



Veszprém-Balaton 2023  
European Capital of Culture

# Horizontal Guidelines



## HORIZONTAL OBJECTIVES IN THE VEB2023 PROGRAMME

What is an exhibition like for a visually impaired or blind person? How can the hard of hearing party at a concert? How can a mentally disabled guest feel comfortable and at ease at a cultural event? How can an outdoor community event be nature and environmentally friendly? These are some of the issues we addressed in developing and implementing our horizontal guidelines.

Responsive to specific needs, culturally sensitive and ecologically sustainable: these were the key guidelines for our ECoC programme. In pursuit of these objectives, we formulated what we call our horizontal goals, taking into account several dimensions.

With regard to the visitor-friendly, equal opportunities dimension, we aimed to ensure that our events are accessible to people with disabilities and their families, elderly people and families with young children, and international guests who do not speak Hungarian. The child-friendly, family-friendly, youth-friendly dimension means that the 'child-friendly' approach should not be limited to children's programmes, but should include family-friendly services like a baby-mummy corner and a play house at all events wherever possible.

An environmentally sustainable approach goes hand in hand with ecological responsibility and green thinking, so our aim was to minimise unnecessary environmental impact throughout the entire ECoC programme. We encouraged our audiences to use community transport and worked with our transport partners to ensure that

as many people as possible could use it, for example by running more services during major events to fit in with the programme. The use of recups has increased, for example at festivals, and the use of selective waste collection is likewise on the increase.

In addition, the involvement of volunteers was a key aspect, so that people who live, work and study in the area would feel part of the ECoC programme and become active participants. The number of volunteers – the Shinies – exceeded five hundred.

To achieve all this, we defined a set of requirements which we took into account and used at every ECoC-related event and venue throughout the VEB2023 ECoC programme, asking our programme partners to incorporate our principles into their events and projects. We also considered it an important task to develop with our partners a knowledge base and a set of tools to shape attitudes in Veszprém and the region. How our horizontal objectives were working in practice and how they might need to be corrected in implementation was continuously fed back by our control groups – the Experience Commissioners. They are the ones who, coming from all over the country, are given the opportunity to participate in our programmes, get a behind-the-scenes look at what goes on and give their opinions as visitors, so that programme organisers can then shape the events in a more audience-friendly way.

# HORIZONTAL GUIDELINES

## CULTURE IS DIVERSE AND BELONGS TO EVERYONE

What can the mission of art be beyond delighting? How can culture become a life instrument for social integration, community development and solidarity? How can culture speak to all of us? These are the exciting questions we sought to answer at the Socio Summit conference.

The 2nd International Socio-Kraft Conference was held in November 2023 under the title Your Space – Culture and Cooperation by the Institute of Advanced Studies of Kőszeg (FTI-iASK) and the Centre for Advanced Training in Social Service Management at Semmelweis University.

The conference explored how the social services sector can develop cooperation and responsiveness using the tools of culture. Speakers brought the best of their profession to the audience, with representatives from various disciplines presenting their latest research findings in round-table discussions.

Over the two days, interesting topics included what creative social policy is, how culture can belong to all and how to reposition art. Participants got to explore the city, experience a sensory walk, see artists with and without disabilities working together, and listen to lectures and workshops focusing on sound and music, visual arts and poetry therapy.

The aim of the hosts is to network researchers, research institutes and scientific groups to continue the professional discourse.



Introducing the Hosts:

### Institute of Advanced Studies Kőszeg

From quantum physics to music and the fine arts, the Institute is a transdisciplinary research centre linking the furthest reaches of the scientific world. It is actively engaged in historical, social and political issues affecting contemporary Europe, and makes policy recommendations to a wide range of key public actors. It promotes excellence in research, training and strategic thinking through its international research and fellowship programmes. The Institute fosters regional cooperation between Hungarian universities, research centres and local authorities, while being part of a continuously developing international network of research centres.

