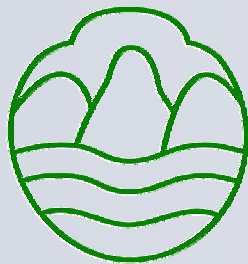


*Regional Environmental Center for Eastern and
Central Europe
REC Slovakia*

**Developing Initiatives exploiting the
Potential of Natural Heritage for Regional
Spatial Development
“Parks and Economy”**



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WP 2: 2.2 Evaluation of the rural target areas' present situation (SWOT)

- Aim and description:

Identification of stakeholders, analyses elaboration in the field of the environment, economy and social situation, SWOT analyses elaboration, Determination of key disparities and major factors of development

- who is in charge, who will participate, financial frame:

REC Slovakia , external experts, principal stakeholders from Kysuce region

WP 2.5,2.6: Preparatory feasibility studies, Elaboration and agreement of DEMAPs

n Aim and description:

Definition and elaboration of a development strategy –DEMAPP and its agreement

§ Who is in charge:

REC Slovakia , external experts, principal stakeholders from Kysuce region

§ Our experience: *Methodology of Local Agenda 21 elaboration, Development Program of regions and villages and towns in Slovakia – e.g. Puchov, Modra*

WP 4: 4.1,2,3. Definition of Regional Trademarks, Negotiation of Quality Management Systems, Workshop :

n Aim and description:

Definition standarts and criteria for new trademark, selection of appropriate products, promotion

§ Who is in charge:

REC Slovakia , National Group for branding, external experts, principal stakeholders from Kysuce region

§ Our experience: new trademark – local brand NATURA 2000 in Slovakia implemented

WP 4 – 4.8 Pilot Project Kysuce: Creating the natural educational/recreational path

n **Aim and description:**

creating the natural educational/recreational path with sign posting, small facilities for tourists (benches, places for rest) and boards with interpretation of the natural and landscape values of the area

§ **Who is in charge:**

REC Slovakia and external experts

Our experience: *e.g. educational/recreational path for tourist in Slovak-austrian boarder region Devin*

Thank you!

