



GAP ANALYSES REPORT JÁSZBERÉNY

GAP Analysis for Cultural-led Development of
Small and Medium Sized Cities - Jászberény

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1. Introduction

The purpose of the GAP analysis and the to be conducted CCI mapping report is to build a consistent knowledge about the Cultural and Creative Industries in Jászberény, which will be the foundation of the strategy making process in the forthcoming work-stages of the Stimulart project.

The present GAP analysis *“provides an overview about the current state of CCI by identifying relevant visible, and obvious gaps. A gap can be defined as the difference between the actual situation and an ideal state of the CCI eco-system seen from the point of view of the local stakeholders including ideas about obstacles that may have hindered the development of CCI in the past and that may still be in operation.*

In this way, the GAP analysis is intended to define the actual situation of your City with respect to its cultural resources at the one hand and to identify potentials for a future site-specific, culture-led development” of Jászberény.

The Gap Analyses relies largely on the stakeholders’ input coming from the workshops (STG meetings) in late June and August of 2019 and also from the personal interviews with CCI actors in late November and December 2020 (see list of interviewees).

The striking timely gap and thus the delay in the process of gap analyses report writing was due to the municipal / local elections (October 2019 in Hungary), which in Jászberény had to be repeated in November (only for the position of the Mayor not for the representatives). No interviewees could be reached in the during late campaign and the uncertain period. As the result the former opposition came into power and we are in the process of familiarising the new leaders with the objectives, contents of the Stimulart project and its potentials for the city.

The report is structured according to the methodological guidance and instructions of RUNI. We still have some interviews to conduct and having discussed it with the new city management we also plan a questionnaire survey too among the citizens and also the CCI actors, which would largely contribute to the knowledge about the demand side and discovery of market niches in CCI in Jászberény.

This version of the Gap Analyses is not a final version, but to be further developed based on RUNI’s suggestions and the inputs from further interviews and the projected surveys.

07 01 2020 - Jászberény



2. Urban Identity/Town's profile

Jászberény (with a population of 27 439 in Dec. 2018) is in the north-west of Jász-Nagykun-Szolnok County, 80 km-s from Budapest, the capital of Hungary. The town is not in the agglomeration of the capital city yet its impact on even the development of CCI is immense. The link with Szolnok (the county seat) is naturally strong due to administrative dependencies.



1. Figure: Location of Jászberény in Hungary and in Jász-Nagykun-Szolnok County (Source: Wikipedia (edited))

The town has good road accessibility, though it is not located on a highway it has a direct link to M3 motorway and the main road linking the highway and the town was reconstructed in 2019. Regarding its administrative status Jászberény is the seat of the Jászberény township¹, which includes 9 settlements (with an overall population of 49 878 (2018)). The historical catchment area of Jászberény is larger, 18 settlements identify themselves as JÁSZ (forming the traditional Jászság Region) and have been considering Jászberény as an economic, cultural, educational centre for centuries².

2.1. The local identity - the Jász identity

The living heritage of the Jász folk (in tangible and intangible forms) as well as the nationally renowned local economic power (discussed later) are the most noteworthy identity builders of the city. These are real distinguishing feature of Jászberény, making the town easily identifiable when compared to other towns of the same size in Hungary.

In fact the Stimulart local stakeholder group when asked about their experience how people outside Jászberény see the city mentioned the following identifiers: the Lehel Fridge Factory (from the times of socialism, when almost all families had a Lehel-label fridge at home), the ice hockey (supported by the factory and regularly on the sport news), and the Jász character which is stubborn, cohesive in trouble.

The core of local identity - the JÁSZ folk

The **JÁSZ folk** is considered as an Indo-Iranian ethnic group, which used to belong to the Scythians. One part of the Jász folk joined the Kuns, together migrated into and settled in the Carpathian Basin in the 13th and 14th centuries. The earliest written historical sources mentioning them (in the form of Jasso) date back to

¹ A township is an intermediary administrative level between the county and the settlements. There 175 townships in Hungary for now.

² The Jászság region was divided into two townships in 2013. The south of the Jászság region is covered by Jászapáti township, while the north by the Jászberény township.



1245. According to historical sources they gave up their own language for the Hungarian only in the 16th century but kept their identity as an ethnic group.

The **Jász** people and the **Jászság** region is unique even for Hungary. In spite linguistically and at large integrated into the Hungarian nation. The revival of the Jász identity was due to intensified communication of the Jász heritage from the 1990s by the Jász Museum. It became more visible via the organization of Redemption Day and the Jász WORLD Summit. Jász people got more involved with their origin myth, folk motifs (dance, dressing etc.) thus coherence.



2. Figure: The Jász Horn / the Horn of Lehel's

Symbols of Jász identity: the Jász Horn, the Jász stone, the position and the person of the JÁSZ Capitan (the one in position is not yet 30 years old), the revival of the Jász folk costumes (in the wardrobe of many women's again), the Redemption, which was and exemplary act of saving independency from the feudal lords (see also later). The **Jász WORLD Summit** is held every year gathering Jász people from ALL over the world. They also have their own anthem. The **Jász Redemption day became a National Memorial Day in 2014**, though it is still only celebrated by the Jász people. Typical of the cohesion of the Jász settlements when the school districts were set up in Hungary, they insisted that the 18 Jász settlements and only them form

one. There is a big question hanging in the air though, which was raised in the 1st stakeholder meeting too (June 2019): What should the local community do with the Jász identity? Is the revival experienced in the past 30 years a counter action to globalization, uniformities OR an internal need of the individuals and community to express their sense of belonging? Is it truly important for everybody or there are only few people (always the same names and faces) devoted to the IDEA of heritage-based community building?

In fact Jász identity is truly a distinguishing feature for the region and the city.

Reading the analyses, one easily gets the impression that the word JÁSZ is overused - its credibility may have been eroded. The most incredible products and services are labelled as JÁSZ. This tendency and the above are fundamental issues for Jászberény and kept on the agenda not only due to the Stimulart project but for identity seeking in the intense local-global interlay have never been more topical than at the beginning of the 3rd decade of the 21st century.

2.2. Natural and urban environment as identity builders

2.2.1. Natural environment - source of the livelihood and identity

Jászberény is located by River Zagyva. The Jászság Region is a flat land but looking to the north the ranges of the Mátra Mts. are visible from the outskirts of the city, reaching them takes about an hour. The arable land surrounding the town used to be a major source of living though its quality is below average by Hungarian standards. Agriculture used to be important for Jászberény - milling would stand out as a viable business activity from the 18th even in the early 20th century. The future cultural meeting point of the MILL (under development) was in function even 25 years ago - see later). By now agriculture has lost its remarkable role in the local economy.

Zagyva River coming from the Márta Mts. has scarce potentials for water tourism due to the largely fluctuating water level, while its natural environment is attractive. The local thermal water supply enabled the town to develop establishments at two spots in the town (bath in the city centre and a swimming pool next to the ZOO). River Zagyva passes around the town from the north. What one can encounter in the city centre (Urban Zagyva) is a canal catching and leading the rainwater to the main river course. Its level is regulated thus there is no flood risk in the city, its Promenade is safe for all sorts of community activities.



The promenade was developed in 2010-2012 (a popular cultural scene). This development has largely upgraded the attractiveness of the town center.

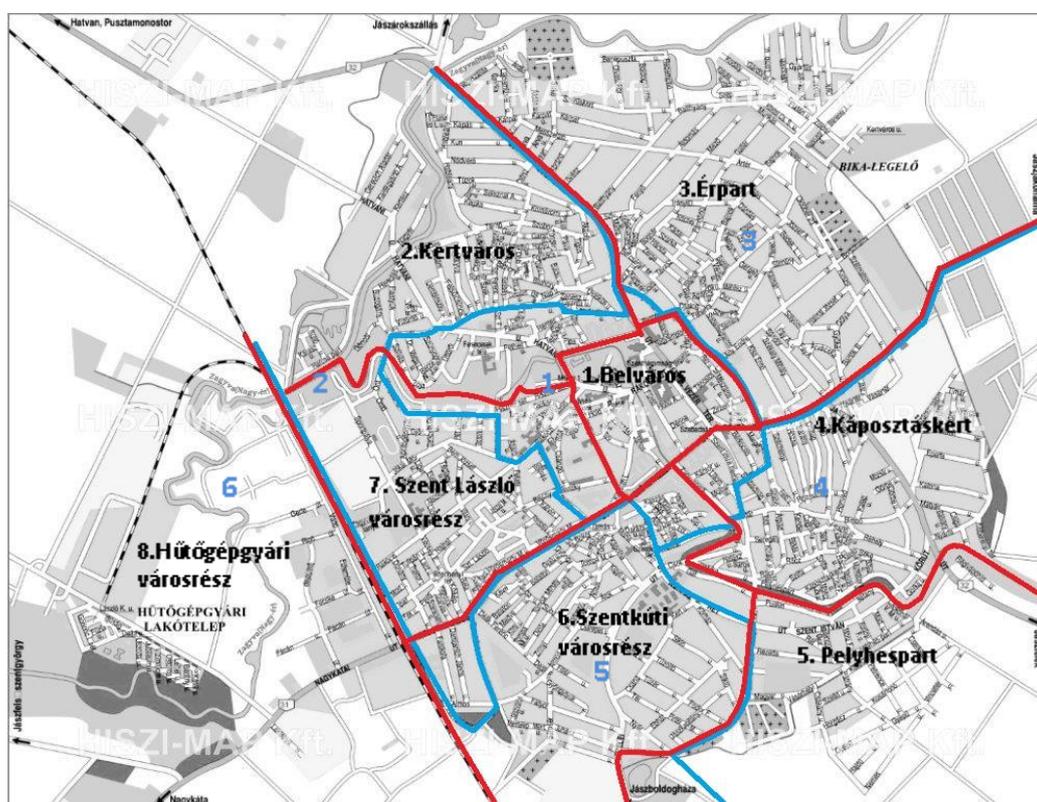
Due to the irregular waterflows in historic times there are natural looking green surfaces such as the Margit-Island (with protected lines of trees) and the Franciscans' square. Downtown Jászberény also has blueprinted and lately reconstructed urban parks like the Fürdő street park by Urban Zagya, Szentháromság square park, and the modern in-town Conselve park. The ZOO by the main course of Zagya and the University Arboretum are well-maintained gardens and popular among citizens.

2.2.2. The urban environment - functions, aesthetics and identity

2.2.2.1. Urban layout and structure

Jászberény features the layout of the typical great Hungarian Plain cities. It lays in the crossroads of main roads, has only one functional centre and there are numerous farms and inhabited little settlements in the periphery. The town centre clusters around the elongated Lehel vezér tér (Chief Lehel's square) in the road junctions of two main roads (No31 and No32).

The Inner City is the functional and representative focus of the city and also the centre of community life. The other urban units (neighbourhoods) have no characteristic sub-centres. A special feature of the city is the peripheral Fridge factory Housing estate (Hűtőgépgyári lakótelep (number 6 in the Fig 3.) which was built to serve the socialist enterprise (Lehel Fridge Factory turned into an Electrolux production site in the 1990s). This became also the special functional zone for mass sports, recreation (ZOO).



3. Figure: The City of Jászberény – characteristic neighbourhoods, urban development units (Source: Integrated Urban Development Strategy, 2008 (blue line and numbers), 2015 (red line and numbered names in black))

The road link with the city centre concentrates the large hypermarkets and other commercial units. The Integrated Urban Development Strategy defines 10 characteristic neighbourhoods:



1. the Inner City (Belváros), 2. Kertváros, 3. Érpárt, 4. Káposztáskert, 5. Pelyhespart, 6. Szentkúti városrész, 7. Szent László városrész, 8. Fridge factory Housing estate (Hűtőgépgyári Városrész), 9. Portelek, 10. Külterület³

The neighbourhoods traditionally differ by societal features and the housing stock but in contrast with other towns there are not strikingly downgrading areas or segregated neighbourhoods in the city. The population of the Inner City is aging faster than that of rest of the city, but the average level of education is high. Fridge factory Housing estate is still having a good status while the youngest part of the city is the Érpárt and Pelyhespart. The Szentkúti neighbourhood has the lowest status in all respects.

2.2.2.2. The built environment

The **built environment** is also an elemental part of the local identity. The folk architecture has not survived extensively while the city boasts many protected (listed) public buildings, farmhouses and civic mansions. The Jászkiút Inn under national protection was built in 1731. Presently it is not open for the public, it houses the Csányi Foundation supporting children in need (operating almost totally isolated from the city). Equally important buildings are the former Prison, the Town Hall and the Stone Bridge over Urban Zagyva.

The built environment in the Inner City has been going through massive transformation in the past 10 years due to series of investments. The upgraded public buildings and public spaces, parks and the partial functional renewal largely contribute to the increasing attractiveness of the Inner City and the city-centre proper. There have been three **integrated urban development projects** so far since 2008. The financing was ensured from ERDF (European Regional Development Fund) technically provided by the Territorial Operational Programs of 2007-2013 and 2014-2020.

- The first and the most specular integrated project was completed in 2012 and included: Déryné Event Hall, Lehel vezér Secondary School, Holy Trinity square (park), Zagyva riverbank park, Stone bridge, Zagyva Promenade.
- The second project covered the refurbishment of the Town Hall, some shops in Lehel vezér square and the building of the Conselve Park⁴ on a vacant site nearby, developed from scratch.
- The third project just running features major interventions filling the spatial gaps of reconstruction in the Inner city - it also includes the development of the Market and a parking area in front of the Mill.
- A presently also running large project (not an integrated in nature) is the reconstruction and functional change of the former MILL (located in the Inner city, immediately next the Lehel Movie by the Zagyva river (the canal). This immense project is exceptional regarding the budget and also the potential future impact in the local CCI and other economic fields for Jászberény and the Jászság Region (a rapidly growing economic eco-system).⁵

Another important development running presently is the reconstruction of the Bus station near the Market and the Stone bridge leading to the city center proper. The thematic map of the integrated rehabilitation projects is in Appendix 8.1.1.