### iASK Socio-Kraft Research Team

KRAFT: Creative City, Sustainable Region is an innovative, integrated regional development concept, a flagship project of the Institute of Advanced Studies in Kőszeg, Hungary. The key to success is the cooperation and collaboration of economic, municipal and academic actors in a given region, the development of innovative models for social processes that ensure sustainability and the creation of an environment that is liveable and accessible for all. The focus of the research team's work is to identify resources in social

processes, map social benefits and services and their flexible operating mechanisms.

### Semmelweis University Faculty of Health and Public Services

FHPS, made up of institutes working at the interface of natural and social sciences, focuses on the social sciences, but also integrates interdisciplinary, cross-cutting training. Its educational philosophy and development strategy are based on the principles and practices of experiential learning. The Faculty has an extensive international network and plays a significant role in social leadership training in Hungary.

### Centre for Advanced Training in Social Service Management

Its mission is to provide the social services sector with fresh, innovative, rethinking and collaborative impulses to contribute to its continuous development. Believing most in scientific activities that can provide tangible inputs for practice, the Centre's activities aim to use the results of their research in the form of methodological and other support. Professional networks are an inexhaustible resource for them, and they see their development not only as a professional but also as a community process.

# 10 MONTHS – 10 CHALLENGES

In preparation for 2023, we set ourselves challenges. We joined forces with the cultural institutions of Veszprém to prepare together, in a united way, for the European Capital of Culture year.

In order to see what tasks are necessary for the cultural institutions of Veszprém to start the year 2023 with an even higher level of preparedness, we did a comprehensive assessment of the situation.

## ***Institutions participating in the programme:***

*Agóra Veszprém Cultural Centre, Kabóca Puppet Theatre, Laczkó Dezső Museum, House of Arts Veszprém, Pannon Várszínház Theatre Art Development Nonprofit Ltd, Petőfi Theatre of Veszprém, Archbishopric of Veszprém, Veszprémi Programme Office Events Organisation and Cultural Ltd, Veszprém Tourism Nonprofit Ltd, Veszprém Zoo – Kittenberger Kálmán Botanic Garden and Zoo Service Public Benefit Nonprofit Ltd*

In autumn 2021, a tourism, visitor-friendly, infrastructure audit was carried out in partnership with Innotime Hungary Ltd. Based on this assessment, we developed a package of measures entitled ‘10 Months 10 Challenges’, which we implemented consistently from February 2022 to November 2022, in cooperation with the institutions, focusing on one topic for improvement each month.

In line with our horizontal principles, we set objectives including: ensuring that the city and all participating institutions have a sustainable tourism programme and action plan; making tourism accessible to all audiences without language and physical barriers, while making

Veszprém attractive to individuals and groups with special needs, including people with disabilities, families, and those arriving by bike or with dogs.

The challenge, i.e. the areas to be developed, included institutional attraction and capacity building, awareness raising, strengthening knowledge sharing, modernisation of online interfaces and ticketing, visitor management, sustainability and accessibility, and improving and strengthening the language skills of staff in the institutions. We also held trainings and professional meetings, capacity building and awareness raising events, as it was also important for the institutions to get to know each other’s operations and offerings better, and to work together in 2023 and beyond, while maintaining their uniqueness, in close cooperation and on the basis of common principles, as the developments that made our programme year a success will have a positive long-term impact on the marketing of Veszprém and its success in tourism.


The challenge will naturally continue beyond this, as our long-term goal is to be able to stand our city’s ground in the European tourism market as one of Hungary’s leading cultural tourism destinations, even in a reduced spotlight and in the face of increasing competition.

‘10 Months 10 Challenges’ is now known and recognised worldwide. In October 2023, our complex, city-level integrated tourism service development model received an award at the annual world meeting of the international organisation Green Destinations in Tallinn and was included in the international TOP100 list of sustainability success stories.




