

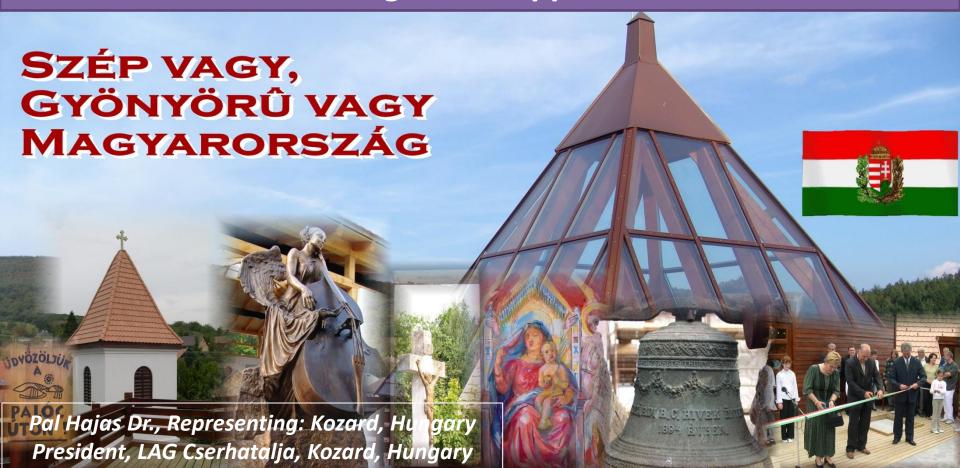


European Economic and Social Committee

Brussels, 14.02.2017

Villages and small towns as catalysts for rural development

- challenges and opportunities





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







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

Global Dilemma Historical Lapland vs. UK Allies? Hungary vs. Belgium **Traditional** lifestyle (Small) Towns Family Economy Opponents or Farm products Allies? Recreation -Villages

Political Opponents? Socialist & **Neo-Liberal** theory: want only urban? Rural-Urban Partnership?



Realities: Rural Imbalance

Small Town

InBound €-Inflow

Village

Small Town Offers Services and collects benefits from villages

- I ages

Needs: Restoration Partnership

Villages Offer things to Small Town

Recreation
Clean
Environment
Fresh produce
Labour force
Rural & Project

Development

Health care

Schools

Market

Major\shopping

Administration

Banking

Postal Services

Public transport

Long houl transport

Police/Security

Culture

Pal Hajas Dr., Representing: KOZARD Hungary President, LAG Cserhatalja, Kozard, Hungary, Brussels, 14.02.2017



<u>Kozárd: History – Renewal – Hope</u> 1000 years – Common Memory In the 20th century:

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





- Loss of jobs, outmigration,
- Degraded economy and human values
- 2002: Election of new Mayor and Self Government Council Recognition: Kozard - Community and Village to be saved & renewed!





Roots: new Mayor elected, born and grew up in Kozard **Experiences:** both in Hungary and abroad (Italy, Spain, France, Germany, Far-East, Middle-East...) Vision: Care of citizens, improve livelihood, encourage businesses





Opportunities: 2004: Hungary in EU. Kozard: in the verge of change, clean environment, local agriculture Partnership with:

- Local citizens
- Regional, Provincial and National Government





Village and Rural Planning:

Follow traditions - Fruit orchards Crop Farming — Water Harvesting



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







Kozárd: History – Renewal – Hope 2008: Government survey stating:

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

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





Kozárd: History – Renewal – Hope Village and Rural Development

Systematic Approach: Cserhatalja LEADER established in Kozard: 2005 * Rural Development Award for the Mayor and her staff Integrated Projects: Towards village and area marketing





Village Promotion:

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









- Successes in Rural Tourism,
- International presence
 - 2003-2007: Kozard in 4 "Leonardo" + 2 EACEA, +Rome, Barcelona
 - 2008: In Sweden village renewal presentation
 - 2009: LEADER Transnational: The





<u>Kozárd: History – Renewal – Hope</u> <u>Consolidation 2010: Mayor 3rd cycle</u> <u>re-elected – Regional approach</u>

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





<u>Kozárd: History – Renewal – Hope</u> <u>Regional approach 2014: Mayor 4th</u> <u>cycle re-elected – until 2019.</u>

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





2014: Opening Debrecen University Department in Kozard: 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

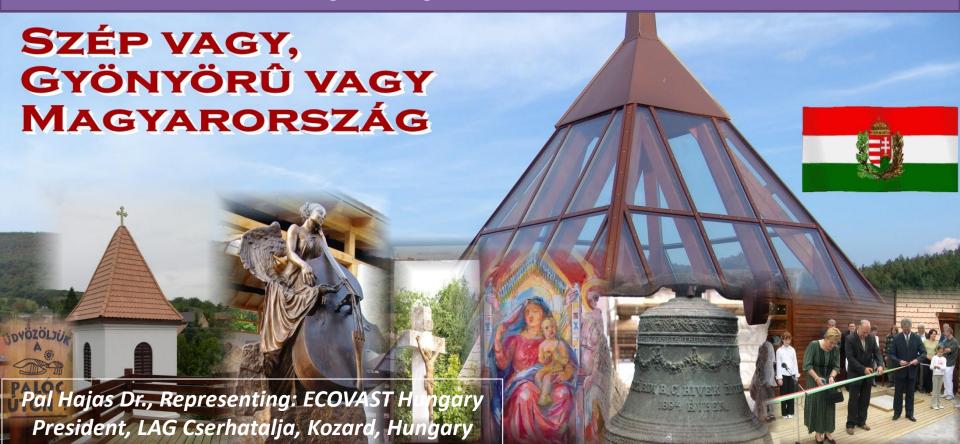




European Economic and Social Committee

Brussels, 14.02.2017

What are the realities, needs and perspectives?





Kozárd: History – Renewal – Hope Development Goals 2017 - 2030: Defining the New Kozard as Cultural and Innovation Hub

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

Art-Cultural Allee



SMARTRURAL 2016 - 2025:

- Smart Farming (Satellite Agri)
- Croplands with pollinator strips
- Developing Regional Knowledge Centre and Innovation Centre
- 2018: Kozard Digital Hub project
- 2018: New Motorway to Budapest

(50 minutes driving time)





SMART APPLE KOZÁRD (HU)

TRANSNATIONAL
KNOWLEDGE TRANSFER,
INNOVATION AND DIGITAL
COMPETENCE CENTRE







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)



Cserhátalji

Ökokalaű2



THE NEW KOZARD 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!