


NATIONAL REPORT OF RESEARCH (PR1) of Crestart Project

Partner organisation, country: Cromo Foundation, HU

1. Presentation of the pilot location:

Presentation of the pilot location	About the pilot location: (max 1000 characters)	Demographics and population by denomination/religion
<p>City/ town where the interviews are conducted:</p> <p>Érd, HU</p>  <p>Area: 60.54 km² Number of inhabitants: 69,431 Ratio of inhabitants (young/old, working age):</p>	<p>Érd is a town in <u>Pest County</u>, <u>Budapest metropolitan area</u>, Hungary. A <u>city with county rights</u>. Érd was the fastest-growing locality in Hungary between the 1991 and 2001.</p> <p>It's advantages and disadvantages: It is close to the capital, Budapest, therefore people prefer to go on programs into Budapest. Érd is also called the sleeping city, citizens just go home to sleep but don't spend their freetime there. It is a huge problem that the city is lacking community spaces.</p> <p>Another difficulty is that there are different parts of the city that are quite separated from eachother.</p> <p>A city of 75,000 inhabitants with an infrastructure designed for 20,000 inhabitants.</p> <p>Érd is a sleeping city and a young city - many families with small children - among those moving out. Too many apartment buildings, disappearing green areas.</p> <p>Locals think: "Transport is terrible, infrastructure even worse.</p>	<p>Population by nationalities: (cultural background)</p> <ul style="list-style-type: none"> • Magyars - 93.4% • Romani - 1% • Germans - 0.6% • Others - 0.8% <p>Worldview / religion:</p> <ul style="list-style-type: none"> • Roman Catholic - 49.2% • Calvinist - 14.2% • Greek Catholic - 2.2% • Lutheran - 1.8% • Others (Christian) - 1.5% • Others (non-Christian) - 0.2% • Atheist - 16.5%



	<p>Roads are impassable, pavements are either non-existent or impassable in most places. Sewerage is ongoing. There are still a lot of dirty roads. Public safety is also questionable.</p> <p>In terms of shops, not bad, almost everything is there, there is a market twice a week.</p> <p>Of course it depends on which part you are interested in, because Parktown e.g. is quite nice, but the centre and Old Village are a disaster." "I don't like it, no life, bad roads, like a village, just no one knows anyone."</p> <p>What would help the identity of Érd: many people are moving in - it's a very long settlement - there is an identity in the old village of Érd, there is a real community - you sit in the pub, everyone greets you by name.</p> <p>The city leaders are very responsive and population-centric, immediately responding to the mayor on FB - I feel my opinion is important.</p> <p>It was a suggestion box, if someone writes to the newspaper of Érd, e.g. he found somewhere rubbish-trash (e.g. in the woods), the newspaper responded with an article. Anyone can walk into the mayor's office - I can write a messenger to any one: mayor or deputy mayor - anyone can do it.</p>	
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2. Research input:

Nr of personal interviews: 12 and 1 focus group with 5 participants – total:17people involved

Analyses of Activities	INTERPRETATION OF THE OUTCOMES AND ELEMENTS	Comments from the partner
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	FOR ANALYSIS	<i>We will incorporate this evaluation column into the overall summary.</i>
<p>Activities</p> <p>Describe:</p> <ul style="list-style-type: none"> - The key elements of the activities. - Which target-group they are aiming at - How long does the activity exist? - The ratio of professionals to volunteers - What kind of environment they work in (social/cultural) 	<p>Try to find the general picture:</p> <ul style="list-style-type: none"> - Relevance of the activities to the objectives of the Crestart project - Extent to which the activities are suitable of realizing synergies between old and new formats - Extent to which the activities are innovative - Extent to which the activities are based on cultural traditions - Extent to which the activities are complementary to pre-covid initiatives and activities. - Do the activities address a specific target-group? - Did the activities produce unexpected results? - Are the activities based upon existing traditions? - Were the activities targeting communities with special needs or fewer opportunities? - Were existing activities able to continue during Covid? - Extent to which the new activities bring added value to the communities 	<p><i>(Minimal 1000 characters)</i></p> <p>The key elements of the activities: environmental protection community activities,</p> <p>Target groups: <i>Some of the organization offer their activities to a specific target group only (e.g.: large families, Baptist religious people, seniors, parents of kindergarten kids, those visiting kids docs, families with special educational needs kids, children with autism spectrum disorder. But others are open to all citizens in Érd and around: e.g.: community building for citizens of Érd, environmental protection of Érd, sport Bike, run) for Érd citizens, culture-literature lovers, socially disadvantaged, people in need, refugees, radio listeners of Érd,</i></p> <p><i>How long does the activities exist:</i> <i>Most of the activities exist for more than 10 years only some of them are newly created, such as painting the kids doctors buildings with parents, offering support for families with special educational needs kids.</i></p> <p>The ratio of professionals to volunteers: in all cases except one (social services office). Volunteer rates are generally much higher. Some associations and grassroot</p>