The built environment of the Jászberény is rapidly transforming increasing the aesthetic value and attractiveness of the city. The City center still suffers from the heavy traffic crossing thus the objective is to make the traffic coming from the M3 motorway avoid the city centre by completing the RING around the city. This would make life easier and the organization of large city events would require less limitations regarding the local traffic.

³ Neighbourhood 9. and 10 are located in the periphery and thus not on the map.

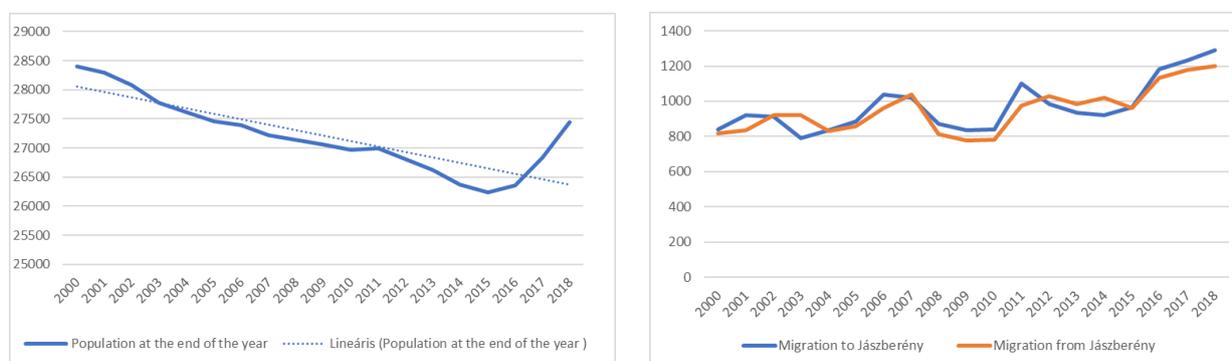
⁴ Named after a twin city called Conselve in Italy.

⁵ The pilot project of Jászberény in Stimulart, the grocery shop is planned to be based in the building of the Mill. The operation of the Mill as a conference and cultural centre and that of the shop is to be integrated.



2.3. Demographic trends of Jászberény

The population of Jászberény is 27 439 (2018). According to the long-term trends in the past two decades the number of inhabitants is decreasing.



4. Figure: Demographic trends in Jászberény (2000-2018) Source of data: <http://statinfo.ksh.hu/Statinfo/themeSelector.jsp?lang=hu>

In the past four years the decline turned into growth. While the natural growth has been negative, the inward migrants have been outnumbering the ones leaving the city.

The 4000 Ukrainian guest workers have registered as dwellers and this contributed to the statistical growth.

The population of Jászberény is **aging**, the value of the relevant index is not any worse than for Hungary, though there are towns of similar size with growing population and younger age structure. Economic power has proved not to be enough to keep and attract young people / families. Location matters more in this regard. The most dynamic towns are in the agglomeration of Budapest (Jászberény is not close enough with its distance of 80 km).

2.4. Traditions and cultural heritage in Jászberény

2.4.1. Intellectual traditions and cultural heritage

Jászberény is often mentioned as the “capital city” of the Jászság (Region). Local traditions and cultural heritage are based on the history of the Jász folk. The presently pursued heritage-based activities, events and the symbols used at these are closely linked to the history of the Jász folk.

The Jász and Kun folks have enjoyed privileges which enabled them to set up an autonomous administrative organization - this was the Jászkun District. The Jászság was sold to the German Knighthood in the 18th century but due to their resistance and the indispensable role of the Jász Hussars in the Austrian-Prussian War of Succession they were allowed to redeem themselves. The Redemption Diploma was signed by Maria Teresa in 1745 giving back the freedom of the Jász people. Redemption brought prosperity in the Jászság regarding industrial and urban development.

The Jász Hussars also appear intensely as part of the local cultural heritage. The Jász Hussars first turned up in the early 18th century. Especially after the Redemption they acted eagerly as Maria Teresa’s soldiers who participated in the Napoleon War too. They fought in the War of Independence (1848-49) and sustained as a military unit until the end of the First World War. The Jászkun District as an administrative unit ceased to exist in 1876 by the administrative reform of the Austro-Hungarian Monarchy its territory was segmented and the bits attached to different counties.



The town is proud of its renown people: Déryné Széppataki Róza, first opera singer of HUN, János Palotássy conductor, presenter of verbunk music; Mihály Székely opera singer, Aladár Rácz dulcimer player, Aladár Gerevich Olympic champion (7 times), Ákos Hamza D. painter, film director.

The local traditions are protected by **Jászberény Heritage Protectors' Association** by pursuing various activities: they aim to rediscover, save and learn more about the folk dance, costumes, traditions. The Jász people scattered in the world meet every year in different locations within the Jászság. The last time when Jászberény hosted the event was in 2013. A similarly “touring” event in the Jászság is the Jász Ball organized in May each year by the subsequent municipality.

2.4.2. The attitudes of citizens

When one asks others about the Jász people elsewhere in the country they immediately associate them with strong cohesion and their self-esteem. The constant fight for their independence and relative autonomy made this folk distinguish themselves proudly from the rest of the Hungarians. This issue seems to be important for professionals and some enthusiastic patriots but not that much for most of the local people by now. Besides, there is already a large proportion of people coming from “outside” due to the large socialist and later private enterprises, so the local population is largely “diluted”.

2.4.3. Traditional trades and crafts - products

Folk heritage is important for the Jász people. Traditional trades and crafts are significant segment of this heritage. In the socialist period they almost died out and the ones pursuing them considered their activity as a form of resistance to uniform taste and a mission to save traditions⁶.

Mainly individuals and families run their own businesses in different trades and crafts, no larger manufacturers have evolved. Some run their own business, while others only do it as a hobby or a secondary source of income. These people are qualified and classified artists, which means that their products bear labels proving the authenticity of the products. Start-up craftspeople have difficulties in finding a market.

Jászság Folk Art Workshop Association (Jászsági Népművészeti Műhely Egyesület (2016)) was set up to support local craftspeople in all respects. Their mission is to make traditional crafted products tailored to the 21st century taste and make them part of the everyday life of people as decorations and even more as products in daily use in the household. The Association unites 10 crafts persons who, by their profession / trade, are diverse: a confectioner, an embroiderer, a textile artist, a potter, an artist of straw objects / folk toys, a basket-maker, a feltmaker, a jewellery maker, a folk(ish)costume designer / maker, a gingerbread maker, a smith. The president is the same lady (an ethnographer -a Young Master of Folk Art⁷), who take an active part in Stimulart from Jászkerület Non-profit Ltd.

The crafts people organize workshops in the **Fészek House** and in the so-called **Handicraft Portal** (a renovated cottar’s home). The workshops organized by the Association members are for free if the event is organized in the framework of a supported project. However, the Association also hold series of to-be-paid training sessions where the participants create craftworks (sewing, pottery etc) which they can take home.

With the available infrastructure, experts and equipment the Association is enabled to organize even day long programmes for specific target groups. These could be much better marketized and formed into tourism packages including tasting folk cuisine, experiencing folk dance with professionals, creative sessions of various crafts.

⁶ This all began with the so-called Dance House movement in Hungary in the 1970s, which was a tolerated (not supported) way of community activities. Interestingly this movement flourished in cities and was an expression and tender form of resistance and protesting against the communist regime.

⁷ It is a state award - an expression of appreciation for value saving activities in folk art.



The Association had an exhibition of their products in the **Fészek House** in December 2019⁸ - the linked interview in footnote is in Hungarian, but one can observe the rich selection in the background sometimes prepared in close cooperation of the Association members.

Local agricultural products are also important and the **Association for the Jász Market** (Jász Piacért Egyesület) represent the interest of the producers. At the marketplace of the town there is a separated group of stalls taken by the members. The label helps the buyers to identify the local products - some of the local buyers are very conscious about it.

2.5. Cultural programmes in Jászberény

Jászberény is especially rich in cultural programmes. The programmes are diverse regarding their thematic scope, target groups, financing schemes and the regional scope of attracting audience / visitors. The programmes can be categorised into programmes 1.) linked to national historical events, 2.) historical events of local importance, and 3.) all other cultural programmes.

There are annual events organized in the same period of the year linked with cultural experience.

1. PROGRAMMES COMMEMORATING a.) NATIONAL or b.) LOCAL HISTORICAL EVENTS:

- a.) **Commemoration of national historical events** such as 15th of March, 20th of August. The organizer is Jászkerület Non-profit Ltd. The cultural performances are produced by local elementary schools and mostly follow the same protocol. These are open air events often ending in garlanding monuments.
- b.) **Annual local events connected to local historical events** important for Jászberény contributing to the local identity. The performances are held by **Jászberény Heritage Protectors' Association** and other civil organizations. These events attract a larger audience (mainly local people) the events are always on the local news.
 - **The Day of the city** (3rd of April) Commemoration of the glorious military expedition of 1849, with the marching and performance of traditionalist horsemen, Hussar bandérium-s, and local folk dance groups.
 - **Jászkun Redemption** (6th of May) The commemoration of the Jász Redemption, the largest event of the Jász folk. Re-enactment of the act of Redemption by the local traditionalists is the regular program. The actors are dressed in contemporary costumes and act out a dramatized scene. It is an open-air production.

The **Jász Ball** in May and the **Christmas Market** in December are organized every year by **Jászberény Heritage Protectors' Association** involving Jászkerület Non-profit Ltd. the local Craftsmen's Association respectively.

2.5.1. Regular local events / programmes of Jászberény

The programmes below are on every year and realized with mixed public and private financing.

- **Jászberényi ZagyvaParty⁹ Fesztivál** (June): In 2019 it was the 6th occasion to organize the fest. The Zagyva RiverBank Festival is organized on the Margaret Island near the city center. The four-day fest is scheduled around Midsummer night. It is a vivid cultural festival targeting predominantly the younger generations and families with kids. Renown contemporary bands and performers play on one permanent and two temporary outdoor stages. Besides the music programmes one can enjoy

⁸ <http://jttv.hu/megnyilt-jaszagi-nepmuveszeti-muhely-egyesulet-also-kiallitasa>

⁹ Part is riverbank in Hungarian language - the name of the festival is a play with the words Party



the culinary experience of the special local meals. Children are engaged via targeted activities crafts persons involve them playfully in the process of creation.

Modern art is an elemental ingredient of the Fest: Last year the Fest hosted pARTtalan¹⁰ ART community ART space¹¹ performances, an initiative by the **Association of Vision Creators**. The installations of the local artists were exhibited outdoor on the fest site.

The organizer of the Festival is Jászkerület Nonprofit Ltd. with the financial support of the Municipality. The financial sustainability is assured by the entrance tickets and the fee paid for stalls to sell mixed quality goods. They cannot afford to fully exclude no- or low-quality products, yet. People interviewed believe that this fest somewhat outshines the little bit fading Csángó Fest concerning the attractiveness of programmes, as well as the facilities. It seems to be more addressing young creative intellectuals and set up new standards by meeting different cultural / intellectual expectations. It is utterly modern and for the times.

- **Csángó Fesztivál** (July - August)- The Folklore Festival of European Minorities / Ethnic groups and Fair of Folk products: a regional event and is ranked among the festivals of national importance. The annual event is already 6-day-long and in 2020 it is celebrating its 30th anniversary. The festival is basically a business venture. The manager has been the leader of the **Jászság Folk Dance Company** (see later) since the beginning.



The financial balance comes from the entrance tickets (enough only to pay the performers) the Municipality, TAO until 2018, Ministerial (Ministry of Human Resources) support based on the **seeded festival status** (20 Million HUF), as well as fees paid by the stallmen selling handcrafts originally but mixed quality goods recently.

Originally the festival addressed a definite target group of people taking interest in folk dance of the Hungarian communities living out of the mother country and the Gyemes and Moldva Csángó folk. The aim is also to give floor to the ethnic groups living in Hungary (the Svab, Slovak, Slovenian etc.) and the 30th festival next year will be a proper occasion to strengthen this side. There are also folk-dance companies from the far East and South America on stage. They are mostly on a tour in Europe and make a stopover in Jászberény. It would be too expensive for them to pay the travelling costs only for one festival.

The turnover of visitors has never been precisely measured. The estimation is 15-20 000 visitors per festival (it is only an estimation based on the ticket selling). The business support by enterprises is not dependent on the statistics, the regular local supporters of the event do not even have expectations. There are packages offered to the supporters and they can opt for one and contribute accordingly. All in all, the overall support by businesses never exceeds 4-5 million HUF per Festival, which is scarce compared to the potentials. The marketing of the festival is not in professional hands and has been insufficient since the beginning. The visibility of this special thematic cultural festival is moderate. According to the director of the festival they would need at least one large national company like MOL (Hungarian Oil Company) to become a regular supporter but that would require lots of actions to take e.g. massive investments into facilities, measuring visitors' turnover etc.

Even though local artists would have feasible creative ideas to establish a more arranged and aesthetically acceptable and creative look for the stalls, no change has been achieved. The quality control of the products on sale by the stallmen during the festival is also superficial, in fact it is lacking. The director is all aware of the gaps but after 29 years of constant chase for financing he looks tired of it all. Is it the time for generation change?

¹⁰ meaning: Art with no limits

¹¹ http://www.jaszberenyiprogramok.hu/programok.php?event_id=23923&date=&place_id=&sub_cat_id=



There has been interest by tour operators / tourist agencies for groups to come to Jászberény for days during the Festival but in lack of proper accommodation facilities these trips failed to be realized.

Parking in the city is a huge issue. During the Csángó Festival practically the entire inner city is blocked, the traffic flow is diverted from the centre (the main road gives space for the largest stage). Parking arrangements are far from satisfactory. Yet it is still not the biggest obstacle to increase the number of visitors but the lack of proper accommodation facilities.

- **National Honey Fair / Market and Beekeepers' Meet-up (August):**



It is an international event. In Hungary there are only two meetups of this kind (the other one is in Győr). The one-day event is a mixture of popular acts such as selecting the Bee Queen and more serious professional meetups, business meetings, formal knowledge sharing events (conferences) and informal talks of beekeepers to share experience. Behind the scenes and in the market covering the streets large- and small-scale businesses are done. Living bee families, equipment for honey production and honey (rare types too) are sold and purchased.

There are also cultural events with popular performers. The participation is free for citizens. The site is the Sport stadium, Bercsényi str. and the Youth House as well as the Conselve park.

The event is organized by the Beekeepers Association and financed via the support of local companies and the Agency for Agriculture and Rural Development.

2.5.2. Regular local CCI events / programmes (based on invitation)

2.5.2.1. Art Camp Artistic Symposium

One of the noteworthy contemporary art events in Hungary. It takes place in Jászberény every year in August. The symposium lasts 10 days culminating in an exhibition, installations and performances. The Art Camp Symposium was launched in 1990¹². The preliminaries are the operation of the Creation Art Association of young artists flourishing in the 1980s in the city. The Camp used to have a gallery, concerts and performances during the annual symposium in the 1990s which was its most productive period. Participation has always been based on invitation. The invited artists (18-25 persons / Camp) are versatile in artistic profile (style) and years of age (ranging from 25 to 65). The artistic work is focusing on one topic / thematic every year. The location of the Art Camp is the Jászberény Campus (see later): the paintings are created in the ateliers, while pottery is produced in the basement pottery workshop equipped with a large pottery kiln. The accommodation is in the Campus student hostel. The symposium is followed by an exhibition every year: in 2019 reflective of the artistic topics of the year it was called the *CLOUD and VEIL* exhibition¹³ taking place in the Lehel-Movie.

The Camp organizers (who have changed in the past 30 years) regularly apply for funding from the Municipality and other national cultural grants (MMA and NKA). The artists leave 8-10 pieces of art yearly behind, which become part of the local public collection (stored and exhibited in the Library to build a firm public collection).

In spite Art Camp is organized parallel or near the Csángó Festival the two events have never been connected directly in any way. The installations produced by the Camp artists could well be exhibited temporarily in public spaces too.

The public collection enriched on a yearly basis by the Camp could find an ideal location in the MILL. According to the main organizers of the Camp nowadays traditional fine arts have difficulties to stay

¹² Tibor Palkó renown painter

¹³ <http://jttv.hu/felho-es-fatyol-cimmel-nyilt-meg-jaszberenyi-art-camp-tarlata>



attractive on the art market in the context of digitalization and spreading of digital and post-modern arts. They are open to none-conventional arts and art performances too. The annual harvest of the Art Camp is also realised on the art market but by the individual artists.

2.5.3. Other cultural programmes

Most cultural programmes in Jászberény are organized by Jászkerület Non-profit Ltd. The cultural market is open, thus in case a local or other independent organizer wishes to widen the offer they only need to rent proper sites and advertise their program. (The available cultural infrastructure is described in chapter 5.3.1).

The full program offer of Jászkerület Ltd. can be followed on the Jászkerület website in timely arrangement¹⁴ (program calendar). There is **no website integrating all cultural events in Jászberény** (not to mention the entire Jászág Region). It is a weakness as overlaps and oversupply of programmes may easily happen, while at other times there may be a total lack of cultural programmes and things to do in the city. There have been experiments to adjust programmes this sort of cooperation proved to be successful only with the large collections (even the private one: Szikra Gallery). All programmes coming from other organizations announced at Jászkerület will be integrated in the program schedule / calendar, but the company has no capacity to search for these.

Most indoor cultural programmes by Jászkerület Ltd. take place in Lehel Movie and the Déryné Event House¹⁵ (formerly called Déryné Cultural Centre). The outdoor events take place in the open-air theatre (outdoor stage) and the public space of Margaret Island.

The movie (with a larger hall and in a club-like art cinema) offers the most recent **popular movies** and **art films** (both national and international) every day of the year¹⁶. The art cinema is named after one of the greatest film directors of Hungary, Sándor Sára, who visited Jászberény and the art movie shortly before his death.

In the same building **theatrical performances** also take place as the movie has a proper stage with doors leading straight to the street for moving stage settings in and out. (For further details see 3.1.1 Performing arts). The stage of the Lehel Movie is also technically sound to organize **concerts** and **music events**. Renown Hungarian underground groups are easy to find on stage in Jászberény.

The **Déryné Event House** (formerly called Déryné Cultural Center) also hosts classical music concerts in its beautifully decorated hall. These are sometimes guest performers with entrance fee, but the local art and music school regularly give concerts for free.

Besides the permanent art exhibition of the Hamza Museum and the private collectors such as the Szikra Gallery temporary **photo and art exhibitions** are also organized in the hall of the Lehel Movie, in the Town Hall, and in the Lehel Vezér Secondary School as well as outdoor scenes such as the Zagyva Promenade (where photo exhibitions often take place), other public spaces.

As referred to it in the Report Jászkerület **regularly organizes participative cultural programmes** such as **hobby crafting** (weaving, pottery etc.) in Fónix House. These workshops are regularly offered to different target groups such as moms on maternity leave, retired people or children.

¹⁴ <http://www.jaszberenyiprogramok.hu/programok.php>

¹⁵ The cultural sites are discussed in chapter 5.3.1

¹⁶ <https://www.lehelfilmszinhaz.hu/>



3. Cultural and Creative Industries and the creativity of the economic sector

3.1. Activity level of the producers of cultural and creative products

3.1.1. Performing arts

There is **no permanent professional theatre** in Jászberény for the market niche being too small to ensure its sustainability and for Budapest being too close. There used to be an experimental theatrical company in the 2010's led by Tibor Várszegi. This was the MILL Theatre based in the present Főnix House. We can still talk about one amateur company the Berényi Acting Company Association, which produces two plays annually.

In lack of a permanent company the people of Jászberény does not need to miss **theatrical performances** as the movie with proper stage technology and equipment is appropriate for theatrical performances. Touring productions stop in Jászberény. These are alternative performances, but also popular pieces are on stage. With one season ticket (most recently from Sept 2019 till January 2020) one can see 7 theatrical productions. It is very popular among local people and tickets are all sold out.

Another, possibly even more important performing art in Jászberény **folk dancing**. The city is packed with folk dancing opportunities, with a wide range of possibilities to see, learn and pursue folk dance. The professional **Jászság Folk Dance Company** performs a lot more out of Jászberény and Hungary than in the town and have various successful projects (productions). They dance not only Jász but various types of dances from the Carpathian Basin. The company is 49 years old in 2020.

Typical of the professionalism of the company a whole “industry” has grown out of their operation. They also manage the Vigano Basic folk-dance school professionally supporting the operation of further folk dance companies for different generations of dancers. The summer folk music and dance camp are also parts of the business just like the Csángó Festival itself.

It can be labelled as a CCI eco-system in one segment of CCI managed by an influential couple (originally lead folk dancers).

The members of the company pursue ethnographic collecting missions (seeking mostly choreographies). The company boasts a noteworthy storage of folk costumes (from all parts of the Carpathian Basin) and a media storage. The costumes and the media materials (films, photos, music recordings etc.) can be rented for use.

The other folk-dance groups are amateurs and root in other state Art schools in the town.

3.1.2. Television and radio

There is one **television channel** in Jászberény, it is owned by a private company (two people). Thought it is an enterprise it has a 18-19 million HUF annual support from the Municipality. The JászTV is generally considered to be producing news and entertainment programs in a well-balanced manner. It is accessible via cable television, but also available on YouTube and internet (<http://jttv.hu/online-tv>) recently, which has largely boosted its popularity due to the flexible access to the programs. This seems to be a growing expectation of consumers. The program supply ranges



- from extensive news programs (3 times a week) (with short video/film clips) covering all sorts of news from Jászberény and other municipalities of the Jászság;



- to background programs (own productions recorded in different creative studio settings in the same studio) such as “After decision”: political, public life analytical program; “Fáma”: cultural and community events / news (an example of the cultural program https://www.youtube.com/watch?v=7vxe3gkxl3A&feature=emb_logo); “Lelátó”: sport news and events in Jászberény and the Jászság; “Batyú”: a popular wish program; sports broadcastings.

JászTV is member of the Hungarian Association of Local Televisions. Thus, JászTV also takes over programs e.g. theatrical performances, architectural programs from other local TV channels. In programme breaks **teletext** is on with mainly advertisements, and useful info (phone numbers, location of emergency medical services etc.)

The budget is kept in balance with various sources of income: budget support of Jászberény Municipality, budget support of other municipalities of the Jászság Region, advertisements, selling own products, selling news clip, sport broadcastings. Formerly the National Media Council¹⁷ - Media Patronage Programme also supported programme manufacturing. Television is obviously the costliest media. Jászberény with even the Jászság Region is a relatively small market to keep more than one television channel sustainable.

The sole radio station in Jászberény is Trio Radio (<https://myonlineradio.hu/trio-fm>). With no other local stations, the national public and commercial radio stations are its competitors. The used frequency of the station was competed for and now is taken for years. Trió Rádió transmission ranges from Jászberény to a 30km-radius-zone. It reaches nearly 200 000 listeners on internet, though. Originally it was a local public radio from 1995 to 1999 and later it transformed into a commercial station, with no support from the Municipality. Recently the National Media Council- Media Patronage Programme terminated support thus the city increased the financing to 6 million HUF a year. The news program is in every hour otherwise listeners prefer music. The selection is wide as the local radios cannot specialize in definite style or trend of music or thematic programs. Mainly middle-aged people are targeted, though most listeners are the elderly.



According to the interviewee in the topic (who has long personal experience as an editor and speaker in the radio station) present way of running the radio station does not require much expertise. Practically anyone can start a commercial station (owning the frequency). The profession in general lacks expertise and in her opinion the same applies to other media especially press.

3.1.3. Press market

People in the Jászság and Jászberény orient themselves dominantly from national and international press. The local press is complementary and focuses almost exclusively on the local news now - in the 1990s it covered national and international news as well.

We cannot talk about real press market in Jászberény. The activity level is rather low. There is one printed weekly in the town: **Jászkürt Újság** (Jászkürt Journal). No competitor of Jászkürt established in the early 1990s exists in the printed media. The paper is fully financed by Jászberény Municipality.

No mission or distinctive profile of the weekly have ever been defined since the Journal was established, it addresses the entire population of the town. As a basic requirement: It simply must be interesting for all readers irrespective of their education, age or professional interest. Consequently, the weekly covers all topics arising in the town (cultural news, school happenings, events, sports, all happenings that affect the life of the city, however no extensive and deeply analytical articles are “allowed”). Unfortunately, all recently prevailing rules of popular press apply concerning the contents, design and quality of the weekly: no editorial, lots of pictures, short news, interviews only rarely and with widely known individuals.

¹⁷ <http://english.nmhh.hu/media-council>



The paper is free for the readers. There was only a short period when they paid for it in the 1990s. The annual budget covered by the Municipal budget is 25-30 million HUF. Thus, the topics and the way of interpreting news is never too critical of the all-time political leadership. The only source of complementary financing is the advertisements. Jászkürt is also available in an online version, which may cover news in more details.

The **online media** contents are all connected to existing local media:

- Jászkürt Journal - BerényCafe <http://jku.hu/>
- Tuti-hír - <http://www.tutihir.hu/> (owner: Tuti-Peso Ltd.)
- Jászberény online - <http://jaszberenyonline.hu/> (owner: Boomedia Ltd.)
- JászTv - <http://jttv.hu/> with news coverage

Lots of readers (especially intellectuals) complain about the declining qualities in printed and online press as well.

3.1.4. Advertising

Newspapers extensively generate income from ads. There is an advertising paper called Tuti Hír, it is issued every week, so advertising is largely linked to press and web.

Most of advertising on a local level is done by people in graphics industry or just by local private businesses. There are two widely known private businesses in the advertising business: Boomedia Ltd. and Perlakireklám Ltd. The first one is more in graphic industry focusing on implementation / production of ideas taken to the studio by the clients. Perlakireklám Ltd. however is more creative in the technology and the design of the adverts, settings etc. too. Each product is individual design: e.g. illuminating advert boards, plastic letters production, unique American-style advert boards, decoration painting, logo design, name plates, trade-signs. Each plate / board is a craftwork, but product series are also possible. Based on the interview the ideas first seeming impossible to realize are the real CHALLENGEs for the creative owner of the company. Presently, the market of the business is 95% local and national large companies and 5% individuals - this successful business is viable in Jászberény having clients in Budapest and elsewhere in Hungary too.

Typical of the small size of the market there used to be four advertising companies even 5 years ago. The market is shrinking for larger companies as clients may not even seek locally.

