

**„Partnership and Publicity in Planning  
of Regional Development after the  
Changing of Regime – Experiences of  
a Hungarian Enterprise”**

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# An identification of the company

- GEOLIN – founded in 2001
- “Unlimited Corporation” (Commandit-Gesellschaft, société en commandite, betéti társaság)
- Minimal seed money – unlimited personal responsibility
- Activities: social research, informatics and many others...
- No serious infrastructure (office, employees, website, logo)

# New economy

- The growing importance of ICT sector
- Geo-LIN: Plans to be active in LINUX business
- GIS with LINUX?



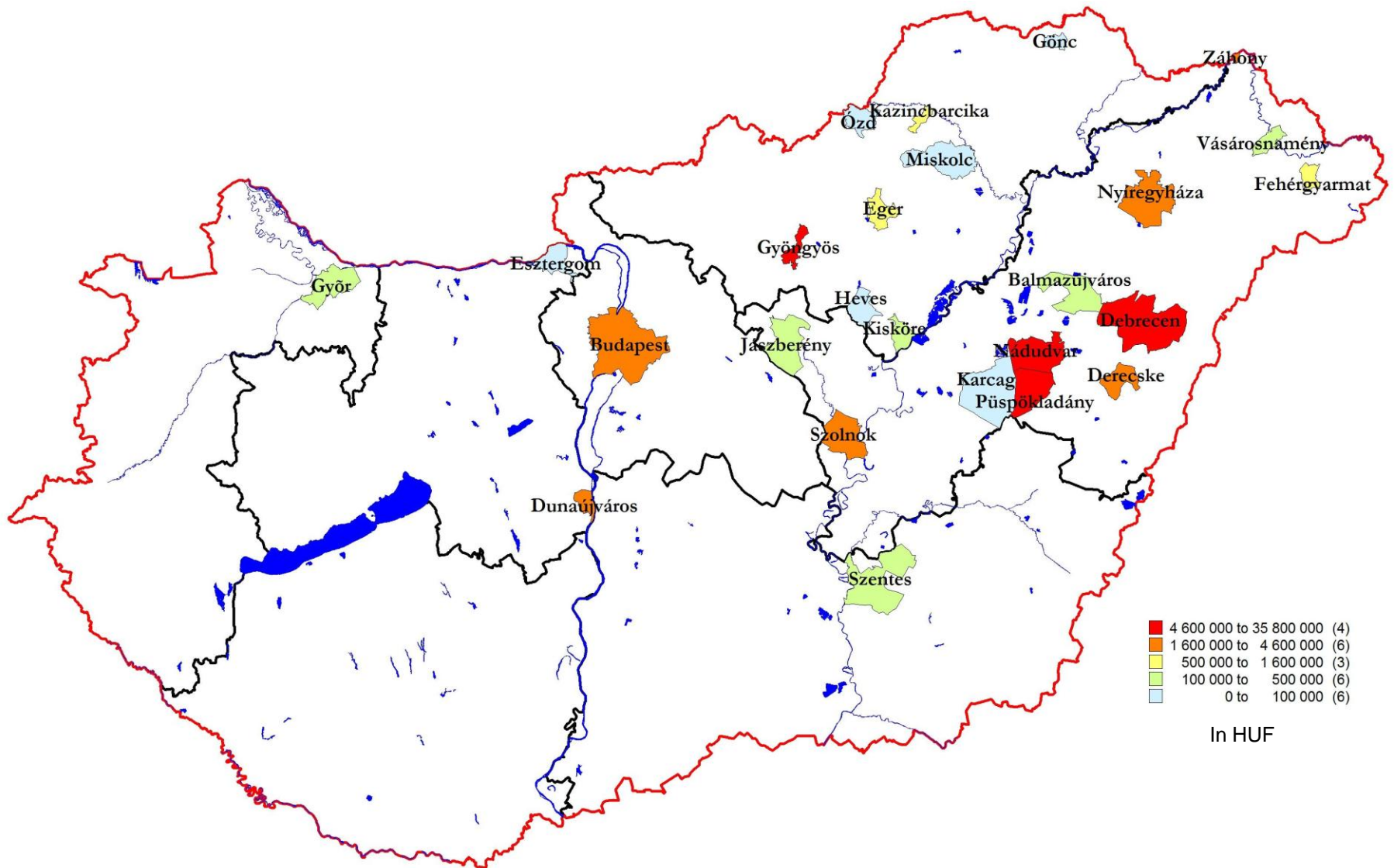
# Creative economy

- “In the Creative Economy, the most important intellectual property isn't software or music or movies. It's the stuff inside employees' heads.” (Coy P. 2000)
- Characters of creative economy (Kovács Z. 2009)
  - small-scale enterprises
  - high rate of flexibility
  - knowledge-intensive activities
  - high information-content
  - consumer-oriented function
  - the growing importance of international networks
  - spatial concentration in major cities

