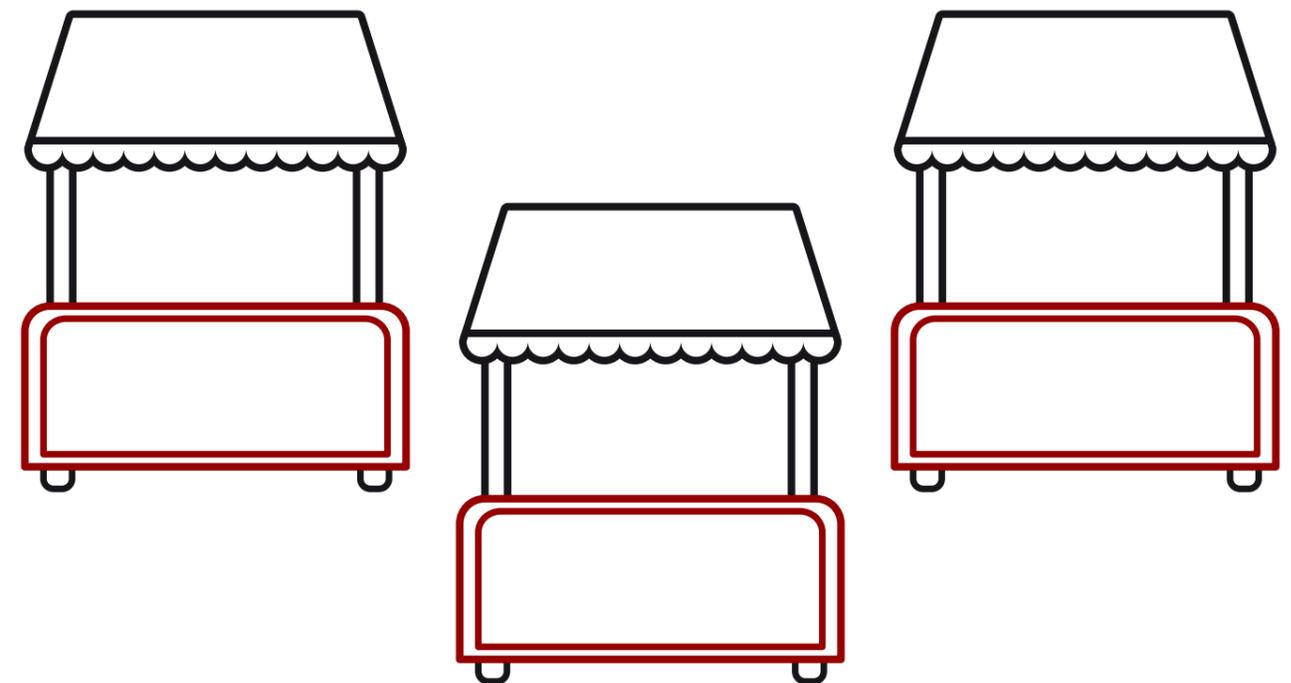
## MARKETS

**Let's sell**

One option for selling regional products is at markets.  
Markets are held regularly in town squares, castles and chateaux, or on various occasions and celebrations, during Advent or Easter, for example.

When a company reserves a place at such a market, it usually gets a stall and it is up to them how they decorate and label it. However, it is important that the stall displays the company name, product information, products on display, company registration number and where the company is based.

Complete the picture as you would do at your first market.



## WHY ALL THIS

Supporting regions and regional brands has been our mission since 2005. We strive to raise the profile of individual brands and their owners, but getting them into the public consciousness is challenging.

Thanks to the CENTRAL MOUNTAINS project, which received support from the Interreg Central Europe programme, we had the opportunity to look for ways to improve the presentation of regional brands and their bearers, as well as new opportunities for cooperation – between regions and across borders, or between regional producers and the public sector. All this under the common

denominator of sustainable development of regions and larger geographical areas.

In addition to local and regional authorities, the public sector also includes institutions established by them, primarily schools of all levels and types. If we want to achieve a long-term change in the perception of sustainable development, including entrepreneurship, it is best to start with children, who are still forming their opinions and value systems

## WHY ALL THIS

If our joint efforts are to have meaning, completing the workbook should be the beginning of a longer term effort to build our children's relationship with products from a specific region and, more generally, with crafts and honest farming. For some, it may even be an inspiration for their future career choices.

**Thank you for deciding to use our workbook and helping to restore honest regional products to their rightful place!**

We are convinced that helping children think about the world around them and about sustainable entrepreneurship is not only a fulfilment of entrepreneurial competence, but also an important step towards a sustainable future.

The **workbook** we have prepared for **you can be used for one or more lessons of personal and social education. It can be used to fulfil the school curriculum in social studies and other subjects, or as a topic for interdisciplinary cooperation or project days.** The assignments are clear and should be easy for Year 5 pupils to complete.

However, if you need any explanations or further information and materials, we will be happy to provide them. Just send an email to [info@arz.cz](mailto:info@arz.cz).

**You can also use the same address to share your experiences of working with our workbook and any other insights that will help us bring traditional crafts and sustainable agriculture closer to our youngest generation.**

For some, it is a calling; for others, it is the discovery that there are alternatives to mass anonymous production; and for all, it is a concrete guide on how to treat nature with respect and be proud of the place where I live.

There are many paths, and regional brands and their bearers can be good guides on all of them.

The workbook was created as part of the Central Mountains project, project number CE0100083, co-financed by the Interreg CENTRAL EUROPE programme

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For more information about the Central Mountains project, regional products and regional brands, as well as contact details for the coordinator in our regions, visit

**[www.regionalni-znacky.cz](http://www.regionalni-znacky.cz)**



Material prepared by the Association of Regional Brands  
[www.regionalni-znacky.cz](http://www.regionalni-znacky.cz)