Interreg

Danube Transnational Programme

RESTART_4Danube

EUROPEAN UNION

RESTART_4Danube

LOCAL ACTION PLAN

Deliverable DT.2.1.4

LAP4 – Refurbishing heritage & historical buildings (VMÖH)

Vas County Government Office &

Pannon Business Network Association

VAS COUNTY

December 2021

REGIONÁLIS HUMÁN INNOVÁCIÓ

PBN advanced management

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1 PART I

1.1 General information

Project:	RESTART_4DANUBE | Boosting cREative induSTries in urbAn Regeneration for a stronger Danube region
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2 PART II

Background and Policy Context

2.1 Background

2.1.1 Regional role of Vas County

Vas County is the middle **county of the West Transdanubia region**, that stretches along the Austrian–Hungarian border. In terms of population, with its 253.494 inhabitants, it is the third smallest county in Hungary.[1] It consists of the following seven districts:

Administrative unit	Population in 2017	Population in 2021	Change [%]
District of Celldömölk	23 891	23 513	-1,58
District of Körmend	25 991	25 583	-1,57
District of Kőszeg	25 581	25 942	1,41
District of Sárvár	38 534	38 907	0,97
District of Szentgotthárd	15 009	15 028	0,13
District of Szombathely	110 725	111 434	0,64
District of Vasvár	13 378	13 087	-2,18
Vas County	*253 109*	*253 494*	*0,15*
West Transdanubia	*983 251*	*996 876*	*1,39*
Hungary	*9 797 561*	*9 730 772*	*-0,68*

Table 1: Population change in the districts of Vas County between 2017 and 2021
(source: data provided by the [KSH Hungarian Central Statistical Office](#))

If we observe *Table 1*, we see that **its population has stagnated between 2017 and 2021**, however, if we dig deeper, an interesting structural difference can be observed behind the more favourable situation compared to the national average. According to the data accessible in the [*TeIR National Regional Development and Spatial Planning Information System*](#), in 2019 **the net reproductive rate**[2] **was -1.74** which is relatively advantageous in a national context, namely **the fourth highest value among the counties.** At the same time, the positive change at county

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[1] According to data provided by the on data provided by the KSH Hungarian Central Statistical Office
https://www.ksh.hu/stadat_files/nep/hu/nep0034.html

[2] Number of births - number of deaths / population of 1 000

level is due to the **positive migration balance of 3.56**,[3] which is also the fourth highest for 2019. According to the *Territorial Database of the KSH Hungarian Central Statistical Office*, the same tendency applies in the last ten years. It is worth mentioning that **the share of foreigners among people moving to the county has been continuously increasing in the last few years**: while this number was 3.19 in 2016, the share increased to 7.73% by 2019.

With its 78 600 inhabitants, the administrative centre of Vas County, **Szombathely has a central role in terms of economy, commerce, logistic, administration, culture and education**, which is reflected by the fact that its day-time population is 20% higher. The population of the city and the adjacent areas exceeds 145.000 according to the OECD survey, thus it is **the 11th biggest urban region in Hungary**. The regional role of the County and the city is determined by several factors; if we look at the map below *(Figure 1)*, we can see that on a macro-regional level **it lies in a blind spot bounded by three TEN-T corridors**:

- The Orient/East-Med Corridor is situated about 100 kilometres away, going through Győr-Moson-Sopron County, linking large parts of Central Europe with ports of the North, Baltic, Black and Mediterranean Seas.
- The Mediterranean Corridor, the main east-west axis in the TEN-T Network south of the Alps, runs along the southern borders of Zala County, which is also about 100 kilometres away from Szombathely.
- At the other side of the border, the Baltic–Adriatic Corridor links relevant ports of the two seas and primary hinterland cities including Vienna, Graz, Klagenfurt, Villach, and Udine.

Although this situation could be regarded as disadvantageous, it also **serves as a link between the main transport corridors of the region**, therefore the development of transversal transport connections plays a key role in the future of the area (M86/E65 & M87 motorways/expressways).

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[3] Annual net migration per 1 000 inhabitants
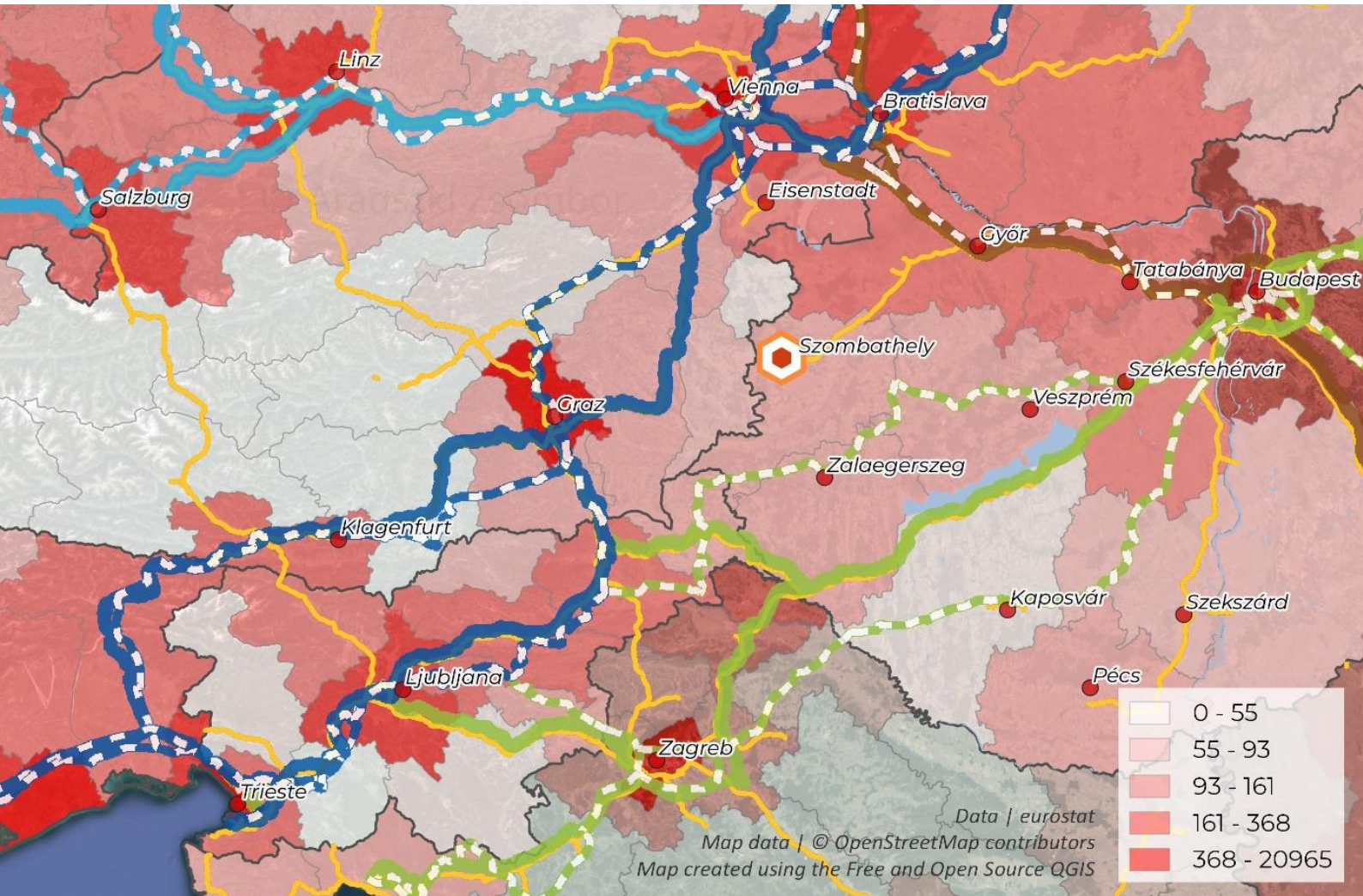
Figure 1: TEN-T corridors & population density in the surrounding macro-region [inhabitants / km²] (source: own editing based on eurostat data)

