

- *supported by*
- Visegrad Fund
- •



Sustainable Local Development by the Visegrad Way 13-19 July 2021

Sustainability as a core value and specific challenges for local development in Hungary



Sustainable Social and Economic Development on The Local Level

Field Trip to Eastern and Southwest Hungary

July 13-19, 2021.

Zsolt Kükedi

consultant, local economic development

Local Hero - Local Economic and Community Development Ltd.

Introduction

... who stands on the stage?

Professional experience

Tradition Manufactory Ltd.
Care for Creation Association
European Economic and Social Committee
National Council for Sustainable Development
Village Development Association
Hungarian Hajdúsági Horseradish Foundation

Changing Personal Business

Reputation in Informatics

Studies in civil engineering
Created IT solutions for nearly two decades

- Document Management and Registering
- Collaboration and Task Management
- GIS
- Enterprise Resource Planning and
- CRM Systems

Turned to LED and Sustainability

- Studies in environmental problems
- 2009 – join to the **Sustainable Development and Resources Research Group**, dealing with Resource Depletion
- 2011 – founded the '**Canticle of the Sun' Caring for Creation Association**
- Between 2012 and 2014, Local Economic Developer in the **economic planning of Hungary**
- Since 2018, Permanent Delegate of the Hungarian Catholic Church to the **National Council for Sustainable Development**
- Since 2020 Delegate of the **European Economic and Social Committee** Diversity Europe Group

High Level processes on Sustainability

**Will we be the most
sustainable continent here in
Europe showing a best
practices to the rest of the
World?**

**Sustainable future by 2030 in
Europe by realizing Sustainable
Development Goals**

**Net Zero Pollution and
Emission in 2050**

Driven by the Sustainable Development Goals

- In 2015, 193 countries in the world joined the [UN Sustainable Development Goals](#), including all EU Member States.
- European Green Deal
- The Multiannual Financial Framework will start in 2021 and will last until 2027. The preparations of the EU Member States are currently running.
- Next Generation EU (NGEU) package: including Recovery from the Covid19 pandemic and development of resistance to other pandemics, p.ex. Recovery and Resilience Facility (RRF)

Sustainable Future by 2050

Green Deal Going Local

Achieving climate
neutrality

Sustainable transport

Clean, reliable and
affordable energy

Preserving Europe's
natural capital

Financing
the transition

Transition to a
circular economy

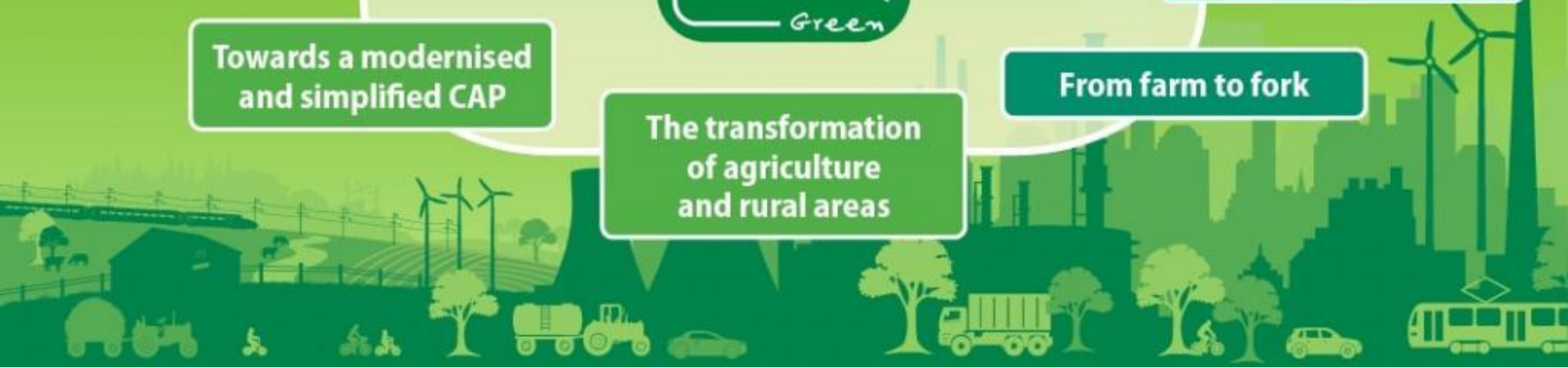
Leave no one behind
(Just Transition)

A zero-pollution
Europe

Towards a modernised
and simplified CAP

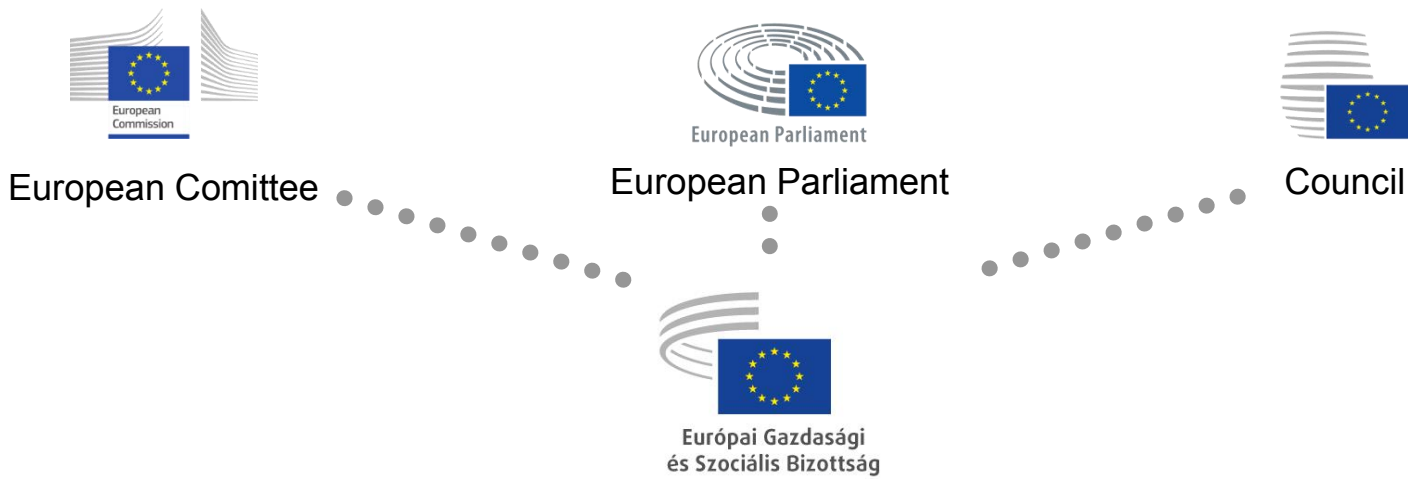
The transformation
of agriculture
and rural areas

From farm to fork



European Economic and Social Committee

- Formal advisory body written in the 1957 Treaty of Rome
- It represents organized civil society through 329 delegates from the 27 Member States



Future of Europe – from May 2021

- It starts on May 9, 2021, Europe Day.
- Central website collecting proposals:
<https://futureu.europa.eu/>
- The leaders of the European Union want citizens to join the dialogue and have their say on the future of Europe.
- They undertake to listen to Europeans and, following the recommendations of the conference, to take steps to implement the proposals while respecting the principles of subsidiarity and proportionality.

Megnyílt az út az Európa jövőjéről szóló konferencia felé

Unió ügyek - 2021.3.10. - 17:21

Az Európai Parlament, a Bizottság és a Tanács vezetői közös nyilatkozatot írtak alá az Európa jövőjéről szóló konferenciáról, ahol tabuk nélkül vitatható meg, milyen legyen a holnap Európája.



Konferencia Európa jövőjéről: írja meg saját jövőjét

David Sassoli az Európai Parlament elnöke, António Costa portugál miniszterelnök az EU Tanácsa nevében, és Ursula von der Leyen, az Európai Bizottság elnöke március 10-én, a Parlament brüsszeli plenáris termében tartott ünnepségen írták alá a nyilatkozatot.

Sustainability

**What do we see
from Hungary
as a Member State?**

Do we understand well each other?

Interpretation difficulties:

Local Economy ... w/o „the local”?

Local Economy ... w/o „ownership”?

An accountable economy ...

