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| The main objective of regional labeling is to highlight individual regions (both traditional, known for example by their preserved nature, healthy environment, folk traditions "new" or forgotten), and to highlight the interesting products that arise from here. Since the year 2004, 26 regions have been involved in the system of regional brands. Each of them has a regional brand for products, which, besides their quality and nature friendliness, guarantees their origin and their connection to a particular area.  The label is active since 2004. | |
| Certifying Organisation | Ministry of Regional Development CZ - Association of regional labels |
| Travel Countries | Czech republic |
| **Regional labels** | **26** |
| Sustainability Areas | Environment, Folk traditions , Social Issues, Culture |
| Transparency | [Link to the Standard](http://www.regionalni-znacky.cz/arz/cs/pro-vyrobce/page/4/zakladni-informace) |
| Assessment Process | ??? |
| Market Place | Accommodations, Travel packages, Camping sites and Restaurants, Activities |
| License Period | unlimited |
| International recognition | ??? |

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| **Firstname** | Kateřina |
| **Lastname** | Čadilová |
| **Organisation** | Ministry of Regional Development CZ - Association of regional labels (MMR) |
| **Postal Address** | Zelená 182, 251 62 Mukařov, Česká republika |
| **Phone Number** | (+420) 724 863 604 |
| **Webpage** | <http://www.regionalni-znacky.cz/> [- open in new window](http://www.umweltzeichen.at/tourismus) |
| **Released** | ?? |
| **Country** | Czech republic |
| **Keywords** | Certification and standards, Europe, Regional label |
| **Organization Type** | Governments & Administrations |
| **Supporting Solutions Type** | Certificates |
| **Topics** | Certification & Marketing |
| **Operational level** | National |