The other main factor that affects the social and economic life of the region is the **proximity of Austria**: the significantly higher income opportunities generate a **strong labour drain** *(Figure 2)*, leading to labour force shortage in several sectors such as restaurant and construction industry. At the same time, this process contributes to an increase in the purchasing power of people living in the border area.
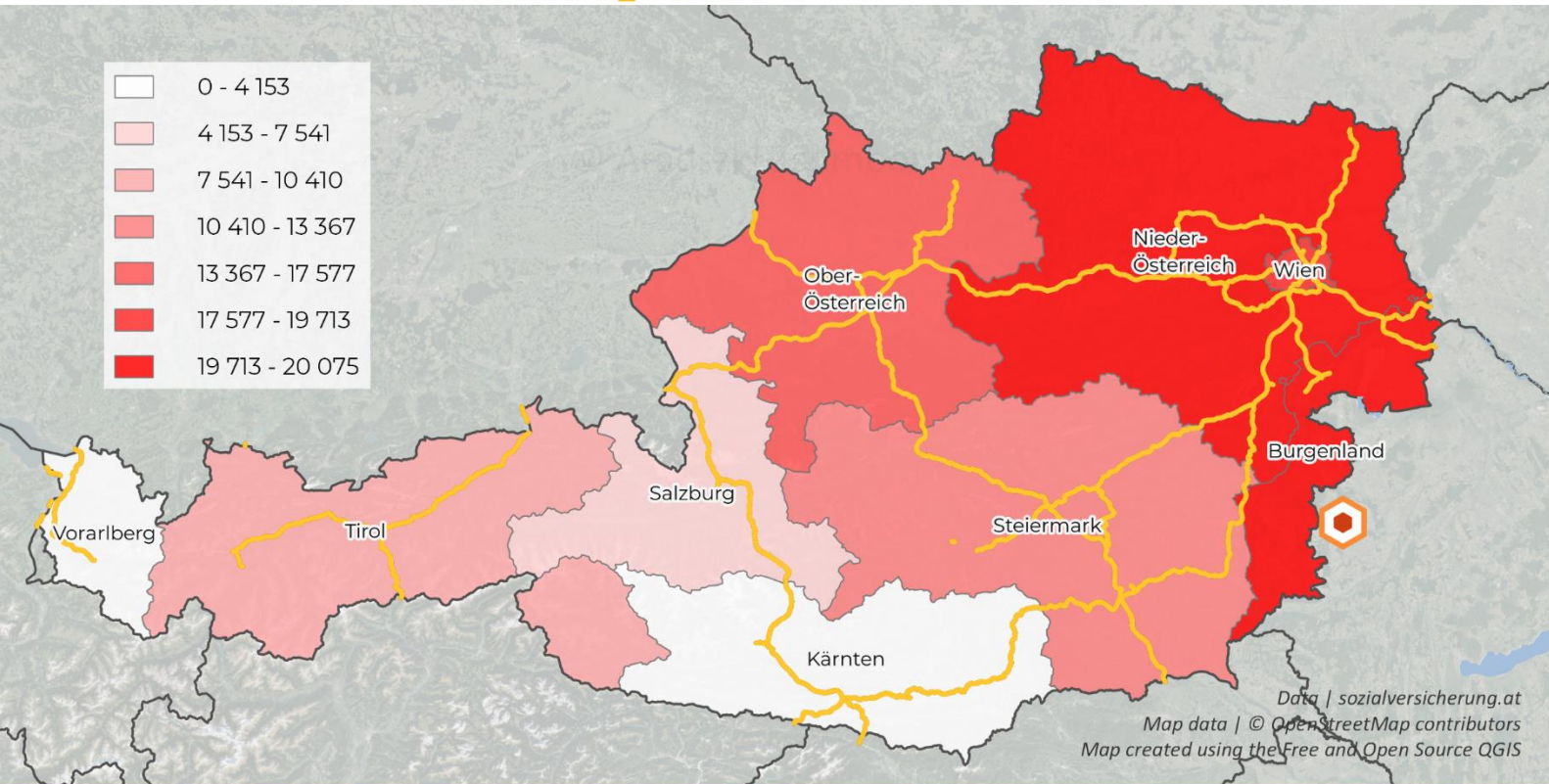
Figure 2: Number of Hungarian employees in Austria (source: own editing based on data provided by the Österreichische Sozialversicherung | socialversicherung.at; map is based on 2021/08 data)
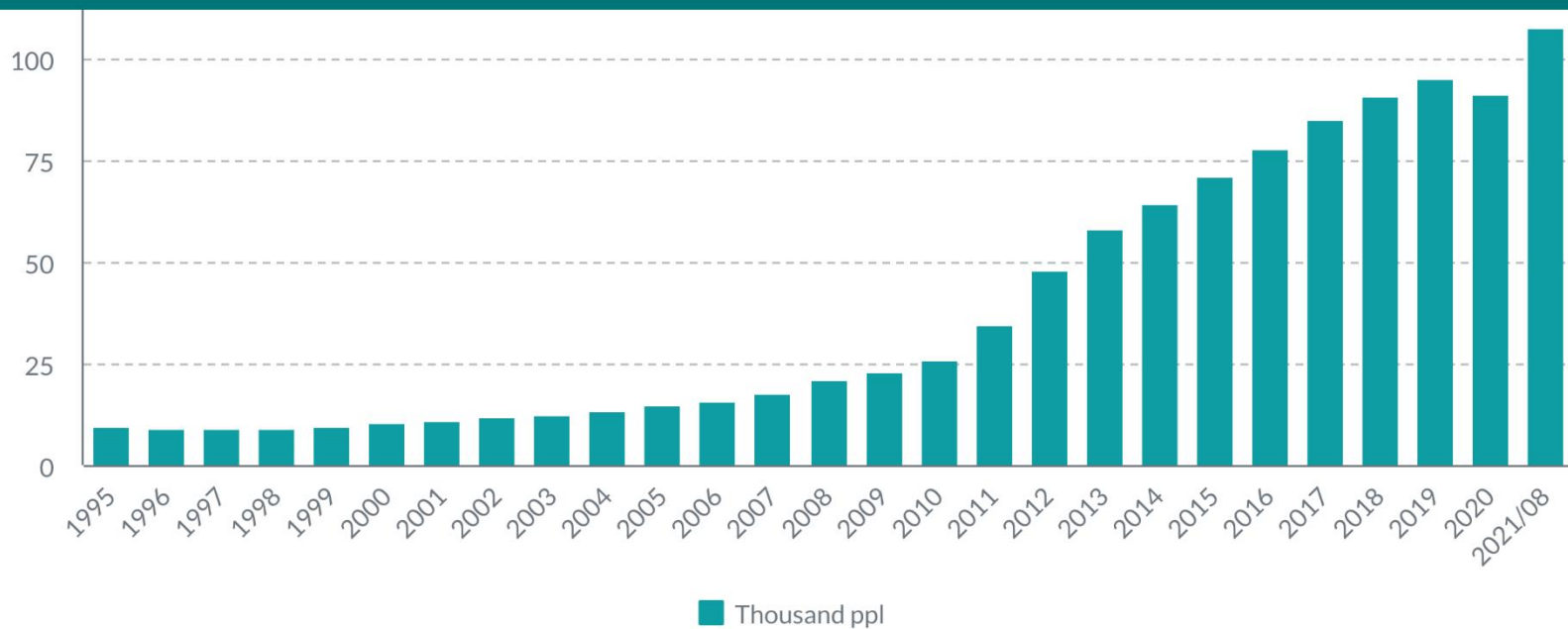
2.1.2 Creative potential in the region & embeddedness of the actions

If we would like to **assess the creative potential of Vas County and the city of Szombathely**, we have to define what cultural and creative industry is (CCI). As the definition and harmonisation of statistics on the cultural and creative sectors is an on-going process, to evaluate the national level progress related to the topic, we used the indicators defined by the *"Creative City, Sustainable Region" KRAFT-based Territorial Analysis of the Kőszeg–Szombathely Urban Area*:

- Number of registered enterprises in human health & social care,
- Number of registered enterprises in information & communication,
- Number of registered enterprises in arts, entertainment & leisure,
- Number of registered enterprises in education,
- Number of registered enterprises in professional, scientific & technical activities.

If we look at the map in *Figure 3* (next full page), three main characteristics can be identified regarding the presence of creative enterprises on a county level:

1. There is a focus in Central Hungary and in the neighbouring western counties.
2. This focus is extended to the counties of the Budapest–Vienna axis.
3. Counties of cities with major universities have generally higher proportion of creative and cultural businesses.

Vas County is situated on the edge of the Budapest–Vianna economic axis, the share of CCI is 18.9% which is around the national average. In Szombathely this number is 30% with that it kept its place in **the middle of the ranking of cities with county rights**. Between 2009 and 2019 the share increased by 3.66% which is almost identical to the average increase measured for cities with county rights (3.68%).

On the city level, partly **this potential serves as a base for the** *Szombathely 2030 economic and urban development programme*, **which envisages the future of the city built upon "education, research and development, industrial restructuring and complex rehabilitation".** In accordance with the aforementioned document, the *Socio-Economic Programme of the City of Szombathely* **also emphasizes the importance of supporting the establishment of undertakings in creative industries** including health and pharmaceutical industry, besides the further development of the current industry leader automotive sector to ensure more legs to stand on in terms of the economy of the city.
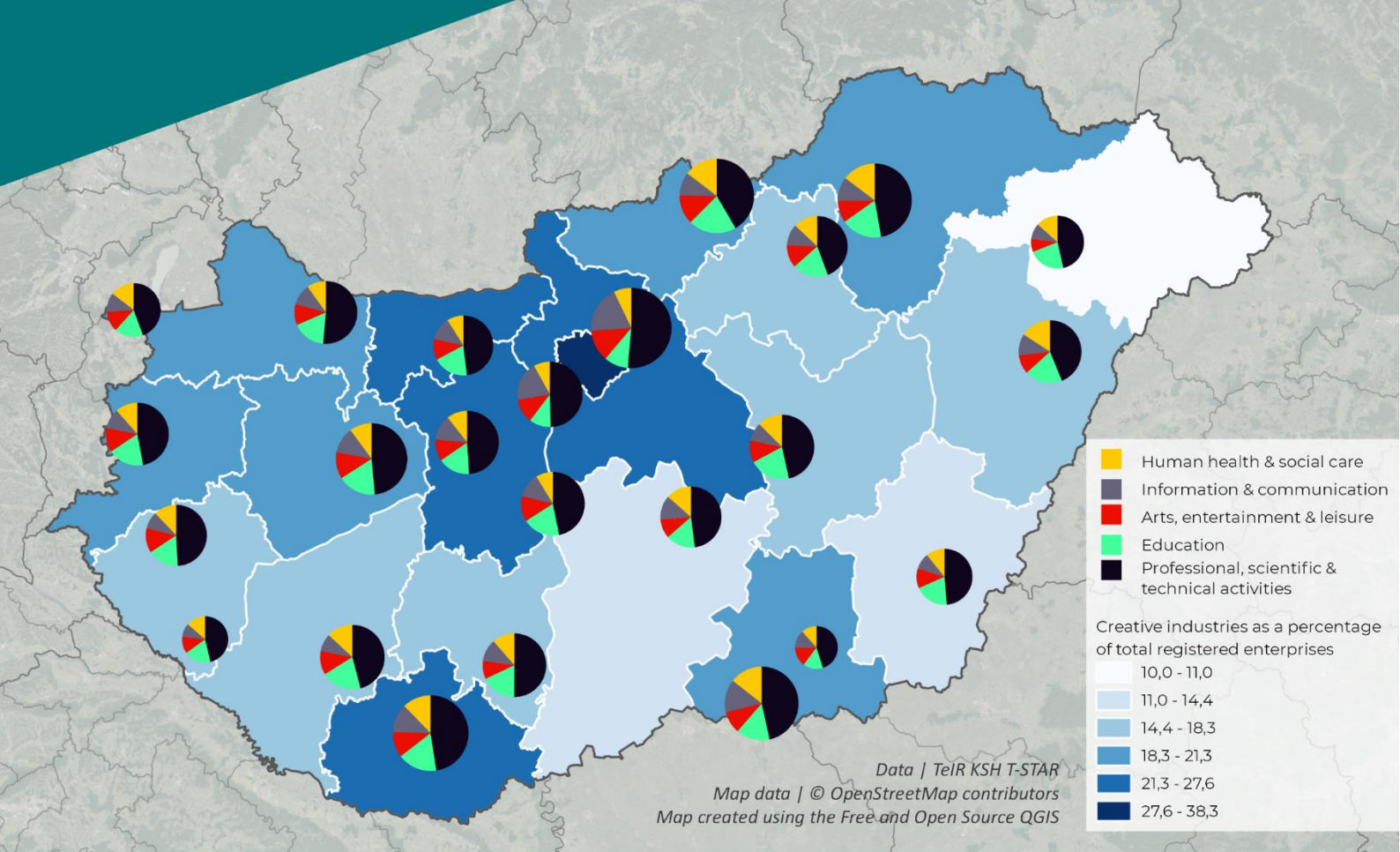
If we look at the broader strategic context, county-level spatial planning directions **are also geared towards supporting the CCI sector**. *The Regional Development Concept of Vas County* identified the following topics, amongst others, as potential development priorities:

- Deepening the level of digitalisation, increasing R&D&I performance, with a focus on applied research.
- Encouraging the start-up and growth of new businesses to increase employment and local economy ... encouraging investments in product and technology development, as well as in capacity-building.

As a response to the systematic challenges identified in the Concept, **the Regional Development Programme of Vas County integrated the following CCI-relevant measures into Priority I – Economic Development:**
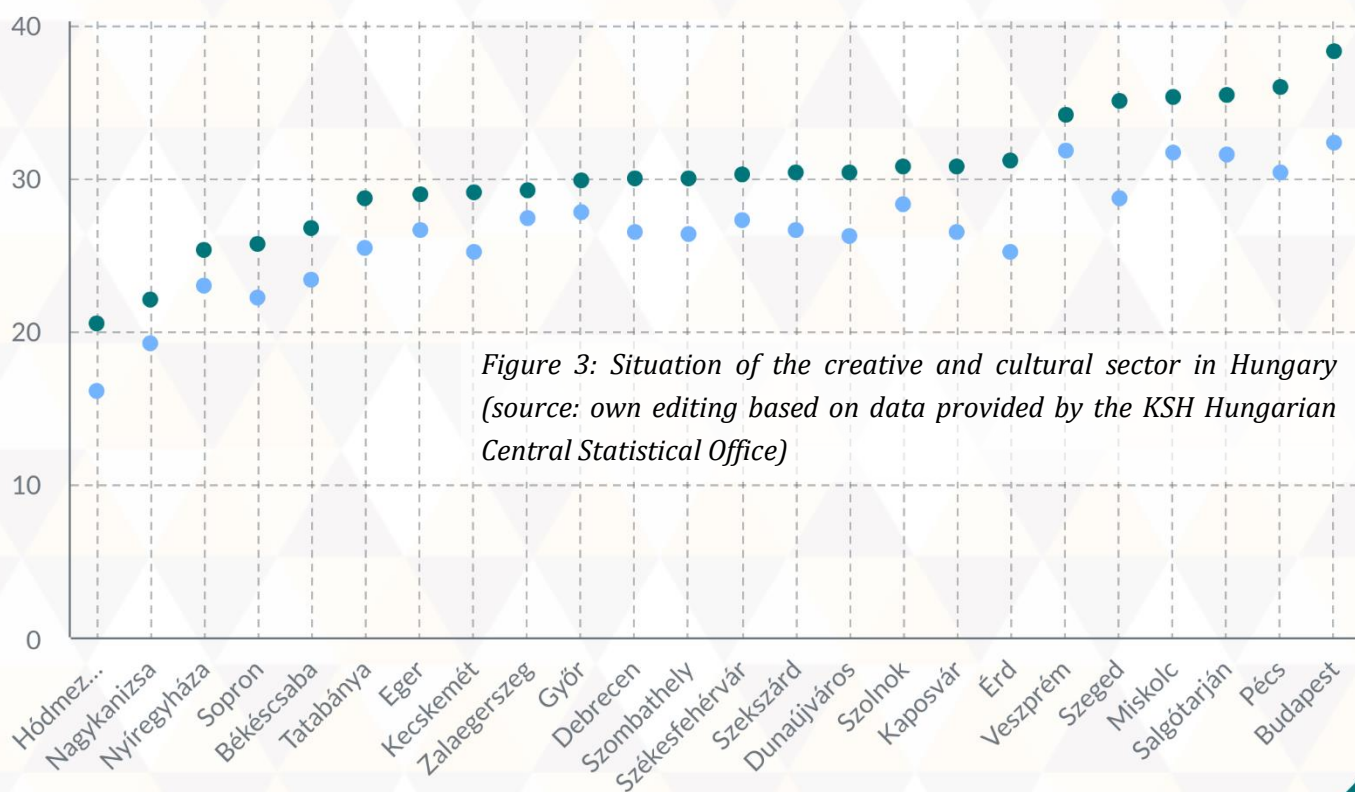
1.1 Promoting investment in the SME sector,

1.2 Increasing the level of digitalisation,

1.3 Developing research centres,

1.4 Further development of the production, processing and marketing of local agricultural and food products.

As it was pointed out in the *Danubian Baseline Study (D.T1.1.1)* elaborated in the framework of the RESTART_4Danube project, although start-up community as such does not exist in the cities of West Hungary, handmade and homemade products are fairly widespread – a lot of self-employed people start activities in this field. Digitalization, smart products, 3D films and AR/VR technologies are very popular new professions. Informatics, digitalization started to spread among students and entrepreneurs, and these areas provide added value to CCIs. Together with the fact that younger people are willing to take part in the implementation of creative and cultural innovations, this is the point where the Local Action Plan intends to intervene and support the future generation of the creative industry in a way that not only their skills will be improved but also their understanding of our cultural heritage.

Human health & social care
Information & communication
Arts, entertainment & leisure
Education
Professional, scientific & technical activities

Creative industries as a percentage of total registered enterprises
10,0 - 11,0
11,0 - 14,4
14,4 - 18,3
18,3 - 21,3
21,3 - 27,6
27,6 - 38,3

Data | TeIR KSH T-STAR
Map data | © OpenStreetMap contributors
Map created using the Free and Open Source QGIS

Creative & Cultural Industries in Hungary

2019

Figure 3: Situation of the creative and cultural sector in Hungary (source: own editing based on data provided by the KSH Hungarian Central Statistical Office)

Hódmez... Nagykanizsa Nyíregyháza Sopron Békéscsaba Tatabánya Eger Kecskemét Zalaegerszeg Győr Debrecen Szombathely Székesfehérvár Szekszárd Dunaújváros Szolnok Kaposvár Érd Veszprém Szeged Miskolc Salgótarján Pécs Budapest

● Creative industries as a percentage of total registered enterprises 2009
● Creative industries as a percentage of total registered enterprises 2019

Besides the fact that people working in creative fields are often self-taught, Vas County has a strong institutional educational background, mainly concentrated in Szombathely, including but not limited to the following institutions:

- Szombathely Secondary School of Arts and Technology (SAT)
- Schools under the control of the Vas County Centre for Vocational Education and Training
- ELTE Savaria University Centre
  - Faculty of Informatics: Savaria Institute of Technology (SIT)
  - Faculty of Informatics: Computer Programming
  - Berzsenyi Dániel Teacher Training Centre: Department of Visual Arts
- iASK - Institute of Advanced Studies, Kőszeg

As we can see, **human resources in CCI-related sectors in the county are concentrated in Szombathely, providing a good basis for strengthening the innovation capacities of local and regional SMEs**. At the same time, there are several factors that hinder the full potential of the region. Although the topic of digitalization has become increasingly prominent over the last few years in Hungary,[4] **the general level of digitalization is still low among the CCI actors, as well as they often lack skills and resources needed for a higher level of digitalization.** Partly, this problem was brought to light by the situation caused by restrictions brought by the COVID-19 pandemic. **These regulations have already adversely affected the CCI sector in themselves, as these activities often require personal presence and interactions to be able to release the creative powers**

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[4] According to the Google Trends search volume index

2.2 SWOT Analysis

This chapter summarises the main findings of the background analysis in the form of a SWOT analysis.

Strengths	Weaknesses
• Strong institutional educational background • Concentration of CCI-related human resources • Willingness to take part in the creative and cultural innovation	• Low level of digitalization in the CCI sector • Lack of digitalization skills among CCI actors • No real start-up community in the region • Low visibility of the representatives of the local CCI sector • Lack of involvement of local artists in the development of the cultural and built heritage • Lack of self-promotion skills among CCI actors
Opportunities	**Threats**
• Good connection to the main transport corridors in the macro-region • Proximity of the Budapest–Vianna economic axis • Relatively stable demographic background • High creative potential in the area • The strategy/vision of Vas County and Szombathely is geared towards supporting the CCI sector • Increasing interest in digitalization and innovative technologies	• The city lies in a blind spot in terms of the main transport corridors in the macro-region • Strong labour drain towards Austria • Negative effects of the restrictions brought by the COVID-19 pandemic • Low interest of young generation in cultural programs, events

2.3 Policy context

Policy instruments addressed

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1. National Smart Specialisation Strategy of Hungary (2021–2027)
2. Research, Development and Innovation Strategy of Hungary (2021-2030)

Impact and contribution of the action plan towards the improvement of policy instruments

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Although the Hungarian project partners have not targeted specific policy instruments directly, it is worth to examine **the embeddedness of the actions in a sectoral policy context**.

The ***Smart Specialisation Strategies*** aim to contribute to the policy objective of the Cohesion Policy (CP) *"a Smarter Europe through innovation, digitalisation, economic transformation and support to SMEs "* in the 2021–2027 programming period. As it was emphasized in the executive summary of the *[National Smart Specialisation Strategy of Hungary - 2021–2027](...)*, in order to effectively support the strategic objectives in the field of RDI and economic development in the long term and provide a basis for the efficient use of CP resources, measures have to **focus on strengthening research and innovation capacities, digitalisation, SME growth and developing the skills needed for S3**.

Out of the eight priorities identified by the Strategy, three are **directly supported by the implementation of the Action Plan by building capacity of the CCI-related human resources**:

- Cutting-edge technologies,
- Digitalisation of the economy,
- Creative industries.

As it was pointed out in the *[Research, Development and Innovation Strategy of Hungary (2021-2030)](...)*, together with the Ministry of Finance and the Hungarian National Bank, the Ministry of Innovation and Technology has identified six areas of key importance for Hungary's competitiveness: taxation, employment, the public sector, healthcare, education and the business environment, and inextricably linked to the above areas, **research, development and innovation (RDI) policy**. As almost all the priorities identified are linked to the objective of the Action Plan, **its contribution can be interpreted in horizontal terms**, namely in relation to the following horizontal priority:

- Encouragement of openness to innovation, creative thinking and value creation.

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3 PART III

ACTION PLAN

3.1 Local Action Plan

Action	Time Frame
1. Development of mobile application in cooperation with the CCI actors	01/2022 – 09/2022
2. Promotion and introduction of a cultural heritage with creative tools	07/2022 – 09/2022

3.1.1 Action I: Development of mobile application in cooperation with the CCI actors

3.1.1.1 Background

The aim of the action is to **develop a mobile application** which focuses on how a heritage site can be rethought in Vas County. The innovative approach lies in the method how the application will be developed: through a workshop series organized for the *Szombathely Secondary School of Arts and Technology*, **students will be able to improve their knowledge** in 3D-modelling and AR/VR technologies, while **their creativity will contribute to the revitalisation of a heritage site**.

As it was identified in the background analysis in Part II, several factors hinder the utilization of the creative potential of the region. On the one hand, **potential employees in the CCI are lack of knowledge in cutting-edge technologies, on the other hand, creative SMEs are suffering from skills and labour shortages** due to a growing mismatch with the labour market needs – these two factors create a negative feedback loop, contributing to the **low level of digitalization in the CCI sector. The action intends to provide a pilot method and demonstrate a way to eliminate such bottlenecks.**

The methodology consists of the following main steps:

1. As a first step, *PBN* (particularly its digital innovation hub, called the ***am-LAB***) as the organization in possession of the knowledge in **relevant cutting-edge technologies** such as 3D modelling, AR/VR (augmented & virtual reality) and NFC (near-field communication) **will hold demonstration and training workshops for students** of the *Szombathely Secondary School of Arts and Technology,* thereby improving the capacities and skills of potential employees in the CCI.
2. **Launching a design competition for students** on how a heritage site can be revitalized using modern technologies including AR – e.g. creative presentation of old professions, techniques.
3. **Discussion and consultation on the project and design ideas submitted,** involving the *Savaria Museum* as the organization responsible for providing location for the development, the *PBN/am-LAB* as the developer of the application, as well as teachers of the school.
4. **Further work with the most promising applicants** in terms of design and feasibility of the idea – elaboration of final design plans.
5. **Announcement of results** of the competition.