# SUSTAINABILITY TIPS





 Measure what you can


 Minimise single-use plastics


 Ensure separate waste collection

 Choose an alternative transport mode

 Provide special meal options

 Ensure accessibility

 Provide free drinking water

 Look out for families and children

 Involve volunteers

 Present local values



# VOLUNTEERING

## A SHINY TEAM

One of our initial goals was to make a difference in the field of volunteering: from the very beginning, we wanted to help the people of Veszprém and the region to get involved in the VEB2023 ECoC events and help the organisations in the area to learn about the culture of volunteering.

In order to achieve this, VEB2023 ECoC sought to attract as many volunteers as possible from the region and even from abroad to Veszprém. The target number of volunteers registered in the programme was 500, which was reached by the end of 2023 with 501 registered volunteers. The involvement of the population of Veszprém and the Bakony-Balaton Region was thus further enhanced by the Volunteer Programme. In 2023, a total of 122 volunteers participated in the events for a total of 3,243 hours, thus becoming a highlight of the cultural season's programmes.

Activities of the European Solidarity Corps were the backbone of the international volunteering effort of ECoC VEB2023 ERC. ECoC made it possible for a total of 90 young people from abroad to spend a longer or shorter period of time in Veszprém and the region. Volunteers actively supported VEB2023 ECoC programmes and the

work of the organising team. Many volunteers came from cities of particular importance to Veszprém, including the twin city of Tartu, as well as from Novi Sad, Oulu, Bodø and Timișoara. As a result, international contacts were strengthened at community level.

*"I have had several formative experiences thanks to the volunteering programme. One of the unique things about volunteer management was that we had a very wide age range of volunteers, from secondary school students to retirees, so we got to know a lot of great people. The atmosphere among the volunteers was always informal, as those who volunteer are always very enthusiastic about the tasks. The diversity of personalities was enhanced by the arrival of international young people, who came to Veszprém from 23 countries in total. My best experience was watching the ECoC Season's 'Shine!' Opening Event; our volunteers got to be on stage in their yellow 'Shine' outfits. At this event, nearly 100 of our volunteers helped to ensure the smooth running of the opening and it was a truly remarkable start to the 2023 programme cavalcade,"* Volunteer Programme Coordinator Zsófia Szendrei Virág recalled.



*“In 2022, with the help of VEB2023 ECoC, I had the opportunity to spend 10 months in Tartu, which won the title of European Capital of Culture for 2024. As an international volunteer I helped the Estonian team and gained a lot of experience and knowledge. I had the chance to learn about a new culture, discover another branch of the Finno-Ugric language family, visit beautiful places and make many friends.*

*Volunteering and international volunteering has given me many opportunities for development – both professionally and personally. Living alone in a foreign country brought many challenges, which I overcame to return home a much more mature and resourceful person. Volunteering abroad gave me a lot of experience that I have been able to put to good use back home, including being part of the VEB2023 ECoC team in 2023.*

*I consider this period as the greatest adventure of my life. I heartily recommend everyone to take advantage of this opportunity,” Izabella Eck said.*

Since 2020, thanks to the work of the ‘Shinies’ volunteer team, residents have been able to take part in VEB2023 ECoC programme’s flagship cultural events, which have an impact on the city and the region. An important objective was to ensure that the organisations hosting volunteers are more aware and better structured in their work, and that an approach and practice is maintained beyond 2023 that is useful for both the organisations

operating in the region and the residents who wish to volunteer.

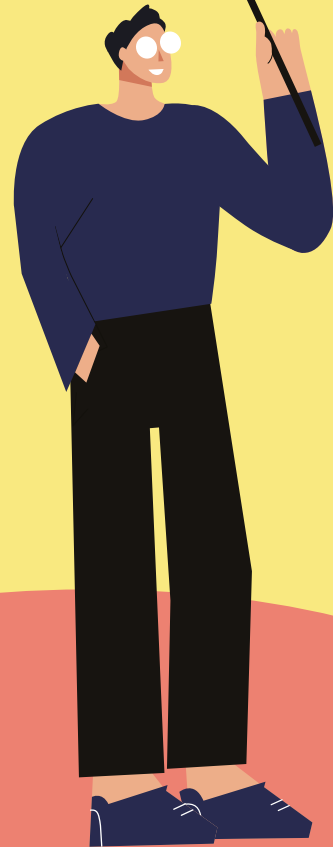
*Another aim of the volunteer programme was to build a sustainable and well-functioning online volunteer management system in the Veszprém-Bakony-Balaton region. This was launched after more than one and a half years of development and is available on the website online.helloragyogok.hu. The system will enable organisations and projects in the region to manage their volunteers in a reliable professional framework in the long term. On the website, host organisations can publish and advertise their own projects for which they are looking for volunteers. In addition, volunteers and regional partners can register on the site, creating a community platform where active volunteers can easily find cultural events and organisations supporting volunteering.*

The ‘Shinies’ team of volunteers will continue to help out at many cultural events in the future. With the support of VEB2023 ECoC, a Volunteer Network has been established with the participation of six civil society organisations from Somogy, Veszprém and Zala Counties, and plans to continue their activities, with the possibility for more organisations to join. The network aims to represent the values of volunteering in the region.



# VOLUNTEERING IN FIGURES

501 registered  
volunteers  
(in total from 2021)



90 international  
volunteers from  
23 European countries  
(in 2023)



122 active  
volunteers  
(in 2023)



3,243  
volunteer hours  
(in 2023)



27 events  
(in 2023)



# SUSTAINABILITY

## LET'S LIVE FOR TODAY AND EXPERIENCES, BUT THINK ABOUT THE FUTURE!

### Sustainability Issues

Sustainability is a concept that everyone can do something about: it is a challenge but also an opportunity for for both organisers and visitors.

*“Being part of the ECoC cultural-social experiment has been one of the most exciting experiences of my life, as we tried to contribute to the upgrading of our deservedly popular region with the ECoC team,”* says VEB2023 ECoC Monitoring Officer Dóra Kanizsai-Nagy.

*“As Monitoring Officer, my role is to track and demonstrate the success of the ECoC programme in contributing to the long-term strategies of the city, since one of our main objectives was to contribute to the improvement of the quality of life in the area.*

*Except for the winter, I cycle from my home on Lake Balaton to my workplace in Veszprém and use public transport in inclement weather. So I personally felt it was important to contribute to the development of our*

*environmental sustainability strategy, including our green mobility programme.*

*Thanks to the cooperation with our public transport partners, we launched the ECoC 2023 train ticket, which quickly became popular with visitors from all over the country for our flagship events. It was also a great pleasure to see local and international artists playing music on the V-Music-Bus night shuttle or on the Bakony railway line, providing a lively experience for travellers, and to enjoy V-Bike sightseeing tours with street musicians. We had excellent experiences with demand-driven data-based timetable planning for cultural programmes, and it was a pleasure to see the crowds of concert-goers returning home by Volánbusz (Coach service) after Gyárkert (Factory'ard) concerts from the coach station. All this was not only a short-term solution to bring the crowds home safely and in an environmentally friendly way, but a long-term contribution to a better quality of life.*



*Data analyses have shown that in just one year, despite increased traffic, visitors arriving in Veszprém by green transport in 2023 saved the work of 16,000 trees with an annual carbon dioxide sequestration capacity equivalent to the CO2 emissions of the same amount.*

*Let us all do our best to preserve the ecological balance of our wonderful region in the future.”*

One of our priorities has been to ensure that all our events are environmentally sustainable, i.e. to minimise unnecessary environmental impact at all our events, and organise them with ecological responsibility and a green dimension.

In order for Veszprém and the region to progressively improve in this respect, we asked our applicants for the ECoC Programme to commit to at least two of the four horizontal priorities. However, we had one important criterion: if the project to be implemented was an event or festival, one of the two mandatory commitments had to be environmental sustainability.