In Our Hungarian Language

~~A FELELŐS
GAZDASÁG~~



A JÓ GAZDA
VÁLASZA

The Economy which works for the Public

Social Economy =

**SZOCIÁLIS
GAZDASÁG**

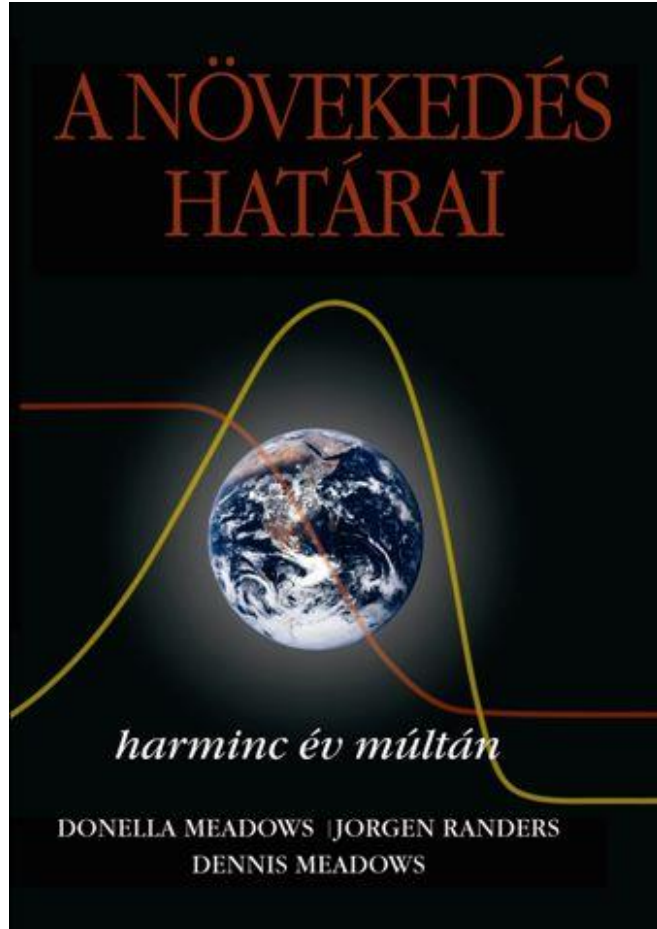


**TÁRSADALMI
GAZDASÁG**

Misunderstanding in real tasks

Resources

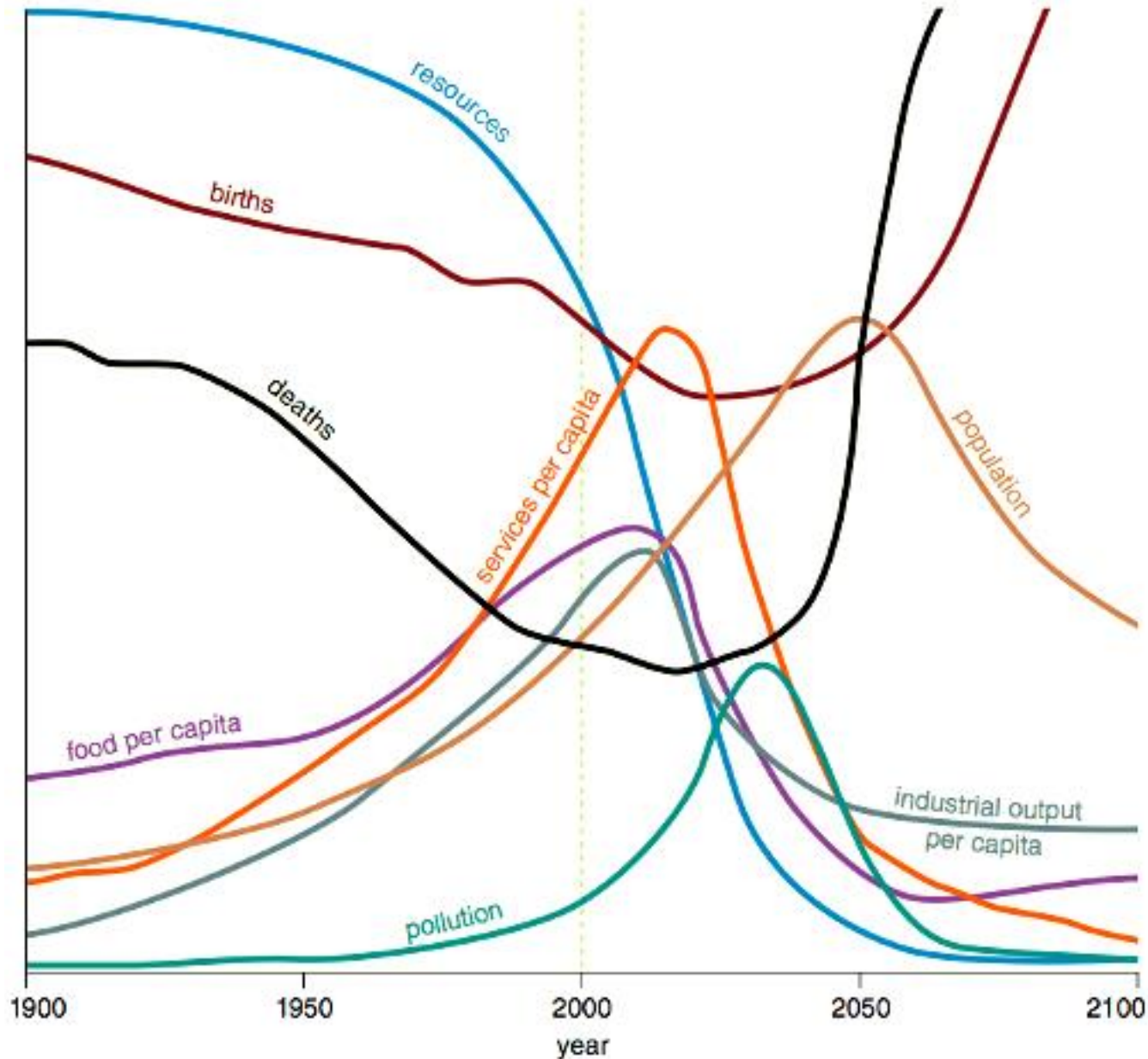
The limits of the resources was forecasted in 1972

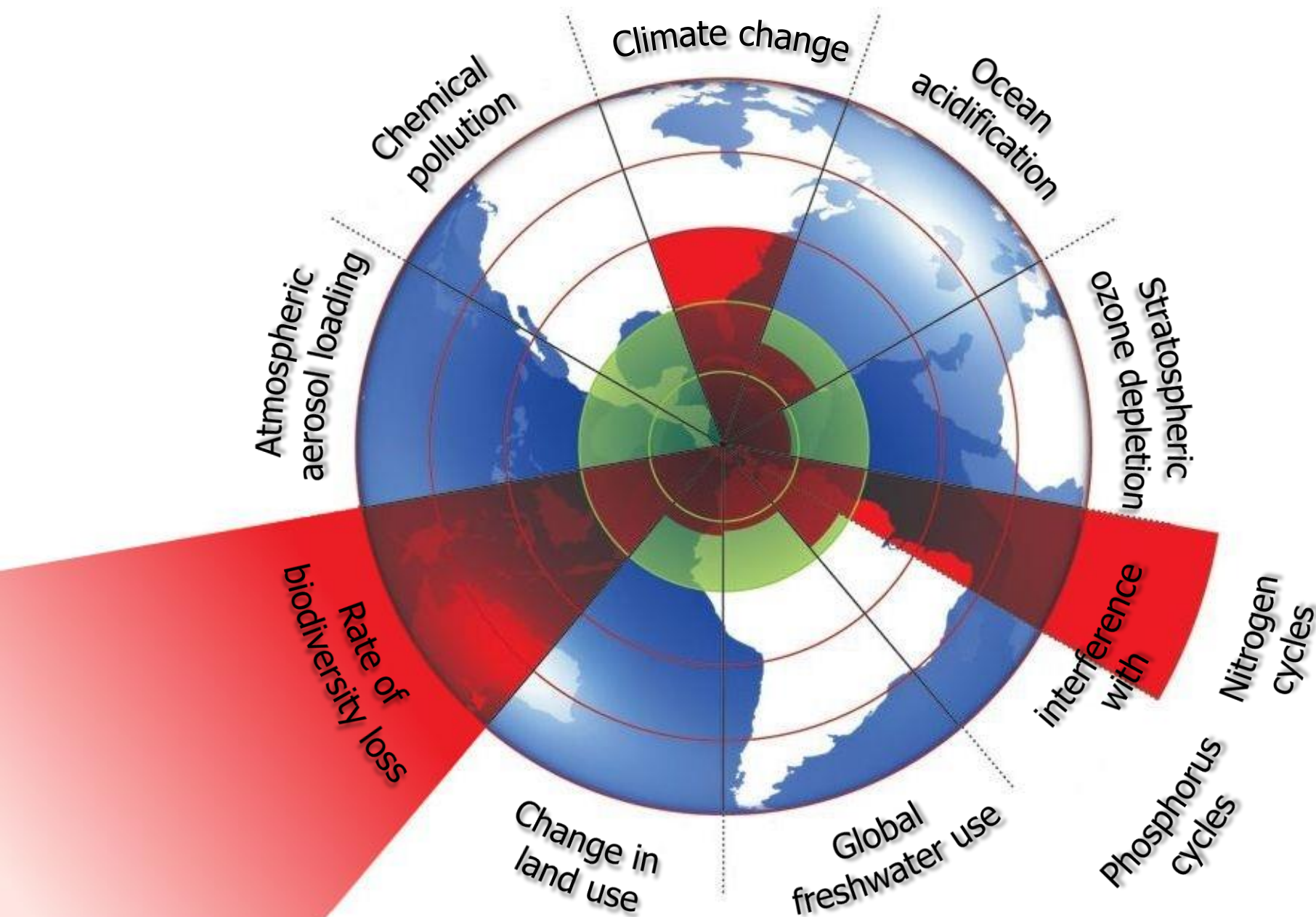


prof. Dennis Meadows



The state of the World up to 2010





Source: Planetary Boundaries - Exploring the Safe Operating Space for Humanity, Rockström, Johan, Nature, 2009. szeptember 23.)

<http://www.nature.com/news/specials/planetaryboundaries/index.html>

We get our juice down
We take the nitrate...



**Overconsumption, overuse,
pollution...**

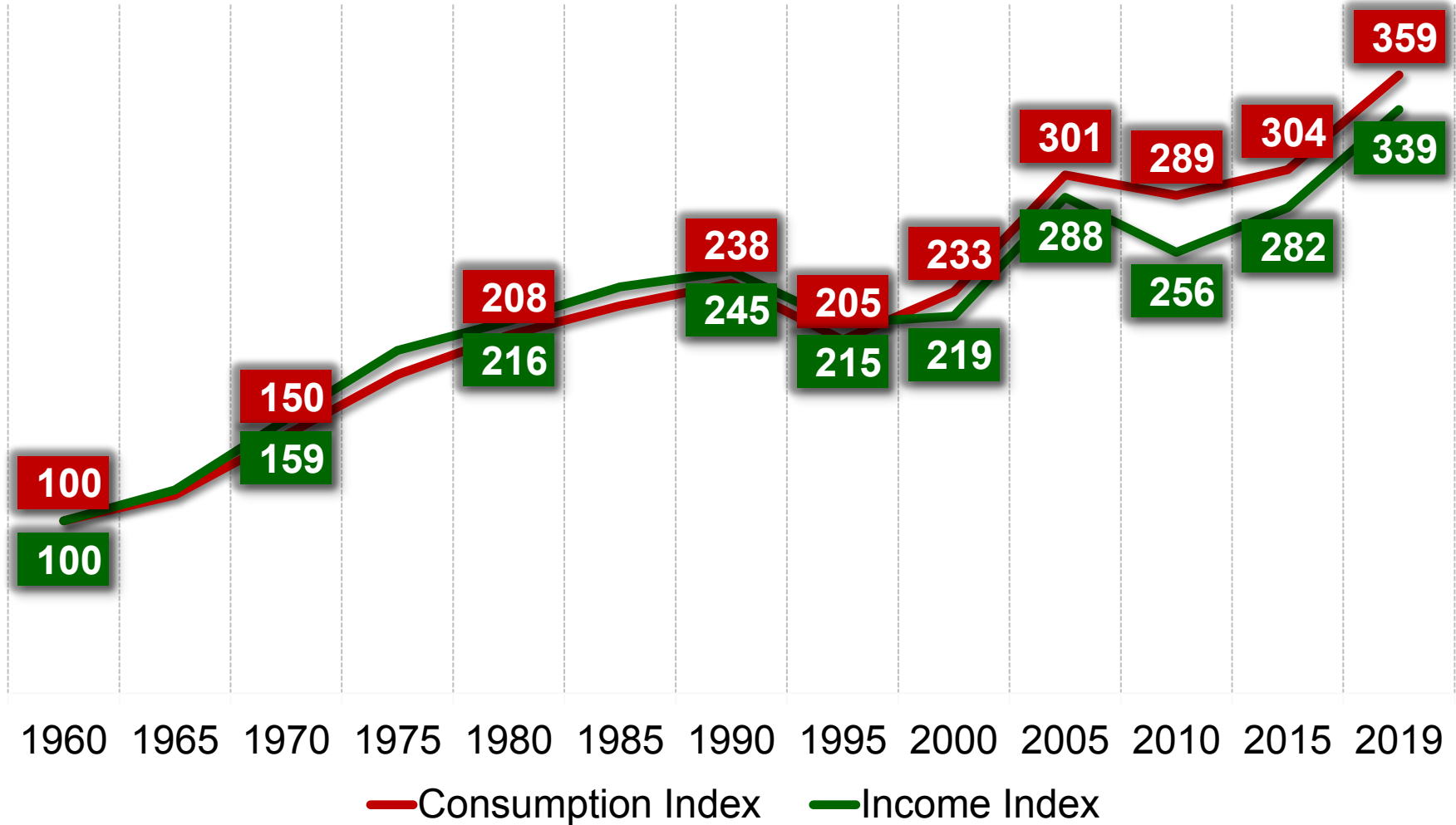
**„We do not use our assets
by its nature“**