3.1.5. Music

The music and chorus-life of Jászberény is vivid. **Palotásy János Music School** is 60 years old and very popular among the locals. The students of the school are all over in the country in famous orchestras, folk bands. Traditionally, the school (students and teachers) give Christmas concerts during all Advent periods in Déryné Event House.

There are four registered choruses in Jászberény. They are all associations or foundations as legal entities are eligible to apply for funding resources in Hungary. **Palotásy János Chorus Foundation** belongs to the Palotásy János Music School. The **Déryné Mixed Choir** public Utility Association was established in 1960. The main objective is to cultivate the Jász folk music tradition. The **Székely Mihály Choir** Public Education Foundation and the 7-year-old **Cantate Nobis Vocal Association** sometimes go on the boards together.

In 2019 the town organized the First **Regional Choir Meeting** in Jászberény. At two sites (Déryné Event House and the Lehel Movie) over 12 choirs presented their program. There were also guest choruses from the twin cities of Jászberény.¹⁸

Folk music is played by the **Jártató Banda** which's released music CDs and has been invited to follow the most renown folk dance companies. The musicians have no other profession thus it makes enough for the 6 members for a livelihood. The band also produces education CDs.

¹⁸ <http://www.jttv.hu/iregionalis-korustalalkozo-jaszberenyben>



Just recently a double CD was released by **Mihály Pál, primate and musician** after processing the existing folk song archives (in print and recordings by folk music collectors of the early 20th century). The premiere of the CD was connected to the Csángó Festival in 2018.

Every year linked also to the Csángó Festival; an **international folk music camp** is organized (see later). Besides folk-dance, folk music on various instruments is also instructed for beginners and advanced participants. The often-returning students pay for the course. It is a real camp; participants are accommodated in tents.

Three instruments, audio and sound technology shops exist in the town (Stay Audio, Wizard Audio, Duo Music Instrument Shop). The later ones rent out technology for events.

3.1.6. Book market and publication

Book market is not strong in Jászberény though before 1949 it was a marked local industry¹⁹. Tuti-Peso Ltd. and CEBA Holding Ltd. list book publishing in their business profile²⁰. Two organizations regularly edit and publish books: Association of the Jász, and the Jászkerület Non-profit Ltd. publish photo albums (see below), books on research findings concerning local heritage. The most productive organization producing books is *Foundation for Jász Museum*. The topic of the books is mostly ethnography of mainly local concern (folk tale book, cookery book, large monographies, colourful museum workshop publishing for kids etc.) and educational publications. Jászság Yearbook Foundation publishes the Jász Yearbook annually.

The publications are financed from **public funding** of various sources for the most part. Some books can be and purchased e.g. in the Museum and local book shops - but quite some are not as public support (ESA or ERFA) does not allow commercial circulation of the products.

3.1.7. Visual arts, film, photography

Film making industry is not noteworthy, while Jászberény and the Jászság is a large enough market for photographers with **6 photo studios in the town**. Some photographers (Tamás Nagy and Károly Baráth) produce photography of artistic qualities but as they see it it is impossible to base a livelihood on art-photography in such small market. Commercial photography (photography as crafts) is profitable in topics such as, family and company events, family photos portraits etc. and Jászberény is a strong market in this respect.

Most photo studios deal only with “commercial” activities. The branches that are more artistic and not pursued by all businesses: industrial photography (for local companies), object/product photography, urban and nature photography.

The photographers mentioned have regular exhibitions in public institutions such as the Town Hall or the Lehel Vezér Secondary School e.g. Tamás Nagy was one of the exhibitors of the “Our home here and there - Yasd and Jászberény”, Déryné Event House, 2018. László Bugyi-Guriga has Jász origin, he photoed the Jászság for years. His exhibition in 2019 “On the way on the land of the free Jász folk“ focused on the natural beauties of the Jászság.

Balázs Gémesi is a press photographer (he makes his living out of this activity), but he is also present and work at sports events and concerts. A famous hobby photographer, well known though is János Biró, he has no own business - his photos are widely used for publications. Máté Németh is a film maker/shooter, he specializes in marketing, event films.

¹⁹ Ferenc Farkas: The chronicle of printing houses in the Jászság (1867-1949)

²⁰ <http://konyvkiadas.j9.hu/jaszbereny/>



3.1.8. Museums and art galleries

Besides the temporary art exhibitions mentioned above, there are also permanent museums and exhibitions in Jászberény. Their collection is rich and mostly date back to the 19th and 20th century, while contemporary art is also a highlight in the city.

The most well-known museum of the town is **Jász Museum**, being one of the oldest **public collections** of Hungary, established **145 years ago**. The collection includes the legendary Horn of Lehel's, other relics of the Jász people, and the objects of the daily folk life. The present exhibition was developed in 1998, thus now it is already outdated for today's taste and expectations especially of the youth. The museum director refuses digitalization²¹ being convinced that this type of content can be transmitted only by personal contact with the visitors. The collection is housed in the original building of the museum located close to the city centre, sharing the courtyard with the Town Hall.

The old building has not had enough capacity even for its core functions. The basic infrastructure has scarce useful space for community events and museum pedagogical workshops. Just recently a new exhibition hall has been built next to the old building - the interior is still under arrangements - it will open in 2020 as a **spectacle store-house**²².

The collection is owned, and the museum is run by the Jászberény Municipality (was taken over from the County few years ago). The museum budget is overwhelmingly based on the Municipality's financial support. Other sources are from national and EU funds and from commercial activities of book selling. Payments for the presentations held by the colleagues also help to cover the increasing costs, while ticket selling barely contributes. The staff is 8 people lacking one professional, a historian.

The director of the Museum is dedicated to the protection of local heritage. She is widely respected and known in the city and in professional circles. Regrading CCI she determines the role of Jász Museum as the **source of authenticity** for the craftspeople using Jász motifs in their work.

Hamza Collection and Jász Gallery is an outstanding art collection of the town. The public collection was based on the art donation and document collection handed down to the city by the widow of Ákos Hamza D. in 1987. The museum collects artefacts from the entire Jászság region, thus besides taking care and exhibiting the Hamza heritage a dedicated task is to gather and put on show the artworks produced in the Jászság and / or by Jász artists (20th and 21st century modern art). The building housing the museum is a stylish but too small family house. The collection would deserve wider publicity and audience and much larger exhibition space. There are only two staff members managing the entire collection. The budget is funded on annual Municipality contribution. The Hamza Foundation was set up by the Municipality to foster the collection's sustainability. Few years ago, it was planned to merge it with the Jász Museum, but finally it was not.

Szikra Gallery and Restaurant: This is a multifunctional complex owned and run by a wealthy local entrepreneur (Mr. Istvan Szikra). The Gallery presents his private collection of paintings by Hungarian painters from Hungary and Transylvania, Romania. The Gallery is open for the public for entrance fee. The collection is larger than the selection presented thus the owner of the collection circulates the exhibited items and presents temporary thematic shows. Besides the collection there are also presentations on artistic topics in the complex (which is a renovated mansion).

There used to be small **art galleries** in the city in the early 2010's but the good aesthetic taste did not match the managerial skills thus after few months or years of operation all such galleries had to be closed down. As the lady who used to run a Gallery described the model: the artists gave over the artworks and paid after each selling to the gallery owner. Her gallery was more than a tiny exhibition space and shop - it was a real meeting place for people taking interest in arts. No such place can be found in Jászberény now

²¹ Digitalization is a delicate issue as even administration has low digitalization level. It is due mainly to the lack of expertise and resistance to change.

²² It is a usual form of exhibiting objects in a storage room arrangement. In Hungary's largest Skanzen's (Szentendre) got one.



as the turnover would not be enough to cover the costs. The wealthy people choose different ways of buying artworks.

3.1.9. Design, fashion

In general, we can say that the purchasing power of people in Jászberény is rather strong compared to an average town of the same size in Hungary. Yet, fashion as a creative activity has not gained ground. For the fashion market Jászberény is not large enough, better-off people seek fashion products, design clothing in Budapest located too close.

An exception is jewellery: according to Golden Pages²³ there are 11 jewelleryes in Jászberény. Not all of them are goldsmiths and creative people, most of them only sell products. However, jewellery design has real masters, here we mention two²⁴.

- Balázs Sisa²⁵ started as a musician, but the artistic vein of the family took him to fine arts and creative arts thus to jewellery design. He created the BIZÁNCI label for his creative products. He has been a member of the Association of Hungarian Artists since 2009. He makes his living from this activity and running the family business with his artist father.
- Nándor Oszvald²⁶ master of filigree, jeweller runs his business in Jászberény. He moved to the town 17 years ago and instead of series products he started to create unique masterpieces²⁷ e.g. objects of gold, silver and other precious metals with diamonds. He specializes in lifelike mini size vehicles (Aston Martin, Harley Davidson etc.). Evidently this is the main source of living owning a shop and design studio selling products out of Jászberény too.

3.1.10. Software and games

Software industry is not present in large scales in Jászberény while in Jászfényszaru (15 km-s to the north) where Samsung is based the situ is different. In Jászberény the local economy being moderately technology intensive typically softwares are developed to improve the production lines. There are some small entrepreneurs making their living in software and gaming industry. The young generation is especially interested in these industries and the talented ones reach a high level by the age of 18 in Logischool (see education). Professional webpage designers and programmers run businesses in Jászberény, but not in great numbers.

3.1.11. Tourism and cuisine

Tourism industry has not become a core economic activity in the city. Despite the tangible and rich intangible heritage of the Jászság, the region is not an evident destination for families in Hungary. Visitors come to town to see two sights: the Jász Museum (mainly school groups on organized tours), and the ZOO in the outskirts of Jászberény. These attractions have regional (even national) scope of attracting people. Events attracting people even from abroad is the Csángó Festival and the Jász World Summit. Travel agents regularly enquire about available hotel rooms and decide not to bring guest to e.g. the Csángó Festival due to lack of accommodation.

²³ <https://aranyoldalak.hu/>

²⁴ The interview was made with Balázs Sisa and their creative business is a local good practice in the CCI mapping document.

²⁵ http://www.arts-up.hu/muvesz/78-sisa_balazs

²⁶ <http://www.iparosujag.hu/iparosportre/1332-versenyre-kelt-a-toemegyartassal-szemben-egyedi-ekszerek-disztargyak>

²⁷ <http://www.oszvaldgold.com/>



The **lack of proper infrastructure and services** is the main obstacle of tourism to flourish. Besides, traffic and parking in the centre has been an issue for decades - now there are some new lots being developed in the third integrated urban development project. However, in this regard **accommodation has even more marked deficiencies**. The town has small pensions and a student's hostel (of the Campus). The Municipality accommodates official/protocol guests in larger numbers in a scattered manner or in the neighbouring town of Jászapáti. Guests of the large enterprises prefer being accommodated in Budapest (an hour drive only).

Services such as **restaurants** are not quite noteworthy. There are some 5 cafés, 4-5 buffets, and 5 restaurants in the town centre. The culinary experience in the town cannot be called as memorable. Some of the interviewees claim that the best restaurant in town is the one based in Szikra Gallery.

The city had an Association for Jász Feasters, they used to organize the Prix of folk cuisine on the very last day of the Zagyvaparti Festival. The movement is not that active any more.

There have been experiments by young business people to run high-quality culinary services such as

- a creative and exceptional show-case bakery, which attracted hundreds of people daily cueing for the products and the experience of being there in the shop. Besides showcasing the production procedure, they also created an extraordinary setting for the shop. For rental problems they fled from the town.
- an exclusive shop called "Sonka-land"²⁸ selling fine Italian products (after 8 months of operation) transformed its product profile.

Creativity in gastronomy is coupled with higher prices in popular thinking (and in fact). Company managements cannot really take important guests to any of the restaurants downtown Jászberény.

3.2. Activity level of the producers of traditional trades and crafts

The making of the traditional products is concentrated on small businesses and individual crafts people's workshops. We covered the topic in 2.4.3. extensively listing the trades that is embraced by the Jászság Folk Art Workshop Association. We have only indirect information on the overall activity level of the crafts persons in Jászberény. However, we have reliable info about those producers who have formal or informal connection with the experts of the Jászkerület or Jász Museum. The Association membership is a representative sample:



5. Figure: Jász Fazekas Bt. (Jász Pottery small business)

a **confectioner**: trainer in the local vocational school, occasionally, she prepares cakes and cookies, presents, she does **not run an own enterprise**.

a **costume designer / maker and embroiderer**: She **works in a family business** which can be labelled as creative, runs trainings for the crafts - she has her own business too.

a **textile artist, a potter** (an interviewee): She **works in the family business**: Jász Fazekas Bt.²⁹ but also does a lot of community work, presenting and teaching pottery to children and the ones interested.

an **artist of straw objects / folk toys, a basket-maker**: as her main job she is leading training programs, playing house workshops. She has also created a folk playground and operates it. She prepares straw object on call or for exhibitions. With his wife they run the **Tarisznyás Műhely** creative workshop.

²⁸ Ham land

²⁹ <https://www.facebook.com/profile.php?id=100008946041404&lst=1210448039%3A100008946041404%3A1577968262&sk=timeline>



a **feltmaker**: She pursues the trade only as a hobby, though she *has her own business*. She works upon request and also sell products on the market. She notably runs training courses and leads workshops.

a **bonnet and jewellery maker / industrial designer**: She works at Jászplasztik as an industrial designer as her main occupation. She performs artworks only upon request and order.

a **folk(ish)costume designer / maker**: She *runs a sewing workshop business* - she also teaches costume design and conducts trainings. It is her main occupation.

a **smith**: He runs his own workshop as a private business - he prepares crafts work and takes his products to markets. He also happily joins trainings and conducts courses.

