COUNTRY REPORT ON 2ND SOCIAL IMPACT MEASUREMENT

COUNTRY - HUNGARY

MEASURING THE LEVEL OF SATISFACTION AND THE IMPACT ON SOCIETY
WITHIN THE CRESTART PROJECT
2023

**Funded by
the European Union**

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meeting COVID challenges
2021-1-HU01-KA220-ADU-000027016

Introduction

The pandemic brought significant changes to our social and cultural life. In this and similar crisis situations, there is an increasing need for cooperation and communities helping each other.

In the framework of the "CRESTART - CReative rESilienT leARning communiTies meeting COVID challenges" Erasmus + project we collected creative solutions and good practices that allows us in times of crisis to help and support each other. Our goal is to provide tools for local residents/individuals/citizens with which local people can help each other in difficult situations within their community.

What is social impact measurement?

Social impact measurement refers to the process of evaluating and quantifying the effects of social initiatives, programs, or interventions on individuals, communities, and society. It is a critical tool for organizations and stakeholders to understand the effectiveness and outcomes of their social investments.

Change:

- arising in the quality of life of the people benefiting from the project
- can be connected to the project activities
- planned and unplanned
- positive and negative
- measured systematically and regularly.

During the CRESTART project all the partners agreed to use the same methodology. The chosen social impact measurement is based on the so-called (Theory of Change, TOC). The project and the SIM followed the main principles and steps of TOC.

A theory of change is a description and illustration of how and why a desired change is expected. It focuses on mapping or "filling in" it, what has been described as the "missing middle ground" of a programme or change initiative (its activities or interventions) and how these lead to the desired goals the desired outcomes. The steps to do this are to first identify the desired long-term goals and then identify the conditions (outcomes) that need to be met to be achieved in order for the objectives to be realised.

The outcomes then form the basis for determining the type of activities or interventions that lead to the achievement of the long-term goal as a precondition for achieving the objective. Through this approach, a better understanding of the activities and the achievement of the long-term objectives. It also leads to better evaluation, as progress towards longer-term goals becomes measurable, going beyond the the definition of programme outputs.

As part of the methodology, a questionnaire survey was carried out, where the number of respondents was also indicator within the project. The questionnaire was used to identify age groups, municipalities and and by gender, it can be used to draw conclusions from the original assumptions. As the pandemic has brought major changes in our social and cultural life, the questionnaire survey tool was used to gather the best local knowledge on the practices at local level to share them and provide creative tools, to empower local citizens to support each other and their communities in times of crisis. We can also measure social impact by filling in the questionnaire.

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Structure of the questionnaire

- ❓ Demographic questions
- ★ Local cultural activities
- 🖼 Effect of the project on the society
- 👪 Participation of the responders in local cultural activities
- ✓ Good practices

Results

The questionnaire survey was conducted in August 2023. A link to the questionnaire was available on the company website the CRESTART project website and all of these social media social media platforms (FB, Instagram). Several NGOs as well as in previous surveys, participants in previous surveys and workshops were invited to fill in the questionnaire directly. However, due to the summer season, only some of them were willing to fill in the questionnaire of those contacted.

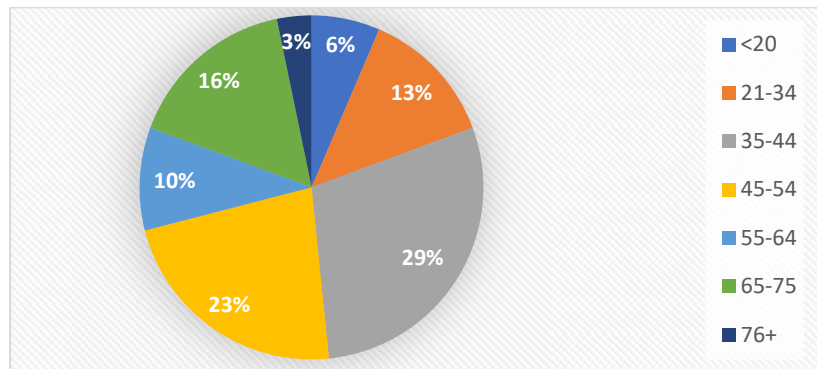A total of 24. valid responses were received.

Demographics:

1. What is your gender?

Female 81% Male 19%
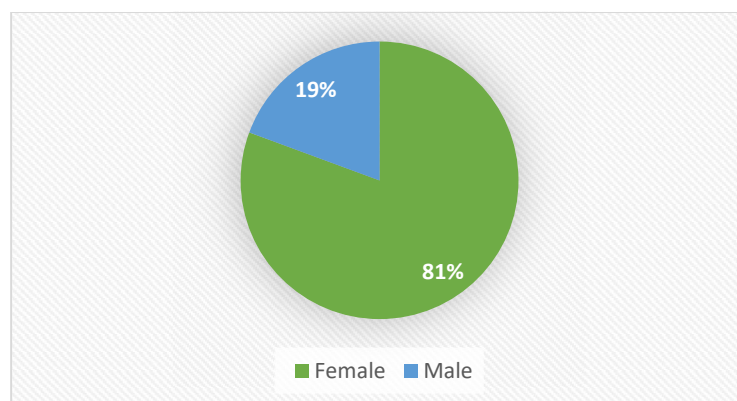
80.6% of respondents (25) are women and 19.4% (6) are men. The gender distribution also shows that women are more active in this field.

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2. Which category includes your age?

The majority of respondents are middle-aged, with more than half of them aged between 35 and 54.

3. In which country do you live?

Only 29 respondents indicated Hungary as their place of residence. There was also one respondent from neighbouring Slovakia and one from Poland further afield, with no known ties to Hungary. One entrepreneur and one student.

4. Do you live in partner city: Érd or surrounding?
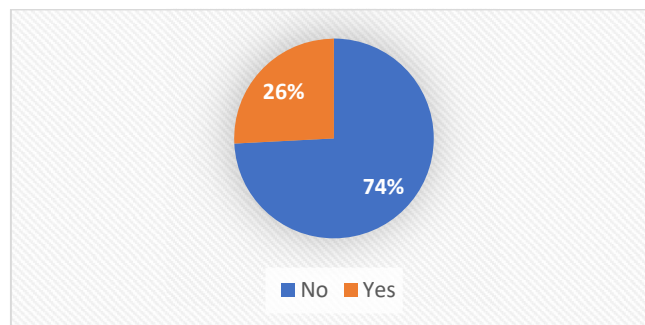
The main area of the project is Érd and its surroundings. Nearly a quarter of respondents (25.8%) were from this area.

Half of the residents of Érd had previously filled in the first Crestart questionnaire, while 21.7% of those living in other towns and villages had filled in the questionnaire before. Of all respondents, 71% are new respondents who were not familiar with the previous first Crestart questionnaire.

All of the previous respondents live in a city, of the new respondents (22) 18% live in a rural area.
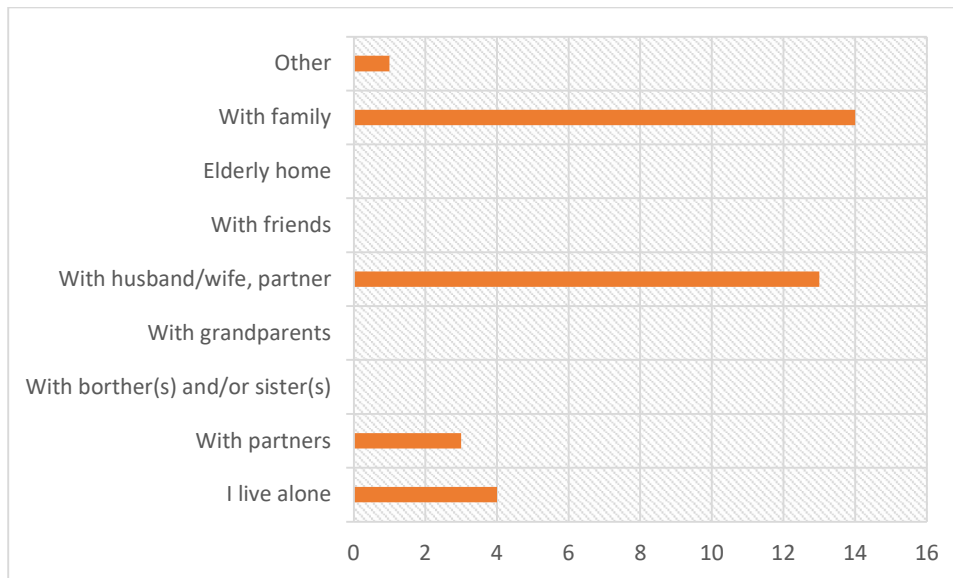
5. Is you residence located in:
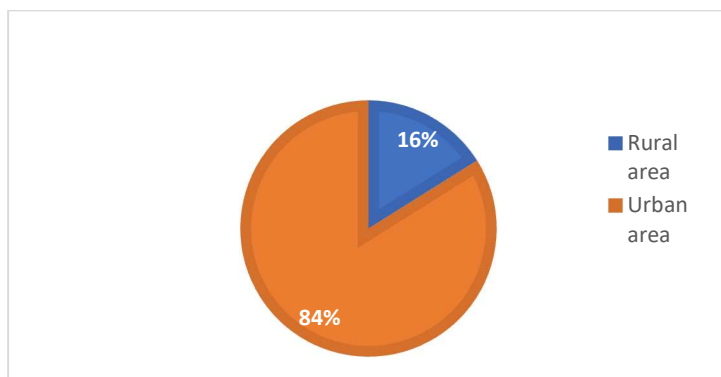
The majority of respondents live in a city (26), of which one is in Poland, in addition to Hungarian cities. Among those living in the city, one person has a vocational education, 4 have a secondary school diploma and the majority (21) have a college or university degree. The highest educational attainment of residents living in rural areas shows a similar distribution. Out of a total of 5 rural respondents, 1 has a vocational education, 2 have a high school diploma and 2 have a college or university degree.