6. **Further development of the mobile application in cooperation of the winner of the design competition.**
7. **Installation and application of the final product** at the heritage site.

After examining several opportunities, the potential location has been already identified during the action planning process: both its unique atmosphere and its rich history make the **Vas Museum Village in Szombathely the ideal place as the main focus of the contest and the application development**. A short introduction to the location is provided in *Annex I.*

The backbone of the action derives from the joint work with the members of the local stakeholder group. The initial general idea was beginning to take shape by the time of the **D.T1.2.1 Policivil Workshop** organized on 13th of April 2021. As part of the preparation, the main directions of the action have been covered by the workshop, among others, presentations were held on the following topics:

- Augmented Reality (AR) applications,
- Introduction of the cultural industry in the region and 3D walks in Savaria Museum,
- Presentation of the URBACT project: introduction of the URBACT methodology used for local action planning.

The action also has motivating impulses from outside the project. The ***Interreg Europe ThreeT project*** implemented with the participation of the Vas County Government Office examined a good practice called the *'Industrial heritage management: the thematic route of the TeH$_2$O Water, Industry and Crafts Trail'*, as part of which old industrial buildings have been revitalized, including the demonstration of traditional professions by using modern technologies in a creative way.

In conclusion, the motivation for the action is threefold: on the one hand, the **economic need**, statistically verifiable and outlined by the regional actors, on the other hand, the **social need**, which is also expressed by the artistic sector in the region, and thirdly, the **good practices previously identified** facilitate the implementation of the action.

3.1.1.2 Stakeholders

Name of Organization	Allocated Tasks
Vas County Government Office (VMÖH)	• Coordination of the educational workshop programme. • Coordination of the stakeholders responsible for the implementation of the action.

Pannon Business Network Association (PBN) / am-LAB	• Providing technology knowledge and skills including:
	  ▪ practical educational workshop programme for students,
	  ▪ evaluation of the ideas submitted by the participants,
	  ▪ development and maintenance of the application.

Szombathely Secondary School of Arts and Technology (SAT)	• Promotion of the educational workshop programme. • Facilitating students to take part in the programme. • Evaluation of the ideas submitted by the participants.
Savaria Museum (Vas County Museums Authority)	• Providing cultural and architectural knowledge on the targeted site / building / heritage element. • Providing a location to install the application. • Cooperation with PBN, particularly during the installation and application of the final product.

3.1.1.3 Value Proposition Canvas
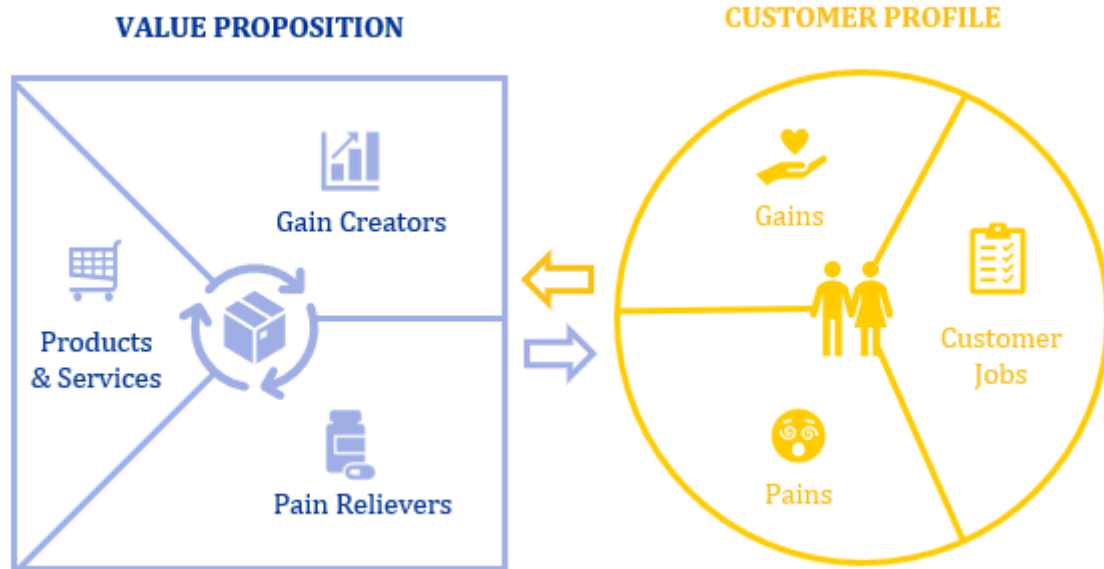
CUSTOMER PROFILE	
Gains	• Higher skilled potential work force in the CCI. • Better digitalization environment for the SMEs.
Pains	• Lack of knowledge in cutting-edge technologies (including AR/VR, NFC). • Skills and labour shortages in creative SMEs. • Low level of digitalization in the CCI sector.
Customer Jobs	• Graphic design, animation • Video editing • Creative writing • Programming / Software development ⎤ To succeed in the creative sector / Well-functioning SMEs

VALUE PROPOSITION	
Gain Creators	• Potential employees will be equipped with the latest skills and technologies that meet the market needs.
Pain Relievers	• Access to knowledge in cutting-edge technologies (including AR/VR, NFC). • Professional support from experts in the creative sector. • Students can experience the use of knowledge in a real-life situation.
Products & Services	• Workshop series with design competition for students in creative fields. • Application (with demonstration purposes).

3.1.1.4 Objectives

The main aim of the action is to **equip young people with key skills, competences and values** in order to succeed in the labour market and entrepreneurial world.

On the other hand, it aims at **supporting local SMEs in the CCI** by improving potential employees' skills and competences, thus contributing to their more effective digitalization, as well as increasing their competitiveness.