As hinted above only those can afford to run their own businesses, who have a firm **nation-wide market background**. It requires **classification of the craftworks** and a **firm support by the relevant professional networks**, who are often not that welcoming with the new faces seeing competitors in them.

The Association strives to make the members known locally and out of the city and to widen the networking possibilities of the producers. The pilot project in Stimulart (the grocery shop) will well-serve the market interests of the crafts persons of the Association which will enhance their activity level in this business.

3.3. Level of creativity in the traditional economic sectors

Jászberény and the Jászság region is part of the **economic, technological core area of Hungary** according to the National Development and Territorial Development Concept of HU. The local economy is ruled by large enterprises employing thousands of people and SMEs have also grown out of the favourable context. As we referred to it agriculture has scarce representation. As a regional commercial centre, small businesses gain smaller floor than in other settlements as hypermarkets, retail chains extensively represent themselves, almost all car makes available in Hungary have a saloon in Jászberény (including the most exclusive ones).

The city centre is surprisingly poor in nice little shops that would reflect the local consumers taste and need for creative products. Instead we find almost all commercial banks (this is rare to a town of this size) and a selection of old boutiques with old fashioned, low price stock. Even the ongoing renewal of the built environment just have not been able to generate improvement regarding the shops' profile. The rentals are

1. táblázat – Top 10 Jászság			Árbevétel (M Ft)	
			2015.	2016.
1.	Samsung Electronics Magyar Zrt.	Jászfényszaru	758.585	609.916
2.	Electrolux Lehel Hűtőgépgyár Kft.	Jászberény	275.211	254.543
3.	Jász-Plasztik Kft.	Jászberény	65.763	65.850
4.	Szatmári Kereskedelmi és Szolgáltató Kft.	Jászberény	25.222	26.998
5.	Jász-Plasztik Autócentrum Kereskedelmi és Szolgáltató Kft.	Jászberény	18.314	23.936
6.	MÁV FKG Felépítménykarbantartó és Gépjavitó Kft.	Jászkisér	21.340	21.712
7.	Carrier Magyarország Hűtőberendezéseket Forgalmazó és Gyártó Kft.	Jászárokszállás	16.162	18.835
8.	Faurecia E.C.T. Hungary Kft.	Jászárokszállás	22.537	18.035
9.	Co-op Star Kereskedelmi Zrt.	Jászberény	16.887	17.722
10.	Rosenberger Magyarország Elektronikai Kft.	Jászárokszállás	11.972	15.269

all private properties and used by the same shops for decades. The owners hardly initiated any physical development.

Reflective of the economic strength of the enterprises there are three entrepreneurs based in Jászberény among the 100 wealthiest people in Hungary. The owner and CEO of the Jász-Plasztik Ltd. is the 9th richest person in the country³⁰.

Figure 5. shows the top 10 enterprises of the Jászság Region of which 5 are based in Jászberény. The largest company is **Electrolux Lehel Fridge Factory Ltd.** the successor of the former Lehel Company, which used to

6. Figure: The top 10 enterprises in the Jászság Region in 2016 (with annual revenues in HUF) Source: <http://jku.hu/2017/12/07/elen-maradtak-a-jaszszag-cegei/>

³⁰ <https://www.portfolio.hu/bank/20190509/itt-a-friss-lista-ok-most-magyarorszag-leggazdagabb-emberei-323495>



have a creative team of engineers. The Electrolux moved the entire **creative and innovation department from Jászberény years ago**. Thus, no industrial design has been happening in this factory for years. Only production is taking place using the low-cost manpower of the region. Just recently they sacked 800 employees moving the entire production line to Nyíregyháza (near the eastern border of HUN). This step was somewhat foreseeable as the factory was in short of manpower and commuting stretched as far as 100 km. Lots of Ukrainian guest workers also moved to Jászberény increasing costs for the company. Electrolux has developed a strong suppliers' network. Jász-Plasztik Ltd. has grown out of this status into the largest company owned by a local person. The wide range of plastic products are mass products, however there is a laboratory, extensive reuse of plastic and a smaller creative team working for the company (wrapping). The company also employs industrial designers. In this regard the company has a large untapped potential as creative design and unique products have not been introduced in the company's product profile.

In the other - here not necessarily listed - enterprises, there is productive technological and project innovation (R & D) going on some also have technology and product patents. These however are strongly connected to electronics, machine industry, plastic processing, trading etc. Automation of production technologies and own software development are necessarily strong and knowledge intensive activities.

The large companies have not only economic but also strong political lobbying power. The "dialogue" with the city is rather one sided. Their interests do not necessarily coincide with those of the town and the municipality. e.g. just recently all suitable properties in town have been purchased and transformed into guest workers' hostels, which may explain the lack of proper commercial accommodation in the town. The number of guest workers staying in the town exceeds 3500.

The Municipality's elbowroom is narrow as it does not own and manage industrial parks or at least an incubator for the creative start-ups.

There are hardly any business firm start-ups in Jászberény as the large companies absorb such initiatives.

The local enterprises' representation is ensured by the **Manager Club** - the local SMEs joined forces in this loosely regulated organization. The members are versatile in profession but share ethical values, which make cohesion strong. The Club takes care of the members regarding knowledge sharing, trainings, ensuring flow of information.

The local business tax of the Municipality is high compared to the average Hungarian towns. Until the crisis in 2008 it was increasing. The peak was in 2008 with 2 199,27 Million HUF the deepest point was in 2013 with 82,5% of the highest tax income. This decline was not marked compared to the decline suffered by most municipalities.



4. Consumption of cultural and creative products

4.1. Level of consumption of locally produced cultural and creative products

The consumption level of the locally produced cultural and creative products can only be estimated in most of the CCI activity areas. The activities that can potentially provide the most reliable information regarding consumption level are the performing art and cinemas. In these cases, the number of performances and the ticket turnover are exact indicators.

Some CCI products / services ensure viable businesses based on the local purchasing power such is photographers, jewellers. Trades and crafts are strong but also need to enter external markets to be sustainable. Typically, what matters regarding the viability of most CCI businesses in Jászberény (besides the local market) is not purchasing power flowing into the city but the external markets outside the city. Some activities are good business for only limited local actors in CCI such are *advertising, jewellery making*.

As the consumption level of CCI products is diverse we discuss the topic by CCI fields (in the order of CCI sub-sectors in Chapter 3.1)

- 1. Performing arts:** There are usually 7-8 theatrical performances in Lehel Movie in every six months. Most tickets are already sold with the season tickets, the leftovers are purchased from the ticket office. All performances are full-house events. We can say that although Budapest with its immense offer of theatre programmes is within easy reach the consumption of theatre performances is high and the market is not yet saturated. The level of consumption suggests that even more performances would do well in town.

Other performing arts are the folk-dance programmes. These are for paying at the Csángó Festival and there are also some in -house performances in Viganó. These performances are full house, though not frequent. The level consumption of folk dance is more reflected in the participants of the folk-dance camp, which is to be paid for yet, always full.
- 2. Television and radio:** The consumption of the local commercial radio is measured by the appreciation of the advertisers. They are urged to keep the rate of music high and serious programmes (except for news) low. The local television's own programmes are popular and accessible via internet, thus free. The programmes are of high quality compared to average local televisions in the country. The comparatively high interest from advertisers is still not enough to sustain the quality of the programmes.
- 3. Press market:** The local press Jászkiürt is free and all households receive one copy every week. Accordingly, the level of consumption is high. There have no surveys about the consumption habits of readers (if they read it from front to back page or throw it away immediately).
- 4. Advertising:** This segment of CCI is versatile. The ones paying for being advertised in the targeted papers, internet services are numerous due to strong local economy high number of economic players (manufacturers, service providers etc.). The consumers of the professional advertising services (e.g. that of the creative Perlakyreklám Ltd.) are the large local enterprises, commercial chains etc. According to the interview with the manager of Perlakyreklám Ltd. about 95% of the annual turnover comes from this segment of the market while only 5% from local individuals, small businesses. Thus, the set-up of the local economy largely determines the solvent demand for the unusual / creative advertising services and products.
- 5. Music:** As local music programmes are usually free of charge and the attendance rate is high each time. There is an oversupply of choirs, and the music school also delivers performances regularly. The program offer of Jászkerület also includes payable music performances, concerts. These usually take place in Déryné Event House, which despite run down a little still a favourite place of music



fans. Pop music and other non-classical musical performances (concerts) always run full house in the Movie.

The Zagyvart Festival is dedicated to pop and underground music concerts on three stages. These are mostly to be paid for, but this does not prevent the local/regional youth to attend them in crowds' in immense numbers. The only source of attendance rate come from the ticket selling but as these concerts are open-air, we cannot say if they are half or full house.

6. **Book market and publication:** Local book market and publication exists but highly subsidised in different ways. Sometimes publications by the Jász Museum are viable only with the support of the association members. Other books are published using state support or EU funding. Classic commercial publishing is not wide-spread, and the level of consumption cannot be measured by simply the book selling turnover as some books are distributed among interested people for free.
7. **Visual arts, film, photography:** The attendance rate of the movie is high. In 2018 altogether 60 815 movie-goers paid for tickets to see films. About 25% of these were for art films, festival films or Hungarian films. The Lehel Movie is the most productive branch of Jászkerület Non-profit Ltd. The movies are the most recent ones. Even though internet downloads prevail, local people also consider each movie occasion as a community event, when they also sit in the café and have talks. The art movie has a more limited audience, but this is still enough to fill in the studio movie.

Photographers' studios prosper due to the arising popularity of commercial photos of families or family events - the purchasing power of the population is better than the average in Hungary. People tend to show off with family events like weddings, anniversaries, family gatherings. The large companies also mean a substantial market for photography. Industrial and products photos are more and more on demand for marketing reasons (the marketing expenditures are massively growing but the approach varies by company). Professional photographers are also hired for team buildings and company events. The purchasing power thus the consumption in this segment is strong.

8. **Museums and art galleries:** The consumption of the museum exhibitions is moderate and varies strongly within the year. Individual attendance is scarce in both permanent exhibitions (Jász Museum and in Hamza Museum) while school groups visit the Jász Museum in masses in May and early June when study trips are due in elementary and secondary schools. More turnover of people (of kids mainly) to consume exhibited artworks or heritage happens on the museum pedagogical workshops organized for school groups. This has had limitations in the recent years due to scarcity of space in the museum buildings. Hopefully the new infrastructures (the additional building of the Jász Museum and the Mill will fundamentally change the situation). More attractive and spacious exhibition spaces will surely attract more visitors, generating higher income for the museums.
9. **Design and fashion:** As we explained above in Chapter 3.1.9. for the fashion market Jászberény is not large enough, better-off people seek costly fashion products, design clothing in Budapest. Exclusive jewellery designers with regular consumers locally and out of the city keep the jewellery design business viable in Jászberény for a limited number of artists.
10. **Software and games:** The consumption of software and games is not any stronger than elsewhere in Hungary, the main consumers being the Y and Z generation. The large enterprises however often apply automatized production lines thus special software for manufacturing unique and serial products are in high demand. The need for IT software creativity, thus the consumption of this type of software engineering is high. The companies though often employ engineers specialised in programming themselves and treat the IT products as a secret.
11. **Tourism and cuisine:** Tourism of Jászberény is not growing at the pace national tourism does: the consumption of touristic attractions only grow slowly or stagnate instead. The existing attractions need further improvements and new attractions are to be developed. Breakthrough improvements are expected in the ZOO, in the city bath and also the Mill will mean a new place to visit. However, one important issue, development of local accommodation is not promoted as for now. Tourism



consumption largely depends on this component. Besides operational changes and change in the attitude of people in tourism improvements in their competences are also essential.

The same applies to cuisine. The need for quality food is high but for some reasons the experiments of bringing change in the consumption habits have failed. Awareness raising, familiarizing people with quality services will help to increase the consumption level of local cuisine too.

4.2. Level of consumption of locally produced traditional craft products

In Hungary there is a renaissance of folk traditions in modern and authentic interpretation too. Products of traditional trades and crafts are well-sought by Hungarians and by tourists as well. Numerous festivals are centred around national and local heritage. Gastronomy in general is very popular attracting lots of visitors. Organizers hardly ever keep it general but focus on one regional product / activity as pick killing, jam making, melon / plum / paprika procession. There are all types of cultural festivals all over in the country exclusively dealing with folk art or mingling it with other, mainly underground and alternative cultural products.

These events are always good markets for traditional trades and crafts. In Jászberény Csángó Festival and Zagyvartparti Festival and the traditional Christmas market are such events. The stalls are rented by crafts people. The visitors of the festivals more look than buy, though the visitors from outside keep the business profitable for the craftspeople renting stalls. The Christmas market focuses on the local buyers and the stall owners do not complain about the turnover.

Interviews with craftspeople in local heritage-based trades and crafts (a potter, an artist) suggest that the local market is far too limited and larger business turnover is linked to the above-mentioned local events locally. The classified craftspeople (CCI businesses) all have their regular markets in the most frequented touristic destinations in Szentendre and Hollókő - solely the local market would not keep their business alive.

The best craftspeople also work for individual order, who may be individuals or institutions. The Sisa Family (Balázs Sisa was an interviewee) regularly receives orders from Ministries for special size and look products of enamel. The Town Hall of Jászberény also owns one masterpiece in the wedding hall.

4.3. Presence of patrons, collectors, or wealthy persons and families

The wealth accumulated in the town is significant in national and even international comparison. The patronage concerning local art however is not widespread. The wealthy entrepreneurs purchase artwork on the national and international markets building noteworthy art collections. These collections are not open for the public and naturally their value is not known.

