

In Partnership with Community Culture

International scientific conference

15–16 May 2019

Lakitelek

CONFERENCE PAPERS

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Contents

I. EDITOR'S INTRODUCTION	7
II. PROGRAMME	9
11:10 – 12:30 Section Lectures	13
12:30 – 13:00 Plenary summery of the sections	13
13:00 – 13:15 Closing remarks– Árpád Kárpáti director, NMI National Institute for Culture, Directorate for Priority Programmes	13
III. ABSTRACTS	15
Mogens Godballe: director, Nordfyns Folkehøjskole (Denmark):.....	15
Folk high schools in Europe once and today: Grundtvig's understanding of enlightenment and peoples	15
Dr. habil. Mária Arapovics P.hD. professional in charge, Open Air Museum of Ethnography:	15
Methodology Developments in the Acting Communities Project	15
Tamás Fodor, professional leader, NMI National Institute for Culture:	16
Societalisation – everyday life in the institution with a community perspective	16
Erika Juhász Ph.D. Director of Professional Development, scientific researcher, NMI National Institute for Culture:	17
Collaborative education of the next generation of community educators	17
Ádám Hágén associate, Folk High School Foundation:	18
Value discovery colleges, their results and experience in the Carpathian Basin	18
Dr. László Ponyi, research and development team leader, NMI National Institute for Culture: ...	19
Monitoring and research-development activities in the Acting Communities' project	19
Patrick Presh project and event manager, UFA Fabric NUSZ (Germany):.....	20
Let's talk about fundraising / Beszéljünk a pénzügyi támogatásról	20
Carl Gustav Johannsen professor emeritus, University of Copenhagen – Department of Information Studies (Dánia):.....	21
Experiences with partnerships in public libraries	21
Judit Kuthy-Megyesi, R&D, NMI National Institute for Culture:	21
A study of societalisation processes in cultural institutions: Research experience during the first phase	21
1. Culture-based economic development	22
Edit Bárándiné Nikolényi, Office Manager at Tourinform, Aba-Novák Agóra Cultural Centre:	22
Local culture-based developments among the path of traditions at the Aba-Novák Agóra Cultural Centre.....	22

Mayor Tibor Szólláth, Hajdúnánás:	23
Local culture-based developments following the path of traditions – community value discovery	23
Károlyné Varga, Director, Glatz Oszkár Community Education Centre and Library:	24
Value preservation everyday in Buják – specialties of Nógrád County (value discovery, value specifics, value preservation-vitalisation)	24
Antónia Kövesdiné Panyi, Director, Mesztegnyő Local Village House:	25
From value preservation to Strudel Festival	25
Value Discovery / Volunteering	27
Dr. Róbert Rigó historian, sociologist, associate professor, Neumann János University, Department of Teacher's Education, Kecskemét:	27
Possibilities for strengthening local identity in teacher's education	27
Dr. Péter Széman president, Transylvanian Hungarian Community Culture Association (Romania):	28
Community culture is service of identity preservation	28
László Huszár director, Slovakian Hungarian Institute for Culture (Slovakia):	29
Upper Hungary Value Map (the map of discovered values as displayed on the internet)	29
Tibor Hoffner president, Central Transdanubian Alliance for Youth:	32
Youth Group for Value Protection Programme	32
Digital Culture	33
Dr. Tamás Fülöp Dean, Neumann János University, Department of Teacher's Education, Kecskemét:	33
Acting Communities and Social Capital – the Community-forming Effect of Family History Research	33
Piotr Malak associate professor, University of Wrocław (Poland):	34
Digital library for the Silver Generation – a way of involved fight with digital exclusion	34
Dávid Pap head of local knowledge department, Győző Csorba, City and County Library, Pécs: ..	35
Socialisation of local history collecting work	35
Dr. Anna Magdolna Sipos, University of Pécs, Department of Library and Information Studies: ..	37
Digital Loss and Information Poverty:	37
Obstacles to Cultural Community Development from a Digital Divide Perspective	37
Culture and Equal Opportunities	37
Göngyi Takács, Vice President, HID Association, Sibiu (Romania):	37
HÍD at the Sibiu-Hungarian fortress – Hungarian traces at the Saxon royal eagle's nest	37
Mihály Soós director, Hungarian NMI National Institute for Culture, Lendva (Slovenia):	40

Hungarian Institute for National Minorities in the Hungarian Community of Muravid and Partnerships with Local Institutions	40
György Dupka director, Zakarpattia Hungarian National Institute for Culture (Ukraine):	41
The situation of Hungarian community culture, its important platforms and its role of networking and identity preservation in Zakarpattia	41
Folk high schools in Hungary today	42
Erika Kovács-Tanács Istvánné KAPOCS Folk High School Mórahalom:	42
A link between farmers, culture and training	42
Tibor Borsó, Chairman, Magyary Zoltán Folk High School Society:	43
Tradition and renewal in the 24-year history of the Magyary Zoltán Folk High School Society	43
Réka Topár-Thán, Tourism Expert, and Ferenc Bagyura Professional Manager, Living Source Tradition Preservation Association:	45
“Hunyor” Folk High School in Kiscsősz – A diverse and changing region in the light of traditions	45
Societalisation – The community-based functioning of institutions	46
Krisztián Meskó, professional in charge, Mountain Shepherd Circle of Oszko:	46
For Communities, With Communities	46
Anikó Árendás, cultural desk office, Lébényi SCS Library and Community House	48
Community Life in Lébény: Everyday life and the future	48
Albin Varga director, Community Centre and Library of Gencsapáti:	49
Community Development Practice Heritage Programmes in Gencsapáti	49
IV. STUDIES.....	51
Mária Arapovics professional in charge, Open Air Museum of Ethnography – “Methodological Outcomes of Social Innovation with Cultural Community Development Techniques – Acting Communities – Active Community Involvement Project”	51
Carl Gustav Johannsen professor emeritus, University of Copenhagen – Department of Information Studies (Dánia):	65
Experiences with partnerships in public libraries	65
Tamás Fodor, professional leader, NMI National Institute for Culture:	68
Societalisation – everyday life in the institution with a community perspective	68
Dr. László Ponyi, research and development team leader, NMI National Institute for Culture: ...	72
Monitoring and research-development activities in the Acting Communities’ project	72
Edit Bárándiné Nikolényi, Office Manager at Tourinform, Aba-Novák Agóra Cultural Centre:	79
Local culture-based developments among the path of traditions at the Aba-Novák Agóra Cultural Centre.....	79
Mayor Tibor Szólláth, Hajdúnánás:	85

Local culture-based developments following the path of traditions – community value discovery	85
Antónia Kövesdiné Panyi, Director, Mesztegnyő Local Village House:	92
From value preservation to Strudel Festival	92
Göngyi Takács, Vice President, HID Association, Sibiu (Romania):	98
Híd at the Sibiu-Hungarian fortress – Hungarian traces at the Saxon royal eagle’s nest	98
Tibor Borsó, Chairman, Magyary Zoltán Folk High School Society:	105
Tradition and renewal in the 24-year history of the Magyary Zoltán Folk High School Society ..	105
Réka Topár-Thán, Tourism Expert, and Ferenc Bagyura Professional Manager, Living Source Tradition Preservation Association:	113
“Hunyor” Folk High School in Kiscsősz – A diverse and changing region in the light of traditions	113
Istvánné Kovács-Tanács, “KAPOCS” Mórahalom Folk High School:	120
A link between farmers, culture and training	120
Károlyné Varga, Director, Glatz Oszkár Community Education Centre and Library:	126
Value preservation everyday in Buják – specialties of Nógrád County (value discovery, value specifics, value preservation-vitalisation)	126
Anikó Árendás, Cultural Rapporteur, Lebény SCS Library and Community House:	136
Community Life in Lébény: Everyday life and the future	136

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I. EDITOR'S INTRODUCTION

The Priority Project “Acting Communities – Active Community Involvement” (EFOP-1.3.1-15-2016-00001) was implemented in the consortium of the Open Air Museum of Ethnography, NMI Művelődési Intézet Nonprofit Közhasznú Kft. and the National Széchényi Library between 16 September 2016 and 15 September 2019. The project is a national development project in the cultural sector, with a unique combination of museums, community culture and libraries. Being part of the Széchényi 2020 project, it is supported by a 3 billion HUF non-refundable EU grant, and aims at increasing social activity, strengthening community involvement in the municipalities included in the development programme, strengthening relations between the local government, the cultural institutions and locals of the municipalities, as well as to bring the culture of collaboration to a higher level.

The goals of this project are providing professional-methodological support to the municipalities and their cultural institutions, and/or non-governmental organisations for the implementation of community development processes strengthening social cohesion¹.

Consortium partners held three international conferences within the framework of the project Acting Communities – Active Community Involvement. International conference at the Open Air Museum of Ethnography, *In partnership with Museums*, 20–21 November 2017, Eger². The International Library Conference was organised by the National Széchényi Library in partnership with the *Library – In partnership with Libraries* on 15–16 October 2018 in Debrecen.

The NMI National Institute for Culture, in partnership with *In Partnership with Community Culture*, organised the third international scientific conference of the project between 15 and 16 May 2019, held at Lakitelek Folk High School.

Representatives of national and European cultural institutions invited to the conference presented their own community development activities, facilitating the development of further

¹ For further details on the project, see: <http://cselekvokozossegek.hu> (last viewed: 23.08.2019)

² <https://cselekvokozossegek.hu/paradigmavalto-nemzetkozi-tapasztalatcsere-a-kulturalis-egyuttmukodesekrol/> (last viewed: 23.08.2019)

partnerships. The speakers at the conference were renowned national and foreign experts in the fields of community culture, libraries and museums.

Closely related to project objectives, the conference focused on the main guidelines and methodological possibilities of community building and development, community-based institutions, equal opportunities and volunteering, as well as the project's achievements to date and their long-term effects.

It was considered important to present applicable and sustainable examples of good practices from the project in all three areas – community culture, museum and library. During the event, lectures, workshops and roundtables discussed the achievements of the Acting Communities project and made recommendations for the long-term maintenance and further development of the community activities created during the project.

As an important objective of the project, the aim was to gain experience abroad for project participants and target groups, and to develop a new type of international network of relationships with institutions and NGO representatives.

The conference was opened by Sándor Lezsák, vice president of the Hungarian National Assembly, president of the Folk High School Foundation. As the first thought of his greeting, he formulated a question to encourage self-examination, asking whether conferences had succeeded in advancing the cause of Folk High Schools. In his speech, he highlighted how an organisation can benefit from potential difficulties, and that sometimes we need to stop to summarise what we have done and what we are still capable of. He also drew attention to the fact that today the renaissance of the craft industry is taking place around the world, and it is the duty of national culture to strengthen it in the Carpathian Basin.

On behalf of the Ministry for Human Capacities, Péter Fekete, state secretary for culture, based his greeting on the idea, borrowed from Béla Hamvas, that “one can only live happily in a community”. At the same time, however, he added, the community must be active and active, not drift with the tide, be able to formulate its own questions and problems, and constantly seek answers to them. In his speech he drew attention to the connections between the nodes on the imaginary map of cultural values, but he also highlighted not only the institutions, but also the individuals, who can only prosper together, can be happy together.³

On the two days of the conference, well-known domestic, cross-border and international experts and practitioners of community development representing community culture – cultural

³ Imola Rencsik: In Partnership with Community Culture – A conference about community building In: SZÍN Közösségi Művelődés Magazin 24/2. NMI National Institute for Culture, Budapest, May 2019. 41-44. <https://cselekvokozossegek.hu/wp-content/uploads/SZIN-2019-web.pdf> (last download: 23.08.2019)

institutions, non-governmental organisations, associations – , museums and libraries shared their thoughts with the participants. Foreign lecturers came from Germany, Poland, Denmark, Slovakia, Romania and Serbia.

During the two-day professional event, 318 participants attended a total of 32 lectures. In addition to the results of the Acting Communities project, the plenary presentations included the societalisation and community development processes related to the project as well as the results of the research carried out in the project. During the lectures, the conference participants learned about the folk high school's programmes and the effects and opportunities of spreading the digital world in community development, libraries and museums.

Section sessions presented opportunities and good examples of culture-based economic development through presentations. Transfer of traditions, value preservation and related knowledge was the subject of the second section. There were many interesting lectures on digital culture and its opportunities. The situation of culture and equal opportunities in today's society was a major topic. In addition to the traditions of the Danish folk high school, the activities of the representatives of the Hungarian folk college movement also provided good examples. The societalisation of institutions – their implementation and sustainability on a community basis – was also an important element of the Acting Communities project. There were many useful good practices in this topic as well.

In addition, the winners of the TOP 5.3.1-16 and 6.9.2-16 *Strengthening Local Identity and Cohesion* projects were given a round table discussion to share their thoughts and experiences with the conference participants. And with a brief book launch, they drew attention to the professional, methodological publications and aids that the professional staff had developed during the project.

The conference publication contains the conference programme, abstracts and studies written by the lecturers.

II. PROGRAMME

FIRST DAY 15 MAY 2019 (WEDNESDAY)

08:30 – 10:00	Programme – Registration Chair: Dr. Teréz Kleisz, Associate Professor, University of Pécs, Department of Continuing Education and Human Resources, University of Pécs
10:00 – 10:45	Opening ceremony with press conference

	<p>Sándor Lezsák vice-chairman Hungarian National Assembly, president, Lakitelek Folk High School Foundation</p> <p>Péter Fekete state secretary for culture, Ministry for Human Capacities</p> <p>Magdolna Závogyán managing director, NMI National Institute for Culture</p> <p>Dr. Miklós Cseri director general, Hungarian Open Air Museum</p> <p>Dr. László Tüske director general, National Széchényi Library</p>
10:45 – 10:50	Project Introduction (short video, 3-5 min)
11:00 – 12:20	PLENARY LECTURES
11:00 – 11:20	Mogens Godballe director Nordfyns Folkehøjskole (Denamark) – “Past and Present of Folk High Schools in Europe”: Grundtvig’s understanding of enlightenment and peoples”
11:20 – 11:40	Dr. Mária Arapovics professional in charge, Hungarian Open Air Museum – “Methodological developments in the Acting Communities project”
11:40 – 12:00	Tamás Fodor professional in charge, NMI National Institute for Culture – “Societalisation – A community-based approach to everyday life in institutions”
12:00 – 12:20	Dr. Erika Juhász Ph.D. Director of Professional Development, scientific researcher, NMI National Institute for Culture – “Collaborative education of the next generation of community educators”
13:30 – 18:10	SECTION MEETINGS
16:50 – 17:10	Summary evaluation of the contents of the sections
17:10 – 17:50	Book Launch – Ibolya Bereczki Deputy Director General for Sectoral Services, (Open Air Museum of Ethnography), András Giczi professional in charge (National Széchényi Library) Erika Kalmár marketing and communications team leader (NMI National Institute for Culture)
17:50 – 18:50	Roundtable discussion moderated by Tibor Hoffner president , (Central Transdanubian Alliance for Youth), Roundtable Discussion with project winners of the Territorial and Municipal Development Operational Programmes (TOP) with a focus on community development
20:10 – 22:10	Cultural Programme – Kösöntyű Folk Dance Group premiere, Táncház folk dance event

SECTIONS

1. Section: Culture-based economic development Section Leader: Eszter Csóka	2. Section: Value Discovery / Volunteering Section Leader: Marianna Baloghné Uracs
13:30 – 13:45 Edit Bárándiné Nikolényi Tourinform office manager, Aba-Novák Agóra Cultural Centre <i>“Local culture-based developments following the path of traditions at the Aba-Novák Agóra Cultural Centre”</i>	13:30 – 13:45 Dr. Róbert Rigó historian, sociologist, associate professor, Neumann János University, Department of Teacher’s Education, Kecskemét <i>“Possibilities for strengthening local identity in teacher’s education”</i>
13:50 – 14:05 Tibor Szólláth mayor, Hajdúnánás <i>“Local culture-based developments following the path of traditions – community value discovery”</i>	13:50 – 14:05 Dr. Péter Széman president, Transylvanian Hungarian Community Culture Association (Romania) <i>“Community culture is service of identity preservation”</i>
14:10 – 14:25 Andrea Varga Károlyné director, Glatz Oszkár Community Education Centre and Library <i>“Value preservation everyday in Buják – Nógrád specialties (value discovery, value specifics, value preservation-vitalisation)”</i>	14:10 – 14:25 László Huszár director, Slovakian Hungarian National Institute for Culture (Slovakia) <i>“Upper Hungarian Value Map (discovered valued displayed online)”</i>
14:30 – 14:45 Antónia Kövesdiné Panyi director, Mesztegnyő Local Village House <i>“From value preservation to Strudel Festival”</i>	14:30 – 14:45 Tibor Hoffner president, Central Transdanubian Alliance for Youth <i>“Youth Group for Value Protection Programme”</i>

3. Section: Digital Culture Section Leader: János Gégény	4. Section: Culture and Equal Opportunities Section Leader: Tímea Tölcsér
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<p>15:10 – 15:25</p> <p>Dr. Tamás Fülöp Dean, Neumann János University, Department of Teacher's Education, Kecskemét</p> <p><i>"Acting Communities and Social Capital – the Community-forming Effect of Family History Research"</i></p>	<p>15:10 – 15:25</p> <p>Gyöngyi Takács vice-chair, Sibiu Híd Association (Romania)</p> <p><i>"HÍD in Sibiu's End Fortress"</i></p>
<p>15:30 – 15:45</p> <p>Piotr Malak associate professor, University of Wrocław (Poland)</p> <p><i>"Digital library for the Silver Generation – a way of involved fight with digital exclusion"</i></p>	<p>15:30 – 15:45</p> <p>Mihály Soós director, Hungarian NMI National Institute for Culture, Lendva (Slovenia)</p> <p><i>"The Hungarian National Institute for Culture in the Hungarian Community of Prekmurje and Partnerships with Local Institutions"</i></p>
<p>15:50 – 16:05</p> <p>Dávid Pap head of local knowledge department, Győző Csorba, City and County Library, Pécs</p> <p><i>"Socialisation of local history collecting work"</i></p>	<p>15:45 – 16:05</p> <p>György Dupka director, Zakarpattia Hungarian National Institute for Culture (Ukraine)</p> <p><i>"The situation of Hungarian community culture, its important platforms and its role of networking and identity preservation in Zakarpattia"</i></p>
<p>16:10 – 16:25</p> <p>Dr. Anna Magdolna Sipos, University of Pécs, Department of Library and Information Studies</p> <p><i>"Digital Loss and Information Poverty: Obstacles to Cultural Community Development from a Digital Divide Perspective"</i></p>	

SECOND DAY, 16 MAY 2019 (THURSDAY)

08:30 – 09:30 Programme – Registration
Chair: Dr. Gábor Erdei assistant university professor, University of Debrecen, Institute of Education and Cultural Sciences

09:30 – 10:50 PLENARY LECTURES

09:30 – 9:48 **Ádám Hágen** associate, Folk High School Foundation – “Value discovery colleges, their results and experience in the Carpathian Basin”

09:50 – 10:08 **Dr. László Ponyi** research and development team leader, NMI National Institute for Culture – “Monitoring and R&D activities in the Acting Communities project”

10:10 – 10:28 **Patrick Presh** project and event manager, UFA Fabric NUSZ (Germany) – “Let’s talk about fundraising”

10:30 – 10:48 **Carl Gustav Johannsen** professor emeritus, University of Copenhagen, Department of Information Studies (Denmark) – “Experiences with partnerships in public libraries”

11:10 – 12:30 Section Lectures

12:30 – 13:00 Plenary summary of the sections

13:00 – 13:15 Closing remarks–**Árpád Kárpáti** director, NMI National Institute for Culture, Directorate for Priority Programmes

SECTION

5. Section: Folk high schools in Hungary today Section Leader: Árpád Kárpáti	6. Section: Societalisation – The community-based functioning of institutions Section Leader: Tamás Fodor
11:10 – 11:25 Erika Kovács-Tanács Istvánné KAPOCS Folk High School Mórahalom <i>“Kapocs (Folk High School) between farmers, culture and training”</i>	11:10 – 11:25 Krisztián Meskó , professional in charge, Mountain Shepherd Circle of Oszkó <i>“For Communities, With Communities”</i>
11:30 – 11:45 Gergő Szepesi head of office, Hungarian Workshop Foundation, Mezőörs <i>“Community-building in Mezőörs region”</i>	11:30 – 11:45 Anikó Árendás , cultural desk officer, Lébényi SCS Library and Community House <i>“Community Life in Lébény: Everyday and the future”</i>

<p>11:50 – 12:05</p> <p>Tibor Borsó, Chairman, Magyar Zoltán Folk High School Society</p> <p><i>“Tradition and renewal in the 24-year history of the Magyar Zoltán Folk High School Society”</i></p>	<p>11:50 – 12:05</p> <p>Albin Varga director, Community Centre and Library of Gencsapát</p> <p><i>“Community Development Practice Heritage Programmes in Gencsapát”</i></p>
<p>12:10 – 12:25</p> <p>Réka Topár-Thán, Tourism Expert, and Ferenc Bagyura Professional Manager, Living Source Tradition Preservation Association</p> <p><i>“Hunyor Folk High School in Kiscsősz – A diverse and changing region in the light of traditions”</i></p>	<p>12:10 – 12:25</p> <p>Judit Kuthy-Megyesi, R&D, NMI National Institute for Culture</p> <p><i>“A study of societalisation processes in cultural institutions: Research experience during the first phase”</i></p>

III. ABSTRACTS

PLENARY LECTURES

Mogens Godballe: director, Nordfyns Folkehøjskole (Denmark):

Folk high schools in Europe once and today: Grundtvig's understanding of enlightenment and peoples

175 years ago, the first Danish folk high school was founded. It was in a transition period in Denmark between rule of the king and rule of the people.

Election became free and the big task was how to use democratic rights by the rural population of farmers who weren't regarded as real members of society and had the identity of being excluded.

The folk high schools were established to enlighten these coming citizens so that they felt respected and were motivated into participatory democracy.

On the folk high schools, they were met by "the spoken word" while being enliven and ready to learn about life and society. The Grundtvigian methods of storytelling, living interaction between teacher and student based on the experience of the students made a learning environment in the framework of a boarding school.

Today enlivening of people = wakening people up is as important as at that time. Traditional education is being de-humanised and instrumentalised to such a degree that the folk high school show an alternative learning approach based on life education with desire to learn, no exams and no control.

This holistic way of learning based on Grundtvig's "love to life" is motivating youth who want to "find themselves" in life, reflect over life potentials and build up a personal identity and character for future life.

Dr. habil. Mária Arapovics P.hD. professional in charge, Open Air Museum of Ethnography:
Methodology Developments in the Acting Communities Project

The Acting Communities – Active Community Involvement project, EFOP-1.3.1-15-2016-00001 is the first project to consolidate institutional cooperation and support community development processes by bringing together three disciplines (Museum, Library and Community Culture). The purpose of this flagship project, supported by three billion forints of EU funding, is to support municipality-based community development processes (TOP-5.3.1-16 and TOP-6.9.2-16 "Strengthening Local Identity and Cohesion") and the culture-based community development of cultural institutions it is being strengthened among museums, libraries and community culture institutions.

The presentation is centred around the methodological improvements focusing on the results of the three-year project. Methodological guides for cultural community development and community-based operation of cultural institutions and for societalisation will result in a paradigm shift in the field but may also lead to strategic improvements through the publication of guides for measuring and evaluating community development, volunteer work at institutions or equal opportunities programmes.

The developments were based on research, pilot projects, study trips abroad and home, the creation of a national community development mentoring network, further training, regional professional days, online platforms, and an annual tradition-building event, Week of Communities.

Tamás Fodor, professional leader, NMI National Institute for Culture:

Societalisation – everyday life in the institution with a community perspective

The network of community culture institutions does not only serve inhabitants at certain phases of their lives but accompanies them throughout their whole lives. However, it does indeed count in what capacity these visitors take part in the institution's everyday life.

The point of the community-based – societalised – approach is that locals feel at home in the cultural institution and consider it as their own. They are fully aware of its operation, possibilities, challenges; they participate in its everyday life and plan its future together.

With constant communication and dialogue, the division of tasks and the offer of a possibility for joint implementation, we can develop mutual responsibility as well between the cultural institutions and the local residents.

The old conditioning, that public institutions are there to solve anything is still present in the society. The institutions take over the responsibility of (self)caring from the residents. The concept of acting together or acting for each other is left in the background. In the course of societalisation, it is this latter one that we would like to increase. It is our assumption that residents are mindful of their local needs and possibilities. What we need to teach them is how they can express their ideas, and how they can realise these by acting in partnership with the local cultural institutions.

Much depends on the cultural institution's staff. Including not merely the professionals, but every colleague who participates in the operation of the institution. It is through their work, that the visitors first experience the spirit of the institution. In community culture, we also work with our personalities: we need to be open, show acceptance, understanding, a supportive attitude, but never be pushy or force ourselves on locals. Therefore, it is important to train the staff and enable them to societalised operation.

For societalisation to be successful, it is first necessary to know the professional identity of the institution and its role in the local society. Local traditions and the institution's past or spirit are often play a decisive role in this. How attached are locals to it, and how embedded is it in the community? We need to be aware of the strengths and possibilities of our institution. We need to be able to express our promise for collaboration and involvement. Into the daily tasks, as well as in the development of a vision or the preparation of a work plan.

Just like every professional development programme, community-based operation also has its own impediments. This is the case, for example, with the disintegration of the population or the existence of internal conflicts within the community. Serious social problems also challenge the community collaboration. The overprotectiveness of the institution could also be dangerous. With regular intervention and taking over the solution of a problem from the outside, the community can easily lose the potential for implementation and the locals will not feel their responsibility to run the local institution.

Unfortunately, in many cases, community culture is identified with the organisation of events, but this is not our most important activity. Community culture – with the instruments of culture – might also have an effect on enhancing community involvement, and on development on an individual, community and social level.

Erika Juhász Ph.D. Director of Professional Development, scientific researcher, NMI National Institute for Culture:

Collaborative education of the next generation of community educators

The history of the training of professionals in the field of community education can be traced back at least to the training of freelance lawyers, named after Sándor Karácsony, and since 1956 they have become permanent in Hungarian higher education – first as folk education. The content and the title of the training were changed several times in parallel with the changes in the socio-economic paradigm, to the names of community culture lecturer, cultural organiser, cultural and adult education manager, and andragogue (cultural organiser).

Nowadays, there is a complete training pyramid in professional youth care, ranging from secondary and tertiary education in community culture to a postgraduate degree in community education to a master's degree in community education and a master's degree in cultural mediation. This is what builds on the training of scientific professionals with (mainly) doctoral degrees in education (but also in other disciplines such as history, sociology, philosophy etc.). Qualified professionals are constantly upgrading their skills to target the next level of training, language studies and professional development.

There is significant cooperation in the field of vocational training, especially in the field of training: vocational training and further training is mainly provided by the National Institute for Culture, but many community culture professionals and higher education specialists are involved as trainers. Higher education can be linked to 13 higher education institutions, but during practice classes and internships, the National Institute for Culture and a number of institutions of community culture work from county cultural centres to community venues in small towns. In the field of scientific supply, the work of the higher education institutions is carried out with various bodies of the Hungarian Academy of Sciences and with the help of various scholarship programmes. Thus, in the system of vocational and scientific education and training, we can talk about the cooperation of the higher education, the profession and the scientific fields.

And the effective operation and development of all these areas of education and training requires scientific research, discussion, discussion through conferences and workshops, publicity forums for publishing results through periodicals and specialist publications, and their

continuous collection and publication in collections of specialist libraries and professional histories. The multitude of tasks also illustrates that the foundation of professional and scientific succession care is the operation and continuous development of a professional network, members of which support and strengthen each other for the common purpose.

Ádám Hágen associate, Folk High School Foundation:

Value discovery colleges, their results and experience in the Carpathian Basin

The Lakitelek Folk High School has been supporting Hungarian communities in the Pannonian Basin since its foundation in the early nineties. It has completed numerous programmes that have contributed to maintaining and expanding Hungarian communities. There is a history to the establishment of value discovery institutions. Kunleb Klebelsberg, who was Minister of Culture in the Bethlen Government between 1922 and 1931, built several farm schools. With over 5,000 new schools, the goal was to provide education for everyone, wherever they lived. The establishment of folk schools dramatically increased the number of people who can read and write in Hungary. He was committed to actively involving ranches in the country's bloodstream, and for this reason he organised a village and ranching movement. The value colleges of folk high schools were also based on this pattern.

One of the most important elements of the research is to bring to light the values of the past, not the present. As will be explained in more detail below, the questionnaire was designed to focus on the values of the present. The vast majority of those questioned at the beginning of the conversation report on how good life was in the past, how prosperous the community was decades ago, while there's nothing today. It is the task and responsibility of the interviewer to bring to the surface the undoubtedly present values of the present.

Another uniqueness of the research is that we work with unselected professionals. Since it is not purely ethnographic work, we cannot do it purely with ethnographers and sociologists. The fact that economists, lawyers, educators, historians, geographers, and even physicists are coming, is what enriches our work. The professional standard is guaranteed by the professional manager.

The goal of the research is, in addition to publishing explored values in book form, to create a community from the researchers. It is important to establish a dedicated community from the students and educators arriving from various departments of various universities. We must be able to rely on the team not only for future college work, but also for introducing the exploratory colleges to new students.

Research methodology and procedure

A value research college always starts by selecting the area to be researched. The area to be explored is usually determined on the basis of historical or administrative principles. In both cases, the population of Hungarians living abroad is decisive in the selection of the researched municipalities. Also note that all colleges have the same amount of time with just two fieldwork weeks. The roles of the research participants are described below, but we do not specifically address the work of the technical organiser, who is quite diverse. However, in the following description, his personality will be revealed on a regular basis, and by the end of the chapter his role will be crystallised.

Professional leadership and local coordinators

After selecting the area, we begin to search for a professional manager using our existing relationships. It is important that we choose a person who can accompany and assist in the work of the college. In addition, it is essential that the professional leader has a well-known and recognised personality in his work and in the region. Have a deep network of relationships that can help him work more efficiently. His tasks should be determined right from the start. For a job to be successful, the manager needs to see that the value college involves a 10-12-month job. It has to be done not only during the two research weeks, but also during the period that includes it. Prior to the commencement of work, it is the job of the professional manager to designate a local coordinator in an average of 15 to 20 researched municipalities. It is up to the local leaders to arrange a meeting with the interviewees. Typically, 20-30 people per municipality are surveyed and their schedule should be agreed between the local manager and the technical organiser of the survey. The questionnaires usually take 1.5-2 hours to complete and research should be organised accordingly. It is also important that the local coordinator, as well as the professional leader in the area, is recognised in the municipality. In addition, he will be the one with whom researchers will regularly discuss work details and contact them if they need help.

Dr. László Ponyi, research and development team leader, NMI National Institute for Culture:
Monitoring and research-development activities in the Acting Communities' project

The aim of the Acting Communities – Active Community Involvement project, launched within the framework of the Human Resources Development Operational Programme, is the enhancement of community involvement, and the strengthening of relations between the municipalities' local governments, cultural institutions and residents of the municipalities involved in the community development process. Another aim is to provide ongoing professional and methodological support to the local government, cultural institutions and non-governmental organisations of municipalities in order to strengthen social capital, social cohesion and community development processes.

In order to achieve the above goals and to follow up the processes started, several national surveys were carried out in which we examined the situation of community culture, museum and library professions. We have analysed the changes in the cultural institution system in recent years and, with the help of the best experts in the field, evaluated future trends and social changes affecting the cultural institution system. The analysis of institutional partnerships, community participation, societalisation, volunteering and equal opportunities emerged as a priority. Within the cultural institutional system, we also assessed the practices of cultural community building. Within the framework of separate surveys, we asked the opinion-formers and residents of the municipalities about the results of the ongoing community development processes. A main priority was the process monitoring of the application and implementation of the standard methodology developed under the project. That is why we monitored the work of cultural community development mentors employed in the project during the first and last third of the project. The conduction of one of the researches was the responsibility of the consortium (representative survey of Hungarian museums, libraries and community culture institutions), while six further surveys were conducted by entrusted external researchers within the legislative framework of public procurements. The management, supervision and control of the researches was the joint responsibility of the Acting Communities

project's three consortium partners, professional leaders and research-development associates. The NMI Művelődési Intézet Nonprofit Közhasznú Kft. was primarily responsible for the research-development activities, thus the operative organisational and coordination tasks relating to public procurement and research management were carried out by the Acting Communities research-development team of the National Institute for Culture.

Monitoring and R&D activities were:

- A representative survey of Hungarian museums, libraries and community culture institutions
- Monitoring the functioning of a cultural community development mentoring network
- The practice of cultural community organisation (effect measurement, impact assessment) with control group trials
- Societalisation of cultural institutions through a control group study
- Research report on the results of qualitative research
- Population survey
- Delphi future and trends research.

Research has been completed and analytical, evaluative and editorial work is currently underway. In order to ensure that the research results are accessible as widely as possible, there are publications being issued on the basis of the research reports. These will soon be made public.

[Patrick Presh project and event manager, UFA Fabric NUSZ \(Germany\):](#)

[Let's talk about fundraising / Beszéljünk a pénzügyi támogatásról](#)

Patrick Pesch, Project-/Event Leader, Neighborhood and Self-Help Center in the ufaFabrik

The voices, opinions and ambitions of neighbors (children, youth, their parents and families) play a crucial role in sustaining a healthy neighborhood and a fair civil society. Different organizations have a unique opportunity to build their communities' knowledge, skill, power, and collective action. Many of our staff have created fantastic methods and strategies to do this already; all of them are hungry for more knowledge and skill, and relationships to sustain them in this important work for years to come. Many of these workers will also benefit from a deeper understanding of the fundings and cultural contexts of their work, so that they can also pass this on to those in their programs and understand how their work contributes to much bigger social justice efforts around the world. In the presentation, we give you an overview about our experiences with local, national and international fundings in the non-profit sector. The way from a good idea to the "right financier".

The Neighborhood and Self-Help Center at ufaFabrik (NUSZufafabrik) is a registered nonprofit youth welfare organization.

The headquarters and administrative offices are located at ufaFabrik in Berlin's Tempelhof-Schöneberg district. The history of the neighborhood center is closely linked to ufaFabrik. Various social groups have been developing their activities on the ufaFabrik property since 1979. Self-help groups, associations and initiatives have all been formed. Martial arts, Qi Gong, dance as well as different health care issues are examples for the activities still offered to

people in the neighborhood. Groups for pregnant women and mothers have emerged, the children's farm offers children the experience to deal with animals which are not easily found in the city, such as pigs, geese, chicken and ponies etc.

NUSZufabrik was founded in 1987 and has been supporting social activities for citizens in the district ever since.

The offers on the ufaFabrik property include social counseling, various courses and trainings, creative design and self-help groups as well as juvenile and youth work on the educationally supervised children's farm. In addition to the facilities located on the ufaFabrik property, NUSZufabrik operates daycares, after-school care programs, in-school youth welfare stations, neighborhood meeting points, children and youth clubs, an adventure playground, an intercultural garden and various neighborhood projects in different districts in Berlin. Around 330 employees work together supported by numerous volunteers in nearly 40 institutions and projects.

Carl Gustav Johannsen professor emeritus, University of Copenhagen – Department of Information Studies (Dánia):

Experiences with partnerships in public libraries

Judit Kuthy-Megyesi, R&D, NMI National Institute for Culture:

A study of societalisation processes in cultural institutions: Research experience during the first phase

The development process through the Acting Communities – Active Community Involvement project enables local cultural communities to implement and sustain community development processes. Cultural institutions provide professional and methodological support to the municipalities and their cultural institutions, as well as to local NGOs, in order to implement processes that strengthen social cohesion. The societalisation process in the cultural sector, as part of the project, aims to make the institutions an integral part of the life of the local community and to effectively involve the community in the everyday life of the institution.

In order to achieve the above objective and to measure its effectiveness, the status of the socialisation of cultural institutions and the status of the community-based operation of organisations were surveyed in a national survey from 2017. The aim of the study "*Societalisation of cultural institutions through a control group study*" was to measure the effectiveness of the societalisation development process before and after the intervention.

In this lecture, we present the results and experiences of the pre-survey conducted between October 2017 and February 2018, summarising the results of document analysis at 108 (54 study and 54 control) cultural institutions for each level of societalisation (information (1), consultation (2), involvement (3.), cooperation (4.), authorisation (5.)) related to the initial stage of the development process.

Based on the results of the first measurement of the two surveys, prior to the intervention, the local communities had not yet been able to determine the basic operating procedures of the institutions, their financial or professional plans. According to survey results, overall, although

several institutions examined documents included procedures for channeling the opinion of the local community; information on levels 3, 4 and 5 of societalisation (involving local community, partnerships or empowerment of the local community) has already been published in documents of fewer institutions. Our study prepared the second time of the research, as a control group status survey, based on document analysis and management interviews of 54 institutions in the study group.

Keywords: *research, national, societalisation, community culture, museology, library, control group, document analysis*

LECTURES

1. Culture-based economic development

Edit Bárádiné Nikolényi, Office Manager at Tourinform, Aba-Novák Agóra Cultural Centre:
Local culture-based developments among the path of traditions at the Aba-Novák Agóra Cultural Centre

The Aba-Novák Agóra Cultural Centre is located in the heart of the Great Plain in Szolnok, which has been the home of culture and communities for 40 years. In 2018, it boasts more than 500 organised events of varying magnitude since the opening of the Agora Building, a total of over 210,000 visitors for 5 years.

The primary mission of the Aba-Novák Agora Cultural Centre is to create value-based cultural events and audience-centric quality services for people living in Szolnok and its region, as well as for visitors.

With the opening of the Agora, the Agora Council was formed to support and consolidate the cultural life of 42 surrounding municipalities. The aim of the project is to reduce community culture inequalities in isolation, with different activity structures and financial backgrounds.

The Tourinform Szolnok Office, operating in the national network of the Hungarian Tourism Agency, became subject to the Cultural Centre's operation in 2012. One of the network's most beautiful and modern tourist information offices was located in a spacious, sunny office with a floor area of 90 m² in Agóra's new building, which was handed over in 2014, and serves as a meeting point for culture and tourism.

The economic development efforts of the institution are realised through the "Local Products' Fair", the "Pig Slaughtering Feast", the "Dunszt! – Secrets of the Full Pantry", "Szolnok Travel Exhibition", and the "Chocolate Festival of Szolnok" events.

On the second Sunday of each month, the institution offers 50 locals and craftsmen from Jász-Nagykun-Szolnok County the opportunity to appear and sell. In February, the Fair is accompanied by the "Pig Slaughtering Feast", where the atmosphere of rural pig feasts is recalled at the downtown of the county seat. Within the framework of the "Dunszt! – Secret of the Full Pantry" events organised in October, we revive the culinary and canning practices of our grandmothers, the autumn traditions of our grandfathers and the harvesting works of the long gone days.

Every spring, the touristic attractions of the most beautiful national regions are represented at the “Szolnok Travel Exhibition”. The exhibitions showcase the traditions and values of the Agora Council. The two-day event will be accompanied by entertainment programmes, and a craft fair.

In the autumn, the “Chocolate Festival of Szolnok” offers sweet moments for each generation at the Aba-Novák Agór Cultural Centre. The greatest muster of national handmade chocolate manufacturers and a number of family programmes welcome the visitors. Puppet shows, craft shows, lectures, and an environmentally conscious lifestyle are showcased at the Chocolate Festival.

Mayor Tibor Szólláth, Hajdúnánás:

Local culture-based developments following the path of traditions – community value discovery

In the recent years, Hajdúnánás was able to make use of its resources in situ. The city re-imagined its values, that had always been there at its disposal. Such resources are, among others, the Kendereskert, the Nánási Portéka or the Bocskai Korona. These local resources have been wasted for decades, in the recent past however, they have been rebuilt, and today, they provide employment for hundreds of families in Nánás every day. By the hands of local people, these resources are developing such values, which demonstrate that Hajdúnánás is capable of standing on its own two feet by using its own resources.