6. What is the highest degree or level of school you have completed?
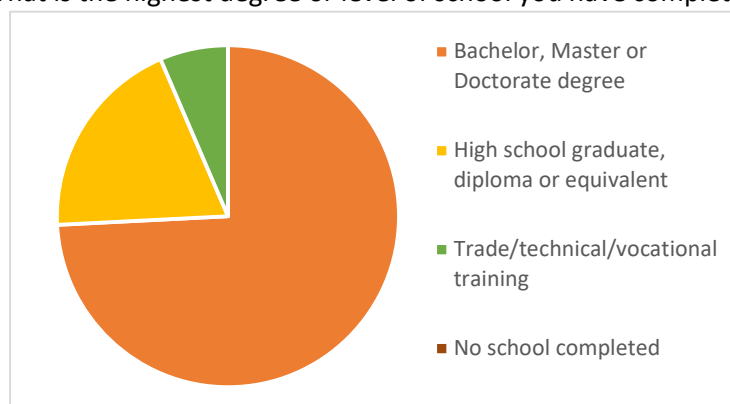
74.2% of respondents have a college or university degree. All respondents have some form of higher education beyond primary school.
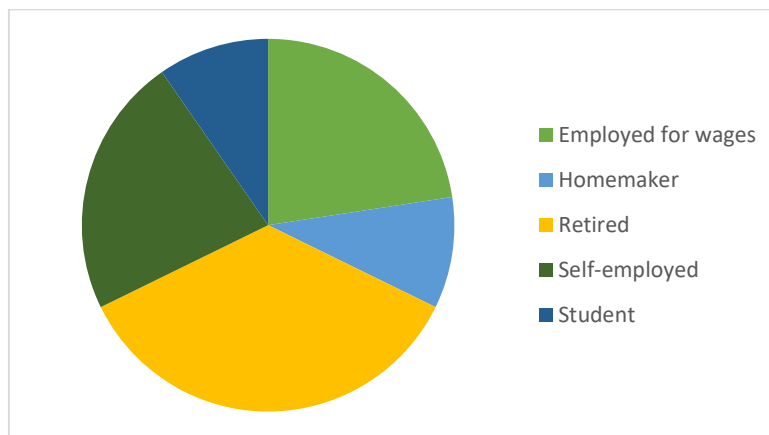
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7. What is you current living situation?

8.

Looking at family relationships, the majority live in a family or couple.

9. Are you currently ….?

When looking at labour market status, the distribution is much larger. There are no significantly high rates in certain categories.

The table shows that those who are entrepreneurial (individual or partnership) are more likely to be self-employed than employees. The number of inactive (retired, dependent, with children) is much lower. The wide range shown gives the diversity of the analysis, showing a multi-sector and multi-vision approach to the responses.

Short evaluation demographics

Overall, the demographic characteristics of the respondents show that the majority of them are Hungarian, middle-aged women living in cities and in families or couples, with a high level of education and an entrepreneurial outlook.