In order to find the best solutions, we proposed that each programme should have a person responsible for horizontal measures, who would coordinate these measures to reduce the environmental impact and collect data on the results of their implementation.

Like our other horizontal guidelines, we disseminated this dimension across the region by providing training, concrete proposals and good practices to our programme partners, and we asked our applicants to incorporate these among their tasks and to implement as many as possible. Our aim was to set a positive direction for more environmentally responsible programme development, event management and organisational operations that will have a lasting impact in the region. In the next chapter, we will provide concrete examples of green events management, but we would also like to talk about other areas of sustainability.

In the spirit of economic sustainability, our aim has always been to deliver developments that help modernise the region in a way that is in the long-term environmental and economic interests of the region.

Social sustainability is also an important consideration, as there is no environmental sustainability without social sustainability.

Beyond the programme year, we would like to see the European Capital of Culture 2023 programme continue to be a long-term project. This is why we have involved the wider community in our projects, activating and encouraging them to do their best and make the most of our programmes.



## FUN AT THE FESTIVAL – IN AN ENVIRONMENTALLY FRIENDLY WAY

Recreation and green thinking, festivals and the environment, travelling and clean air – these are just a few of the connections we need to think of for the sake of our planet, our region, our future and future generations. Admittedly, it is often not easy to find a balance between the many different needs and concerns of event organisers and visitors, but it is not impossible.

From the very beginning, in the run-up to the European Capital of Culture year, our priority was to ensure that the protection of nature and our environment was highlighted and assured during the events. We intensively promoted this idea in Veszprém and in the Bakony-Balaton region during the preparatory years – naturally, together with our partners.

### Spreading and Deepening Green Thinking

Community transport, selective waste collection, recycling bins, efforts to reduce waste, and recycled

materials for our merch products are just a few of the many key words from the wide range of options we can take to promote sustainability.

Our aim was to show the way to more environmentally conscious programme development, event management and organisational practices, which we hope will have a lasting impact on the region. We also provided mentoring sessions for our partners, introducing them to opportunities and good practices. In addition, we defined our general commitments in all areas, which we will follow in the programmes prepared and implemented by Veszprém-Balaton 2023 Jsc. and in the co-production programmes.

We supported green event technology developments that will continue to contribute to the sustainability efforts of the region's events beyond 2023.



### Exemplary specific cases

*At our Ruin Concerts we always asked the audience to bring their own food and drinks, so the event was also a mini-picnic in an environmentally friendly way. We also reminded people to avoid littering. To our great delight, we never had to pick up a single piece of litter after the activities.*

*Recups were very popular with the public, and event organisers and caterers are providing them in more and more venues. Combining community building and environmental awareness, our most memorable initiative was the recup decoration ideas competition, which invited entries that presented compelling ideas, concepts, practices and visions of co-existence, offering hopeful perspectives on climate change, resource conservation, ecosystem restoration, water conservation and biodiversity.*

*In the spirit of zero waste and recycling, our webshop merchandising range includes a selection of unique handbags, belt pouches, rucksacks, dressing cases and pencil cases made from the molinos of our programmes.*

To reduce the environmental impact of our events, we took great care to prevent waste; we applied the values of the circular economy model to our procurement of materials and equipment. We also applied environmental considerations to our procurement processes, and paid particular attention to the preservation of the natural assets of our venues. We encourage visitors to use community transport, so that everyone can contribute to reducing the environmental impact of CO2 emissions.

### Partnership with the University of Pannonia

The University of Pannonia was one of our most important partners in our sustainability efforts. A key research area of Eszter Sigmond, a staff member of the institution, is the operation of sustainable festivals and their social and economic impact. We asked her about her experiences.

