

HUNGARY

Implementing cooperation projects

Location

Hernádkércs

Programming period

2007 - 2013

Axis / Priority

Axis 4 – LEADER

Measure

M421 – inter-territorial
cooperation

Funding (EUR)

Total budget 161 000

RDP 157 000

Private 4 000

Project duration

2014 – 2015

Project promoter

Creative Team Foundation

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EAFRD support helped increase local employment through strengthening social enterprises in two Hungarian regions.

Summary

In the regions of Cseréhát in North-Eastern Hungary and Zala in Western Hungary there are many disadvantaged communities. These communities wanted to improve their situation by launching independent, community-based productive activities. However, they lacked competences, experience and information, and also faced financial difficulties.

As a response to these constraints two resource centres were established in each region. These centres provided capacity building, competence development, and supported with the development of viable business models. More specifically and they carried out a series of activities including data collection on potential beneficiaries, training and workshops, study trips, organising meetings and events, promotion and communication actions, provided technical assistance existing enterprises, created two websites, etc.



Results

The project achieved to support the creation of 5 new social enterprises and provide technical support to 2 existing ones.

Thanks to the provision of complex organizational development and business planning support the enterprises can operate and employ their members in a predictable and sustainable way.

The enterprises became well equipped as to face the challenges of the upcoming business years and got prepared for the development opportunities offered by the 2014-2020 programming period.

Lessons & Recommendations

- ❑ One of the biggest surprises was that there were much more applicants than expected. There is plenty of potential in the pilot regions and the project could serve as a good example for other disadvantaged areas as well.
- ❑ Some administrative burden also turned out during the implementation. Some social enterprises were interested in participating, but their operational territory extended into the involved regions thus they couldn't participate in the programme.
- ❑ Since the project was implemented in the framework of a cooperation, it is important to mention the communication as a magic word nevertheless among the partners there was no problem in this regard.

Context

The regions of Cseréhát in North-Eastern Hungary and Zala in Western Hungary have many disadvantaged communities. These communities needed to take their future in their own hands and considered launching independent, community-based productive activities. However, they were confronted with the lack of competences, experience and information which are necessary for such initiatives. In addition they were facing financial constraints. Some communities were more advanced and they had already started-up their enterprises nevertheless they were still facing operational difficulties and lack of competences.

Objectives

The overall aim of the project was to increase the local employment through strengthening social enterprises in the Zala and Cseréhát regions. To achieve this goal, in the framework of the project two resource centres needed to be established. The objective was to involve the local habitants living in disadvantage circumstances and to help them to create social enterprises, thus increase the local employment. For the involved beneficiaries complex capacity building needed to be organized in order to fulfil the business development process.

More specifically, the two resource centres would provide capacity and competence development, and help the development of viable business models. In case of already functioning enterprises in addition to the review and the correction of their existing business models, the project would provide the related capacity building and identify the funding sources needed in their business plans. The methodology of the two centres was developed together with the partner organizations, based on the Cseréhát-model, a formal programme organized and financed by UNDP.

Activities

The project supported the set up and running of the two resource centres in Zala and Cseréhát regions. The necessary professional support for the operation of the centres was provided in each case by a professional leader and a field coordinator.

As part of the project activities the centres started to inform the target group about the project and its objectives and collect data. The process, according to the target groups was split into two directions. One direction was to collect data about already existing social

enterprises by telephone or personal contact. The other target group was inhabitants of the two regions who wanted to become self-employed or create a social enterprise.



Another activity was recruiting and involving the local community. After creating a database the centres informed the two target groups as well as the potential partner organizations (NGOs, public authorities) about the opportunities of the project. In terms of communication, the project financed the preparation of different leaflets and brochures as well as the organisation of forums about the project for disseminating information.

The project supported a series of events and meetings including the opening ceremony in Zala county. Six meetings were held with the participation of the cooperation partners. These meetings helped significantly with the project monitoring and follow-up. A closing ceremony was held in March 2015 in Cseréhát region in the framework of an international conference.

A key activity of the project was to provide complex capacity building for the beneficiaries. Training and workshops were organised in which participants were split according to the target group they belonged to. The project organised two study trips between the two regions. In a form of exchange, participants visited each other's territory where they visited well-functioned social enterprises and good project examples. In October 2014 five social enterprises were selected for starting their business planning and signed cooperation agreements with another two groups which already formed a social enterprise.

The project also supported the creation of new social cooperatives, including 3 social enterprises in Zala and 2 in Cseréhát region. Two already existing social enterprises received technical support. Finally two websites created and operated under the project, www.orszagonat.hu and www.creativeteamalapitvany.hu.

Additional sources of information

www.orszagonat.hu

www.zmccsz.hu

www.idzve.hu