

TAKING
COOPERATION
FORWARD



2nd Partner meeting - Hungary
Pécs - Baranya, 12th -13th March, 2018.



Brief Presentation of SWOT and Best Practice



Eco-Cortex Ltd. on behalf of Chamber of Commerce and Industry of Pécs-Baranya

Eco-Cortex Ltd. takes part in the CE1013 REFREsh project as external expert. Our first tasks were the creation of

- A regional SWOT analysis
- Best practice analysis - related to the investment part of the project

These two documents followed the suggested structure given by PP2 - SAXONIA



SWOT ANALYSIS

The regional SWOT analysis

The purpose of this document is to introduce the **economic, demographic background and creative industry** of the South-Transdanubian Region, where the Hungarian partners of the REFREsh project are located and where they operate.



STRENGTHS

- There is an existing, **well functioning creative industrial cluster** in the region
- There are relevant middle and high level **educational opportunities** in the region which is related to the creative industry (cultural, music and art departments, architecture, etc. - e.g., Music and Visual Art Faculty, University of Pécs)
- It is typical in the region to have a **large-scale, vivid cultural community**, which is open to the culture, with numerous and diverse artistic society
- There are **strong artisan industrial traditions** within the region (Zsolnay, gloves- leather industrial culture, etc.)



photo:hna-design.hu



Photo:pte.hu



Photo:zsolnay.hu



STRENGTHS



**DESIGN
PÉCS '17.**

- There are **varied supply of cultural festivals and programs** in the region
- **Design Week of Pécs** is an introductory and promotional platform
- Operating, **regional self-developing program**, employment programs
- „Kohó” social, creative co-working workplace
- Support of becoming an entrepreneur (e.g., brownfield tender in Komló - business/entrepreneurship center)
- **Widespread co-operating partnership** exercise with the coordination of CCIPB



- **High marketing and advertising needs of the creative industrial products**
- **Weak economic background in the region, low paying capacity of the local habitats**

Komló:

- **Proportion of people with higher level education or high school diploma is increasing within the unemployment subgroup.**
- **Proportion of people with higher level of education is substantially lower than the national average**
- **Number of companies (per 1000 people) are lower than the regional and the national level**
- **Low proportion of people with university or college degree**



OPPORTUNITIES

- The number of **part-time individual companies** is increasing in the region.
- There is a **diversified enterprise structure** in the area; every industry is present.
- Typically small-sized companies (1-9 people) however there is a tendency for **growth in the subgroup of companies with 20-49 people**
- Forming an operating **incubation workshop, platform**
- Introduction of **mentor programs**
- **Encouragement, support** for becoming an entrepreneur



OPPORTUNITIES

Komló:

- The proportion of **females** is increasing
- The **fifth biggest city** in the region
- Active civil organizations - high ratio comparing to the size of the city
- Active communities operate in the areas related to the creative industry; there are many bottom-up civil initiations.
- Strong industrial presence, which creates connection opportunities for creative groups



- **Fragmented town structure** of the region
- **Decreasing population** which fall is higher than the national average.
- The **age distribution** shifts more than the national average
- **Negative natural growth** and migration balance
- The **intense competition of creative industrial products**, short duration, high risk, high failure rate
- Stalled initiations at the first level in case of the **absence of infrastructure, equipment, and financial resources.**



In our Best Practice analysis we introduce a large-scale, complex area rehabilitation project.

This rehabilitation was successfully introduced with functional change and enlargement, and had a national significance, with remarkable international respect, which is related to the Title of European Capital of Culture in 2010.

