

FOOD CORRIDORS

EMPOWERING RURAL & URBAN FOOD CONNECTIONS
WITHIN EUROPEAN REGIONS

**Empowering rural & urban food connections within
European regions**

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INTEGRATED ACTION PLAN



‘FROM FARM TO FORK AND BACK AGAIN’

**BRIDGING THE GAP BETWEEN METROPOLITAN GASTRONOMY AND SMALL
SCALE FARMS OF THE PERIPHERY**

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INTEGRATED ACTION PLAN AT A GLANCE

WHAT IS THE GRAND VISION

THE IAP AIMS TO BRIDGE THE GAP BETWEEN METROPOLITAN GASTRONOMY AND SMALLSCALE FARMS OF THE PERIPHERY, BY CREATING AN ACTUAL *FOOD CORRIDOR* BETWEEN BUDAPEST AND THE MUNICIPALITY AND TO CHANNELIZE CERTIFIED, QUALITY GOODS TO THE CAPITAL'S PREMIUM GASTRONOMY.

THE MUNICIPALITY AIMS TO BECOME A VIRTUAL HOMEGARDEN OF HIGH-END GASTRONOMY OF BUDAPEST BY HAVING AT LEAST 30 FULLY CERTIFIED FARMS BY 2025, THUS BECOMING THE ULTIMATE CATALYZING FORCE FOR A GREEN GASTRO-REVOLUTION.

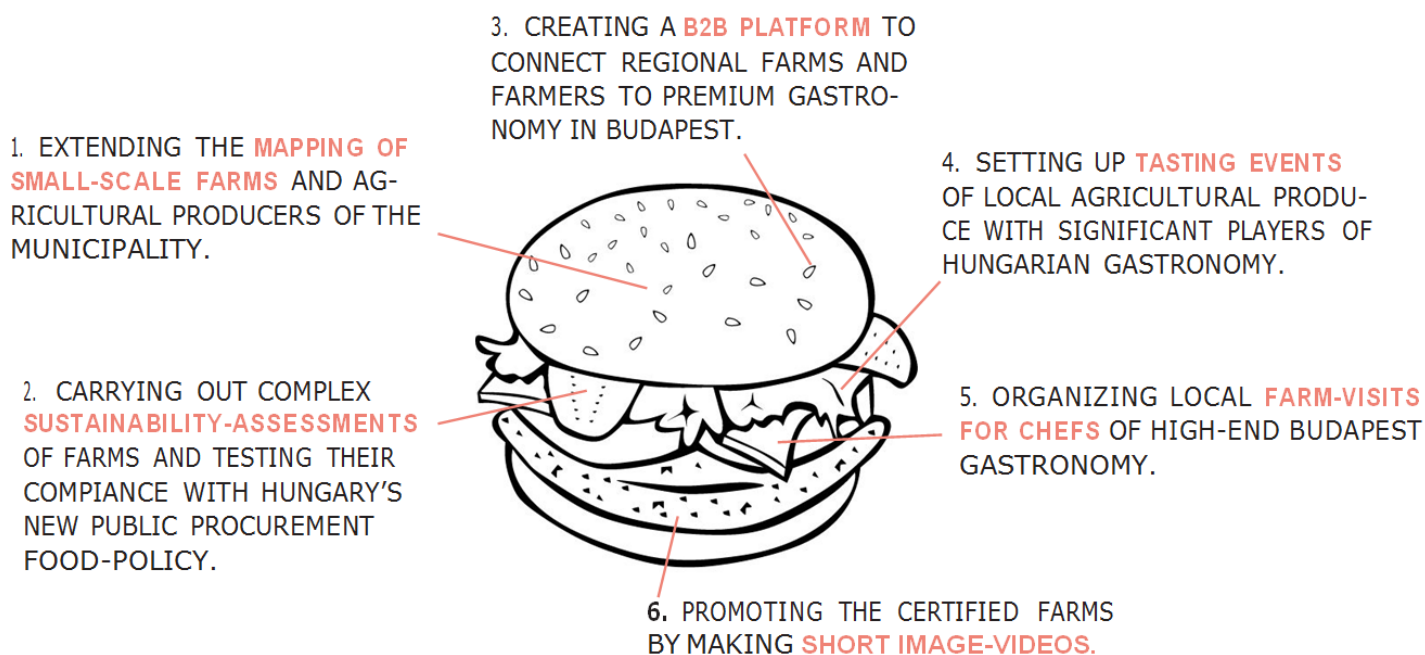
FOR WHAT REASON?

