

OUTPUT FACT SHEET

Pilot actions (including investment, if applicable)

Version 2

Project index number and acronym	CE331 YouInHerit
Lead partner	Budafok-Tétény Municipality (22 nd District of Budapest)
Output number and title	O.T2.3 Pilot action 3: Skill development for pursuing old crafts as economic potential for the youth
Investment number and title (if applicable)	n.a.
Responsible partner (PP name and number)	Budafok-Tétény Municipality (22 nd District of Budapest), Soós István Wine Making Secondary School
Project website	https://www.interreg-central.eu/Content.Node/YouInHerit.html
Delivery date	Oct 2017 - Oct 2018

Summary description of the pilot action (including investment, if applicable) explaining its experimental nature and demonstration character

Max. 3.000 characters

The pilot action of Budafok, HU was implemented in close collaboration with Budafok-Tétény Municipality and the local Winery School (PP11) aiming at skill development of youth. The pilot action was composed by two interconnected parts: 1) a wine tourism assistant training and 2) an idea contest on city marketing and branding linked to the traditional wineries and viticulture utilization.

PP11 was leader of the training, providing their expertise in wine-making and experience in the proper elaboration of a curricula. Together with the Municipality, they involved 16 relevant stakeholders and professionals as teachers who served also as authentic role models for students. In total, 240 hours were conducted based on two training materials: 1) a concise material with the main themes of viticulture utilization for vocational students (age 16-18) and 2) a more detailed material for young entrepreneurs (age 19-35).

The training was built on a broad variety of topics with a holistic approach, mainly focusing on: wine-making, basics of wine culture and wine judgement, wine branding and marketing, hospitality and tourism for wine, entrepreneurship and management. Theoretical sessions were boosted with a high number of practical workshop sessions in the old cellars of Budafok. The main workshop activity was closely linked to the Open Cellar initiative of Budafok where students got the chance to practice how to lead a wine tour for tourists based on what they learnt during the training. Both sessions were supported by ICT tools (projector, prezi.com and tablets) contributing to the innovative nature of the pilot.

35 youth applied to the training, out of 23 concluded it successfully and received a certificate from the Winery School on 23/06/2018. The drop-out of students was indeed a challenge but on the other hand, 8 students got a job related to viticulture utilization out of those who finished the training.

The 2nd part of the pilot was led by the LP in collaboration with the school and their stakeholders. The idea contest was announced for the youth (age 18-35) to provide innovative ideas by creating a marketing strategy that will help Budafok-Tétény to be recognized as the Wine district of Budapest and attract wider public. A well-selected jury evaluated the applications received between 8-11/10/2018. The jury was composed by representatives of different organizations, such as national and local authorities, sectoral agencies, local entrepreneurs (winemakers)/SMEs and a university. In addition, the jury was completed by a small group of students who finished the wine tourism assistant training with the aim to further improve their skills gained during the training. They supported applicants during the application phase and then acted also as a social jury.

12 project ideas arrived to Budafok and the 5 most rated ideas were presented to the jury and the wider public in the frame of a dissemination event in Budafok on 19/10/2018 (WPC/D.C.4.1).

NUTS region(s) concerned by the pilot action (relevant NUTS level)

Max. 500 characters

HU, HU10, Közép-Magyarország, HU102 Pest

Investment costs (EUR), if applicable

n.a.

Expected impact and benefits of the pilot action for the concerned territory and target groups and leverage of additional funds (if applicable)

Max. 2.000 characters

Motivating youth was one of the main gaps revealed during the analysis phase. Despite of the general drop-out rate in the pilot training, 23 youth concluded the training successfully and got engaged with the local craft of old wineries. On the top of that, 8 youngsters got a job after the training end and now capitalizing their skills gained during the pilot in local wineries/SMEs in Budafok.