A social land programme was introduced in 2011, which has been able to help hundreds of Hajdúnánás families in recent years. One of the main goals was, to this day, to bring the families back to home-based farming, to produce the most basic food, and to move towards self-care, which is a basic condition for the family's livelihood.

In recent years, the city has been able to use the opportunities offered by the public employment programme – to beautify the city and create value.

A number of economic stimulus instruments have been introduced to Hajdúnánás in the recent years. Nánási Portéka is the municipality's first local brand, which was established in 2013 with the objective of supporting the city's own producers against multinational food chains. Similar is the purpose of Bocskai Korona, the “local currency” of Hajdúnánás.

The city's community has accepted, understood and are using it every day, as by doing so, they can ensure that part of the resources that were flowing out from Hajdúnánás can stay in place, thereby strengthening the economic condition of the city and its residents. Today, it is not only local residents who take ownership of this initiative, but the communities living outside of the city as well, as there are about 100 places in Hajdúnánás, where such “money” is accepted, furthermore, as of 1 January 2017, Bocskai Korona was also introduced in Vámospércs, Balmazújváros and Hajdúhadház.

From the ashes, the revitalised *Kendereskert*, which had been owned by the farm for decades, is once again flourishing in livestock farming and farming, all within the framework of organic farming, along with the establishment of a visitor centre. Organic products produced here can be purchased at the local producer market for socially responsible prices at conventional prices, and serve, among other things, catering needs. It is worth emphasising that in the

kitchen of the meals, on certain days, the daily menu for children is prepared using completely organic ingredients once a month.

The Hajdúnánási Preservation and Constructive Social Cooperative carries out a significant processing activity which results in the production of high quality animal products. As there is a growing demand for these products, the slaughterhouse has been relocated to facilitate larger-scale processing, and the City Butcher is also working to meet the needs, a point of sale where locals can source the highest quality products offered by the cooperative. Furthermore, customers can also shop online at the city's first webshop, the Nánási Portéka Piac.hu website, where the high quality goods produced at the municipality are also available by electronic means, such as the products of Nánási Portéka's producers, that of the Association and the merchandise of Helyi Sajátosságok (local specialties). In the recent past, Nánás produce are accessible beyond the city limits as the city opened its first store in the city of Debrecen.

As a result of the developments of the last years, the beach area has been renewed and the beach is waiting for the guests who wish to relax. Featured services include balneotherapy treatments, which can be used free of charge for up to 2x15 treatments by permanent and temporary residents. Thanks to the developments in the spa and in the city, Hajdúnánás has been included on the map of Hungarian health resorts this year.

In the recent past, Hajdúnánás has been awarded the UNICEF Child Friendly City Award, the City of the Future Award, the Family Friendly Local Government Award and the Senior Friendly Local Government Award, which are given to local governments that set out good examples – municipalities that set themselves the objectives of achieving a high quality of life within their communities through good examples and practices.

The awarded acknowledgements justify the community and the city and prove that Hajdúnánás is moving in the right direction, and the visions and plans that have been implemented in recent years are indeed for the benefit of the community.

Károlyné Varga, Director, Glatz Oszkár Community Education Centre and Library:

Value preservation everyday in Buják – specialties of Nógrád County (value discovery, value specifics, value preservation-vitalisation)

Many people in Buják have a soft spot for preserving tradition, reviving old habits, passing on values and last but not least creating value.

Buják communities who helped to explore values and transfer them: Cseperedő Kindergarten and Szent-Györgyi Albert Primary School, forestry, church community, archers team, our football players, individual athletes, Apraja Nagyja Dance Group, Traditionalists, Roma Nationality Self-Government, Romungro Dance Group, Local Government, Buják Municipality Members of the Glatz Oszkár Community Education Centre and Library.

Thanks to the cohesive, active power of the community, our municipality is the proud owner of six Nógrádikum awards, which can be given to the values that were admitted to the Nógrád County Depository in a given year and to a unique feature that sets it apart from all other county and national values.

Based on these, considered unique: “Multiple-skirt folk dress of Buják” (2014) To name a few, some of the names of pieces of folk clothing are: *kecele*, *kakatúr*, *fékető*, *féling*, *nagybukor*. The most striking part of the costume is the pleated skirt over the knees.

The exploration of values was helped, among others, by Zoltán Szabó’s sociography *Adorned misery*, as well as by the care of the Buják people and the enthusiasm of the members of the Foundation for Buják.

The exact date of the creation of “Buják Calvary” (2014) cannot be determined, but a note from 1790 mentions that three wooden carved crosses once stood on Calvary Hill. Archive collections, a movie on Spring Buják, caring notes, have all helped us to know more about Calvary today.

The Glatz Gallery (2014) bears the name of Oszkár Glatz, who painted and worked in Buják for almost forty years. The main theme of his paintings was the depiction of the intimate unity of landscape and man, and the recording of folk costumes. The Glatz Gallery was inaugurated in the community centre named after him, on 23 February 2008 to commemorate the 50th anniversary of the painter’s death.

“A song by Sebestyén ‘Lantos’ Tinódi” entered into the line of Nógradicums in 2016. The Battle of György Kapitány presents a story about an earlier event in Buják, which took place in 1550, under the Buják castle. It is about the conflict between the castle commanders of Hollókő and Szanda.

The Cult of St. Martin in Buják has been announced a Nógradicum since 2017. Buják has a long tradition of honoring Saint Martin, a cult dating back to the Middle Ages. It encompasses our beloved church, the farewell festive procession, the vault, St. Martin’s Hill with the Chaplain, the statue of St. Martin at the churchyard, and Martin’s Day food, and the “hospitality” habit. The symbol of the cult, the high altarpiece of St. Martin, is the largest, and perhaps one of the most beautiful baroque altarpieces in Hungary.

The *kutyaköszörű* of Buják has been announced a Nógradicum since 2018. Our special value is a two-levered “carousel”, which was once made by the young people of Buja from the chariot and small wood.

Our values are revealed through shared care and love. We live them, pass them on, inherit them. The *kutyaköszörű* can still be found in Buják today.

Antónia Kövesdiné Panyi, Director, Mesztegyő Local Village House:

From value preservation to Strudel Festival

A liveable village – Mesztegyő

Somogy county, on the back of Marcali, 20 km south of Lake Balaton, is located in a beautiful natural environment, the municipality of 1,400, which is divided by the No. 68 main road. The building complex of the Baroque church and the Franciscan monastery (Values of Somogy) together with the Dorffmeister frescos inside and the Hunyadi crypt underneath the buildings, are of outstanding values in the municipality. The Hon Local Village House – once a boys’ school – has a collection of thousands of local history and ethnographic collections. The narrow-gauge, 9-km-long forest railway owned by SEFAG Zrt., with the unique flora and fauna

of the Boronka-side Landscape Protection Area belonging to the Danube-Drava National Park, where study paths have been developed together with professionals. Also, an artificial fishpond system developed in the 19th century by the Hunyady family.

Large scale events

The main events of the community-cultural life in Mesztegyő are the big events throughout the year, such as the 20th Annual Strudel Festival in 2019, the Carpathian Basin Youth Knowledge Meeting for 33 years, the Day of the Forest Railways, Bomb Squad Memorial Day, the Village Carnival, the Day of the Basement Blessing – Open Cellars, or farewell to the old year.

Notable results

The Past – The “Lantern of the Village” by Aunt Tiborné Gizi Kövesdi – The Teacher

Tiborné Kövesdi, a well-respected figure of the municipality, laid the foundations for later active community life. In 1961, in addition to his educational work, the young educator recognised the cultural needs, strengths, and opportunities of the village people in time: he formed the cognitive community, the Dániel Berzsenyi Folk Dance Ensemble, and established a traditional adult community. Planted over decades, representatives of almost every generation get to know, appreciate and love the values of the municipality. The association was replaced in 1991 and has been operating since 1961. An organisation that reveals the values of the village, introduces its traditions, presents and represents folk culture. The non-profit NGO, which plays a key role in the fulfillment of the local community culture tasks, supports the activities of the Village House as a background association for the protection, guarding and transfer of the value of the national identity, and supports the cultural life of Mesztegyő through grants and events. The Association operates the Honi Tradition Retirement Club and the HONI Folk Dance Ensemble.

Thanks to Aunt Gizi’s dedicated work, from 1977, the old boys’ school became a community home, community centre and village house, which also housed the local history collection. From this year, he has been involved in organising local craft camps, collecting and processing local folk customs, editing and publishing local history books about Mesztegyő. The series of the Carpathian Basin Youth Heritage Summit have begun in 1986, together with the development of cross-border relationships. Since 1996, the Forest School and Kindergarten programme has been in operation, where camps are being implemented through the gradual establishment of a 75-bed accommodation with appropriate infrastructure. Twinning arrangements were also established and strengthened with the Transylvanian Nagygálambfalva and Horgos of Vojvodina, Újszentiván in Csongrád.

Partnerships and interfaces

During her 40 years of active teaching, Aunt Gizi has developed close relationships not only with the families of Mesztegyő, but also with the local government, the municipal institutions, NGOs, the church, and micro-regional, county and national professional and non-governmental organisations. He then involved this relationship capital and partnership network in learning about, exploring, preserving local values, exploiting new opportunities and realising goals.

Our culture-based economic and community developing activity

– a process lasting “forever”!

This is how the village joined the Somogy County gastronomic tourism series – “Special Table Delights in Somogy” – with the provided patronage, launching the 20th annual Strudel Festival. Over the last two decades, the gastronomy event, which has attracted thousands of people every year, has become one of the main thrusts of the village, not only within the country but beyond its borders. It helps the people living here, the village people to prosper locally, the local government and the civil sphere to stay on their feet.

The characteristics of the municipality, the “local spirit”, the commitment and professional involvement of a teacher, the creation of local action communities, original ideas, volunteering, institutions of community education, partnership capital, maintenance and all of these required partnerships to write to the “small print” pages of Hungarian cultural history.

Value Discovery / Volunteering

Dr. Róbert Rigó historian, sociologist, associate professor, Neumann János University,
Department of Teacher’s Education, Kecskemét:

Possibilities for strengthening local identity in teacher’s education

One of the primary aims of the Local and Family History Research Workshop of the Neumann János Department of University Teacher Training is to strengthen the teaching of family and local history in kindergarten and primary school. We focus on methodological research, popularisation and development of supporting materials. Displaying family and local history is essential in community culture, as knowing our family’s and municipality’s past and love will keep us in Hungary and at the same time help us navigate the world. Pedagogical programmes aimed at preserving and nurturing local identity can contribute to the development of children’s receptivity to local values, the development of their social and civic awareness, their openness to national, social and environmental issues, and their responsible thinking. In primary school, this can typically be done within a variety of subjects, always depending on the commitment and interest of the particular teacher.

Numerous textbooks and textbooks for preschool and school traditions are already available on the book market and in training courses, which mostly deal with the nationally renowned days, festive habits, folk poetry, and craft activities. We believe that a particular municipality carries much more values, curiosity and pedagogical potential, and the integration of these values into local education can significantly increase the children’s love and sense of identity.

In our experience, the pedagogical potential of the local history collections and country houses of the municipalities is largely undeveloped for the local kindergartens and schools, and the inclusion of these collections in the pedagogical process does not extend beyond a visit. Educational programmes that can be developed with the cooperation of local public collections, municipal depositories, local history collections, country houses, can strengthen the children’s attachment to their homeland and place of residence with the help of local history resources, documents and museums.

Age-appropriate methods and tools should be used in kindergarten and primary school for each local value. They are used to familiarise children with the local, county values associated with the municipality and its surroundings, and especially those Hungaricums that are or could form an important basis of our national identity. It is an important goal that the Hungarians of the growing generation are not only determined by goulash, stew and pálinka, but also by the achievements and values of the inhabitants of which the whole country can be proudly proud of. Experiential learning of these and their processing within the framework of community culture can also be the basis for their national pride.

Dr. Péter Széman president, Transylvanian Hungarian Community Culture Association (Romania):

Community culture is service of identity preservation

Volunteering as a value in community culture.

The change of regime at the end of 1989 found Hungarians in Romania and Transylvania without Hungarian institutions and NGOs. The Transylvanian Hungarian Community Culture Association (EMKE), which was re-established in 1991, set the goal of building the Hungarian institutional system in Romania, promoting the establishment of Hungarian NGOs and supporting their work.

To this end, he established professional colleges, which he gradually transformed into national NGOs, contributing to the institutionalisation of Hungarian life in Romania (e.g. Romanian Hungarian Song Association, Romanian Hungarian Music Society, Romanian Hungarian Folk Artists Association, Romanian Hungarian Book Guild etc.)

With the help of the Hungarian state, it establishes a chain of Hungarian Houses in the diaspora, and today there are 42 Hungarian Houses in the 12 counties of Transylvania, as well as in Pusztina, Bakó and Bucharest, according to a 2012 survey. At the same time, it should be taken into account that the NGOs having their headquarters, which were formed earlier but not created by the EMKE, are still joining the network, and Hungarian Houses are being established.

At present, around 800 of the more than 2,000 Hungarian NGOs in Transylvania, that is, Romania are active and operational. Of these, more than 100 non-governmental organisations are located in 42 Hungarian houses. The number of employees of the Hungarian Houses is 55 (according to a 2012 data release), but most of them are employees of non-governmental organisations dealing with education or social services, as these institutions receive state subsidies for their operation. The operation of organisations, which are often one-person entities in the field of community culture, the recording and transmission of the values of Hungarian culture, and the preservation of the Hungarian identity, is based on volunteering, as the number of employees of these organisations are limited. This type of volunteering has developed historically, mostly in the diaspora municipalities that do not support the display of Hungarian cultural values by the Romanian local government, where such organisations have been created through the dedicated work of enthusiastic people. They do not have a voluntary agreement that is slowly becoming mandatory in Romania, but they are the driving force behind the Hungarian cultural life of the area. In addition to these, many “casual” volunteers help in the implementation of a small or larger cultural programme, depending on the size of the event, 2-5 or 40-50 volunteers.

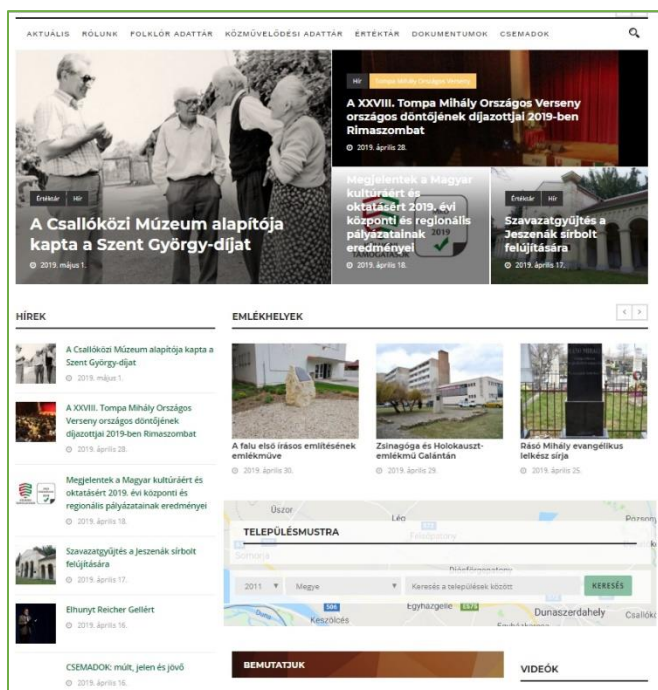
Based on these, it can be said that volunteering has a value-creating role in Transylvanian Hungarian community culture, in the preservation and transmission of Hungarian culture.

László Huszár director, Slovakian Hungarian Institute for Culture (Slovakia):

Upper Hungary Value Map (the map of discovered values as displayed on the internet)

1. Introduction⁴

The database system of the Hungarian Cultural Institute in Slovakia (intezet.sk, csemadok.sk) has been collected since the establishment of Csemadok – mainly the amateur art movement and its methodology – covering the collection of 20th century Csemadok-related collections. The collection consisted on the one hand of the Csemadok archives, on the other hand the folk music repository compiled by Tibor Ág for Csemadok, and thirdly, the collections of the past five years. Since the 1960s, collections with the Institute of Musicology of the Hungarian Academy of Sciences have been part of the collection, as well as professional seminars from Upper Hungary and the Csemadok.



As a community culture collection, it primarily serves amateur art movements (partly scholarly research) and publishing. In order to achieve these goals, he considers it his duty to care for, digitise, and pass on records to internet databases for posterity.

We currently manage a total of 33 databases: 9 folklore (10,259 data), 17 community culture (10,150 data), 6 depositories (5,510 data), 1 document in the database (250 data), total: 26,169 data.

As of 2015, as the manager of the Upper Hungary Hungarian Depository, we focused on fundraising and partially modified our operations. To help local depositories, we disaggregated our databases at the municipality level, creating our municipality muster database aggregator. News and event data have also been formatted for this purpose.

⁴ Picture: opening page of the homepage

2. Municipality muster data summary⁵

Value and municipality Databases in the Municipality Muster Database Summary lists 25 databases that are associated with a municipality (Tradition Category – 8, Signs – Category – 6, Communities – Category 6, Personality – Category 4, Municipality Data – Category 1). Thus, local values are concentrated in one place.

3. Value Map

Real-world maps mostly serve as a tool to make orientation easier, and it is of key importance what maps people use. “The car map shows us how to get from A to B, but it’s not really helpful to drive an airplane when you need a map showing airports, radio towers, air routes, and terrain (Huntington, 2006: 29- 30)”.

Our value map can be categorised as a map of values among map types. It uses 11 responsive Google maps to show 11 sections of the values of the Hungarians of the Highlands: the values returned (preserved in archives, data archives) and those still alive in community memory.

Folklore category (6): Folk Music Database / Folk Music Collection Database / Text Collections / Text Folklore Archive / Folk Games / Folk Dance Database

Value category (5): Memorials in Upper Hungary/Upper Hungary Depository/Depository Committees/Notable Upper Hungary Personalities/Old Photos in Upper Hungary

Hetény [Chotín] /település/
© 2013. április 11.

Térkép Műhold

Google

hivatalos megnevezés: Chotín, magyar megnevezés: Hetény (település), kód: [501158], járás: Komárom [401], kerület: Nyitrai kerület [4]

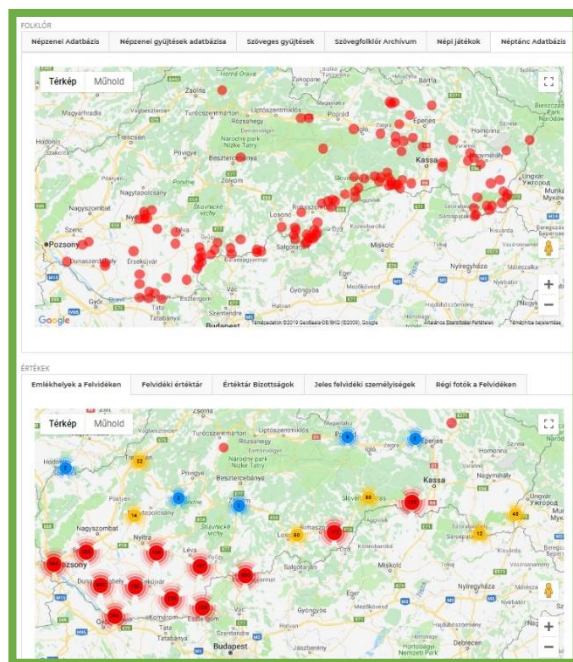
Kategória	Felvidéki település-mustra
HAGYOMÁNYOK	
Szöveges gyűjtések	találatok száma: 4
Szlovákiai Magyar Népzenei Adatbázis	találatok száma: 22
Népzenei gyűjtések adatbázisa	találatok száma: 6
Szlovákiai Magyar Szövegfolklor Archívum	0
Szlovákiai Magyar Néptánc Adatbázis	találatok száma: 1
Népi játékok	0
Kvizek	találatok száma: 2
Felvidéki értéktár	találatok száma: 17
JELEK	
Emlékhelyek a Felvidéken	találatok száma: 16

⁵ Picture: Starting page of the municipality muster

Value Map

4. Methods of search:

- General search – the most common search, for words.
- Search Database Databases – In addition to word-based search, you can search by category.
- Search in the Municipality Muster Data Summary – aims to provide a numerical representation of the values of each municipality with easier access to the data.
- Search in Value Maps – a visual, spectacular search by municipality. Clicking on a municipality will bring up a list of local data headings that will bring you to the list.



5. How much do you know us?

The future is predictable, mankind is not a creature wandering without a purpose... (Albert László Barabási)

The world doesn't want us, if we want them to get to know us, we have to work for it in the world of internet. The concept of the digital community, the experience of national unity, not only feeds on the present common activities, the shared experiences, but lives on the imaginary axis of the past – the present – the future.

Here are the events of the last four months:

Our most frequently visited databases (01.01.2019 – 01.05.2019):

ID	Database:	Page view:
1.	Folk music database	21,098
2.	Folk games	19,024
3.	Text collections	9,706
4.	Upper Hungary value depository	7,262
5.	Memorial Places	6,732
6.	Text Folklore Archive	2,259
7.	Notable people of Upper Hungary	1,705
8.	Choir works	692
9.	Journal	566
10.	Quiz	349

Audience overview (01.01.2019 – 01.05.2019):

ID	Country:	Number of Users:	% Users
1.	Hungary	33,011	56.45%
2.	Slovakia	16,988	29.05%
3.	Romania	3,332	5.70%
4.	USA	1,309	2.24%
5.	Serbia	989	1.69%
6.	Germany	523	0.89%
7.	Ukraine	378	0.65%
8.	Austria	343	0.59%
9.	United Kingdom	318	0.54%
10.	Czechia	222	0.38%

6. Emerging problems

Albert-László Barabási declares: Examining the resilience of non-scale networks, we have found it to be shockingly robust when randomly removing nodes. By knocking out highly-connected nodes, the network quickly disintegrates – in practice, it means that random failures do not threaten the integrity of such networks but are almost immune to targeted attacks. Highly connected nodes are the Achilles corners of networks.

In the Upper Hungary Community Network, our database system is categorised as strongly connected nodes. It follows that, not only in the face of web attacks, but in the interest of its future, we develop it safely and regularly, achieving its place in the Carpathian Basin Hungarian digital space.

Tibor Hoffner president, Central Transdanubian Alliance for Youth:

Youth Group for Value Protection Programme

Young and enthusiastic. Locals and very determined. They know almost everything and want to stay here. Specifically, stay where you were born and become a young adult. But not only do they talk about it, they step into the field of action.

Who are they? The guardians of values...

Their story began some time in 2011. Like all young people, it was the adults who decided on them. About them, but not without them. Upon the initiative of the Foundation for the Development of the Pannon Region, the establishment of the Pannon Youth Values Network started with the professional partnership of KÖSZI (Central Transdanubian Association for Youth).

Value guardians are young people who are interested in local values and are proud of the natural values, built heritage, traditions and local celebrations of their municipality. That is why they joined the value guardian movement.

In this programme, with the help of adult professionals, they learn about the fundamentals of valuation, the pyramid of Hungaricums, the most important elements of photography, video, database making, and as a result of fieldwork, make descriptions, photo galleries and short films.

Today, the Pannon Youth Values Network has more than 500 members in the Carpathian Basin. Young people in the network and their adult helpers are actively involved in exploring, capturing, publicising and passing on local values.

As a result of the value discovery work of young people, recommendations have been made in nearly 100 municipalities and now in several municipalities, our value guardians are assisting the Hungaricum movement as a member or leader of the local value depository committee.

As of 2014, the network is maintained and operated by the "KincsesHáz" Pannon Youth Folk High School in Taliándörögd. The special target group of the folk high school is the young age group, so its priority is the development of value-based community for young people.

Nowadays, the Treasure House has become a base for value guardians, a popular meeting place for value creators and value keepers. Today, it not only functions as a shop window where visitors can learn about the treasures of Veszprém County, the Balaton Uplands and the Carpathian Basin, but by opening the Value Store, it also helps to maintain the youth value network in the long term.

Digital Culture

Dr. Tamás Fülöp Dean, Neumann János University, Department of Teacher's Education, Kecskemét:

Acting Communities and Social Capital – the Community-forming Effect of Family History Research

Today, family history research is enjoying unprecedented popularity. It has become important for older and younger generations to learn about their personal and family past, and to explore and preserve their local identity. This also implies the possibility of creating new communities, new methods and forms of community organisation. Experience has shown that the activity of exploring family past is extremely complex in terms of social and cultural capital. Family history research not only strengthens the commitment to the family institution, enhances the sense of family togetherness, by its narrative nature, helps to process and discuss traumas experienced by family members, and facilitates intergenerational relationships. The experience of belonging to a family community also plays a decisive role in reinforcing identity, passing on social norms and roles, and in the process of socialisation and social integration. Family history research itself, as a spiritual, cultural challenge, not only broadens our historical, local history, and ethnographic knowledge, but as an activity that encourages mental and physical activity, it can contribute to the maintenance of mental, mental, and physical health.

Researching the family's past and the local and national past reveals strengthens the individual's sense of origin, sense of belonging, homeland and ancestral homeland and nation. Through their exploration and collection work, family history researchers can contribute to the preservation of the common national cultural treasure and to the preservation of the intangible and tangible cultural heritage through appropriate professional assistance. Family history researchers – by collecting, sharing, discovering resources, artifacts, events, programmes, exhibitions, and community information, culture mediation networks – they can also help the work of professional historians, community culture institutions and public collections, and contribute to the widespread dissemination of social and cultural knowledge.

Family history research – beyond the experience of belonging to a community – has a community-building and culture-mediating power, and if recognised, supported and supported by scientific, educational, cultural, and community culture institutions, public collections, cooperation between generations and social groups, but also in cultural mediation, dissemination of knowledge and education, contributing to the strengthening of social capital, which is much needed in our world of social, economic and sustainability challenges.

Piotr Malak associate professor, University of Wrocław (Poland):

Digital library for the Silver Generation – a way of involved fight with digital exclusion

Sharing own knowledge and experience is one of the basic and vital needs of Silver Generation. Unfortunately, extensive dissemination of media and new technologies cased their stories, and storytelling are not competitive for younger generation anymore. One can observe sudden and substantial gap between grandparent and grandchildren – this is a technological gap, which is a new situation in generation passing history. Another reason of lack of interest in Silver stories is, especially for Middle- and East Europe – financial migration of families.

New media – one of generational gap reasons, can be transformed into bridge connecting two different generations. There are plenty of initiatives of fight with digital exclusion of Silver Generation. Traditional activities consist of introductory ICT training, including office applications, e-mail configuration and use and sometimes social media applications. Post-training evaluations shows such choice of subject does not fit best Seniors needs. Without clear need of regular, frequent use of newly acquired skills there appear regression. The most popular and used skills are social media usage.

From the other hand, there are plenty of examples of initiatives of preserving martyrological content. Elder people share their tragic memories quite willingly. There are examples of digital recorded memories and oral history from the period of WW II and times after it, as well as from other important moments of European history, like Cold War or break down of communistic regimes.

But, except of such important memories, Elder generations have also other. Those are pleasant memories, songs (for kids, for occasions, etc.), funny stories from the neighbourhood, local customs, etc. For example Curatescape (<https://curatescape.org/>) initiative provides infrastructure for presenting oral history, combined with digitised pictures and movies, and with geolocation. All those together create a new cultural space and media strictly connected with and supported by local communities. Joining those two trends lead to project of active, bottom up fight with digital exclusion of Elder generations. Possibility of attractive, social oriented way

of sharing own experience, knowledge and memories, can be valuable motivation for Silver Generation members. As tutors and mentors, we want to use local cultural activists, which should create and strengthen intergenerational bridge and enhance intergenerational communication. For Elders an access to new media tools allowing them to register and share their own memories is of a great importance, and by use of social media this communication channel is, intuitively, available and accessible for grandchild's generations.

Dávid Pap head of local knowledge department, Győző Csorba, City and County Library, Pécs:
Socialisation of local history collecting work

The Local Knowledge Collection of the Győző Csorba Library has a tradition of digitising local history documents for nearly two decades. However, the collection and preservation of cultural values related to Baranya County started much earlier in the library in the mid-1960s. The Collection has been operating since 1989 as an independent organisational unit. Today, we are waiting for our readers interested in the history of the county with nearly 18,000 volumes of books, 10,000 volumes of magazines, 25,000 photos and postcards, and countless other types of sources on the first floor of the South Transdanubian Regional Library and Knowledge Centre.

The beginnings of digitisation begun very modestly. In 2000, the institution bought its first digital microfilm scanner, and soon after, an A3-size flatbed scanner. At first, we only digitised – into CDs – the microfilm reels of our existing local magazine stock with outside workforce. 13 July 2007 was a milestone in our lives, as from today our press coverage, one of the main pillars of local knowledge work, is now available to anyone on the internet. Today, readers can browse more than 16,000 local press articles in national press. In 2009, Zoltán Kovács joined the works as an expert, whose vast experience – from 1996 to 2003 he was the head of the Pécs Regional Studio of the Hungarian Radio – started the inventory of the local television archives and from 2011 the slow digitisation. The next step for us was technical development. In the fall of 2010, we moved to our new location at the Knowledge Centre, and as a result, the quantity and quality of the tools available to us has increased. As of January 2013, the Collection has been able to provide its large number of digital documents through 3 internal terminals.

All of these happenings were necessary and useful, but in fact insufficient, in vain, because in the mid-2010s, the Collection was still living its everyday life according to the principles and expectations of the mid-20th century. However, in today's Hungarian librarian profession, it is already evident that digitalisation trends in the development of library resources and service systems must be followed, as the reading and information search habits of Hungarian society have changed radically. As a result of the spread of broadband and the accelerated flow of information, the social role of the library is also undergoing a transformation. A "virtual Hungary" has been created and is gradually being built in Hungary, in which the Hungarian people are present just as much as in physical reality. The mission of the Hungarian libraries – and of the collections of local knowledge – is now to transfer and serve national cultural values in a digital Hungary. In accordance with the above, the Collection has been or is undergoing a gradual change of concept since 2016.

2016:

- Gradual transformation to a digital content publishing division that makes the non-copyrighted portion of its portfolio as widely accessible as possible.

- Stimulating local science scholarship through local history conferences broadcast online and publishing study volumes.

2017:

- Local media (television, radio, press) have virtually no ownership of archiving and archives. In order to prevent archives from becoming a waste, the Library has entered into cooperation agreements with interested parties for the possible receipt, digitisation and publication of the files.
- Launch of a complete local history digitisation project in Alsómocsolád.

2018:

- Creation of a new knowledge base and website (www.baranyaidigital.hu).
- Surveying, digitising and publishing of local knowledge documents in the municipalities of Baranya (county local history register).

2019:

- Launch of the Baranya DigiTár
- Participate in the implementation of the Public Digitalisation Strategy as a regional centre

As a result of the above-mentioned and ongoing changes, the digitisation activities of the Collection have expanded and the size of the digitised stock already available has increased significantly. Currently, the following “menu” can be enjoyed online and locally in internal terminals:

- 462 books
- 450 local newspapers and magazines
- 10,967 radio shows. Of this, 589 can be currently accessed from Corvina and the website.
- 4277 local – Pécs, Pécsvárad, Mohács – television programmes
- 3,814 theatrical posters and programme guides
- Renowned Biographies Database. Contains biographical data of 9048 persons from Baranya and Pécs.
- “This is What Happened in Baranya” event calendar.

The requirement for continuous digitisation and public disclosure requires the Győző Csorba Library to communicate the created – and continuously produced – digital document assets to the public in a modern, 21st century format, with due regard for copyright. This new platform is the Baranya Digital Library (www.baranyaidigital.hu), which means that all digitised and digital documents of the Local Knowledge Collection will be accessible and searchable in one interface. The development is being prepared for the institution by Innoteq Kft., based in Pécs. We plan to make the Baranya Digital Library available to anyone through a separate interface – KépTárs – to upload any locally owned photo or video you own. Offers received in this way may be placed in DigiTár after pre-screening and exploration.

Dr. Anna Magdolna Sipos, University of Pécs, Department of Library and Information Studies:
Digital Loss and Information Poverty:
Obstacles to Cultural Community Development from a Digital Divide Perspective

The emergence, expansion and accelerated expansion of the information society, together with its many beneficial and positive effects, have created new social tensions. Some of these tensions already existed, but their transfer to the information space exacerbated the contradictions. The other part was created by the expansion of the information society itself and its internal disharmony. As a result of these two kinds of results, we have to deal with complex, almost opaque, mutually reinforcing, unfavorable processes, the discovery of which is already covered in a library of specialised literature, but none of which promises to be fully resolved. Both internationally and nationally acclaimed scientific studies agree that, similarly to traditional social contradictions, information inequalities and their most severe levels, poverty, develop along many components. However, regional and socio-cultural inequalities are among the decisive criteria. The nature of information poverty is defined in the literature in three components, which are still very incomplete and show great differences and contradictions: 1) accessibility of infrastructure; 2) availability of digital and digitised content; 3) the human factor, that is, the set of knowledge and competencies needed to safely thrive in the Neumann Galaxy.

A full presentation of these would go beyond the scope of our presentation, so we only deal with the latter two components, and more specifically, their interactions. In our presentation we point out that the lack of knowledge and competences of certain social groups, as well as individuals, is not only a barrier to their success in other areas of digital literacy, but also a barrier to cultural community development and access to digital and digitised content.

The worldwide success of digital content development in recent decades has been the publication of local objects, images and text, heritage through community methods and networking. While we are witnessing a significant and welcome growth, widening, and proliferation of such content repositories, we must also be aware of the fact that people living in information poverty are constantly missing out on these – creating community-based opportunities. The direct consequence of all of this is that their culture and their memories of their community-building traditions are underrepresented in community forums and, at worst, they are completely left out and forgotten. And in this detrimental phenomenon, not only the culture of groups and individuals affected, its transmission, will fail, but our common cultural values will be poorer.

Culture and Equal Opportunities

Göngyi Takács, Vice President, HÍD Association, Sibiu (Romania):
HÍD at the Sibiu-Hungarian fortress – Hungarian traces at the Saxon royal eagle's nest

When you hear “Sibiu”, what comes to mind first and foremost is the border between the Saxon royal eagle nest and Hungary. Although Hungarian, Saxon and Romanian history are closely intertwined, coexistence has not always been about harmony. Saxon history is perhaps a perfect example of equality and the associated positive and negative discrimination.

The Hungarian history of Sibiu begins before the first written mention of the city, when the Székely provided Hungarian guards along the Fogaras and Sibiu alps forming the natural borders of the country, building fortresses in the vicinity of the Vöröstorony strait and other strategic points.

In the 12th century, Upon the invitation of King Géza II, the Saxons settled in South Transylvania and enjoyed inherited lands and privileges in exchange for military service. At this time the Székely guards moved North, leaving room for the new people, but their imprints were also preserved in the name of some municipalities (eg. Hoghilág – Moon World or Medgyes, Malmkrog – Apple Wheel etc.)

In the 18th century, Until the Edict of Toleration (1781) issued by Emperor Joseph II, it was an isolated Saxon island. Only after this did Hungarian families arrive in the city, Hungarian intellectuals, officials, craftsmen and ordinary workers settled down.

Notable people of Sibiu: Miklós Oláh (Nicolaus Olahus, 1493–1568) Géza Vámszer (1896–1976), Miklós Barabás (1810–1898), Károly Kós (1883–1977), Miklós Borsos (1906–1990), Ferenc Incze (1910–1988), Ferenc Bács actor (1936–2019). *They proudly attached their names to Sibiu, seeing the impact on their later work.*

In 1910, Sibiu (Hungarian name: Nagyszeben) had 33,489 inhabitants, more than half of whom were Germans, 8,824 Romanians and 7,252 Hungarians. In 1970, there were already 5,700, in 2003, 3,193, and today we have barely 2,300, and the city has a population of over 150,000. Half of the Hungarian community is Roman Catholic and half Reformed. Hungarian education is conducted in Romanian kindergartens and schools, in Hungarian classes, in united groups and classes (currently grades 0 – 5).

There are two Hungarian cultural associations, one of which is the successor of the Civic Circle in the Hungarian House of György Bánffy and the other is the HÍD – Hungarian Association of Sibiu, reclaimed by the Reformed Church in the HÍD – Hungarian House on Sörház Street.

The latter, HÍD Association, was established in 2005 with the aim of fostering Hungarian culture and the development of the Hungarian community in Sibiu, and the promotion of the Hungarian language. In 2007, Ars Hungarica represented Hungarian culture in the “diverse” city under the banner of the European Capital of Culture, and the most significant Hungarian names at the time were on the stages of the EKF in Sibiu. Since then, an annual event has been taking place in the first half of November.

Hungaricum Days is also a gastronomic event organised by the HÍD Association, which focuses on the cooking competition as well as the presentation of Hungarian flavours and Hungaricums, the presentation of folk dance and costume, the crafts and traditions.

We regularly organise thematic Hungarian events: History – Sibiu History, Children’s Programme – Wonderland, but we are also involved in national or Transylvanian programmes (FilmtettFeszt, Cultural houses at night etc.). Genres favored by the mixed audience, events in the “universal” language (music, dance, gastronomy). We consciously open to the Romanian

audience, translate the announcement texts into Romanian, and promote the events addressed to them in Romanian as well.

Saxon Organisation, Romanian Work and Hungarian Passion

According to some, these three main features have led to the city's economic and cultural momentum, adding to the respect and "re-use" of history.

In 2000, 85% of the population chose German-speaking Johanniss as mayor, who led the city until 2015 (today the country), and from 2000 to 2008, a Hungarian chief architect provided for the renovation of Sibiu in preparation for the title of Cultural Capital (Szabolcs Guttman). (Thus, poetically speaking, the organic architecture of Szabolcs Guttman continued with Makovecz, who took over the style from Károly Kós, a former resident of Sibiu.)

Today, tourists come to admire the result of cultural and religious diversity, this year the gastronomic side of it, as we are the European Region of Gastronomy, parallel to southern Greece.

Culture and Equal Opportunities: Are They Things That We Deserve or We Have to Work For?

Sibiu treats its minorities as if they were precious treasures, since they add to the cultural and touristic value of the town. However, there are also those who believe that Sibiu "multiculturalism" does not really exist behind the scenes and their traces are already negligible.

Positive discrimination with equal opportunities can also come to mind when you visit Ars Hungarica and Hungaricum Days in the official cultural calendar of Sibiu. Upon closer observation, it becomes clear that the financial support does not even cover one quarter of the resources needed to organise these cultural events, since the amount of work involved has not been quantified. This strenuous work is done by people for whom the maintenance and operation of the community is a matter of heart, and who, without regret, spend time and energy on a common goal. Generations of enthusiastic volunteers are replacing each other, the most important pillars of HÍD, but it is crucial to have a permanent employee who does the job consistently and purposefully. Currently, a tiny fraction of this important task is being performed by scholars participating in the Sándor Petőfi Programme. The engine of everything and the person who takes the most responsibility is Levente Serfőző, president of HÍD.

HÍD, a Bride Between People and Communities

Every group of people and community has its own dynamics, to which a cultural association has to align if it wishes to remain successful. The Hungarian community of Sibiu is often said to be "like a small village", but this is not an isolated village, people are exposed to constant foreign information and interactions. Therefore, it is important for the cultural association to keep abreast with the evolution of the age, to communicate with the right generation in every way, in the right way. HÍD Association is facing a much more difficult task in a diverse community where almost as many people as possible have to meet so many cultural needs and at the same time purposefully focus on the future, not forgetting the educational nature.

In keeping with the new tendencies of the era, the association introduces Hungarian culture into the daily life of the community, makes it attractive, brings a diverse cultural genre, classical

and contemporary art to the city, and seizes almost every opportunity. Our main target groups are children, young people and young families. Through children's programmes and activities, the association does a great deal to build the future.

To Be Or Not To Be Hungarian, That Is the Question

In Sibiu, minority equality is a right that can be exercised, but the long-term survival of it involves the voluntary work and interest of community members. Today, the question is not whether it is possible to live in Hungarian culture, but how does it become a value and an integral part of the Hungarian community?