*“The dissemination of environmentally conscious behaviour was an important task for event organisers and visitors alike. I found that it is already embedded in public consciousness to have reusable equipment in catering, to pay attention to energy saving, to provide separate waste collection and to provide drinking water. In addition to all this, social sustainability was also a major contribution of the programme year. Greening, uniform expectations and methods, community and regional cooperation gave the people here a sense of identity and pride.”*



The good practices were welcomed by many, but it should be added that for many programme organisers, the challenge was how to match them with financial resources and economic (revenue) expectations or with the ideal time for return on investment. That said, there is general agreement on the importance of paying attention to sustainability aspects.

*“We hear from all sides that we have consumed our natural resources and damaged our environment in many excessive ways over the past decades – the long-term adverse consequences of which we are now beginning to see. I think it is the responsibility of each and every one*

*of us to be thrifty, prudent and outward-looking. It would be good to look at the world in a broader perspective, in a wider perspective, trying to look beyond your own interests. I think the most important thing is to pursue and implement things that are not only in your own interests, that are not only beneficial to you, but also to the wider environment, in space and time, and I am thinking here of future generations. This is how we look at the natural, social and economic environment, which we see as the three pillars of sustainability. This is how we create unity, how we can survive, how we can live in symbiosis and respect with each other,” – says Eszter Sigmond.*

# SUSTAINABILITY ACHIEVEMENTS

46,000 recups

CO2 emission: 3% down in 2023 from 2022

Community transport: used by 35.9% of visitors

22 drinking fountains

1 tree = 25 kg carbon dioxide sequestration/year; we did the work of 16,000 trees



# VISITOR-FRIENDLY APPROACH

## ALL VISITORS ARE EQUALLY IMPORTANT!

A visitor-friendly event. On first reading, it may seem strange why this should be a separate issue, as all events are organised for the public. Yet, one can only wonder at the potential and the challenges this term implies.

In the visitor-friendly dimension, we set ourselves the aim and asked our programme partners to make our events as attractive, accessible, liveable, comfortable and enjoyable as possible for everyone, so that people with disabilities and their families, the elderly and families with young children, and international guests who do not speak Hungarian can find recreational opportunities at our events.

We also gave our applicants ideas and suggestions on how to make life easier for the public at our events. Location descriptions and maps help you to find the venue, parking, and the availability of events, venues and services. Creating barrier-free facilities for people with limited mobility, hearing and visual impairments and the mentally challenged is also an important aspect. For people with babies, a baby changing room is an important feature, as are toilets adapted to the height of young children. The use of icons makes it easier for the elderly, the visually impaired and non Hungarian-speaking foreigners to find their way around, and noise-cancelling ear muffs also help to make visitors feel comfortable and, not least, stay healthy.

All these and similar good practices and opportunities are described in our guidelines for applicants, and in order to spread the visitor-friendly approach in the region, we issued certificates to our applicants.

We asked Krisztina Forró (who worked as a senior project manager in the VEB 2023 Jsc. team to strengthen the European Capital of Culture (ECOC) Programme with long-term community development, focusing on equal opportunities, family-friendliness and environmental sustainability) how all this was received by our programme partners and how it was put into practice. *“By visitor-friendly we mean that everyone who is interested in a particular programme should be able to participate. This visitor group can cover quite a wide range. When planning the programmes, we always looked at who our target groups were, who might be interested in the event. With organisations representing ‘atypical audiences’, we talked through how to make accessibility work; we looked at the cost of making everything accessible to all, and we recognised that these improvements are often hugely energy, time and resource intensive, especially for multi-day, multi-programme events. It therefore makes sense to make targeted programmes accessible to the public interested in them. To give you specific examples: at an exhibition of paintings, we may be able to give a blind visitor a sense of colour, but they are often more excited by a tactile sculpture, a gastronomic or musical programme.*

*It is important that when films are shown at an event, they are subtitled for the hearing impaired, but it is also important, if there are many films, to know what types of films are more engaging for a congenitally deaf viewer and which are less so. It’s also worth calling a sign language interpreter to a meet and greet, or to attend a talk, a round table discussion or even a concert, as they are the ones who can translate the spoken word for sign language-speaking*

