

BRAND PRODUCTS

“WORLD BIOSPHERE RESERVE LA PALMA”

*The Brand as a guarantee
of quality... and much more*



Reserva Mundial
de la Biosfera
LA PALMA

www.lapalmabiosfera.es



Organización
de las Naciones Unidas
para la Educación,
la Ciencia y la Cultura



Programa
Persona
y la Biosfera

Carolina De León

Brand Promoter of World Biosphere Reserve La Palma

World Biosphere Reserve La Palma



“A treasure in the Atlantic Ocean”













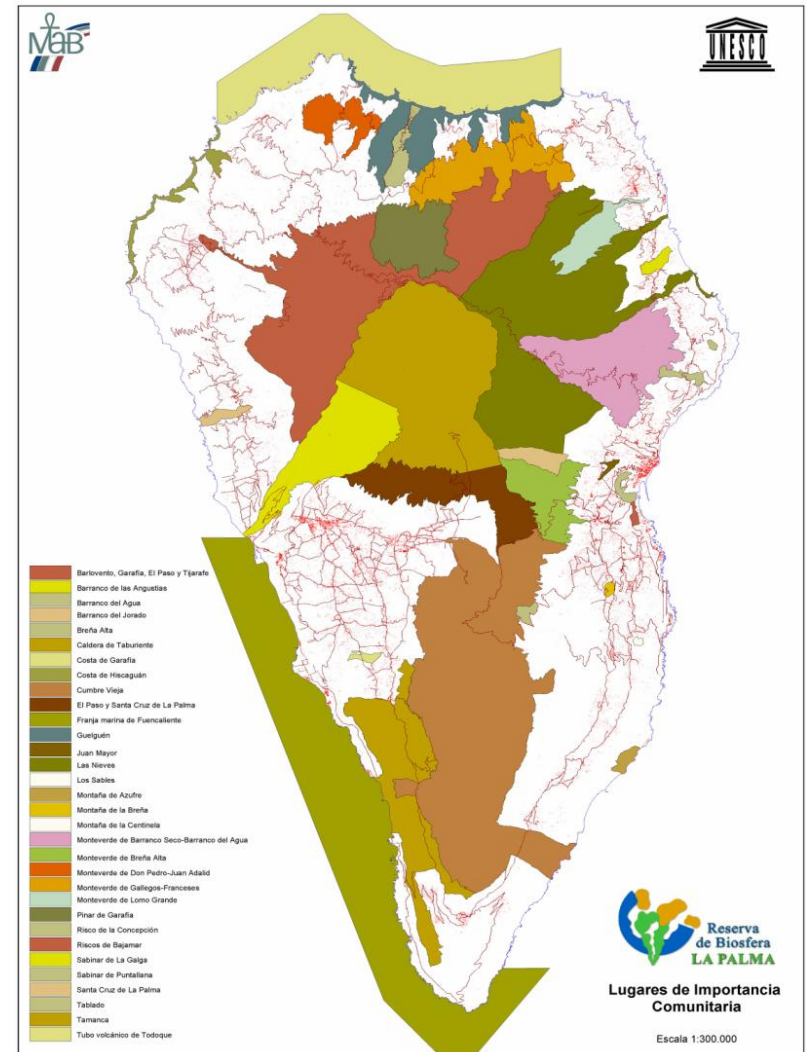




World Biosphere Reserve La Palma

-Population of approximately 85,000 inhabitants

-53% of the territory is protected but it is seen as an advantage rather than a handicap



World Biosphere Reserve La Palma

At production level there are two main sectors:

- Livestock Farming. Main banana crop and export product
- And tourism concentrated in two areas:
 - ▣ Nature tourism with hiking
 - ▣ Experiencial tourism (stargazing as the main tool)



Towards a GREEN ECONOMY

UNEP considers a **GREEN ECONOMY** must to **improve the wellness of the human being and social equality**, at the same time, **significantly reducing the environmental risks and ecological scarcities**.