The city has one collector who makes his activity public and turns it into public good. The entrepreneur (Mr. István Szikra) runs a company for cable confectioning and they are in several other businesses. Getting aged and running a prospering and constantly growing enterprise he launched and is successfully running a multifunctional cultural-gastronomy complex (art gallery and restaurant, community meeting place). The collection displayed is composed of mainly Hungarian painters but not necessarily from Jászberény. The collector is still open to purchases.

This entrepreneur is also active patron of the local young artists by annually launching a call for artworks. The award is financial support, which means a real help to start an own CCI business.

The buyers of the artefacts produced at the art camps and by the local artists are typically not purchased by the wealthiest local families but by middle income local intellectuals.



5. Enabling environment

5.1. Awareness of political decision makers for CCI

5.1.1. Awareness of CCI and of its potentials

As CCI has not become a key topic in urban development or economic development policies in Hungary and there is not targeted EU financing for CCI proper the term has not been widely introduced in popular knowledge. Some academicians based on the inspiration of Western colleagues got involved in research in the early 2000s but academic knowledge has not reached the level of practitioners at large. Even though urban planning treats economy as a diversifying sector CCI is hardly ever considered as a core economic activity / a sub-sector. There are cities (larger and smaller ones too) which employ proper expertise and see potentials in it.

In Jászberény politicians and people in the administration have limited or no knowledge of CCI thus we cannot talk about strong awareness of its potentials for local economy and society. The interpretation of CCI is confined to CULTURE as such and - as inherited from socialism - cultivation / education of people financed from public resources, which recently poses an increasing burden on the municipal budgets.

Linking culture, creativity and economy has no traditions due to outdated operational models in minds of the politicians and the administration. No awareness of its potentials in local economy thus no conscious systematically built CCI development policy exists. The Municipality has no department responsible for Culture (CCI) neither it has a responsible person for local economy and city marketing.

Despite the weak representation of culture (and CCI) in local decision making and administration, the Municipality found it important to construe the strategic framework of Culture as a manifestation of **local cultural policy**. This is the **Cultural Concept of Jászberény** prepared in 2018.

The list of Municipal Committees set up in Dec. 2019³¹ shows that **no separate committee** for culture has been set up. The committees: Human services, Legal and Public Order (having relevance in CCI); **Public procurement**; Financial and Economic; Urban development (having relevance in CCI); Urban Operation and Property. Councillors (3) were appointed for sport and the youth, environment, and public security.³² The Municipality used to have an appointed **councillor** for contact keeping with civil organizations.

Culture as the duty of the Municipality by Law has been fully outsourced to the 100% Municipality owned **Jászkerület Nonprofit Ltd.** for years. The company runs the Lehel Movie, organizes municipality events and supported and commercialized cultural events, they also run the Tourinform Agency (co-financed by national support) and operate the Library. The annual support is about 180-200 million HUF, but Jászkerület Non-profit Ltd. also generates regular income by ticket selling and putting cultural space on the rental market, they also run lots of supported projects. The Jászkerület Non-profit Ltd. employs 33 professionals and assistants. The webpage <http://jaszberenyiprogramok.hu/> is updated frequently presenting the cultural offer of the city (with limitations). The Lehel Movie also has its own webpage.

A **Cultural Consortium** (an informal group of professionals) was set up last year. It consists of the managers of cultural institutions, who meet each month. They were not much recognized by the former city leadership and their impact on decisions was scarce. Presently, the meeting is to adjust the programme offer of various organizers (which is normally a self-evident management procedure).

Stimulart project was introduced at their regular meeting in November 2019 and quite some of the members have been interviewed since then.

³¹ The latest elections took place in September 2019 but had to be repeated. The new political management, set up in December 2019, is the former opposition, an alliance of the extreme right and the left-wing parties. The representation in the Assembly is equal, which will not make decision making easy.

³² <https://www.jaszbereny.hu/bizottsagok-es-a-nyilvanos-ulesek-jegyzokonyvei/>



5.1.2. Financial support of CCI

According to the Law of Municipalities the provision of cultural services is obligatory beyond a certain number of inhabitants. Thus, while supporting CCI proper is not relevant in Jászberény, fostering CULTURE and heritage protection is more than an issue for the municipal budget.

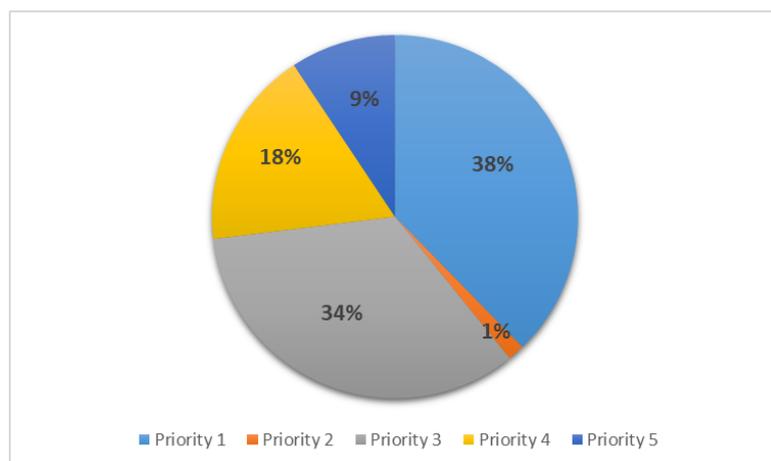
The Assembly allocates a considerable amount annually for

- financing the activities pursued by Jászkerület Non-profit Ltd.,
- the organization of the annual festivals e.g. Csángó Festival
- the cultural, sports etc. civil / non-profit organizations (for-profit CCI stakeholders have never been grantees of this scheme) by the relevant Committee via the „Fund of Civil organizations”
- the Municipality’s own foundations such as Hamza Foundation, Folklor Foundation, Twin Cities’s Foundation.

According to the routine procedure the civil / non-profit organizations apply for finance ensured by the „Fund of Civil organizations”. According to the practice of the last years in the decision-making to select the grantees their lobbying power mattered a lot. The organizations are formally obliged to report on their activities and results financed a year later, but the reports are not evaluated quite consistently.

Being used to easy access to financing the cultural stakeholders regularly supported have not got used to being evaluated via strict application procedure to be granted. This can be one reason why they tend to find the application procedure problematic in the **Community Led Local Development (CLLD) support system**, which appeared as a financing scheme in the 2014-2020 Eu programming period. CLLD is different in content in the EU states, in Hungary this urban development tool focused on culture (and thus CCI in a way).

The municipality applied for CLLD base funding from the Territorial Development Operational Programme 2014-2020 attaching its **Local Community Development Strategy** as a condition. The highest possible base funding for cities below 50 000 inhabitants was 400 million HUF (60 million HUF for technical costs). To grant the applicants the city set up a board (a so-called local action group) including major stakeholders of CCI. The Strategy orients the potential grantees (who can be for-profit too!!) which topics are important for the city.



7. Figure: Distribution of the CLLD funding (exclusively for culture related projects) among the Strategic priorities. (Source: Jászberény Municipality)

The Strategy highlights five priorities (topics of intervention). Nearing the end of the programming period four priorities have run out of funding, while no calls have addressed Pr 5. Smart solutions in culture.

The priorities:

1. Supporting local community and cultural initiatives, inclusive of the civil organizations and local businesses to increase the intensity of cooperation, to develop Jász cultural identity, to enhance heritage protection and creation.
2. Supporting programmes for building knowledge and competences along with the involvement of underprivileged groups.
3. Supporting the development of the Zagyva cultural and natural landscape - strengthening community cohesion and identity.



4. Developing local infrastructure as deterministic community spaces for cultural use
5. Smart solutions in culture (no calls have been issues up to Jan 2020)

As referred to it above the private Szikra Gallery **launches a call for competition of contemporary artworks** (mainly paintings) every year. The financial support is noteworthy for the winner. The competing artworks are mostly from Jászberény and the Jászság Region.

CCI organizations often apply for targeted national funds too, which we are not discussing here.

5.2. CCI actors' Awareness of the CCI

Based on the stakeholder meeting discussions and the interviews conducted it seems that there is no sense of belonging to the CCI sector among the CCI actors in Jászberény. The term is not familiar to the stakeholders of CCI. Like politicians, the stakeholders also feel more comfortable with the content and meaning of the cultural sector but when it comes to attaching creativity and business activity that causes confusion in the usual interpretation of economic sectors.

The business-oriented trades and crafts small scale businesses belong to the service sector in the traditional classification of economic activities. This roots in education which used this classification for decades.

5.2.1. The networks connecting actors within CCI sub-sectors

Even though sense of belonging to CCI as a sector simply cannot be interpreted there are existing networks connecting actors within CCI sub-sectors. The only noteworthy networking between economic sectors in Jászberény is the Manager Club (where CCI is not much present). As there is a non-existing CCI cluster in Jászberény it is senseless to analyse their network with other sectors.

Networks connecting actors **within CCI sub-sectors** however take various shape from informal, to formal such as associations or foundations with regular networking events. Making networks formal (legally established) is widespread as lots of advantages are coupled with having a legal identity.

According to the *Helyicivil -search for local civil organizations*³³ there are 161 registered organisations linked to Jászberény.

The civil organization activate people with shared interest forming thematically focused communities. Their impact though has little on the entire population of the city. The exceptions are the cultural organizations (musicians, choirs, dance clubs), who make city programs colourful with their free access presentations.

Typical of the (lack of) intersectoral networking, only few of the organizations keep it important to network with others in and out of the city. They know only similar thematic communities therefore the possible synergies of the activities are rarely and accidentally realized.

According to the above mention source 31 of the listed organizations are labelled as *cultural*. Besides, half of the civil organizations classified as *institutional* (13) are practically related to culture and heritage protection (others are established by educational organizations). Some registered entities featured as *social* also have CCI relevance e.g. Jász Folk Foundation, Jász TV Foundation.

According to the local professionals interviewed there are practically 45-55 active organizations. There is no network bringing together the stakeholders from the wide CCI activity portfolio.

There are two noteworthy associations bringing together actors from locally visible CCI sub-sectors:

³³ <http://www.helyicivil.hu/h/jaszbereny-egyesulet-alapitvany/>



1. Jászági Népművészeti Műhely Egyesület (Jászság Folk Art Workshop Association):
<https://www.facebook.com/JaszagiNepmuveszetiMuhely/>

As we discussed the initiative in the report in different chapters we only give an overview here. The Association was established four years ago. According to the leading figure Ms. Beáta Gal-Dobos (expert and community builder at Jászkerület Non-profit Ltd.) this segment of folk art had not been represented properly in contrast with folk-dance. The members pursue different types of traditional crafts. The Association aims to protect, reinterpret and disseminate the old crafts while reviving them as business opportunities for the craftspeople. The ultimate objective is to build a community of people pursuing diverse trades and crafts offering them the possibility to co-design and co-work. The members see a real perspective in this network regarding protection of heritage, disseminating old techniques and saving local identity and not the least to build markets. The craftspeople of the Association debuted with their selection in December 2019 organising an Advent Folk Art Exhibition in the **Főnix Fészek (Nest) Workshop House**³⁴. The exhibition displayed costumes combined with textile artwork, pottery and smith work. Presently the Association includes 10 members all saving the ancient know-how of the old crafts.

The Association had firm representation at the Csángó Festival at 5 spots where the traditional trades and crafts could be experienced first-hand. This was a fruitful cooperation between local initiatives.

2. Jövőkép Alkotók Egyesülete (Vision Creators' Association):
<https://www.facebook.com/JovokepAlkotok/>

The Association was registered in 2018. It represents artists, mostly painters from the Jászság Region. The members are productive thus the Association often set up exhibitions of paintings by one single artist. Vision Creators organize the annual Art Camp (mentioned above) and use cultural spaces to exhibit painting in Jászberény but also in the Jászság Region. Based on the interview in FÁMA thematic TV program³⁵ the prominent members miss the high standard artists' discussions (opportunities to meet) on topical issues in fine arts in Jászberény. There is a strong nostalgia for the fine arts movement of the 1990s. The Vision Creators make real efforts to generate vivid forum of contemporary fine arts in Jászberény, which would deserve wider publicity and visibility.

The Vision Creators also do charity work like in 2019 the artists co-worked on decorating the hospital waiting rooms and other public spaces for the patients.

5.3. Technical infrastructure

5.3.1. Availability of affordable rentals for CCI

The creative theatrical companies, musicians, event organizers have easy access to **cheap (commercial) rents** for an evening or two. Regarding **offices and / or workshops** used potentially by start-ups Jászberény Municipality does not own any incubators or office buildings to provide **cheap rents**. There is one industrial park owned by Szamári Ltd. but these spaces are rent out for commercial prices and for classic industrial / trading activities.

5.3.2. Access to fast internet

Internet is widely available in Jászberény **access to fast internet** is of no problem. Broadband is provided by quite some **service providers** in the town and in the Jászság offering 50Mbit/sec capacity: SkyDSL, ACE Telecom. Telekom, JÁSZNet, UPS and DIGI provide access to television and internet.

³⁴ <http://jttv.hu/megnylt-jaszagi-nepmuveszeti-muhely-egyesulet-also-kiallitasa>

³⁵ https://www.youtube.com/watch?v=7vxe3gkx13A&feature=emb_logo



Social media is widely used by local people. The social media serve social networking, entertainment, provision of news and advertising. But it is also a forum of local people who wish to organize local community and want to urge people to cooperate.