Overconsumption (Germany)



Overconsumption (Hungary)



https://www.ksh.hu/docs/hun/xstadat/xstadat_hosszu/h_qpf002.html

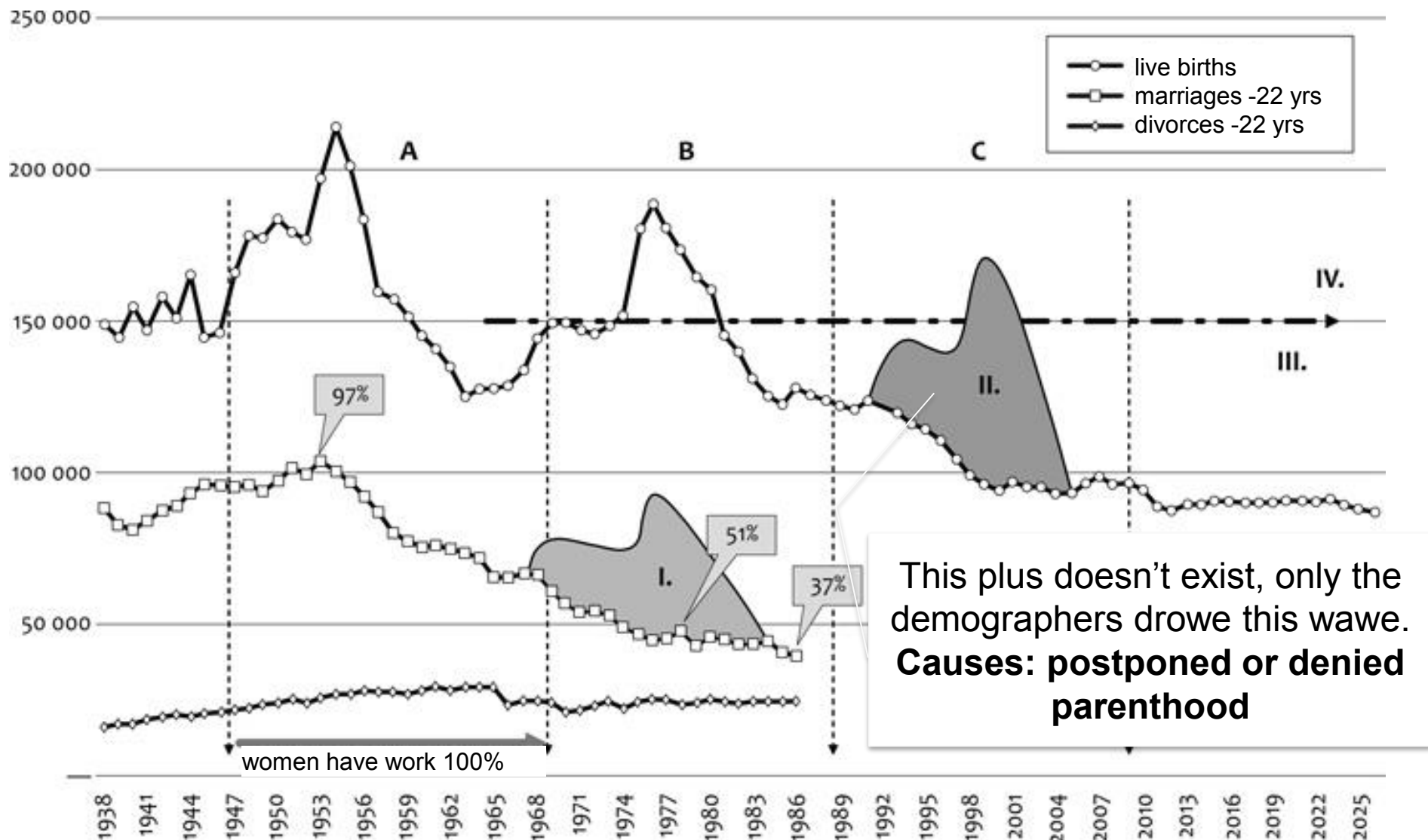
The overconsumption can be seen from the statistical numbers

**Are we such rich
or simply stupid?**



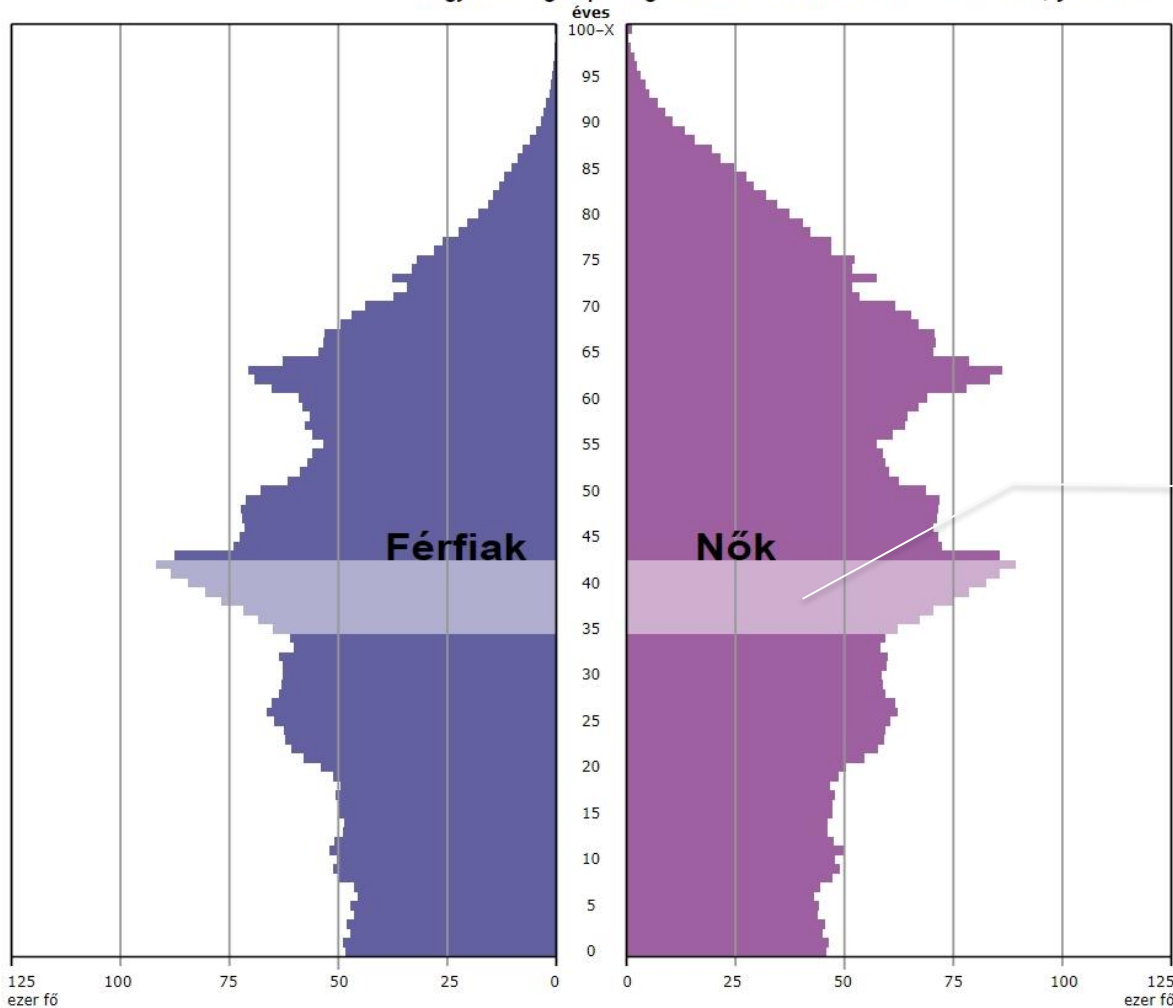
An example for moderate consumption

Demography



**50,000 children per year
instead of 150,000**

Magyarország népességének száma nemek és életkor szerint, január 1.