The question is not how many Hungarians live in the city, but how do they get together in a community?

And, ultimately, the question is not how much it is worth strengthening the Hungarian cultural fortress in Sibiu, but how much the civilian sphere can prevent it from collapsing?

Mihály Soós director, Hungarian NMI National Institute for Culture, Lendva (Slovenia):
Hungarian Institute for National Minorities in the Hungarian Community of Muravid and
Partnerships with Local Institutions

The population of the Hungarian national community living in Muravidék has steadily declined over the last 100 years, and now stands at 6,000-7,000, compared to just over 20,000. Of these, 10% deal with Hungarian culture and values at some level. This is the medium in which the Hungarian Institute for National Minorities in Lendava has been operating for 25 years.

The institute was founded by the National Community of the Hungarian Local Government of Muravidék, consisting of members of five municipalities. 70-75% of our budget is covered by the Slovenian state, while the rest is financed by Hungarian grants and from our own contribution.

An important part of our activities is all forms of care and dissemination of the Hungarian language. There are more than 50 different associations, societies, groups working with us or under our auspices, such as folk songs, folk dance groups, zither groups, recitals, theater companies, embroidery groups.

Particular emphasis will be placed on study competitions, quizzes, oral competitions and literary competitions for students attending bilingual institutions, as well as summer native language camps. Our summer camps are organised from the first children to the university age group, and in these two camps we come from Transylvania, Upper Hungary, Vojvodina and Zakarpattia.

We also organise literary, fine art, music and theater shows; we arrange Hungarian theatre passes by hosting performances of various theatres. These programmes are regional in nature, meaning that in addition to Hungarians in Muravia, Slovenian and non-Slovenian populations of the region as well as citizens of neighbouring Hungarian regions are considered

the target audience. It is also important to mention our role as a tourist and educator, as our specialists are regular guides and lecturers. In addition, we also deal with book publishing, where scientific, non-fiction and poetry volumes are published as well as other types of publications.

The Institute has a *Special Education Service* to support Hungarians living abroad through an educational support programme and, with full content autonomy, the *Slovenian Hungarian Writing Group*. Recently, we have also been the local coordinators of the Beyond Borders programme.

Because of the wide scope of our activities, we have very close relations with the organisations and institutions of the Hungarians of Muravidék, the local governments covering the area of mixed nationality, several Slovenian specialised institutions, many Hungarian organisations, associations, scientific institutions, as well as Hungarian organisations abroad.

In our Bánffy Centre we operate a café and a Hungarian bookstore where you can get Hungarian press products daily. In our gallery we organise exhibitions, and in the large hall with mirrors we have other opportunities to hold programmes of Hungarian and non-Hungarian people.

György Dupka director, Zakarpattia Hungarian National Institute for Culture (Ukraine):
The situation of Hungarian community culture, its important platforms and its role of networking and identity preservation in Zakarpattia

Since the change of regime many community culture institutions have been established in Zakarpattia, thanks to the support of the motherland. Cultural policy experience shows that Hungarian NGOs and institutions in Ukraine are divided into four groups:

1. *Organisations close to KMKSZ,*
2. *Organisations close to UMDSZ,*
3. *independent NGOs, institutions,*
4. *and state-owned Hungarian institutions.*

150 cultural events are organised every year on a national and county level and at the local level about 500 different cultural events.

The opportunities of cultural and artistic life are limited by the serious economic difficulties in Ukraine. Entrepreneurs on the verge of bankruptcy are unable to sponsor Hungarian culture, circles, and associations, so they only receive charity donations.

The Ukrainian state does not provide government-level financial support to Hungarian or other minority organisations in the country. Against this backdrop, Hungarians in the Zakarpattian region will no longer lack the support of the mother country.

It is to be welcomed that in 2012, twelve Zakarpattian institutions were added to the list of Zakarpattian National Institutes

*II. Rákóczi Ferenc University of Zakarpattia,
Sándor Stojka Greek Catholic High School in Karácsfalva,
Nagybereg Reformed High School,
Reformed Lyceum of Nagydobrony,
Reformed Lyceum of Péterfalva,*

*St. Stephen's Catholic High School of Munkács,
Zakarpattia Hungarian Alliance of Teachers,
"Genius" Charity Foundation,
Imre Révész Society of Hungarian Fine and Applied Arts in Zakarpattia,
Zakarpattia County Hungarian Drama Theatre,
Zakarpattia Hungarian National Institute for Culture,
the Committee of the Szolyvai Memorial Park became an institution of national importance.*

The institutions concerned receive grants on a normative basis for each budget year and do not have to request ad-hoc resources through open tendering systems. These are institutions that have been operating for a long time and hopefully will continue to function for a long time to come. It is one of the most important scenes of Hungarian community culture and serves as a relationship building and identity preservation centre in Zakarpattia.

In Zakarpattia, by the beginning of the 21st century, in the case of the Hungarian community with a large population living in a single block, a system of institutions suited to local conditions and largely satisfying needs has developed, nearly two thirds of which have been achieved in the last one and a half decade.

Development priorities: Together with Ukraine, Hungary needs to achieve the ability to provide effective support for the renewal and competitiveness of Hungarian minority institutions. The most dangerous situation is the language law adopted in April this year and the new education law, which has been enacted earlier, which significantly restricts the right to use minority mother tongues in the field of culture and education.

In conclusion, it is extremely important to continue the survey with regional, professional research, and to constantly update the data repositories and databases. The Zakarpattian Hungarian Cultural Institute and Beregszász College serve this purpose.

Finally, it is important to emphasise that, in the difficult economic situation in Ukraine, the basic institutions of our intellectual cultural life could be futile without any support only from the motherland, to keep the fire we have sparked.

[Folk high schools in Hungary today](#)

Erika Kovács-Tanács Istvánné KAPOCS Folk High School Mórahalom:

[A link between farmers, culture and training](#)

"According to the belief of our people, every grain of wheat bears the image of Jesus Christ. Consequently, the workers cultivating wheat – peasants – are the second most important on Earth after God."

(Based on Sándor Bálint)

Mórahalom has rich historical traditions and cultural life; the events held here not only provide entertainment to the town's inhabitants, but also attract many tourists. Unfortunately, the town is located in an area with sandy soils which have poor agricultural value. Agriculture has a decisive influence on the living conditions of people, and many local people face the disadvantages arising from living on a farmstead.

Founders of the Folk High School: Mórahalom, Ásotthalom, Domaszék, Rösze and Zákányszék (on the Hungarian side of the border). All municipalities are characterised by large and extensive farmlands, and the dominance of agricultural production and related industrial services. Each municipality can boast several natural values, strong cultural life and civil society.

People living in Hungarian municipalities that found themselves on the other side of the borders defined by the 1920 Treaty of Trianon, overcoming the separation, have close relationships with each other. This is the reason why Bački Vinogradi, Horgoš and Kanjiža joined the founders of our Folk High School. They consider it important to nurture traditions, keep and strengthen their Hungarian identity, and join efforts.

Mórahalom has set the objectives of *community building and development* at the local and regional level with the involvement of cooperative municipalities, the transfer of knowledge, as well as the preservation and carrying forward of values. The strengthening of Christian values, the importance of togetherness, the nurturing and preservation of our national culture, our traditions, the Hungarian language, and the professional training of the host society are of paramount importance. The services provided by the Folk High School link culture and economy together.

Our target group is the population of the eight involved municipalities, families, youngsters, civils and in particular, the farming community. We await the interested parties with educational lectures, agricultural trainings and cultural programmes, and we would like to involve them in the collection of our values and in the maintenance of our depositories.

Since our foundation in May 2017, we have been organising organic horticultural lectures, trainings on modern agricultural production, intergenerational heritage events, cultural programmes, and exhibitions of depositories across and beyond the border. We have also produced two publications, which are related to our colleges. They showcase the depositories of our founding municipalities.

In the future we intend to organise further lectures and educational programmes, mainly on agriculture. In cross-border municipalities, we would like to become involved in the formation of depositories and the accumulation of values, but it is also our priority to nurture our common roots and traditions and preserve our identity.

The folk high school serves as a link between culture and economy within our borders and beyond.

Tibor Borsó, Chairman, Magyary Zoltán Folk High School Society:

Tradition and renewal in the 24-year history of the Magyary Zoltán Folk High School Society

The Magyary Zoltán Folk High School Society organises its day-to-day activities in the fields of culture, community culture, lifelong learning, the labor market and community organisation, following the work of Zoltán Magyary and István Kiss, preserving their values.

Our organisation, in close cooperation with the Municipality of Tata, organises its traditional and new programmes under a community culture agreement, with the aim of establishing the future, preserving, passing on and expanding values. This is complemented by application for grants, trainings, programmes and visions that result from them. In addition, we hold a D type training license.

In 2018, our Society underwent organisational development due to increased tasks, our former staff of 15 full-time and 2 public cultural employees grew to 39 employees and expanded to 14 staff members.

Our activities in the labour market are mainly services provided through grants, which cover the whole territory of Komárom-Esztergom County, in the fields of information and consulting, and in the Together for Work project in Komárom-Esztergom County provides other labour market services to help our job seekers. This is complemented by entrepreneurial activity in the field of labour market mentoring, covering the whole county.

Each year, our series of lectures are organised in academic, literary, historical, and health-related terms, in connection with the outstanding events of that year, and are closed with a field trip linked to the main topic.

In the field of community building, we contribute to the development and operation of other communities in the City of Tata by supplementing the activities of the existing members:

Developing a community garden in a residential setting, organising and delivering training,

Organisation of training sessions for the participants of the school community service: teachers, students, recipient organisations, complemented by exchange-type meetings where the parties can find each other (SCS Exchange),

Establishment and operation of a shopping community (close producers, farmers and shoppers) through training, workshops.

We work in close partnership with the National Institute for Strategic Research, with whom we carry out transnational research on equality at work, workshops and good practice study tours.

The National Institute for Culture is also a key partner of ours, with whom we organise summer and other cultural programmes, and we are involved in the promotion of local and county values, and in the establishment of the Carpathian Basin Folk High School network.

Another prominent partner is the National Public Service University, with whom we organise a Magyar Conference each year, and our Society awards an administrative award to a university elect.

We provide training primarily in the area of competence development, and provide non-formal training based on the needs of the intergenerational community and the local community, with the involvement of the general public and, in particular, the inactive population. Our training aims to promote lifelong learning, to develop the competences necessary for everyday life and to support their labour market position. Some of our trainings will soon be available in the form of e-learning at www.mznt.hu.

Réka Topár-Thán, Tourism Expert, and Ferenc Bagyura Professional Manager, Living Source Tradition Preservation Association:

“Hunyor” Folk High School in Kiscsősz – A diverse and changing region in the light of traditions

Throughout its decades of existence, the **Living Source Tradition Conservation Association** has considered the research and passing down of Hungarian folk traditions as its primary duty. The seat of our association is Kiscsősz. Funding resources also help to achieve our goals.

The main objectives of the **Somló-Ság Cultural Axis (Bozót)** project are to strengthen cooperation, promote voluntary and charitable activities, promote community integration, create new small communities, develop existing ones, strengthen social responsibility and showcase our communities. We would like to achieve our goals by organising events.

The **“Because I am a mirror of everything around me...”** tertiary education project in particular serves to organise clubs, “open universities” and camps.

The programme **“And thus the seeds of a precious crop are not lost...” – Course for children** is organised and assisted by NGOs.

Our association is implementing the **“Value or Asset?” Transnational project** in partnership with 4 foreign organisations, adapting good practices.

The turning of today’s youth away from traditional Hungarian cultural values poses a problem in the realisation of the project. During the project workshops, study tours and fieldwork, organisations are looking for different methods and solutions to the above problem.

The purpose of the **Hunyor Regional Folk Crafts Creative House** project is to create infrastructural conditions supporting the development of key competences necessary for lifelong learning. This is how the creative house provides support.

Living Source Village of Traditions aims at launching cultural and leisure tourism, getting to know the unique beauties of the area, insight into the village’s respectful and cultural life, and describing the changes that have occurred through development.

The **“There are lands...”** project aims at developing local communities, developing the community’s capacity for initiative and action, strengthening community involvement, strengthening local civil society, volunteering, local identity, and attachment to the municipality.

Hunyor Folk High School

Our activities can be divided into three categories:

1. Farming

- Traditional farming
- Organising trainings, fora, talks, camps
- Pilot farm

- Businesses producing local produce
- Teaching the basics of economics and business administration
- Realisation of a knowledge base centre

2. Social life

- Highlighting common goals
- Organisation of individual and family value creation events
- Providing a scene and opportunity for local professionals
- Changing the social life of the region in a positive way through jointly prepared strategies

3. Culture

- Active participation in the cultural life of the region
- Organisation of school-level cultural programmes
- Participation of our groups in local programmes
- Close cooperation with different organisations

Establishing cooperation in the field of rural development and value-gathering

- Forums, workshops with regional leaders

Collecting local values

- Family Photography – Kiscsősz
- Collection of values in the villages of the region

Societalisation – The community-based functioning of institutions

Krisztián Meskó, professional in charge, Mountain Shepherd Circle of Oszko:

For Communities, With Communities

1985 is the year the Mountain Shepherd Circle is formed – so value and community find one another. One of the oldest non-governmental organisations in Vas County, the other is the Sárvár Folk Dance Circle. Our initial goals: protecting our natural and traditional values, community knowledge transfer, natural community building.

From past to present along camps: Ethnographic camps:

1988–1992: Varjúvár camps

Since 2013, events and camps of the programme My Grandfather's House

Since 2017, thatching camps

Institutional operation without institutions is typical of the 20th century. Comparing the institutions with traditional community culture functions with the civilian tasks performed by the Mountain Shepherd Circle.

Traditional community culture

- Community building
- Proprietor
- Draft Programme
- Traditional forms of education
- Art groups
- Holidays
- Esprit de corps
- Civil Education (HPK)
- Common building – between each other
- Self-preservation
- Design of programmes according to needs and leisure
- Tradition-creating gatherings
- The need for art
- Social gatherings, celebrations
- Civil bravery, likeness

Towards institutionalisation in the 2000s: youth support, acting, folk dance education, songwriting, local newspaper management, cultural programmes.

The functioning of Teleház. 2004. The Community House-Frontier Wine Shop is built
Community Institutionalisation: The creation of a wine enthusiast circle, the celebration of Martin's Day, the Orbán Day Mountain Celebration, the Bethlehem Statement, community donuts for institution residents.

Changes in the work organisation – increasing tasks, more employees, the evolution of our operations today.

The supply is very diverse and requires many professionals: Forest school, camps, nature park school

Thatching Workshop, Team Building Training, Kneipp Theme Trail, Events: individual and recurring.

Our communities, currently operating: Wine Enthusiast Circle, Gyüttmentek Circle, Mountain Shepherd Circle Youth Branch, Retired Club, Craft Circle, Women's Association

In 2017, we submitted our application in a consortium of five for the TOP-5.3.1 Call **“Community on our mountain shoulders”**.

- Starting out with TOP – preparing the grant, supplementary documents...
- TOP excitement before the decision – then we were lucky
- TOP meeting – getting to know each other, strengthening partnerships, Esprit de corps
- TOP community – community interviews, community talks, community questionnaires
- TOP meet-ups – Börcs and Gencsapáti-Perenye
- TOP discussions – meetings, professional discussions on multiple fronts and topics
- On the way to the TOP – action plan, event calendar

Our future plans, our initiatives to be implemented:

- Nature park organisation with several municipalities
- Changing the Old Cellar into a country house
- Protecting cellars – Döbörhegyi cellar
- Community building in a work organisation, association – not just in TOP
- Vasban-civilben – community culture and civil forum four times a year

Anikó Árendás, cultural desk office, Lébényi SCS Library and Community House
Community Life in Lébény: Everyday life and the future

The presentation focuses on the community life of Lébény. The small town of around 3,200 people is located in Győr-Moson-Sopron county, about halfway between Győr and Mosonmagyaróvár. This is favourable from a geographical point of view, but it is not easy to compete with these two cities in terms of cultural offerings. The main stage of the cultural life of Lébény is the Community House, which until the end of 2018 acted as SCS. As a result, the implementation of the mandatory elements of this service organisation model has also become a major guideline in everyday life.

Most events are held in the Community House, but these are of course just a part of the cultural professional's job. The House is open to the public, and it also provides space for the work of NGOs, which will also be highlighted during the performance, as their presence contributes greatly to a colourful and diverse cultural life.

Naturally, the events of Lébény are also mentioned, highlighting the local characteristics and methodological issues.

In the second part of the lecture, the challenges of professional work and future plans are discussed. In this context, the key question is how we can evolve with local needs while keeping in mind our traditions and values. The biggest challenges and challenges in their daily work are talked about, and so are the forces that help maintain and grow a cohesive community.

The lecture also raises the question of motivation for the cultural professional. That is, as institutions operate on a community basis, we can inspire us to constantly innovate and face the challenges of today's world, where people are challenged with many opportunities to choose from.

I will present all these with practical examples from the community life of Lébény.

Finally, it is also important to highlight that the material factors are essential for a good event, but the long-term work of a cohesive community and cultural professionals can bring about wonderful things.

Albin Varga director, Community Centre and Library of Gencsapáti:

Community Development Practice Heritage Programmes in Gencsapáti

About us

Gencsapáti is one of the most dynamically developing municipalities of Szombathely county, between Szombathely and Kőszeg, on the western border of the county seat. "The largest village of Vas county" is situated between Szombathely and Kőszeg, about 6 km West of the railway line and main road No. 87, along the Gyöngyös stream. The population is close to 3,000, which is increasing due to the desurbanisation process due to the proximity of the county seat, but our institution is also striving not to be a "sleeping city".

Our Institution – We Need a Place

The Cultural Centre and the Municipal School Library – as a multi-functional institution – provide community culture, public collections and information services in Gencsapáti. Its predecessors are the People's House (1934), the Cultural Centre (1968), since 1991 the present institutional structure. (social work, locals feel it to be their own) 2004-2005 renovation – "not real yet"

The current functions of the institution: Community Culture, Library, E-Hungary Point- DJP Point, Newspaper with the Beginner's Association, Permanent Local History Exhibition, Synthesis for NGOs, Communities (Folk dance rehearsal to birthday) 19 communities "use the house for creative purposes", physical and other activities.

Following values... Basic values

- All our development has been based on our local and national values for decades
- Municipality development is a strategic goal of a sustainable village
- "Industrial development in the East, a municipality that maintains and develops its values in the West"
- Renovation of the entire institutional network, local infrastructure (We grew larger than the house, too!) Logistics is getting harder
- Community Development on All Levels – Openness, Continuous Dialogue between Communities and Institutional Management (There is Full Overlap)

Our Communities are Our Greatest Strength

- The Gencsapáti folk dance movement is 80 years old (the first ensemble was formed in 1938). After a reformation in 1993 – the Gencsapáti Traditional Folk Dance Ensemble performs its work without interruption.
- Berkenye, Kiskópic, Kópic, Ispiláng, traditional folk dance bands, heritage preservation communities – 120 people dancing in 5 age groups

- We are members of the Muharay Elemér Folk Arts Alliance, dedicated professional work (with dedicated trainers)
- International appearances, certification programmes at national, regional festivals in Hungary, “Peacock Flying Up”.
- Vas folk song studio and its communities (Boróka, Csicsergő ensembles) as the dominant West-Transdanubian workshop of folk singing...
- Yoga, Table Tennis, Break Dance, Craft, Fine Art, Folk & Pop Communities

Our local values⁶

- Local Depository Committee-professional body-mayor, local historian, librarian (VN), folk dance instructor, head of the institution (who is also the leader of the Gencsapáti Traditionalists)
- We just formalised the job – (constant interviews and research for custom processing)
- We added 18 values to the local depository and distributed 4 items to the county values: Holy Well and Devil’s Stone; Gencsapáti folk dance tradition, Gencsapáti Youth Guild, Gencsapáti egg painting tradition

Our community-based inheritance programmes and festivals

- “Carnival Fun” community programme at the Community House and Library
- In April, Vas County Folk Singing Competition
- Last Sunday of May – Gencsapáti Children’s Day
- XXVII. Gencsapáti Pentecost Festival (36 thousand visitors – 60 concerts)
- XXII. “Gencsi Sweep” Regional Folk Dance Festival (22 performances – 560 dancers)
- Ferenc Vincze solo dance competition every two years – promoting and using the local and Vas folk dance tradition
- Gencsapáti – Egg Scratching – Acquiring Knowledge – Course with Masters
- Devil’s Stone – processing the legend – folk dance ensemble, drawing and photo competition
- Youth Guild – Crew life habits (maypole, Easter water spraying, nativity games etc.)
- XV. International Nativity Meeting in Gencsapáti (5 generations of Nativity Plays in Advent!)

“Devil’s Stone for Marriage” Community development from Gencsapáti to Perenye....

TOP. 1.3.5. Identity and cohesion grant with the adjacent Perenye village...⁷

- 32 interviews, 15-20 community conversations (not concluded yet) community survey (Google Drive)
- Event calendar, action plan (3 years)
- End of project results: Gencsapáti Wine Enthusiast Ladies Professional Programme (with monthly specials), “Wackies” song circle (06.03.2019) established, Treasure hunting camp, generations preparing for Advent, pig slaughter, monograph preparation, Easter preparation, a hiking community is being organised.

⁶ Further information: <https://gencsapatiertektar.hu/hu/>

⁷ Further information: <http://gencsapati.hu/%E2%80%9Eordog%E2%80%99ko%E2%80%9D-a-hazassaghoz!-kozosseqfejlleszt-es-gencsapatitol-perenyeig.html>

Local Socialisation Process-

We plan together with communities, proprietors, local institutions, NGOs – calendar of events, programme, local newspaper, joint grants (NEA, Csoóri S. Fund, NKA, TOP, LEADER). We help and generate new initiatives.

Closing remark

We can also use our roots and values to present young people as an optional set of values. Each generation must re-interpret its own tradition, its values, the knowledge accumulated by the community!

IV. STUDIES

Mária Arapovics professional in charge, Open Air Museum of Ethnography – “Methodological Outcomes of Social Innovation with Cultural Community Development Techniques – Acting Communities – Active Community Involvement Project”

The “Acting Communities – Active Community Involvement” is a three-year EU-funded project, and it is a series of professional and methodological developments aimed at generating change in Hungarian society by strengthening cultural and community cooperation and networking. The participants of the project achieved a twofold goal, on one hand, the methodological support of the community development processes created by the EU support, and on the other hand, the promotion of the community-based operation, social participation and sectoral cooperation of museums, libraries and community culture institutions. To this end, they have tried very effectively and successfully to implement this social innovation by using a variety of methods and tools.

1. Social Innovation

The European Union has raised the issue of social cohesion to the level of Community policy in order to alleviate growing social disparities and social hardship and to prevent exclusion. The European Cohesion and European Social Fund provided resources to combat poverty and social disadvantages. According to EU documents⁸, social innovations are ideas (products, services and models) that simultaneously meet social needs (more effectively than other methods) and create new social attitudes or collaborations. According to the national experts, “Social innovation is defined as a new or novel solution to the problems of a given community in order to improve well-

⁸ European Commission (2012): Strengthening Social Innovation In Europe. Journey to effective assessment and metrics. European Union. Belgium.

being". Social innovation provides a new or novel way of solving problems in a given community to improve well-being. And social innovation potential is the sum of the potential abilities that help create social innovation.⁹ In other words: "The concept of social innovation focuses on the new (or novel) idea that unlocks the potential for improving quality of life and life expectancy, that is, new solutions that simultaneously meet social needs and enhance the capacity of society to act."¹⁰

We implemented a top-down and a bottom-up approach in implementing the Acting Communities project. It is top-down as a ministry flagship project, with the involvement of external and internal experts, and it is based on unified methodological knowledge, using quantitative indicators using EU funds. At the same time, a bottom-up approach is prevalent, as the focus of this development is on the role of community, the philosophy of participation, and bottom-up in the sense that it can produce flexible, customisable, unique community ideas that have qualitative indicators.

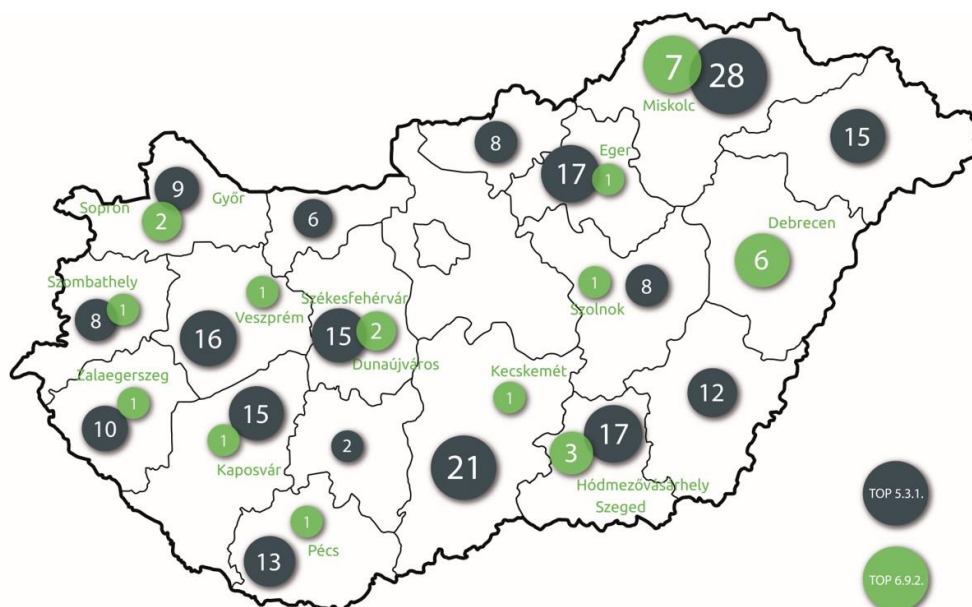
The EU-funded "Acting Communities – Active Community Involvement" project, funded by the EU with the IDEFOP – 1.3.1-15-2016-00001 – operates under TOP 5.3.1. and TOP 6.9.2. and By working in synergy with these "Strengthening Local Identity and Cohesion" projects (hereinafter "TOP projects"), it creates social innovation. The Acting Communities initiative was created with the support of three billion HUF (about ten thousand Euro), the Local Identity and Cohesion programmes with the support of 20 billion HUF (approximately 62 thousand Euro). As a result of the successful collaboration, the community development methodology developed in the Acting Communities project has become a requirement for TOP Territorial Development Projects, and the winners have committed to collaborate with the Acting Communities project through their cultural community mentoring network, on the interface to document their operation.

According to the data registered in the online community system of the Acting Communities, more than 15% of Hungarian municipalities started out from the TOP funds for community development: The community development programmes of 246 consortia, 524 Hungarian municipalities or parts of municipalities, started in a few months, almost simultaneously. Based on the mentoring records and attendance records of our mentors working on the Acting Communities project, one third of Hungarian municipalities has achieved our methodological improvements, with a documented 1013 municipalities participating in a community programme over the past

⁹ József Benedek – György Koczinszky – Mariann Veresné Somosi (2015): A new innovation paradigm? Possibilities to improve regional social innovation potential through expert system, opportunities and constraints In: Mariann Veresné Somosi: "Balance and Challenges" IX. International Scientific Conference, Conference Issue, 250.

¹⁰ Krisztina Varga (2017): Issues of regional social innovation. International Journal of Engineering and Management Sciences (IJEMS) Vol. 2. (2017). No. 4. 603. [http://ijems.lib.unideb.hu/file/9/595254869e5c6/szerzo/Varga - A regionalis tarsadalmi innovacio kerdesei.PDF](http://ijems.lib.unideb.hu/file/9/595254869e5c6/szerzo/Varga_-_A_regionalis_tarsadalmi_innovacio_kerdesei.PDF)

three years. This magnitude can have a social development effect and lead to social innovation.



2. Figure: The consortia mentored by Acting Communities on Hungary (CSK graphics)

2. Working methods from brainstorming to modelling

A fundamental principle of methodological modelling was the search for consensus. From the beginning, the methodological improvement was not merely relying on the assignment of individual experts, but on community-based teamwork. For the development of methodologies, technical working groups of 8 to 10 persons were formed with the involvement of associates from the Open Air Museum of Ethnography, NMI National Institute for Culture and the National Széchényi Library, and moreover, external experts, community developers and university teacher-researchers from the three cultural fields. Their work was accompanied by workshops and conferences, professional organisational reviews and researches. In the course of the developments, there was a constant consultation between consortium partners and the involved experts. In the course of the developments, an exemplary cooperation has been established with the associates of the TOP projects for “Strengthening Local Identity and Cohesion”.

Our methodological instruction manuals were the result of all of these: the development of methodologies and glossaries, the collection of best practices, the involvement of experts and mentors, the organisation of courses, professional forums, workshops and conferences and a series of negotiations.

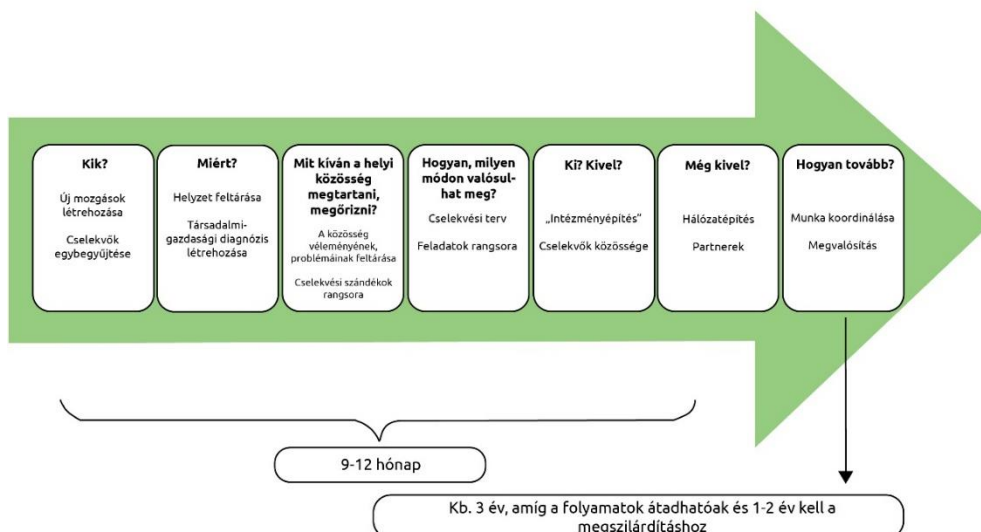
3. Development of methodological instruction manuals

3.1. Clarification of the community development model, wording of cultural community development

As the first step of our work, together with the representatives of the three fields we created a glossary based on the existing legislation, theoretical work and literature. The creation of the *Glossary* was one of the major methodological achievements of the project.¹¹ Our first and most important development was built on the *principles for community development* laid down by Tamás Varga and Ilona Vercseg, to which we introduced further elements and – in collaboration with the expert groups and the professional associations – developed into a *methodology* that can be applied and implemented by TOP applicants and other community developers. We outlined the characteristics of municipal and *cultural community development* and came up with definitions.¹²

In the course of the second developmental phase, we introduced the Guide the experiences we gained throughout the project, created a Compendium from the best practices of the cultural field, and with the help of these, we drew up the practical manual of cultural community development.¹³

A közösségfejlesztés folyamatának főbb fázisai



¹¹ Glossary ed. by Edit Brüll (2017) In: Mária Arapovics – Ilona Vercseg ed. (2017): Methodological manual on community development. Hungarian Open Air Museum – NMI Művelődési Intézet Nonprofit Közhasznú Kft. – National Széchényi Library pp. 96 – 144. . https://cselekvokozossegek.hu/wp-content/uploads/CSK_utmutato_kozossegfejlesztés_online_2017_0331.pdf

¹² Mária Arapovics – Ilona Vercseg ed. (2017): Methodological manual on community development. Hungarian Open Air Museum – NMI Művelődési Intézet Nonprofit Közhasznú Kft. – National Széchényi Library pp. 96 – 144. . https://cselekvokozossegek.hu/wp-content/uploads/CSK_utmutato_kozossegfejlesztés_online_2017_0331.pdf

¹³ Mária Arapovics ed. (2019): The methodology of community development and the practice of cultural community development. Methodological guide, practical manual. Hungarian Open Air Museum – NMI Művelődési Intézet Nonprofit Közhasznú Kft. – National Széchényi Library

figure no. 2. Model of the phases of community development (CSK graphics)

Theses written at a number of universities are citing our publication, and recently started PhD research projects have been analysing the development's achievements.

3.2. Measurement and evaluation of community development processes

In the practice of community development, the most difficult task is the measurement and evaluation of change in the process. By supporting the Acting Communities project and the TOP-5.3.1-16 and TOP-6.9.2-15 applications, the aim of the developed methodology is to provide help for community developers and their supporting mentors working at the municipalities in the measurement and evaluation of the effects and achievements of community development processes implemented in museums, libraries and community culture institutions. The Guide outlines the methods and measures suitable for monitoring the changes within the community development processes taking place at a given municipality, part of a municipality, or a micro area, and/or the changes that occur in the operation of institutions. In addition to the quantifiable results, the methodology also explores what the impacts of the interventions are on the communities, the lives of individual people and the operation of institutions.¹⁴

3.3. Community participation model, institutional societalised mode

One of the most important methodological innovation was the creation of the sequence of steps: the community participation model, and societalised mode of operation assisting cultural institutional paradigm shift.¹⁵ The community participation, the development of partnerships and the concept of societalisation are not entirely new. What counts as novelty to the institutions is the strategic planning, the purposeful formulation of construction, and the organisational development. Community participation-based operation means that the municipality, the residents and non-governmental organisations of a local community actively participate in designing the activities, and achieving and evaluating the operation of the cultural institutions, and the community participation-based operation appears in the internal operation documents of the institution as well. For the implementation of the development, we used the IAP2¹⁶ social participation model, that is the basic principle of building on the

¹⁴ Éva Dóri ed. (2019): Assessment-evaluation of community development processes. Methodological guide. Acting Communities, Hungarian Open Air Museum – NMI Művelődési Intézet Nonprofit Közhasznú Kft. – National Széchényi Library <https://cselekvokozossegek.hu/wp-content/uploads/Meres-Ertekeles-web.pdf>

¹⁵ Mária Arapovics – Márton Beke – Éva Dóri – Máté Tóth ed. (2019): Societalised operation of cultural institutions. Methodological guide. Acting Communities, Hungarian Open Air Museum – NMI Művelődési Intézet Nonprofit Közhasznú Kft. – National Széchényi Library 2019 <https://cselekvokozossegek.hu/wp-content/uploads/Tarsadalmasitas-beliv-boritoteritve.pdf>

¹⁶ International Association for Public Participation <https://www.iap2.org/page/A3>

levels of information – consultation – involvement – collaboration – empowerment and came up with a sequence of steps for organisational development.

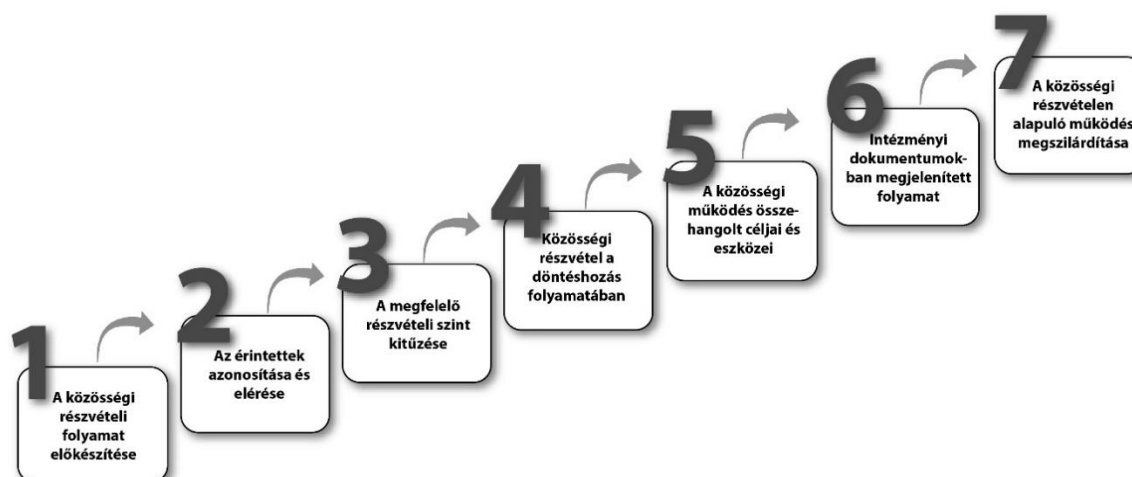


figure no. 3. Model of the community-based operation and societalised operational method of cultural institutions (CSK graphics)

For the purposeful design of the new approach, we came up with a self-assessment test for the institutions, which gives clues to the institutions on which level of societalisation they actually are, what instruments should be used in the decision making, and where is there room for / what roles there are for the participation of communities.

The methodology was reviewed by professional organisations and underwent polishing at workshops in several stages. For the sake of encouragement, we set up a community museum and community library address at museum and library areas, and nearly 60 institutions gave a letter of intent about societalised operation. The professional interest was so great, that a thesis was written about the topic in 2019.

3.4. Volunteer work at institutions

As a result of the efficient work performed by expert working groups, in addition to community development, we could establish a practical guide ready for publication on the subject of volunteering, designed for the establishment and operation of institutional volunteer programmes. The aim of the abovementioned publication is to enable museums, libraries and community culture institutions (irrespective of their sizes or organisational structures) to find answers easily and quickly to their practical questions regarding volunteering, the employment of volunteers, and the organisation of volunteer activities. The aim of the methodology is to achieve that institutions accepting volunteers develop strategies for the management, preparation and retention of the large number of helpers. At our workshops and trainings, we received

a number of positive feedback on the applicability of the manual full of standard forms and model agreements.¹⁷

3.5. Guide on equal opportunities

Our researches pointed out that much work still needs to be done in the field of equal opportunities in Hungary. The methodological collection provides help on how to incorporate the viewpoints of equal opportunities in the operation of cultural institutions, and how to provide opportunity to everyone for participation in the creation of cultural values at a given institution. The publication comprises two parts: the first one introduces the Hungarian regulatory environment and the Hungarian cultural institutional practices, while the second part is a set of examples on foreign practices.¹⁸ In favour of the organisation of programmes, the focus of the annual Week of Communities event in 2019 was on the topic of “Giving a chance!”.

3.6. Guide on mentoring network

The quality management system design for the project’s cultural community development was prepared in the form of internal specialised material. The system design of Acting Communities’ priority project outlines the tasks of the mentors and the mentoring network set up under the project. It also includes the network’s operational safeguards, which enable that the mentor colleagues stationed at hundreds of locations across the country can perform their work along the same principles, represent the same professional values, and carry out their functions on the same level of quality.

4. Researches

A major achievement of the project is the fact that researches were also carried out simultaneously with the developments, thus the experiences gained from monitoring and survey results could immediately be incorporated into the developments, therefore an actual R&D activity was carried out under Acting Communities’ project.

Within the framework of the abovementioned R&D work, we conducted seven researches with the inclusion of tens of thousands of people. In collaboration with external research institutes and universities, and under the coordination of NMI National Institute for Culture, the consortium followed up the processes of cultural community development.

In the course of our first research, *The representative survey of Hungarian museums, libraries and community culture institutions* was concluded between June and

¹⁷ Izabella Csordás ed. (2017): Practical guide to the establishment and operation of institutional volunteer programmes. Acting Communities project Hungarian Open Air Museum – NMI Művelődési Intézet Nonprofit Közhasznú Kft. – National Széchényi Library https://cselekvokozossegek.hu/wp-content/uploads/CSK_utmutato_onkentesseg_online.pdf

¹⁸ Anna Csongor ed. Methodological guide on equal opportunities. and Annamári Szu ed. Equal opportunity practices of cultural institutions around the world (under publication)

September 2017 with the participation of 1,125 institutions.¹⁹ The results of the research confirmed that the social embeddedness of cultural institutions is remarkable, they are connected to the local community's life in many ways, and they enjoy good relations with other institutions, local governments and non-governmental organisations. Most institutions accept volunteers and students performing their School Community Services, however, only a few institutions prepare strategic plans for the helpers' reception. There are relevant programmes on equality issues among the institutions' events, however, more than 90% of the institutions are inaccessible. In 2019, the research entitled *The practice of cultural community development*²⁰ was founded on the abovementioned first research, and we surveyed 708 institutions with the help of an online questionnaire. The aim of this research was to study the impacts of Acting Communities' project and the local community development processes. The research found that our project is substantially beneficial: the number of programmes at the included municipalities increased, dynamic civilian, institutional and local governmental relations were established, and community development processes were initiated. Within the third research, *Effect measurement of cultural community developments in municipalities* we assessed the achievements of those municipalities, which were involved in the community development projects supported by TOP grants. Interviews were conducted with 4,400 opinion-formers, and the questionnaire was submitted by 30,000 people. In the course of the *Effect measurement of cultural institutions' societalisation*²¹ research, with the involvement of 108 cultural institutions we examined whether the processes of societalisation and community participation appear in the documents of museums, libraries and community culture institutions. The aim of the *Delphi research on future and trends*²² – implemented with the involvement of foreign and Hungarian experts – was the examination of professional tendencies likely to occur in the future with regards to areas of community culture, museums and libraries. Over the three years of the project, there was a constant *monitoring activity*, an examination of professional development. On two occasions, by surveying four people on average, we monitored the cultural community developing activities of the mentors employed under the project and assessed the mentoring network's operation.

¹⁹ Mária Arapovics – László Ponyi – András Bódog ed. (2019): Research report of the representative survey on Hungarian museums, libraries and community culture institutions. Acting Communities, Hungarian Open Air Museum – NMI Művelődési Intézet Nonprofit Közhasznú Kft. – National Széchényi Library

²⁰ Barbara Sólyom – László Ponyi ed. (2019): The practice of cultural community development by a control group analysis. Acting Communities, Hungarian Open Air Museum – NMI Művelődési Intézet Nonprofit Közhasznú Kft. – National Széchényi Library

²¹ Judit Kuthy-Megyesi – László Ponyi ed. (2019): Societalisation processes of cultural institutions in Hungary. Acting Communities, Hungarian Open Air Museum – NMI Művelődési Intézet Nonprofit Közhasznú Kft. – National Széchényi Library

²² László Ponyi ed. (2019): Delphi future and trends research in the areas of museums, libraries and community culture. Acting Communities, Hungarian Open Air Museum – NMI Művelődési Intézet Nonprofit Közhasznú Kft. – National Széchényi Library

The results of the researches confirmed the development path on which our project has taken the first step, highlighted the need for development, and exposed the issues of achieving equal opportunities.

5. Transfer of knowledge

The social innovation of Acting Communities, the project's success was due to the diversity of the transfer of knowledge. We applied the effective and innovative means of the transfer of methodologies: a novelty was the establishment of a municipal-level mentoring network connecting the three fields and the civilians; the transfer of knowledge by the launch of model projects; the creation of a Wikipedia-like professional encyclopedia and community forum; and the implementation of the gamified applications. Traditional, but efficient was the organisation of people-to-people contacts, mentoring, trainings, professional forums, events, and successful research excursions.

5.1. Mentoring

Under our project, we were the first ones to establish a network, under which the three cultural fields and the non-governmental organisations' experts can develop a joint advisory system. For the operational framework of the network, we developed a guidance tool for quality management. The mentors carried out complex functions, provided professional help in community development processes, generated collaboration, collected best practices, organised programmes, promoted our events, recruited participants for our courses and research excursions, and supported the societalisation of cultural institutions; however, they also acted as interviewers in the course of our researches. And many times, they created a community themselves! The principal activity of cultural community developing mentors was the methodological support of the communities – according to the specifications of the project, the aim was the constant mentoring of 360 communities. Around 80 mentors were mentoring 439 communities in 18 counties on a regular basis, and, according to the data recorded on our online platform, they have reached about 939 communities. With the methodological development, we were in connection with 1,013 municipalities (well above the required number of 360), and, according to the mentoring records and the documentation of our further events, we reached 2,530 cultural institutions through the methodological development. There was a constant internal further education of the mentors, and there were tailored trainings and supervision for the mentors' mentors through meetings.

5.2. Courses

We developed three accredited courses for the transfer of methodologies and the raise of awareness, furthermore, with the involvement of developers, we developed textbooks and teaching aids.

The 120-hour *Preparation for the cultural community developing mentor's tasks* course (launched within the cultural further education system) has been completed by 120 mentors in 6 groups altogether, 80 mentors of whom has also received a 24-hour "Community planning" course.

For cultural professionals, we accredited a 60-hour *The practice of cultural community development* course, which is a requirement incorporated into the notice for community developers who won the TOP grant. The course based on a uniform educational programme was separately accredited by each of the three consortium members, and they launched the course on their own. In view of the great interest shown, 478 persons completed the course in 25 groups, instead of the required 420+.

The grants relating to community development are implemented under a different method and require different planning and approach than the previous cultural programme applications, as the preparation of the local government's workers and the civil servants plays a prominent role. For their preparation, we organised lectures, forums and workshops, on the one hand, and accredited a 6-hour course into the "pro bono" further educational system of public administration workers, on the other hand (parent organisation: Hungarian Ministry of Human Resources, implementing organisation: SZNM). *The relationship between community development and local administration, and their effect on each other* course was completed by 350 civil servants in 18 groups and in 17 counties.

5.3. Model project

We supported our community development methods and the field trial of museum, library and civilian partnerships with the setup of model projects, in the framework of which community development models were created for cultural institutions, non-governmental organisations and local governments, which models are reflecting on local values, strengthening local identity and social participation, facilitating local economic development and are widely adaptable. There were three rounds for the selection of the model projects, and all together 25 model projects were created in 17 counties. Great ideas were realised, for example, in two small municipalities in Tolna County, where they created public spaces through community planning: an exhibition at the water tower in Fürged, a meeting place suitable for outdoor performances in Iregszemcse, and the Szépkorúak Akadémiája, which was established by the Herman Ottó Museum of Miskolc for its pensioner volunteers. The Magyary Zoltán Folk High School of Tata organised a County-based exchange for School Community Services, the traditions of national costumes were renewed by "reloading" the values of the miners at Gánt and that of the Matyó at Mezőkövesd, the cult of Petőfi was increased at Kiskőrös through the events of the Petőfi House and Memorial Museum, and the Slovakian Folk House. The young people organised around the Fekete István Library of Tiszanána learned the craft of beekeeping and collected old honey recipes from the seniors' club, and the KÖSZI youth organisation of Taliándörögd edited a "book of the village", which later on grew into a TOP grant at the municipality.

From each of the exemplary model projects a couple of minutes long and a twenty minutes long short film was made, moreover, two summaries (short films), 25 booklets, and one independent publication were made, the latter one of which is also available in English²³. The objective of all of this was to facilitate the adaptation of ideas.

5.4. Vision roads: European and Hungarian research excursions

In addition to the courses, methodological preparations also included the collection and familiarisation of best practices. Under this framework, we organised three-day research excursions in Hungary, and four-day research excursions abroad. During these excursions, participants could learn about the best practices of museums, libraries, community culture institutions and local or professional non-governmental organisations, they visited sites, and took part in short workshops. The aim was to familiarise them with Hungarian and foreign institutions and local communities which have set good examples on community development, volunteering and equal opportunities, and demonstrated the societalised, community participation-based institutional practices. Participants of the research excursions were the applicants launching community development processes for “Strengthening Local Identity and Cohesion”, the representatives of local governments, civilian, church and other organisations dealing with community development and cultural programme organisation, and the associates of the institutions. Excursions in Hungary were coordinated by NMI National Institute for Culture, and within the course of our 18 county-based travels, 183 best practices of 139 municipalities were introduced, and 1,259 people from 468 municipalities have participated. The four-day long research excursions abroad were organised by the Museum Education and Methodology Centre of the Hungarian Open Air Museum. In the course of the 12 research excursions, we visited 14 Member States of the European Union.²⁴ 238 professionals took part in the excursions abroad. The professional experiences were published on our online platforms and in our publications.²⁵

5.5. Residential and professional forums, conferences

²³ The information sheet and short films of each model project are available on the project’s website : <https://cselekvokozossegek.hu/hirek-esemenyek/mintaprojektek/#tab-id-3>, the publication is available both online and in print: Mária Arapovics ed. (2019): Cultural communities’ model projects. Acting Communities project. Hungarian Open Air Museum – NMI Művelődési Intézet Nonprofit Közhasznú Kft. – National Széchényi Library, Szentendre. <https://cselekvokozossegek.hu/wp-content/uploads/Kultur%C3%A1lis-k%C3%B6z%C3%B6ss%C3%A9gi-mintaprojektek.pdf><https://cselekvokozossegek.hu/wp-content/uploads/Kultur%C3%A1lis-k%C3%B6z%C3%B6ss%C3%A9gi-mintaprojektek.pdf>

²⁴ Romania (Sibiu, Sfântu Gheorghe, Târgu Secuiesc, Deva), Austria (Unterwart, Vienna, Dunajská Streda), Slovenia – Italy (Lendava, Ljubljana, Kambresko, San Pietro al Natissone, Stolvizza di Resia, Murska Sobota), Poland (Warsaw), Germany (Berlin), Belgium (Brussels), Croatia (Rijeka, Opatija), the Netherlands (Amsterdam), Czech Republic (Prague, Brno), Denmark (Aarhus), Austria (Rechnitz, Graz, Eisenstadt), and Estonia (Tallinn, Tartu).

²⁵ <https://cselekvokozossegek.hu/hirek-esemenyek/tanulmanyutak/>

For the transfer of methodological developments and the demonstration of best practices, we organised multiple awareness-raising local, county-level, regional, national and international events, which attracted a high number of visitors, and through which we could reach thousands of professionals over a period of three years.

Our mentors were involved in the organisation of a total number of 304 informative public forums, which were hosted by the winning municipalities of the TOP grant. With the involvement of the mentors and under the National Széchenyi Library's coordination, associates of the project organised 18 county-based conferences combined with workshops for the civil servants of the municipalities that launched community development. A total number of 750 participants were present at these events. Within a similar organisational framework, we organised 18 county-based forums for active communities and non-governmental organisations, the main objective of which was the exchange of experiences and the facilitation of the flow of information. More than one thousand professionals visited these events. For the representatives of the consortia participating in the TOP Local Identity and Cohesion grant, we organised 18 county-based workshops under the coordination of NMI for the demonstration of TOP best practices and the implementation of workshops. The three consortia partners organised a total number of 18 regional and Budapest-based workshops for cultural institutions on community participation and institutional societalisation. For the presentation of professional achievements and the exchange of experiences, we organised three major international conferences and two national conferences, where a total number of nearly one thousand professionals were present. The international conferences focused on the community-based cooperation of a specific cultural field, and institutional representatives from 7 or 8 countries were present (In Partnership With Museums – 20–21.11.2017 Eger; In Partnership with Libraries – 15–16.10.2018 Debrecen; In Partnership with Community Culture – 15–16.05.2019 Lakitelek). For the presentation and discussion of one of our major methodological developments, we organised a national conference under the title Focus on cultural community development – 11.06.2018 Budapest, Eötvös Loránd University, Faculty of Social Sciences, Gömb Aula –, as a consequence of which the internationally recognised academic journal *Civil Szemle* released essays written on the basis of the lectures both in Hungarian and in English. The closing conference of the project took place on 22 August 2019 at the consortium leader Skanzen in Szentendre. The effectiveness of the project is demonstrated by the fact that despite the warm weather, nearly 300 people registered and about 200 professionals showed up.²⁶

5.6. Week of Communities

With the establishment of the Week of Communities national event in 2017, the Acting Communities project created a new tradition among the community developing professional events. The community week, organised each year in the middle of May, gave rise to events that reflect on the cohesion and values of communities, and

²⁶ <https://cselekvokozossegek.hu/koferenciaik/>

moreover, focus attention on local initiatives. Anyone who is interested can find out more about the programmes of the Week of Communities on the www.kozossegekhete.hu website or within the mobile application. The table below summarising the data of the event demonstrates well that the number of joining programme organisers was increasing year by year, and by 2019, there were 551 organisers from 390 municipalities (56% of which were cultural institutions, 18% non-governmental organisations, 15% local governments and 11% informal communities) organising community programmes at the Week of Communities.

year	programme organiser	municipality	programme
2017	543	321	881
2018	548	326	800
2019	551	390	760

1. table No. Programmes of the Week of Communities in numbers

Local creative groups introduced themselves at a number of municipalities, there were many places where residents organised an exhibition for the revival of the past, while others organised meetings for the emigrated former residents. There were also some events for the connection of generations: seniors passed their wisdom on to the younger generations by means of local history walks, or invited them, for example, for joint strudel or shell-shaped noodle making. Creative flash mobs were performed, and a number of communities took part in the rewarding of community developing professionals.

5.7. Publications, films, best practices

As lasting products for professional development, there were printed and online methodological guides (often available in English as well), collections of best practices, research reports, publications and short films made. Within the Acting Communities' project, 8 methodological instruction manuals, 6 research reports, one publication on community model projects, one online publication introducing the Hungarian and foreign research excursions, a collection for community education, 3 bilingual online conference proceedings, and 18 booklets introducing the best practices of county-based TOP community developments were made. We also reached out to professionals through special issues of the methodological institutions' professional journals and periodicals – 6 issues of *Múzeumi Iránytű*, 3 special issues of *SZÍN*, and 3 thematic issues of *Könyvtári Figyelő* and 3 of *Könyv, Könyvtár, Könyvtáros*. A total number of 10 short films, and a 20-piece molino exhibition was made recalling the developments of Acting Communities' project. 2x25 short films were made on the

model projects, and a series of DVDs, entitled *Faces of the community*, featuring the lives of renowned community developers.

5.8. Virtual novelties: CSKWiki and community games

On the basis of the instruction manual, we established Acting Communities' Wiki site (www.cskwiki.hu) in 2017 under the auspices of OSZK, which, in addition to peer-reviewed entries, also gives space for professional comments and the interactive forming and increasing of entries. For the transfer of methodologies, NMI developed an online game (gamification – www.kozossegitatek.hu), together with table and card games.

6. Difficulties in the implementation

Finally, some words need to be said about our difficulties as well. Community development is a social intervention, in which a continuous balancing is needed between social, professional, governmental and local expectations. We sought social innovation, however, the main disadvantage of the developmental process was the project-based operation: community development and a change of perspective takes more than 3 years. The Acting Communities' project would have started out in synergistic collaboration with TOP grants, in the meantime however, the two projects slid past each other, thus the mentoring processes came to an end in the middle of the developments. We feel that our work gets interrupted at the onset of municipal community development and the societalisation of institutions – just when our work would seem to succeed. We knew it from the beginning that our quest would last for three years, yet it felt like a failure that the large-scale development was not extended by the government, thus the intensive and effective methods for the transfer of knowledge could only work in the manner (a course, a conference etc.) and during the time set out by the holding period, and the mentoring network and the well-functioning project team cannot continue their lasting supportive work. Obtaining acceptance for a community-based operation from the museums, libraries, or even the community culture institutions is not easy. The heads of institutions often think that their institution operates on a community-basis and in a societalised way, however, this fact is not reflected in institutional documents, and the human relationships are fragile. The rules of procedure for procurement processes in case of EU projects, compliance with the managing authority's reporting and accountability obligations, and the ever-changing environment has not made our work any easier. Among ourselves, we refer to this as the "documentation adventure". The collaboration of the three fields, and the procedure that is adaptive to the decision-making mechanism of the three institutions with three different organisational cultures became smooth only by the end of the project. The time for presentation at an international level and the communication of results would only come now; three years is a really short time for a large-scale project like this.

7. Summary

Social innovation? Social development? Professional development? Cultural community development? Summarising the achievements of a complex project aimed at social development right after the end of the project is possible only at a reporting level. Our immediate impact-assessing researches pointed out, however, the measurable and positive change. Only a longer period of time and social inclusion might answer the question whether we were able to make a lasting change. The forums, workshops, professional courses and research excursions have set in motion the professional dialogues, inter-professional consultations and strategical developments. The methodological manuals, the publications introducing best practices, the short films of the model projects, and the research reports suggest lasting results. The fact, that these volumes have been incorporated into university textbooks and became an educational aid is an unforeseen development. The new methodological platforms, the project website, our Facebook page and the CSK Wiki site has a considerable number of visitors. With the Week of Communities events, a new tradition and a new major event came to existence in Hungary. The provision of access and the social practice of transferring the accumulated knowledge can make an important contribution to the utilisation of the briefly summarised achievements of Acting Communities' project, set out above.

Carl Gustav Johannsen professor emeritus, University of Copenhagen – Department of Information Studies (Denmark):

Experiences with partnerships in public libraries

This presentation focuses on the role of the user as partners in. Public libraries in the digital age. First, the partner concept as something distinctive

and different from related concepts like “participants” and “volunteers” are defined. The partner, for example, is usually not paid for his or her assistance. Indeed, many library users participate actively through library visits without being partners for that reason. Often partners in public libraries today are used to deal with service development and innovation rather than with routine tasks. Volunteers, on the contrary, often take on routine tasks. Partners are typically involved in more advanced activities such as development of new products or services, co-creation and user-driven innovation.

The creative partner is, primarily, interested in participating in and contributing to creative processes. Usually, he or she is also closer to strategic decision-making processes than, for example, the volunteer.

The informal character of the creative partner role should be emphasized. The partner is driven by motivation and passion rather than by material rewards.

Partner roles in practice:

The Danish Ministry of Culture in 2008 published a report, *Reach Out! Inspiration to user involvement and innovation in the cultural sector*- containing about 30 cases, among them three library cases.

The cases were typically focused upon *user involvement, user-driven innovation and user-centered design*.

They were also inspired by developments in business contexts by IDEO, an American, Silicon Valley company whose development methods among other things had resulted in the development of the computer mouse and toothbrushes for children with broad handles.

Moreover, the cases were inspired by a Scandinavian tradition of cultural democracy, by the way, the same tradition which led to the development of the so-called, “folk high schools.”

Different Approaches to the Partner Concept.

A traditional approach is when the users are passive deliverers of information. This approach is found in surveys measuring the satisfaction and the preferences of the users.

The users could, however, also be seen as active co-developers.

- In Aarhus in a public library project the following user segments were activated: Children aged 9-13 years – experimentariums collecting ideas about contents, furnishing, and competences
- Young people – 14-20 years- “mind spotters” developing new library services, e.g. self-directed reading circles, 24-hours film-marathons, and the like
- The project was supported twice by the Bill & Melinda Gates Foundation with million dollars donations using the slogan: “Unleash the users.”

There were different approaches to the partner concept:

- The Roskilde library project: *users as idea generators*
- One project dealt with the further development of boxes in libraries for proposals and suggestions
- an example was when users were involved in discussing which consequences the different suggestions should have
- user-driven development of concepts from start to finish
- but it is important to emphasize that the library still is responsible for the final decision

Why focus on the library user as a partner?

Is it a short-lived fashion or not? Here, it is important to be aware of the importance of:

- social and demographic developments – preferences and expectations of the younger generations
- the emerging “experience society” will create more user-involvement
- a historic shift in the role of libraries from “senders of neutral information” to “facilitator and active helper who ensure, as *catalysts*, that idea in society are developed and realized”

- Should the purpose of user involvement in libraries develop from the narrower goal of utilizing creative users to make libraries more innovative to facilitating and supporting creativity in society?

Summary: Significant features of partners and corresponding features of the library user:

Significant features of a partner could be involvement in:

- User-driven innovation
- Co-creation
- Driven by mutual interest
- Not hires

The corresponding features of the library user could, for example, be:

- Makerspaces
- The users as idea generators
- Dialogue, motivation, passion
- The user as an active, independent and open-ended mind-spotter.

Further reading:

Carl Gustav Johannsen (2015): *Library User Metaphors and Services: How librarians look at their users.* Berlin: de Gruyter, especially chapter 4.5, pp.108.123.

Carl Gustav Johannsen (2019): *Users, Technology, and Library Design: From clients to participants and data sources.* Lambert Academic Publishing deals diffusion of innovations in libraries

Then examples/ cases of public library applications of the partner concept - primarily Danish - are mentioned and characterized.

The Aarhus Public Library project operates with the idea of “mind spotters” to develop new library services and the mind spotters are also encouraged to realize the ideas themselves. The purpose was to explore the creative and innovative potential of users. The project has been supported by the Bill & Belinda Gates Foundation with million-dollar donations. The Aarhus public Library case belongs to the project category with few users as active developers. Indeed, six mind spotters were involved. The slogan “Unleash the users” expressed that purpose. The - also Danish, Roskilde public library project also tried to create partnerships with users as idea generators.

The project further developed the system of boxes for complaints and suggestions which are found in many public libraries on step further by discussing what consequences the different suggestions of the users should have. Therefore, it also made sense that the project was labelled “user-driven development of concepts” from start to finish. Such features certainly placed the Roskilde public library project within the category of many users as active developers. Indeed, the Internet based approach made the involvement of not only few but many users realistic.

My presentation also deals with the question why so many libraries today have experimented with different ways to involve their users. Why has the user as innovative co-creator become so prominent today in many libraries and cultural institutions?

The first factor to mention has something to do with social and demographic developments. Younger people below 40 have certainly different preferences as to cultural consumptions than older generations. Many librarians think that more dialogues are necessary to enable public libraries either to develop new services or to adjust existing.

The emerging experience society is mentioned as a second factor making more user-involvement in libraries necessary.

Finally, regard for quality is mentioned as a reason for increased user-involvement.

At the international “next Library” conference in Aarhus (Denmark) in 2013 a historic shift in the role of the libraries was presented as a shift from “sender of neutral information” to “facilitator and active helper to ensure, as catalysts, that ideas in society are developed and realized. Indeed, the purpose now seems more to facilitate and support creativity in society rather than the narrower goal of utilizing creative users to make libraries more innovative. The statement: “the mission of libraries is to improve society through facilitating knowledge creation seems to be very much in accordance with the thoughts behind the user as creative partners although their societal role is more emphasized than their library development functions.

The significant features of their partner or the creative partner can be summarized as “user-driven innovation, co.creation, driven by mutual interest, and voluntary - not hired whereas the corresponding features of the library users could be maker spaces, user as idea generators, dialogues, motivation and passion and active, independent and open-ended mind spotters.

Tamás Fodor, professional leader, NMI National Institute for Culture:

Societalisation – everyday life in the institution with a community perspective

The network of community culture institutions does not only serve inhabitants at certain phases of their lives but accompanies them throughout their whole lives. As such, these institutions are unique and cannot be compared to other (public) institutions that are available only at certain chapters of our lives.

Another question is, of course: do locals actually take advantage of this opportunity? Do they realise what sort of opportunities these institutions offer them? Do they know what a cultural public space is for, what the spirit of a certain institution is like, or, in the absence of this knowledge, is it not just a mere building to them which belongs to the municipality’s landscape?

When asked whether a local cultural institution operates with a community perspective and incorporates the residents of the catchment area into its everyday life, most colleagues would say yes, of course, how else could it operate?

When they start talking about their daily lives, they usually mention the diversity of events, which describes a beautiful arc within a given year, and which often recur to the institution’s

life over and over again. Local residents mostly appear in these narratives as participants, sometimes in greater while other times in smaller amounts.

If not the events, then the number of clubs and groups using the building will be highlighted. Another question is, of course, what scope and quality this “use” has.

Quality of the collaboration

When talking about community culture, the most important measure value should be the quality, and not the quantity. Naturally, it is important how many events a certain institution can implement – in an adequate quality –, just like the number of communities and visitors the given institution has. However, it does indeed matter in what capacity these visitors take part in the institution’s everyday life. How strong are their ties with the institution, and to what extent do they feel like it is their own? Is it just a building they have gotten used to, and in which there is someone whose job is to organise programmes for them? Or is it just a place they can only rent for the get-togethers of their community? No matter how many programmes and visitors an institution has, if the connection is merely superficial and mostly unidirectional.

The point of the community-based – societalised – approach is that locals feel at home in the cultural institution and consider it as their own. They should be fully aware of its operation, possibilities, challenges, and they should participate in its everyday life and plan its future together. Obviously, it does not happen overnight. In most cases, it is the result of a long procedure.

The old conditioning, that public institutions are there to solve anything is still present in the society. The institutions take over the responsibility of (self)caring from the residents. The concept of acting together or acting for each other is left in the background. However, in the course of societalisation, it is this latter one that we would like to increase. It is our assumption that residents are mindful of their local needs and possibilities. What we need to teach them is how they can express their ideas, and how they can realise these by acting in partnership with the local cultural institutions.

Not every profession and not every type of institution is capable of this. In the cultural sector we are fortunate enough, as residents’ relation with the institutions is not only direct but is typically voluntary in nature. In other words, locals are not visiting the community centres and the public spaces because they are forced to do so, but because they have an internal need. This need might be the need for culture in general, however, it might also be just about experiencing community existence.

Obviously, for this active collaboration, open-minded residents are needed who are ready to act. In the meantime, residents can only be distracted from this often seen and learnt inertia by practical experiences, however, they need to have confidence in order to start acting. Confidence can be attained with support from the community or through the positive results of collaboration.

Importance of the staff

Much depends on the cultural institution’s staff. Including not merely the professionals, but every colleague who participates in the operation of the institution. It is through their work, that the visitors first experience the spirit of the institution. In community culture, we also work with our personalities: we need to be open, show acceptance, understanding, a supportive attitude,

but never be pushy or force ourselves on locals. Therefore, it is important to train the staff and enable them to societalised operation.

Personal attitude alone, of course, is not enough to attract visitors, but is essential in retaining them.

It is not always easy to understand that the inclusion of locals does not entail a harm of interests, moreover, they can bring new resources and ideas to our institution. This is especially true of small, “one-man” institutions, where the colleague might feel that s/he is not working well enough if external assistance is needed. In fact, this is exactly what needs to be understood: it does not work like this. In such cases, the involvement of locals and a joint thinking and planning might even give the colleague a sense of community, with the help of which s/he will not feel left alone with the problems. S/he does not have to bear the burden of coming up and implementing every idea alone.

The community-based approach relieves the workers of the burden of being responsible for everything and having to solve everything themselves in order to serve the – suspected or actual – cultural needs of the people living in the institution’s catchment area.

With constant communication and dialogue, the division of tasks, and the offer of a joint implementation, we can also develop mutual responsibility between cultural institutions and local residents.

Steps of involvement

For societalisation to be successful, it is first necessary to determine the professional identity of the institution and its role in the local society. Local traditions, the institution’s past and spirit often play a decisive role in this. How attached are locals to it, and how embedded is it in the community? Did locals, by any chance, take part in its building and construction?

We need to be aware of the strengths and possibilities of our institution. We need to say out what we have to offer to locals. We need to be able to express our promise for collaboration and involvement. Into the daily tasks, as well as in the development of a vision or the preparation of a work plan.

It is important to address them well and reach out to them as widely as possible. However, it is also important to involve and inform the local government and the proprietor. It is worth clarifying whether the parties concerned have the willingness, and everybody understands the objectives. Societalised operation is not feasible everywhere, moreover, by no means is it certain that where it is possible, it can fully be implemented.

Community-based operation is a self-sustaining process. It is based on independence, collaboration, joint planning, and a sense of responsibility towards one another. Openness is of equal importance, as if a dialogue is developed between a group of locals and the institution, over time it might become a closed community excluding those that would like to get involved in the collaboration later.

The significance of commitment must not be forgotten either. There are three important pillars for someone to be committed: the person should get from the given situation what s/he needs; what we have to offer should be the best available option to him/her; and s/he shall invest time and energy into the collaboration – which is perhaps the most relevant. Without the added

value of their own, people will not commit to anything. Indeed, this is how something becomes their “own” in which they can find themselves.

Impediments to progress

Just like every professional development programme, community-based operation also has its own impediments. Such impediment is, for example, the dissension of the population, the presence of internal conflicts within the community, or a kind of distrust in the local institution. Serious social problems also challenge the community collaboration. It is important, however, that these will not completely prevent the process, juts slow it down and make it more difficult.

A much bigger problem is the overprotectiveness of the institution. With regular intervention and problem solution from the outside, the community can easily lose the potential for implementation. If a cultural professional continuously ensures that the programmes are ready-made for the municipality's inhabitants and all they have to do is participate at the events, locals will do nothing in order to facilitate joint thinking, collaboration or involvement. They will not feel the weight of their own responsibility in the local institution's operation. Even more dangerous is that the knowledge and feeling of “we can do this” gets lost. Unused abilities are easily lost, and subsequently, they will need to be re-taught.

What are the benefits of societalisation?

As I have already pointed out above, community culture is often identified with event organisation, what is more, we ourselves also tend to highlight this aspect when we are asked to talk about our profession. I believe, however, that this is not our most important activity. Community culture – with the instruments of culture – might also have an effect on enhancing community involvement, and development on an individual, community and social level. In addition, the local community's sense of initiative and capacity to act might increase as well. It is not a coincidence that the law on culture and its implementing regulation addresses separately the necessity and the manner of involving local communities, prescribing their recording in the service plans.

Section (3)b of Article 77. of the Law is worded as follows: “The operation of the community culture institution and the community platform (...) is based on and encourages the communities' self-activity; the institutions carry out their activities on the basis of the communities' interests, needs and demands, and involve communities in the organisation and assessment of their activities”.

We need to think through when, how and with whom we can think and work together. It is important to lay this down and make it visible. However, this cannot be achieved without us monitoring our own operation with an understanding consideration.

Once the involvement is successful, we become parts of the community network through the individuals across our municipality. Enlarging our scope of collaboration results in the expansion of our resources.

For local governments, the retention of the municipality's population, the strengthening of identity and cohesion, and moreover an up-to-date knowledge of the local inhabitants' demands and needs are strong grounds for setting their institutions on the way towards a societalised operation.

Societalisation will obviously not resolve each professional and operational issue, however, it might provide good answers to local challenges, give a sort of vision for the future, and help our institutions to remain important and involved members of the local social and cultural life.

Dr. László Ponyi, research and development team leader, NMI National Institute for Culture:
Monitoring and research-development activities in the Acting Communities' project

Introduction

The aim of the Acting Communities – Active Community Involvement project is the enhancement of community involvement, and the strengthening of relations between the municipalities' local governments, cultural institutions and residents of the municipalities involved in the community development process. A further objective is the professional-methodological support of the municipalities' local governments, cultural institutions and non-governmental organisations, in order to enhance and further strengthen the sense of social capital and social inclusion, and the processes of community development.

In order to achieve the abovementioned objectives, there were national researches conducted under which we were examining the status of the cultural profession as well. We analyzed the changes within the institutional system of community culture institutions, libraries and museums over the past years. With the help of the best cultural professionals, we explored the future trends of the fields of community culture, libraries and museums, and the social processes influencing the institutional system of the fields. In several researches, the dimensions of institutional partnerships, community participation mode, societalisation, volunteering and equal opportunities were considered primary criteria for assessment. Within the cultural institutional system, we also assessed the practices of cultural community building. In addition, within the framework of national surveys, we surveyed the municipalities' opinion-formers and residents about the effects and achievements of the ongoing community development processes. A main priority was the process monitoring of the application and implementation of the standard methodology developed under the project. We also monitored both at the beginning and at the end of the project the activities of cultural community developers employed within the framework of the project. The conduction of one of the researches was the responsibility of the consortium (representative survey of Hungarian museums, libraries and community culture institutions), while six further researches were conducted by entrusted external researchers within the legislative framework of public procurements. The management, supervision and control of the researches was the joint responsibility of the project's professional leaders and research-development associates. The NMI Művelődési Intézet Nonprofit Közhasznú Kft. was primarily responsible for the research-development activities, thus the operative organisational and coordination tasks relating to public procurement and research management are/were carried out by the Acting Communities research-development team of the National Institute for Culture.

From the methodological documents drafted with the involvement of professionals under the framework of the Acting Communities' project, we took into consideration what was written in

the methodological guides that were discussing societalisation, volunteering and equal opportunities while we were drawing up the research agenda.²⁷

In what follows, we briefly illustrate the objectives, research questions, methodology and sample selection of some researches.

1. Representative survey of the Hungarian community culture institutions, libraries and museums

The research was carried out by the consortium of the Hungarian Open Air Museum, the NMI Művelődési Intézet Nonprofit Közhasznú Kft., and the National Széchényi Library.

The survey examined, inter alia, the social-communal embeddedness of Hungarian museums, libraries and community culture institutions. It was also one of the research objectives to find out to what extent and in what form can local residents and communities affect the cultural institutions' activities, moreover, to examine the other side as well: to what extent and in what form do institutions take into consideration the needs of the residents and the community.

We applied a standardised questionnaire in the research. We involved one representative from each institution, primarily the institution's head or his/her deputy. The representatives of the selected institutions received an invitation to participate in the research process, and were informed about the details prior to being questioned. The recording of the questionnaires was carried out in the form of personal visits by the cultural community developing mentors employed under the project. The data were recorded between June and September 2017. The interviewers recorded the data on an online platform.

The following questions were asked during the survey:

- To what extent and how can local residents and their communities have an impact on the activity of cultural institutions?
- To what extent and how do institutions take into consideration the needs of the local residents and the community?
- By what means do institutions promote the strengthening of local communities, the cohesion of local societies, and, more broadly, what impacts do cultural institutions have on the local society?
- To what extent do workers of cultural institutions consider the strengthening of social cohesion and community development at a local level as their duty and mission?
- What kind of specific cooperation can be observed between local communities and the cultural institution operating in the municipality?
- How does the cooperation between local communities and the cultural institution manifest?
- To what extent does the given cultural institution involve small local communities and groups in its operation?
- Is there any volunteer or student completing their School Community Services in the institution? What is the framework under which they carry out their activities?
- Does the cultural institution take into consideration the perspectives of equal opportunities in its operation and activity?

²⁷ Acting Communities (2019): Methodological guides. Retrievable from: <https://cselekvokozossegek.hu/tudastar/utmutatok/>. Download date: 05.07.2019

- To what extent and how can the institution contribute to the strengthening of social cohesion at a local level?

The analytical units of the research were provided by the cultural institutions that operate in Hungary, have a memorandum, rules of association and operation, or operating license, and were included in the cultural statistics of 2015. There was a stratified sampling conducted among the three fields' institutional types: libraries, community culture and museum-type institutions. Further sampling procedures were carried out with regards to the institutional structure and field-based specificities of each field. A total number of 1,316 cultural institutions participated in the research – 604 of which were community culture institutions and community platforms, 451 libraries and 261 museum-type institutions.

2. The practice of cultural community organisation with control group trials from the institutions' side

The research was carried out by Psyma Hungary Kft. on behalf of NMI Művelődési Intézet Nonprofit Közhasznú Kft., within the framework of the project implemented by the consortium of the Hungarian Open Air Museum, the NMI Művelődési Intézet Nonprofit Közhasznú Kft., and the National Széchényi Library.

The research basically measured and analyzed the effect and practices of cultural community organisational activities in the institutions of the fields of community culture, libraries and museums. The study builds on the above described national and representative cultural institutional study.

The relevance of the research partially results from our assumption that the developments and community building intentions achieved under Acting Communities' project can act as catalyst to a significant extent at the municipalities. In light of the above, the study was launched and implemented with two key objectives. On the one hand, we examined what sort of changes occurred where cultural institutions were socially "useful" – even if only for a short period of time. On the other hand, it was also one of the research objectives to find out what sort of effect the activities carried out under the project had on the operation of cultural institutions in the course of this process and during the period under consideration.

Online questionnaire-based survey was chosen as the basic methodology of the study. The research objectives determined the research agenda and the major sets of questions. As we also undertook to make effect measurements, there are questions among the research questions that had already been used under the framework of the national representative study of 2017. All of this was combined with blocks of questions regarding the operation and assessment of Acting Communities' project. While in case of social embeddedness, effect measurement was based on the comparison of time series data, assessment of the Acting Communities' project was interpretable and measurable in a retrospective-based manner. The sample of the survey included 1,200 cultural institutions in the original concept. In the end, some 578 cultural institutions from 351 municipalities participated in the survey. – 245 community culture institutions and community platforms, 204 libraries and 129 museum-type institutions. Respondents' willingness, based on the general experience of the online questionnaire, is positively assessed. The research was carried out between 1 January and 31 March of 2019.

3. The examination of cultural institutions' societalisation

The research was carried out by Eruditio Oktatási Zrt. on behalf of NMI Művelődési Intézet Nonprofit Közhasznú Kft., within the framework of the project implemented by the consortium of the Hungarian Open Air Museum, the NMI Művelődési Intézet Nonprofit Közhasznú Kft. and the National Széchényi Library.

The aim of the research is to provide scientifically based data for the theoretical and practical establishment of the project's methodological based developmental directives, and for the further community participation-based operation and societalisation of cultural institutions.

The data was collected between October and December 2017 for the first time, subsequently, between January and March 2019 for the second time. In the first round, we examined the general documents and webpages of the 54 institutions involved as investigation units, and the 54 institutions added to the project as a control group. In the second round – in case of the 54 involved institutions –, the institutional general documents and webpages were examined again. The survey was supplemented by structured interviews conducted with the heads of institutions. The sampled institutions were made available to the external Service Provider, who carries out the data collection and the research, by the consortium cooperation of the NMI Művelődési Intézet Nonprofit Közhasznú Kft., the Museum Education and Methodology Centre of the Hungarian Open Air Museum and the National Széchényi Library, i.e. the Customer. Both the control group and the investigation unit consisted of 18-18 community culture institutions, libraries and museum-typed institutions in both rounds.

4. Effect measurement of cultural community development processes from the aspect of municipality opinion-formers

The research was carried out by Kutatópont Kft. on behalf of NMI Művelődési Intézet Nonprofit Közhasznú Kft., within the framework of the project implemented by the consortium of the Hungarian Open Air Museum, the NMI Művelődési Intézet Nonprofit Közhasznú Kft., and the National Széchényi Library.

The research's objective was to monitor and reveal the effects of community development processes at the intervention sites, that is the municipalities or parts of municipalities mentored by the cultural community developing mentors. In the course of data collection, every municipality was included which received grants under the call for application "Strengthening Local Identity and Cohesion" with code numbers TOP-5.3.1-16 and TOP-6.9.2-16. In the course of data collection, we contacted the opinion-formers (mayors, heads of cultural institutions, local opinion leaders, local governments, officials of the local authorities etc.) of the municipalities concerned.

In the research, structured interviews were conducted and analyzed three times. Twice in 2018 (between 1 January and 31 June 2018, and 1 October and 31 December 2018). and once in 2019 (between 1 March and 30 April). Within the framework of the sampling procedure, 360 municipalities were selected via random sampling, on the basis of the breakdown of municipal categories. The municipalities were categorised on the basis of the population's division, as a consequence of which municipalities were divided into 7 categories – the smallest one of which had a population of less than 50, the largest one of more than 20,000 people. The interviewers summarised what they heard in municipal reports.

The research was looking for answers to the following questions:

- How do the opinion-formers of local municipalities detect the impact of the community development processes implemented at each municipality?
- What is the social activity and the community involvement like at the municipalities, and what roles do the community development processes play in the development of these?
- What is the community's ability to enforce its members' rights and promote their interests is like?
- How efficient are the local public services (cultural institutions)? What their relationship with the local community is like? To what extent do they reflect to locals' needs?
- What is the quality of the relationships between the municipality's residents like? How cohesive is the local community?

In the first round 2,476 interviews were conducted and 360 municipal reports made in 360 municipalities; in the second round 2,159 interviews were conducted and 360 municipal reports made in 360 municipalities; and in the third round there were 2,221 interviews conducted and 349 municipal reports made in 349 municipalities. A total number of 6,856 interviews and 1,069 municipal reports were used in the course of the research.

5. Effect measurement of cultural community development processes in the residents' eyes

The research was carried out by GfK Hungária Kft. on behalf of NMI Művelődési Intézet Nonprofit Közhasznú Kft., within the framework of the project implemented by the consortium of the Hungarian Open Air Museum, the NMI Művelődési Intézet Nonprofit Közhasznú Kft., and the National Széchényi Library.