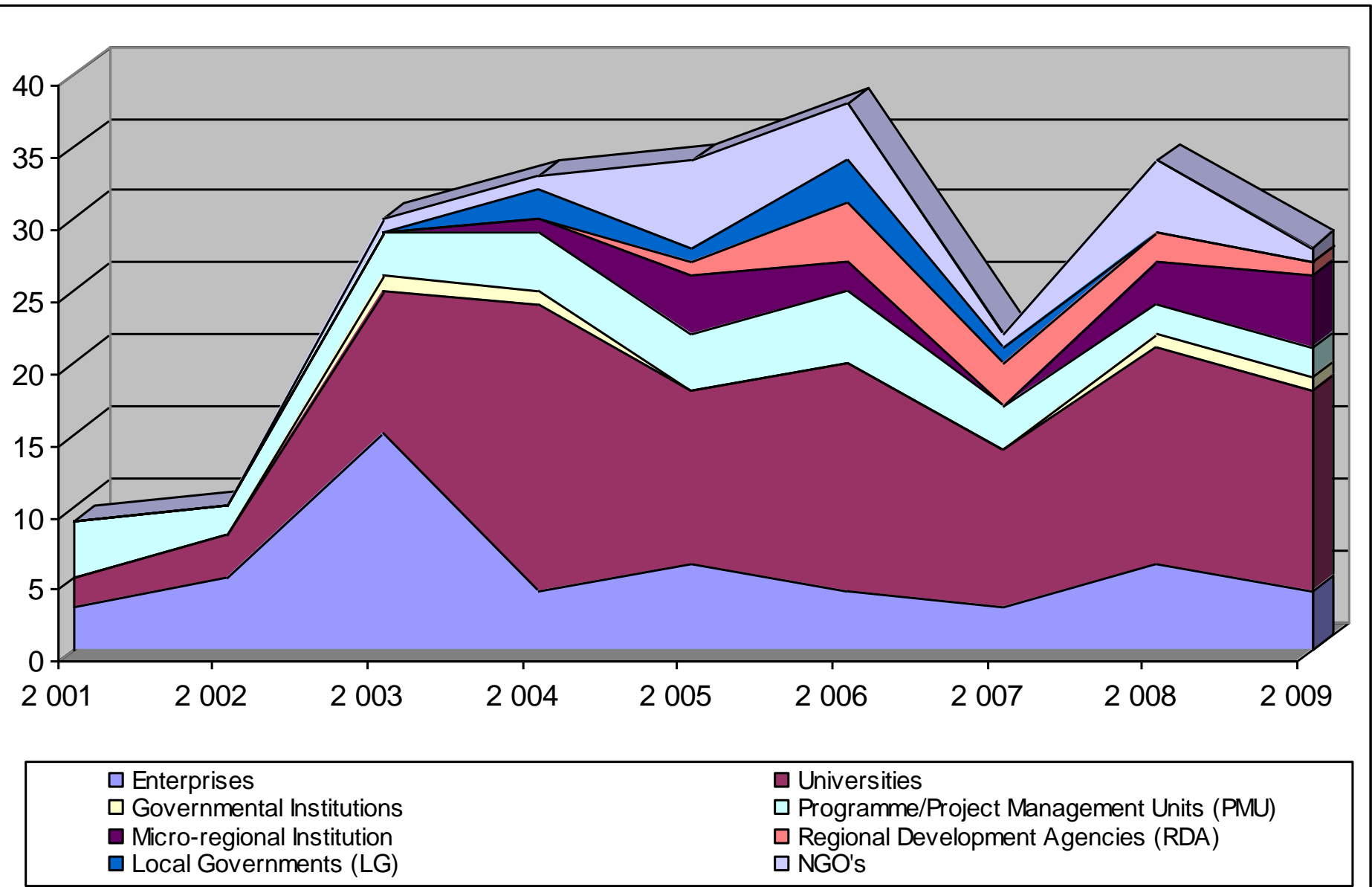
# Spin-off company

- Any new company
  - Founded by a public financed institution or a public servant of a university
  - Getting its technological background from a university or from another public financed research institution in the framework of a licence process