- THE AGRIFOOD-DOMAIN OF THE MUNICIPALITY IS DOMINATED BY PRIMARY PRODUCTION WITH LOW ADDED VALUE
- WEAK LOCAL PURCHASING POWER IS NOT FAVOURING LOCAL QUALITY-PRODUCTS
- ABSORPTION CAPACITY OF PUBLIC FUNDS OF THE MUNICIPALITY IS FAIRLY LIMITED

BUT:

- THE PREMIUM GASTRONOMY IN BUDAPEST SHOWS RISING INTEREST IN SOURCING RAW INGREDIENTS FROM CLEAN, RELIABLE AND TRANSPARENT SOURCES WITHIN A GIVEN RADIUS OF THE CAPITAL
- A NEW, NATIONAL-LEVEL POLICY AIMS TO MAXIMISE THE PROPORTION OF PRODUCTS IN PUBLIC CATERING ORIGINATING FROM SHORT FOOD SUPPLY CHAINS

HOW TO DO THAT?



PART I. PRESENTATION OF CONTEXT AND PROCESS

1.1. Introduction

We would like to stress that the process followed to produce this Integrated Action Plan has been shaped by the circumstances arising from the outbreak and subsequent development of the Covid-19 pandemic, with all the imbalances and changes that this has brought about. All in all, the Covid-19 pandemic has highlighted the importance of ensuring access to healthy food for everyone and the risks underlying a globalised food system that is not exempt from various negative externalities.

In the context where the planet's population will reach 8 billion, and urbanization is overgrowing, cities face the challenge of providing their citizens with clean air, access to healthy and sufficient food, employment, housing, etc. These are among the basic priorities outlined in the UN Sustainable Development Goals, which help frame the New Urban Agenda.

1.2. The concept of FOOD CORRIDORS

FOOD CORRIDORS is a network of European cities committed to designing food plans that extend from the urban and peri-urban areas through a corridor that facilitates an urban-rural re-connection. This approach enhances production and consumption environments based on a base of economic, social, and environmental sustainability integrated into development policies.

The network seeks solutions to unemployment, the adverse impact on the environment of economic activity, adequate health and education for their inhabitants, the loss of identity, the need to offer the quality of life to citizens, and the decline of nearby rural areas. Food appears to be a common link related to every one of these sectoral policies.

This Integrated Action Plan developed within the framework of the FOOD CORRIDORS network comes at a critical moment of change for the EU, launching a new Common Agricultural Policy and an ambitious proposal such as the European Farm to Fork Strategy all within the scope of the European Green Deal.

The themes and sub-themes presented below connect with the problems and challenges faced by partners along with the FOOD CORRIDORS network. In the following chapters, these connections will be made visible and their relation to the actions to be locally implemented and how these could be facilitated.

A total of **six priority themes**, developed in fifteen specific sub-themes, form the backbone around which each partner of the network has structured a set of actions in the context of an Integrated Action Plan that seeks to respond to a problem linked to the territorial/local food system.