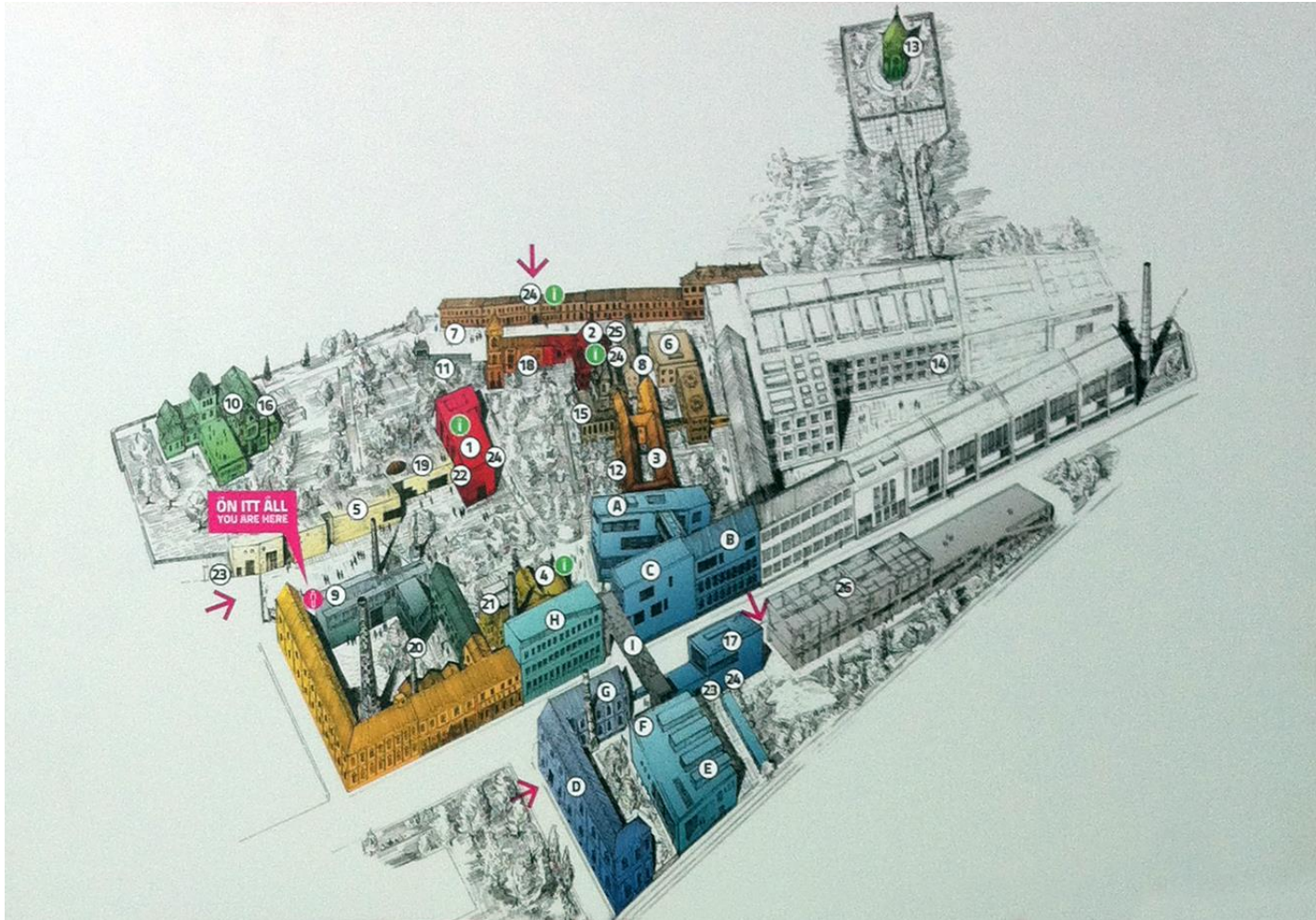


The chosen Best Practice is:

Zsolnay Cultural Quarter



ZSOLNAY CULTURAL QUARTER



JUSTIFICATION OF THE BEST PRACTICE

The area of the **former Zsolnay factory** is approximately 5 ha.
The factory is the most prominent industrial historical building complex in Pécs
- a cultural heritage.

During the rehabilitation project of Zsolnay Quarter,
the designers had to implement the renovation
of the area in more **diverse functions**, in a larger
scale than in case of Komló.



However the rethinking of Zsolnay Quarter **developed a new, successfully implemented**, complex rehabilitation model which can serve as a good (best) practice and can be implemented in other cities in its elements or as a complex plan, as well.



REHABILITATION

During the investment, there were renovations and rehabilitation, primarily on heritage buildings on approximately 35.000 square meters, such as:

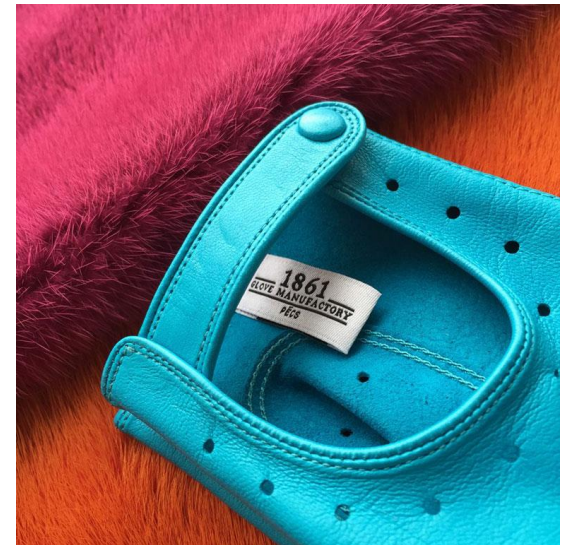
1. Sikorski House
2. Green House - today operates as Puppet Theater
3. Family's main building hosting the exhibition of Zsolnay Family History
4. Multifunctional event area
5. 1000 m² exhibition hall
6. Planetarium
7. Parking lots
8. Community spaces: playgrounds, sport facilities, pyrogranite yard



CREATIVE INDUSTRY IN THE QUARTER

There are several establishments and units in the Zsolnay Cultural Quarter which operate in the creative life of Pécs with a defining role:

- 1861 „Glove manufactory”
- Street of artisan shops -
(candy-, chocolate manufactory, and shop)
- Restaurant (Room bistro), Cafés
- Herkules workshop (creative youth art basis)
- Amalgam Fine Model Cars
- Bóbita Puppet Theatre (puppet design)



SUMMARY

Thanks to the investment, an **interactive cultural and social space** came into existence which can address a massive number of target groups as well as from the range of local habitats and city visiting tourists.

Because of the functional change of the living space of the previous factory and family, the Quarter became a **recreational space**.

The rehabilitated area turned into a **whole (global) art space** thanks to the settled functions and features (University Campus, Music and Visual Art Faculty, Theater, Sight Manufactory, and so on).



Thank you for your attention!

