



ACTION PLAN HAJDÚ-BIHAR COUNTY



European Union
European Regional
Development Fund

July 2020





EUREGA PROJECT

“European REgions of GAstronomy building resilience and creating economic growth”

ACTION PLAN OF HAJDÚ-BIHAR COUNTY GOVERNMENT

Debrecen
July 2020



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Part I – GENERAL INFORMATION

Project: EUREGA - EUropean REgions of GAstronomy building resilience and creating economic growth

Partner organisation concerned: HBCG – Hajdú-Bihar County Government

Other partner organisations involved (if relevant): -

Country: Hungary

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Part II – POLICY CONTEXT

The Action Plan aims to impact:

- Investment for Growth and Jobs programme
- European Territorial Cooperation programme
- Other regional development policy instrument**

POLICY INSTRUMENT 1 (POLICY #1) ADDRESSED:

REGIONAL DEVELOPMENT PROGRAMME OF HAJDÚ-BIHAR COUNTY 2014-2020

Further details on the policy context and the way the action plan should contribute to improve the policy instrument:

The Regional Development Programme of Hajdú-Bihar County (RDP HBC) for 2014-2020 integrates the county's strategic goals both at sectorial and territorial levels. The Programme's objectives include 8 priorities. In EUREGA Priority 3 "Competitive Economy" has been addressed, focusing on Measure 3.5 Tourism based on county values. Several county assets have been named as a key factor for tourism development including cultural heritage but there's only a weak representation of gastronomy and food as potential economic drivers. EUREGA project helped to overcome this challenge driving economic change growth through gastronomy with the support of food sector SMEs.

Due to the fact that the county possesses an important agricultural performance that significantly contributes to economic growth, well-known gastronomic heritage and committed population to preserve this, the **under-representation of gastronomy and food as an economic potential** had to be improved.

Although RDP HBC is a well-based and structured strategy, there was an urging need to strengthen and improve its performance. New emerging territorial potentials have been foreseen through the implementation of EUREGA, by creating synergies with ongoing developments and potentially other relevant projects at interregional/ national level it will be possible to create a more balanced performance.

For this purpose, **an improved structural background was required with an appropriate approach, enhanced capacity and the potential to create institutional initiatives** in co-operation with county level partner actors as well. New methodologies to efficiently implement SME supporting measures and entrepreneurship environment while preserving cultural heritage were also needed.

The most significant impacts took place in the following themes of the policy:

- a committed and active team of different stakeholders has been created towards the revival of food and gastronomy sector in the county;
- "making the base" process started to promote short supply chains and strengthen rural enterprises and farmers; strengthened "from farm to table" initiations have been identified;
- visibility of the county's food and gastronomy values for national and international visitors and investors to enhance economic performance was prioritized;



- the vision of sustainability for food/gastronomy actors for a more environment-conscious sector has been created.

Policy #1 is valid for the period 2014-2020. This policy served and serves as the underlying regional strategic document for the definition of the national Territorial and Settlement Development Operational Programme (TSDOP) that provides the necessary funding for the implementation of strategic directions and measures defined in Policy #1.

Policy #1's content is officially ended in 2020. In order to ensure the smooth continuation of the development directions started in 2014-2020, no new regional development programme is defined but the current one will be modified and amended for the period 2021-2027. The process has already started and expected to be completed in the upcoming months. This modification and amendment of the sessions related to economic development, SME support, rural business enhancement, cultural values with specific focus on gastronomy and food heritage as well as local communities is carried out adopting the outcomes and lessons learned in EUREGA.

Based on the modified Policy#1, the new national Territorial and Settlement Development Operational Programme (TSDOP) is created also in the upcoming months, integrating priorities of Policy#1, and defining the specific measures and calls reflecting the improvements achieved through EUREGA.

This process provided a unique opportunity to build on and guarantee the appropriate inclusion of gastronomy as a valuable economic asset for SMEs in the following years.