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Local cultural life, activities, effect of the project on society

The next block of the questionnaire assesses the cultural offerings available in the respondents' place of residence, activities and gaps.

15.Do you miss anything in the local cultural offering?

The proportion of people who are satisfied with the cultural offer in their place of residence is almost half as high as the proportion who feel that there is something missing.

Those who indicated a lack (16 persons, 51.6%) are mostly city dwellers and cited the following as the cultural elements they lacked, in order of frequency:

- theatre performances, alternative theatre, local stand-up
- stand alone stand alone theatre
- musical performances, live music, concerts, alternative music performers, music festival
- more community space for local initiatives, local small community events, creative activities, community outreach
- social club - with excursions, activities
- self-help groups
- community-building language classes, sporting opportunities, dance, music classes - not for pensioners, not for mums, but for anyone
- opportunities for local communities to perform
- children's activities
- cafés
- networking

Those who do not lack any local cultural activities in their place of residence (15 people) argued that they create their own by using the infrastructure available (library, community centre, museum.

16. Do you participate in cultural activities in your living environment?
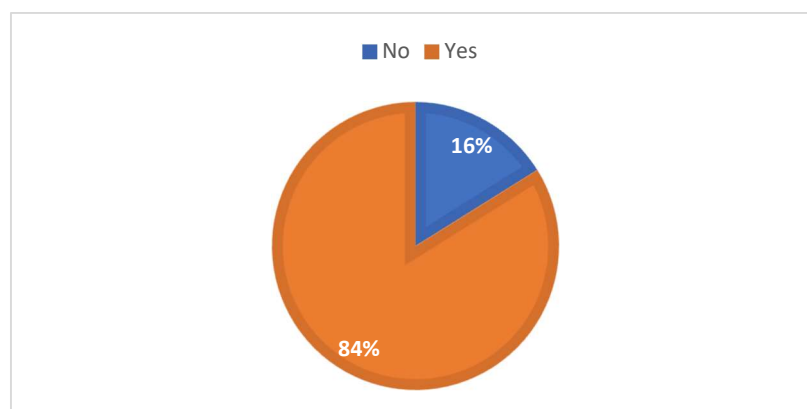
The following series of questions measure the impact of the project on society. The answers were used to mark the degree of the current state of the individual.

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The majority of respondents (14) were satisfied with the local cultural life and activities, although 5 indicated a lack of cultural offer. 3 were completely satisfied. 7 were not satisfied at all, of whom only one had no lack of cultural activities and did not usually participate in cultural activities. This discrepancy could be the result of accidental filling in.

The remaining respondents (20%) could not really decide, missing both them and not them from the cultural palette. Of those who gave a neutral opinion, music was the thing they missed most, along with cinema and theatre, and networking. It can be assumed that the missing cultural elements identified can be found in other nearby cities, so that there is no serious shortage and the event is accessible, if not local.
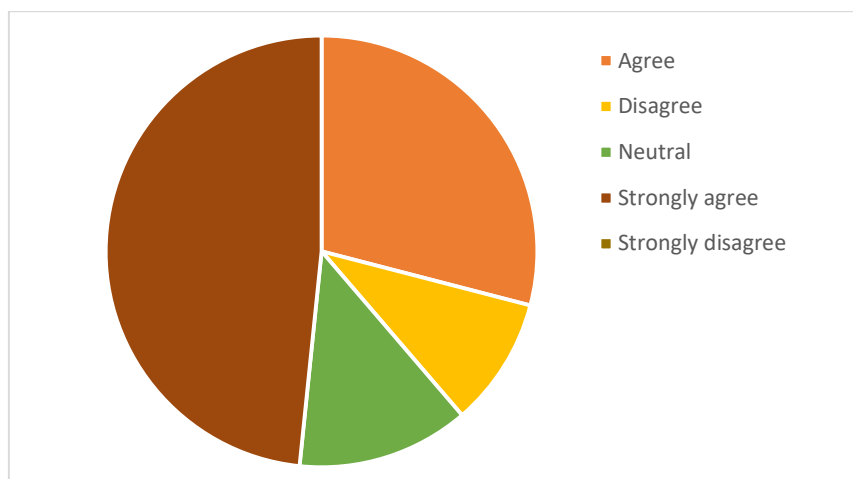
There is a wide range of respondents regarding the availability of information on local social, cultural events and communities. There are almost similar proportions of those who feel that they have full or adequate information in this area as those who feel that they have insufficient or neutral information.

