

# CRITERIA FOR APPROVED REGIONS

## REGIONAL CULINARY HERITAGE EUROPE



Updated 2018-05-20 Page 1 of 3  
(Update Note 1 2021-07-26 - Ownership Trademark)

### General

Regions in Europe can apply to join the network Regional Culinary Heritage Europe. The Region shall actively promote and develop a regional network with focus on regional food and culinary traditions and act as good ambassadors for the international network Regional Culinary Heritage Europe by using the connected Trademark.

### General About The Trademark

The Trademark is recognised as a guide to regional food & culinary traditions in Europe. It is of great importance that the Trademark has the exact same appearance wherever it is used so consumers and tourists are able to find selected producers and eating houses with culinary traditions and regional food.

### Use Of The Trademark

Regional License Holders and Business Members have the right to use the Trademark in accordance with set criteria for each category: For Business Members it is described in "Criteria for Business Members Regional Culinary Heritage Europe" and for Approved Regions in "Criteria for Approved Regions Regional Culinary Heritage Europe".

Regional License Holders and Business Members may use the Trademark freely digitally and in printed form for information and marketing purposes. Licensed Approved Regions and Business Members in those regions are responsible for the correct use of the Trademark on behalf of the Trademark owner. Regional License Holder in the Approved Region are ultimately responsible for the correct use of the Trademark.

### Owner & Protection

The Trademark of Regional Culinary Heritage Europe is owned by Southeast Skåne Committee of Cooperation (SÖSK). The European Coordinator of the Regional Culinary Heritage Europe network represents the owner of the Trademark. The logotype is protected as a community Trademark throughout Europe.

Only Approved Regions and officially approved Business Members have the permission and license to use the Trademark together with the Trademark owner Southeast Skåne Committee of Cooperation (SÖSK). The trademark is protected as a community trademark by EUIPO (EUTM 000778035).

(Update Note 1 2021-07-26 - Ownership Trademark)

From 1st August 2021 Biedriba Latgales Kulinara Mantojuma Centrs LV-50008218061 has overtaken the ownership of the trademark. All obligations, benefits and duties are overtaken by the new organisation from SÖSK from this date.

### Production Of Originals

The European Coordinator has the sole rights on production of originals of the logotypes adjusted to the participating regions as well as for the Enamel Sign production that are distributed by the Approved Region to the Business Members.

### The Region

Each region in Regional Culinary Heritage Europe shall be a marketing region in its own right. It shall be considered as an advantage if the region corresponds to an administrative region but ethnical or cultural borders can also shape the region. It must though be possible for a Regional Coordinator to maintain a good overview of participating Business Members within the regional network.

### Regional Organization

- The organization that take the long term responsibility of the management for the regional network as a Regional License Holder within Regional Culinary Heritage Europe shall be a firmly established organisation.
- The responsible organization can be a federation, society, foundation, association or a regional authority.
- A Regional Coordinator, who will work with the regional Business Members, shall be appointed by the Regional License Holder.

### Candidate Region

Before a region can become an Approved Region in Regional Culinary Heritage Europe, it must participate as Candidate Region to establish necessary knowledge about the network and the Trademark plus establish the regional network.

*Candidate Regions are granted below benefits and must fulfil following obligations;*

- Within the region there shall be an existing or a planned regional food project. The participation in Regional Culinary Heritage Europe is considered as a project in itself.
- A responsible organisation and a Regional Coordinator shall be appointed.
- The region shall actively acquire knowledge about the full concept of Regional Culinary Heritage Europe.
- Participate in the obligatory course of training for Regional Culinary Heritage Europe held by the European Coordinator.
- Candidate Regions may use the logo of Regional Culinary Heritage Europe to promote membership, but without the name of the Candidate

## THE GUIDE TO SELECTED PRODUCERS & EATING HOUSES WITH CULINARY TRADITIONS & REGIONAL FOOD

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- Region in the logo.
- Information about the Candidate Region will be published on the official Regional Culinary Heritage Europe website.
- Have received full knowledge of the Trademark of Regional Culinary Heritage Europe and its concept.
- Have firmly established the participation within the network Regional Culinary Heritage Europe with the appropriate regional authorities with the objective of a long term commitment.
- The region shall comply with the set of rules stated in this document.

### Approved Region

When the Candidate Region has acquired full knowledge of the concept of Regional Culinary Heritage Europe the Candidate Region will automatically be an Approved Region. The European Coordinator will send an official letter stating that the region has been accepted as an Approved Region within Regional Culinary Heritage Europe. This procedure will be revised each year for the Approved Region with a certificate stating that the Region is a part of the network Regional Culinary Heritage Europe, uploaded at the website after the region have paid their annual fee.

*Approved Regions are granted below benefits and must fulfil following obligations as a Regional License Holder;*

- A license to use the regional logo of Culinary Heritage to promote the region.
- The right to issue licenses to Business Members that fulfils the criteria for participation in the network according to "Criteria for Business Members Regional Culinary Heritage Europe".
- Participation in the Regional Culinary Heritage Europe network for development and promotion of regional foods and culinary traditions.
- Publish and update details and promotion about the region and business members on the official website.
- Agree to maintain a good knowledge of the Trademark for Regional Culinary Heritage Europe.
- Pay the annual license fee.
- Provide the European Coordinator with information.