Implementing the actions defined creates the link between opportunities and future development of the economy. Building gastronomy and food sector - including the potential in food supply chain, food innovation chain and the interdependence of producers, accommodation providers and restaurants particularly in rural regions of the county – in the regional development priorities paved the way for a more favourable environment for local businesses.

NAME OF POLICY INSTRUMENT 2 (POLICY #2) ADDRESSED:

TOURISM DEVELOPMENT CONCEPT OF HAJDÚ-BIHAR COUNTY 2021-2027

Further details on the policy context and the way the action plan should contribute to improve the policy instrument:

Thanks to the implementation of EUREGA project and particularly the efficient communication of lessons learnt even within the regional policy making actors, a new chance arose to create a specific new county policy dealing with tourism development with specific focus on local assets, particularly gastronomy and cultural heritage.

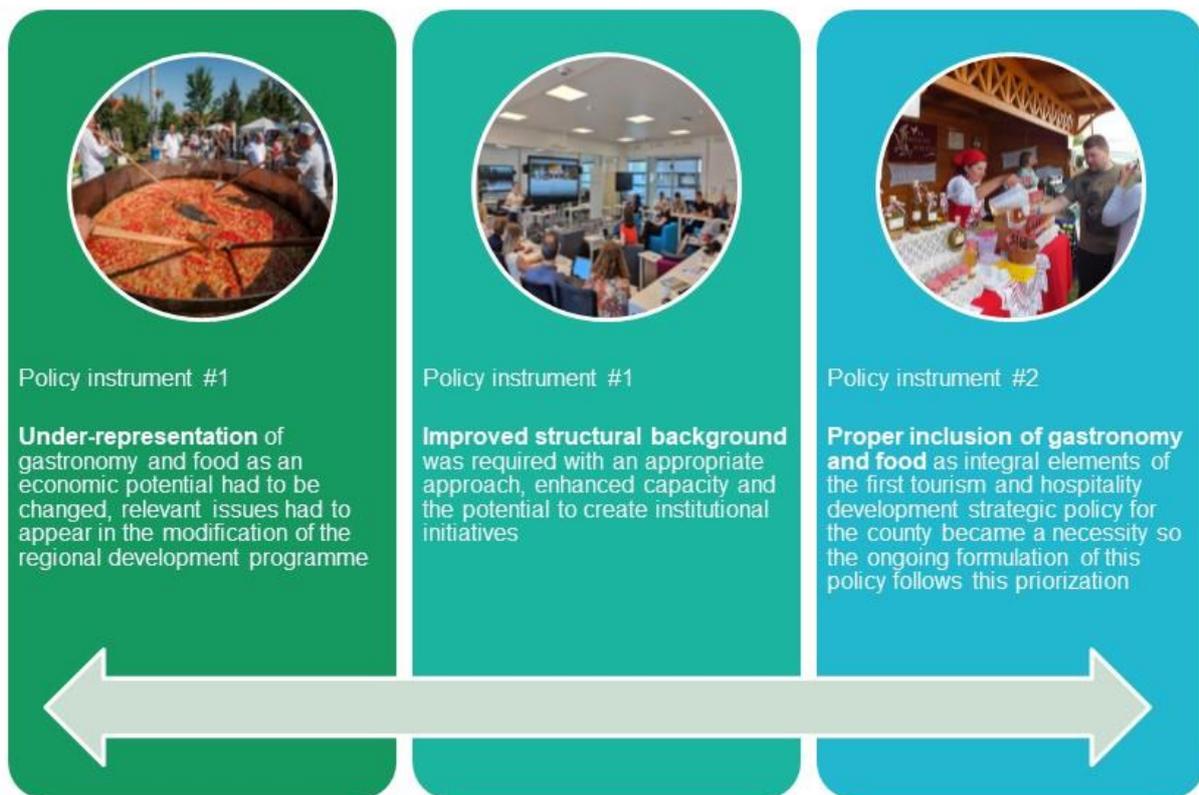
Inspired by the interregional knowledge exchange process and results, the common understanding of the significance of such a separate sectoral strategic document by policy makers made it possible to formulate this brand new policy. The elaboration of the document has been officially decided within the currently updated Spatial Development Plan of Hajdú-Bihar County.