18.1 I have sufficient information about local, social or cultural events/communities
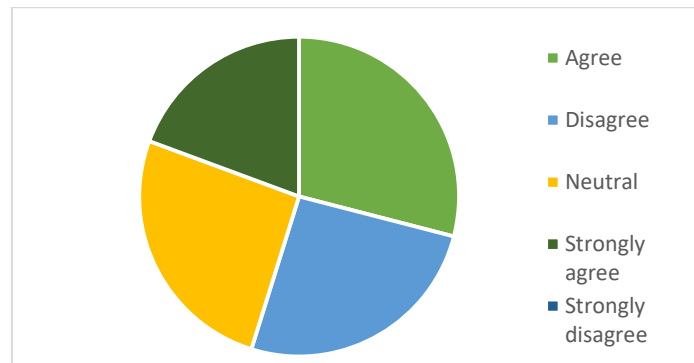
On closer examination, among those who agree, everyone tends to take part in local cultural events, while among those who lack information, not everyone does. There is no correlation between the lack of information and those who indicate a lack of cultural offer. The availability of information is also not related to labour market status. Presumably, the response to local specificities and inadequate communication in the local municipality may be the cause.

19 The cultural activities create social connections within my living environment.

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The majority of respondents (77.4%) agree that local cultural events help to build relationships between residents. The need to build local links and provide opportunities for local residents to get to know each other was also noted in the previous gaps identified. This is supported by the responses.

Those who disagreed with the statement (3 people) indicated missing cultural activities, including local community activities, cinema, excursions. Two are city residents aged 55+ living alone and not actively involved in local community life. They are negative on several issues.

Participation in local community life is also divided according to the responses.

Short evaluation local cultural activities

Overall, half of the respondents were satisfied with cultural opportunities at local level, while the other half expressed shortcomings. The shortcomings can be measured both at the infrastructure and community level. The lack of local community space is an obstacle to the implementation of cultural elements that the local community would like to see, providing a space for getting to know each other, thinking together and creating. The majority of respondents participate in local events and programmes and have an active cultural life.

Participation of the responders in local cultural activities

20. I am active in the local community.
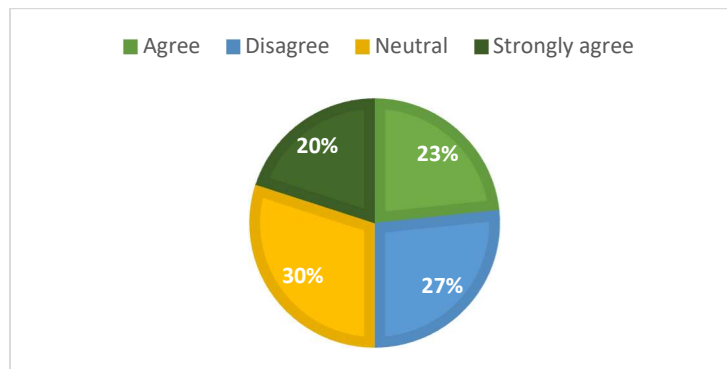
13 people (42%) are active participants who also attend local cultural events, have family ties and believe that local cultural events help to build relationships between residents.

Among those who are not actively involved in local community life, there is no homogeneous characteristic other than that they also have family ties. This is probably the result of individual attitudes, as most of them are satisfied with the local cultural life.

The majority of those giving a neutral opinion live alone.

Respondents are confident that they know enough creative ways and have enough creative ideas to develop local cultural and community life. A total of 8 respondents said no, they think they lack creativity compared to 17 who have it all. A total of 6 people gave a neutral answer.

Among the negative respondents, only one person is actively involved in local cultural life, the others are not active but occasionally participate in events. It is interesting to note that the respondent who is completely inactive is a young urban male who is studying.

21. I have enough creative ideas, tools to form the local cultural or social life.
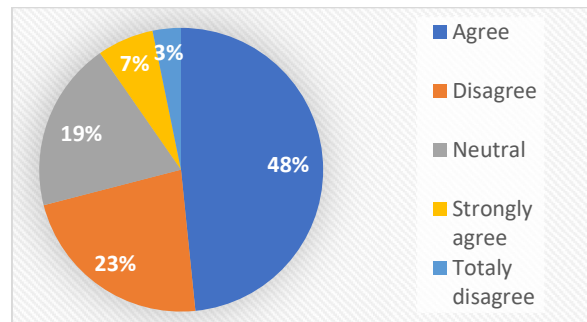

The project hypothesised that the COVID epidemic would have an impact on community life and activity, with people's need for social encounters increasing during periods of isolation and seclusion. However, the respondents did not back this up, as their need for community did not necessarily change. The direction of change cannot be assessed from the responses, so it can be assumed that there is no evidence of a large-scale change because the need for community activities was already a basic need before the COVID epidemic. Therefore, it has not changed or increased as a result of the epidemic.

29. My need for cultural activities has changed during the COVID epidemic?
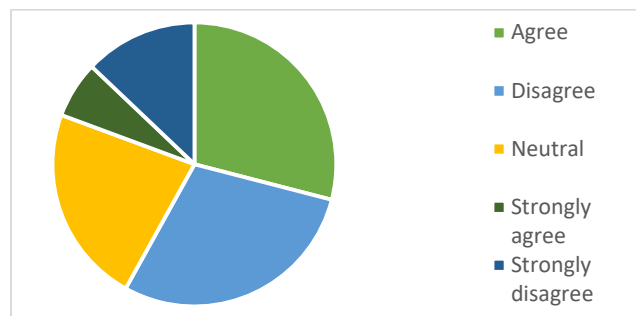
Those who agreed with the change tend to attend local cultural events, believing that local cultural events help to build relationships between residents. They are willing to support the community in the event of a future crisis. Most of them could use their own skills and education to do so.

30. In case of a disbalance or crisis in society I am ready to actively support the local community.
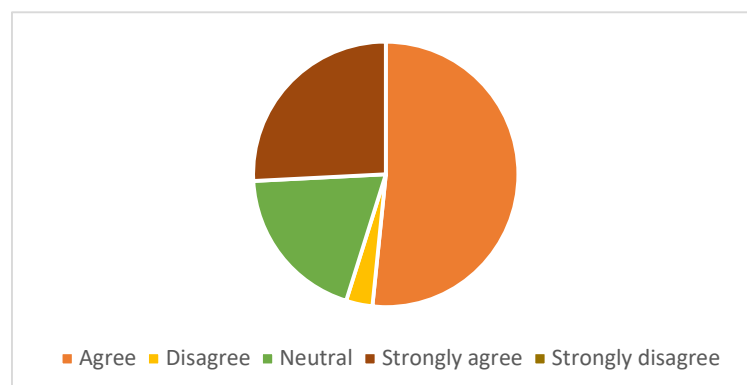
In the event of an impending crisis, the majority of respondents are ready to support the community, with 25.8% of them fully supporting it. Only 1 refused, not supporting the community. According to

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their data, they are young urban male students living with their parents. He does not usually participate in cultural events, he does not miss anything offered, he is satisfied with it. However, he is not satisfied with the information he receives locally. According to his answers, he is not interested in cultural events and is not active in initiatives.

The chart shows that overall 77.4% of respondents would be actively involved in supporting local community life in a time of impending crisis. The 19.4% who answered neutral could be activated by effective outreach, as most of them are active participants in their local communities.

To do this, it is important that they also feel that they have the skills, knowledge and education to contribute to local community life.

22. Do you have specific talents that could contribute to cultural activities?

83.9% of respondents think they have the knowledge to help local cultural and community life. Only 5 respondents said they had nothing to contribute. They would not or would only participate to a small extent in community and cultural activities. Of the 5, 3 are men, all of whom have a high school diploma and do not lack anything from the local cultural offer currently available.

The skills, abilities and activities indicated by the respondents are categorised, repetitions are not indicated, only the specific skill or offering.

Skills, personal attributes	Knowledge, skills	Concrete contribution, volunteering
Persuasive power, good negotiation skills	Local history, music	Excursions, programme organisation. Volunteer recruitment
Good organisational skills	Mental health qualifications	Programme organisation, organisation
Coordination skills	Education, cultural organisation, NGO management studies and experience and several targeted soft skills	Training in specific subjects, creative activities
Good communication skills	German, English	Community organisation, training
easy to make contacts	Hungarian language and literature teacher, drama teacher and librarian Garden cinema, there is a lake in our village, there are children's activities, bake sale, picnic, craft fair, children's concerts	

A concrete offer was also made: Skype connection, internet, telephone, own newspaper (Érdi IRKA literary-cultural magazine).