### License Fee

There is a fee for regions that participate in the network of Regional Culinary Heritage Europe. This fee covers the right to use the Trademark, access to

the network of Regional Culinary Heritage Europe, production of logotype (Enamel Signs are sold separately), database and website management on [www.culinary-heritage.com](http://www.culinary-heritage.com) and possibility to make use of services provided by the European Coordinator.

The European Coordinator provides help and representation to the region - the European Coordinator is working for all the regions and this person is therefore available to use as much as possible as a representative for the regional networks for marketing and other events that can be of importance for the network. The region that wants this representation take care of the costs at place such as accommodation and catering during the visit. (All such representation shall be planned well in time as the availability for such representation can be limited time till time due to other tasks within the network).

There is a basic annual license fee of 20.000 SEK excluding VAT, that covers the period from January 1st to December 31st, to be paid by the Approved Regions Regional License Holder.

Candidate Regions will be charged a fee of 20.000 SEK excluding VAT when they are entering the network of Regional Culinary Heritage Europe. The fee covers the current subscribing year and includes approval as an Approved Region if it occurs same year.

### Application

Regions shall apply to the European Coordinator by using the form for Region Application Regional Culinary Heritage Europe. The European Coordinator has the sole authority to approve regions to join the Regional Culinary Heritage Europe on behalf of the Trademark owner.

### Control

If a region does not satisfy the criteria described herein, the European Coordinator reserves the right to cancel enrolment within the network for the Approved Region. If the license is withdrawn or cancelled the License Holder is obliged to inform and effectuate the following;

- The affected region and all Business Members within the said region must immediately refrain from using the Trademark and renounce all rights granted by Regional Culinary Heritage Europe.
- The Enamel Signs must be collected according to the rules specified when ordered from Regional Culinary Heritage Europe.

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### Business Members

An Approved Region can give license to Business Members in their region in accordance with the "Criteria for Business Members Regional Culinary Heritage Europe" to use the Trademark and take part in the network.

The Approved Region can decide by themselves if it should be a membership fee for the Business Members to take part in the regional network and also decide the amount for the membership fee to the Region.

### Trademark

When the region has been licensed as an Approved Region it will have the right to use the trademark in accordance with this document. The logotypes for the trademark are sent by email to the Regional Coordinator in the Approved Region and can also be downloaded from the official website. If the license of Regional Culinary Heritage Europe is withdrawn or cancelled, the region and its Business Members immediately loses the right to use the trademark and the concept of the Regional Culinary Heritage Europe network.

### Enamel Sign

The European Coordinator has the sole rights on production and distribution of the Enamel Sign. The Enamel Sign and the trademark is a intellectual property owned by Regional Culinary Heritage Europe and licensed out to be used by the Business Members and Regional License Holders as long as they are a part of the network. The Enamel Sign is very important for the identity of the network and therefore it shall have the exact same appearance throughout Europe.

The enamel signs can be ordered from the European Coordinator. The minimum quantity per order is 10 pieces. Time of deliverance is approximately 4-6 weeks after the European Coordinator has received the signed order. There are two different options of payment for the Enamel Signs.

- 750 SEK per piece excluding VAT and freight if paid as unlimited time fee for the right to use the Enamel Sign as long as the region is licensed as an Approved Region.
- 250 SEK per piece and year excluding VAT and freight for the right to use the Enamel Sign on annual fee basis.

### Regional Directions

All participating Business Members must comply with the criteria for Regional Culinary Heritage Europe stated in "Criteria for Business Members Regional Culinary Heritage Europe".

The region is however able to specify how to implement these set of criteria for the Business Members in the region. These specifications shall be sent to the European Coordinator, in English, for approval.

### Business Membership Certificate

Approved Regions can download the "Business Membership Certificate" from the website. After adding the regional information, this membership certificate shall be given to the approved Business Members within the region. The "Business Member Certificate" shall be sent out each year with an update of the information for the Business Members since they shall be revised annually.

### Official Website

As an Approved Region the Regional Coordinator will receive a password for entering the database section of the website. The Regional Coordinator is responsible for the password and regular updating of the regional website. The Regional Coordinator shall regularly update the regional website with information about the region and all Business Members.

Each individual Business Member can also be given access to the website if the Regional License Holder approves that. The Business Members will then be provided with access from European Coordinator.

The regional website will be set up in English and in the regional native language. Translations will be made from English to other languages automatically. It is therefore very important that the English texts are produced in a good way. This concerns all the texts on the website since the default language is English.

The Regional License Holders is responsible to collect the consent from Business Members that their business data will be processed exclusively for the purpose of fulfilling the objectives of the Regional Culinary Heritage Europe Network as long as the Business Member is signed in to the network. It is deemed necessary for the purpose of fulfilling the objectives of the Regional Culinary Heritage Europe Network. Denying consent to process personal data makes it impossible to participate in the execution of the Network's objectives. The business data may be processed on the website ([www.culinary-heritage.com](http://www.culinary-heritage.com)), in the press, in social media, in promotional publications or in any other media made available to an unlimited number of recipients.

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