  - In what a university or another national research laboratory is taking part with a part of capital
  - Founded by a public financed research institution (Kleinheincz F. 2001 )

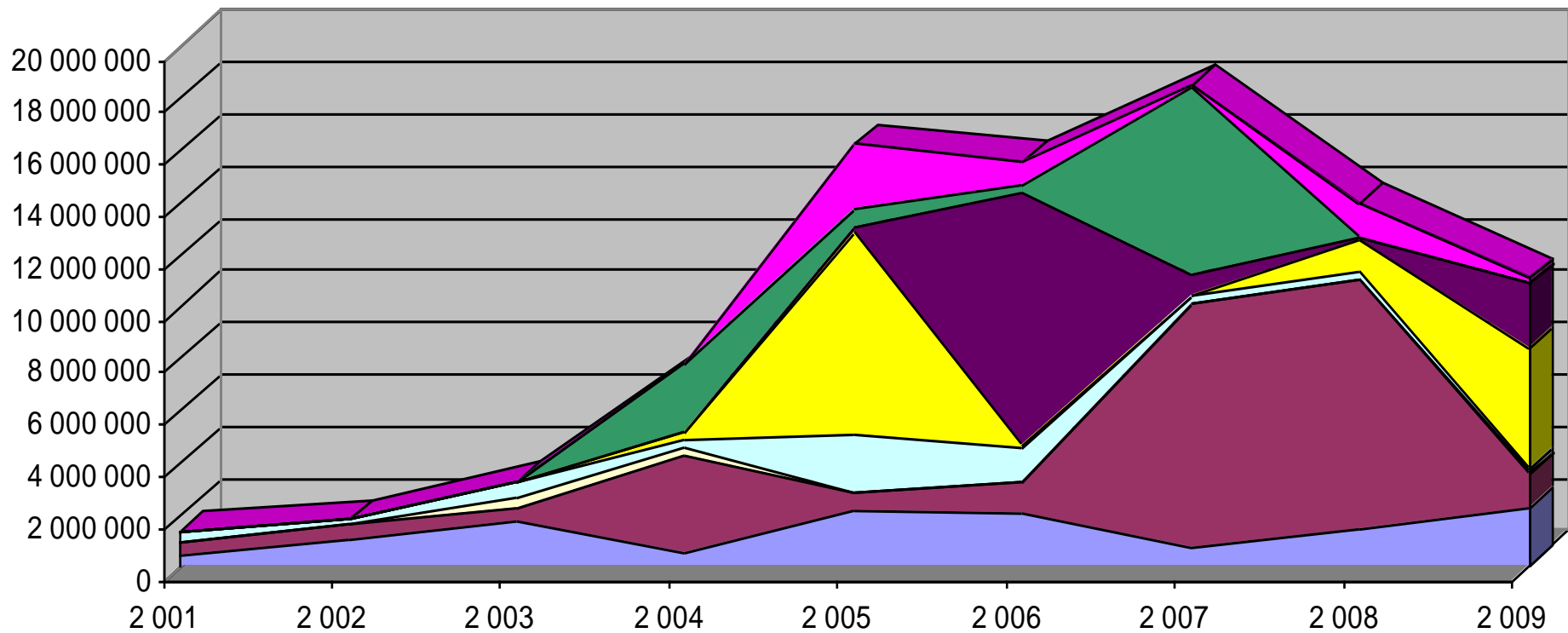
# Spatial distribution of activities 2001-2009