The development of the policy has just started and expected to be completed next year. This is the **new tourism and hospitality development strategic policy** for the county.

This brought a great opportunity to **include gastronomy and food as an integral element of the tourism and hospitality sector** of the county. Applying the lessons learnt in EUREGA helps identifying the relevant county potential and defining the environment, tools, roles and responsibilities to create actual economic and social asset. It means a **significant chance for SMEs and entrepreneurs** working in agriculture, food, tourism and hospitality to practically enter into economy as more competitive, confident and ambitious actors.

Taking an organic part in the policy development process utilizing the results of the interregional learning process in EUREGA provides the floor for the **joint collaborative creation of a well-based strategic policy** creating a supportive environment for small and medium enterprises and entrepreneurs while lifting the county's economic performance, attractiveness and visibility to a higher level.



Policy improvement issues defining the round of actions in Hajdú-Bihar County

Last but not least, the final months of the action plan development created an unknown situation bringing several economic actors in a situation they never had to face; the COVID-19 pandemic caused not only terrific economic fall-back but made SMEs in agriculture, tourism and hospitality sectors try to find new ways to stay alive. Gastronomy and food sectors are especially concerned,



particularly in a county like Hajdú-Bihar. Considering this unexpected challenge, creating an **applicable, fact-based and especially supportive action plan** involving the full range of stakeholders concerned is essential.

EUREGA actions – rebooting county branding, creating gourmet trail and launching “Hajdú Brunch” events – are going to reflect the improved structure of the Regional Development Programme (Policy#1) emphasizing the changes in the way gastronomy/food related issues, food traditions and small businesses are integrated in different measures on one hand, while on the other hand, making possible to get enough encouragement at county level to create the regional Tourism Development Concept.



Part III – DETAILS OF THE ACTIONS ENVISAGED

Actions have been defined to give proper solutions for the county to eliminate the imperfections identified on policy instruments.

The implementation of actions is expected to strengthen the structural change (type 3) of the policies addressed – in the improved representation of gastronomy as an economic asset within the development agenda through branding, strengthening visibility and marketing, improving the structural background by enhanced knowledge and capacity.

ACTION 1 REBOOTING COUNTY BRANDING

Action 1 intends to **strengthen the recognition** and appreciation of **gastronomy and food** sector within existing regional policies **as a significant and essential economic factor** for the entrepreneurs and SMEs particularly in the rural areas of the county and even in order to later have them incorporated in the local policies as well.

Implementing the activities of Action 1 will provide a strengthened role and importance of gastronomy and food sector in the county's competitiveness indicating Policy #1 improvement.

Once a successful initiative, county branding could strongly support the formulation of quality and marketable products serving double aims: element of competitive economy and living base for rural SMEs.

Action 1 strongly supports a stronger link between rural producers and urban/rural consumers on one hand, while on the other helps creating a solid network of farmers/producers – restaurants and accommodations to make the base for promoting short supply chains; strengthened “from farm to table” initiations are expected.

Building on the former county label initiative, proper information on the gastronomy and food potential will be mapped and evaluated while creating a network of actors. The process will also enhance the capacity of staff and stakeholders making them ready and skilled to define initiatives to support SMEs in tourism and hospitality sector.

Having the potential clearly seen, the framework, methodology and tools of Hajdú-Bihar County branding for gastronomy and food will be developed.

In order to have viable and successful farmers, producers and other relevant entrepreneurs, they need proper knowledge, skills and capacity to correspond to market demands of Hajdú-Bihar County branding – so supporting activities are planned including short-term trainings, step-by-step entering to market, selling models, information on food safety regulations and other legal frameworks as well as mapping funding opportunities.