Of the 26 respondents who would contribute to the local community life, 22 respondents were specific and indicated their contribution.

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A separate question asked how many hours per week they would commit to community and cultural activities. Respondents who could not specify their contribution in the previous question also indicated hours worked. A total of 2 respondents would not participate in any community activities at all.

23. How many hours per week you like to be involved in community/cultural activities in your living environment?
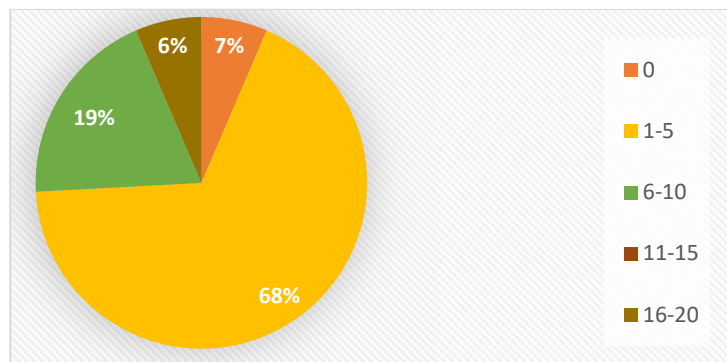
The majority (67.7%, 21 people) would do 1-5 hours of community work per week. 6 would do up to 6-10 hours. No one can commit more than 11 hours per week, but 2 are exceptions and would commit more than 20 hours. Both are middle-aged urban men who are in inactive status at home (Gyod, homemaker). They miss more community life, they participate in the events that are implemented, they both admit that local cultural events help to build relationships between residents, they are active in the local community.

Each of those who commit 6-10 hours per week would contribute with their own knowledge and skills to the local cultural and community life, they are active supporters in case of a crisis.

Short evaluation activity in local cultural life

The survey shows that the majority of respondents are sensitive and receptive to sustaining local community life. They are willing to do something about it. They are active in attending events, but lack the confidence to take on the role of implementers. There is a lack of local community life, mostly due to infrastructure, but this can be achieved through local initiative and creative ideas, e.g. lack of theatre, not requiring a separate company or theatre space, but can be achieved through touring theatre, outdoor performances, club level performances, etc.

In their own opinion, they criticised political influence and the lack of funding opportunities.

Good practices

One of the aims of the project is to identify and showcase local examples of good practice. To learn about these good practices, the questionnaire also included a question to bring to surface these ideas and share as widely as possible. The project partners would like to disseminate as wide as possible the good practices in crisis management, which can work at local level.

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Of the 31 respondents, 21 know of good examples of what has brought people together in a crisis. Examples include joint outings, joint family gatherings, meeting in community places, online lecture broadcasts, secret meetings, community volunteers (justserve.org), joint newspapers, programme production, completed projects (https://www.hwsw.hu/hirek/61605/hack-the-crisis-hungary-hackathon-codecool-omsz.html?
fbclid=IwAR1XagzuyhEwUgetDDhO3kdZDlxAjCOFEGo_7cv_DfRIgaiOragk-CwnDec), outreach events based on empathy, sense of belonging, , flexible organisation, sharing of stockpiled food in the community, fundraising, Feed the Doc, street walkers, shared childcare, organising shared cooking on a neighbourhood basis, school community, parents, children, teachers, closed group with similar interests in online space, knowledge transfer, finding out and identifying needs, dance group online, outings, grassroots programmes with positive connotations are successful: helping refugees, the poor, building the environment, common games, etc. , Fb groups, professional communities, window concerts.

Conclusions

Completing the questionnaire has already triggered a reflection and a change of perspective on the subject, so that they can be better prepared for a future crisis. It is important to make local people aware that they can contribute their skills and knowledge to community building. The proportion of people who are not involved in community life at all is very low. They are typically young men.

The differences between urban and rural areas were not revealed by the questionnaire survey. There are also differences in the accessibility of cultural opportunities between urban and rural areas. There were individual comments that the opportunities are different in the capital, whether at district level or in a small town. Metropolitan events contribute less to community retention and do not support community processes.

It was also pointed out that the questionnaire was incomplete, and that it would have been good to have looked at what barriers there were to participating in local community or cultural events.

The survey cannot be considered representative due to the small number and distribution of respondents.