

SOCIAL CHALLENGES

Hungary

South-Transdanubian Region

Somogy County

Koppány-valley LAG

A wooden chessboard with a light and dark brown checkered pattern. A large pile of white, uncooked rice is scattered across the board, starting from the top right and moving towards the bottom left. The rice is piled up in some areas and scattered in others.

CONTEXT

POPULATION GROWTH + CLIMATE CHANGE



2050: agricultural (RURAL**) performance should be increased by **60%****

Rural dynamics

A futuristic white car is shown from a low-angle perspective, driving on a city street. The car has a sleek, aerodynamic design with a prominent headlight. In the background, there are large, intense flames and smoke, suggesting a fire or explosion. The scene is set in an urban environment with streetlights and buildings visible in the distance.

- Business sector

- Social capital

- Natural resources

- Strategy & money

Koppány-valley

A photograph of a rusted, light blue car, possibly a Lada, parked in a field. The car is heavily corroded, with large patches of brown rust covering its body. In the background, there is a chain-link fence and some bare trees, suggesting a rural or agricultural setting. The overall tone is somewhat desolate and aged.

Economy:

lack of services; weak infrastructure; large scale farms dominate (low productivity crop production; 500-5000 ha, receiving 110.000 – 1,1M €/year);

Social capital:

rural exodus – depopulation/ageing; contraselection (education, health, poverty), „Eastern heritage”

Natural resources:

degradation of soils, surface waters, biodiversity

Strategy and money:

lack of vision + resources flowing to large scale farms and cities

Eastern „heritage”

(someone will tell us what to do and we survive...)

„Kolkhoz spirit”:

- lack of entrepreneurial spirit and skills;
- lack of awareness (global trends, policies, etc)
 - lack of assertivity;
 - cooperation & dialogue fobia;

CHILDREN AND YOUTH

- lack of local exemplars (idols);
- loosening ties to the birthplace (genius loci);
- local heritage is missing from primary school curricula;
- lack of entrepreneurial spirit and skills;