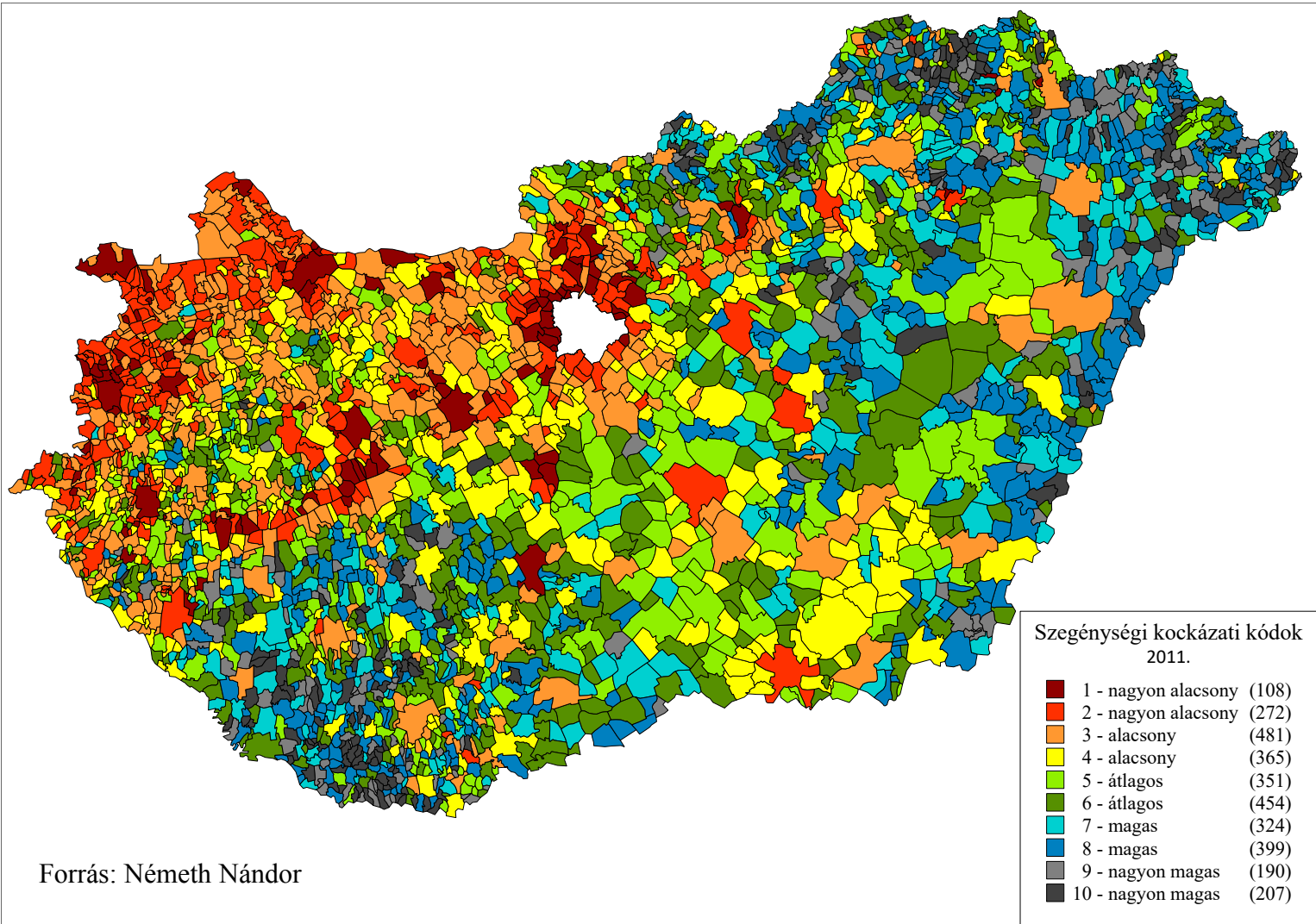
Today in Hungary, 51% of 35-42 year-olds (about 610,000 women) undertake the responsibility for the birth of the offspring.

However within two years, the number of the two-thirds of potential parents with with a childbearing age born in the 1950s, approx. 90,000 women will drop to 55,000!

Who will bring a child to life?

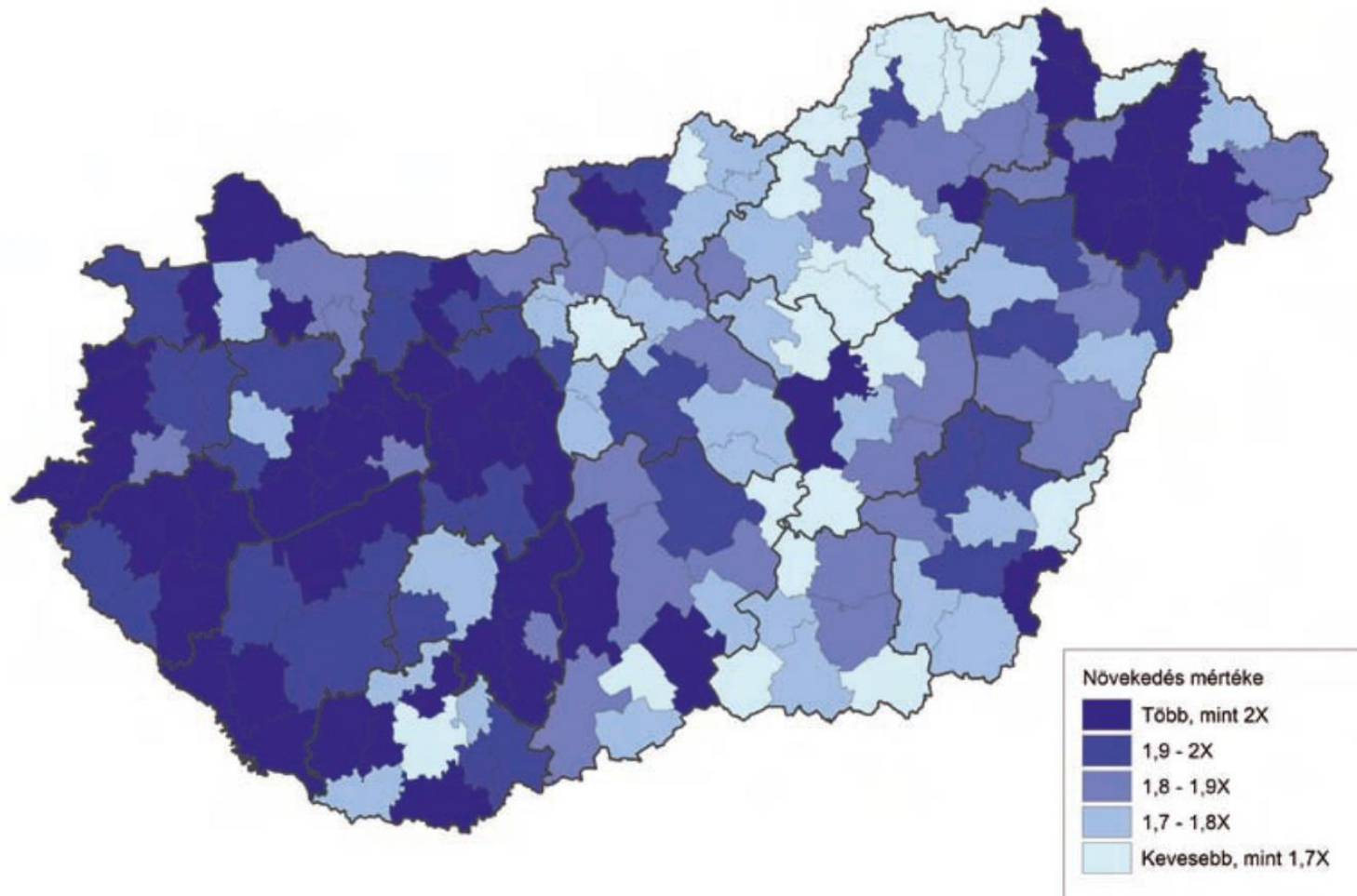
Settlement Inequalities

spatial structure of development



Aging

Increase in the proportion of people over 65 years of age (2011-2051)

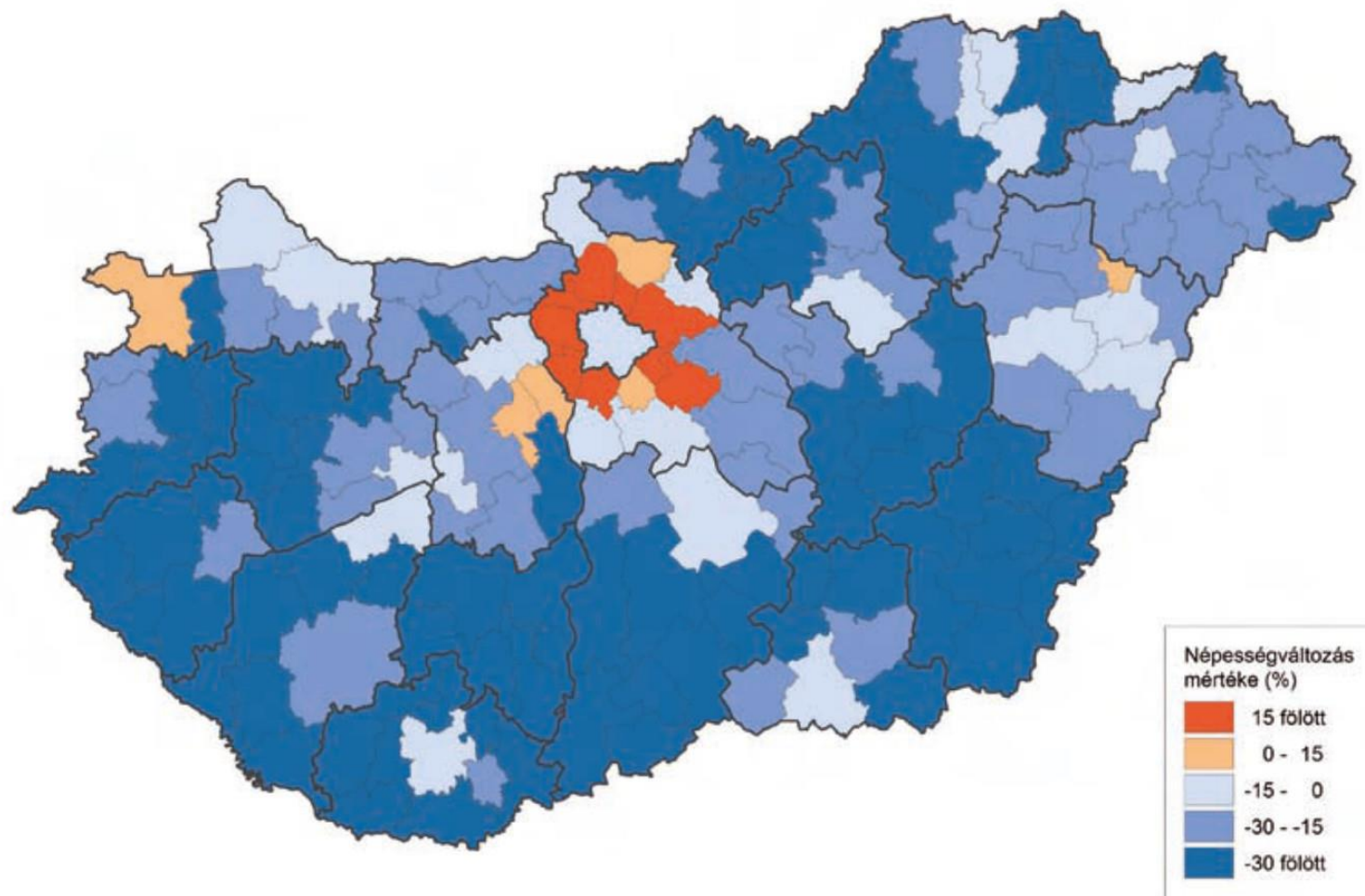


Forrás: Czirfusz et al.: Klímaváltozás – társadalom – gazdaság. Publikon, 2015.

