



Council of Europe – European Landscape Convention

EUROPEAN LANDSCAPE CONVENTION
LANDSCAPE AWARD OF THE COUNCIL OF EUROPE

5th Session – 2016-2017

**APPLICATION
OF
HUNGARY**



GOVERNMENT
OF HUNGARY

I. STATE CONCERNED AND APPLICANT

1. State

Hungary

Represented by

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2. Applicant

*Name of the local,
regional authority (ies)
or NGO(s)*

Local Government of Mátraderecske /
Mátraderecske Község Önkormányzata
Roma Minority Local Government of
Mátraderecske / *Mátraderecske Roma
Nemzetiségi Önkormányzat*

Represented by

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II. PRESENTATION OF THE PROJÉT

3. Name of the Project

Landscape Development and Community
Sample Program for a Liveable Village

4. Location of the Project

Mátraderecske settlement

5. Summary of the Project (10 lines)

The main focus of the program is landscape as a territory contributing to human well-being and as a resource of sustainable economic activity.

Based on the potentials in the favourable landscape, natural, cultural and historical values, new regional opportunities opened up through developments:

- Preservation of existing jobs and the creation of new ones;
- Relying on the strong solidarity of locals;
- Conservation of local Palóc traditions, and
- Strengthening the power of the local community through local identity by making them familiar with the cultural, historical and natural values.

6. Photo representing the Project (high definition – JPEG 350 dpi) and name of the author of the photo please

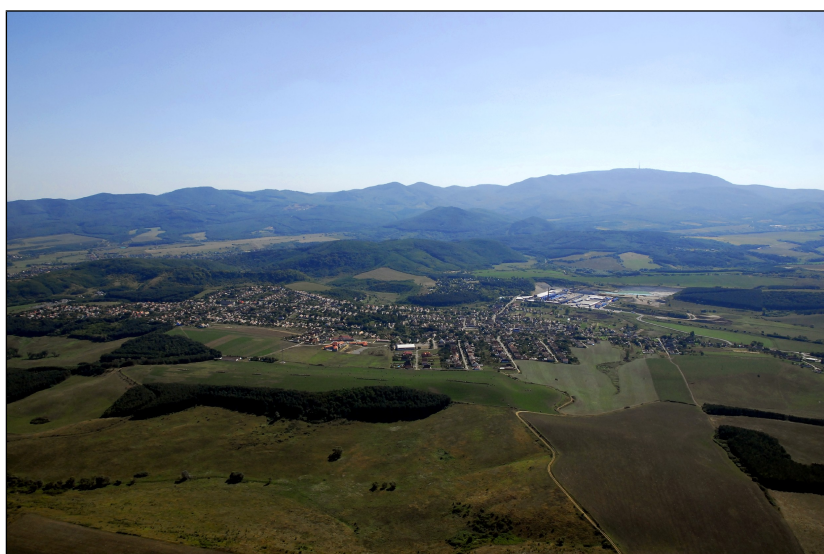


Photo: SOMOGYI-TÓTH Dániel

III. CONTENT OF THE PROJECT

7. **Start of the Project** month year
The project must have been completed three years previously

8. **Partners**

1. For Mátraderecske Assosiation / *Mátraderesckéért Egyesület*
2. Mátraderecske Social Cooperative / *Mátraderesckei Szociális Szövetkezet*
3. Heves County Association for Folk Art and Cottage Industry / *Hevesi Népművészeti és Házipari Szövetkezet*
4. Mátraderecske Women's Choir / *Mátraderesckei Asszonykórus*
5. Palóc Route Cultural Touristic Cluster Association / *Palóc Út Kulturális Turisztikai Klaszter Egyesület*
6. Cities, Villages Association / *Városok, Falvak Szövetsége*
7. Bükk National Park Directorate / *Bükki Nemzeti Park Igazgatóság*

9. **Financing bodies**

1. Local Government of Mátraderecske / *Mátraderescke Község Önkormányzata*
2. Mofetta 2003 Health Care, Ltd. / *Mofetta 2003 Egészségügyi, Kereskedelmi és Szolgáltató Kft.*
3. Leier Hungária Ltd. / *Leier Hungária Kft.*
4. Micro-Metál Ltd. / *Micro-Metál Kereskedelmi és Szolgáltató Kft.*
5. Mátra-Humán Ltd. / *Mátra-Humán Kft.*
6. Kovács-Bolyki 2003 Agricultural Ltd. / *Kovács-Bolyki 2003 Mezőgazdasági és Szolgáltató Kft.*
7. Heating Install Ltd. / *Heating Install Kft.*
8. private persons

10. Central aims of the Project

The primary objective of the project of Mátraderecske is

- to improve the urban landscape and local living conditions,
- to invert declining demographic trends, and
- to restore the former diversity of the landscape,

as a result of the cooperation between the local government and the local community with regard to the outstanding natural and cultural values of the settlement and its surroundings.

11. Outcome

1. The traditional landscape management (made grasslands available for haymaking and grazing, and arable lands for cultivating traditional, indigenous plants) and the traditional landscape structure has been restored.
2. Value-added jobs have been created to increase the retention ability of the settlement and buck the negative emigration trends.
3. Locally produced vegetables and mushrooms are used by the Local Government's Catering Service for school and elderly meal programmes.
4. Several urban development projects have been implemented from substantial public and EU-funding.
5. The Marketplace was renovated with the contribution of the local community.
6. Since 2009, participants have been composting the green waste generated in the settlement and using the compost in their gardens. Due to an information booklet campaign, local citizens generally collect green waste separately.
7. In order to preserve our cultural heritage and Palóc traditions, the Heves County Association for Folk Art and Cottage Industry has converted the Weaving Factory into the Folk Art House and the Palóc Route Information Centre.
8. The Local Government regularly organises traditional folk events in the Folk Art House (e.g. the Palóc Pillow Festival).
9. Occasionally, temporary exhibitions and cultural programmes (classical music concerts and folk art performances) are organised in the Mofetta building.

IV. RESPECT OF THE CRITERIA OF THE ATTRIBUTION OF THE AWARD

12. Sustainable territorial development

Is the project part of a sustainable development policy?

Does it contribute to the enhancement of environmental, social, economic, cultural or aesthetic values of the landscape? How?

Has it successfully countered or posed a remedy to any pre-existing environmental damage or urban blight? How?

The program based on a balanced and harmonious relationship between social needs, economic activity and the environment. All development projects were fitted to local conditions:

- Mofetta Medical Gas Bath was built on Hungary's only mofette, and it is the only carbon-dioxide gas bath in Hungary (National Széchenyi Plan, 2004);
- The Civil House was renovated, making it a public space where culture meets tradition (Ignác Darányi Plan, 2015);
- The GP surgery was renovated in a way that fits the landscape (EU-funded project, 2015)
- The Almáskúti Well spring was renovated to fit into its surroundings (ÉMOP 2012), and the Public Park was built (LEADER 2014);
- A campaign was initiated for self-sufficient vegetable cultivation and mushroom growing and a biomass briquetting plant was established.

13. Exemplary value

Can the project be considered of exemplary value? Why?

Which are the good practices that it implemented?

The settlement once suffered from significant unemployment and the lack of financial resources.

The “*Golden Crown*” value of the arable lands surrounding the village is low. The land is primarily suitable for grazing and to a lesser extent for ploughing and it was mainly used for grazing and forest management purposes in the past. The lands have been overgrown with weeds and bushes have to be cleaned to be suitable the land use designation and to enable traditional landscape management again. Grasslands are primarily used for cattle grazing but a small number of horses are also kept.

The results are impressive: unemployment rate has fallen from 21% to 7% in 2010 because unskilled labour force can be employed locally.

14. Public participation

Does the project actively encourage the public's participation in the decision-making process? How?

Is the project in line with the wider policies implemented by national, regional or local authorities?

The project is in harmony with local economic program and urban development plan adopted by Mátradereske Local Government for the period of 2014-2019, taking into account the aspirations of the public.

The local community actively took part in the project, e.g. in the renovation of the Marketplace.

15. Awareness-raising

Is the project effectively increasing the public's awareness of the importance of landscape in terms of human development, consolidation of European identity, or individual and collective well-being? How?

In order to preserve the landscape values of the settlement, the assessment of local natural and built heritage has started, and the Committee for Local Collection of Values was established.

Information booklets helped local inhabitants how to contribute to the programme, e.g. by composting the green waste.



Tourists and local citizens are informed about the natural and cultural values of Mátradereske, upcoming events and programme results on information boards, on the settlement's website and on Facebook, as well as in press releases and regularly published newspapers.

V. ADDITIONAL MATERIAL

Annex1: Video
Annex2: Photos

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<p style="text-align: center;">Location of the project:</p> <p>The more than 1000-year-old settlement of Mátraderecske is situated in Heves County, at the northern side of the Eastern Mátra mountain range, at the foot of the Mátra, 35 km from the city of Eger.</p>	<p style="text-align: center;">Central aim of the project:</p> <p>The primary objective of the project of Mátraderecske is</p> <ul style="list-style-type: none"> - to improve the urban landscape and local living conditions, - to invert declining demographic trends, and - to restore the former diversity of the landscape.
	
<p style="text-align: center;">View of Mátraderecske with the Mátra mountain range in the background. <i>Photo: Somogyi-Tóth Dániel</i></p>	<p style="text-align: center;">Vegetable cultivation in village gardens. <i>Photo: Archive of the local government</i></p>

<p style="text-align: center;">Outcome of the project:</p> <p>The traditional landscape management (made grasslands available for haymaking and grazing, and arable lands for cultivating traditional, indigenous plants) and the traditional landscape structure has been restored.</p>	<p style="text-align: center;">Outcome of the project:</p> <p>To improve the urban landscape and local living conditions a public park was built.</p>
	
<p style="text-align: center;">Grazing animals, traditional land use. <i>Photo: Archive of the local government</i></p>	<p style="text-align: center;">Opening ceremony of the public park. <i>Photo: Archive of the local government</i></p>

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<p>Outcomes of the projekt: Several urban development projects have been implemented: Mofetta Medical Gas Bath was built on Hungary’s only mofette, and it is the only carbon-dioxide gas bath in Hungary.</p>	<p>Sustainable territorial development: The program based on a balanced and harmonious relationship between social needs, economic activity and the environment. All development had been fitted to local conditions.</p>
	
<p style="text-align: center;">Mofetta Medical Gas Bath.</p> <p style="text-align: center;"><i>Photo: Archive of the local government</i></p>	<p style="text-align: center;">Built-up area and the surroundings of Mátraderecske (forests, grasslands and arable lands).</p> <p style="text-align: center;"><i>Photo: Somogyi-Tóth Dániel</i></p>
<p>Exemplary value: Unemployment rate has fallen from 21% to 7% in 2010, because unskilled labour force can be employed locally.</p>	<p>Awareness-raising: In order to preserve the landscape values of the settlement, the local natural and built heritage has begun to be assessed, and the Committee for Local Collection of Values was established.</p>
	
<p style="text-align: center;">Biomass briquetting plant.</p> <p style="text-align: center;"><i>Photo: Archive of the local government</i></p>	<p style="text-align: center;">Exhibition during the Pillow Festival.</p> <p style="text-align: center;"><i>Photo: Kiss Csaba</i></p>