5.3.3. Meeting places for CCI stakeholders

The **meeting points for the creative class** are the cultural establishments of the city. These can be classified as the ones used only for public events and programmes and the ones where creative co-working can be realized. Most technical infrastructure serves classic CCI activities and are less suitable for creative work and pursuing trades, crafts. The CCI functions are concentrated in the city centre, the components of the ambitious **Cultural Quarter** are located by the Zagyva River.

Establishments for public events and programmes (mostly with spaces to rent out):

- **Déryné Event House** a classic building on the main square in front of the Town Hall. It contains a large hall and few club rooms; all can be rented out. It is run by the Jászkerület Nonprofit Ltd.
- **Youth House:** It is a social-realistic modern/minimalist building. It houses a large auditorium and club rooms. Some creative civil organizations organize workshops regularly. It is run by the Jászkerület Nonprofit Ltd.
- **City Library and Information Centre** a three-storey building with separated functions. The second floor is occupied by the kids library and the so called Tale / Story Telling Point (there are only 6 Tale Points in the country and this one is exemplary) richly decorated. It is run by the Jászkerület Non-profit Ltd.
- **Lehel Movie:** Located by the Zagyva River opened in 1941. It has been fully renovated in- and outside and in technical terms. It houses theatrical, musical performances, and movies large hall and in the studio movie. It is run by the Jászkerület Non-profit Ltd.

Establishments for creative co-working

- **Főnix Fészek (Nest) Workshop House:** This building used to be the base of the MILL Theatre, which ceased to exist some years ago. These days craftspeople of the Association organize their workshops for traditional crafts and co-creation.
- **Honvéd Jász Casino:** It is owned by the Municipality. There is one permanent user in the building, but rooms can be rented for cultural purposes. It is underutilized and in rather rundown state. It is a missed potential for the city as it would be an ideal meeting point for the local creatives.
- **„Viganó”:** the Clubhouse of the Jászság Folk Dance Company, is the meeting point of folk dancers
- **The Campus:** The classic building is immense and clearly underutilized. It includes painters' studios / ateliers and a pottery workshop with a furnace. It would be a proper place for creative artists.

Private cultural-creative places for events / cultural programmes:

- **Szikra Gallery and Restaurant:** Community events for art, exhibitions and informal meetings are organized in the multifunctional complex.
- **Andrássy Event Hall:** Close to the railway station. It is a huge establishment with large capacity for events. No own programmes are organized. It is a rental.
- **Szatmári Event Hall:** This is a large hall (rather minimalist) for rent for e.g. weddings, conferences.



Outdoor spaces for creative events:

- **Zagyva-Part (Riverbank) Stage:** -operated by Jászkerület Non-profit Ltd.
- **Outdoor Stage** (on Riszner Promenade), it is run by the Jászkerület Non-profit Ltd.

The city has three popular open/ public spaces that are regularly used for city events. Such places are the Margaret island, the Chief Lehel’s Square, Holly Trinity square.

Prospects regarding infrastructure:



8. Figure: Visualization of the Mill development (Source: Implementation plan of the Mill, 2016)

The MILL located next to the Lehel Movie used to be in operation until 1997 and stayed vacant and underutilized for years. It became a property of Municipality by a property exchange transaction. Now its ongoing functional transformation and the additional construction works are among the largest projects of the city. According to the plans the MILL is going to be a conference and event centre and will house the Hamza collection. The location of the MILL is just ideal as it can and will be physically connected to the Lehel Cinema thus there will be a real cultural hub in the city centre. The operation model of the MILL is still not clarified, one thing is for sure: Jászkerület Non-profit Ltd. will operate the building (as for now). Organisations such as the Manager Club also plan to settle in the complex. The LP plans to realize the pilot project in

the Mill as well, financed from the Stimulart project.

Conclusion:

Jászberény is rich in technical infrastructure housing community and cultural events, however the establishments are far too segmented, scattered in the city centre, cca. 60% of them are in deteriorated state and the management suffers insufficiencies. Jászkerület Non-profit Ltd. manages most of this infrastructure - the best managed establishments are the Library and the Lehel Cinema. Déryné Event Hall and Youth Event House are outdated as cultural sites and massively losing their prestige. We cannot really talk about conscious business planning for the utilization of CCI infrastructure in the city. The Mill project will substitute for some of the outdated infrastructure (e.g. Hamza collection is planned to leave the old building). Competing the public rentals the well-kept private infrastructures run by local companies and individuals has a significant position in the overall offer of cultural spaces.

The city has no proper infrastructure to foster CCI businesses with supported rentals and to house the local start-ups. The municipality has no reliable information about the start-ups based in the city. Internet accessibility is excellent in the city meeting the most sophisticated business requirements.

5.4. Role of Educational Institutions in local CCI

Jászberény, being a micro-regional centre (township seat) boasts all level of educational institutions. The impact of education on local CCI depends largely on the educational / pedagogical program of the institutes as well as their core mission.

The Municipality has scarce impact on these educational programmes as almost all educational institutions operate in a centralized system by now - except for the kindergartens run by the Municipality.

Kids in Jászberény attend **four elementary schools** and a **Basic Music and Art School called János Palotásy** for the relevant age group. One of the normal programme elementary schools specializes in music and art



as well. Furthermore, Jászberény also have **two clerical schools** which runs classes in the elementary and secondary school system too.

None of the **six secondary schools** specialize in arts and music. The director of the renown Secondary Grammar school of Chief Lehel's (Lehel Vezér Gimnázium) claims that there is not much time to develop the creativity of the pupils. Languages are important and instead of developing the creative self of students the stress is on the preparation for the entrance examination to universities. The other secondary educational institutions are vocational or vocational grammar schools attended by the less productive and ambitious pupils. These schools are focused on vocational training in alliance with local and regional factories (dual-training system).

The schools are well-equipped with IT and the National Basic Curricula puts a high stress on giving over massive knowledge on information technology. Though, it is less focusing on the practical and creative side of it all.

Viganó Art School: It operates classes in Jászberény and in nine more settlements of the Jászság Region. The dance trainers/ teachers are all respected and classified masters of folk-dance and its instructing. Viganó Art School is the seedbed of young talents who join the folk-dance companies of different age groups up until they reach the competences in dancing to become a member in the Jászság Folk Dance Company. The Viganó Art School is fostered by the Folklore Cultural Foundation of the Municipality.

Students have the opportunity to attend the classes of **LogiSchool** (<https://www.logischool.com/hu/school/jaszbereny>), which is a (inter)national network present in Hungary from 2013. The teaching method is innovative, and the network operates in a franchise system. They operate at 40 locations and Jászberény is one of these centres. Logischool helps kids and young adults to perform better in digital literacy and programming all in a creative way. They teach algorithmic thinking in a playful manner, that students can hardly realize the learning process itself being so entertaining. There are regular calls for applications to prepare creative product, just recently the call was on creating computer games. This school may release such students that will be working in the creative IT sector in the town. The programming courses are for kids aged 6-18. They join groups (on 4 levels) based on age and knowledge, from the priming level to the level of Robotics -mBot. The training costs 13 000 HUF / month/ person (cca. 40 EURO), which is a not that significant extra cost for families, yet not affordable for all.

Higher education:

Jászberény boasted the best **Teachers' Training Collage** for elementary schools in Hungary during the socialist period. It lost its independent status and was attached to an Agrarian University, Gödöllő, meanwhile the leadership tried all sorts of specializations, but it was losing prestige and failed to adjust its profile to the needs of local economy which is technological in nature. The number of full-time students is much less than that of the corresponding ones. The **Jászberény Campus** now belongs to the Károly Eszterházy Teachers Training University based in Eger (a nearby regional centre cca. 80 km). The leadership is hopeful and launches a course reflecting the needs of the local enterprises. Based on the interview with the chief director (no dean is delegated) they are short of teaching staff.

- Core BsC Courses: elementary school teacher, kindergarten teacher, community organizer, education for children with special needs
- MsC courses: Social pedagogy
- complementary courses to pedagogy
- special courses: IT, programming expert

Creativity and creative professions are not in the forefront of education. As arts are elemental part of teachers' training the infrastructure is prepared and would perfectly serve the purpose of targeted training courses. The local CCI organizations are in touch with the Campus and occasionally they use the infrastructure for their purposes however, the cooperation is not on a regular basis.



6. Potentials for a cultural led social and economic development and its obstacles

6.1. Untapped Potentials

6.1.1. The biggest potentials for a cultural led social and economic development of Jászberény

1.) The biggest potential of Jászberény regarding CCI are in **heritage-based activities** turned into **business opportunities** especially in *traditional trades and crafts* and *performing art of folk dance*, while natural environment as an asset is also a great potential for the city.

1.a.) In trades and crafts talented and productive crafts people are present and active in the region and they have already set up an association which mean an ideal co-working context thus synergies can also be generated. The authenticity of heritage -based products is ensured by the Jász Museum's consultation activity and by the fact that the crafts people are classified artists of their trades and crafts themselves. Infrastructure is appropriate for now.

1.b.) Folk-dancing is organized into real sub-sectoral eco-system - it owns proper infrastructure, educational background (Vigano) with the permanent art school and summer folk dance camp, the flagship dance company: Jászszág Folk Dance Company, the Csángó Festival as an annual gathering of folk dancers from the world, costume and document collection.

2.) A similarly important potential is the **contemporary art movement** along with the events (exhibitions combined with performing art). The organization (Vison Creators' Association) and thus the professional consultative background is ensured but the operational model and the approach to business opportunities is not what the market would expect in the 21st century. Yet, modern art is one of the biggest potentials of the city and the region.

3.) Natural environment, green space and its availability for community building activities is a big potential for the city. Event organizers, community builders and groups of environmentalists link their actions to the Zagyva River as well as to inner city green spaces of free access.

6.1.2. Untapped cultural resources of Jászberény - already existing activities in production and consumption, and in the infrastructure for creativity

Jászberény is very proud of its rich cultural heritage and strong economy however, its visibility is still quite low for people in general. The place is best known in professional circles of ethnographers and businesspeople respectively. For the general public its name hardly gets over the Danube, thus barely familiar to people in the West of Hungary. Getting to know the city potentials experts often say that other cities - with half of this potential and such strong economy as a ready (?) supporter of the city ambitions - would make a real paradise: vibrant and catching environment with large turnover of visitors further generating and spreading welfare in the region and the city. Unfortunately, it is not the case with Jászberény. The city owns more untapped than tapped potentials.

1. The Jászszág - as a regional eco-system

Sharing identity and cultural heritage, boasting technologically well-based economy in the region of 18 settlements is a big potential, which is **barely tapped**. In the 18 Jász settlements the relevant actors seem not to be able to organize themselves into a regional eco-system and their attractions into an inviting package for tourists for a 4-5-day or week-long stay in the region. A region of this size with such heritage and versatility could well be interpreted as a viable ecosystem for CCI. Although the settlements of strong



industrial potentials compete more than cooperate in this regard or simply indifferent and overlook the existing and offered possibilities.

2. Jász Branding

The Jász products have no real brand. As we referred to it the label Jász has been overused recently having no indication of guaranteed quality or special feature behind. The town of Jászapáti had an attempt to set up the Jász brand and involved other Jász municipalities too. They even reached the stage of developing a corporate identity manual and contacted the Association for the Jász Market. For now, the initiative has died out, it seems that the efforts have finally failed. More is to be done by Jászberény Municipality and the local businesses to limit its use and make it a reliable mark of Jász origin and features.

3. The Csángó Festival

The festival is destined to be a real flagship project of Jászberény and the region. It has been the largest event in the town and the region for decades bringing presenters / folk dancers from different corners of the world. Despite its numerous virtues it is still an untapped potential compared to its possibilities due to infrastructural, organizational deficiencies. The main issue is the lack of professional marketing and some indispensable investments to improve the quality of services and the overall impression of the festival.

4. Contemporary art as a sectoral eco-system

Contemporary art, especially painting has already a pool of artists organized into an association. It has an annual art camp event (10 days), regular exhibitions even a permanent collection called Hamza is packed with modern / contemporary artefacts from the Jászság. The formation of an appropriate eco-system is still on the way. Without more effective marketing and combination of the art related small-scale events with larger e.g. festivals such as the just upgrading Zagyvart Festival modern art will remain another untapped potential for the town.

5. Start-up ambitions

The Jászság and Jászberény as its seat is a dynamically growing technological region in the country. Local economy is dominated by privileged large companies and strong innovative SMEs. Normally it should not be a factor limiting the growth of start-ups, however it is in the interest of the large companies to keep creative minds within their own fences. This protective policy of large businesses is coupled with the lack of facilitating infrastructure and services for start-ups provided by the city. To boost start-ups would require lots of compromise between the relevant actors of the city and not only in CCI.

6. the Cultural Consortium:

The Cultural Consortium was set up from the leaders and influencers in CCI (mainly culture and heritage) in Jászberény. Its status is still not clarified though it could be THE consultative forum of the cultural organizations, CCI businesses and program organises. Not using the competences of the members and their readiness for consultation and adjustments is an untapped potential for the leadership of the town.

7. Jászberény Campus

It is not a frequent phenomenon in Hungary that a town of Jászberény's size has higher educational institute that has not been shut down in the past decades. The facilities available in the building complex of the Campus used to serve the artistic education of future elementary school teachers. These facilities could well serve local CCI as scene of production (pottery, other artwork) and with the appropriate staff also as a training centre for traditional trades and crafts as well as fine arts.

The organization and the building is an untapped potential for the core profile of the local economy (featuring no technical tracks for students) but does not serve the local CCI either (underutilizing its facilitating assets).