Adatok: <http://map.mfgi.hu/nater/>

Migration

Population change in Hungarian districts (2011-2051)



Source: Czirfusz et al.: Klímaváltozás – társadalom – gazdaság. Publikon, 2015.

Adatok: <http://map.mfgi.hu/nater/>

**In 20-30 years, we will not
have enough people to work**

**Are we
see and plan
the future?**

Where are the best working local examples?

“Glowing in the dark”

**Specific Local Economic Development Practices
The results of Zsolt Kükedi’s research studies
for LED and LEED examples between 2012 and 2021**

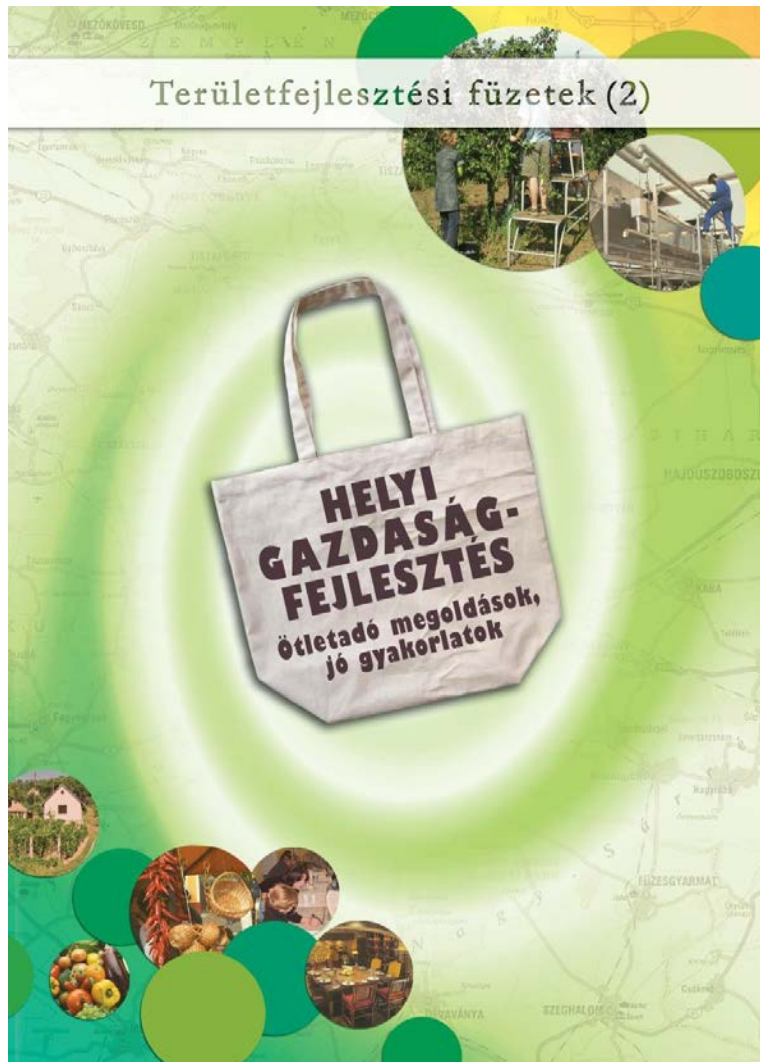
The short Hungarian definition of local economic development (LED):

„Local economic development is a conscious local intervention in economic processes by and with the local community for the sake of the sustainable local development.”

**Local Economic Development - Ideas, Good Practices
(Regional Development Booklets (no.2), 2008**

http://www.terport.hu/webfm_send/280

The Hungarian methodology and best practices of LEED



Regional Development Booklets series:

Local Economic Development - Ideas, Good Practices (2008, practical and methodological guide)

- *refreshment (of goals, tools, methods) of domestic spatial development, in which one of the topics is the local economic development*
- *good practices (23 unique example) a collection of investment types, theoretical substantiation*
- *dissemination of know-how on LEED*
- *support for autonomous initiatives.*

Local Economic Development (LED) or Local Economic and Employment Development (LEED) „focuses on responding to local needs through a process of joint visioning and interaction with local actors. It is aimed at generating sustainable local economic opportunities and quality of life gains through improved economic governance. As such, LED offers a comprehensive framework for ‘integrating’ and ‘localising’ the Sustainable Development Goals (SDGs)”

**Policy briefings and toolkits of
Commonwealth Local Government Forum (CLGF, 2018)**

<http://www.clgf.org.uk/resource-centre/clgf-publications/policy-briefings/>

LED casebook from WorldBank

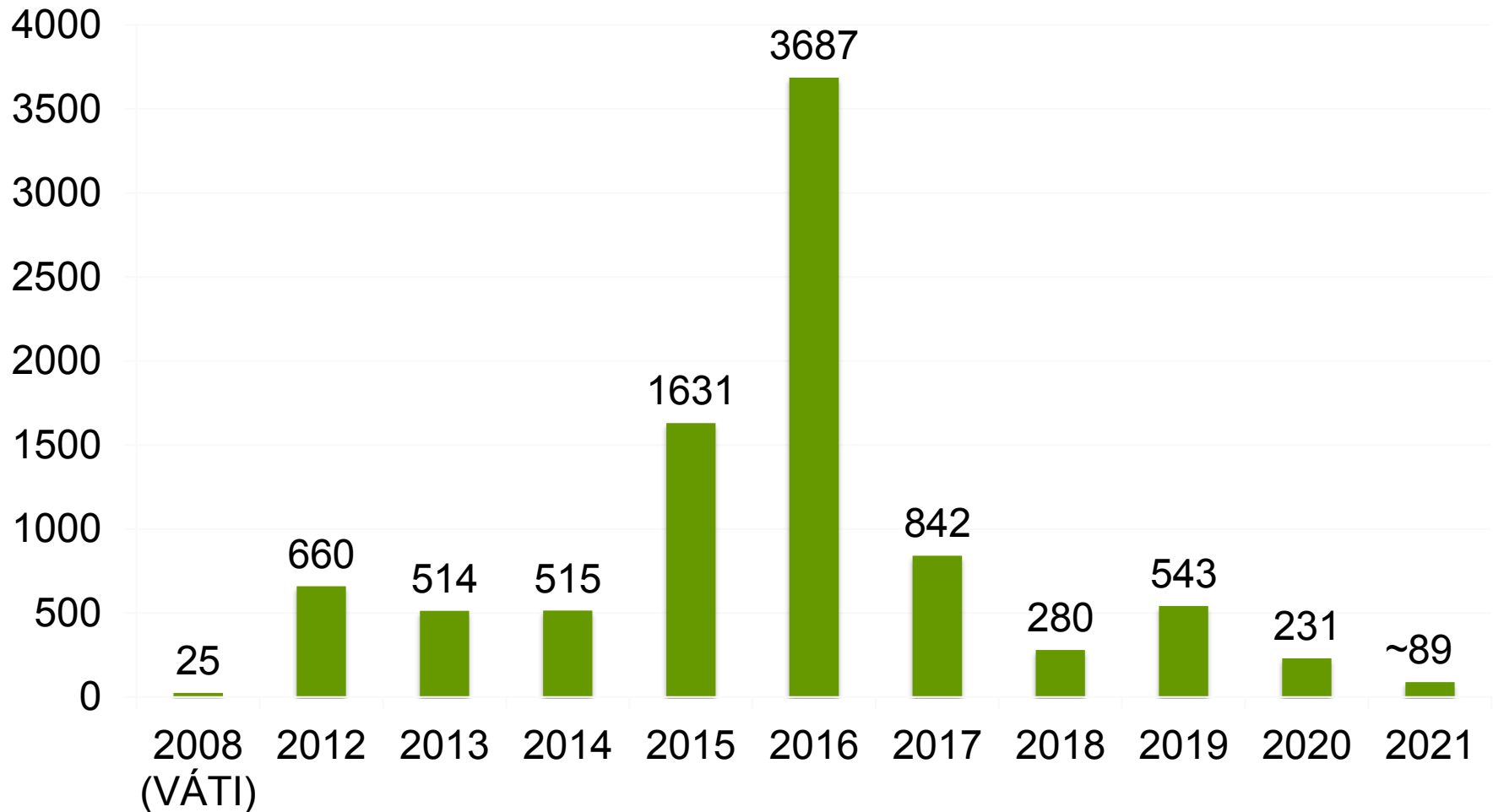


Local Economic Development Strategic Planning and Practice Casebook *(by Gwen Swinburn, Fergus Murphy, in 2004)*