1. RELEVANCE TO THE PROJECT

The action has been generated on the basis of 3 good practices identified and presented in the EUREGA project:

- REKO Ring – selling model of local products (ProAgria, Finland)
- Mic Dejun Sibian – involving accommodation providers/providing local products (Sibiu County Council, Romania)
- Food Academy Program – supporting local SMEs (NWRA, Ireland)



Good practice “REKO Ring – selling model of local products”

Lesson learnt from the Finnish partner ProAgria during the interregional exchange visit to Sibiu, February 2019

REKO is model for selling and buying local food directly from producers to consumers. Products are sold based on pre-orders made through closed Facebook rings. Consumers order food from producers through these closed Facebook groups without middleman. REKO ring can have delivery meeting for example every other week at agreed time. Producers deliver the products to agreed market place and consumers can pick up all products they have ordered at the same time from different producers. REKO rings are set up by local people.

REKO rings are innovative ways to sell organic and local products that are not able to penetrate markets since they are produced in small scale.



This practice is planned to be adopted when creating and strengthening the link between producers and consumers.

Good practice “Mic Dejun Sibian”

Lesson learnt from the Romanian partner Sibiu County Council during the interregional exchange visit to Kuopio, June 2019

The "Sibiu Breakfast" program is created from the desire to promote the region's gastronomy through local products and recipes, artisan dishes, fresh seasonal products and local culture among visitors to the Sibiu region contributing to a strengthened link between local producers, tour operators and visitors.

The program is built on the principle of slow food, according to which a food product does not have to travel long distances from the place where it was produced to the place of consumption, thus better preserving its properties and qualities. The term “local” refers to a maximum distance of 50 km from the place of origin of the products to the place of consumption or the territory of the county.

“Sibiu Breakfast” is a project initiated by the Sibiu County Tourism Association in partnership with the My Transylvania Association and Slow Food Sibiu and is part of the Sibiu European Gastronomic Region 2019 program.

The practice is an applicable source to increase the rate of local food products in the offer of restaurants and accommodation providers by linking local food producers/suppliers and tourism facilities.

Good practice “Food Academy”

Lesson learnt from the Irish partner Northern Western Regional Assembly during the interregional exchange visit to Ireland, March 2020

Food Academy is a training programme aimed at supporting and nurturing start-up food businesses. The Local Enterprise Offices have joined forces with Bord Bia and SuperValu on this initiative to provide a consistent level of food marketing knowledge to new and early-stage food business owners. The Food Academy Start Programme is delivered through workshop style training over 4 days and includes individual mentoring.

Food Academy is planned to be partly followed and adopted in the creation of supporting activities for entrepreneurs and SMEs of gastronomy, food, tourism and hospitality sector by providing marketing assistance through workshops to making necessary steps towards quality gastronomy and food products as well as services.

2. NATURE OF THE ACTION

- ✓ A1.1 Creating online platform containing an actual database on farmers, producers, restaurants and accommodation providers (called „Tastes of Hajdú-Bihar”)
- ✓ A1.2 Questionnaire inviting accommodation providers to provide information on willingness to include specific local county breakfast in their offers in order to increase the presence of local dishes in their facilities



- ✓ A1.3 Establishment of county gastro-platform to link farmers, producers, restaurants and accommodation providers (online „County Guide” and biannual regular roundtables)
- ✓ A1.4 Development of the methodology and structural framework of Hajdú-Bihar County branding for food products based on the former “Quality Product of Hajdú-Bihar County” initiative
- ✓ A1.5 Creating the framework to practically support rural farmers and producers (short-term trainings, step-by-step entering to market, selling models, information on food safety regulations and other legal frameworks, mapping funding opportunities)