# Types of business partners (number of contracts)



# Composition of returns (HUF)



Enterprises

Universities

Governmental Institutions

Programme/Project Management Units (PMU)

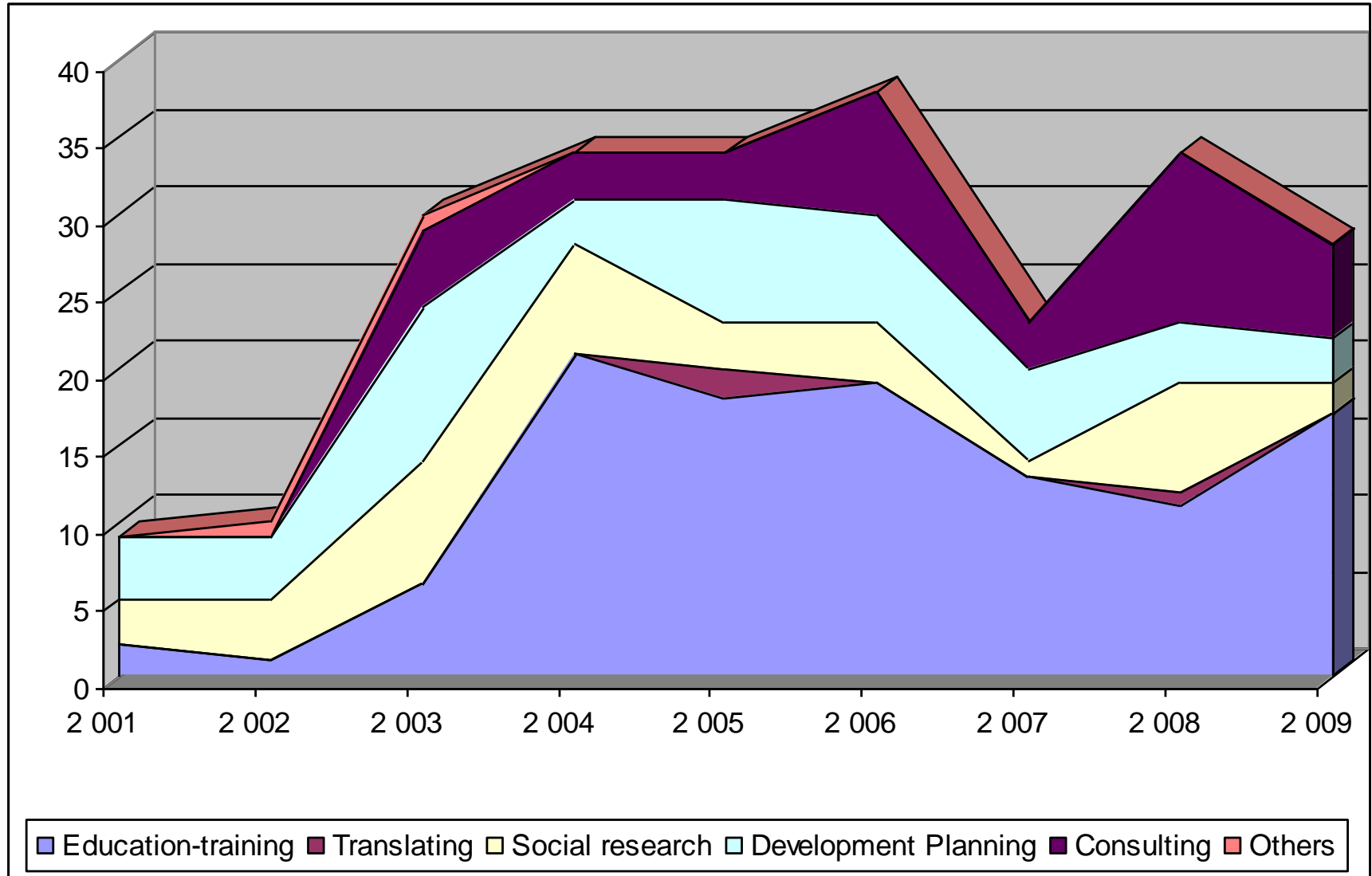
Micro-regional Institution

Regional Development Agencies (RDA)

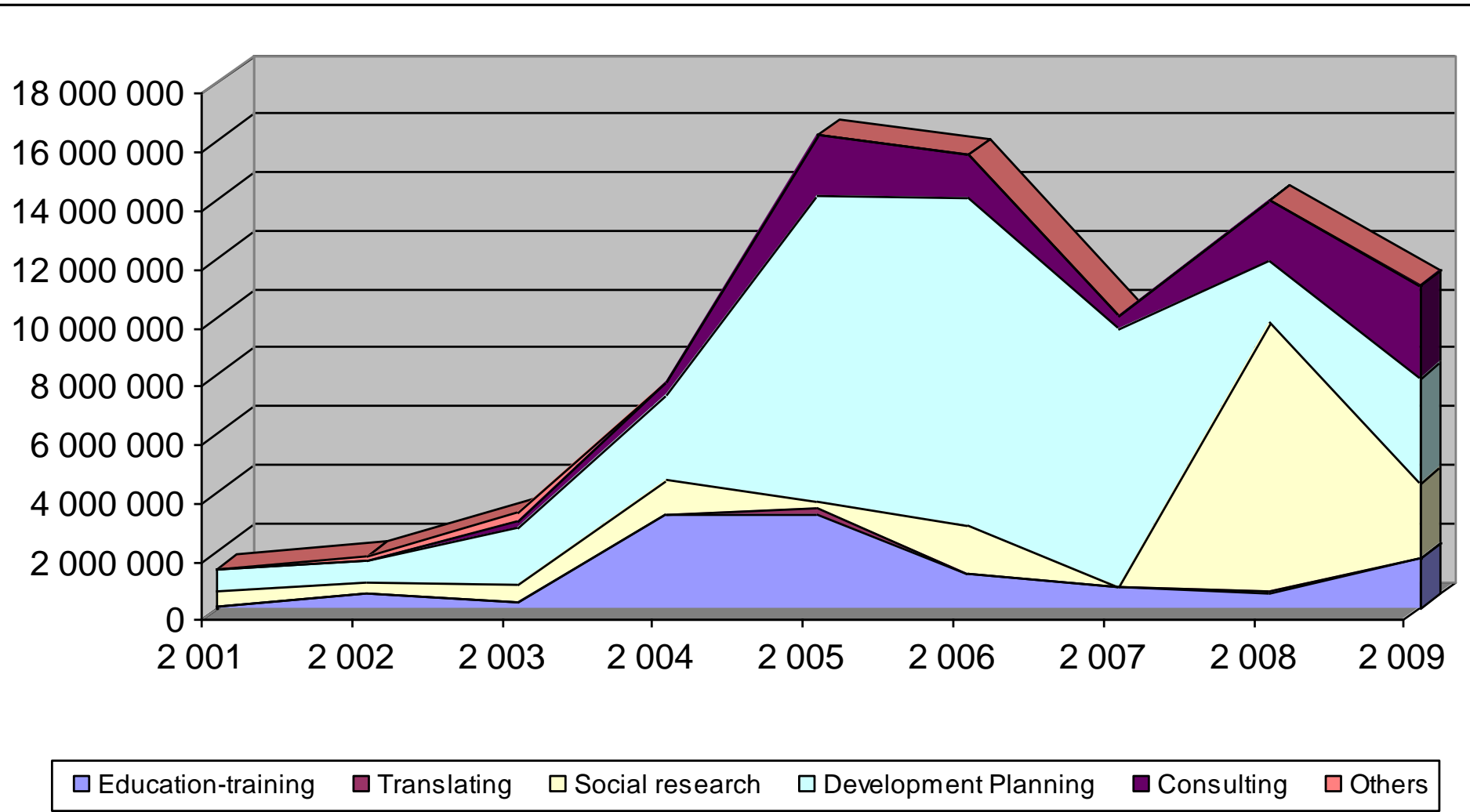
Local Governments (LG)