The aim of the research was to measure the achievements of the community development processes at the municipalities involved in the "ACTING Communities – Active Community Involvement" project in two rounds – prior to the development and at the end of the process.

In part, the study also served the monitoring of the methodological professional support given at the intervention sites. Pursuant to the consortium's decision, the basis for the collection of samples was the group of winner municipalities of the Territorial and Municipality Development Operational Programme (TOP) 5.3.1 and 6.9.2 grants as of 31.03.2018, which amounted to 430 municipalities all together.

We used structured questionnaires for the effect measurement of cultural community development processes. In the course of data collection, we used the combination of two recording methods. The aim was to increase the number of potential respondents by offering alternative forms of participation. The primary method was personal, self-administered and paper-based data collection at different events and social gatherings. However, we provided an opportunity at the respondents' decision for self-administered responding via an online platform. The online questionnaire had the same content as the paper-based one, however, it took into consideration the specificities and expectations of online questioning.

The query occurred on 2 occasions. First occasion: cultural health check, situation analysis: January to June 2018. Second occasion: final investigation at the end of the process: January to March 2019.

The research was looking for answers to the following questions:

- What is the current situation (attitudes, community events, events and local history) of the municipalities like?
- What are the areas to be developed at the intervention sites (knowledge of the state of community development, willingness to participate)?
- What is the scope of involvement? (With particular emphasis on the understanding of possible community development initiations, on the forms of personal contribution and the quality of life?)
- How and on what surfaces do the municipality's residents seek information?
- What is the municipal embeddedness, the characteristics of the relationships and the social network like?

Each person could only fill out the questionnaire once. We tried to avoid cluster sampling. We were aiming at randomness while distributing the questionnaire. In the course of each data collection, a total number of 15,000 questionnaires were filled out, and close to 30,000 questionnaires were retrieved all together. 15,000 evaluable and processable questionnaires were submitted in the first round of data collection, while 14,770 in the second.

6. Delphi future and trends research

The research was carried out by Kodolányi János University on behalf of NMI Művelődési Intézet Nonprofit Közhasznú Kft., within the framework of the project implemented by the consortium of the Hungarian Open Air Museum, NMI Művelődési Intézet Nonprofit Közhasznú Kft., and the National Széchényi Library.

By using statistics, scientific instruments of prospective studies, and interviews conducted with experts and high level decision makers, the aim of the study is to contribute to the identification of national and wider European future trends within community culture, libraries, museums and their communities. One of the required and most important characteristics of the selected research method is its ability to forecast possible future trends and processes within the fields of community culture, museums and libraries.

The professionals selected from the fields of community culture, museums, libraries and community development were first invited to fill out the questionnaire. This letter already contained the link to the questionnaire. The form of participation ensured partial anonymity – though the names of the involved experts were listed in the research publication, we did not specify the author in case of the various opinions and judgements. The research was conducted in three rounds between October 2017 and June 2018. On the basis of Delphi methodology, the research leader gave feedback to respondents after the results of the first round had been processed. The result was a set of consensual, or unordinary answers and statistical results, about which questions could be asked within the second round. Following this round, the research leader gave feedback on minority opinions again. These were being

revised within the third round, in order to achieve a consensus. In the first round, we invited a total number of 204 experts (142 Hungarian and 68 foreign) for the joint work. In the end, 62 duly completed questionnaires were returned from the Hungarian, and 33 from the foreign experts.

7. Monitoring the operation of the cultural community developing mentoring network

The research was carried out by Eruditio Oktatási Zrt. on behalf of NMI Művelődési Intézet Nonprofit Közhasznú Kft., within the framework of the project implemented by the consortium of the Hungarian Open Air Museum, the NMI Művelődési Intézet Nonprofit Közhasznú Kft. and the National Széchényi Library.

In order to achieve its objectives, the Acting Communities – Active Community Involvement project consortium developed and operated a network of cultural community developing mentors (with the average number of 80 mentors). The mentors' training took place at the beginning of the project. Subsequently, in possession of the professional knowledge, it became the mentors' task to support the ongoing or just starting community development processes at the municipalities that took part in the project. The primary objective of the research was the study and monitoring of the mentors' activities and achievements. Within the first round of the research, another assessment criterion was the field of relationship building, as the cultural community developing mentor system was launched at the municipalities in 2017. In the second round, the focus was primarily on analysing the performed activities and their impacts on the municipalities.

The implementation and conducting of the collection of data was by means of online questionnaires in both cases. A nominated, personalised link was sent to the included persons in the course of data collection. The form was anonymous, it was impossible to connect data with the target, and the data were processed only cumulatively. In the course of the two surveys, most of the questionnaire's questions were multiple choice questions, and moreover, respondents could assess questions on a 5-point Likert scale.

The mentors' Territorial and Municipality Development Operational Programme (TOP) related activities (were there any collaborations, if yes, how satisfactory they found these) were examined in a similar way (question number and question type) in both surveys. The final part assessed the "demographic" variables, in the event of which the searches were focusing on location and the institutional background – these were similar in both questionnaires. In the first round, three weeks were available for the completion of the questionnaire, while in the second round, this period lasted for two and a half weeks. There were two rounds of surveys in 2017. The sampled persons were selected from the staff of cultural institutions, local governments and institutions relating to the programme. The first round of monitoring was carried out between 1 September and 31 December 2017, while the second one between 1 September and 31 December 2018 in the municipalities involved in the mentoring network's activity. In 2017, there were 237 duly completed questionnaires, while in 2018, the processable database amounted to 316 persons.

By the time of the conference, the researches have already come to an end, and the analyzing, assessing and desktop publishing works are being done. In order to ensure that the research results are accessible as widely as possible, there are publications being issued on the basis of the research reports. These will soon be revealed to professionals and the general public.

Edit Bárádiné Nikolényi, Office Manager at Tourinform, Aba-Novák Agóra Cultural Centre:
Local culture-based developments among the path of traditions at the Aba-Novák Agóra Cultural Centre

Szolnok is a Municipality at the heart of the Great Hungarian Plain, located where river Tisza meets river Zagyva. River Tisza, the RepTár interactive aviation museum in Szolnok, which was opened in 2016 and is unique in Central Europe, the 444 metres long Mayfly pedestrian and cyclist bridge, and the annually organised prestigious events play a crucial role in Szolnok's tourism. Szolnok city has relations with 11 twin towns. Owing to the nationally recognised events and the city's constant development, more and more people are visiting the city every year.

The city has a number of outdoor event venues, such as the Square of Tisza Boatmen, the Kossuth Square, and the 3500 m² sized Hild János Square in front of the Aba-Novák Agóra Cultural Centre.

The Local Government of the Municipality of Szolnok ensured the performance of community culture tasks by the establishment of the Aba-Novák Agóra Kulturális Központ Nonprofit és Közhasznú Kft. The institution offers cultural, community culture, community, educational, entertainment and informative services to Szolnok city's population.

The institution is a cultural centre, that has been the house of culture and communities for over 40 years, and it is the institution's primary mission to give the opportunity of a complex life to the residents of Szolnok, its areas and the visitors arriving there, by means of providing value-centred cultural events and community-centred quality services.

The institution has outstanding achievements in the area of community culture quality improvement. This was also demonstrated by the Qualified Community Culture Institution title in 2017.

The set of activities of Aba-Novák Agóra Cultural Centre has significantly expanded since August 2014 – the opening of the Agóra building part. The regional performance of tasks, inter alia, emerged as a new task. We entered into cooperation agreements with 43 municipalities, the project manager of which was the Local Government of the Municipality of Szolnok. The project is aiming at reducing inequalities and enhancing collaboration between isolated community culture institutions that have different activity structures and financial backgrounds. The short-term objective was the coordination of municipalities' cultural and touristic cooperation, the mentoring of professional activities, and the enhancement of personal relationships, which are based on credibility and the deepening respect between the partners. The long-term objective, on the other hand, was the support of the area's professional innovation, identification of problems, collective reflection, continuous relations, and the development of projects that are based on collaboration.

The Tourinform Szolnok Iroda, operating in the national network of the Hungarian Tourism Agency, became subject to the Cultural Centre's reservation in 2012. One of the network's most beautiful and modern tourist information offices was located in a spacious, sunny office with a floor area of 90 m² in Agóra's new building, which was handed over in 2014. Culture and tourism meet each other in the office every day, as this is where visitors receive information

about the city's sights and the cultural programmes, which they can visit and go home filled with beautiful experiences.

The economic development efforts of Aba-Novák Agóra Cultural Centre and Tourinform Szolnok Office are realised through the "Local Products' Fair", the "Pig Slaughtering Feast", the "Dunszt! – Secrets of the Full Pantry", "Szolnok Travel Exhibition", and the "Chocolate Festival of Szolnok" events.

Local Products' Fair

On the second Sunday of each month, the institution provides an opportunity for primary producers, small farmers and artisans from the areas near Szolnok and the County of Jász-Nagykun-Szolnok to represent themselves and sell their products at the "Local Products' Fair". Producers receive the customers at the established and permanent locations on Agóra's first floor of 360 m², and at the Hild János Square in front of Agóra. Month after month, we encounter a wide range of products manufactured at family farms. There is a constant liaison with 100 producers, 50 persons of which represent themselves each month. The majority of them makes their living out of these activities, as they have around 1,000 regular customers.

Primary producers and artisans are coming to the Fair from Abádszalók, Besenyszög, Ceglédbercel, Jászberény, Jászládány, Jászsós-szentgyörgy, Karcag, Kengyel, Kisújszállás, Kőtelek, Mezőhéj, Mezőtúr, Nagykörű, Nagyrév, Szolnok, Rákóczi-falva, Tisza-földvár, Tiszaszentimre, Tiszaörs, Tiszatenyő, Tószeg and Túrkeve.

The range of products is very wide, so here we only highlight a few specialties: kneaded farm cheese, elderberry honey, rose hip jam, fifty sorts of different home-made syrups, beetroot juices, immune boosting herbal teas, millet tarts, dried noodles from quail eggs, sea-buckthorns products, candied nuts, goat milk soaps and chili seasoning.

Particular attention must be paid to the water caltrop-cream filled chocolates manufactured by István Szabó, an entrepreneur from Abádszalók. Water caltrop has been the natural botanical of river Tisza and its tributaries for many centuries. Under the brand name "A Drop of Lake Tisza", the handmade chocolate made from water caltrop nut and flavoured with spirits distilled from water caltrop has won several national and international acclaims. It is worth visiting the manufacturer in Abádszalók, as here we can learn about the history of chocolate, about melting and tempering, the use of the moulds, and the bar moulding of chocolate in the event of a 2.5-hour long handmade chocolate workshop.

The primary objective of the event is to make the traditional, rural flavours available to the city's residents, and to ensure that old recipes will not be lost, and people have the opportunity to shop at the usual time every month.

Pig Slaughtering Feast at the Local Products' Fair

In February, the Fair is accompanied by the "Pig Slaughtering Feast", where the atmosphere of rural pig feasts is recalled at the downtown of the county seat. As the cold winter season arrives, the slaughtering of pigs begins in rural households. Due to the cold weather, this is the best time for processing the meat. For city dwellers, attending a pig-slaughter is a real tourist attraction. The events of pig slaughtering became a folk tradition, which should be preserved for posterity.

In compliance with animal health conditions, residents can witness the half-carcass of the pig, a spectacular butchering and a showcase on sausage filling. It can be a good experience to the younger generations to witness how pig meat makes it to the dinner table.

Live background folk music creates a nice ambience for the feast on the prepared meals. 300 portions of pig-slaughter cabbages, many kilograms of fried “hurka” sausages, sausages, braised liver and pork scratchings are lined up on this day. The sight and smell of freshly made pig-slaughter meals attract many people to the downtown of Szolnok. The aim of the event is to maintain folk traditions and preserve the values of rural life.

“Dunszt! – Secrets of the Full Pantry” at the Local Products’ Fair

Within the framework of the “Dunszt! – Secrets of the Full Pantry” events organised in October, we revive the culinary and canning practices of our grandmothers, the autumn traditions of our grandfathers and the harvesting works of the long gone days. Potatoes were in the spotlight of the Festival in 2018. The tradition of potatoes goes back to thousands of years, and every nation takes a different view on this vegetable. For this reason, there was a potato exhibition, where visitors could learn a number of interesting facts and useful information. Prizma (a method of storage) was presented together with the ways in which our grandparents stored vegetables, moreover, more than 15 different types of potatoes were introduced. Children could participate in craftsman activities. They prepared Colorado potato beetle bracelets, tried out potato printing and planted different herbs.

The municipalities of the members of Meeting of the Wandering Cauldrons represent themselves at the event each year. In 2010, eight municipalities across what was called Törökszentmiklós micro-region by that time launched a model project, which was given the Vándorló Bográcsok Találkozója name. The aim was to enable underprivileged villages and municipalities which had no possibility of developing twin-town relations to get to know at least each other. Direct neighbours should keep in touch with each other and find out those common features that connect them. They should learn about each other’s tradition, local culture, gastronomic habits, and enhance the residents’ sense of identity and the experience of being part of a community. This small collaboration grew into a nationally recognised regional collaboration. It is our great pleasure to introduce this model project to the Dunszt’s audience every year. At the Dunszt of 2018, two municipalities represented themselves from Vándorló Bográcsok Találkozója, namely Tiszatenyő and Örményes. They baked and cooked, sold artisan products, and created a rural mood with their colourful wooden houses and clothes. Those who were interested could even taste the traditional cauldron-cooked and oven-baked specialties. There were potato pies, potato “lángos” and other delicacies to choose from.

Since 2018, we have been granting a professional prize, named “The Dunszt’s Flavour Prize” for the producers participating at the Fair. Producers can enter in different categories with 1 product per category. Categories: 1. fruit juices/syrups, 2. marmalades/jams, 3. compotes/sauces, 4. homemade specialties. The aim of the prize’s introduction was to offer professional qualification for the products and enable producers to get to know each other’s products. A three-membered professional jury made the decision on who gets the prize and gets to wear the “The Dunszt’s Flavour Prize” apron. The winning products always represent the flavour typical to the region, which turned out to be the following: the lemon-mint-nettle flavoured syrup of Szolnok, the plum jam of Tiszaföldvár, the green walnut compote of Szolnok,

and the kneaded cheese of Nagyrév. The awarding of prizes will continue in the subsequent years as well.

The community shaping impacts of the Local Products' Fair is ever stronger. The producers who have participated in the Fair for a number of years get together on the significant days and organise joint programmes. This way, the good atmosphere of the Fair is ensured.

Chocolate Festival of Szolnok

"Nine out of ten people like chocolate. The tenth person always lies" John G. Tullius

In the autumn, the "Chocolate Festival of Szolnok" offers sweet moments for each generation at the Aba-Novák Agór Cultural Centre. The greatest muster of national handmade chocolate manufacturers and a number of family programmes welcome the visitors. The Chocolate Festival is enriched by puppet shows, craft showcases, lectures, exhibitions and the introduction of environmentally friendly lifestyle.

The institution organised the first chocolate festival back in 2010, and since then, it has become one of the most prestigious events of this nature and theme in Hungary. The explosive development of national handmade chocolate crafts provided the basis for the establishment of the event. For several, world-wide competition winner chocolate manufacturers, it was in Szolnok that they first introduced themselves to the public. Year after year, manufacturers offer handmade chocolates and bomboniere of high cocoa content and quality raw materials. In addition to handmade chocolates, visitors can also find brittles, wrapped chocolates, and mouldable "magic choco".

However, the Chocolate Festival of Szolnok is more, than a family friendly event offering delicacies. It is a complex cultural programme, where the numerous, delicious chocolates sweeten the components of an event, which is also valuable, entertaining or informative by itself. The event is accompanied by book launches, screenings, stage productions and charitable programmes. The exhibitions included displays on the history of chocolate, the exhibit of the wrapping of international chocolates, marzipan pictures of the Kopcsik Marcipánia, caricatures of László Dluhopolszky and parts of the finds unearthed during the excavation of the Szolnok Castle.

Partner institutions of Agóra also have the possibility to introduce themselves in the course of the event. As a result of a collaboration with the Agóra of Debrecen, visitors could participate at a planetarium screening. The Mayfly Pupeteers was established with the support of Aba-Novák Agóra, and entertained children with its shows during the festival. A wide range of programmes was offered by puppet crafting, instrument carving and the bakery operated for children's joy, where they could decorate and bake their own cookies. The "Entomologising" programme of the Hortobágy National Park offered educational tasks. In the chocolate factory, a master confectioner from Szolnok gave a presentation on bonbon making, and wonderful chocolate roses were created (with a little help of the master).

Chocolate speaks to and connects every generation, however, in addition to sweet experiences, the influence of culture also penetrates the hearts of the visitors. There are special experiences for each age group. According to the Festival's philosophy, creative creation processes build communities.

In addition to the introduction of Hungarian handmade sweets and their manufacturers, it is

the relaxing and creative, entertaining programmes and the unique cultural experience that complete this festival year after year.

Szolnok Travel Exhibition

Every spring, the touristic attractions of the most beautiful national regions are represented at the “Szolnok Travel Exhibition” in the Aba-Novák Agóra Cultural Centre. The event was first organised back in 1998 with a Touristic Conference and a couple of exhibitors, thereafter the number of exhibitors has grown each year. Over the last 20 years, Aba-Novák Agóra hosted the event every year. Since 2014, the modern interior of the new, multifunctional building constructed under Agóra’s investment raised the level of the exhibition to an even higher level.

Nowadays, only a few cities can boast with having their own travel exhibition. Due to the possibility of online booking, we would think that events of this kind have been pushed into the background. The success of the Szolnok Travel Exhibition proves this assumption wrong. But what made it so successful? Selling something that we “owe” – this is the easiest. Even these days, personal recounts and experiences are of priority to every traveller. Anybody, who visits the event can definitely access this information. In addition to remote cities, municipalities and regions, representatives of the touristic offers nearby are also present.

By the formation of Agóra Council in 2014, a new patch of colour was added to the exhibition. A number of nearby municipalities from Agóra Council’s regional municipalities had the opportunity to introduce their traditions and values at the event. Visitors could view wonderful lavender products from Abony, fairy tale puppets from Zagytarékás, pottery and textile goods from Örményes, straw baskets, husk puppets and wooden toys from Tiszavárkony, wooden sculptures from Fegyvernek, the collection of antique teddy bears from Rákócziúfalva, folk instruments from Tiszakürt, a local history collection from Kunckorba, broom making instruments from Tiszainoka, and ethnographic utensils relating to horse riding from Jászalsószentgyörgy. The collection of the municipalities’ values is spectacular, moreover, it proves that we do not have to travel hundreds of miles to witness something beautiful.

Over the recent years, a number of foreign rural and urban twin-towns have showcased their touristic values. Permanent exhibitors are the “alföldi” thermal and spa baths from the low-lands, the health resorts of Northern Hungary, cities from the southern low-land region, and Zamárdi, Balatonszázszó and Balatonfenyves from the cities of the Balaton region.

In addition to the tangible values, the municipalities’ finest artists, performers, dance groups and sports associations also introduce themselves on the stage in front of Agóra.

In 2018, our exhibition’s guest of honour was Balatonfüred, which is one of the most famous health resorts of Hungary and is among the most beautiful cities of the Balaton uplands area. The atmosphere of the Romantic Reform Age Festival was summoned at our event, and wine cellars from the Balaton uplands were offering their wines for two entire days.

In 2019, the exhibition’s guest of honour was Szentendre. Through the presented brochures, we could discover the touristic sights of the Mediterranean-like small town, located in a wonderful national environment at the entrance of the Danube Bend. We could taste its gastronomic specialties: the collection of products made from roses, the wines of the reviving wine-growing region, and the unique cakes of Szentendre.

Each year, we invite out visitors to participate in a game, where they are given a journey-log book. They need to visit a number of locations within the building of Aba-Novák Agóra and at the square in front of the building, and they get stamps into their logbook at each location. After collecting all of the stamps, participants can take part in a draw, which takes place in the afternoon on the second day of the exhibition. This game is one of the most beloved accompanying programmes, as a number of exciting and valuable prizes are handed out.

The two-day long event is accompanied by entertaining programmes, Dragon Boat showcases, and an artisan and primary producers' fair. This year, an exceptional programme was organised for the exhibition's visitors. A traditional wedding showcasing traditional folk practices was organised with the leadership of a groomsman at the square in front of the Aba-Novák Agóra Cultural Centre. We could witness the ceremony from the young wife-to-be's send-off to the bridal dance.

The irregular wedding ceremony was conducted by civil registrar Erzsébet Kis "Liz" from Tiszainoka. Tiszainoka is a small, ageing village in Jász-Nagykun-Szolnok County. At the rural atmosphere of Tiszainoka, exceptional weddings are celebrated in the picturesque environment, in the park of a castle or alongside the riverbank of river Tisza. The municipality's chance for renewal and obtaining a reputation lies in tourism, thus the Travel Exhibition was an excellent opportunity to introduce itself.

Groomsman Károly Hoffer from Tizsasüly has been regularly undertaking work anywhere in the country since 1985. He has conducted nearly 900 weddings and preserves the basis of Jászkun's tradition in his ceremonies through poems and jokes. The traditional wedding was conducted and coordinated by himself, and it was an extraordinary sight at the heart of the city.

Tizsasüly's local government had a 200 m² rural, wedding-styled mansion built on the square in front of Agóra, where the wedding took place. The bridal house's hospitality and the guests' rural reception had come to life along the rural traditions.

The nice ambiance was provided by the Cuharé Folk Dance Ensemble and the Sodrás Folk Music Small Band from Szolnok, and the Kuruc Traditional Association from Rákóczi falva. In the downtown of Szolnok, the Aba-Novák Agóra Cultural Centre and its area became the location of colourful and musical events in a Friday afternoon.

Overall, we can say that the 2-day long event is a melting pot of tourism, heritage conservation and culture, which is supplemented by the high degree of professional and visitors' satisfaction.

The primary task of the Tourinform Szolnok Office is to inform tourists arriving to Szolnok and provide information to local residents. The Office was awarded the Tiszavirág Turisztikai award in 2018 for the organisation and implementation of high quality value-creating programmes, and the precise and complete information of the tourists who visit the city. The number of the Office's visitors is increasing year by year and is currently about 5000 persons per year.

Aba-Novák Agóra, together with its predecessor institutions, celebrates the 40th anniversary of its transfer. Generations have witnessed the community shaping and building power of the events that took place in here. Several civil society groups and clubs have developed here, and almost all of the country's artists have presented their artworks or performed at the Liszt Ferenc Theater.

In 2019, a number of anniversaries will take place in Aba-Novák Agóra's life, which are significant to Szolnok and Jász-Nagykun-Szolnok County, at the same time. On this occasion, the Aba-Novák Agóra Cultural Centre launched a series of events under the title "40 years – thousands of experiences". The institution's name is an eponym to Vilmos Aba-Novák, a painter who was also active in Szolnok. The 125th anniversary of his birth was celebrated this March. The 25th Szolnok National Folkdance Festival took place between 29 to 31 March 2019. The 5th anniversary of the new building part of Agóra will be celebrated on 1 September with the residents of Szolnok, by a memorable day full of experiences and cultural programmes as part of the Day of Szolnok event series.

Overall, we can say that the events of Aba-Novák Agóra Cultural Centre strive to maintain traditions, protect the region's values, pass along culture, develop communities and implement culture-based economic development. On the Day of Hungarian Culture on 20 January 2019, the institution was awarded a Kaposvári Gyula-award as a recognition of its outstanding cultural, artistic and community culture activities for the County Seat's cultural achievements and the enrichment of its values.

Mayor Tibor Szólláth, Hajdúnánás:

Local culture-based developments following the path of traditions – community value discovery

Introduction

Hajdúnánás is located in the Hajdúság, midway between Debrecen and Nyíregyháza, at the northern edge of the Great Hungarian Plain. The mentality and identity of the little town is still determined by the social layer, the ancestors of which were settled by István Bocskai. Originally, the "hajdú" people were armed herdsman, who did not only protect their beasts, but their country as well, and they were the most loyal soldiers of István Bocskai. With a sustained and hard work, the hajdú people's successors were able to bring back their city to life several times in the course of their history.

No matter which direction the traveller comes from, s/he will arrive to the sun-like structured main square of Hajdúnánás, and will be carried away by the cozy cafés, restaurants, and the lovely main square of the city. The residents of the characteristic city, which is located in Hajdúság and encapsulates the beauty and values of the Great Hungarian Plain, are proud of their centuries-old history, traditions and culture, which they strive to maintain and enrich for future generations. A number of the city's residents still travel on foot or by bike, as they can get from one end of the municipality to the other within 15 minutes' time, if they happen to feel like going for a swim, going fishing or taking a ride in a boat. The relatively loose installation of buildings, the less intensive land-use (compared to other Hungarian cities), the extension of differentiated waste collection, and the ever-increasing plant and tree density ensure a high level of environmental and air quality.

The essential conditions for starting a family and having children, such as good public security, health and education systems, the development of the Swallow Nest Programme and the youth strategy programmes, and moreover, winning the Child Friendly Cities, the Family Friendly Cities, the Senior Friendly Cities awards together with The City of the Future Award have all

played a part in making Hajdúnánás an ideal location for families, young couples and seniors as well.

Considerable efforts are being made by the city's community and leadership in order to create a livable, developing and thriving city. It is a municipality where local residents find what they are looking for, where families can find a home, where the younger generations do not want to go away but envision their future in there, and where people are building for the next generations in forms of well thought-out and logical investments. With the vision of a self-sustaining city, Hajdúnánás is rekindling its almost forgotten values and resources in place along a systematic and well-thought-out strategy.

A key aspect of the dusted and re-imagined developments is to fit for the challenges of our age, therefore they are not driven by musings over the past or self-serving nostalgia, but a market-based thinking and developments adapted to demand, alongside the conservation of values.

Economic prosperity

In the recent years, Hajdúnánás was able to make use of its resources in situ. The city re-imagined its values, that had always been there at its disposal. Such resources are, among others, the Kendereskert, the Nánási Portéka or the Bocskai Korona. These local resources have been wasted for decades, in the recent past however, they have been rebuilt, and today, they provide employment for hundreds of families in Nánás every day. By the hands of local people, these resources are developing such values, which demonstrate that Hajdúnánás is capable of standing on its own two feet by using its own resources.

A number of economic stimulus instruments have been introduced at Hajdúnánás in the recent years. Nánási Portéka is the city's first local brand, which was established in 2013 with the objective of supporting the city's own producers against multinational food chains.

This perspective makes it possible to avoid the environmental impact associated with transportation, there is no need for preservation and artificial maturation, and they support local job opportunities and narrower communities. The experience of the past 6 years shows that Nánási Portéka has become a real success. The producers have laid claim to several awards, distinctions and the love of their customers. It can obviously be said that the initiation has its economic stimulus as well, since the money paid to Nánási Portéka's producers stays in the area and strengthens the local economy.

Similar is the purpose of Bocskai Korona, the "local currency" of Hajdúnánás. The outflow of capital from the city, the competitive disadvantages of local entrepreneurs, and the increasing unemployment rates are something that every small town has to face: the Bocskai Korona was the third respond within the country to this challenge. The city's community has accepted, understood and are using it every day, as by doing so, they can ensure that part of the resources that were flowing out from Hajdúnánás can stay in place, thereby strengthening the economic condition of the city and its residents. This peculiar collaboration not only improves the local economy but enhances the power of culture and cohesion as well. Today, it is not only local residents who take ownership of this initiative, but the communities living outside of the city as well, as there are about 100 places in Hajdúnánás, where such "money" is accepted, furthermore, as of 1 January 2017, Bocskai Korona was also introduced in Vámospércs, Balmazújváros and Hajdúhadház.

The traditions that have been neglected over the past decades were revived by the reconstruction of Kendereskert, the shameless ambition of which is to bring people, especially children closer to the tradition of shepherds and the customs of the bygone days.

Long ago, Kendereskert would amount to cattle farming and sire breeding in the eyes of farmers from Nánás. According to data from 1935, there were 4,000 gray cattle in Hajdúnánás, which is more, than in all of the Hajdú cities together.

In recent years, large-scale developments and the establishment of farming have begun at the nearly forgotten site. These days, there are thriving livestock farming and agricultural activities going on at the site, all of this under the framework of organic farming, combined with the development of a visitors' centre. In the spirit of social responsibility, people can buy ecological products at conventional pricing at the local producers' market, therefore, the purchase of quality goods is no longer a financial matter.

The Preservation and Construction Association of Hajdúnánás is engaged in a significant processing activity, as a result of which they produce high quality products of animal origin, mostly with the use of animals raised in Kendereskert. As there is a growing demand in this area, the very own abattoir and cold store of the Association have recently been completed for the facilitation of a larger-scale processing. In addition to that, the Local Butcher was opened a couple of months ago, a sales outlet where locals can purchase the highest quality products that are offered by the city. Furthermore, customers can also shop online at the city's first webshop, the Nánási Portéka Piac (Nánás Wares) website, where the high quality goods produced at the municipality are also available by electronic means, such as the products of Nánási Portéka's producers, that of the Association and the merchandise of Local Specialties.

Hajdúnánás has, over the recent years, renovated energetically all of its public buildings, including nurseries, kindergartens, primary or secondary schools, medical centres and community education centres – under a modern framework –, moreover, hot water is supplied by solar collectors, and electronic services are provided by photovoltaic systems at a number of buildings.

In 2016, the Hungarian Investment Promotion Agency awarded Hajdúnánás the "Investor Friendly Location" title. The awarded title demonstrates that the Hajdú city is prepared for the reception of investors, thereby contributing to the boosting of competitiveness with regards to the entire Hungarian investment climate.

Concerning its economy, the city has reached a major milestone. Two industrial areas will be developed in the following period for the reception of investors. A 10-hectare industrial area will be developed next to the small station, at the former animal market square. They are expecting a number of small and medium-sized enterprises in here. The other, nearly 100-hectare industrial area was designated next to the Balmazújvárosi út, and it will be able to receive larger industrial developments. The construction of the two industrial areas will facilitate the establishment of smaller and larger facilities in the city.

In addition to all of this, a Child Health Centre is founded, a newer nursery, playgrounds, promenades, and a runway are constructed, the local producers' fair is being developed, a Portéka Ház is built in the Kendereskert, nature trails are designed between the Bath and Kendereskert, and moreover, one of the municipality's biggest blocks of flats and its immediate vicinity are being renovated. Several kilometres of bicycle path have been laid down recently,

the pavements and the main sewers have been renovated, and “swallow nests” were established for the younger generations.

Social balance

In 2015, the University of Debrecen and Hajdúnánás entered into a Cooperation Agreement with regards to education, research and economic development. It is the University's priority mission to contribute to the area's economic development by the utilisation of its acquired knowledge – in case of Hajdúnánás, the results can be considerable in the areas of agriculture, food and health industries. The city of Hajdúnánás would like to build on one of the largest knowledge bases of Hungary, thus it is a huge success that the collaboration with the University could have been raised to a higher level. Hajdúnánás occupies the 10th place on the University of Debrecen's enrollment list, what is more, it might be easier to lure young people home from Debrecen (which is located 45 kilometres from Hajdúnánás), especially if they can do their internship at Hajdúnánás. The Tedej Zrt. and the Ventifilt Zrt. already has operating innovation projects with the university – the former one in the area of protein research, while the latter one in the areas of ventilation and mechanical engineering. The common objective is to create more and more workplaces providing a stable living in Hajdúnánás in the medium term, thus preventing the “emigration” of young people from the municipality and encouraging their return. As a result of the long-term cooperation, investors might get attracted to and more workplaces be established in the municipality.

The “HIDAK” programme was supported by the local government of Hajdúnánás city and developed with the professional involvement of the EMKA TANÁCSADÓ KFT. The programme was launched in 2015 for university students and is aiming at educating and shaping the professionals of the future under the developments of the present, giving them an up-to-date, practical knowledge and an innovative viewpoint, and enhancing their commitment. It involves and integrates several applied disciplines and provides a “free university” like practical and theoretical education to the students of Hajdúnánás.

The concept of “Youth Strategy 2016-2026” was developed by the city in 2016. In November 2015, they began developing the youth strategy together with local young people, taking into consideration the global challenges, but having a primary focus on local needs.

The identification of the root causes of the phenomena that have crucial effects on the lives of young people played a prominent role in the course of the strategy framing process, at the same time, it was also of great importance to initiate a process of joint thinking and planning, as a consequence of which young people's needs, proposed changes and recommendations for improvement could be articulated towards the municipality's leadership.

It is the primary intention of the leadership of Hajdúnánás to achieve that children, young people and their communities become active participants of the municipality's life, as in a couple of years, they will form the backbone of the city. To improve the well-being of children, the local government is implementing a budget, which includes the improvement of families' living conditions, additional services of child-centred institutions, widening of catering services, rewarding of children, implementation of scholarship programmes, health promotion, prevention and recreational free time programmes as well in addition to the performance of compulsory functions. It was, inter alia, the consequence of these additional elements that lead to Hajdúnánás's awarding of the UNICEF Child Friendly City Award in 2016, the City of the Future Award in the following year, and the Family Friendly Award in 2018.

Nevertheless, the local government considers it important to commence a dialogue and joint work with young people, under the framework of which the members of the newer generation who envision their future in Hajdúnánás can be set on their courses. Following that line of reasoning, the Children's and Youth Municipal Council was established in July 2017 with the collaboration of Calvinist Association and the Okkal-Más-Okkal Youth Association.

The Öveges Labor, housed in the Kőrösi Csoma Sándor Calvinist High School's building, is facilitating the professional capacity of students from Nánás and nearby municipalities, and enables interaction between the subjects of natural science. The new location is fit for carrying out the most recent student experiments and measurements from the subjects of biology, physics and chemistry. The lab incorporates the students of 11 primary schools from 6 municipalities – Görbeháza, Hajdúdorog, Hajdúnánás, Polgár, Tiszagyulaháza, Tiszavasvári – into the collaboration.

In addition to students, the local government is trying to support adults and young couples as well. The city began selling almost 30 local government-owned plots for the uniform price of HUF 1 million+VAT/land price (which includes the technical documentation as well) to help young families obtain housing and support young people in remaining in the city. People in more difficult financial situations have the opportunity to purchase secondhand apartments.

Since 2018, our young people have been offered the opportunity to avail themselves of the assistance provided for first apartments, which amounts to HUF 0.5 million when building or purchasing an apartment.

Young people and families could move in in two steps under the Fecskelakás Programme. Over the past year, local young adults could move in to 16 fully renovated apartment blocks, and some months later, another 16 couples could step into their new homes.

The 32 apartments of the block were filled with life. The primary objective of the Fecskeház Programme is to help people, who are about to start their independent lives. They can rent a flat within these apartment blocks, and later on, under a savings contract, they can move forwards to an own or bigger home.

Being a caring city, it is important to Hajdúnánás to help young people who are about to start a family: they have the opportunity to purchase developed plots at a reduced price and obtain their first apartment with a financial support (amounting to HUF 0.5 million).

Soon enough, 17 young couples or young single adults can move into their "Swallow nests", which are equipped with household utensils and information and communication machines (TV, laptop, printer) in order to provide a cozy option for the start of their independent lives. They are given a 2-year long leasing agreement, during the term of which the only thing they have to pay is the overheads. The existence of a workplace is not a pre-condition for taking into possession the Swallow nests, moreover, jobseekers can apply for a grant – monthly HUF 40,000 for the duration of 6 months.

Furthermore, the local government provides financial support to the first-born child of the year, gives childbirth grant to families, and offers several scholarships to students studying in the city.

In the meantime, the city does not turn its back on those, who need other forms of help. With exceptional pedagogical work and persistence, the Social Land Programme sets back on their feet and makes capable of self-sufficiency the social groups that are falling behind.

The municipality places a great emphasis on the areas of healthy lifestyle and sport. The fitness park at the Nagy Norbert Sports Centre was handed over to the sport-loving public this summer, and it will soon be followed by another one in the Liget. There are high level handball, canoeing and kayaking, and wrestling clubs, furthermore, the International Eötvös Beach Handball Championships were organised for the fifth time this year by the Municipal Handball Association, and it was first at Hajdúnánás, that the International Heki Taikai World Championships were organised for three times,

which demonstrates well that the local community is accepting and is open to novelties and different cultures. József Mónus, the Hajdúnánás-born multiple world record-holder archer raises the flag at several cities across the globe by the right of the winner, proudly displaying the banner of Hungary and the emblazoned flag of the city.

Nánás also offers a wide range of programmes in the fields of relaxation and culture. There is a vibrant cultural and artistic life going on in the city throughout almost the entire year.

This is proven by the annual, several days long series of events, the World Summit of the Hajdu, the Gasztrosétány, the international camp of fine arts, the creative camp of young people, the traditional programmes, the permanent and temporary exhibitions, the theatrical performances, the popular and classical music concerts and a series of entertaining events that are waiting for people who love entertainment. The theatrical group of amateur actors, the Naná Theatre, which was established more than 17 years ago, plays an important role in the cultural life of the city – its members have had a number of national and cross border performances.

In addition to Naná Theatre, it is also worth mentioning Boreko Association. These were established to cause happy moments with the help of their artists and members' creativity to everyone, who adores cultural values, acting or the world of arts. The search for talents, and the literary and theatrical evenings are just as important as the support of sporting or environmental protection. Folk dance instruction is of special importance in the field of culture, which is well illustrated by the more than 400 folk dancing children. The operation of nearly 100 registered foundations and associations at the municipality are further proofs of the vibrant cultural life and the organisation of communities.

Local history collection

The Móricz Pál City Library and Local History Collection has commenced its activities in 2006. It deals with materials on folklore, local history and fine arts. Even the very building itself (former Savings Bank) inspires collection. The primary objective of the Collection's staff is to preserve the tangible values of traditional folklore, and the intangible values created by the communities.

The permanent and temporary exhibitions display those events and values that had determined the municipality's life and shaped the fortune of its residents throughout the centuries.

“On the trails of straw weavers” – the 150-year-long history of straw weaving

“Castaways” – from the Second World War to collectivisation: historical traumas in the life of a small town

“Ploughs and other agricultural instruments” (temporary)

Pituk József Viktórián collection

It considers it important to transfer knowledge to the different age groups: in the form of lectures, book launches and museum pedagogical activities. This can be a joint work or mutual thinking with high school students, the result of which was displayed under an exhibition (title: Found Luggage) and was subsequently awarded a certificate of appreciation in the “Exhibition of the Year” grant of museums in 2018.

Its activity plays an important role in strengthening local identity, enhancing residents’ attachment to their home and respect towards their ancestors.

Environmental balance

The environment we create and develop around ourselves is an important factor in the life of a city. What the natural atmosphere of the municipality is like, and how many trees, bushes, ornamental gardens and flowers there is something that contributes to the environmental balance of the area and the general mood of the residents. Hajdúnánás, especially its centre has always been abundant in trees and flowers. It was not an accident, that the city was announced the winner of the Golden Rose award under the environmental-beautification Floral Hungary Competition in 2015. There is a head gardener in addition to the chief architect of the city, who supports and helps the city’s green strategy.

The representative body of Hajdúnánás made the decision back in 2015, that from 2016 on, they will plant a tree in honour of each child born in the previous year, which has a symbolic and a physiological significance at the same time. The gardens are set up year after year to symbolise “staying at home”, as Hajdúnánás would like to achieve that young people develop the same attachment to their homeland that trees have to their roots. In the past four years, the city has planted nearly 700 saplings under the framework of this sequence of programmes. However, it is not only new-born children who are honoured by saplings, but there are trees planted along the “Local History Alley” for the preservation of the memories of the city’s outstanding writers, poets, local history researchers and museum founders – 14 ornamental trees were planted to model these people for future generations.

In the spirit of economic efficiency and environmental awareness, Hajdúnánás has successfully applied for the installation of an electronic recharging point, and from 2018, it will be available free of charge for the residents of Nánás and the visitors of our city as well. Furthermore, the local government put into service a Citroen C-Zero type electric car, which is currently used by the local government’s staff, however, they would like to make as many people as possible familiar with this energy-efficient vehicle, which will be introduced at a number of local events in the future.

