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**CHERRY**

# **CHERRY project's impact on**

## **Lake Balaton Regional Development Strategy and Programme 2021-2027**

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# Lake Balaton Region

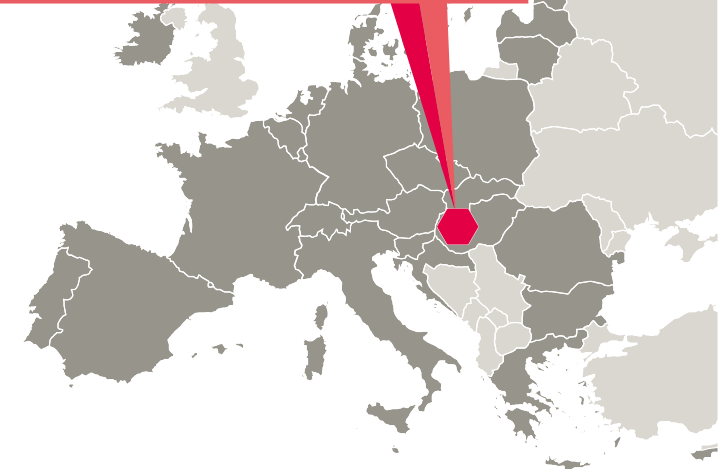
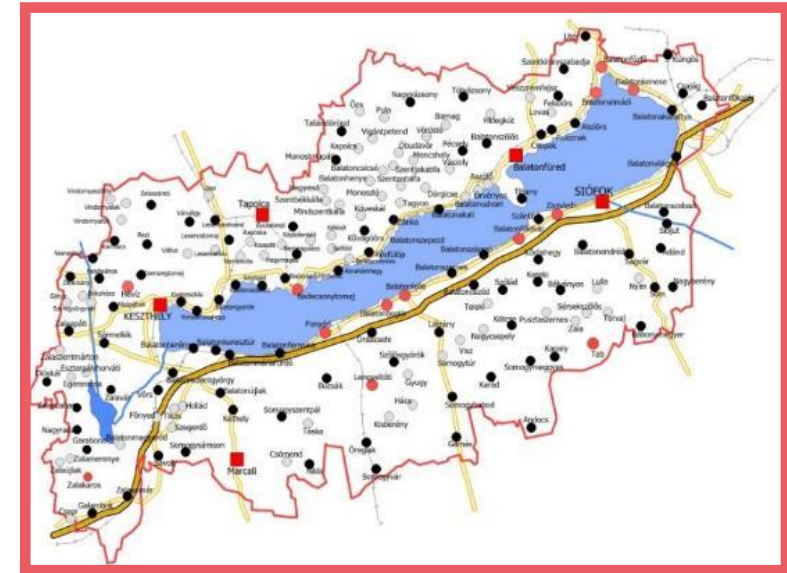
– Functional Area –

## Lake Balaton Resort Area (LBRA)

- 180 settlements
- 3 counties: Veszprém, Somogy and Zala
- Main settlements: Balatonfüred, Siófok, Keszthely
- Administrative fragmentation: 3 Water Management Directorates and 3 environmental and nature protection authorities
- Challenges in territorial developments: need for integrated management

## Lake Balaton Development Council (LBDC)

- Legal Base: the Act XXI of 1996 on Regional Development and Physical Plan
- Main Activities:
  - Development directions, development plans and strategies
  - Coordination of developments, allocation of development funds



# Policy Instrument targeted by the project

## Lake Balaton Regional Development Strategy and Programme 2021-2027

### Strategic priorities:

1. Water and infrastructure
2. Nature and climate protection
3. Developing regional population retention capacity
4. Economic development
5. Transport development
6. Tourism development
7. Agriculture, local products
8. Health improvement
9. Regional cooperation



**4.2 Developing crafts and creative industry**

Balaton Regional Development Concept 2014-2030

Balaton Regional Development Strategy 2021-2027

Balaton Regional Development Programme 2021-2027

**The Hungarian Government adopted the Lake Balaton Regional Development Programme by Government Decision number 1685/2022 (28.XII.).**

