

## HUNGARY

### Local development

#### Location

Széchenyi Kastély

#### Programming period

2014 – 2020

#### Priority

P6 – Social inclusion & local  
development

#### Measure

M19 – LEADER/CLLD

#### Funding (EUR)

Total budget 60 000  
EAFRD 40 800  
National/Regional 10 200  
Private 9 000

#### Project duration

2020 – 2022

#### Project promoter

Alpokalja – Fertő Táj LAG

#### Contact

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#### Website

n/a

## Expanding the Rural Quality brand in Hungary

### Summary

This LEADER project used knowledge sharing and promotional actions to increase understanding about the potential of the Rural Quality brand among LAGs in Hungary.



### Results

- Five knowledge transfer meetings were organised between the original three LAGs.
- Five LAGs that were not previously using the brand attended two national events.
- Three LAGs attended two mentoring events on how to introduce the brand.
- Some 4 500 followers joined a dedicated Facebook account for the project and 18 months of communications activities were funded publishing several posts per week.
- The project employed one coordinator.

### Lessons & Recommendations

- Economies of scale can provide benefits for quality branding initiatives.
- Rural networking offers opportunities for stakeholders to achieve more than is possible from working alone.

## Context

The 'Rural Quality' international brand has been used to promote and strengthen the competitiveness of producers, entrepreneurs, and service providers in Spanish, French, Italian, and Hungarian LEADER Local Action Group (LAG) territories. The brand was first launched in 1998 and three LAGs in Hungary (Alpokalja-Fertő táj Rural Development Association, the "BAKONYÉRT" Rural Development Action Group Association, and the Éltető Balaton-felvidékért Association) have been promoting the brand since 2011. The Hungarian LAGs have helped to organise professional marketing photoshoots for members of the brand and produced related press communication material, publications, radio spots, and short films about producers / service providers. The LAGs also helped to organise social media campaigns, product demonstrations, tastings.

## Objective

This LEADER cooperation project was designed by three Hungarian LAGs to extend awareness about the Rural Quality brand into additional Hungarian LAG territories.

## Activities

This project involved networking experiences between the three Hungarian LAGs in success factors and other issues concerning use of the Rural Quality brand. Other actions included sharing the LAGs' collective knowhow on use of the brand with other LAGs via national events. Promotional campaigns were also implemented to help upscale the brand's use in Hungary via mentoring activities, social media campaigning, and joint professional coordination.

## Main results

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- Three LAGs attended two mentoring events on how to introduce the brand.
- Some 4 500 followers joined a dedicated Facebook account for the project and 18 months of communications activities were funded publishing several posts per week.
- The project employed one coordinator.

## Key lessons

- Economies of scale can provide benefits for quality branding initiatives and benefits arise from harmonised sales strategies across all areas implementing a quality certification brand.
- Knowledge sharing through rural networking offers opportunities for stakeholders to achieve more than is possible from working alone.



## Additional sources of information

[www.facebook.com/videminosege](http://www.facebook.com/videminosege)