NGO's

# Activity fields (number of contracts)



# Returns by activity fields (HUF)



# Experiences in planning and partnership

# “Environmental Strategy of the North Great Plain Region” (2002-2003)

- An „innovative” initiation – assignor: Regional Development Council (RDC)
- No basic researches, only secondary
- **Partners:** environmental and water management **authorities**, county organizations, NGOs
- **Publicity:** website ([eszakalfold.hu](http://eszakalfold.hu)), press releases, workshops
- (+) Accepted by the RDC, a chapter concerning publicity of environmental issues was rewarded by the Hungarian Academy of Sciences, many remarks from NGOs
- (-) County authorities seemed counter-interested
- (-) Humanecological Forum was not formed... did they read that?

# „Tourism Development Strategy of Debrecen” (2004)

- Initiated by the self-government
- **Partners:** self-government, **enterprises**, chambers, tourinform bureaus, leaders of local institutions, NGOs
- **Publicity:** website, press releases, workshops
- Interviews and fieldworks as main tools
- (+) Active participation of firms
- (+) A Committee of Tourism was formed in the city
- (-) Recommendations for the city budget were not introduced

# „LEADER + Eger Bükkalja Vidék Kincsei LAG Integrated Rural Development Plan” (2005)

- Voluntary work – no money for planning
- The form of the document was centrally determined
- **Partners: micro regional organization**, NGOs, enterprises, local self-governments
- **Publicity:** micro regional meetings of mayors
- (-) No time for using proper tools – mainly working from former documents
- (-) Political decisions locally and centrally as well
- (-) A non-winner LAG

# „LEADER Hortobágy LAG – Integrated Rural Development Concept” (2009)

- More money for LAGs & for planning
- New methods of planning (HPME system), formalized, uploading to a server
- **Partners: micro regional organization**, NGOs, enterprises, local self-governments
- **Publicity:** workshops for NGOs, enterprises, self-governments separately
- (-) A pressure from Ministry to re-develop the document many times - formalization
- (-) Tender calls far from reality - can not spend the money...

# „Integrated Urban Development Strategy of Nádudvar” (2009)

- Not a must for small settlements
- A determined methodology, strong statistical background (2001 census ???)
- Negotiations with socio-economic partners is a must
  - To emphasize social equality
  - Private investments
- **Partners:** self-government, enterprises, leaders of local institutions, NGOs, Roma minority, inhabitants
- **Publicity:** website, press releases, workshops, community portal (iwiw.hu)
- (-) Weak participation of enterprises and of Roma minority
- (-) Only a few useful ideas
- (-) Unable to communicate towards broader population

# Conclusions

- Spatial planning is an important activity of us
- An existing, well-tried methodology – but new demands and regulations – to invent new ones
- Creativity: to formalize reality into planning documents
- Spin-off: to use information in teaching
- Partnership – very often pseudo
- Publicity – no local public opinion
- Many documents for table drawers
- Documents as political fetishes

Thank you for your attention!

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