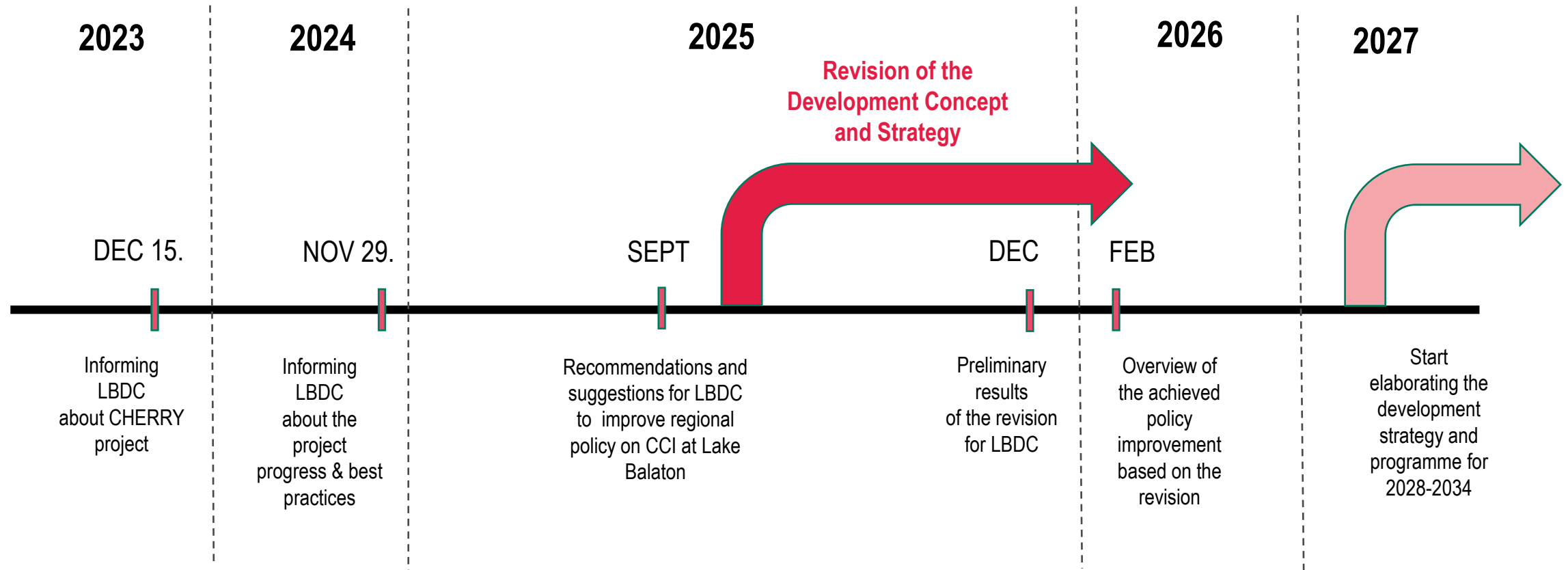
## 4.2 Developing crafts and creative industry

Specific goals	Developing crafts and creative industry in the Lake Balaton region. Creating the conditions for circular economy, promoting the application of environmentally friendly technologies in all economic sectors.
Planned interventions, projects	<ul style="list-style-type: none"> <li>• Developing traditional, region-specific craft businesses.</li> <li>• Promoting the establishment of new, creative industries.</li> <li>• Elaborating a quality assurance system for handicraft products made in the Lake Balaton region.</li> <li>• Integrating creative industry into regional marketing.</li> <li>• Handicraft trainings, knowledge transfer, youth education.</li> <li>• Developing creative industry in the framework of the Veszprém-Balaton European Capitals of Culture Programme.</li> </ul>
Beneficiaries	SMEs, educational institutions, cultural institutions, museums, cultural NGOs, craftsmen, artists, creative industry businesses, chambers of commerce, MOME University of Art and Design, Veszprém-Balaton 2023 JSc.
Implementation	Through projects financed by Economic Development and Innovation OP Plus, Human Resources Development OP Plus, national funds
Timeframe	2021 - 2027

# Has the policy instrument been improved?

**In progress...**

# What has been achieved?



## What is planned to be achieved?

# Recommendations and Suggestions

– Focal areas to be addressed in the regional policy based on CHERRY's best practices –

**TRADITIONAL  
CRAFT  
BUSINESSES**

**NEW CREATIVE  
INDUSTRIES**

**DIGITALISATION**

**MARKETING  
&  
COMMUNICATIO  
N**

**KNOWLEDGE  
TRANSFER**





# Thank you!

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