3. STAKEHOLDERS INVOLVED

- ✓ regional and local government actors contributing to the county branding
 - Municipalities of Hajdú-Bihar County
 - General Assembly of Hajdú-Bihar County Government
- ✓ chambers representing and supporting farmers, suppliers, restaurants and accommodation providers
 - Hajdú-Bihar County Directorate of the Hungarian Chamber of Agriculture
 - Chamber of Commerce and Industry of Hajdú-Bihar County
- ✓ entrepreneurs and enterprises of gastronomy, food, hospitality sectors – target group of activities
 - SMEs in agri-food sector
 - farmers’ associations
- ✓ knowledge base to improve the quality of food products, tourism and hospitality
 - dieticians/nutritionists
 - NGOs
 - representatives of existing initiations (e.g. “National Park Product” labelling)
 - University of Debrecen
 - experts of county/municipality collection of values

4. TIMEFRAME

- ✓ January 2020 – August 2021

5. COSTS

- ✓ Human capacity resources are available; no external work is required; staff cost and organisation cost of regular roundtables will be covered by HBCG
- ✓ Organisation costs of short-term trainings in the form of workshops – 3000 EUR (2x1500 EUR)

6. FUNDING SOURCES

- ✓ Own institutional regional public funding
- ✓ Territorial and Settlement Development Operational Programme
- ✓ LEADER Programme through Local Action Groups



7. MONITORING AND EXPECTED IMPACTS OF THE ACTION

Implementing the activities of Action 1 will indicate the economic potential of gastronomy and food sector in the county's current and future competitiveness. New and improved capacities and knowledge, enhanced relationship to link farmers, suppliers and hospitality actors will be provided. Hajdú-Bihar County Government (HBCG) will monitor the implementation of the action to see the progress and determine the impact of the collaboration.

Partners will continue the mutual learning process during the implementation phase of the action plan. "Exporting" and "importing" regions will be in continuous contact in order to successfully implement the defined actions and adapt the selected lesson learnt to other regions' context.

The following indicators are planned to be applied to measure the success of each activity within the action:

Activity	Indicator	Expected value
A1.1	Number of online database created on farmers, producers, restaurants and accommodation providers	1
	Number of SMEs/entrepreneurs identified	40
A1.2	Number of respondents of questionnaire prepared for accommodation providers	20
A1.3	Number of roundtable meetings organized	3
	Number of visitors to access online County Guide	50
A1.4	Number of actors taking part in the methodology development	15
A1.5	Number of workshops organized to support farmers/suppliers	2
	Number of SMEs/entrepreneurs prepared for scale-up	15

When the action is completed, a short evaluation report (max. 2 pages) will be compiled including the efforts done and the results achieved.

At the end of Phase 2, a final monitoring report (max. 3 pages) will be compiled including all actions completed, results achieved and impact on the policies addressed.

ACTION 2 CREATING GOURMET TRAIL

Food and gastronomy are significant potential for the economy, employment and communities of the county: more specified/unique marketing and tourism approaches are required so this new initiative can bring a lot for SMEs, communities and for the attractiveness and visibility of the county through incorporating local dishes into local green tourism.

It is especially important in a time when the development of the new Tourism Development Concept of the county has started; being at the very beginning of the process, utilizing and adapting the lessons learnt within EUREGA can boost the creation of the strategic policy in a direction that strongly and efficiently puts gastronomy and food into the key focus themes of the Tourism Development Concept that is planned to include a specific section on the formulation of thematic trails involving local producers, artisans, municipalities.

The implementation of the action plan ensures a solid base for the incorporation of local food products into tourism: a comprehensive updated gastromap in online version always ready to be refreshed; committed local farmers, producers and restaurants to show their unique offers; a coordination body composed of dedicated stakeholders and a new framework that provides further potential for the future extension of the trail.

1. RELEVANCE TO THE PROJECT

The action has been generated on the basis of a lesson learnt during the joint learning process of EUREGA:

- Gourmet Greenway Food Trail



Lesson learnt from the Irish partner NWRA during the interregional exchange visit to Ireland, March 2020

Although this initiative hasn't been identified as good practice but when hearing about it within a personal discussion, the idea behind was especially interesting and important for Hajdú-Bihar County; working on the creation of the first greenway of the county, adding this specific added value of a food trail creates an especially unique asset strengthening tourism attractiveness and hopefully supporting SMEs and competitiveness.