		<p>initiatives are delivered only by volunteers, e.g. critical mass biking in Érd, parents painters, etc.</p> <p>Relevance of activities – most key stakeholders are dedicated for the community – to build connection between citizens – either based on similarities or needs. Most of them are working for the community on voluntary basis with enthusiasm. Only two of them are paid by the organization. Some of them are aimed at supporting those in need but also they focus on creating a community out of the supported people. None of them are based on cultural traditions however all of them arose from real needs of citizens. As shown in the target group description some of the activities were targeting communities with special needs or fewer opportunities, such as <i>families with special educational needs kids, children with autism spectrum disorder.</i></p> <p><i>Existing activities could not be carried out the same way during covid – but almost all of them found new or altered ways to carry on activities online if possible. New activities that arose during covid did bring great added value to the target group directly – The whole community is not effected greatly by the new activities.</i></p>
<p>Organisation of activities</p>	<p>- Extent to which the activities involve existing organizations.</p>	<p><i>(Minimal 1000 characters)</i></p> <p><i>Activities had to be stopped during covid, and</i></p>





<ul style="list-style-type: none"> - How did the activities develop during Covid? - Who were the most active players, organizations or active citizens. - Were ideas of participants used? - Which role did digital media play? 	<ul style="list-style-type: none"> - Extent to which the activities are co-created with the communities. - Extent to which the activities involved ideas from the participants - Extent to which the activities involved digital media - Name some success factors - Were the activities organized top-down or bottom-up? - Did the activities involve new actors? - Were the activities organized in a spontaneous way or were they planned? 	<p><i>alternatives were elaborated based on the needs and ideas of the members, volunteers, activists. The ideas and needs of the participants were taken into account to 90%. Where there were no ideas the local community or the leaders thought of new methods of supporting members. Most activities were reallocated to the online space. Most of the activities were organized from bottom up, the local government offered only limited cultural activities however social services from top –down offered plenty of support over their capacity - with the involvement of volunteers who counted as new actors in some cases.</i></p> <p><i>Planning was needed to be able to organize the online activities or meetings as equipment needed to be arranged as well as skills were needed to learn. in case of social services volunteers needed to be trained and selected.</i></p> <p><i>Some of the success factors were</i></p> <ul style="list-style-type: none"> - <i>dedicated organisers with dedicated colleagues.</i> - <i>previously created extended network of helpers, supporters</i> - <i>good team spirit amongst colleagues</i> - <i>trust that everything will be solved or worked out.</i> - <i>Everybody should do what they like to do – no forcing- to keep internal motivation alive.</i> - <i>Work, volunteer always in pairs – not to have the responsibility alone.</i> - <i>they communicate a lot within the team</i>
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<p>Handling Crisis Situations.</p> <ul style="list-style-type: none"> - The influence of COVID on the activities. - Did new initiatives arouse because of COVID? - Are there activities that are more widely applicable in times of crisis, 	<ul style="list-style-type: none"> - Will the activities have a substantial positive impact on the organizations that were involved and on their staff? - Will the activities have a substantial Impact on the involved participants? - Will the activities remain after the COVID crisis? - Will other organizations benefit from the 	<p><i>(Minimal 1000 characters)</i></p> <p><i>the newly created activities are still going on in a big extent which had a positive impact on the organizations.</i></p> <p>Local government has to close down the cultural center. They tried to provide activities on FB for different age groups – however more activity was not possible as social services had to be support – they</p>





<p>or war?</p>	<p>lessons learned?</p>	<p>worked over their capacity with the involvement of volunteers from the local government and football team. The core of their survival was mutual trust and the sense of being comrades, LIKE a friend who is frequently in the company of another. someone with whom one has endured a dangerous or overwhelming situation.</p> <p>To avoid the loss of members and keep them around the organisation or cause – the leader, main motivator created online activities only for the most dedicated members.</p> <p>It was serious work to break down the barriers in the minds of those who help, to dare to ask for help during COVID, it's not embarrassing to ask for help.</p> <p>NEW activities/best practices:</p> <ul style="list-style-type: none">- Members are singing at home and – creating a common online video out of individual songs.- Civic bidding - in the online space, each month a beneficiary is selected. Various items are collected for bidding.- FB posts for various age groups by the community center- Boga plate: was introduced during the pandemic, when mum went into hospital and dad was left alone with kids, they cooked for the family.
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		<p>residents of Érd to individually report tasks, problems and ideas they perceive to be solved in their living environment.. an opinion-generating room where any resident of Érd can make comments about their living environment. The Association is also trying to get representatives (members of local government) to work together to find solutions by involving the public. The association created a google form for the citizens to be able to write down problems or ask us questions here about the city, transport, anything related to Érd. They can write the street by name and we forward it to the relevant people. We make connection with the person in charge and we track if the problem has been solved. Any municipal problems or complaints are sent to the this centre – it is operated by volunteers. .</p>
<p>Overall comment to the partners</p>	<p>Highlight the strengths and weaknesses</p> <ul style="list-style-type: none"> - Will other organizations benefit from the lessons learned? - Do the activities have the potential to be transferred and exploited in other European countries? - Do the activities have the potential to be transferred and exploited in other international crises? - Topics where improvement is needed? 	<p><i>(Minimal 500 characters)</i></p> <p>Yes, other organisations can benefit from the lessons learnt and the activities have the potential to be transferred and exploited in other European countries</p> <ul style="list-style-type: none"> - Topics where improvement is needed: <p>How to motivate people to participate in the programs Marketing and communication should be improved.</p>





	<ul style="list-style-type: none">- Lessons to learn and things to get better at- Best practices that can add value.	<p>What are the trends? Use of online tools, content promotion to be self-identical. Regular post writing and maintenance of the website, To write a post, a story that evokes love and care from the reader. How to create brand out of the NGOs activity. To improve my own communication skills, getting to know oneself – coaching. How to cooperate with other NGOs Fundraising – it's a big problem for several NGOs but what worked when they started to cooperate with other NGOs on one topic. You also want to do group training. Communication skills need to be developed, the funding side, financial, economic stuff, more profit oriented direction for the non-profit, developing that - what direction to go in, what could generate profit. Business mentoring – how to develop a service that supports financially the free service.</p> <p>business mentoring- consulting with marketing or business consultants who are in the service, product line How to support your team, volunteers mentally – how to create cohesion.</p> <p>Lessons learnt/advices:</p>
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		<p>any kind of grassroots activity or initiative remains functioning in difficult times only if it has at least one very dedicated driver, leader person – can be someone who is affected by the topic or the target group – but without his/her drive it doesn't work by itself.</p> <p>If you are offering services, programs for a certain target group it is always more effective if you think about how to involve their family members, friends as well – try to think of activities or services where they can join too or involve them into the development process – to make them feel its not for them but with them – this truth emerged in several interviews.</p> <p>It is advised to strengthen neurodiversity, everyone is good as they are. To find and focus on strengths even with disabled, disadvantaged people, support them on building on their strengths can be a way to keep and evoke inner motivation as well as connectedness between members.</p> <p>Building cohesion between people has to have some kind of common interest – one option is to find peers – the support during covid was evident as they have shared common values, common problems and this created a group where people felt as amongst friends.</p> <p>Incorporating the needs and ideas of members or target group builds the community organically. They remain</p>
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		<p>dedicated and feel part of the program. Provide opportunity for the members or target group for development next to own ideas its important motivational factor.</p> <p>Those who work as volunteers to organise the program – have to have time and opportunity to enjoy the program what they have organized – this is an important aspect when planning – extra human resource is allocated for this concrete cause.</p> <p>Don't even start a project where there are not at least 2 volunteers interested in organizing it. don't put too much effort into organising something where the resources are not sufficient at the start.</p>
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