8. Natural environment - Zagyva River (both the canal crossing the city and the natural course of the river)

The riverbank is already used extensively. The Urban Zagyva (the canal) has a promenade which is a meeting place for people, a nice environment and an open-air exhibition space. Margaret Island is also part of the natural system in the city giving space to festivals, informal gatherings of citizens. The natural environment linked to the water course(s) of Zagyva is a big potential.

9. Touristic packages

It is widely acknowledged that in Jászberény there are 3-4 potential thematic packages that could be offered to visitors (folk heritage with crafts, sports training package, ZOO programme and the discovery of natural environment). Translating the listed assets into a rich offer of touristic attractions in the context of a proper CCI eco-system completed with better tourism services is a largely missed potential of Jászberény.

Even though there are isolated initiatives like the www.visitjaszbereny.hu website, the Tourinform Agency and the evolving cultural and other touristic packages these are not linked into one viable operational model.

6.2. Best Practice for Untapped Potentials

Csángó and Zagyvart Festivals could be *combined* with most of the CCI products / events based on heritage. There have been attempts to combine Art Camp exhibition but that has not become a tradition. However, the activity of the Folk Artists' Association is regularly combined with the Csángó Fest where the crafts persons present their crafting activity involving visitors in the process at different spots of the town. New inter-sectoral combinations could also be integrated into the programme of the festivals.

6.3. Obstacles

We can talk about a wide range of obstacles in Jászberény that have been holding back the development of **individual creativity in general**, and **of the CCI in particular** in the town and the region in the past decades. Roughly the same obstacles are responsible for the fact that CCI has not developed as a sector while certain segments of CCI with entire eco-systems almost fully evolved.

1. Social and economic problems

The Jászság has been fostering the technological industries for decades. The city was not aiming at even establishing the elsewhere so common facilitating infrastructure (no industrial park, no incubator house owned and run by the local municipality) and organizational background. The “power of the large companies overshadow that of the city. The largest companies have been relying on low-skilled, trained workers, while educated people at their young age join smaller SMEs or simply leave the town.

2. Low awareness of CCI potentials

Creative activities, artistic movements, even industrial design have been fully detached (left out) from the main economic development track. There is low awareness of CCI potentials in the city. Culture and creative activities are not taken seriously and not considered as an economic sector, a potential source of livelihood. Even though - as indicated above - number of creative individuals make their good living based on it, silently building their own profile and market in the shadow of the “big whales”. Cultural organization produce relatively large turnover from ticket selling and other business activities too.

3. Problems with institutional structures:

Culture has largely got out of sight for the Municipality by giving all responsibilities over to the **Jászkerület Non-profit Ltd.** No targeted committee has been set up to deal with even related subjects such as marketing, tourism etc. thus CCI is not in the forefront of prioritised discussions. There are fundamental



planning documents available, but their execution is not coordinated on the city level (and they are narrower in scope).

While apparently the organizational framework is complete their activities and the operation model does not keep pace with the requirements of the day. The operation of the prime cultural organization looks ad hoc, while some of the CCI segments get special attention and conscious management by individual professionals within the staff of Jászkerület. A **Tourinform Agency** (operated by Jászkerület in franchise) is present in the city but pays less attention to selling local attractions and programmes to dealing with other destinations in the country. The agency employs only one person and no marketing expert works for the Agency.

4. Cooperation of CCI actors

We cannot talk about CCI clustering in lack of the awareness of CCI and its potentials in Jászberény. With no sense of belonging to the sector consistent networking is complicated.

Understanding the power of cooperation and co-working is still an issue to deal with. The city is packed with associations and foundations gathering the individuals from the same field of interest, but their interaction is scares. There are initiatives however (two associations) where the objective is bringing together individual artists and craftspeople and represent them professionally and business-wise.

5. Financing and lacking business-oriented (and sustainability) approach

The CCI actors especially civil non-profit organizations have been feeling comfortable with the support of the Municipality and never had to get used to the thought and the technique of more complicated application procedures and thorough implementation reporting. Risk taking or entrepreneurial approach is far from the normal course of operation for the over-subsidised organizations. The need for investments to improve the quality of city events or to set up complementary activities to generate income at the existing CCI businesses is evident. The existing successful CCI businesses having been operated with a business minded approach for years do not need to encounter such issues.

6. Proximity of Budapest / size of the town (limited purchasing power for some products):

Some CCI branches are affected by the relative proximity of Budapest (80 km). Despite the strong purchasing power e.g. fashion design cannot evolve in Jászberény Budapest overshadows any attempts to get and stay on the market. The same applies to performing art such as theatrical productions.

7. Individual competences:

The question of individual competences is an ambivalent issue. It was more the lack of interest on the part of the city management leaving the cultural responsibilities on the professionals in Jászkerület Ltd.. Hopefully it will change in the future.

There is one position missing in the Tow Hall, namely that of the professional city manager who could integrate all communication and organisation tasks involving the conscious sector development and facilitation of CCI.

The CCI sector **management competences** are definitely missing and to be developed. The professionals of Jászkerület are experts of their own fields and run their managed segments successfully but the overall management of the organization (no business plan, education program, etc.) is to be urgently dealt with.

Marketing looks a strikingly weak point in Jászberény - almost all interviewees named this field as the least professionally pursued activity (on organizational, program and city level).

The entrepreneurial competences are missing from the institutional context, while quite some of the individuals making their living out of CCI activities (trades and crafts and other creative industries) are coping well on their own business level.



6.4. Bad Practice

The culinary experience in the town cannot be labelled as memorable. The most recent experiments of high-quality culinary services both failed for different reasons. A creative and exceptional show-case bakery, which attracted hundreds of people daily cueing for the products and the experience of being there in the shop. Besides showcasing the production procedure, they also created an extraordinary setting for the shop. For rental problems they fled from the town. Similarly, an exclusive shop called “Sonka-land”³⁶ selling fine Italian products (after 8 months of operation transformed its product profile). The demand was not properly measured.

³⁶ Ham land



7. Conclusions: Gaps and chances

As a conclusion we can say that the **biggest untapped potential** for a cultural led social and economic development is the traditional trades and crafts, the heritage based activities such as performing art (folk dance) and the contemporary art all having a firm professional and organizational foundation in Jászberény and the Jászság. These CCI segments already have their own evolving eco-systems one more advanced than the other but already on the way.

Translating these all and other CCI potentials into tourism attractions and services is an ultimate untapped potential, which can be done via more conscious, inclusive and vision-oriented management approach.

This means that the city can do a lot to tap this potential.

- raising awareness among the decision makers on the potentials of CCI (Stimulart can do a lot in this regard) in a city with immense capacity regarding traditional industries;
- improving visibility of CCI products and the CCI eco-system (cluster)
- outsourced responsibilities are to be pursued on a more consultative basis with the municipality - focusing on the adjustments with other economic and public service policies and initiatives (economy, public services such as education, higher education)
- professionally relying on the Cultural Consortium as a consultative forum, including classic CCI actors (businesses) in the Consortium to extend its scope and enable it to cover the entire CCI sector
- involving the target groups, **assessing** and continuously re-evaluating **the demand for cultural and creative products, defining market niches**
- urging cooperation by setting up forums and meeting opportunities for the CCI actors, bringing up topics to be discussed and drafting / proposing plans to co-act (strategy making and action planning in Stimulart will definitely assist the process)
- slowly replacing direct financial support (with no reporting obligations) with systematic training of the CCI organizations to absorb available national and international (direct EU - e.g. Creative Europe) financial resources
- taking care of the facilitation of start-ups by providing rentals and helping through the initial stage of business operation
- strengthening the link of the evolving CCI cluster with the large enterprises especially in industrial design and R&D&I departments

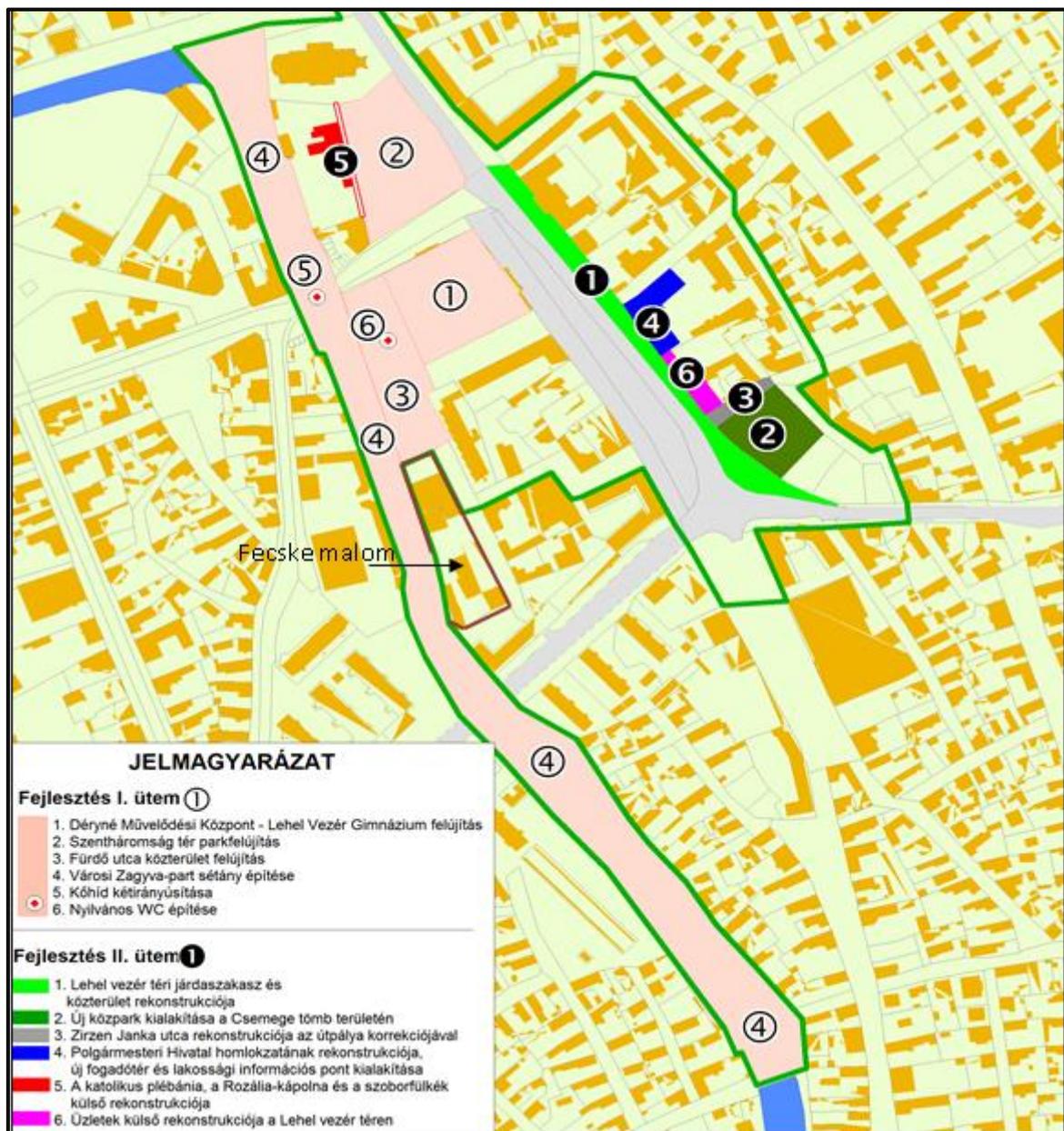
The city will probably have to remove certain obstacles to become successful

- indifference and low awareness of CCI potentials
- resistance to change by the professionals involved in the classic publicly financed systems
- resistance to transparent and dynamic 21st century management schemes
- conflicting community and individual interests, when it comes to business activities, cooperation and using synergies
- the Municipality seem to face diminishing overall local tax income and state support



8. Appendix

8.1. The spatial elements of the Inner city rehabilitation of Jászberény



9. Figure: The rehabilitation of the Inner city of Jászberény since 2009



8.2. Interviewees

	Name	Position, organisation	Date of interview
1	Beáta Gál-Dobos Ms.	community organizer leader of the Jászság Folk Artists' Association	continuous consultation
2	Péter Kovács Mr.	director, Library and Information Centre	continuous consultation
3	Gábor Hajnal Nagy	vice mayor until autumn 2019	continuous consultation
4	István Szikra Mr.	entrepreneur, curator director of Szikra Gallery	05 06 2019
5	István Antics Mr.	director, Lehel vezér Secondary Grammar School	28 11 2019
6	Bernadett Varró Dr.Ms.	chief director, Jászberény Campus	04 12 2019
7	Zoltán Góg Mr.	community and event organizer, Jászkerület Nonprofit Ltd. leader in the Vision Creators' Association	04 12 2019
8	Csaba Perlaki Mr.	manager and owner of the Perlakireklam Ltd.	04 12 2019
9	Jakusné Ildikó Farkas Ms.	potter, running her own business	04 12 2019
10	Éva Király Ms.	former speaker in Trio Radio	09 12 2019
11	Edit Bathó Dr. Ms.	director, director of Jász Museum	09 12 2019
12	Gábor Szűcs Mr.	director, Jászság Folk Dance Company	09 12 2019
13	István Rédei Dr. Mr.	leader of the Manager Club	09 12 2019
14	Judit Sinka Ms.	former Gallery owner, freelancer	10 12 2019
15	Balázs Sisa Mr.	artist, running his family business	20 12 2019
16	Lóránt Budai Mr. and József Gedei Dr. Mr. Béla Baranyi Mr.	mayor, vice mayors of Jászberény (elected December 2019)	07 01 2020