UNEP

United Nations Environment Programme

Towards a GREEN ECONOMY

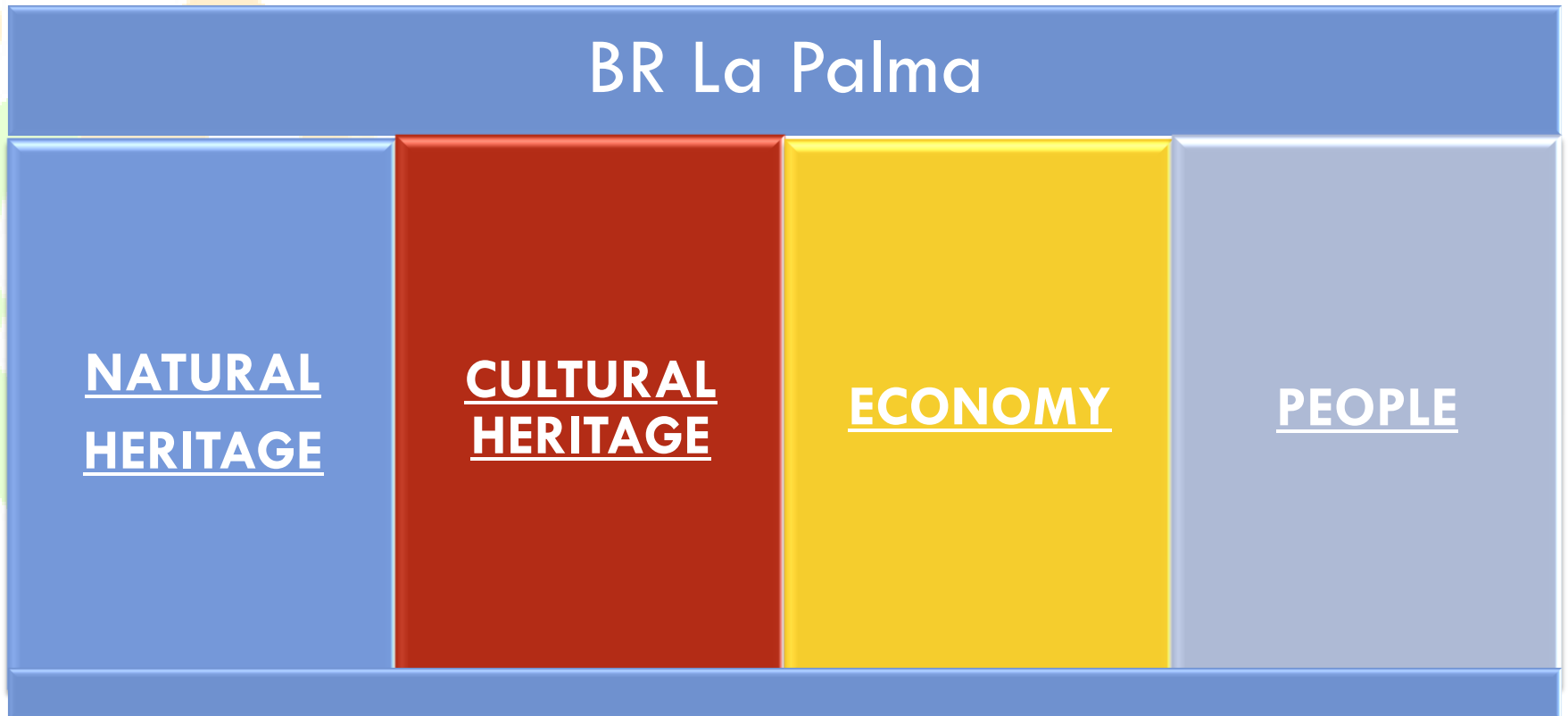
- Based on this, my own definition is:

“Becoming part of the life cycles, not hinder them, without hindering them, participate organically and conscious. Make a profit from them, but also contribute to its maintenance”



World Biosphere Reserve La Palma

- Pillars arguments for the sustainable development of our Biosphere Reserve



Development of the territory from the perspective of their idiosyncrasies

NATURAL
HERITAGE



Development of the territory from the perspective of their idiosyncrasies



NATURAL
HERITAGE



Development of the territory from the perspective of their idiosyncrasies

NATURAL
HERITAGE



Culture as a structuring factor of community development

CULTURAL HERITAGE

«It is Culture that provides the context, values, subjectivity, attitudes and skills on which development processes must take place»

The World Conference on Cultural Policies -
MONDIACULT, Mexico City, August 1982-UNESCO

Culture promotes development as a process to strengthen the capacities and expand the choices people have

Culture as a structuring factor of community development

CULTURAL HERITAGE



Culture as a structuring factor of community development

CULTURAL HERITAGE



Pillars of our economy

ECONOMÍA



Crisis as a trigger for models of sustainability

ECONOMY

- Crisis means that there is a need to change something, you need to generate new models :
 - ▣ **Revolution of Sustainability**
 - ▣ **Consumer Revolution**
 - ▣ **Revolution of living environments**



People: Participation

- Participation models set out in the Constitution and other regulations
- **Right not only to the representation but the decision**
- **Update and positioning** to new vicissitudes, allows to extract the possible solutions from new concerns, initiatives and social proposals



PEOPLE

People: Social Economy

PEOPLE



World Biosphere Reserve La Palma

“From a **protected** space to a **protector** space”



The Beginning of the Brand

In **2002** La Palma was selected to join the Quality Economies Programme .

440 Biosphere Reserves

40 selected



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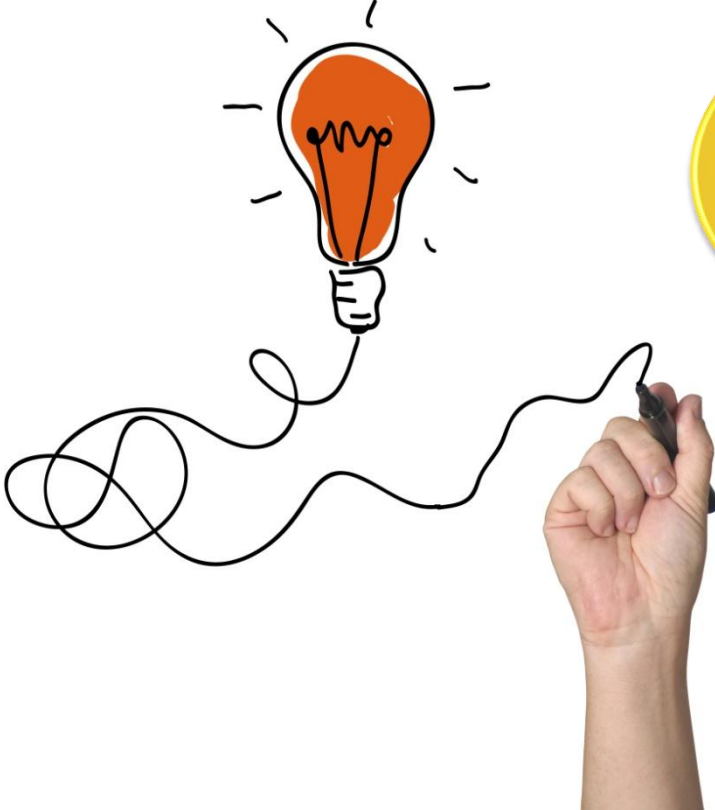


Programa
Persona
y la Biosfera



The Beginning of the Brand

2003 What strategy or system can be implemented for economic and sustainable development of our community?



Put in value
people

To create
Landscape,
not destroy
it

To help us
get
livelihood

Do
protagonist
to our culture

A Quality Brand Linked to the territory

Brand "World Biosphere Reserve La Palma"

It is configured as differentiating and promoting tool for the products of the island, especially the agri-food and handicraft.



A label

A Quality Brand Linked to the territory

An umbrella brand



Goals

- Revaluing products, goods and services
- Establishing common criteria for quality
- Promote midlands areas and local products
- Encourage people in the creation of related services
- Diversify and complement INCOME
- Enhance the interior and foreign markets



Procedure to launch the brand

- ❑ Trademark register
- ❑ Regulate use of the brand
- ❑ Select products, goods and services
- ❑ Characterize the products, goods and services
- ❑ Constitute the management bodies of the brand
- ❑ Establish systems of fees and public prices
- ❑ Formalize audit procedures
- ❑ Market research and positioning product
- ❑ Make a marketing strategy



Brand use regulation

- The adoption of the general brand regulation
- Shared elaboration of the use conditions documents for each selected product
- Setting standards and criteria for the products:
 - Elaboration
 - Characteristics
 - Control systems
 - Labelling and packaging
 - Others.



Regulate the brand

- In 2004, in the National Patent Registry the Biosphere World Reserve of La Palma brand and logo was registered in the 45 classes in the Nomenclature of Trade Marks
- The register which is holder for the Insular Consortium of the Biosphere Reserve from La Palma was made for all types of current and future products, goods and services .



Kellogg's



Documents and Procedures

- General Regulations
- Specifications for each type of product.
- A Manual
- Request

Reserva Mundial de la Biosfera LA PALMA

SOLICITUD DE AUTORIZACIÓN PARA LA UTILIZACIÓN DE LA MARCA Y LOGOTIPO "RESERVA MUNDIAL DE LA BIOSFERA LA PALMA".

EXPEDIENTE N.º:

D./Doña con DNI:

Como representante autorizado de la empresa.....

Con CIF:

Con domicilio social en..... CP:

Municipio:

Provincia:

Con telefonofax: / Tfno. Móvil:

Email: Web:

EXPONE:

Que conoce y se compromete a asumir los compromisos documentados en el Reglamento de Uso de la Marca y logotipo "Reserva Mundial de la Biosfera La Palma", cuyo titular es el Consorcio Insular de la Reserva Mundial de la Biosfera La Palma y en el correspondiente Pliego de Condiciones de Uso.

Que conoce las Tarifas Vigentes correspondientes al canon anual y a la emisión de etiquetas o la autorización a su emisión con la marca y logotipo "Reserva Mundial de la Biosfera La Palma".

Que se compromete a acatar las decisiones del Consejo de Administración del Consorcio Insular de la Reserva Mundial de la Biosfera La Palma, respecto a la concesión, mantenimiento y/o retirada de la autorización de uso de la marca y logotipo "Reserva Mundial de la Biosfera La Palma".

SOLICITA:

Le sea concedida la autorización para la utilización de la marca y logotipo "Reserva Mundial de la Biosfera La Palma" para:

(Nombre del producto, bien o servicio).....

con la marca comercial de.....

de conformidad con el Reglamento de Uso de la marca y logotipo Reserva Mundial de la Biosfera La Palma y el Pliego de Condiciones para

Santa Cruz de La Palma, a de 20.....

Firma y sello

NOTA: Los datos proporcionados al Consorcio Insular de la Reserva Mundial de la Biosfera La Palma, tienen carácter confidencial. Se utilizarán a los efectos de conceder o no la autorización y/o renovación y para proporcionarle mejores servicios. Usted podrá acceder a sus datos personales, así como solicitar su rectificación y/o cancelación conforme a la Ley Orgánica de Protección de Datos de Carácter Personal y Privado.

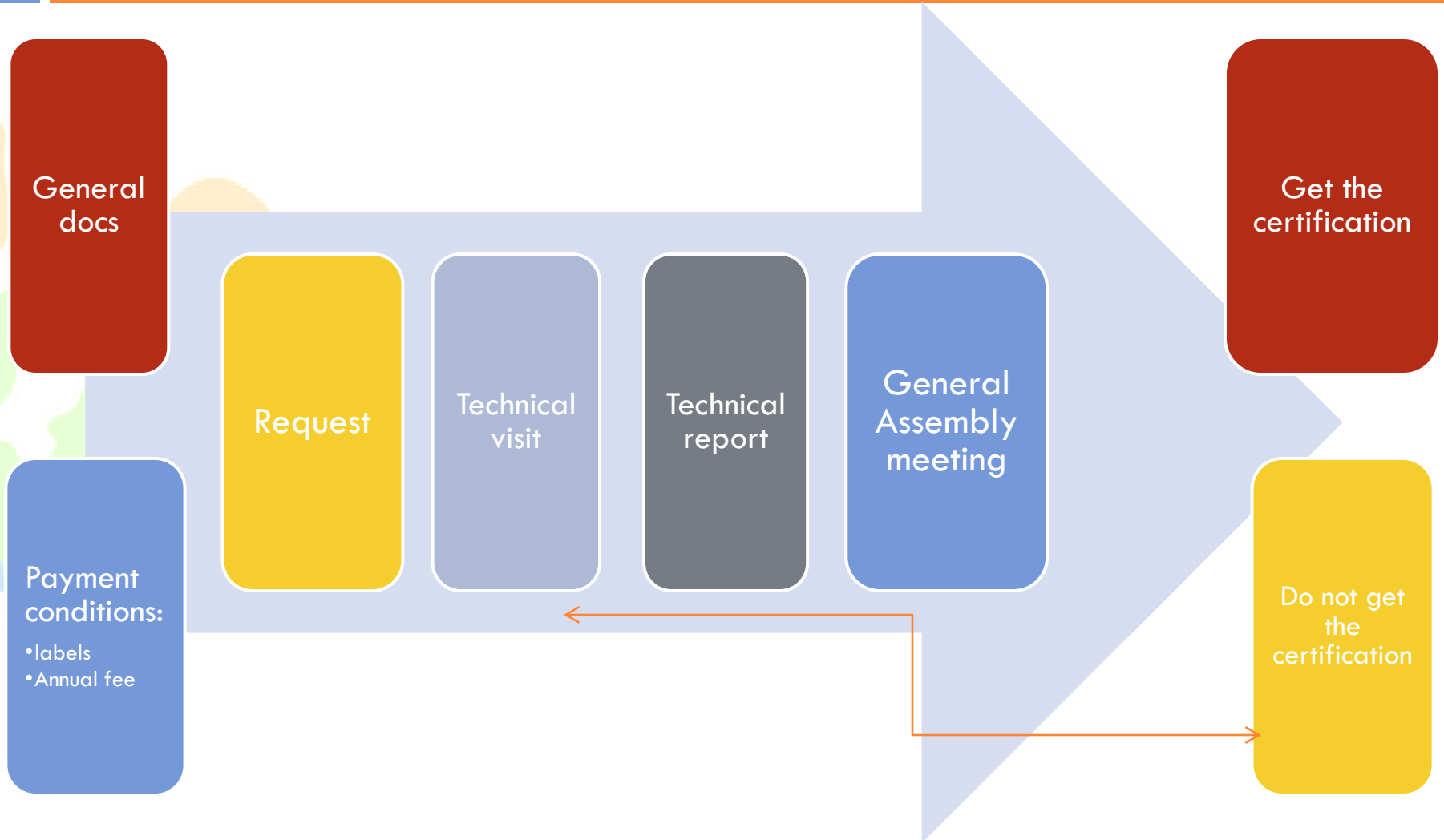
Reserva Mundial de la Biosfera LA PALMA

DEL CONTRATO DEFINITIVO

SUBSANACIÓN

confidencial. Se utilizarán a los efectos de conceder o no la autorización y/o renovación y para proporcionarle mejores servicios. Usted podrá acceder a sus datos personales, así como solicitar su rectificación y/o cancelación conforme a la Ley Orgánica de Protección de Datos de Carácter Personal y Privado.

Procedure for certification



Different labels



Advantages and commitments

Advantages

- 1) Product differentiation in the market through labeling and improved presence
- 2) Creates value in the product and influence in the consumer
- 3) Spread credibility and provides identity
- 4) UNIFY the IMAGE for differentiation
- 5) Be associated with a quality guaranteed brand by linking the product to the area where it is produced or made



Go Out
THERE
AND
BE
Somebody



Stay
CREATIVE



TRUST
in
YOURSELF

Advantages and commitments

Advantages

- 6) Warrant food security and sustainability criteria
- 7) Maintaining traditions and local culture
- 8) Production process control
- 9) Specialized technical advice in different areas
- 10) Press promotion, website and social networks
- 11) Promotes collaborative strategic partnerships
- 12) Some products, by being part of the brand, have tax benefits



Advantages and commitments

Commitments



- Use the label and promotional materials authorized
- Comply with the requirements set out in the general regulations and specifications (“*One of them, represents all of us*”)
- Use good environmental practices
- Contribute to the spread of ethical commitment which means be internationally recognized as a World Biosphere Reserve

Results in numbers and images

12 years working hand in hand

- Workshops
- Visits
- interviews
- participation at trade fairs and exhibitions



Results in numbers and images

- Over 65 companies or artisans
 - ▣ Behind every product there are family companies



Results in numbers and images



Results in numbers and images

- Over 150 different products or varieties



Results in numbers and images



- 17 companies exporting to other islands
- 11 companies exporting to SPAIN
- 10 companies exported to other countries...
(Germany, Austria, USA, Holland, Switzerland, Czech Republic and Finland)
- 9% Increase in Sales
- 11% Improving Business Positioning

More than a brand, a concept applicable

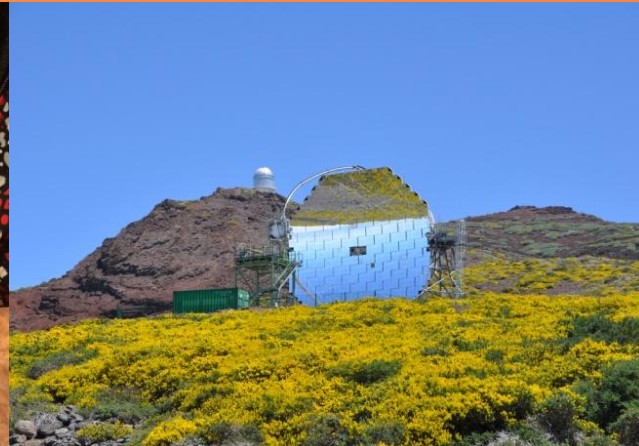
For the tourism and business sector we have configured two different names and related marks World Biosphere Reserve La Palma.



Green Economy: All in one







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**Reserva Mundial
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Grazie per l'attenzione

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