The idea originates from the early 2010s'; using the unique tourist attraction that is the Newport to Mulranny Great Western Greenway as its backdrop, the Gourmet Greenway is a new food trail that highlights the great selection of food producers near to and along the route, and the establishments where their produce can be tried. The idea is to encourage visitors to come along, sample and purchase the fare of the local food producers as a deliciously unmissable part of the Mayo experience.

Building the action from the start and insert the practice as organic part of Policy #2 at the same time provides the realization of a new innovative approach in the rural areas of the county on one hand, while on the other hand it gives a chance for further implementation in different parts of the county.

The practice requires expertise and practical background that will be ensured by the coordination body involving farmers, producers and professionals of the stakeholder platform.

2. NATURE OF THE ACTION

- ✓ A2.1 Elaboration of the online county gastromap
- ✓ A2.2 Selection of farmers, producers and restaurants to take part
- ✓ A2.3 Definition of the first section of Gourmet Trail (with optional extension)
- ✓ A2.4 Formulation of the coordination body including SMEs taking part
- ✓ A2.5 Disseminating the Gourmet Trail initiative through social media and information event

3. STAKEHOLDERS INVOLVED

- ✓ regional and local government actors supporting the definition of the first section of Gourmet Trail and taking part in the Coordination Body
 - Municipalities of Hajdú-Bihar County
 - General Assembly of Hajdú-Bihar County Government
- ✓ chambers representing and supporting farmers, suppliers, restaurants and accommodation providers
 - Hajdú-Bihar County Directorate of the Hungarian Chamber of Agriculture
 - Chamber of Commerce and Industry of Hajdú-Bihar County
- ✓ entrepreneurs and enterprises of gastronomy and food sectors – target group of activities
 - SMEs in agri-food sector
 - farmers' associations
- ✓ knowledge base to improve the quality of food products, tourism and hospitality
 - NGOs
 - representatives of existing initiations, particularly greenways (e.g. Mecsek Greenway)
 - University of Debrecen
- ✓ tourism experts and bodies providing experience and supporting the development and dissemination of the Gourmet Trail
 - tourism associations



- associations of cultural heritage

4. TIMEFRAME

- ✓ January 2020 – November 2021

5. COSTS

- ✓ No external work is required; staff cost will be covered by HBCG
- ✓ Organisation costs of events disseminating the trail: 2000 EUR

6. FUNDING SOURCES

- ✓ regional public funding through own institutional funding
- ✓ Territorial and Settlement Development Operational Programme

7. MONITORING AND EXPECTED IMPACTS OF THE ACTION

Implementing the activities of Action 2 will give serious chance to incorporate local food products into tourism: regularly updated online gastromap, new network of tourism and hospitality actors with farmers and suppliers, a new form for the visibility and marketing of local dishes are significant potentials to be built in the Tourism Development Concept being under elaboration (Policy #2). This new tourism offer has the possibility to be extended in the future throughout the county providing economic potential for further SMEs/entrepreneurs.

Hajdú-Bihar County Government (HBCG) will monitor the implementation of the action to see the progress and determine the further requirements of a long-term collaboration.

The following indicators are planned to be applied to measure the success of activities within the action:

Activity	Indicator	Expected value
A2.1	Number of online gastromap created	1
	Number of farmers, suppliers and restaurants included in the gastromap	40
A2.2	Number of farmers and suppliers included in the first section of the Gourmet Trail	10
A2.4	Number of stakeholders taking part in the coordination body	15
A2.5	Number of events disseminating the Gourmet Trail	2

When the action is completed, a short evaluation report (max. 2 pages) will be compiled including the efforts done and the results achieved.



ACTION 3 LAUNCHING „HAJDÚ BRUNCH” EVENTS

The issue of creating and organizing quality and valuable gastronomy events serving as new ways of business for rural SMEs while building local communities and strengthening the visibility and attractiveness of the county has been inserted as priority measure in the modified version (under development) of the Regional Development Programme of Hajdú-Bihar County (Policy#1).