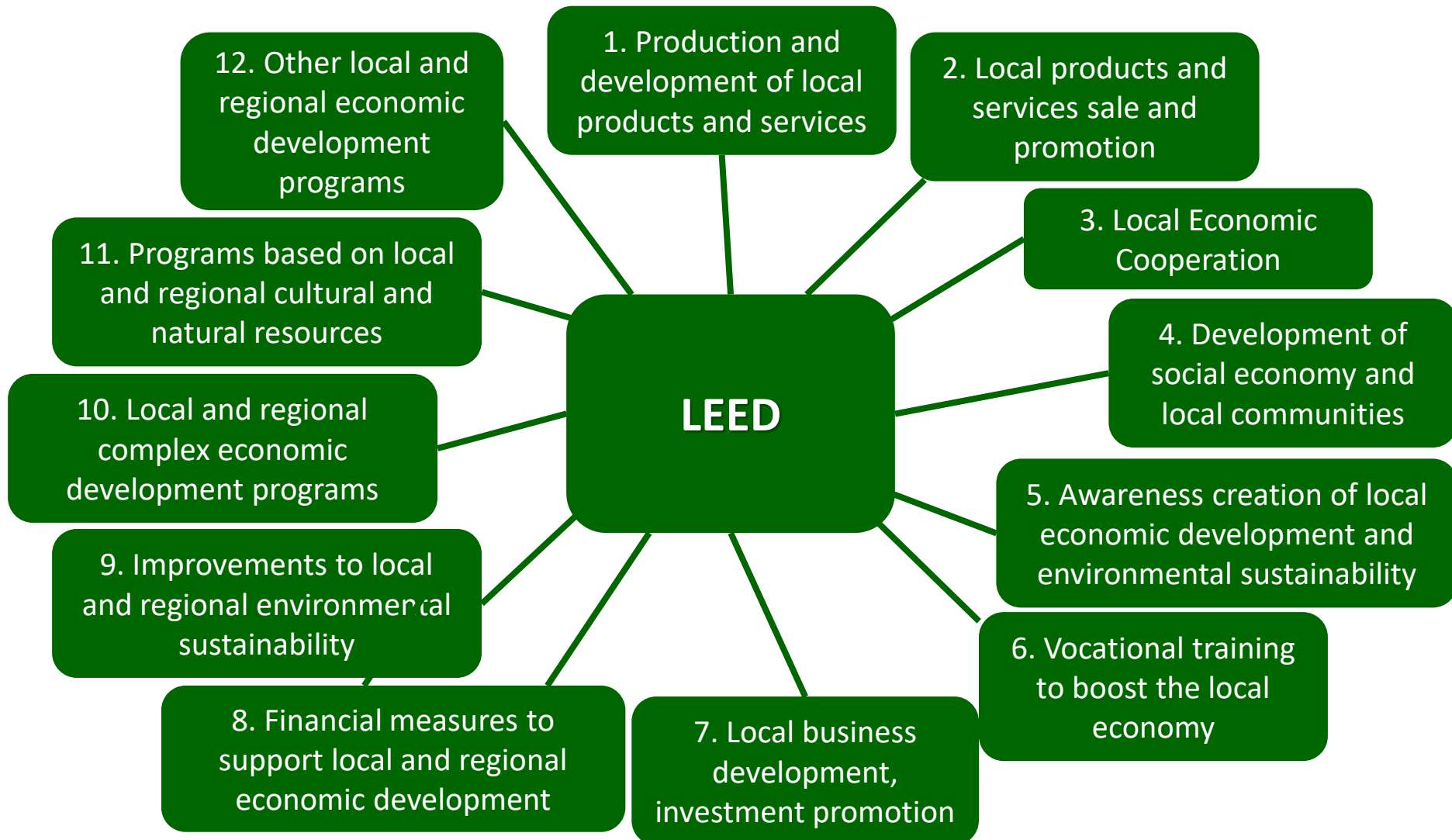
- This LED Strategic Planning and Practice Casebook has been compiled to provide examples of LED strategies and action plans that are comprehensive, well structured and integrated in their approach to improving the potential for local economic growth.
- The primary objective of the Casebook is to highlight good practice in LED strategic planning so that the lessons identified can be replicated and applied by other municipalities and cities in their efforts to develop their local economy.

I was obsessed with The Hungarian Local Heroes

Number of Local Heroes working in good practices



LEED Investment Types Found



**Field trip
to the best places
of the social and local
economic development
in Hungary**

July 14th, 2021

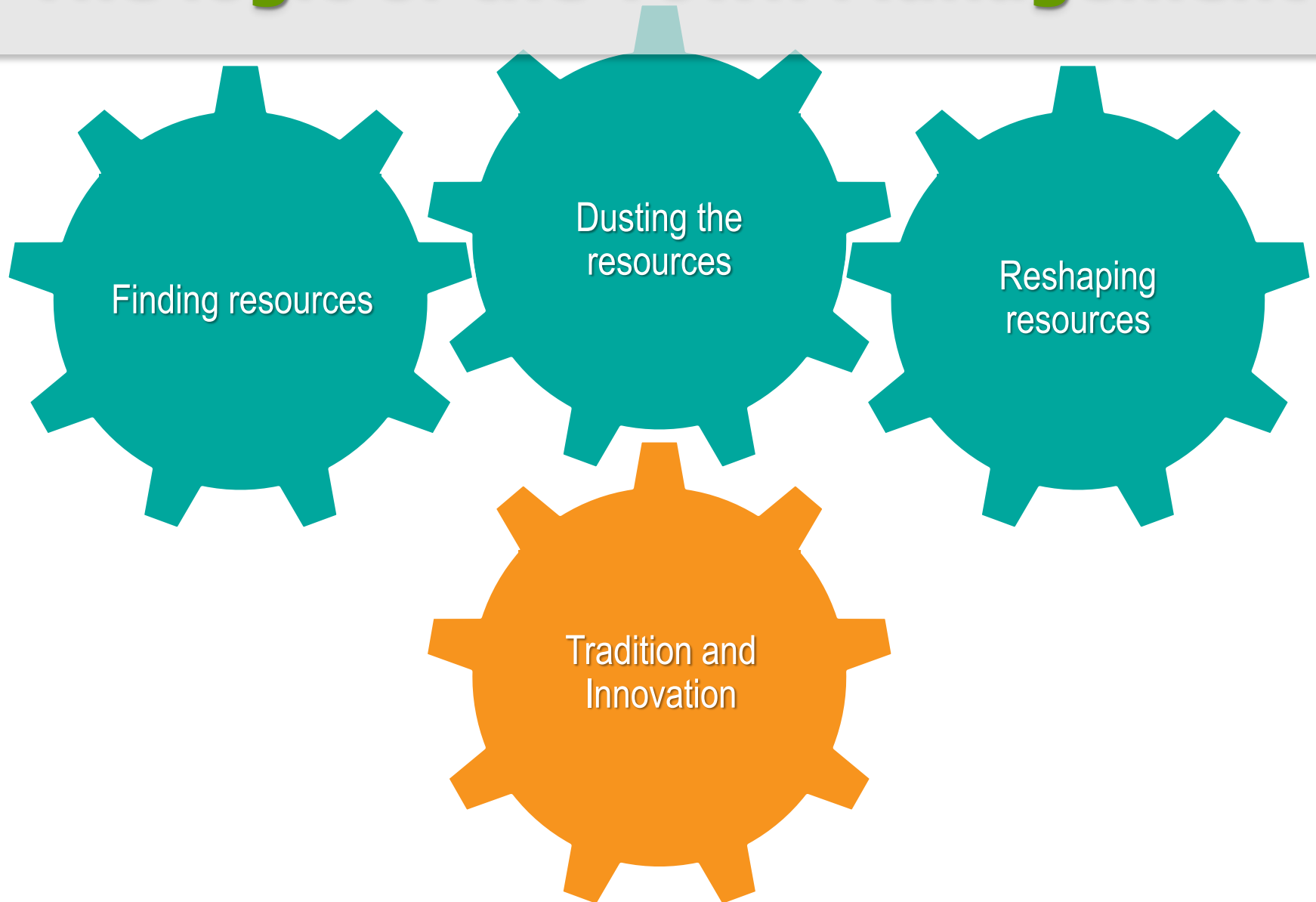
**Trip to Hajdú region
City of Hajdunánás
Hajdú County**

Living in Hajdúnánás is not a disadvantage, but an opportunity



Szólláth Tibor

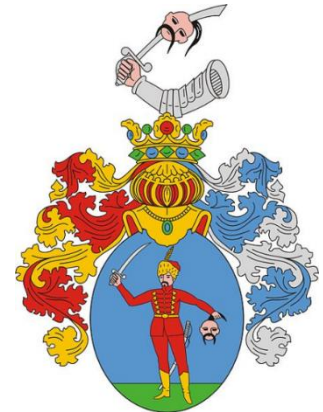
The logic of the Town Management



Hajdúnánás – before 2011

What had to be solved?

- Unsustainability of rural life
- Separation of local consumption from local production
- Aging, depopulation and disintegration of communities
- The downfall of backyard farming
- Uncontrolled capital outflow
- The competitive disadvantage of local entrepreneurs
- Increase in unemployment (nothing-to-do)