3.1.1.5 Activities

1. Beginning of the development of the mobile application by the *PBN/am-LAB*
2. Demonstration workshops by *PBN/am-LAB* for students of the *Szombathely Secondary School of Arts and Technology*.
   - 1 workshop at the school: introduction to cutting-edge technologies.
   - 1 workshop at the *am-LAB* digital innovation hub: real life application of modern technologies.
3. Launching a design competition for students (Phase 1): how to revitalize a heritage site using modern technologies including AR – e.g: content, visual plan, graphic design.
   - 1 open call to students of the Art School.
   - 1 additional visit to the location of the development: 'getting inspired'.

4. Discussion and consultation on the project and design ideas submitted:
   - 1 internal evaluation meeting.
   - 1 mid-term announcement of results with short evaluation provided to the applicants.
5. Design competition – Phase 2: Further work with the most promising applicants in terms of design and feasibility of the idea – elaboration of final design plans.
   - Providing continuous consultation by the *PBN/am-LAB* and teachers at the Art School.
   - Final design plans submitted.
6. Announcement of results of the competition.
   - Announcement letters with short evaluation and justification.
7. Further development of the mobile application by the *PBN/am-LAB* in cooperation with the winner of the design competition.
   - Preparation of the application development:
     - Preparation and translation of a GDPR-compliant privacy notice required for the application,
     - Procurement of technical equipment (if possible).
   - 1 application developed.
   - Continuous consultation by the *PBN/am-LAB,* involvement of the winner during the development of the application.
8. Installation and application of the final product at the heritage site.

3.1.1.6 Timeframe

Activity	01/2022	02/2022	03/2022	04/2022	05/2022	06/2022	07/2022	08/2022	09/2022	10/2022	11/2022	12/2022
1. Demonstration workshops: ▪ 1 workshop at the school ▪ 1 workshop at the *am-LAB* digital innovation hub	■											
2. Design competition – Phase 1: ▪ 1 open call to students ▪ 1 location visit		■	■									
3. Discussion and consultation on the project and design ideas submitted: ▪ 1 internal evaluation meeting. ▪ 1 mid-term announcement of results				■								
4. Design competition – Phase 2: ▪ Providing continuous consultation. ▪ Final design plans submitted.				■	■							
5. Announcement of results of the competition: ▪ Announcement letters.					■							
6. Whole development process of the mobile application: ▪ Preparation of the application development[5] ▪ Procurement of technical equipment (if possible). ▪ 1 application developed. ▪ Continuous consultation by the *PBN/am-LAB*	■	■	■	■	■	■	■	■	■			
7. Installation and application of the final product.								■				

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[5] The GDPR-compliant privacy notice required for the application has been already elaborated and translated in 2021

3.1.1.7 Cost estimation and funding sources

Implementation of the action will be financed through the RESTART_4Danube project, from **budget originally allocated on internal staff costs line for this activity**, however, some activities require external support (also outside of the RESTART_4Danube project) – these two cost groups are shown separately in the table:

Activity	Staff	External
1. Demonstration workshops		
▪ 1 workshop at the school	€ 150	
▪ 1 workshop at the *am-LAB*	€ 150	
2. Design competition – Phase 1		
▪ 1 open call to students	€ 250	
▪ 1 location visit		€ 200
3. Discussion and consultation on the project ideas		
▪ 1 internal evaluation meeting.	€ 100	
▪ 1 mid-term announcement of results	€ 50	
4. Design competition – Phase 2		
▪ Providing continuous consultation.	€ 200	
▪ Final design plans submitted.	N/A	
5. Announcement of results of the competition		
▪ Announcement letters.	€ 50	
6. Development of the mobile application		
▪ Preparation (including GDPR notice)		€ 200
▪ Procurement of technical equipment (if needed).		
▪ 1 application developed.	€ 15 300	
▪ Continuous consultation by the *PBN/am-LAB*	€ 500	
7. Installation and application of the final product	€ 700	
Total broken down by staff and external lines	*€ 17 450*	*€ 400*
Total		**€ 17.850**

3.1.2 Action II: Promotion and introduction of a cultural heritage with creative tools

3.1.2.1 Background

The action focuses on making the results of Action I visible by **organizing a promotional day at the location of the implementation of the application**, thus contributing to the sustainability and replicability of the methodology used. The action also includes a **permanent exhibition** showcasing the potential of using modern technologies in the preservation and valorization of our cultural heritage.

From the perspective of local creators and CCI actors, several pull-back factors have been identified during the background analysis and the joint work carried out in the frame of the RESTART_4Danube project. In general, **the low visibility of the representatives of the local CCI sector** can be attributed to a number of reasons**: local artists are rarely involved in any type of development**, including the revitalization of our cultural and built heritage. Another factor is their **lack of skills in self-promotion**, or sometimes it is just their personality and attitude that prevents them from promoting themselves. These **challenges have been further exacerbated by the restrictions brought by the COVID-19 pandemic,** as personal presence and interaction play a key role in the creative sector. Not entirely separable from this, but another kind of problem is the sector may face is the **low interest of young generation in cultural programs, events**. With this action, **we intend to present and give visibility the creativity and inspiring talent of the young local artists**, who will potentially become key members of the CCI community, thus its potential employees in the future.

The action also has an additional aim of introducing and promoting the **methodology used**, as it **can be easily replicated in any other regions, supporting both the local creators and the SMEs in the field of CCI.**
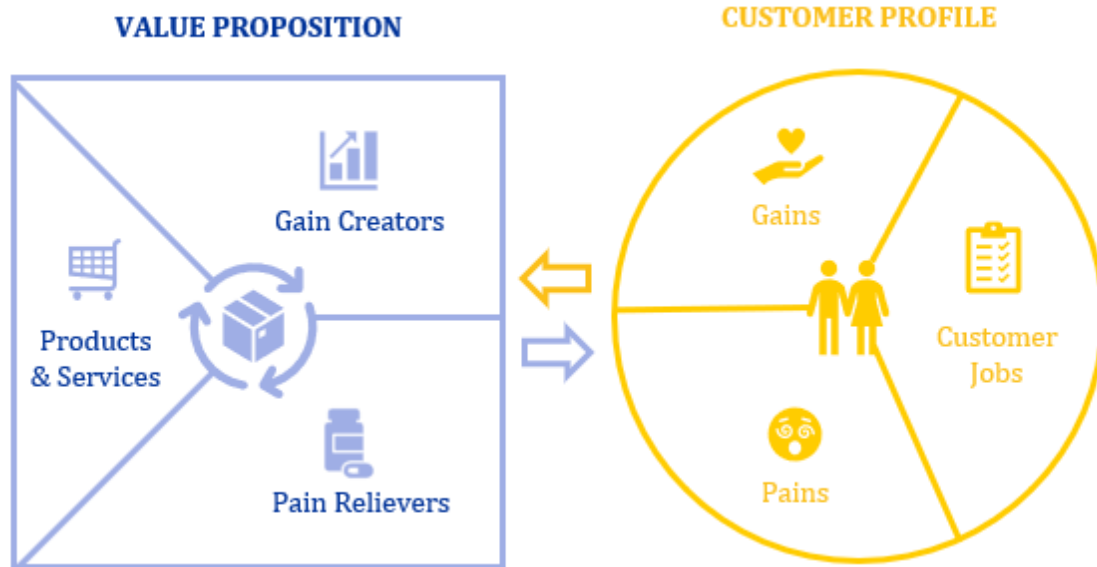
The action consists of two main components:

1. **Organization of a promotional event**, possibly linked to a major event at the location.
2. **Permanent exhibition**, presenting the methodology used for the development of the application, including the most outstanding designs created by the students of the *Szombathely Secondary School of Arts and Technology.*

The idea of the action was born together with Action I, still, it is more than just a simple accompanying activity. Its complexity and added value in terms of long-term aims required a separate action to develop.

3.1.2.2 Stakeholders

Name of Organization	Allocated Tasks
Vas County Government Office (VMÖH)	• Coordination of the stakeholders responsible for the implementation of the action. • Taking part in the content development of the event and the exhibition. • Taking part in the marketing activities. • Taking part of the event organization activities.
Pannon Business Network Association (PBN) / am-LAB	• Taking part in the content development of the event and the exhibition. • Taking part in the marketing activities.
Szombathely Secondary School of Arts and Technology (SAT)	• Taking part in the content development of the event and the exhibition.
Savaria Museum (Vas County Museums Authority)	• Providing a location for the event and the exhibition. • Taking part in the content development of the event and the exhibition.

3.1.2.3   Value Proposition Canvas

CUSTOMER PROFILE	
Gains	• Possibility of getting involved in the local development scene. • More recognition and endorsement. • The feeling of belonging to a community.
Pains	• Low visibility of the representatives of the local CCI sector. • Lack of involvement of local artists in the development of the cultural and built heritage. • Lack of skills / no interest in self-promotion.
Customer Jobs	• Graphic design, animation, • Video editing, • Creative writing, • Programming / Software development. To succeed in the creative sector

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VALUE PROPOSITION	
Gain Creators	• As a result, work done by the local creative sector becomes visible to the wider audience, including decision-makers and local SMEs.
Pain Relievers	• Both the event and the exhibition highlight the value and importance of the work done by the local creative sector. • The exhibition provides additional long-term visibility to the sector.
Products & Services	• Promotional event, • Permanent exhibition.

3.1.2.4   Objectives

The aim of the action is targeted towards the local creators directly: through the improvement of their visibility, a series of positive impacts can be achieved, starting from their involvement in the local development scene, to their general acknowledgement, thus strengthening the local creative community.

We also want to set an example for other regions, as the methodology is a win-win solution for both the local creators and employers.

3.1.2.5   Activities

The action requires the following steps to be implemented:

1. Organization of a promotional event:
   ▪ 2 internal meetings *(VMÖH, PBN/am-LAB, SAT, Savaria Museum)*: content development of the event.
   ▪ Marketing activities *(VMÖH, PBN/am-LAB)*: online & printed, included post-events activities.
   ▪ Designing promotional gifts *(PBN/am-LAB)*.
   ▪ Organising the event (with presentation of the application developed in Action I): responsibilities to be decided at the internal meeting.

2. Development of the exhibition:
    ▪ 2 internal meetings *(VMÖH, PBN/am-LAB, SAT, Savaria Museum)*: content development of the exhibition.
    ▪ Designing the exhibition *(PBN/am-LAB, Savaria Museum)*.
    ▪ Procurement: printing and additional equipment (if possible) *(PBN/am-LAB)*.
    ▪ Installation of the exhibition at the location *(PBN/am-LAB, Savaria Museum)*.

3.1.2.6 Timeframe

Activity	01/2022	02/2022	03/2022	04/2022	05/2022	06/2022	07/2022	08/2022	09/2022	10/2022	11/2022	12/2022
1. Organization of a promotional event: ▪ 2 internal meetings: content development. ▪ Marketing activities: online & printed, post-event. ▪ Designing promotional gifts. ▪ Organising the event.				🟨🟩	🟨	🟨🟩	🟨🟩	🟨🟩	🟨🟩			
2. Development of the exhibition: ▪ 2 internal meetings: content development. ▪ Designing the exhibition. ▪ Procurement: printing and additional equipment (if possible). ▪ Installation of the exhibition at the location.					🟨🟩	🟨🟩	🟨🟩	🟨🟩	🟨🟩			

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3.1.2.7 Cost estimation and funding sources

Implementation of the action will be financed through the RESTART_4Danube project, from **budget originally allocated on internal staff costs line for this activity**, however, some activities require external support (also outside of the RESTART_4Danube project) – these two cost groups are shown separately in the table. It must be emphasized that **the following amounts are indicative, and the final figures may change depending on the outcome of internal meetings.**

Activity	Staff	External
1. Organization of a promotional event		
▪ 2 internal meetings	€ 200	
▪ Marketing activities	€ 100	€ 500
▪ Promotional gifts	€ 100	€ 500
▪ Organizing the event	€ 300	€ 200
2. Development of the permanent exhibition		
▪ 2 internal meetings	€ 200	
▪ Designing the exhibition material	€ 500	
▪ Printing and additional equipment		€ 600
▪ Installation of the exhibition		€ 300
Total broken down by staff and external lines	*€ 1 400*	*€ 2 100*
Total		**€ 3 500**

4   Annexes

4.1   Annex I – Description of the Vas Museum Village in Szombathely

Construction of the *Vas Museum Village* began in 1968 and opened its doors to the visitors in 1973. Currently there are 39 buildings in the Museum Village, collected from 27 villages of the county.

The buildings of the **open-air ethnographic museum** give visitors an insight into the rural life and architectural culture of the county two centuries ago. Visitors can experience the past through the buildings relocated from the different areas of Vas County, from the poor peasant homes to the lesser noble or wealthy peasant houses. Visitors can also enter houses from villages of other nations, including German, Croatian and Slovenian dwellings and farm buildings.

The Museum organize two major events every year. The *St George's Day Fair* is held at the end of April and the ***St Martin's Day Fair* in November**, where visitors can taste the region's culinary delights. In terms of timing, **the latter could be appropriate for hosting Action II**.

As an innovative element, the website of the Museum provides an opportunity for a '3D walk' that can be visited here.

Source: http://skanzen.savariamuseum.hu/

Source: https://www.elmenyterkep.hu/vasi-skanzen.html