The popularization of county cuisine and traditional food and gastronomy is an essential element both for local communities, domestic visitors as well as international visitors.

Action 3 focuses on finding the proper tools to enhance the attractiveness and visibility of these assets bundled with the rich cultural heritage and make them profitable for farmers, producers and other local actors.

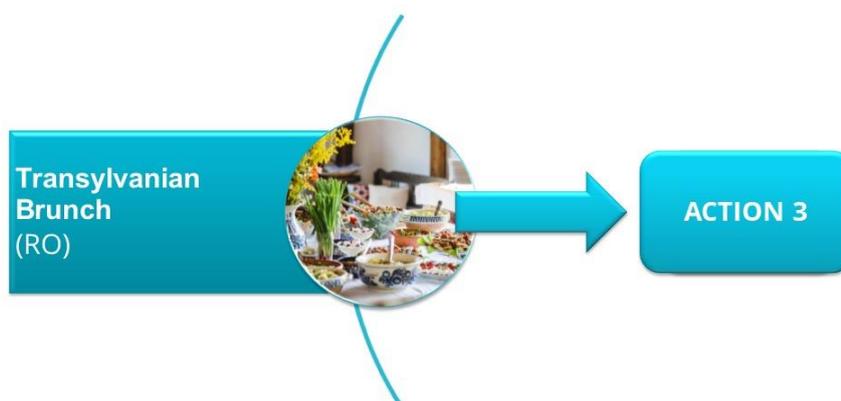
The establishment of brunch events can combine taste, experience and culture while providing market for SMEs and entrepreneurs, strongly supporting the better visibility, acknowledgement and attractiveness of the county. Better visibility and improved attractiveness of gastronomy assets can invite more visitors to the county, particularly less visited rural municipalities. Both domestic and international visitors are expected to take part. As the event can be visited paying an entrance fee, not only farmers/producers can have wider market opportunities but it can also produce income for the host municipality as well. Based on these factors, the action can contribute to gastronomy being recognized as an economic driver into the county's development agenda. Changing locations in the future ensures the opportunity for different rural municipalities to host the event and show themselves.

Parallel to its implementation, the practice (series of such brunch events) is built in as an integral development direction in the county's Tourism Development Concept (Policy#2).

1. RELEVANCE TO THE PROJECT

The action has been generated on the basis of a good practice identified and presented in the project:

- Good Practice “Transylvanian Brunch” – discovering gastro-culture of Sibiu County





Good practice “Transylvanian Brunch”

Lesson learnt from the Romanian partner during the interregional exchange visit to Sibiu, February 2019

The Transylvanian Brunch started in early 2008 as an initiative of the association GAL Microregiunea Hârtibaciu aiming to promote local traditional products from the Hârtibaciu Valley. It was also a good opportunity to organize multicultural meetings for people working in tourism, culture, rural development, ecological agriculture and heritage restoration, branches which often complement each other and collaborate in many local initiatives and projects.

The brunches usually take place on the last Saturday of each month in chosen locations and besides the culinary component, the events often offer cultural activities, such as church visits, short hikes and concerts.

It is planned to engage the active members of the stakeholder group and municipalities to properly adopt the practice in a form of a pilot brunch event.

2. NATURE OF THE ACTION

- ✓ A3.1 Mapping the potential host municipalities for the pilot event, onsite visit
- ✓ A3.2 Selection of 1 municipality for pilot event, definition of the brunch content, offers and entrance fee
- ✓ A3.3 Development of event organisation guideline
- ✓ A3.4 Organisation of pilot event

3. STAKEHOLDERS INVOLVED

- ✓ regional and local government actors
 - Municipalities of Hajdú-Bihar County
 - General Assembly of Hajdú-Bihar County Government
- ✓ chambers representing and supporting farmers, suppliers, restaurants and accommodation providers
 - Hajdú-Bihar County Directorate of the Hungarian Chamber of Agriculture
 - Chamber of Commerce and Industry of Hajdú-Bihar County
- ✓ entrepreneurs and enterprises of gastronomy and food sectors – target group of activities
 - SMEs in agri-food sector
 - farmers’ associations
- ✓ knowledge base to improve the quality of gastronomy events
 - representatives of existing initiations, particularly local/regional gastronomy events (e.g. thematic gastro-days in rural regions)
 - University of Debrecen
- ✓ tourism experts and bodies providing experience and supporting the formulation and sustainable operation of Hajdú Brunch
 - tourism associations
 - heritage managers
 - tour organizers



4. TIMEFRAME

- ✓ April 2020 – January 2022

5. COSTS

- ✓ estimated cost: 8.000 EUR

6. FUNDING SOURCES

- ✓ regional public sources through own institutional funding
- ✓ Territorial and Settlement Development Operational Programme
- ✓ LEADER Programme through Local Action Groups
- ✓ private funding by participating SMEs
- ✓ entrance fee

7. MONITORING AND EXPECTED IMPACTS OF THE ACTION

Implementing the activities of Action 3 ensures the better recognition and utilization of gastronomy assets of the county with specific focus on rural municipalities in less developed and visited areas as to be included in the improved Policy#1.

Beyond its special community building impact, this new type of attraction and tourism offer provides further marketing and visibility options for farmers and producers and acts as a specific economic driver to be included in the Tourism Development Concept being under elaboration (Policy#2).

Hajdú-Bihar County Government (HBCG) will monitor the implementation of the action to see the progress and determine the impact of the collaboration.

The following indicators are planned to be applied to measure the success of activities within the action:

Activity	Indicator	Expected value
A3.1	Number of municipalities applying for hosting the first event	5
	Number of pilot events organized	1
A3.2	Number of farmers/producers involved in providing the local dish selection for the event	10
A3.3	Number of stakeholders involved in the development of organisation guideline	15
A3.4	Number of participants in the pilot event	50
	Number of places of origin (municipalities) of visitors at the pilot event	10

When the action is completed, a short evaluation report (max. 2 pages) will be compiled including the efforts done and assessing the qualitative as well as quantitative results achieved.



ABOUT THE PROJECT

Gastronomy, local and regional food heritage is a common European cultural heritage, and as such also a major economic asset. Regional agro-food value chains can have a serious positive impact on local development. They also generate cooperation between various sectors including agriculture, tourism, hospitality, education etc. One way of materializing such cooperation is the growing trend of food related tourism.

EUREGA's main objective is to have food, food habits and gastronomy included and recognised in EU, regional and national strategies and policies. These should be seen both as a cultural asset and strong element in regional cultural identity and as a necessary tool to boost sustainable products and services.

PARTNERS

- ❖ Municipality of 's-Hertogenbosch (Netherlands)
- ❖ Province of Noord-Brabant (Netherlands)
- ❖ ProAgria Pohjois-Savo (Finland)
- ❖ Northern and Western Regional Assembly (Ireland)
- ❖ Development Agency of South Aegean Region -READ S.A. (Greece)
- ❖ Sibiu County Council (Romania)
- ❖ Hajdú-Bihar County Government (Hungary)
- ❖ Prodeca – Government of Catalonia (Catalonia)



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For further information about the EUREGA project please visit:

<http://www.interregeurope.eu/eurega>



ACKNOWLEDGEMENT

On behalf of the owner of the Regional Development Programme of Hajdú-Bihar County (RDP HBC) for 2014-2020 as well as the planned Tourism Development Concept of Hajdú-Bihar County 2021-2027 (targeted policy instruments of the EUREGA project for Hungary) we acknowledge the content of the Action Plan.

Date: July 2020

Name: Zoltán PAJNA, President, General Assembly of Hajdú-Bihar County

Signature:

Stamp of the organisation (if available):



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