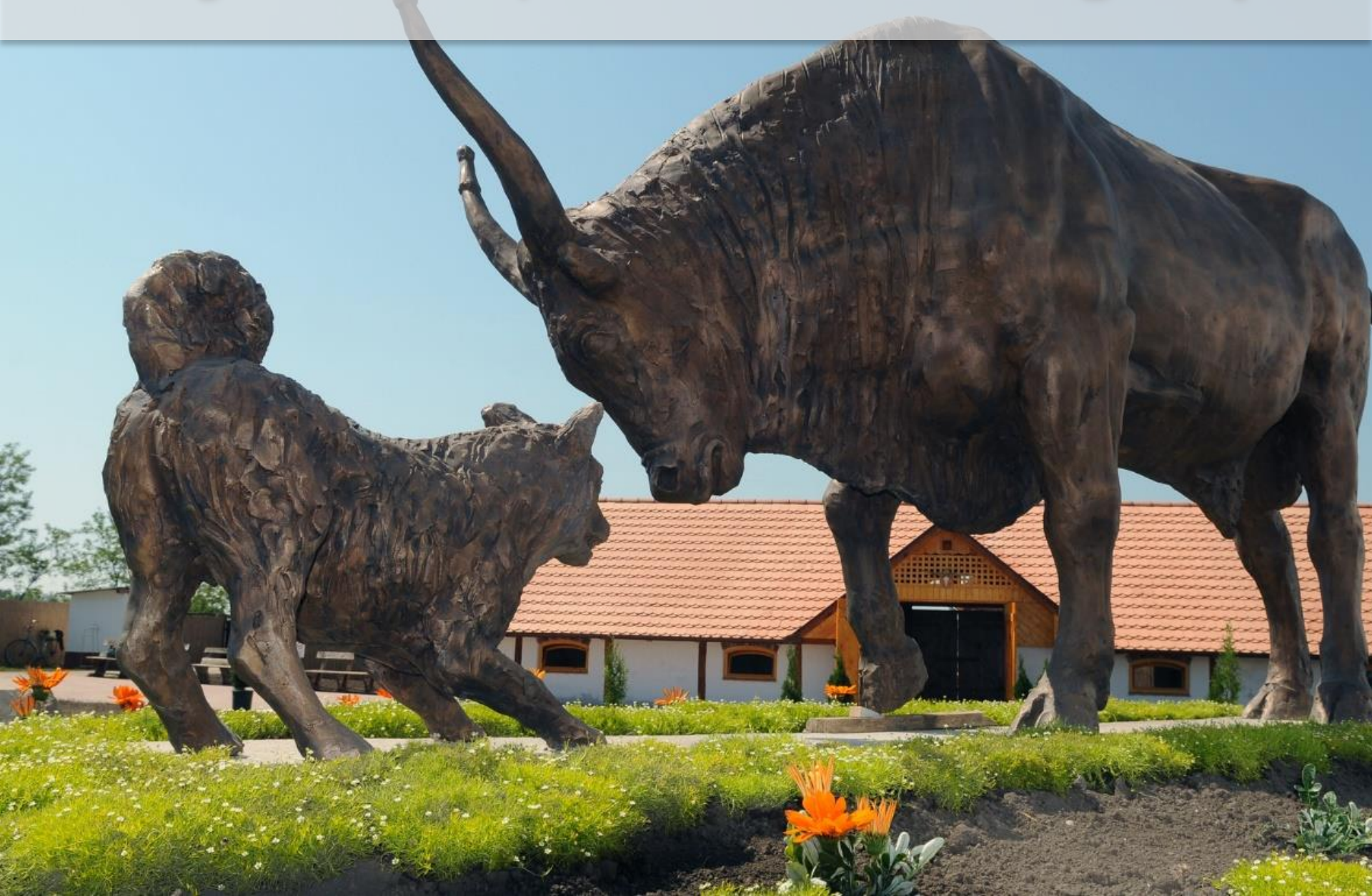


Hajdúnánás

2013- Complex LEED Program



Hajdúnánás, a loveable living city



Identity is Key to The Economic Success

July 15th, 2021
Trip to Tiszabecs

**Perspectives of sustainable
tourism through examples –
Canoeing on Tisza River**

We look for a bit of a challenge



Canoeing on Tisza River

July 15th, 2021

**Trip to Upper-Tisza region
Social Development based on
Heritage and Local Community
Village of Panyola
Szabolcs-Szatmár-Bereg County**


The Palinka of Panyola

The success story of the distillery at the end of the village



Zoltán Muhari

A taste of locality and tradition

A low-angle, upward-looking photograph of three men in traditional Hungarian clothing, including white shirts, dark jackets, and black hats. They are holding small, round wine glasses filled with a dark liquid, likely wine, and are looking towards the camera with slight smiles. The background shows a clear blue sky and the branches of trees with small white blossoms, suggesting a spring setting. The overall mood is celebratory and traditional.

In 1996 three young talented local people of this little village with only a half thousand people between Szamos and Öreg-Túr discovered the Hungaricum of the village and today produce a world-famous product from the abandoned distillery.



The perfectly ripe fruit – traditionally – evaporated in a small copper cup. Then it is matured in a special barrel from strawberry and apple tree. They preserved the related cultural traditions of the fruit grown in the flood basin besides of the process of distilling.

Panyolai Szilvórium Ltd.

3M EURO business from village of 600 habitants



Research, development and development of innovative local product and service solutions in the field of distillery.

Producing finest from local fruit to revive and preserve the traditions of palinka production.

Every move for the quality...
inside and outside



The quality can be further improved



Go Higher: Panyolafeszt

July 16th, 2021

Local Development in a City

Visiting KOSICE City Hall

Deputy Mayor Marcel Gibóda

Košice, Slovakia

Košice 2.0



„Our city aims to be a creative city with high levels of civic participation. This requires reciprocal cooperation from the municipality and an equally high level of commitment from officials. The wellbeing of the city and its citizens should be in the center of all our decisions to build mutual trust.”

Marcel Gibóda
Deputy mayor of Kosice

July 16th, 2021

**Local Development of a
Complete Region**

**Visiting Regional Development Agency
Košice - Plan of the Revitalisation of
Košice Self-Governing Region by Michal
Kravčík
Košice, Slovakia**

Local Development of a Complete Region



Plan of the Revitalisation of
Košice Self-Governing Region

July 16th, 2021

Smart Solutions by Antik Co.
Visiting the show-room of innovation in
city transport and smart cities
applications
Košice, Slovakia

Local Development by Technology

 **Smart Home**



Smart Village, Smart City, Smart
Home Concept by Antik Company

July 16th, 2021

**Social development based on
transformative power of music**


Visiting Symphonia Foundation at

Tornanádaska

Borsod-Abaúj-Zemplén County

Symphony Program

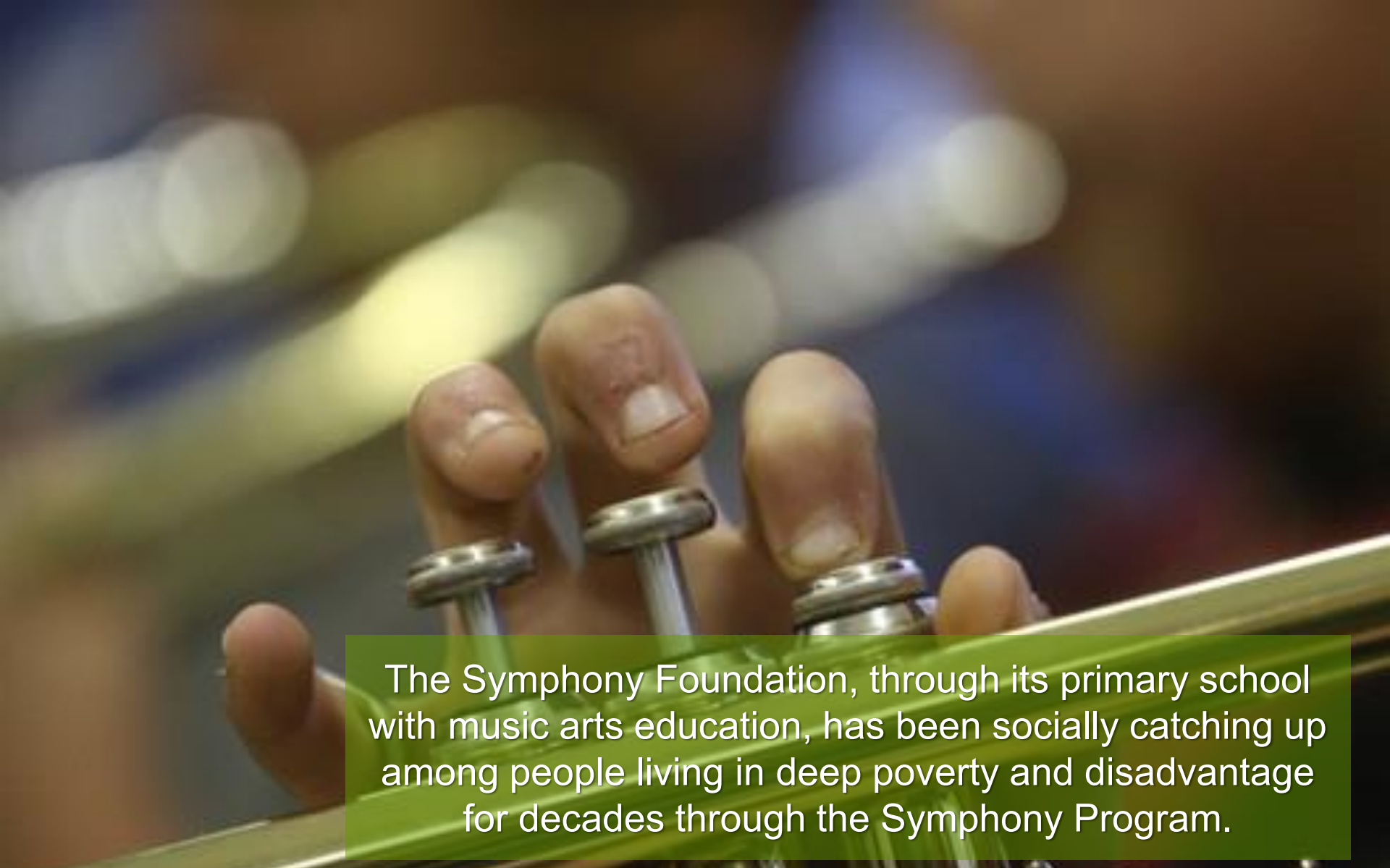
The sound disappears but the harmony is preserved

A photograph of two children walking away from the camera on a dirt path in a park. The child on the left is wearing a brown hooded jacket, and the child on the right is wearing a grey hooded jacket and carrying a yellow instrument case. The background shows trees, a fence, and a building under a clear sky.

The school of the Foundation, SAMISULI is a community-based music program that is fostering social change by ensuring everyday musical education for underprivileged children and young people mainly of Roma origin, inspired by the Venezuela-based “El Sistema” and the Hungarian “Kodály Method”.

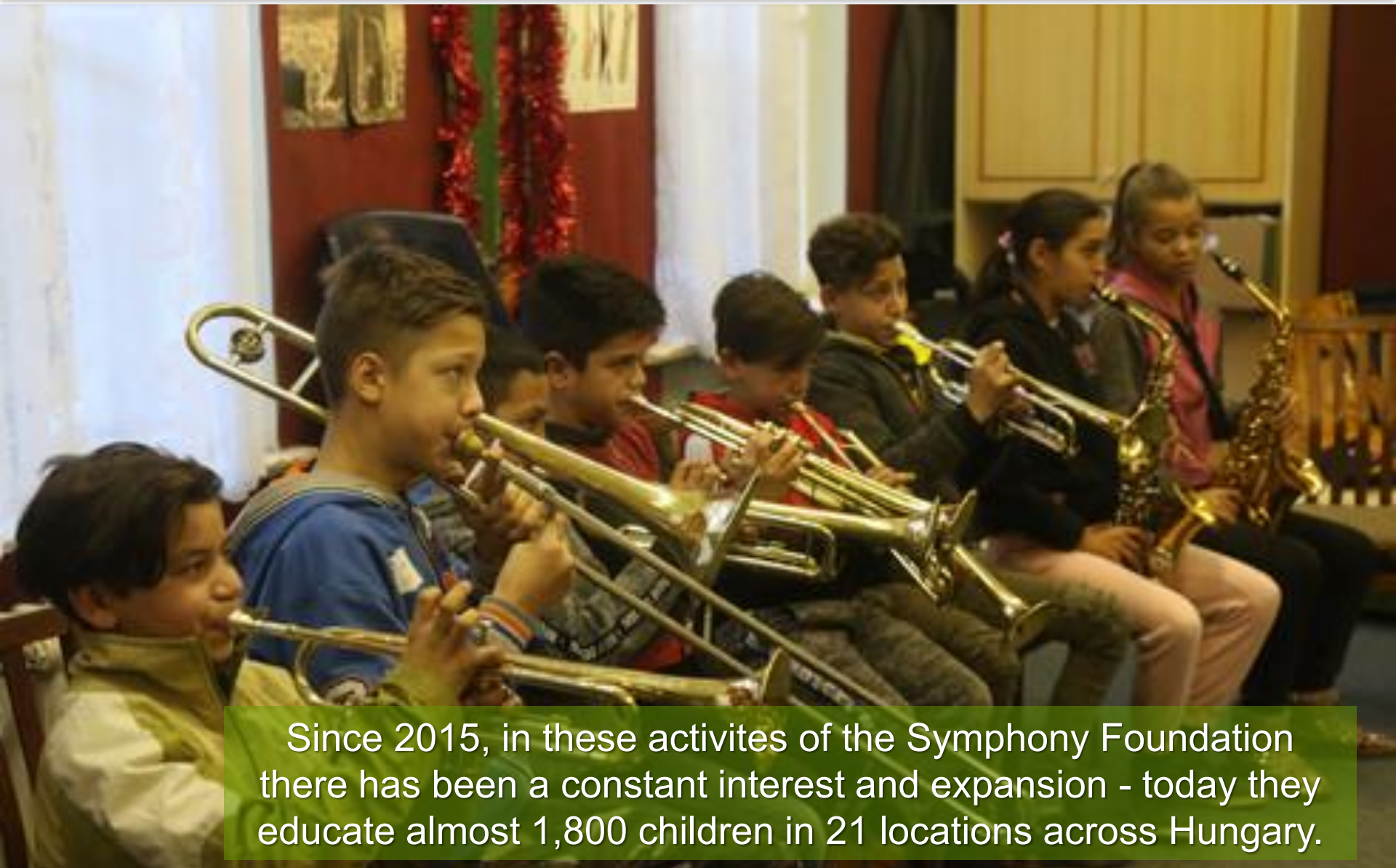
Symphony Program

to let you proud of your roots



The Symphony Foundation, through its primary school with music arts education, has been socially catching up among people living in deep poverty and disadvantage for decades through the Symphony Program.

Symphony Program **for being not poor anymore**



Since 2015, in these activities of the Symphony Foundation there has been a constant interest and expansion - today they educate almost 1,800 children in 21 locations across Hungary.

Quotes from Program Instructors

"We not only teach our children to play music, but also to be proud of their roots."

"We don't train musicians. We raise active, curious, cooperative people."

"We don't just work with kids, we work with families and communities."

"From the moment a child learns to play an instrument, he's not poor anymore!"

July 17th, 2021

**Local Development based on
rich culture**

**Visiting Szigetvár Culture and
Green Zone Association at Szigetvár
Baranya County**

Szigetvár is living in a rich cultural heritage




The Battle of Szigeth was a siege of the fortress of Szigetvár, Kingdom of Hungary, that blocked Sultan Suleiman's line of advance towards Vienna in 1566. The battle was fought between the defending forces of the Habsburg Monarchy under the leadership of Nikola IV Zrinski (Zrínyi Miklós), former Ban of Croatia, and the invading Ottoman army under the nominal command of Sultan Suleiman the Magnificent.

In 2015 a small group of locals created a miracle

In 2015 at the time of the local elections the Szigetvár Culture and Green Zone Association took over the management of the city, with the exception of one seat and the mayor's chair.



Development based on Local Culture and Community

An aerial photograph of the Szigetvár Vigadó, a large, historic building with a prominent white, conical tower. The building is surrounded by other structures with red-tiled roofs and a paved area with some parked cars. The image is used as a background for the text.

The members of the association will tell us about the results of the past period:

- Deputy Mayor Zoltán Varga, director of a city library and head of several non-governmental organizations
- Balázs Berkecz, a settlement planner, urban chief architect, who has been helping the team with his professional work for many years, and he has the greatest vision for infrastructural developments and
- Andrea Málek, local representative, former manager of Szigetvár Culture and Green Zone Association

The venue for the discussion was the Szigetvár Vigadó designed by Imre Makovecz

July 17th, 2021

**Local Development in
a tiny Village**

**Visiting Ladybird Farm Leisure Center
(Katica Tanya) at Patca
Baranya County**

Ladybird Farm Leisure Centre

where environmental awareness is an experience



- solar panels
- wind wheel
- solar panel
- biomass heating center
- drilled well
- rainwater retention
- ecological wastewater treatment
- selective waste collector
- sustainability education
- living relationship with nature

Ladybird Farm Leisure Centre started from a real scratch



Janos Hando developed Ladybird Farm Leisure Centre from 2001 to provide visitors with an ecological attraction in which all energy consumed would come from a sustainable source, but it started from a real scratch...

He redefined the concept of the impossible



After a successful career, he faced a serious illness. After the surgery, he wanted to show that the impossible is possible. On May 20, 1999, he and his wife went west, and by passing 110,000 km in 40 countries behind, living on 3,000 forints (10 EURO) / day, they returned home from the east on July 14, 2000. They were the first Hungarian couple to get around the Earth.

Gokart without Emissions



The year-round facility attracts 65,000 visitors per year, with 100% of the facility's energy needs met through its photovoltaic solar panels and biomass.

Why not: Medieval Throwing Machine



A working medieval throwing machine

- After Warwick, England the largest in Europe
- Ball weight: 10 kg
- Throwing distance: 120 meters
- 6.5 tons of oak and 2 tons of iron
- with no screws
- powered by the force of 2 people
- fireball shot

July 18th, 2021

**Local Development in
a nature rich territory**

**Meeting with
Tamás LANTOS,
President of Ormánység Foundation
Baranya County**

Adaptive Orchards, Drávafok

Network of Orchardists of the Carpathian Basin:

- A network of volunteers sharing information and organizing local regional and national programs to train, provide study tours map old species and organize meetings of orchardists of the Carpathian Basin.



Development of the Ormányság, Drávafok, Baranya



An oxbow lake
management (Ős-
Dráva program):
economic utilization
of water-rich areas

July 18th, 2021

**Local Development
by Repopulation
of a Small Village**

**Meeting with
László DICSŐ,
Mayor of Alsómocsolád
Baranya County**

Alsómocsolád doesn't just exist in the fairy tale

Alsómocsolád - “Future-weaving” village resettlement program:
A complex local economic development programs organized by the municipality to find those who

- would like to live in a small village,
 - would like to work together to create a living space that makes rural life comfortable,
 - would like to save time, money and work,
 - would like to create a livelihood by a community enterprise,
 - would like to reduce distances, increase opportunities and
 - would like to make more rational use of existing resources
- in an open, cooperative and inclusive community who wants to live in a more sustainable, humane world.

The value-creating Alsómocsolád



Settlement Handbook



„Did you know that every person has a Magic Box? Everyone creates their own World in this Magic Box. Wondering what this world is like, which we created here on the Baranya Hill Ridge? As the mayor of Alsómocsolád, I am happy to show you.”

László Dicsó, mayor

Az utak hozzánk vezetnek

(Alsómocsolád várja Önt)



„A természet varázját ontja bőven.
A fűben, a virágban és a kőben.”
William Shakespeare

... and finally

We will fly back to Budapest from the International Airport of Alsóöcsölád with a Boeing 747. Details can be known at the boarding.



Summary

Summary of the LED Fieldtrip

In this Fieldtrip we will...

- look and see the concrete challenges of the rural regions related to sustainable and efficient use of resources, economic development and employment;
- visit the locations of the best practices of local economic and employment development in Eastern and southern Hungary, close to the borders;
- reflect the EU principles and values related to sustainability;
- get supports for international and regional cooperation by experience exchange and cross-border network building;

Summary of the LED Fieldtrip

In this Fieldtrip we will also...

- meet with and talk to those local heroes those who run these practices;
- touch, taste and discuss the results they've achieved in recent years;
- feel close the great results of the LEED;
- get practical input to municipal policy making in terms of approaches, tools and real-life examples concerning sustainability.
- The overall goal is that participants are able to identify and formulate sustainability ideas to be realized on the local level so that those are also in line with the platform of values of our political family.

**What can you bring
with you to your home?**

Who will do the work at home?

„The people were discontented, but not committed to change. They said, “It has always been like this, and it will always be.” People had no idea that life could proceed at a different pace or in a different direction from what they saw around them. Here I learned that I must work with the people to create “new facts” so through their own experience they learn to see that change is possible. I emphasize that communication is needed between persons from many different backgrounds and walks of life.”

Danilo Dolci

(June 28, 1924 – December 30, 1997)

He was an Italian social activist, sociologist, popular educator and poet. He is best known for his opposition to poverty, social exclusion and the Mafia on Sicily, and is considered to be one of the protagonists of the non-violence movement in Italy.

He became known as the "Gandhi of Sicily".

Let's see these Heroes taste the result of their heroic work



Good examples are not created by special people, but by anyone among us: the "local heroes" and the small communities which are led by them.

We will see some of these herose in these days.

Sources:

- The research of Zsolt Kükedi between 2009 and 2019 regarding the best practices of the local economic development;
- Info from the participants of the regional development process of Hungary regarding the 2014 and 2020 period: National Office of Economic Planning, Ministry of National Economy, Ministry of National Development, Ministry of Agriculture (formerly: Rural Development), Prime Minister's Office, county governments, regional planners;
- Spatial Developers of the Regional and Urban Development Operational Program (TOP) at the National Office of Economic Planning, Territorial and Special Spatial Development Department,
- The results of the project "Local and Regional Sustainable Economic Development - Collecting Ideas and Good Practices" by the National Office of Economic Planning, Territorial and Special Spatial Development Department;
- current research on demographic planners, researchers and statisticians;
- pictures of the owners of best practices and their internet resources.

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Thanks for your attention