The 14 acres Hajdúnánás Thermal Bath with its quiet, shady and landscaped areas is one of the favourite places of people, who are looking for relaxation and healing. Visitors can refresh themselves or gain joyful experiences in an infinity pool, a paddling pool, two training pools with slides and two thermal baths. The Aranyszalma Health Centre welcomes visitors seeking relaxation or healing with 5 tangentors, 6 massage rooms, 2 stationary weight baths, mud

treatments, pools, service rooms, outdoor swimming opportunities and patient management system, steam room, infrared sauna and several other services.

Priority services include balneotherapy treatments, which is provided by the local government free of charge for permanent and temporary residents for the limit of 2x15 treatments.

Hajdúnánás is a colourful and liveable municipality in the Hajdúság, and its community has embraced its values and traditions, could seize the arising opportunities, and is ever maintaining and polishing these values for future generations.

In the recent past, Hajdúnánás has been awarded the Investor Friendly Location award, the UNICEF Child Friendly City Award, the City of the Future Award, the Family Friendly Local Government Award and the Senior Friendly Local Government Award, which are given to local governments that set out good examples – municipalities that set themselves the objectives of achieving a high quality of life within their communities through good examples and practices.

The awarded acknowledgements justify the community and the city and prove that Hajdúnánás is moving in the right direction, and the visions and plans that have been implemented in recent years are indeed for the benefit of the community.

Antónia Kövesdiné Panyi, Director, Mesztegnyő Local Village House:

From value preservation to Strudel Festival

MESZTEGNYŐ – a livable village

The small municipality with its 1,400 residents is located in a wonderful natural environment in Somogy County, 20 kilometres south from Lake Balaton, and is divided in half lengthwise by highway 68. The *building complex of the Baroque church and the Franciscan monastery (Values of Somogy)* together with the Dorffmeister frescos inside and the Hunyadi crypt underneath the buildings, are of outstanding values in the municipality. The *Hon Local Village House – “Values of Somogy”*, what used to be a boys’ school, is serving the community in the form of a community platform, hosts the many thousand pieces of the local history and folklore collections, the spiritual and tangible heritage of Tiborné Kövesdi, and it protects the relics of the ancestors’ lives and the village’s past. The SEFAG Zrt. owned *narrow-gauge forest railway (Values of Somogy)* runs for 9 kilometres and shows the breathtakingly beautiful and unique flora and fauna of the Boronka Nature Protecting Area (belonging to the Duna-Dráva National Park) full of fishponds, alder swamps, oak and pine forests.

The major events of the local community-cultural life include a number of larger events throughout the cycle of the year, such as the *20th. Strudel Festival (Values of Somogy)*, the *Carpathian Basin Youth Heritage Summit (Values of Somogy)* which has been organised for 33 years, the Forest Railway Day, the Memorial Day of the Bomb Squad, the Day of Married Couples, the River of Poems, the Village Carnival, the cellar blessing on the day of St. Donatus – the day of open cellars, and the village’s end of the year party on New Year’s Eve.

The “Village Lantern”

The work of Tiborné Kövesdi Aunt Gizi /1934–2005/ (*Values of Somogy*). Tiborné Kövesdi was an excellent, respected mentor and public educator of the municipality, who established and cultivated the active community life for more than 40 years. In 1961, under her educational and

instructor work, the young pedagogue soon recognised the cultural needs, strengths and possibilities of the villagers. She established the *Local heritage club*, founded the *Berzsenyi Dániel Folk Dance Ensemble* and created a *traditional adult community*. She planted into the heads of each generations' representatives the respect of the ancestors, and the knowledge, respect and love of the village's values, thus ensuring their transfer to the next generations. As a result of her committed work, the 19th century-built boys' school condemned to demolition became a *home for clubs in 1977, and subsequently a community platform and a village house* hosting the ever-growing *local history and folklore collection* as well – "*Values of Somogy*". From that year on, *local history, artisan, folk dance and woodcarving camps* have been disturbing each summer the silence of the small municipality in Somogy. She took part in the editing and publishing of local history publications, assisted in the *collection and processing of local folk customs*, which is also reflected in the rich variety of topics of university and college theses that were proofread by her. Since 1977, the group of students and adults, operating as a stronghold of municipal local history, and the group's leader received a number of municipal and national professional acknowledgements.

The *series of the Carpathian Basin Youth Heritage Summit* have begun in 1986, together with the *development of cross-border relationships*. Our oldest and strongest relations are with Horgoš in the Vojvodina, and Porumbenii Mari in Transylvania. The *Forest school-kindergarten programme* has been operating since 1996 and adds a newer patch of colour to the landscape of thematic camp services. With grant assistance, community collaboration, and help from the local government, we could establish our *youth accommodations, which offer 75 places* to young people, campers, tourists, hikers of the National Blue Trail and those, who come to Mesztegyő for the sake of relaxation.

The Local Government of Somogy County launched the "Pleasures around the table in Somogy" gastronomic sequence of events in 1989, which Mesztegyő joined with its shepherds' strudel. In the course of two decades, it grew into the *Mesztegyő Strudel Feast*, and was listed together with the *Mesztegyő strudel* as one of the "*Values of Somogy*". Traditions played an important role in this case too, since in Mesztegyő, strudel is considered one of the main courses of the respective festive tables, and its preparation has always been among the tasks of grandmothers. Thus, young people will not even consider starting to stretch the strudel – "grandma knows how to do it anyways" they say as they back off from the task. Ever since there is a strudel festival in the city, even those learned stretching the strudel, who has never even been thinking about it before. Thousands of people visit the municipality every year on these two particular days in July to taste the delicious filled traditional delicacy, the pastry of which is stretched so thin as if it was made with some sort of witchery. Gourmets can taste 20 to 30 thousand pieces in countless flavours, including rolled, twisted, sweet and salty delicacies, in addition to the number of other sights, cultural programmes, artisan fairs and child-friendly programmes that can enrich their visit to Mesztegyő. The best teams can obviously compare their skills. The jury awaits the "ready to eat" steaming dessert in 7 categories. Each year, the person who baked the best strudel can wear the "crown of the strudel king", which is given to the competitor who won the most prizes.

Aunt Gizi not only built relationships with the families of Mesztegyő, but she involved many of them in the understanding, discovering and preserving of local values, establishing in them an ever-growing attachment to their home, thus awakening the national consciousness of the municipality's residents. She helped a number of *young adults starting or choosing their careers* – educators, teachers, ethnographers, archivists, historians and linguistics have arisen from the group of students in Mesztegyő, who began their studies that time. No matter which

path young adults chose at that time, inside their souls, each of them became real Mesztegyő people, who are ready to take steps for their municipality and their communities.

Our primary aim is to develop and enhance heritage conservation, knowledge of our roots, national identity, and local attachment – *"Not protecting the ashes, but forwarding the fire itself!"* – as we say even today.

Community involvement → Cultural economic development

With the help of the priority community actions, throughout the years we succeeded in developing, then continuously extending the economic developmental interface relating to the municipality's abilities and possibilities, mostly having touristic aims. A number of times, there were ideas accidentally popping into people's heads or there came an unexpected opportunity, which our community leaders, with their entrepreneurial mindset and "nothing is impossible" approach, have immediately taken, and with the help of their connections, the planning could begin – for longer or shorter terms.

- ◎ *Recognition of local abilities and possibilities, the creation of communities*
"We need a team!" – with the cohesive force of the community, and with the help of a number of ideas, possibilities, experiences and relationships, we managed to establish and maintain a team, that has been operating at the municipality for decades. Although its members are ever changing, the team has always been working for the municipality to discover and preserve the village's values and familiarise people with these.
- ◎ *Heritage conservation – Local history collection – since 1961*
The establishment and maintenance of the local history and folklore collection – which has been ever growing since the '60s – requires us to respect our forefathers, learn about our past, discover our roots, and preserve and introduce our traditions and customs. The activities of the HONI Folk Dance Ensemble and the Honi Tradition Preservers, that is the organisation of folk dance camps, showcases, competitions, traditional acting, the introduction of the collection, exhibition guides and museum educational activities are the sights of our Collection that are all viable in exchange of an entry fee.
- ◎ *Local heritage works – HONI – Summer camps – since 1977*
The local heritage camps initially organised under community service were subsequently supplemented with other themed camps that charge fees – day care, artisan, sport, folk dance, forest school-kindergarten etc. –, and in addition to camps' professional activities, the catering and accommodation of campers also take place in the institutions of the Local Government of Mesztegyő, yielding an annual revenue of several million forints.
- ◎ *Founding of associations – Community Culture Agreement – since 1991*
Simultaneously with the regime change and pursuant to the new Laws on Civil Society, we established the Local Heritage and Nature Conservation Charitable Organisation from the Local Heritage Club, which incorporated into the range of its activities the tasks specified under the Community Culture Agreement entered into with the local government – organisation of national days, memorials, celebration of significant days, management of club activities, family friendly events, organisation of camps, maintenance of cross border relations, organisation of professional conferences and programmes etc.
- ◎ *Community Culture Institution – setting up a stage – 1993*

In 1993, the local government declared HONI – which used to be the host of clubs – a community platform and a Village House, and since then, it has officially been intended to serve the cultural needs and demands of the municipality's residents in collaboration with the local community's representatives, non-governmental organisations, educational institutions, the sub-regional, county-based and national associations and professional organisations.

● *Nature conservation – Forest school project – since 1996*

By taking advantage of a grant opportunity in 1996, we joined the “Come with us to the forest school!” programme. That is how we could convert the (local government owned) neighbouring apartment and involve it in the programme – which flat operates as an accommodation to young campers even to this day. Together with the Duna-Dráva National Park's rangers, we created nature trails across the Boronka Nature Protecting Area – Tőzike Nature Trail, In search of vanished plains, Locations of WWII events –, and they undertook to act as tour guides for our camper groups and tourists. We can journey to the Nature Protecting Area and admire the beauty of the landscape and the unique flora and fauna on the board of the SEFAG Zrt. owned forest railway, which has a railway line of 9 kilometres.

● *Grants – development of accommodations – 75 places – 1996*

In 1977 and for many years afterwards, we could only accommodate young campers in military tents. For the local government's support, the relationship capital and the successful grants, we could continuously develop, extend and improve our accommodations, which are awaiting visitors with 75 places in a modern environment, in line with modern-day needs. Our Forest School offers 45 winterised places, while our Youth Accommodations is at the campers' disposal with 30 places during the summer period.

● *Range of touristic programmes – camp services, event organisation – since 1977*

In addition to camping services, we welcome hiking students, groups of workers or seniors, further groups of any kind, tourists and National Blue Trail hikers throughout the entire year. We also host and accommodate family-friendly events, professional conferences, lectures, class reunions and get-togethers of friends. We organise the local events, celebrations, memorials and cultural programmes ourselves. We host clubs, informative lectures, “Leisurely evening discussions”, and accommodate the assemblies and other events of non-governmental organisations.

● *Assisting young adults in their career choices*

Aunt Gizi's spirituality and her tremendous commitment and love of her profession have “infected” several young adults throughout the decades. A number of young adults from Mesztegyő owe her their professional orientation and devotion to the topic.

● *“Somogyért” Association – “Special pleasures around the table in Somogy” – 1998*

We joined a County-based sequence of events, which required a different kind of mentality, approach and openness from us at the time of the regime change. It made us activate our communities and hold them together. It encouraged us to preserve, transfer, re-evaluate and renew, where necessary, our traditions.

● *STRUDEL FESTIVAL – gastro-cultural event – since 1998*

In the course of 20 years, the Strudel Festival has had several benefits. Due to the Festival, our municipality gained a national recognition – with the help of TV appearances, advertisements, and appearances in other media –, and our communities are happily engaged in achieving our targets, meanwhile they represent our community and municipality. We have developed relations and turned these into

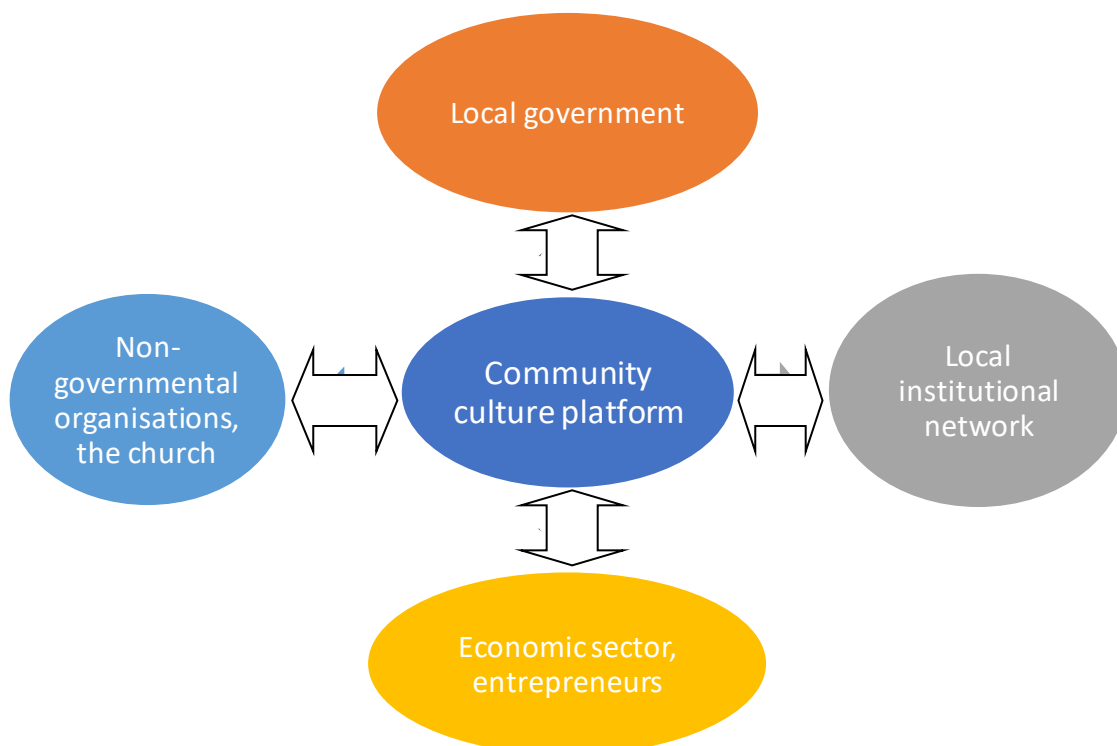
the benefit of our municipality with a number of non-governmental, cultural and social organisations, private persons, public leaders, representatives and local governments. The Festival also generates our infrastructural and further improvements, enriches our annual programmes, and inspires the residents and communities of the municipality. The Festival's retentive power and stimulus on the society can also be tracked.

Networking – Partnership relations

Continuous and reciprocal contact with the proprietor, the local institutional network, and the actors of the civil society, the church and the economic sector, and moreover with the representatives of the local society and the residents themselves is an important, if not the most important key factor of a community culture institution – platform's operation.

The network of relationships facilitates the discovery of needs and demands, the planning phase, the implementation, the involvement, and the giving of feedbacks; while the measurement of satisfaction identifies further tasks, necessary amendments and innovations. This is what the guidelines of societalisation provide professional basis and help for.

A positive example: The blessing of cells on the day of Saint Donatus and the Day of Open Cellars began 10 years ago as a reaction to the ever neglected and deserted vineyards of Mesztegyő. I consulted with the local parish priest, and our mutually designed programme have turned the vineyard masters and the cellar owners into a real community in the course of the years. More and more people are participating in these events and get involved into this society each year, moreover, they renovate vineyard estates and neglected cellars. We brought back to life the Öreghegy and being a vineyard owner became fashionable again.



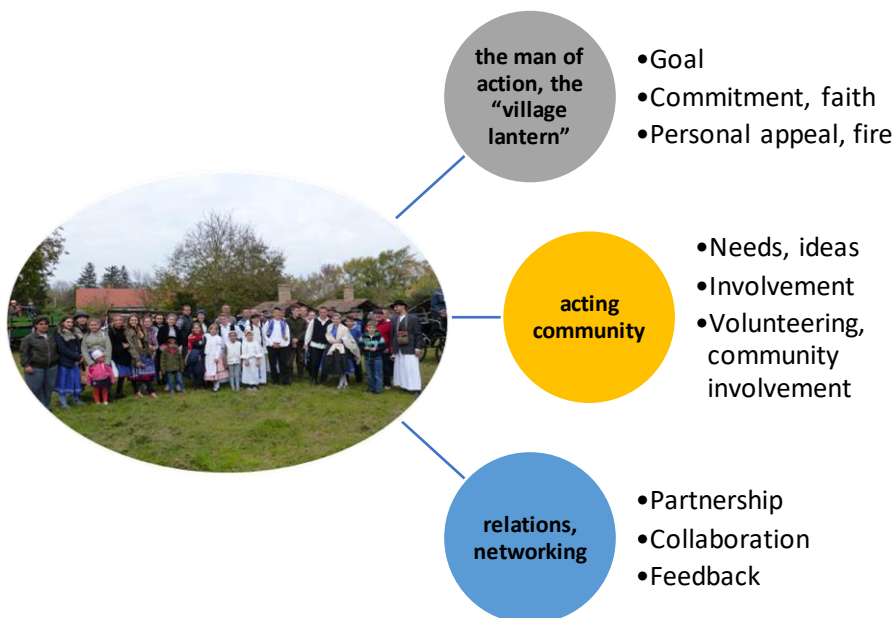
“WE NEED A TEAM!”

Community education is not a one-man business. It cannot be successful without a solid institutional and social background / support, and a voluntary based community involvement. It would have been difficult to successfully operate at a municipality for decades without the assessment and coordination of needs, a good professional staff, and moreover, the support, collaboration and help of the active civilians, volunteers, and organisations, who were operating as an interlinking “leaven”. The lucky coincidence of the above, the precise establishment of objectives, the leaders’ faith and commitment, the measurement of satisfaction, and the feedbacks all contributed to the achievements of the municipality in the fields of community education and culture-based economic development.

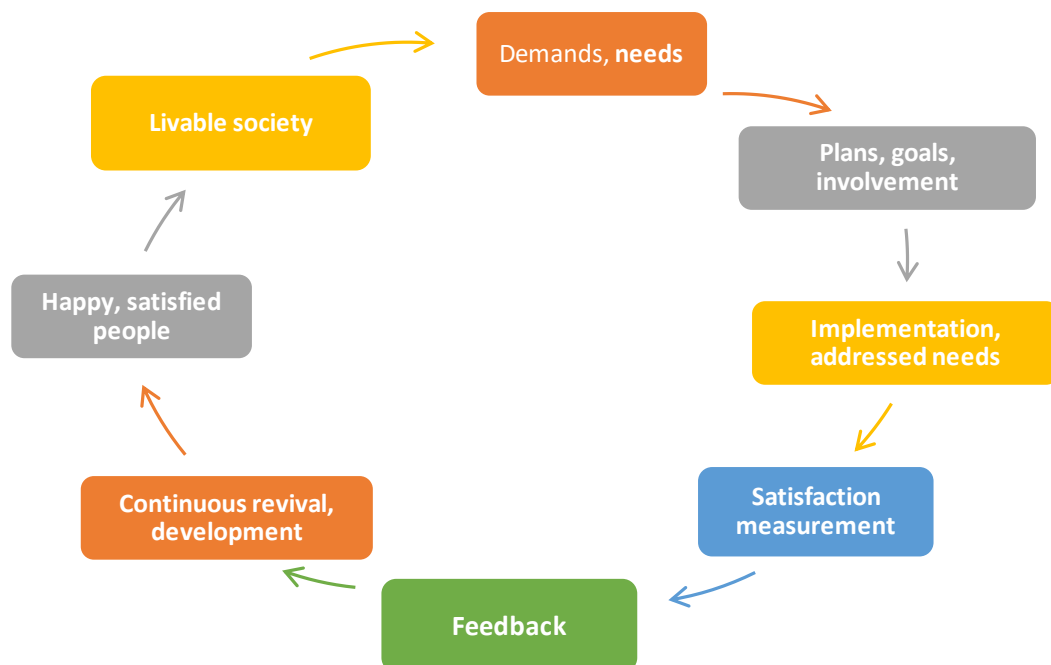
At Mesztegyő, this team is the Local Heritage and Nature Conservation Charitable Organisation – as the background community culture association of Hon local village house – , which has been actively engaged with an unbreakable faith and commitment for years.

The main areas of the collaboration:

- ⊙ clubs, professional management of groups
- ⊙ joint organisation of cultural events, celebrations, memorials
- ⊙ taking advantage of grant opportunities, joint possibilities, goals
- ⊙ providing location and rehearsal room for the association
- ⊙ maintenance and extension of the local history and folklore collection
- ⊙ enjoying cross-border relations
- ⊙ professional support – camps, meetings etc.



**Our culture-based economic and community developing activity
(everlasting process)**



Summary

By the well usage of local abilities and opportunities, and by taking into account (where appropriate) the social conditions, the continuous collaboration of professionals, non-governmental organisations and the proprietor local government and their constant, though mostly voluntary, performance of society shaping activities have been facilitating community education and community culture in the municipality of Mesztegyő for decades – succeeding in cultural-based economic development in more than one areas as well.

Göngyi Takács, Vice President, HÍD Association, Sibiu (Romania):

HÍD at the Sibiu-Hungarian fortress – Hungarian traces at the Saxon royal eagle's nest

When you hear the word “Sibiu”, the first thing that possibly comes to your mind is the Transylvanian Saxon royal eagle's nest and the southern border of Hungary, which city and region have played a rather significant and important part in the respective Hungarian history. Though the history, that was jointly written by Hungarians, Saxons and Romanians is highly interconnected, “coexistence has not always been about harmony”²⁸. This is so even though the Saxons' history can be taken as a perfect example of equality, and the positive and negative discrimination that comes with it.^{29 30}

The Transylvanian Saxon community has enjoyed autonomy within the Kingdom of Hungary and, subsequently, the Principality of Transylvania since 1222, that is the publication of the wide range of rights worded in the Diploma Andreanum, which was issued by Andrew II of Hungary. The extension of legal autonomy came to an end in 1486, when Matthias Corvinus united the Transylvanian Saxon world, that was under a Sibiu – Braşov – Bistriţa dominion.

²⁸ Béla Pukánszky, “*Transylvanian Saxons and Hungarians*”

²⁹ www.brukenthalmuseum.com

³⁰ Statutes of HÍD – the Association of Hungarians in Sibiu

That is how the Universitas Saxonum, i.e. the Saxon University was created as an integral part of a process.

Their rights seem incredibly extensive even after 800 years, and this is what in modern words we call EU-conform. Saxons chose their own rulers, they only had to pay taxes to the King of Hungary, and the most privileged municipalities (Sibiu in particular) had the right to hold markets and halt the flow of goods. In fact, for a long time it was prohibited for other nationals to move into these cities, that is how Saxon municipalities could remain truly Saxon in nature.³¹ This sort of autonomy lasted until the Edict of Toleration (1781) issued by Emperor Joseph II. It was only after this that Hungarian families could settle down in the city. The respective Hungarian communities, however, have never been considered important for their numbers but for their willingness to act, especially if we take into consideration that when the first Reformed Church was built in the city in 1787, there were only about 4 or 5 Hungarian families in Sibiu.

Hungarian figures from Sibiu

Sibiu is located at the crossing of important economic and geographic routes. As a consequence of this, and for its cultural and spiritual prosperity, the names of a number of significant Hungarian figures are linked to the city. Even though Sibiu was not the hometown of all of them, the time they spent here had an important role in their lives or professional development.

Archbishop Miklós Oláh (Nicolaus Olahus, 1493–1568) was one of the first people to pay attention to Transylvania's history, geography and economy.

Miklós Barabás (1810–1898) was only 18 years old, when he arrived to the Cibin-side part of the city to paint the portraits of several noble families. That is how he got to see the Brukenthal Palace's gallery (first museum of South-Eastern Europe), which opened its gates to the public for the first time in 1817.

Károly Kós (1883–1977) arrived to the city as a child, and we can assume that he “*developed self-consciousness as a young man in Sibiu*”. Later on in his works he recalls his memories from Sibiu with much love: “*There was a time, when I knew Sibiu well. The old one, the one it used to be. (...) The stone stairs that run all the way to the Upper city, the stairs that are trodden in the middle, worn and trodden by who knows how many generations. The Saxon church at the market, the black cracked walls, and its tower: as a spear bursting through the heavens.*”³²

The Kós Károly Association of Budapest, the Kós Károly Nation-Building Association of Sfântu Gheorghe, and the HÍD – the Association of Hungarians in Sibiu organised the Kós Károly Conference on Architecture in Sibiu, in 2007. The conference, which was attended by more than sixty Hungarian and Romanian architects, was opened by Szabolcs Guttman, Chief Architect of Sibiu, Honorary President of HÍD (Hungarian Association of Sibiu).³³ In the same year, architect Imre Makovecz visited Sibiu, and in his presence, an exhibition on the oeuvre of Károly Kós was opened in the wall walk connecting the newly built Carpenters' and Potters' Bastions (in Cetății Street).

³¹ Gábor Miklós, “Corvinus University of Budapest – Faculty of Social Sciences and International Relations”

³² Benjámin Józsa, “Hungarian Sibiu” column, Művelődés 2014

³³ <http://udvardy.adatbank.transindex.ro> (last downloaded: 05.08.2019)

In 1940, Géza Vámszer (1896–1976), a writer and ethnographer of Sibiu origin, published in Cluj-Napoca a monograph entitled “*Szakadát, a Hungarian diaspora in Sibiu County*”. In 2007, HÍD Association, with the help of Franciska Coman, translated and published this written study. Miklós Borsos (1906–1990) was born in Sibiu and raised there until the age of 14. The later world-famous sculptor made his very first work – his mother’s crosspiece – here. In 2009, Andrea Bernáth, a volunteer restorer of the ASTRA Museum, through volunteer work and the mediation of the Great Market Square – Holy Trinity Roman Catholic Church, restored the crosspiece and placed it back on the tomb in a new marble frame. This tombstone, which is made of wood and marble, can still be seen in the Roman Catholic Cemetery in Sibiu. The work was supported by the Hungarian Charity Service of the Order of Malta, the Miklós Borsos – Ilona Kéry Foundation and the Miklós Borsos Association in Ciurani.

It is also important to note that Miklós Borsos had a lot of fond childhood memories of his hometown, the diversity of which had marked his personality. He returned there in the ‘70s and started shooting his biopic entitled “*My Homelands*”. HÍD Association prepared Romanian subtitles to the film and presented it to the general public at several events. The sections of Miklós Borsos’ biography “*I Looked Back Halfway*” (*Visszanéztem félutamból*) on Sibiu were translated into Romanian by Emese Serfőző, and into German by Ibolya Kaniczki and two staff members of Hemannstadter Zeitung, Szilárd Fink and Beatrice Ungar, and the translation was reviewed by Edel Szabó. The English translation was prepared by Jenő Gergely. HÍD published the work in several volumes to make the artist’s life and work accessible to other nationalities as well. The afore-named persons made the translation as volunteer work.

Ferenc Incze (1910–1988) was born in Gheorgheni and moved to Sibiu as a child; thus, the squares of this Saxon city appear as quasi “lite motifs” in his works. Some of his works are still exhibited at the Contemporary Art Gallery of the Brukenthal Museum (Tribunei Road).³⁴

Actor Ferenc Bács (1936–2019) was born in Sibiu and visited the city again in 2011 as a guest of honour of the Ars HUNGARICA Hungarian Festival. It was a great honour and pleasure for the Hungarian community in Sibiu to get acquainted with Ferenc Bács, also native of Sibiu, both as an artist and a man. A common feature of these distinguished personalities is that they always remembered Sibiu proudly, as the city (of their birth) had a significant impact on their work and achievements later.

The Ars HUNGARICA Festival organised in 2007, among other things, commemorated some of these distinguished personalities. Each day of the festival was named after a Hungarian personality related to the city, highlighting their role in the culture of the town and the Hungarian nation and the impression they made on the same.

The Hungarian-speaking Sibiu

In 1910, Sibiu (Hungarian name: Nagyszeben) had 33,489 inhabitants, more than half of whom were Germans, 8,824 Romanians and 7,252 Hungarians. In 1970 there were barely 5,700 Hungarian inhabitants, in 2003, only 3,193, and today merely 2,300 Hungarians live in the city, which has a population of more than 150,000. Today, half of the Hungarian community belongs to the Roman Catholic Church and half to the Reformed Church. Hungarian-language education is conducted in Romanian kindergartens and schools, in Hungarian sections, in consolidated groups and classes (currently grades 0 to 5).

From the 18th century until the 1950s, when it was disbanded because of the Romanian Communist rule, the Civic Circle provided a background for local Hungarian cultural life. Its

³⁴ www.brukenthalmuseum.com (last downloaded: 05.08.2019)

headquarters was located in the Big Market Square building, which earlier had been inherited from György Bánffy and today is known as the “Hungarian House”. The Civic Circle’s successor, the Civic Hungarian Cultural Association (PMME), which had been established after the Romanian Revolution, managed to reclaim the property in 2008. Since then the Association has been operating in the Károly Kós Hall. The rest of the building houses a private business, a guest house and a restaurant-café.

HÍD – the Association of Hungarians in Sibiu was officially founded on 11 March 2005.³⁵ *(When the founders officially registered the Association with the Commercial Court of Sibiu on that day, they did not realise that it fell exactly on the same as the glorious day on which, during the Revolution and War of Independence of 1848–1849, Sibiu was occupied by the soldiers of General Joseph Bem.)* Founders: Márta Guttman, István Bándi, András Márton, Erika Fám, Tünde Serfőző and Levente Serfőző. Some of the founding members had already been active members of MADISZ (Hungarian Student Union) or actively engaged in community life. People who had been actively engaged in bringing the community together and organising leisure and community building events then saw the opportunity to create an association that represented Hungarian culture in South Transylvania, thereby strengthening the national identity of the local Hungarian-speaking population, and at the same time providing significant help to the local community in presenting itself to guests coming from more distant locations.

In 2007, Sibiu and Luxembourg held jointly the “European Capitals of Culture” title considering that both of them were founded by Saxon communities. The theme chosen by Sibiu was cultural diversity, which is also reflected in one of the two mottos: “City of Culture–City of Cultures”. The other motto – “Sibiu. Young Since 1191” – refers to the fact that the city’s first known documented reference dates back to 1191.

Considering this background, there was need for a series of events to properly showcase some prominent representatives of the Hungarian heritage on the stages of this European Capital of Culture. This is how the idea of the Ars HUNGARICA festival was conceived. The name refers to the “art of being Hungarian” (i.e. our creed, the set of beliefs and aims that guide our actions) and to the Hungarian values that have been underlying the cultural programmes of HÍD Association in Sibiu from the very beginning.

As a preparatory event and to spread the word about the planned series of programmes, the “0th Ars Hungarica Week”, a three-day festival, was organised in 2006, which focused on the presentation of some original works by the Sibiu-born Hungarian sculptor Miklós Borsos thanks to the Budapest-based Miklós Borsos and Ilona Kéry Foundation.

One of the most important and memorable moments of the festival series was the renaming of a public park near the town centre after Sándor Petőfi, a great Hungarian poet.

Here is a non-exhaustive list of the cultural events organised in connection with the 2007 European Capital of Culture title during the Ars HUNGARICA festival (March and August 2007): The series of programmes was made memorable by the premiere of the famous rock opera entitled Stephen the King in Sibiu, and performances by the dancers, actors and singers of the Hungarian State Folk Ensemble (MÁNE), Pécs National Theatre, Győr Ballett, Cluj-Napoca Hungarian State Opera, Márta Sebestyén, Eperjes Károly and the Ghymes Ensemble as well as by a Victor Vasarely exhibition.³⁶

Since its inception, Ars HUNGARICA has become the most renowned Hungarian festival in the region, and is organised in each November by a team of volunteers of HÍD Association

³⁵ Statutes of HÍD – the Association of Hungarians in Sibiu

³⁶ www.szeben.ro (last downloaded: 05.08.2019)

under the direction of Chairman Levente Serfőző, while preserving its interdisciplinary character. Each year, the organisers strive to include rich and varied cultural programmes in the town's event calendar and to satisfy the cultural and other needs of all age groups within the Hungarian community, not forgetting about the community building, tradition preserving and educational character of the festival, either. Events for children and the young generation are a key priority as the HÍD Association seeks to adapt to the dynamics of the community by keeping pace with the current trends.

Eighty percent of the funds needed for organising the festival was provided by the local government through grants (awarded by the Mayor's Office and the County Council), the rest by Romanian and Hungarian supporting foundations (Communitas Foundation, Bethlen Gábor Fund).

It should be noted, however, that despite the current generally accepted "comfortable agenda", HÍD Association's "no politics" approach makes it much more difficult to lobby for funds and develop a long-term strategy. Nevertheless, it strives to remain true to itself and to maintain this approach.

Hungaricum Days is a gastronomic event also organised by the HÍD Association. Its core themes include a goulash cooking competition, presenting typical Hungarian flavours and specialties, popularising and preserving folk dances, traditions and crafts.

It started in 2009 as an initiative of four good friends (Levente Serfőző, Károly Kovács, Géza Kovács and Ferenc Barabás) who decided to share their passion for goulash cooking with the general public. HÍD Association undertook to organise the event, while ASTRA Skanzen (open-air ethnographic museum) offered to host it. That was when the management of the latter realised that in the 21st century a museum has to offer visitors with active programmes in addition to exhibiting valuable objects. So, for example, the gastronomic experience offered during the Hungaricum Days made the Pottery House in Corund (Harghita County) more attractive for visitors over a weekend. In a period of ten years, this gastronomic event has become very popular among the Hungarian population in Sibiu, providing space for both amateur and professional chefs who share a passion for goulash cooking. The atmosphere of the gastronomic festival is enhanced by Hungarian folk music and dance, an exhibition and fair of folk art and handicraft products, yurt building and children's programmes.

In recent years, the organisers have managed to strike a balance that allows local Romanian and Hungarian visitors as well as guests coming from other regions to enjoy the common and universal "language of flavours".

The primary goal of the festival is to popularise products bearing typically Hungarian attribute (so-called "Hungaricums") and to create a Hungarian platform covering the entire Carpathian Basin, which provides a space for networking and communication between communities. At the same time, it provides an opportunity for the general public to learn about and grow fond of the Hungarian culture in this "last outpost" of South Transylvania; thereby reinforcing a culture that has had – and still has – an indelible impression on the life of the Hungarian population of the town. In the last 10 years, this gastronomic feast has become such an important event that, in 2019, the Hungaricum Days became part of the official programme for "Sibiu, European Region of Gastronomy 2019".

However, I must mention that Hungarian cultural life not only revolves around these two festivals, but thematic Hungarian events also take place regularly. Not a month passes by without a Hungarian performance on one of the town's stages. In many cases, with support from the Balassi Institute in Bucharest, ensembles heading to Bucharest for a performance make a stop in Sibiu. Owing to this, the HÍD Association constitutes some sort of a catalyst in

the local Hungarian culture. The audience of church galleries and specialty cafés, which today host cultural spaces, could have spent several unforgettable evenings accompanied by Hungarian music. Just to mention a few artists: Xaver Varnus, Peter Sárik, Barna Pély, István Gyárfás, Veronika Harcsa or David Yengibarian.

Moreover, prominent Hungarian representatives of other arts have already introduced themselves in various galleries, film studios, public squares, theatres and museums. HÍD Association, to the best of its knowledge, is trying to get involved in other programmes with a Hungarian relevance in the Carpathian Basin and Transylvania, such as the “*Community Centres Night and Day*” organised every February, or the “*FilmtettFeszt*” (Hungarian Film Review of Transylvania) held every October, but several other cooperation projects and partnerships could be mentioned as well.

Our Association also supports local programmes with the participation of Hungarian-speaking guests. The best example is a pottery exhibition, fair and professional meeting organised in ASTRA Open Air Ethnographic Museum under the title “*Beautiful. Ceramics. Useful.*”, but we could also mention the ASTRA Multicultural Festival, the ASTRA Film Festival, the International Jazz Festival or the International Theatre Festival, which all seek and request partnership with the Association and welcome its proposals.

Saxon Organisation, Romanian Work and Hungarian Passion

According to some, these three main characteristics have led to the town’s economic and cultural revival – in addition to the respect for and the “recycling” of history.

In 2000, German-speaking Klaus Iohannis was elected as Mayor with an 85% vote and he governed the town until 2014 (currently, he is the President of Romania). In parallel, from 2000 to 2008, the Hungarian Chief Architect of the town, Szabolcs Guttmann, arranged for the reconstruction of Sibiu, duly preparing for the Capital of Culture programme series.

Today, tourists come the town to admire its cultural and religious diversity. In 2019, visitors can discover the gastronomy of this area as the entire Sibiu County has been designated as a European Region of Gastronomy – jointly with Southern Greece.

Culture and Equal Opportunities: Are They Things That We Deserve or We Have to Work For?

Sibiu treats its minorities as if they were precious treasures, since they add to the cultural and touristic value of the town. However, certain people believe that ethnic and religious diversity does not really exist in Sibiu behind the scenes, and what has been left of it is negligible.

When seeing “*Ars HUNGARICA*” and “*Hungaricum Days*” in the official cultural events calendar of Sibiu, some may even think of positive discrimination (as a consequence of equal opportunities). Upon closer observation, it becomes clear that the financial support does not even cover one quarter of the resources needed to organise these cultural events, since the amount of work involved has not been quantified. These efforts have been and are being made by people for whom the preservation of the Hungarian community in Sibiu and the organisation of events is an affair of the heart, and who, sparing no energy and time, join forces for a common cause. Generations of enthusiastic volunteers come one after another, who are the pillars of HÍD. Therefore, it would be extremely important to have a permanent employee who could help the HÍD Association operate consistently and purposefully and who could work towards the development of the local Hungarian community. Currently, a tiny fraction of this important task is being performed by scholars participating in the Sándor Petőfi Programme.

The driving force behind all of this is Levente Serfőző, president of the HÍD Association, who undertakes most of the responsibility for the organisation and success of the programmes.³⁷ However, the Association not only provides great experience and value to its audience, but also to former and current team members. Here is how some former HÍD members recall their experience:

"It was an once-in-a-lifetime experience! After that, I kept going back to do volunteering for a few years (2008, 2009, 2010 and 2011). My then coworkers have since become my friends; the working environment and tasks have totally transformed me. I always say that they made me who I am today." Ibolya Fekete (Kaniczki)

"For me, HÍD marked the beginning of a professional career in cultural management. At the end of my twenties, I needed an incentive to start something new, something profitable, something dynamic. The team was young, creative and ambitious. All the ingredients needed for keeping the festival alive, consolidating the organisation, attracting new people year by year, and expanding its reach." Ramóna Dávid-Lackó (2007, 2008, 2018 and 2019)

"Essentially, we could organise all kinds of good programmes together with our friends by which we delighted others. It was great to be together and to see how pleased people were for being able to attend these programmes." Ágnes Imre (Virlics)

HÍD, a Bride Between People and Communities

Every group of people and community has its own dynamics, to which a cultural association has to align if it wishes to remain successful. The Hungarian community in Sibiu is often said to be "like a small municipality" within the patchwork-like community of Sibiu, which is formed by constant information flow and interactions. Therefore, it is important that this association, which is a representative of Hungarian culture, should keep pace with development in all fields, communicate age-appropriately with each generation and keep contact with all generations using specific communication tools. It is not an easy task for the HÍD Association to operate in such a diverse community where as many people and interests, so many cultural needs to satisfy; at the same time, the Association needs to focus on the future with great determination, meaning that it needs to (re-)introduce Hungarian culture into the community's everyday life and make it lovable and attractive over and over again.

To Be Or Not To Be Hungarian, That Is the Question

In Sibiu, the equal opportunities of minorities is a right that can be exercised, but the only way to maintain equal opportunities in the long term is through voluntary work and involvement of the community. Today, the question is not whether it is possible for people living in Sibiu to encounter Hungarian culture, but how does it become a value and an integral part of the life of the Hungarian community?