The most committed students supported also the implementation of the idea contest and can be engines of further collaborations linked to craft related activities in the future. In addition, two valuable and complex curricula were elaborated with the collaboration of different actors (Winery School, universities, local winemakers, SMEs...etc.) which can be the basis for further trainings. New connections were created, and previous collaborations were strengthened with stakeholders. The Winery School got in closer contact with their former students who are now acknowledged professionals on the field of wine-making and provided high quality training sessions for the youth. Also, the idea contest raised the awareness of local decision makers who are now more open to make steps for the active youth involvement in traditional craft related activities in Budafok. As the main result of the idea contest, the Municipality received innovative ideas from creative youth on how to brand and revive Budafok for becoming the Wine District of Budapest. Responding another important gap of Budafok, some of these ideas include suitable future actions for the Municipality in the field of wine branding and marketing.

The pilot action had a big impact in Budafok by involving relevant local stakeholders but in addition, the idea contest was also a great source of communication in Budapest. People started to talk about YouInHerit and the pilot in Budafok in different local and national media channels.

Sustainability of the pilot action results and transferability to other territories and stakeholders.

Max. 2.000 characters

The written training materials are kept at the Winery School and can be further developed based on the lessons learnt gained during the tested pilot action. Now with closer contact and trust built with relevant stakeholders, these curricula can be jointly fine-tuned and used for future trainings. After the training completion, the 8 employed students became ambassadors of the pilot results and can serve as young role models for other youth. Additionally, the key focus of practical sessions was the opportunity to try out how to keep wine-tasting and a wine tour joining to the Open Cellar events of Budafok. This initiative will be continued and organized once a month in the district, so youth can join to deepen their knowledge in the field of wine tourism. Also, the idea contest provided relevant inputs for the implementation of future actions in collaboration with the youth. Since local decision maker became more engaged, they will more likely support new, fresh ideas.

The methodology of the Hungarian pilot action is transferable in other cities, regions and even countries. Both curricula were translated into English and can be used During the pilot cross-visits and continuous exchange with the Italian partnership, it turned out that Veneto region implemented a similar structure of activities. Their focus was also the close collaboration with stakeholders/role models and the organization of an idea contest to gain creative inspirations from youth. It worked in both countries regardless any circumstances. Motivating youth is a key challenge in all YouInHerit countries. In Budafok youth were reached directly in festivals, events, schools, universities and personal contacts with appealing organizational elements. This method was tested also by other project countries and worked with a high efficiency, proving the sustainable but also transferable nature of this element.

Lessons learned and added value of transnational cooperation of the pilot action implementation (including investment, if applicable)

Max. 1000 characters

Main lesson learned: the involvement of youth is challenging, but their long-term engagement is even more difficult. Maintaining continuous active connection with youth and keeping them motivated is essential. The pilot action revealed some know-how, but further boost will be still required for future actions.

The holistic approach of the pilot curricula was fundamental but fine-tuning of some content elements can be considered to better respond current market demands. On the other hand, based on the feedback coming from youth and stakeholders, practical workshop sessions and the involvement of authentic professionals were the key for a successful skill development.

Continuative transnational cooperation brought a great comparative element in the pilot implementation via cross-visits, online and personal partner meetings. Budafok was inspired by the exchanged good practices of other partners during the implementation but also at the final pilot evaluation.

Contribution to/ compliance with:

- relevant regulatory requirements
- sustainable development - environmental effects. In case of risk of negative effects, mitigation measures introduced
- horizontal principles such as equal opportunities and non-discrimination

Max. 2.000 characters

Regulatory requirements: all requirements were ensured during the pilot implementation in Budafok. In the future, the conducted training might be planned to be acknowledged and certified by national authorities. Currently, no regulatory changes were indicated by pilot activities.

Sustainable development: pilot activities did not have any negative environmental effects. All documents are stored online and the purchased ICT tools are guaranteed to be used on a long-term period. In addition, sustainability of the pilot results is based on a bottom-up approach, using creative and innovative solutions. After the implementation of both moduls, youth and stakeholders from different sectors were asked for feedback which will be also the clue for creating sustainable results.

Horizontal principles: equal opportunities were ensured during the overall pilot implementation. The only criteria for the applicants was the age (16-35) in order to involve youth, the main target group of YouInHerit as set in the Application Form.

References to relevant deliverables (e.g. pilot action report, studies), investment factsheet and web-links

If applicable, additional documentation, pictures or images to be provided as annex

Max. 1.000 characters

The pilot action was documented via several documents. Among others, the most important ones:

- 2 training materials
- summary on the idea contest

Photos:







