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Villages and small towns as catalysts for rural development – challenges and opportunities

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Small Village in the 21st century: Taste of Success in Kozárd, Hungary



KOZÁRD

PALÓC ÍZEK, PIHENÉS, FESZTIVÁLOK

ÉLŐ KOZÁRD

MÁRIA ZARÁNDOKÚT

Kozárdi Pálos
Ribiszkélekvár

HELYI
TERMÉKEK

ÓSHONOS
ÁLLATOK

GYÜMÖLCSÖK

VENDÉGHÁZAK



Villages and small towns as catalysts for rural development – challenges and opportunities

*Historical
Allies?*

Global Dilemma

*Political
Opponents?*

(Small) Towns

Villages





Villages and small towns as catalysts for rural development – challenges and opportunities

**Historical
Allies?**

Global Dilemma
Lapland vs. UK
Hungary vs. Belgium

**Political
Opponents?**

(Small) Towns
Opponents or
Allies?
Villages





Villages and small towns as catalysts for rural development – challenges and opportunities

**Historical
Allies?**

**Traditional
lifestyle**

Family Economy

Farm products

Recreation –

Public Goods

Global Dilemma

Lapland vs. UK

Hungary vs. Belgium

(Small) Towns

**Opponents or
Allies?**

Villages

Political

Opponents?

Socialist &

Neo-Liberal

theory: want

only urban?

Rural-Urban

Partnership?





Realities: Rural Imbalance

Small Town Offers Services and collects benefits from villages

Health care
Schools
Market
Major shopping
Administration
Banking
Postal Services
Public transport
Long houl transport
Police/Security
Culture

Small Town

InBound
€-Inflow

Village

Needs: Restoration Partnership

Villages Offer things
to Small Town

Recreation
Clean
Environment
Fresh produce
Labour force
Rural & Project
Development



Kozárd: History – Renewal – Hope

1000 years – Common Memory

In the 20th century:

- *Lost of I-II. World War,*
followed by
- *45 years socialist domination*
- *10+ years wild privatisation...*





Kozárd: History – Renewal – Hope

- ***Loss of jobs, outmigration,***
- ***Degraded economy and human values***

2002: Election of new Mayor and Self Government Council

Recognition: Kozárd - Community and Village to be saved & renewed!





Kozárd: History – Renewal – Hope

Roots: *new Mayor elected, born and grew up in Kozárd*

Experiences: *both in Hungary and abroad (Italy, Spain, France, Germany, Far-East, Middle-East...)*

Vision: *Care of citizens, improve livelihood, encourage businesses*





Kozárd: History – Renewal – Hope

Opportunities: 2004: Hungary in EU.

*Kozárd: in the verge of change,
clean environment, local agriculture*

Partnership with:

- *Local citizens*
- *Regional, Provincial and National Government*





Kozárd: History – Renewal – Hope

Village and Rural Planning:

Follow traditions - Fruit orchards

Crop Farming – Water Harvesting

Priorities – 2006: Mayor re-elected:

- ***Clean village / Rural Tourism***
- ***Processing of local products***
- ***Protect Environment and Nature***





Kozárd: History – Renewal – Hope

2008: Government survey stating:

- *Bi-polar development centres:
Kozárd (170) and Paszto (10,000),
the small town...*

**2010 full employment: commuting
employees from near-by cities,
towns, regional villages to Kozárd**





Kozárd: History – Renewal – Hope *Village and Rural Development*

Systematic Approach: Cserhatalja

LEADER established in Kozárd: 2005

**** Rural Development Award for the Mayor and her staff***

Integrated Projects: Towards village and area marketing





Kozárd: History – Renewal – Hope *Village Promotion:*

- *Apple Valley Concept*
- *Apple Flower Festivals*
- *Gastronomy and Fruit Festivals*
- *Singing Forest Festival*
- *Kozard Easter for kids*





Kozárd: History – Renewal – Hope

- *Successes in Rural Tourism,*
- *International presence*
- **2003-2007:** Kozárd in 4 „Leonardo” + 2 EACEA, +Rome, Barcelona
- **2008:** In Sweden – village renewal presentation
- **2009:** LEADER Transnational: The Netherlands, France





Kozárd: History – Renewal – Hope

Consolidation 2010: Mayor 3rd cycle re-elected – Regional approach

- **Activisation of Civil Organizations**
 - **Interreg projects for culture and tourism**
 - **2013: Kozárd: ECOVAST Congress**
- Model for other villages in HU+EU**





Kozárd: History – Renewal – Hope

Regional approach 2014: Mayor 4th cycle re-elected – until 2019.

- ***Kozard in Provincial Planning***
- ***Kozard-based SMEs opened for eco-system approach***
- ***13 projects in pipeline with neighbours***





Kozárd: History – Renewal – Hope

2014: Opening Debrecen University
Department in Kozárd: Regional
Dev., Innovation and Tourism





ACTIVE VILLAGE DEVELOPMENT

- ***2008-2014-2021: For Sustainable tourism***
- ***10 Guesthouse: 40 rooms, 102 bed, Conference facilities, Study tours***
- ***Expanding the Restaurant, more events***
- Building new roads***





Kozárd: History – Renewal – Hope

Selected appreciations:

2015: „Flowery Village of Hungary”

Award by the Minister of Interieur

2015: European Tourism Quality

Award for the local restaurant

2016: Paleontology Congress –

opening new GeoPark attraction





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What are the realities, needs and perspectives?

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Kozárd: History – Renewal – Hope

Development Goals 2017 - 2030:

Defining the New Kozárd as Cultural and Innovation Hub

- **EMPHASIS ON TOURISM AND SERVICES**
- **Under Paloc Cultural Network:**
 - **Impressionist School and Art Gallery,**
 - **Creating Mural Fresco Village**
 - **Kozárd Conference Centre**
 - **Art-Cultural Allee**





Kozárd: History – Renewal – Hope

SMARTRURAL 2016 - 2025:

- *Smart Farming (Satellite Agri)*
- *Croplands with pollinator strips*
- *Developing Regional Knowledge Centre and Innovation Centre*
- **2018:** *Kozárd Digital Hub project*
- **2018:** *New Motorway to Budapest (50 minutes driving time)*





Kozárd: History – Renewal – Hope

SMART APPLE

KOZÁRD (HU)

***TRANSNATIONAL
KNOWLEDGE TRANSFER,
INNOVATION AND DIGITAL
COMPETENCE CENTRE***





Kozárd: History – Renewal – Hope

- ***Under Crossborder (SK-HU):***
 - ***Eco-Awareness & Training***
 - ***Wetland Bird Observation***
 - ***Pilgrim Accommodation***
 - ***Bicycle rental and service***
 - ***Kozard Nature's House (Nature and Folk Art Centre)***
 - ***Agriculture / Village Roads***





THE NEW KOZÁRD IS „CALLING”...

- ***Setting Lively communities***
 - ***Returning of youths***
 - Empty homes are sold!
- ***In 5 years 18 children were born or moved to Kozárd with parents***
- Surrounding villages now in vital cooperation
- ***Strong Transnational Cooperation Spirit***



OUR MISSION FOR ACTIVE VILLAGE DEVELOPMENT

*Think European, Act National
Save Rural Space for Children
Keep Local-Patriotic Spirit
Support Culture, Art and Nature*





BIG YES !



BIG YES !

***There are chances, opportunities
and justified needs
to save small villages in the
European rural space***



BIG YES !

***There are chances, opportunities
and justified needs
to save small villages in the
European rural space***

**THANKS FOR YOUR
ATTENTION!**