# Figyeljünk egymásra és a környezetünkre!

## Családbarát kezdeményezéseink

### Baba-Mama sarok a Szabadság tér 2. szám alatt

- Parkold le a babakocsit, próbáld ki a babahordó kendőt!
- Zajtompító fültok kölcsönözhető gyerekeknek
- Nyugodt és csendes térszervezéshez

## Környezetbarát kezdeményezéseink

- Használj újrahasznosított papírt!
- Válassz újrahasznosított anyagokból készült termékeket!
- Keresd meg a környezeti információs táblákat a Kossuth utcán!
- Szelektíven gyűjtsd a munkánkat te is!



VEB 2023

Európa Kulturális Fővárosa



deaf people. The sign language interpreted concerts in Gyárkert are a good example and a memorable event.

Admittedly, this is difficult terrain; there were cases where the organisers, from a financial point of view, argued that it was not worthwhile to build a ramp for one or a few wheelchair users. In such cases, it was always necessary to raise awareness and point out that (apart from the fact that equal access to culture should be a fundamental right) ramps are not only a solution for people with reduced mobility, because they make access easier to people with pushchairs, people with hip replacements, people with walking difficulties or older people, so that more people are attracted to the programmes, and often even people who are perfectly healthy find it more comfortable to enter an accessible area.

As we see that sometimes it is not really possible to make a protected old building barrier-free with a concrete ramp, alternative solutions like a mobile ramp can be used; or for programmes and performances, a sign language interpreter can be a more practical and less expensive solution than subtitling.

There is still a lot of work to be done to promote and deepen the visitor-friendly approach, but I am pleased to say that good results have been achieved, thanks to the advocacy organisations working with us.”

Krisztina Forró also said that there was a lot of positive feedback from those who had previously not been able to participate in cultural events, and it is also great to see that the results of attitude formation are noticeable, even if only to a small extent.

“I took on the role at ECoC of representing equal opportunities, which has always been a central issue in my family and in my life, even though I have a degree in economics. In addition to applying and promoting a visitor-friendly approach, volunteering and environmental sustainability became part of my work. I saw on a daily basis how these are interlinked and how important they are in life – also in my life. My motto has become ‘visitor and environmentally friendly programmes and culture for all’, because in this changing and increasingly frustrated world, it is very important to look after each other and our environment,” Krisztina Forró said.



### Concert Experience and Community Space – Visitor Feedback on Gyárkert (Factory’ard)

A survey was conducted among the public of Veszprém’s Gyárkert, asking for their opinions on both visitor-friendly and environmentally-friendly aspects.

Gyárkert’s concerts were mostly attended by groups. Visitors typically came in parties of 2-5 people, but there were also occasions when as many as 45 people attended an event together. Most people arrived by car, with 43% of visitors sharing a vehicle. 30% of visitors arrived on foot, 17% of the public came by bus and 4% by train.

On a scale of 4 (best score 4), the venue scored 3.9 for access. 93% of respondents were completely satisfied with the accessibility of the venue, but many had problems with accessibility, with an average score of 2.7, although the majority – 59% of guests – agreed that the venue was accessible.

70% of respondents felt the venue was child and family friendly, with a score of 3.4. 71% of visitors said it was very easy

to find out about Gyárkert beforehand. On a scale of 4, this was rated 3.6.

Visitors considered the number of bins on site to be sufficient. On average, 3.3 was given for the statement that they could always put their waste in the right place, and that there was a sufficient number of rubbish and selective bins, with 61% of respondents giving the highest score.

There is an increasing presence of biodegradable/durable equipment at concerts (57%), but disposable plastic equipment is still present. 17% of respondents mentioned that they had encountered non-degradable plastic items. On average, the statement “I only came across biodegradable or durable items (paper cups, plates, cutlery, straws) and no single-use plastic items” scored 2.9.