The question is not how many Hungarians live in the town, because job opportunities attract a great deal of Hungarian youth to Sibiu, but how can these individuals and families be turned into a community?

³⁷ Fb.com-HungarikumNapok

And, ultimately, today the question is not how much it is worth fostering Hungarian culture in Sibiu, but how much civil society, in partnership with other Hungarian institutions, can prevent it from disappearing?

The HÍD Association believes that the several decades of Hungarian presence in Sibiu gives so much strength, examples and an anchor for future Hungarian generations that help preserve, carry forward and even further develop the local cultural wealth, without which the culture and history of the entire Hungarian nation would be much poorer.

Tibor Borsó, Chairman, Magyary Zoltán Folk High School Society:

Tradition and renewal in the 24-year history of the Magyary Zoltán Folk High School Society

“The Magyary Zoltán Folk High School Society, building on the intellectual heritage of the former Tata Folk High School and its namesake, Zoltán Magyary, by making knowledge accessible to everyone, provides individuals with an opportunity for lifelong learning in a community, which is necessary for navigating today’s world. Committed to helping people become responsible people and men of action, our Association promotes the welfare of individuals and the creation of a liveable society by bringing public administration closer to people, promoting local values and initiatives, and creating the conditions necessary for sustainable and knowledge-based development.”³⁸

Inception – Folk High School of Tata

The folk high school movement started in Denmark (there called “Folkehøjskole”) in the middle of the 19th century. It quickly spread throughout Europe and later in Hungary. One of the purposes of the Tata Folk High School was to diffuse new knowledge among the peasantry, but also to foster their active participation in the life of the local society and to prepare them for such participation, which can simply be called the exercise or implementation of democracy.

In Tata, there was a folk high school between 1940 and 1944, which, following the Danish model, was a boarding school. The Tata Folk High School started operating on 7 January 1940 in the tourist hostel to which the former Sándor Mill had been converted. The idea of the folk high school was put forward by Reverend Jenő Márkus. Zoltán Magyary, a well-known public administration scholar of the time, agreed with his idea and played a decisive role in its practical implementation.

Zoltán Magyary and his working group conducted a scientific study (which is exemplary still today) in the municipalities of Tata District in the years preceding the launch of the folk high school. The study revealed a series of problems and challenges, which led to the realisation that technical suggestions and ideas were not enough for a change, but also there was a need for well-prepared local citizens who themselves were involved in initiating and implementing the change (i.e. the idea of a folk high school).

The Tata Folk High School is also notable for not affiliating with any religious denomination, as also stated on a commemorative plaque: **“The first public folk high school in the country”**.

³⁸ Good practices – A visit at the Magyary Zoltán Folk High School Society – <https://nmi.hu/projekt-hir/jo-gyakorlat-latouton-a-magyary-zoltan-nepfoiskolai-tarsasagnal/> (last downloaded: 01.08.2019)

Magyary Zoltán Folk High School Society after the change of regime

The Zoltán Magyary Folk High School Society was founded in 1995 with the participation of 22 people, electing Dr. István Kiss as honorary president of the Society. He was a senior associate of Zoltán Magyary and had taken part in the aforementioned study (which formed the basis of the book entitled Public Administration and the People), played a leading role in initiating and organising the social programme of that time and later actively participated in keeping alive the memory of Zoltán Magyary.

The first minority self-government training programme was organised in 1997, the importance of which was increased by the fact that it was a residential training programme. An IT training course was also held that year to assist the work of local governments.

The first national conference on social employment was held in 1998, which was also linked to the work of the Magyary and his associates (this initiative became known as the “social county”). The same year, the Act on Non-Governmental Associations introduced the “public benefit” status, which the organisation applied for and received.

The series of programmes implemented in 1999 presented the environmental values of, and nature conservation in, Komárom-Esztergom County.

In 2000, a series of historical lectures was launched, which was also organised in the 2015 school year and aimed at presenting Hungarian history. The first programme on the European Union was also launched for interested people working in the local government sector.

A basic computer skills training course was first launched in 2001, together with an initiative intended to present the values of the municipalities involved in what was then known as a “Micro-Regional Association” (today named “District Area”). The first conference named after Magyary was organised that year as well.

The year 2002 marked a milestone in the life of the organisation: the service offering was expanded; a total of six programmes series were implemented. The novelty of that year was the launch of “health programmes”, which have been ongoing ever since, and that the organisation managed to disseminate health knowledge in several municipalities of the county in addition to Tata, such as Bakonyrákány, Dad, Dunaalmás, Héreg, Tardos, Vérteskethely and Vértesszőlős.

In 2003, the range of educational programmes offered by the Folk High School continued to expand, with the number of annual courses reaching twelve, and become more varied by including organic farming. That year, two programmes were implemented in Héreg and Kocs. The increasing administrative burden made it necessary to hire a full-time employee. With the help of the local employment office, the position was filled by a young fresh graduate.

The expansion of the scope of training activities raised the idea of gaining accreditation for adult education, which was achieved successfully. Also that year, a Magyary memorial site was established in Héreg with the support and cooperation of the local government.

Since 2004, the groundwork has been carried out in a separate office, which has also become a venue for organisational and administrative tasks. That year was also noteworthy because the first “spirit of the place” programme rolled out to present the town’s values and various language courses were also launched. It was the first year when a solemn opening ceremony

was held at the folk high school to mark the new school year, which has been held every year ever since.

In 2005, in addition to our training courses, as a partner of Help Kht., we organised formal vocational training courses in gardening, social work and nursing. That year, the Folk High School Herald was launched for students with two or three issues a year.

In 2006, as a novelty, a programme called “Gourmet Club” was organised.

In 2007, the organisation participated in a regional programme aimed at developing partnerships between local governments and NGOs.

In 2008, provision of employment information (8 employees) and career counselling (7 employees) were added to the tasks, which have been continuously performed by our organisation ever since.

In 2015, to mark the 75th anniversary of the folk high school movement in Tata, a monumental conference was held in the town, which was attended by municipal decision-makers, vice president of the county’s local government, as well as professionals and citizens interested in the work of the folk high school who discussed the present and future of the folk high school movement.

In 2015, the organisation initiated the accreditation of training courses classified in Category “D” (Other training courses authorised by the competent authority) in the fields of consulting and mentoring.

From 2016, competence measurement and development were added to the training offering.

During implementation of the activities set out in the application for the grant programme entitled “GINOP-5.1.3 – Promoting Social Enterprises”, which was rolled out in 2017, a wing of the former Piarist Monastery building was renovated in close cooperation with the local government of Tata. The offices of our Society were relocated to this building, turning the place into a vibrant social scene. The majority of our programmes is realised here, together with most of the organisation and office work. Since 2018, it has also been our registered office. Our previous activities and these developments made it possible for the Zoltán Magyar Folk High School Society to become an important factor both in professional circles and in the life of the local society. The society’s membership has grown from an initial 22 to over 160, while the number of employees from 1 to 15 and then 41. We also have 14 independent contractors. Students from more than 50 municipalities in the county and Hungary have participated in our programmes in the last 23 years. We have nearly 800 lecturers, most of whom are renowned university/college professors and researchers.

Organisational structure

Corporate bodies:

- a) Shareholders’/General Meeting,
- b) Management Board,
- c) Supervisory Board,
- d) work organisation

Corporate bodies act in accordance with the principles of democratic local government, publicity and solidarity.

Since 2015, Tibor Borsó, Vice-President of the Komárom-Esztergom County General Council, has been acting as President, and his work is assisted by a bureau of 9 people. Bishop Dr. Mihály Márkus is “Honorary President”, while József Keresztesi is “Honorary Perpetual President” of our Folk High School.

We have established a working organisation with a view to performing the tasks associated with the Carpathian Basin Folk High School Network efficiently. One of the main tasks of this work organisation, in addition to – and in parallel with – implementing projects that have been awarded funding and the daily organisation of work and administration, is to support municipalities situated in the Tata Basin in the exploration, collection and preservation of local values.

Right from the beginning, our Folk High School has been seeking the areas and activities in which it can best be of service to its narrower and wider environment, in accordance with its mission. This approach also guides us in the creation of our programmes, services and strategy for the future, taking into account the needs of individuals, the community and the times.

Current activities of the Magyary Zoltán Folk High School Society:

Training series:

- history
- health education
- basic computer skills,
- English and German language courses,
- history of religion,
- arts,
- history of literature

In addition to our series of programmes, we have organised and continue organising several times one-off training sessions for local government representatives and the general public, for example, in the fields of environmental protection, rural tourism, organic farming and many more.

When compiling our training curriculums, we also aim at reaching younger age groups with the help of the teachers of nearby secondary and primary schools. In particular, our lectures on history and literature complement well the textbooks. In addition, in close cooperation with primary and secondary schools in the town, since 2018, we have been organising a decade-old series of mathematics competitions named “Ma Tata Túra”, which includes several programme elements:

- year-round correspondence competition in mathematics,
- two outdoor competitions built taking place in Tata’s valuable built and natural environments,
- mathematics camp with participation of the winning competitors.

Another project named “EFOP-1.3.8. – Personalised Volunteering”, which was aimed to extend the age range covered by our training programmes, offered high school graduates aged 18-22 personalised learning and volunteering opportunities. They could choose from a range of vocational training courses included in the National Qualifications Register (OKJ), as well as

language and driving courses. In addition, they could work as volunteers for our partners where they had the possibility of individual mentoring.

Cooperation with other organisations and partners is an important aspect of how NGOs operate. This effort was consciously undertaken by the organisation and has become crucial in the functioning and successful of the Folk High School. Our key partners include the NMI Művelődési Intézet Nonprofit Közhasznú Kft., the local Government Office, the County's General Council as well as the local government. As a token of their appreciation of the close cooperation and of our activities, in 2016, the local government signed a Community Culture Agreement with us and provided us with an office space. We had implemented several programmes jointly, the most important of which was the organisation of Magyary conferences and those aimed at nurturing traditions. Our relationship with the Employment Department of the local Government Office is also important in terms of labour market services.

Our activities are expanding due to the growing success of our applications for funding: we have started to create a community garden and launched a project aimed to improve the local system of school community service and to integrate NGOs. In addition, as a member of the Carpathian Basin Folk High School Network (which is still evolving), we also strive to explore and promote local values.

We believe that the relationship with the Faculty of Public Administration and Science of the Budapest-based National University of Public Service is important. This relationship is fundamentally related to Zoltán Magyary's professional activities and strengthens and nurtures his memory, but it has also served as the basis for establishing a Magyar Prize in recognition of the students of the Magyary College of the Faculty (these students regularly contribute to Magyary-themed conferences).

It is worth highlighting the practice of field trips, which was taken by the Folk High School from old traditions. Field trips are on-site visits aimed to gather first-hand knowledge which complements the theoretical knowledge learned during courses. The first field trip was related to the nature conservation and environmental protection training programme, but a number of other trips were organised afterwards, for example, to visit the House of Terror or the Bible Museum of the Károli Gáspár Reformed University in Budapest and many more.

Owing to the fostering of cross-border relationships, members of the organisation also visited some of our towns, Sovata and Svodín. In addition, a good relationship/cooperation has been established with the management of an NGO based in Oradea (Bihar County), the representatives of which have visited Tata on a number of occasions. Historian dr. János Fleisz has also given several lectures. We also organised an exhibition for the group of visual artists of the Tibor Ernő Gallery in Oradea. Later, graphic artist György Egei joined the Márványhegy Summer Artist Camp in Tata. We organised a concert for a young pianist from the Transcarpathian region, and the artistic groups and crafts clubs of Tvrdošovce (Slovakia) could also introduce themselves.

The Folk High School seeks to cooperate and organise joint programmes not only with the local government, but also with many other organisations, and supports initiatives, where needed. This kind of supportive collaboration was established upon launch of the Shakespeare Theatre; we were carrying out administrative tasks for them for a while. We have provided space for the Talking Circle and the Poetry Lovers' Circle. Perhaps the most important actions

were helping to launch the Tata Civil Society and taking active part in the organisation of their programmes.

The Folk High School and its associates who did outstanding work were also granted the following recognitions: Magyary Zoltán Medallion, awarded in 2008 by the Faculty of Public Administration of Corvinus University (Budapest). In 2013, József Keresztesi, then the President, was awarded the “Volunteer of the Year” title, and then in 2014 the Silver level of the “For the Town of Tata” award. To mark the 20th anniversary of its existence, the Society was nominated for the County Prima Award.

As regards public administration, following in the footsteps of our namesake, we continue our ten-year-long, county-level career counseling, labour market information provision, and mentoring activities in all Employment Departments of the Komárom-Esztergom County Government Office. We are proud of the fact that every year our colleagues (currently 14 people are in charge of these tasks) help thousands of unemployed and disadvantaged people return to the world of work using various means. Complementing this activity, by implementing the programme entitled “GINOP-5.1.5. – Together for Employment in Komárom-Esztergom County”, we provide individual mentoring, job search, placement, in the entire county to ensure that even the most disadvantaged job seeker can find a suitable livelihood. Debrecen Scholastic Association is our consortium partner, while the County Government Office and the Survival on the Labour Market Association, which has a national coverage, are our strategic partners.

In 2017, a new element was added to our climate and sustainability activities, so that those interested will not only be introduced to the topic through presentations, but they will also have the opportunity to participate in practical demonstrations in the community garden, such as composting, chemical-free gardening, how to pair plants, and so forth. Together with the Local Government of Tata, we started to develop a community garden in the part of Bacsó Béla housing estate where there are several small gardens. A community garden not only raises environmental awareness, but has several other benefits, such as community building, social, health and economic impacts, just to name a few. As a member of the Komárom-Esztergom County Climate Protection Pact, we feel it is our duty to familiarise as many households as possible with the concept of environmental sustainability.

Our community culture activities are carried out in diverse areas according to the tradition of the folk high school movement. With a view to our public benefit status, we strive to make free self-improvement, lifelong learning and competence development accessible to the widest possible range of people free of charge. In the years to come, we intend to continue our series of lectures which have been very popular so far. Our community culture agreement concluded for an indefinite period with the local government of Tata is a guarantee for the continuation of these tasks.

In 2017, the 1st edition of the Magyary Health Day was organised. In agreement with the profession, this event focused on prevention, including healthy eating (local chemical-free products together with an environmental-friendly approach), temperance, as well as the importance of consuming herbs and physical exercise. To complement this, in 2018, the Source Shopping Community was organised to strengthen the local community and environmental awareness.

We started two major projects in the fields of organisation and community development. On the one hand, since 2017, we have been working towards developing the local system of School Community Service (“SCS”) through a pilot project. Build on and using these methods, other municipalities will be able to establish a functioning system of SCS. Within the framework of this programme, in partnership with the Institute for Educational Research and Development of the Eszterházy Károly University, we provided continuing training for teachers, and held lectures about SCS and volunteer management to the delegates of NGOs. In 2018, a large joint event was organised on two occasions, with the aim of creating a tradition, under the name SCS Fair, where state and local governmental bodies and non-governmental organisations – as recipient organisations – could meet students and stakeholders. The event’s objective was to ensure that the youth perform meaningful and pedagogically useful activities, strengthen intergenerational cooperation and popularise volunteering. As part of the process, additional awareness-raising and sensitisation programmes will be organised for stakeholders over the coming years, providing opportunities for all interested to get involved.

The purpose of our project entitled “EFOP-3.7.3. – “Tata is Learning” is to support services, activities and new learning content ensuring lifelong learning in cultural institutions, developing new forms of learning with programme covering diverse topics; creating the conditions for lifelong learning; and developing existing services, as set out in the Framework Strategy for Lifelong Learning Policy, which was adopted by means of Government Decree No. 1603/2014. (XI. 4.).

Partial goals of our programme: developing core competencies by expanding the scope of non-formal and informal training forms and services (e.g. distance learning, e-learning); facilitating the return or access to formal education through lifelong learning activities; utilisation of skills acquired in order to help people return to the labour market and social and/or public life; developing and disseminating new innovative learning opportunities and forms for adults and training professionals; supporting learning how to learn; raising awareness about the use of digitised cultural contents that facilitate learning; making people able to apply civic competence, cultural expression and scientific explanations, and developing the native language, other linguistic and digital competences; reducing functional illiteracy; community development, strengthening local identity, developing individual competencies.

Our social development programme entitled EFOP-5.2.2 – “EgyMásért” (For One AnOther), which is implemented in international cooperation, covers three critical areas of the Declaration and Programme of Action adopted at the 24th World Conference on Human Rights in Vienna:

1. unequal access to education and training,
2. unequal access to healthcare,
3. unequal access to economic goods and productive activities.

Based on the case study included in the impact analysis conducted in connection with the State Reform Operational Programme (ÁROP), we emphasise some elements that can be adapted to our programme for female target groups regardless of geographic location:

- Employment and labour market counselling,
- Complex assistance programmes for women,

- Improving counselling and awareness-raising among parents and potential parents in difficult economic and social situations regarding the expected requirements for future parenthood.
- Strengthening awareness-raising activities related to the protection of victims to reduce the chances of victimisation,
- Expanding complex assistance programmes for economically vulnerable women.

We organise our programme with the involvement of four international (two Serbian and two Slovakian) collaborating partners with the aim of decreasing gender inequality, developing and promoting cooperative social innovations (good practices). The project is aimed at identifying national and international experiences and good practices related to gender equality through improvements of the quality of life of individuals and the community, field trips and workshops; as well as formulating recommendations for a professional publication; raising awareness of civil and professional protocols developed to reduce gender inequality; managing problems more efficiently; managing cross-border cooperation; organising joint programmes that strengthen professional identity and regional (European) cohesion; as well as developing active professional/policy cooperation along the northern and southern borders of Hungary to reduce gender inequality; holding sensitisation training courses which also contribute to reducing educational/employment inequalities. The programmes help family-friendly local communities to take root and support social inclusion.

Plans:

Our organisation considers it important to present the oeuvre of Zoltán Magyary and his associates to the people living in Tata. Magyary's greatest work, the book entitled "Public Administration and the People", is about a comprehensive survey of public administration in Tata and its region. We believe – and feedback on the programmes implemented so far also indicates – that all people living in or associated with Tata would like to learn about this survey and Magyary's work. Comparison of the survey with similar measurements since then would illustrate well the development of Tata and evolution of the circumstances, along which further directions of development can be determined either by residents, local NGOs or the town administration. A course or conference on this topic would also consolidate the work of our Association, which was built upon the foundation laid by the Tata Folk High School Society established by Zoltán Magyary. We believe that all of these activities will strengthen the feeling of local patriotism in locals and will also provide feedback to town fathers on the effectiveness of their activities so far, and further advance the determination of directions of development.

To continue and complement our previous work aimed at exploring and presenting local values, and to achieve the goals of the Carpathian Basin Folk High School Network, availing of the opportunities granted by Act of XXX of 2012 on Hungarian National Values and Hungaricums, we intend to help the municipalities of the Tata Basin, in partnership with them, in their work related to depository activities. Our goal is to involve the population of each municipality in the exploration of values through community events and, as a result, to expand the offering of the local depository.

Our activities are organised so that they mutually reinforce one another: in addition to community development, volunteering supports, for example, labour market (re)integration; community gardens promote healthy eating, spread the idea of sustainability and build small communities; school community service promotes intergenerational cooperation, willingness to volunteer and competence development.

However, our programmes have one thing in common: we implement them believing and hoping that those involved will become more and better prepared than they were.

As the famous writer Zsigmond Móricz put it:

“Teaching how to be better citizens, better patriots, and better men – this is the purpose of folk high schools.”

Réka Topár-Thán, Tourism Expert, and Ferenc Bagyura Professional Manager, Living Source Tradition Preservation Association:

“Hunyor” Folk High School in Kiscsősz – A diverse and changing region in the light of traditions

Throughout its decades of existence, the Living Source Tradition Preservation Association has considered the research and passing down of Hungarian folk traditions as its primary duty. Activities are carried out, programmes are organised and implemented along these goals. The Association’s work is becoming more and more diverse every year, as a result of which it has become well-known throughout the Hungarian-speaking areas and even in many distant countries.

Work and achievements of the Association:

- collecting and passing on Hungarian values
- nurturing folk dance and folk music culture
- preserving and taking care of tangible heritage
- exploring folklore-related values
- organising continuing education courses
- organising and implementing folk dance and musical events, social occasions
- it has established the Hungaricum Club
- helping with work related to the depository, where cultural materials are stored
- maintaining several cultural communities
- maintaining the Living Source Elementary School of the Arts

Our association is based in Kiscsősz, precious gem in the Somló-Ság Region, which is located in a wonderful rural setting. This is the basis of the social development programme. A museum was established here, which is also the main location of its professional activities.

Interactive Village Museum in Kiscsősz

Living Source Tradition Preservation Association renovated one of the most dilapidated and oldest houses of the village thanks to an aid received in the framework of the New Hungary Rural Development Programme. This building is not a traditional museum housing a collection of untouchable antiquities, but a venue for trying and experiencing living traditions. In the garden, there a huge barn transformed into a dance lounge which can be used to organise dance balls reminiscent of the good old times in a genuine setting with authentic atmosphere, and guests can enjoy a real barn dance.

In the stables, horses await the freshly mown grass or alfalfa, and later – when they go for a ride on horseback or in horse-drawn carriage – these animals will be grateful for the caring. In

the garden, visitors can observe a colony of Hungarian domestic animals. Docile donkeys, sheep, goats and gray cattle react peacefully to the interested visitors approaching them.

The furniture, furnishings and building elements collected in the house reflect the traditions of this region. The furnace – which can be lit in the kitchen and keeps the room warm – can be used to prepare fresh bread and other old dishes. The Museum is open to visitors throughout the year.

The Association's employees run the Museum's offices and a "methodological centre" which is also located in the Interactive Village House. The archive footage of folk dances, archive music recordings, written documents and specialist journals collected here can be searched for free and copied by teachers and folk dance instructors.

Somló-Ság Cultural Axis ("Bozót" Folk Dance Ensemble)

Key objectives:

- Strengthening intergenerational cooperation and connection as well as social cohesion
- Promoting voluntary work and charitable activities
- Integrating the community and strengthening civil society
- Creating small new communities – whether formalised or non-formalised – based on local needs and opportunities, or developing existing small communities
- Strengthening social responsibility

Sessions and their frequency:

Weekly: Folk dance lessons, Living Source Folk Song Group

Monthly: Revival of folk crafts, "How Times Have Changed!" – talking circle for men, revival of local folk customs

Twice a month: Housewives' Club, Young Parents' Club

Additional events that are part of the programme:

- Events intended to introduce the organisation, raise awareness of the importance of volunteering and recruit new people
- Family programmes during Pentecost
- "Coexistence" – Gypsy-Hungarian cultural program
- *Regöls* (young people singing traditional rhymes at every house, and receiving gifts in return from Christmas Day to 6 January) – young local lads and men sing to families
- Carnival – programme centred around Kiscsősz but covering the entire region
- Living Values Along the Somló-Ság Cultural Axis

Adult Education entitled "Because I am a mirror of everything around me..."

Fundamental objective: Social inclusion and labour market integration are inseparable, and work is not only a means of livelihood, but also a way to receive recognition and appreciation and to participate in society. However, only those will have capacity for work permanently who

are able to support themselves independently, have a well-balanced personality, possess adequate knowledge and skills, live in a supportive family and social environment, and are able to regenerate working power.

Additional key objectives:

- Helping participants acquire learning techniques,
- Holding communication and motivational training courses, encouraging learning so that people do not live their everyday lives feeling useless,
- Exploring opportunities for cooperation with businesses and employers in the area to help programme participants find employment later,

Through teaching job search techniques and personal influence, our goal is to continuously encourage participants during the lifetime of the project to look for a job.

- Courses (Digital World, Labour Market Knowledge – a Pathway to the Private Sector, English, Clay Objects as Ornaments and Utensils, Traditional Crop Production)
- Clubs (lifestyle, creative, dance group)
- Free classes (Herbarium – Natural Medicines, Life Reform, Hungarian Cuisine – Gastronomy Guide, Value Partner, Cross-Country Trip)
- Camps (“Every Nation has a Treasure” – Sweet Mother Tongue Language Camp, Common World Camp, Treasures of the Soul – Self-Awareness and Personality Development Camp, Equine Assisted Learning – group activities, Environmental education – excursion in the Somló Mountain)

“And thus the seeds of a precious crop are not lost...” – Course for children

Target group of the project:

- Children in pre-school education
- Children and students in community culture receiving primary and secondary education
- In particular, children from a socio-culturally disadvantaged environment who are underperforming compared to their peers
- Parents and teachers

The project typically focuses on poor infrastructure, social and demographic situation, low educational attainment, under-utilisation of out-of-school training programmes, high rate of seasonal employment, low income levels, lack of motivation and/or willingness to study, under-utilisation of active labour market tools, strong distrust in external help, lack of aids and resources. The above problems have cumulative effects on children, as their parents' life chances determine their chances.

During the activities to be implemented in the framework of the project, children will be able to meet their peers with the same interest and possibly similar abilities. These encounters are very important for children, as they can help them judge their own abilities more realistically, as others, because of the above-mentioned similarities, offer them a good benchmark to assess themselves. Gifted students suffer from boredom every day as classes are adapted to the average, which often leads to impatience with others, behavioural problems and underperformance.

The following institutions implement informal, extra-curricular cultural activities (art groups, monthly clubs, “value preservation” camps, thematic weeks, thematic days, competitions for children):

1. Pápakovácsi Branch of the Bilingual Primary School for German-speaking Minorities and Elementary School of the Arts in Ugod
2. Petőfi Sándor Primary School and Elementary School of the Arts in Sopron
3. Vackor Kindergarten and Day Nursery in Devecser
4. Gárdonyi Géza Primary School and Elementary School of the Arts in Devecser
5. Csögle Elementary School
6. Fekete István Primary School in Gógánfa

“Value or Means?” The community and character-building effects of folk culture and their differences based on a comparison of methods and vogues – Transnational project

Purpose of the project:

In cooperation with four foreign organisations, our association adapts good practices in the framework of workshops, study trips and fieldwork.

- PIPACSOK Folk Dance Ensemble – Cristuru Secuiesc (RO)
- Blue Eryngo Foundation – Odorheiu Secuiesc (RO)
- Nexus Foundation – Bălan (RO)
- Ilosvai Folk Dance Ensemble and Civic Association – Veľká Ida (SK)

The foreign non-governmental partners that we intend to involve in the project implementation are active organisations pursue cultural activities for the benefit of their local and regional communities that help nurture the Hungarian culture abroad and retain the population.

Today's Hungarian youth is abandoning traditional Hungarian cultural values at an accelerating pace and in an ever-growing number, and young people are gradually moving towards a mass culture imposed on them by the consumer society, in which traditional Hungarian and European cultural values have only an almost marginal role.

In previous years, this problem was also highlighted by the results of questionnaire surveys and interviews conducted during certain events and meetings. Therefore, it is unlikely that we are facing a peculiarity that is only present in Hungary, and thus we are also trying to learn about the experiences of people living in neighbouring countries with similar socio-economic development paths, so that we can implement their good practices, ideas and development ideas in Hungary, too, in order to build the community.

This project is based on adapting – in partnership with organisations based in other countries – good practices that generate valuable and measurable results in terms of social morality and artistic life in the short run.

The Living Source Tradition Preservation Association has an active relationship with its international partner organisations, and we have collaborated on several projects in recent years, so we have practice and experience in implementing projects in partnership with others.

The partners involved are committed to transferring their knowledge to professionals, experts and opinion-formers working in the field of culture and community development in Hungary.

“Hunyor” Regional Folk Crafts Creative House

Our association is working to create a creative house that, by promoting folk crafts, helps preserve and pass on the authentic values that constitute the basis of the Hungarian nation.

The purpose of the project is to create infrastructural conditions supporting the development of key competences necessary for lifelong learning.

The creative house hosts the following: blacksmith's workshop, pottery workshop with kiln, weaving workshop, wood carving workshop, basket weaving classes, outdoor kitchen with stove, convertible and multifunctional workshops (two), outdoor venues

Based on the folk crafts listed above, the following activities are organised in the workshops and outdoor venues of the creative house and the venues of the Interactive Village Museum in Kiscsősz:

- thematic camps, training courses, exchanges of technical information, competitions;
- “out of classroom” classes (industrial arts, ethnography and ethnology), interactive classes;
- implementation of annual series of events related to holidays and peasant life.
- Creation of major folk art events and festivals.

“Living Source” Village of Traditions

The purpose of this development is to boost local commerce and hospitality by increasing the number of tourists, thereby contributing to the development of the local economy and the creation of jobs. This development is expected to lead to an increase in the number of visitors and, in parallel, an increase in the revenue of commercial and catering establishments and in the number of guest nights. One of the major long-term effects of this development is the creation of new jobs through revenues from tourism.

Why does this development distinguish us from the competitors?

- We would establish an interactive community space – a so-called “village of traditions” – which comprehensively presents Hungarian folk traditions. There is no tourist attraction in the region that would provide similar services
- It is not an adventure park
- Amusement and adventure facilities are characterised by seasonality, while a “village of traditions” is not a seasonal attraction
- It brings together the unique features of the local culture, history and lifestyle under one umbrella.

Venues to be implemented in the “village of traditions”:

- Open-air stage and auditorium as a venue for cultural events
- Reception building
- Gift shop/village grocery shop

- Minor panoptics showcasing objects and personalities that are significant in terms of Hungarian tradition preservation
- Interactive Hungarian Museum – Barn with 3D holographic projection about Hungary's national treasures and "hungaricums"
- Exhibition space hosting temporary and permanent exhibitions
- "Labyrinth of traditions": an outdoor amusement facility with interactive elements
- Interactive environmental education tool
- Barefoot trail
- The "path of light"
- Water-themed recreational garden with a place to listen to the splashing sounds of water, foot soak, creek walking, frog counting, aquatic playground

Additional services:

- Cart cinema – outdoor, with a seating capacity of up to 30 people
- Wedding venue – organisation of traditional Hungarian village weddings
- Team building training sessions
- Light painting during events and programmes
- Providing a destination for bicycle tourism
- Costume portraits – photo shoots in the traditional costumes of several regions

The buildings to be built in the framework of the project will be accessible both inside and outside, thus meeting the needs of persons with disabilities and mothers arriving with strollers. Information boards will be placed for blind and partially sighted people and people with other disabilities. The project elements to be realised will be treated in a unified manner. The development will be linked to our existing tourist services and attractions.

"There Are Lands..."

Purpose of the project:

- Development of local communities
- Development of the sense of initiative and capacity to act of communities in the region,
- More active community involvement,
- Strengthening local civil society,
- Strengthening volunteering, local identity and emotional attachment to one's municipality and region.

Consortium partners: Local Governments of Kiscsősz and Csögle.

As the leader, the Association wants to play a central role in strengthening social cohesion. *The target group of the project* is primarily the population of Kiscsősz and Csögle and of the municipalities situated in the Devecser District.

Partial objectives

- Initiating involvement of the community
- Organising and facilitating community forums
- Helping to create community plans
- Contributing to the expansion of the network of relationships
- Assisting in the implementation of joint actions

- Contributing to the implementation of youth initiatives and the creation and reinforcement of communities

Activities planned to be implemented within the framework of the project:

- Within the framework of the project, we will review the Local Equal Opportunities Programme (HEP),
- The Decree on Community Culture,
- and the Local Action Plan.
- According to the plans, a video tutorial will be prepared based on the study prepared by the National Strategy Research Institute.
- An Information Point will be set up at the Youth Hostel in Kiscsősz.

Planned events with the aim to strengthen local identity and cohesion:

- Commemorations and erection of memorials
- Study trip in Hungary, community meetings
- Introduction and film projection during the Village Day
- Roadshow – transfer of good practices
- Travelling exhibition
- “Vegetables to Every Garden” initiative
- Recruitment and promotional event

Community actions: community events at four locations, tree planting, erection of decorated, carved wooden – less often stone – memorial columns (in Hungarian: *kopjafa*), “value market”

Hunyor Folk High School

The Hunyor Folk High School aims to re-establish a traditional society – based on self-sufficiency – in an area rich in natural values, and provide traditional based education and awareness raising based on national values to the youth and adults. Community development and knowledge transfer along our cultural values.

The background for establishing the tasks to be performed within the framework of the folk high school and the basis of the professional work are provided by the cultural-intellectual base built in Kiscsősz and its region in over a decade, and the related network of international relationships which spans across continents.

Our activities have been defined along three main axes:

Farming

a. Means:

- i. Presenting and teaching the methodology of traditional farming.
- ii. Organising training courses and creating a model farm.
- iii. Encouraging the establishment and extensive cooperation of businesses producing local products.
- iv. Teaching the basics of economics and business administration.

- v. Transforming the micro-region into a reference centre by realising a knowledge base centre.
- vi. Organising trainings, fora, talks, camps

Social life

b. Means:

- Highlighting common goals (e.g. collecting values, inventing games) to the various target audiences
- As a good example, organising events value-added events for individuals and families based on the traditional venues (spinning room, barn etc.) and events of peasant community life (work-related holidays, religious holidays, those marking turning points in life)

c. Method:

- providing a venue and opportunities for forums, presentations and training sessions for local professionals.
- these professionals (district nurses, GPs, Red Cross workers, policemen, social workers, village coordinators, municipality leaders, cultural and educational leaders, representatives of NGOs, volunteers etc.) should get an opportunity to try to positively change the region's social life through jointly developed strategies

Culture

d. Means:

- i. We have a good share in the organisation and management of the region's cultural life.
- ii. Since the establishment of our art school, we have been organising local cultural life at school level as well (village days and other events)
- iii. Our groups have got a chance to participate in village days, other events and school programmes.
- iv. We closely collaborate, among others, with the following entities:
 - Hungaricum Committee, House of Traditions, National Institute for Culture, Hungarian Folk High School Society, Iszkáz Folk High School Society, Living Source Elementary School of the Arts

Istvánné Kovács-Tanács, "KAPOCS" Mórahalom Folk High School:

A link between farmers, culture and training

"The services provided by the Folk High School link culture and economy together"

"According to the belief of our people, every grain of wheat bears the image of Jesus Christ.

Consequently, the workers cultivating wheat – peasants – are the second most important on Earth after God."

(Based on Sándor Bálint)

About Mórahalom

After centuries-long historical evolution, due to the special nature of the region, a particular intellectual life has evolved in Csongrád County, as the southeastern part of the country has long been a meeting point of different cultures, religions and geographical areas. In the 19th century, Szeged, the county-seat, developed into a true European metropolis. From the last third of the past century to the present days, owing to a lucky combination of social, geographical and historical factors, all the institutions have been built that are needed to turn Szeged into a true metropolis (even according to European standards), which had a positive impact on nearby municipalities as well.

Due to its dynamic development and momentum, Mórahalom has become one of the leading towns in its micro-region. The Mórahalom District is located in the southwestern part of Csongrád County, along the border with Serbia, which has a developing economy. Geographical conditions: abundance of hydrocarbons and thermal water, clean environment, possibility of extensive sustainable farming, sandy wine regions, permanent lakes, wetlands and swamps with special flora and fauna, and forested areas.

The total administrative area of the town is 8,314 ha, a significant part of which (8,003 ha) is a densely populated farm area located outside municipal boundaries. The town has approximately 6,000 inhabitants.

Mórahalom has rich historical traditions and cultural life; the events held here not only provide entertainment to the town's inhabitants, but also attract many tourists.

Unfortunately, the town is located in an area with sandy soils which have poor agricultural value. Agriculture has a decisive influence on the living conditions of people, and many local people face the disadvantages arising from living on a farmstead. While agriculture is dominant in the region, including the areas on the other side of the border, there has been no institution or organisation which would have undertaken to provide continuous education and training to the farming community, although knowledge of new technologies is indispensable. The market deficit arising from the absence of such knowledge seals the fate of the people who live here. In addition, in order to protect human health and the environment, it is very important to familiarise smallholders with organic farming and to transfer related knowledge.

Due to its rich cultural heritage and traditions, the inhabitants of Mórahalom have a strong sense of identity and there is an active civil society here. The town wants to support the development of individuals, and strives to ensure that its cultural, recreational and educational facilities best serve the needs of the inhabitants. Bottom-up, community and voluntary initiatives play an important role in Mórahalom's life and supporting them (in the framework of local organisations) is a priority.

Due to its vicinity to the border, the town has strong economic, social and cultural ties with Hungarian municipalities in the border region in Serbia. Within the framework of the cooperation, Mórahalom participated in the implementation of several *cross-border joint development* projects. (Most recently, in July 2019, a Serbian Cultural Centre (KOLO) was inaugurated which is aimed to promote Serbian culture). The objective of the town is to

increase the number of joint developments and programmes, and to develop cooperation in a way that brings specific and tangible results for the local economy through strengthening and expanding these relationships. Accordingly, besides improving the intensity of relationships, the objective is also to improve their effectiveness.

Municipalities cooperating under the roof of the Folk High School

Founders of the Folk High School: Mórahalom, Ásotthalom, Domaszék, Rösztke and Zákányszék (on the Hungarian side of the border). All municipalities are characterised by large and extensive farmlands, and the dominance of agricultural production and related industrial services. Each municipality can boast several natural values, strong cultural life and civil society.

People living in Hungarian municipalities that found themselves on the other side of the borders defined by the 1920 Treaty of Trianon, overcoming the separation, have close relationships with each other. This is the reason why Bački Vinogradi, Horgoš and Kanjiža joined the founders of our Folk High School. 80-90% of the population is Hungarian in all three municipalities. They consider it important to nurture traditions, keep and strengthen their Hungarian identity, and join efforts. Here, too, agriculture is the main source of livelihood, although Kanjiža – in consequence of its size – has a modest industry.

Key objective of the Folk High School

The municipalities involved all belong to the same geographical, natural and ethnographic area and were separated by the Treaty of Trianon. The municipalities of the Province of Vojvodina are strongly linked to the parent country, and recalling the common roots is a priority. We intend to further strengthen these relationships and expand them to cover new areas.

In addition to community building, our Folk High School seeks to increase the personal and professional literacy of its target groups.

Mórahalom has set the objectives of *community building and development* at the local and regional level with the involvement of cooperative municipalities, the transfer of knowledge, as well as the preservation and carrying forward of values. Promoting Christian values; reiterating the importance of togetherness; nurturing and preserving traditional forms of farming, the national culture and traditions and the Hungarian language, as well as providing technical training to the farming community are of key importance. The services provided by the Folk High School link culture and economy together.

Our target group is the population of the eight involved municipalities, and in particular, the farming community. The common social characteristic of these municipalities is the Roman Catholic religion, the peculiarities intrinsically linked to farm life, and dominance of agriculture.