For the future, organisers are starting to move towards much more environmentally friendly solutions.

# VISITOR-FRIENDLY APPROACH





# MINIGRANTS

## SMALLER GRANTS, STRONGER COMMUNITIES

This is what MiniGrants were like

### About MiniGrants

*“It was with great excitement, but even greater faith, hope and enthusiasm that we started the preparation of the MiniGrants.*

*Our main objective in the preparation was to design a simple application form (call for proposals, fact sheet, reporting tables, etc.), not to ‘produce’ unnecessary paperwork, i.e. the entire application should be completed, submitted and accounted for online.*

*We wanted small communities who had no previous application experience to try their hands at it,” says VEB2023 Call Manager Anikó Tóth.*

*“The question we had was: what will the 350,000 HUF unit grant be enough for, will there really be people who will be able to apply for that amount of money to implement programmes?*

*Life has shown us that the answer is yes! Over 600 applications have shown that there is a need for small-scale grants. In addition to programmes, many organisations were able to purchase equipment, performance costumes and other items that will serve the people in their communities in the long term.*

*What made the MiniGrants special was community decision-making. This means that the applications were not selected by a professional jury, but by members of the community. Jury members were chosen after pre-registration; we sought diversity in terms of demographics and interests. A short presentation was made of the applications received. During the process, 10-15 strangers were seated around a table where a whiteboard and tokens were used to allow the judges to vote for their favourite entries. There were subjective criteria, but also objective facts, debates, pros and cons, short*



*justifications and long explanations, but in the end, the decision was always made and the winners were chosen. People who had never met before worked as a real team towards a common goal. The atmosphere at each of the judging sessions (8 in total) was positive.*

*Throughout the programme I came to love both the applicants and the programmes implemented. I hope that the organisations will implement similar high quality events in the future, drawing strength from the success of the MiniGrant scheme.”*

### MiniGrants: An Opportunity and Unique Community-Building Method

Small grants, or big opportunities for small communities – that’s how the MiniGrants project can be summarised. We had several objectives with this scheme. The first was education, so that people who had not applied before could try out a simple model and experience success. It was also a niche opportunity, as the simplified procedure and the homogeneous grant sum made it possible to apply for events and equipment that other sources would not have allowed because of the scale. In addition to this, we also introduced innovative decision-making: developing the community decision-making process, putting it into practice and disseminating it in order to make the assessment process more transparent, diverse and efficient, was an important task.

The aim was to support community events and activities with artistic, cultural or local historical value, responding

with a fresh approach to real local needs in the fields of theatre, music, visual arts, crafts, movement, dance, architecture, cultural history, local history, folk art, landscape culture and ecology. Each winning project received a grant of HUF 350,000 in total, with pre-financing. The winners were selected by community decision. These events were playful discussion forums, with colourful props, and to ensure equal opportunities, there were separate juries for the region and Veszprém.

The decision-making process was moderated. After a brief presentation of the applications, the opinions of the jury members, selected according to age, gender and interests, were compiled into a joint decision, taking into account objective criteria. These included features like the project not being commercially viable or difficult to run, no funding for day-to-day operational costs but for the benefit of a community, for local people, about passing on local traditions, preferably with a lasting, tangible outcome and with a long-term community-building intention.

In addition to a separate booklet on the MiniGrants, we plan to publish the entire methodology from the call for proposals to the closing of the proposals in a detailed guide (e-book) and distribute it to as many local authorities, civil society organisations and grant decision-makers as possible, so that they can also take advantage of the benefits of community decision-making.



# MINIGRANTS – SUPPORTING SMALLER COMMUNITIES

9 call information sites

4 rounds of calls

600 bids received

8 community decision-making sessions

101,032 lives affected

128 assessment questionnaires

84 million HUF in support

64 jury members

240 winning bids



mini pályázatok



# PARTNERS