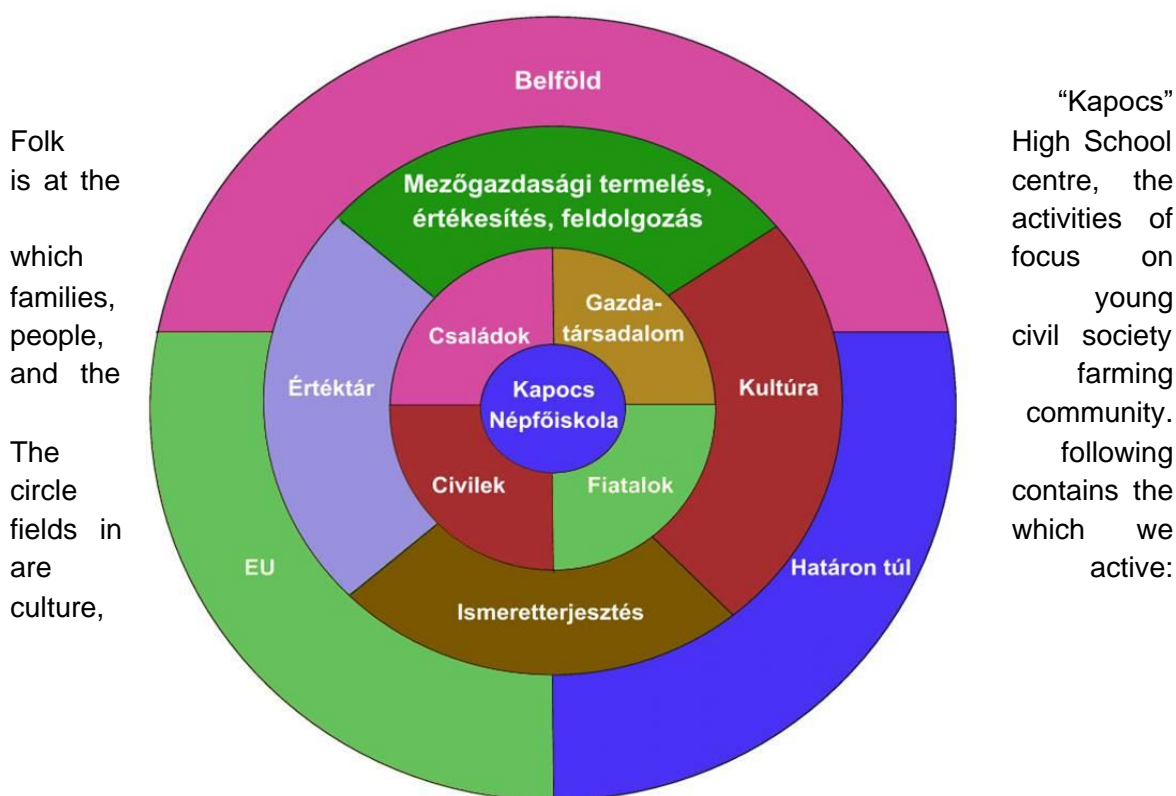
The services of the folk high school to be established will be based on the training systems of nationally recognised folk high schools, complemented taking into account local specificities and values.

From the foundation of the Folk High School to the present day

On 10 May 2017, President Sándor Lezsák, Director József Kary, leaders of the eight municipalities involved, and – representing NGOs – the leaders of the Large Families' Association and the Mórahalom Farmers' Circle adopted the Statutes, which state the following:

“The hard-working people of Sandy Ridges are characterised by life according to Christian values, a sense of togetherness, the preservation of traditional forms of farming, and nurturing of the Hungarian language and national culture. The Local Government of Mórahalom, together with its cooperating partners, establishes ‘KAPOCS’ Folk High School to promote the preservation of our national heritage, support the moral, mental and physical development of younger generations, and support self-organising groups.”

After that, we started to work in line with our goals. Our programmes were organised thinking together with our partners and integrating their suggestions into our work plan. The following circle diagram illustrates best our network of relationships and activities:



dissemination of knowledge, depository, information transfer for the purpose of production/sale/processing of agricultural products. The outermost circle shows the geographical areas where we operate: Hungary, abroad (Vojvodina) and the EU. The latter also represents a source of funding (grant applications).

What we do, how we do it, and with whom

The farming community – youth – dissemination of knowledge

Our main target group, the farming community, expects the most information and lectures related to agriculture. It is very important to raise awareness about new opportunities and directions for efficient production, so we try to organise our presentations based on needs.

We have invited well-known experts, including organic farmer Attila Kökény, to teach the basics of the increasingly popular organic horticulture. Mr. Kökény's lecture even attracted audience from abroad. Many were also curious about the founders of the Nagyszékely-based *Áldott menedék* (Blessed Shelter), who aim to create an alternative farm and living space, preserve regional varieties, promote a more modest way of life, and transfer the related knowledge.

Not only do we provide educational presentations to farmers, but we also organise visits to national agricultural exhibitions. Every year farmers can visit the Great Plains Animal Husbandry and Farming Days in Hódmezővásárhely, the AGROmashEXPO in Budapest, and the National Agricultural and Food Industry Exhibition and Fair (OMÉK) which is held biannually. At these trade exhibitions and fairs, farmers can familiarise themselves with a lot of new technical tools and technologies which help modern and economical production.

Families, youth, depository

In its Preamble, among other things, Act XXX of 2012 on Hungarian National Values and Hungaricums states that “c) our heritage, the millennium-old values of Hungarian culture, the intellectual and material works of the Hungarian people, the manmade and natural values shall be compiled in a comprehensive depository of values;”

The created depositories require depository committees to carry out permanent tasks, as the “collections” must be showcased and managed. Our Folk High School is also working towards this goal. Exhibitions, lectures and programmes bring our treasures and values closer to the people. We strive to present good examples to the youth, e.g. the activities of the Ethnography Club in Horgoš. Young members of the group, through enthusiastic and persistent collection work, have explored the secrets of their municipalities, and presented the work of well-known and lesser-known locals – all this in the public interest.

Families, dissemination of knowledge

Information is always very precious; it may play an important role in the lives of families, at work or in social life. Our folk high school has also brought to life lectures that can provide new information to households and families on how to make the change to a healthier and greener lifestyle. In this context, a lot of interesting information has been shared on medicinal mushrooms, herbs, and homemade cleaning agents that replace chemicals, as well as on caring for flowers that make our environment nicer. We will continue these lectures in accordance with the needs and suggestions, as they have triggered a lot of interest.

Families and culture

This is another area in which we want to take action for our community: it is a priority to raise awareness about and nurture our Hungarianness and Hungarian culture in order to preserve our national identity. Let us recall the Day of Hungarian Culture, which is celebrated by inviting groups from outside the borders of present-day Hungary as special guests, who bring and showcase their values, be it folk dance, folk songs or crafts. We

heard a wonderful story from the creators of the TV show Homecomer, who introduced us to behind-the-scene secrets. Oszkár Maurer, a winemaker from Vojvodina Province, amazed us with his Hungarian-awareness, his humble attitude to his profession and his humanity. We had the chance to meet a fantastic man. We will also move forward in this direction, inviting speakers from new areas to show us the true gems of Hungarian culture.

NGOs – culture

Liaising with various organisations and expanding cooperation are essential parts of our operation and activities. We have received help from within the folk high school community; we have been provided with exhibition materials. Some of the exhibited works, such as many children's drawings which had been sent from the village of Agyagosszergény and portrayed more beautiful churches, served as a good example. Inspired by the exhibition, the local church-run school also announced a contest on a similar subject. The exhibition materials received from Újkígyós, which enlivened our commemoration of the 1956 Revolution, recalled a turbulent period of Hungarian history.

Also as a result of our cooperation with NGOs, we take part in several community events where, in addition to relaxation and – sometimes – preservation of traditions, the possibilities of further joint activities are considered, and the groundwork is laid. such as events during the Easter or Advent season or on May 1st.

NGOs – agriculture

We have a very close relationship with certain NGOs, i.e. the Organic Gardening Club and the Farmers' Circle. For several years, they have been trying to establish small-scale organic gardening in our municipality, situated in the Sandy Ridges (Homokhátság) region. They do so by engaging in organic gardening themselves and popularising it among their families and acquaintances. In cooperation with the Folk High School, we have expanded this knowledge diffusion and information conveyance and provided many opportunities for those interested in this topic. In addition to various organic farming practices, the audience could learn about the advantages of earth boxes, taste organic plants and dishes prepared from such plants. We are getting to know more and more about this area which is very important in terms of human health and environmental protection, as people committed to organic gardening adopt a different lifestyle.

...and more...

Our visitors can learn about other topics as well. For instance, we have organised a projection of the film entitled Fly to Csík ménaság..., which presents the everyday life of Székely people living in Csíkménaság, a village in Harghita County, Romania. Those who had not been to Transylvania, had not breathed air there and had not experienced the kindness and Hungarian awareness emanating from the local people, were certainly inspired by the film to pay a visit there. We are glad that we could share this beautiful film with both young and old.

We also try to preserve traditions and strengthen intergenerational relationships. To this end, experienced elderly women, who are happy to share their culinary knowledge with the youth, present the preparation of traditional dishes. We preserve and utilise the values of the past.

We also organise lectures, commemorations and meetings focusing on significant historical periods. In this context, we help organise a meeting for people deported to forced labour camps in the Hortobágy region and a commemoration of the 1848 Revolution and War of Independence.

Summary

Since its establishment more than 2 years ago, our Folk High School has been operating modestly, based on needs. We do not have a long history yet, and are not always able to do wonders, but by joining efforts and thinking together, we can carry on the same spirit that our predecessors carried on in Denmark or Sárospatak. On a small scale, in a special way, shaping it ourselves, here, in these “distant lands”, for the sake of lifelong learning, in favour of the community, because...

“Together we are strength, apart we are weakness” (Albert Wass)

Károlyné Varga, Director, Glatz Oszkár Community Education Centre and Library:

Value preservation everyday in Buják – specialties of Nógrád County (value discovery, value specifics, value preservation-vitalisation)

Buják is a village in Nógrád County, surrounded by the Cserhát mountain range. It has 2,100 inhabitants, who are simple and affectionate *Palóc* people (a subgroup of Hungarians).

*“Buják is an example of
how the people of such a village, trapped between mountains,
and its people – who are dressed in beautiful clothes – should live.”*

The exploration and preservation of values can be considered very successful in Buják due to the fact that many communities and individuals have the preservation of traditions, the revival of old customs and, last but not least, the passing on of traditions at heart. Initially, the lots and lots of values preserved and nurtured by the villagers were brought together by the members of the Board of Trustees of Foundation for Buják, with the help of Ildikó B. Szolnoki, Community Developer and then Methodological Rapporteur of the Nógrád County Office of the National Institute for Culture, who provided information on the development and maintenance of municipal depositories, and the methods of discovery. Since December 2014, the people of Buják have been continuing to explore values, recall traditions and transfer knowledge in the framework of the municipal “Depository Club”. The key objective of the members of the Foundation for Buják (formerly public foundation), which was founded almost 20 years ago, is to preserve the values of Buják, engage the inhabitants and continuously create opportunities for knowledge transfer. As an incentive, they established the “He/She Worked For Our Village” and “They Worked For Our Village” awards.

As regards the exploration and preservation of values, it is a very important aspect that every single area has its own small community, and at least one person who nurtures those values and brings together the related community, who in turn are determined and delighted by that work. When an opportunity arises, these small communities are able to join forces and unite into one: into one big community preserving the values of Buják. Success also requires appropriate leadership. Mayor Gábor Borbély is leading and directing our village along this main line.

We cooperate with the staff of the Nógrád County Office of the National Institute for Culture based on the provisions of Act XXX of 2012 on Hungarian National Values and Hungaricums. We include in the municipal depository any items that the villagers and locals consider to be valuable and worthy of being preserved: artefacts, ecological or architectural heritage, gastronomic specialties, every detail of our traditional folk costumes, ecclesiastical and religious customs, the greatest achievements of Buják's athletes, the works of local artists and the biographies of people who contribute to the good reputation of Buják, whom we remember fondly, from whom we have learned many things, and to whom we owe a lot.

The involvement of local communities and NGOs is essential for the success of our efforts. We need to set common goals and work together.

It is important that all age groups participate in this collection work. One of our goals is to make inhabitants feel engaged in order to become a liveable village that young people who have migrated to another place are keen on visiting with their children. If young people who grew up in the village, as adults, recall with joy their childhood and their experiences in the community, then we have already done a lot!

It is also our goal that the particular values of Buják be included in the county depository, so that more of them will be awarded the "Nógrádicum" title (denoting a value worthy of distinction and typical of Nógrád County). This comes with great responsibility, for the saying "It is easier to get something than to keep it" is true in this case. The values that have been given the "Nógrádicum" title need to be nurtured even more and passed on to future generations, and we need to raise generations that will take good care of them. We need to teach them how to appreciate and pass on these values. How to treasure and take good care of them. So that they tell their children, for example, how could they preserve the dress that their great-grandmother had worn during her wedding reception – a traditional costume typical of Buják, which could be worn for a celebration in church ...

"Of course, roots are invisible, but one knows that they hold the tree in the ground."

At the “Cseperedő” Kindergarten in Buják, under the direction of Andrea Jamriskáné Muladi, children are educated based on the kindergarten’s own pedagogical programme prepared by the teachers in line with the principles of the National Programme for Kindergarten Education. The teachers’ commitment is illustrated by the fact that they have been members of the Association of Preschool Teachers’ Preserving Folk Traditions since 2000.

Between 1996 and 1999, a researched was carried out to explore local traditions, old work processes, old children’s games and folk customs. In the course of the collection work, many artefacts that are parts of the material culture were also discovered. Parents, grandparents and the elderly encouraged the creation of a local collection and offered many objects of interest. The collection is currently on display in the exhibition hall of the Esterházy Community Space in Buják. Based on the good experiences, they decided that rising awareness of, reviving and keeping alive folk customs, traditions games had to be treated as a priority in their pedagogical programme entitled “Kindergarten Education by Reviving Folk Traditions”. Their mission is to shape the identity of the young generation and to pass on values to them.

In 2016, Buják “Cseperedő” Kindergarten won the “They Worked For Our Village” award of the Foundation for Buják.

Thus, children leaving kindergarten can start primary school having a solid foundation. Raising awareness about common values plays an important role in education in the Szent-Györgyi Albert Primary School in Buják led by Erzsébet Petréné Kópis. Students are encouraged to take active part in events organised in the village. Among their own internal competitions, “You Can Also Have a Better Grade” is very successful, rewarding students who have improved their academic performance the most in a given period. Their educational programme, among other things, includes the following: Pancakes Day, creating and tending a spice and vegetable garden, lighting candles during the Advent season, traditional Carnival and excursions together.

*“Never be lacking in zeal, but keep your spiritual fervor,
serving the Lord.”*

According to the 2011 census, 85.7% of the population of Buják declared themselves to be Roman Catholic. The religious community, led by Parish Governor József Marti, is a wonderful example of the rescue of values. Thanks to the dedication and love of the father, and the devoted work and gifts of the congregants, the church has been restored to its former glory and preserved its original Baroque interior and exterior. In recent years, without aiming to give an exhaustive list, St. Martin Church has received a new steeple and its roof has been renovated owing to the selfless work of wood carver István Sáfrány who performed the

renovation for free. The monstrance to be placed behind the tabernacle has been completed (based on the original), as well as a Communion Rail and a wonderfully elaborate, carved wooden organ cabinet. New altar cloths, flags and candelabums have been received – all thanks to the zeal and donations of the congregants. Be it the new bells of the church tower or the restoration of the organ, the congregants can see and feel goodness, and that people can do things for one another unselfishly. Great examples of community cohesion include annual parish evenings, church cleaning groups, children assisting the priests as acolytes, possibility to read sections from the Bible during Holy Masses, organising excursions for the congregants, camping at Lake Balaton to reward young people performing service in the Church, employing lay pastors and of young vergers, operating a church choir. It is our pastor who started and manages these initiatives.

A good example of joint efforts is the maintenance of the Calvary (sanctuary) in Buják. Each year, at the beginning of spring, adjusted to 15th of March celebrations, a “Calvary Rescue Day” is held in Buják – also under the patronage of our parish priest – with the aim to maintain the state of repair of the Calvary. Young and old alike are happy and keen to attend these events. Over the years, the painted sculpted images portraying the Stations of the Cross have been worn by the passage of time. In the spring of 2014, communities and families from Buják joined forces and each of them “adopted” a particular Stage of the Cross. Local stonemasons, István Petre and his son Péter Petre, prepared the reliefs of marble. The names of the donors are engraved in the lower part of the pictures, so that future generations can see them and their great-grandchildren may show them to their children. Here, too, it can be seen that the people of Buják are diligent and ambitious, which comes from their pursuit of beauty, goodness and uniqueness.

Father József Marti won the “He Worked For Our Village” award of the Foundation for Buják in 2014, and in 2017, the General Council of the Local Government of Nógrád County conferred upon him the “For Nógrád County” award.

“Apraja-Nagyja” Dance Group gives schoolchildren an opportunity to keep their traditions alive. The dance group was founded in the spring of 2016 through the joint efforts of two enthusiastic teachers who prepared the young dancers for the first edition of the “Easter in Buják” event. The original group is still intact, and Ildikó Gulyás-Jaskó, leader of the dance group, has begun to take care of succession. Today, it would not be possible to hold an event in Buják without them. Their performances spread the fame of our village in other municipalities and showcase our unique folk costumes. “Apraja-Nagyja” Dance Group won the “They Worked For Our Village” award of the Foundation for Buják in 2017.

“We also make the world is beautiful; if we hadn’t existed, we would be missed”

Members of Buják’s Roma community are wonderful examples of value creation. Owing to the benevolent work of Csabáné Radics, President of the Roma Minority Local Government, and to a lot of hard work, dedication and patience, a strong and active community and a Roma dance group have been created over the last five years. Young people who pride themselves on the diversity of their culture and are regular, beloved performers at the events held in Buják. The Romungro Dance Group and Csabáné Radics won the “They Worked For Our Village” award of the Foundation for Buják in 2018.

Buják Tradition Preservation Group, a community of the local elderly. Traditional Buják folk costumes are diverse and varied. The colour and shape of dresses worn change with age. The Group considers finding and passing on old Buják folk songs one of its missions. They regularly perform at the “Cseperedő” Kindergarten in Buják and add a little colour to the days of preschoolers by telling fairy tales, singing songs and playing folk games. At our “Buják Sunday” event (celebrating its 36th anniversary in 2019), they prepare traditional potato *laska*, just as they learned from their parents and grandparents. We believe that our zealous and tireless heritage preservation group is also of great value.

In 2013, the group won the “They Worked For Our Village” award of the Foundation for Buják.

Strengthening love for the municipality; knowledge transfer process:

1. Kindergarten education using proprietary methodology, emphasis on love for Buják’s values, familiarising with folk costumes, involving the Buják Tradition Preservation Group in kindergarten education, learning local folk songs and folk tales = helping the little ones grow to love the municipality and folk customs.
2. Primary education, actively participating in programmes taking place in the municipality, religious education, opportunity for serving as acolytes, dressing up in folk costumes on church holidays = deepening the love for value preservation, promoting involvement in religious and ecclesial life.
3. “Apraja-Nagyja” Dance Group, showcasing folk costumes, dance education, improving the reputation of Buják, involving parents and family members and thereby benefitting from their support, shared experiences, introducing ourselves in other municipalities = shared experiences, strengthening the feeling of togetherness.
4. Romungro Dance Group, facilitating integration, actively participating in programmes taking place in the municipality, strong and united community, involving parents and family members and thereby benefitting from their support = shared experiences, strengthening the feeling of togetherness.

5. Buják Tradition Preservation Group, showcasing folk costumes and keeping the tradition alive, discovering and making public local folk songs, keeping contact with the youth = furthering Buják's reputation, setting an example, making retirement years more valuable and eventful.
6. Events, presentations, national holidays, involvement of the youth, recitations, deepening the love for the homeland, learning about the history of the municipality = strengthening the local identity.
7. Joint cooking, good relationships with neighbouring municipalities, nurturing relationships the twin municipalities = strengthening our togetherness
8. Guided outings, familiarising with the local flora and fauna, forest study trail, keeping the forest clean = love for nature.

The greatest achievements of our community – “Nógrádicum” awards

“Nógrádicum”: This title can be awarded to values that have been admitted to the Nógrád County Depository in a given year and were considered to be unique based on a particular characteristic that sets it apart from all other values in the county and in Hungary.

Buják has six “Nógrádicum” awards:

Multiple-skirt folk dress of Buják (2014)

Among other things, the secret to the survival of our wonderful folk costumes is that Buják is a dead-end village. There have never been heavy transit flows through the village. The locals have always been somewhat suspicious and mistrustful, and kept a distance from anything or anybody new or unknown. The municipality has not been affected by industrialisation. The locals, who predominantly work in the agricultural sector, have managed to preserve folk costumes and the associated dressing ceremonies, along with many values. A special piece is a pleated skirt above the knees, which in the 1940s still used to reach below mid-calf. Discovery and preservation of this value have been facilitated, among other things, by Gaudy Misery, a sociography by Zoltán Szabó, the watchful care of the locals, recollections of the elderly, preservation of clothes, as well as enthusiasm of the members of the Foundation for Buják. It is common knowledge that folk costumes reflect several things, such as social status (poverty – richness), age (young – old), emotional state (joy – sorrow, mourning), usually in a very diverse and varied manner. Costumes consist of several elements with each having its dialect designation.

Many photos and descriptions are available. The locals used to make children wear traditional costumes from an early age, and this is no different today. Before going to church, mothers usually rearrange the costumes of young ladies, so that the whole “inverted tulip shape would

sway as the girl moves”. As elders say in Buják: “Not even the Devil can find anything wrong”. These folk costumes are still worn today, and some people – not many though – still sew Buják skirts. Beside the major events in Buják, we take our folk costumes to many places throughout the country. Every year, we attend important events in the surrounding municipalities as well. Local dance groups also further the village’s reputation.

Calvary (2014)

The exact construction date of the Buják Calvary (sanctuary) cannot be determined, as, unfortunately, no accurate data is available; however, a note from 1790 mentions that once three wooden crosses used to stand on the Calvary Hill. These were blew down by the wind during a storm and then replaced by stone crosses. The building was completely renovated in 1802 and surrounded by an octagon-shaped stone wall with vaulted niches. Sculpted images portraying the Stations of the Cross were placed in these niches. Archive collections, a movie on Spring Buják, caring notes, have all helped us to know more about Calvary today. A bull issued in 1803 in Rome permitted the granting of plenary indulgences in the Calvary upon the Feast of the Cross and, upon the feast of St. Anna, in the adjoining Saint Anne’s Chapel. At the times of indulgences, a procession starts from the church up to Calvary Hill. On the way, people wearing folk costumes recite prayers and sing together while waving church flags in their hands to express their desire to obtain an indulgence.

Recently, solar-powered lighting system has been installed on the Calvary and St. Anna’s Chapel. Illuminated at night, they guard the villagers and watch their dreams.

Glatz Gallery (2014)

Our community centre was named after Oszkár Glatz, who live in Buják for nearly forty years. Glatz Gallery was inaugurated on 23 February 2008 to commemorate the 50th anniversary of the painter’s death. The paintings were donated to Buják by the wife of Glatz’s middle son. Oszkár Glatz was born in 1872 in Pest, Hungary. His paintings depict the unity of landscape and people, and capture people wearing traditional costumes and the moments of their lives. One can learn a lot by looking at his works. They realistically depict scenes from the everyday lives of the people of Buják at that time.

From the time he discovered our tiny village in 1908, he became one of the locals – as the elderly say. He had his favourite models; for example, the inauguration ceremony of the Gallery was attended by an old lady who was captured in the painting entitled Church Going as a young girl.

Many people visit the Glatz Gallery from the entire country, with a visitor number of around 1,000 people annually. During a guided tour of the gallery, Piroska Molnárné Bódi talks about all the important aspects of the painter's life.

A song by Sebestyén “Lantos” Tinódi (2016)

The Dual of György Kapitány (Kapitány György bajviadala) presents a story which took place in 1550. György Kapitány, Commander of Hollókő Castle, and Agha Hubiar, Commander of Szanda Castle, had a quarrel because of a prisoner. So that none of them gained home court advantage, so to say, the dual took place at the foot of the Buják Castle, in a field today called “The Agha's Meadow”. Value discovery consisted in interpreting the song itself, the archaic language of which is quite hard to understand today.

*“A famous Turk resided in the castle of Szanda,
Agha Hubiar was a good soldier,
But the two had a quarrel because of a prisoner,
Whom Hubian wanted to redeem.

But Kapitány called him an infidel,
And challenge him to a duel.
Hubiar accepted the challenge when he heard about it,
And was willing to fight a duel at some place.

They chose Buják as the place of combat,
On the day of St. Lawrence,
Lots of soldiers gathered and were rejoicing,
Giving thanks to God and trusting Him.”*

In 2012, some people from Buják re-enacted the dual at “The Agha's Meadow”, which is currently located in a holiday resort complex owned by the Hungarian Defence Forces. On “Let's Save the Castle” days, which are usually held on the first weekend of May, we gather and clean up the castle ruins. This value preservation activity is carried out each year under the guidance and at the initiative of Dr. János Kiss P., the local GP who is one of the founding members of the Foundation for Buják. In addition to villagers, the entire team of “Buják Archers” take part in the work.

Cult of St. Martin in Buják (2017)

The value named “Cult of St. Martin in Buják” is a complex one as it includes several particular characteristics typical of Buják. We have used all available sources to explore this value. The collection and research of Dr. Lajos Varga, Bishop of Vác, were an outstanding source from

which, among other important information, we learned, for example, that the people of Buják have been worshipping St. Martin of Tours since the Middle Ages. On St. Martin's Day, the village celebrates its patron saint, which the locals also call "feast", as it is customary to invite former residents coming to the village for a meal.

Father József Marti started his service in Buják in 2008. As one of the firsts steps of restoration of the church, the main altarpiece was restored in the Museum of Fine Arts in 2010. We all take great joy and pride in the fact that it has since become the primary symbol of the cult of St. Martin, which is the largest and perhaps most beautiful Baroque main altarpiece depicting St. Martin.³⁹

Thus, this cult is primarily church-related: Our beloved church named after St. Martin and St. Martin Hill with the ruins of an ancient church, nicknamed "Káponka". When they celebrate their patron saint, the people of Buják, big and small alike, wear festive clothing. Today, during processions a bone relic of St. Martin is also carried around, which had been donated to our village by Buják-born chaplain Tamás Tóth, who was ordained in 2018.

In addition, the statue of St. Martin at the churchyard, made by Béla Bangó, a local artist, typical St. Martin's Day dishes, and inviting guests are also a part of this cult.

"Primitive merry-go-round in Buják" (2018)

When exploring this value, "Spring in Buják", an 1958 short film directed by Tamás Czigány, was of great help to us. "*Kutyaköszörű*" is an authentic, two-armed merry-go-round. Back then it used to be made of scrapped carriage poles. The merry-go-round consisted of a long beam balanced in the middle on a fixed support; at the two ends, they put a seat made of a "neck yoke". (A neck yoke is a wooden beam or pole with a ferrule fitted on each end. The attached ring was then used to connect the yoke to the harnesses of the two front horses.) Of course, we asked the elderly how this worked. They said that a merry-go-round was placed in front of several houses in Buják during the pre-Easter period. During Lent, it was inappropriate to sing or dance. But – even back then – young people always found ways to get to know each other and lark around. They could take a ride on the merry-go-round in exchange for eggs, a bean dish or dried fruit, which they had to pay for owner of the house. A girl sat on each seat and grabbed the beam. While playing and joking, young people picked their future partners. The lads turned the merry-go-round, and one of the girls sooner or later fell off...

Anyone can try – a more modern version of – *kutyaköszörű* during major events in Buják.

Major events in Buják (at the same time opportunities for community building):

³⁹ <http://www.bujak.hu/szent-marton-templom> (last downloaded: 06.07.2019)

- Easter in Buják: Easter Sunday, traditional “sprinkling” (men sprinkling women with Cologne or pouring water on them), riding the *kutyaköszörű* (primitive merry-go-round)
- Buják Sunday: folklore and gastronomic feast, performances of people from other municipalities, showing the renowned Buják hospitality
- Religious holidays: deepening faith, strengthening togetherness
- Harvest celebration: tradition, having fun together
- Advent period: lighting candles, the joy of expectant waiting, community involvement

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The Bible, St. Paul's Epistle to the Romans, Chapter 12, Section 11.

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Anikó Árendás, Cultural Rapporteur, Lebény SCS Library and Community House:

Community Life in Lébény: Everyday life and the future

Lébény is a town of 3,200 inhabitants and is located in Győr-Moson-Sopron County. It lies on the border between the small regions of Hanság, Rábaköz and Moson Plain, about halfway between Győr and Mosonmagyaróvár. The most important monument of the town is the Romanesque church of St. James from the period of the Árpád Dynasty, which is the end point of the 200 km long Hungarian section of the Way of St. James.

The town has a relatively vibrant cultural scene. One of the challenges is competing with big cities in the area, because we obviously cannot compete with them in terms of programme offering for many reasons. Rather, our goal is that inhabitants choose local cultural and entertainment programmes as often as possible, and to build and sustain a genuine community whose members mutually help each other.

Most events are held in the Community Centre, but, of course, the organisation and implementation of these events are just a part of a cultural professional's job. The building is open to the public, and it also provides room for NGOs.

A total of 3 people work in the Community Centre. Until the end of 2018 when the centre stopped operating as an SCS, one of the staff members performed related technical and administrative tasks.

Currently, their main tasks include providing information, assisting with administration, and helping with the organisation and implementation of community culture programmes.

There centre also has a library, of which one employee is in charge. In this context, it is worth mentioning that our library operates within the framework of the Kisalföld Regional Library Supply Service System, which supports the supply of libraries in Győr-Moson-Sopron County. Library Supply Service System (KSZR) is constantly expanded, for which the necessary staff and space are provided by the local government.

The main responsibilities of a Cultural Rapporteur include organising health promotion, youth and community culture programmes, preserving values, nurturing traditions, contributing to the editorial work of Lébény's local newspaper, monitoring calls of grants, liaising with NGOs and assisting with their work.

Liaising with NGOs has a key role as it can be an important foundation for community-based operation. Sixteen NGOs operate in Lébény, which all have set their objectives in their statutes.

These organisations hold several self-organised events throughout the year, but they also play an important role in the life of the town. For example, the Lébény Volunteer Fire Brigade and

the Lébény Motorcyclists' Association are present every year at major events in the town. This is also true for our cultural associations, and the local government maintains a very close relationship with the Lébény Pensioners' Association. Our close relationships with NGOs are based on reciprocity. If necessary, the local government provides support in various forms, and accordingly, NGOs also adopt a willing attitude.

A Cultural Rapporteur is the main point of contact for NGOs. This function also includes intermediation between the local government and NGOs. However, it is also important to mention the Civil Society Forum, which can be an important forum for consulting with, and listening to, local citizens.

We strive to organise a Civil Society Forum every six months. In each case, someone from the local government is present and every NGO is invited. More members may come, but the President has to attend the Forum by all means. Agendas are compiled in advance; agenda items cover the issues of the past period. After discussing these issues, representatives of NGOs also have the opportunity to ask questions. This way, they can raise any issues that concern the community of this small town.

About the Events

From the point of view of societalisation, it is very important that the proprietor (Local Government of Lébény), and in a narrower sense, the Mayor, support this process. I believe that this process is not feasible without a positive approach. It is an important aspect that the community's opinion should matter to the proprietor. To seek the community's opinion, it is essential to participate in various forums and community events. In this respect, the situation in Lébény is extremely fortunate as Mayor Gábor Kovács pays particular attention to community life and events that directly affect the inhabitants of Lébény. It is important to him that citizens are satisfied, love Lébény and like living here. He has taken several measures to strengthen the identity of the locals. For example, he has introduced a T-shirt with the logo of Lébény, which locals proudly wear anywhere, even abroad. Furthermore, everyone is very proud of the town's recently conceived slogan, which reads "A Small Town with a Big Heart".

Town fathers are, of course, present at celebrations during national holidays, but also at other community and cultural events, for example, at the event named "Lébény Pilvax", which is held every year on the occasion of the Day of Hungarian Culture. Even on such occasions, our Mayor sets an example, because he is not only present as a member of the audience, but also regularly delivers speeches.

There are events that have been held for years in Lébény. They are kept alive by the community, and in planning them, one of the most important aspects is taking into account the needs. High attendance at events that offer recreational and cultural programmes for the whole family is a trend observed.

For example, to meet this need, we have a major event called "Taste Preservation Day", which focuses on gastronomy. Local NGOs and groups of friends prepare a variety of dishes at the most scenic spot of the town, at the square in front of the church. The dishes are judged by a jury, and each visitor gets an opportunity to taste them. And, of course, there are stage shows that provide entertainment for all generations. During the afternoon, there are programmes specifically intended for children, so families can also attend this event.

The event called Mallow Day is also very important in the life of the municipality. If I wanted to summarise it in a few key words, they would be health, screening, solidarity, women, community.

The event was initiated 3 years ago by a lady living in Lébény. She had been diagnosed with cervical cancer earlier and got assistance from the Mallow Foundation during her recovery. This mother of two, based on her own experience, thought she needed to do something to raise awareness about the importance of screening for cervical cancer in her hometown. She asked the Mayor for help, who immediately stated his support.

The event is mainly advertised to women, but male family members are also welcome. As for content, it consists of a scientific lecture, an interview, and a beadwork session, as beads symbolise the fight against cervical cancer and HPV. Every year, we try to renew and expand the event. We run a campaign, in the framework of which we visit several municipalities in the area. Among other things, we visit local governments and associations, and ask the ladies to pose for a photo with us in show of their support of our cause and to convey to the population a message on the importance of prevention.

The Mayor attends and pays special attention to the event. Every year, he writes an apologue related to the subject.

In 2019, one of our big dreams came true when Icó Tóth, President of the Mallow Foundation, visited our event.

The health of women is very important to the Local Government of Lébény, so each year, at the end of the event, free vouchers are distributed that allow 40 women to participate in a free screening.

Recently, it has been observed that sports have an increasing importance in the lives of the population in Lébény, who can choose from several types of exercise. Responding to the demands for sporting events, we have launched an event called “TüdőLebeny” (a pun meaning lung lobes and containing the town’s name), which includes an orienteering competition in the beautiful Fertő-Hanság National Park.

It is also very important in our daily work to preserve traditions, which we are trying to do so that these activities also meet the needs of today’s children and youth. Our tradition preservation camps or creative afternoons during holidays serve this purpose.

The Civil Centre is situated in the centre of Lébény and serves as a venue for various exhibitions. We believe it is important to display our past and values here and try to provide room to local artists and those from neighbouring municipalities as well. As regards exhibitions, the challenge is to make a lasting impression on schoolchildren. To this end, we strive to develop an interactive method where the active participation of students and visual materials contribute to an interesting and memorable experience.

Another popular event is the “Pumpkin Afternoon” in Lébény. This was also encouraged by the community, in particular, local families. So, there was no question that this event, to be held end of October, had to be family-friendly. This year we have also sought to involve the local school by announcing a pumpkin installation contest for the classes. Some of the installations were very witty and also served as decoration on the day of the event.

The afternoon begins with a pumpkin competition each year. Family teams compete with one another by performing various tasks. In the huge courtyard of the Community Centre, they throw, carry, roll and pass pumpkins, and finally the “strongest dad” title is awarded (to the one who can lift a giant pumpkin). Lots of laughter and communal experience make this afternoon memorable for everyone, and, of course, common pumpkin carving is indispensable.

In the meantime, visitors can taste delicious pumpkin dishes prepared by the baker of our town. A kids' corner is set up, where they can make various creations, while adults can have a pleasant chat by the outside oven, sipping hot tea.

The above events are of paramount importance in the life of the town. It is important, however, that there is no room for complacency. No matter how successful an event is, no matter that it has its usual, tried and trusted elements, it is important to innovate from time to time.

Challenges

Below I mention some of the challenges that we face during our everyday work. One of the constant challenges is to organise complex programmes that provide cultural and leisure activities for different age groups. Therefore, our goal is to ensure that the locals choose more often our events instead of those in nearby big cities, i.e. in Győr and Mosonmagyaróvár. Of course, sometimes this is inevitable, and therefore, when compiling an annual event calendar, the first and most important task is always to review the dates of major events in the nearby cities.

It is difficult to reach out and engage local youth in the programmes. The main reason for this is that, after graduating from primary, most of them go to secondary and tertiary educational institutions in other towns/cities in the area, so they usually choose among the cultural offerings there. I believe that a longer-term strategy is needed to achieve a greater engagement of young people. In my daily work, it is important to reach out to all age groups, preferably through as many personal meetings as possible, starting with infants visiting the weekly Moms' Group at the Community Centre with their mothers. I find that children who are familiar with our activities from a young age are more likely to visit us later. So, those who attended a Moms' Group and then participated in our playful activities in kindergarten will come to our creative afternoons even when they become schoolchildren. I think they are more likely to become young adults who are actively engaged in community life.

It is equally important to engage retired people. They are the ones who have a wealth of experience and can pass on their knowledge to younger generations. In our municipality, even among these people there is a "hard core" whom we can count on with anything, and there are some who are less easily to engage. However, it is necessary to listen to their opinions as well and learn what kind of events would be attractive to them. We also strive to organise programmes that require intergenerational collaboration.

To sum it all up, our slogan could be Values vs innovations. We do our job along this duality.

Constant motivation is needed, and innovation opportunities must be sought, of course, taking into account the needs of the population. However, it is often the case that a plan becomes unfeasible for financial or other reasons. In my opinion, in such cases, one should not give up, but consider other options. Instead of passive resignation, it is worth exploring what other alternatives could contribute to addressing the issue. With regard to events, for example, by reducing costs in some way, or by changing some of their elements.

We often get negative feedback as well. When a professional works wholeheartedly, it is not always easy to see these situations for what they are. One must realise that one cannot please everybody, and perhaps this is fine. Here is a simple example: 70% of the population is very grateful and happy that we invited XY band to play at the "Taste Preservation Day", but not everyone likes Latin music, so the remaining 30% will be unhappy with the event. However, it

is much more advantageous to look at this problem from a different perspective. Societalised operation also helps to bring a variety of needs and opinions to the surface and to discuss them. In this way, we can satisfy a variety of age groups and people with varied tastes. And while this process takes place, the community grows stronger.

Of course, mistakes and poor decisions may happen during the organisation and other work. We often think, once a given event is concluded, that we have already experienced and learned everything about it, but that is certainly not the case. New challenges keep arising, but we have adopted a positive attitude, and always seek to address them together with my colleagues. Moreover, despite the flexible working hours and weekend programmes, it is very important to recharge our batteries whenever possible.

Community Design Workshops

I believe that, in Lébény, the realisation of Community Design Workshops is a step towards societalised operation. It was a forum where the local government and local residents (about 45 people) who in some way play an important role in the life of the municipality got in touch. The views expressed at the meeting contributed to the preparation of the urban development plan and have also played a major role in community life. The local government could learn about the participants' current ideas and opinions regarding shortcomings and needs, as well as their vision of the municipality's future. Of course, they did not only concern community life, and by incorporating their content, they could be a good starting point for developing a public opinion-forming forum that contributes to societalised operation. During the forums, the goal set was fully achieved, i.e. a real dialogue and "brainstorming" took place with the active participation of those present. So, after the meeting, they left with the feeling that they were responsible members of the community and had been given an opportunity to express their views, and thus their interests were being taken into account.

Where are we now in the process of societalisation? The future...

One of the most important means of cultural professionals is their personality. One needs to take an open approach to people and take time to listen to their opinions. That is why it is important for our cultural institution to operate as an open house so that the inhabitants can have an influence on its operation. The first important step we take is to talk to the locals a lot. We live among them, and bear in mind their needs first and foremost. In addition, I find it a huge advantage that the proprietor and my direct colleague greatly support my work. We are all working towards the same goal, namely, to build a cohesive community in Lébény whose members mutually help one another.

We not only engage in conversations in the institution, but also in other external locations. In our everyday work, it should be natural that we not only do office work sitting at a desk, but also work with people and continuously search for possibilities to connect with them. Consequently, the personality and attitude of a professional are of paramount importance, and enthusiasm is a must.

Lébény's local newspaper also plays an important role for the community. This quarterly publication provides information on local events, and contains articles written by locals. It is based on things happening in the local government and in the lives of people.

Our goal is to widen the range of individuals who can add colour to the life of our institution by sharing their opinions, giving advice or by implementing partial or whole processes. This way, not only our services can become more diverse and renewable, but the scope of our resources can also be expanded.

All of this is important not only for us, but also for the residents, because it can strengthen the sense of belonging in them.

Community participation increases the chances that the people of Lébény will take active part in local cultural life. This is the best way to ensure that the programmes and events implemented reflect real and existing needs.

We try to make the locals feel that they are important members of a community and that their opinion matters, thereby striving to build their self-confidence. It is important for us that they attend our existing events or suggest new ones.

We always welcome locals in the Community Centre. If necessary, we have a few-minute chat or help them with printing, writing a CV or other matters. We strive to make them feel our openness, thereby establishing a relationship based on trust.

There are programmes where sufficient financial resources are essential, but often simpler things are enough that come from the ideas and cohesion of the community. There are still quite a few steps ahead in the process of societalisation, but we are on the right path.