1.3. City context and definition of the initial problem

Szécsény and its municipality (consisting of 14 small settlements) is located 110 km from Budapest, in the northern part of Hungary, near the Slovakian border on 285 km², with a population of 20.000. Szécsény and its surroundings have a long tradition of agriculture-, and institutes of agricultural education. However, the Municipality belongs to the least developed microregions of Hungary. **The agrifood-domain of the Municipality is still dominated by primary production, with low added-value rates.** The only notable processing units are the well-functioning Mill in Szécsény and the Funky Forest factory (producing pressed and bottled fresh fruit- and vegetable smoothies) plus the community cold-store as a supporting facility for local small-producers. The Agricultural Vocational School in Szécsény has great potentials for transmitting up-to-date, state-of-the art agricultural skills, but attempts to reform its curriculum in that direction are still to be expected. It is also notable, that the **absorption-capacity of public funds dedicated for Rural Rejuvenation and Rural Development of the Municipality is still very limited** – actually one of the lowest in Hungary.

The Municipality has carried out several experimental projects in the field of local-resource based development over the last seven years - the city is strongly committed to plan a sustainable trajectory for its local economy, with a special focus on the agro-food domain. **However, real breakthrough events are still missing from the horizon.**

The initial attempts of the Municipality to empower local farmers **by setting up procurement policies favouring local farms for the local catering has failed due to the privatization of the catering facility.** With that, integration of the products coming from the local public work schemes has also become technically impossible.

Having a glance in the **institutional context**, the local government have had a turbulent time right after the start of the Food Corridors project. In spite of that, **the project is very much supported not only by the Municipality and the County of Nógrád, but also the Ministry of Agriculture of Hungary.**

1.4. City profile and focus

1.4.1 Changing context

In the course of the last 2 years, due mostly to the Covid outbreak, public attention was driven to the importance of food-sovereignty, self-reliance and self sufficiency – with local farms and farmers coming to the spotlight in an unprecedented manner. **Local shopping communities has come to life (mostly in bigger towns)** and are still intensively **supported by local governments and state-run institutions** in the region (see: 'Vedd a Nógrádit!' initiative).

In light of that, Rural and Urban relations are re-negotiated on a daily basis. In that context, the **premium gastronomy sector in Budapest shows rising interest in sourcing raw ingredients from clean, reliable and transparent resources within a given radius from Budapest.**

Paralelly with that, a newly introduced, **national-level policy tries to maximise the proportion of products originating from short-food-supply chains in public catering in Hungary.** Having come into force just recently, the new regulation has many not-so-clear aspects, but the general message of trying to favour local players of the agrifood sector is fairly obvious. In synch with that, the **Hungarian Government introduces various maesures to force international supermarket chains to move to the direction of local sourcing.** All that being an ongoing process, it is hard to draw conclusions on its real implications. However, it must be stated, that - given the relatively small size of our microregion – the local agrifood system might be much more afflicted by and exposed to changes of policies on the national level, rather than on the local-, or regional level.

1.4.2 The shifting focus of the IAP and the SSA

Reflecting on these trends of the last 2 years, we have re-formulated our basic IAP goals in order to address the changing nature of Rural-Urban relations and **to create an actual food corridor** accordingly between Budapest and the Municipality to channelize certified, quality goods to the capital's premium gastronomy and – as a potential direction – public catering services.

1.5. Process of building the IAP and Local Support Group



An IAP, within the frame proposed by the URBACT Programme, is a concise document defining actions to be implemented, covering the planned timings, implementation responsibilities, costings, funding sources, monitoring indicators, and risk assessment of the actions.

Inspired by the URBACT methodology, based on the development of two consecutive Phases, the second one containing three differentiated stages, we have followed this route to build the IAP:



1. Activation (May-December 2020)
 2. Planning Actions (January-December 2021)
 3. Planning implementation & IAP Final (January-August 2022)
- Under the guidance of an Ad Hoc Expert and the support of the Lead Expert of the network, an ongoing capacity-building process has taken place, according to the URBACT general outline for the co-production of the IAP.

Throughout 2021, different training sessions organised within the various transnational meetings have developed the following content:

Session 1 - TNM in March: Define Vision and Themes for the city

Session 2 – TNM in May: Step 1 of the Idea Generation Process (Brainstorming) for each of the themes

Session 3 - TNM in May: Step 2 of the Idea Generation Process (Impact vs. Challenges) for each of the themes

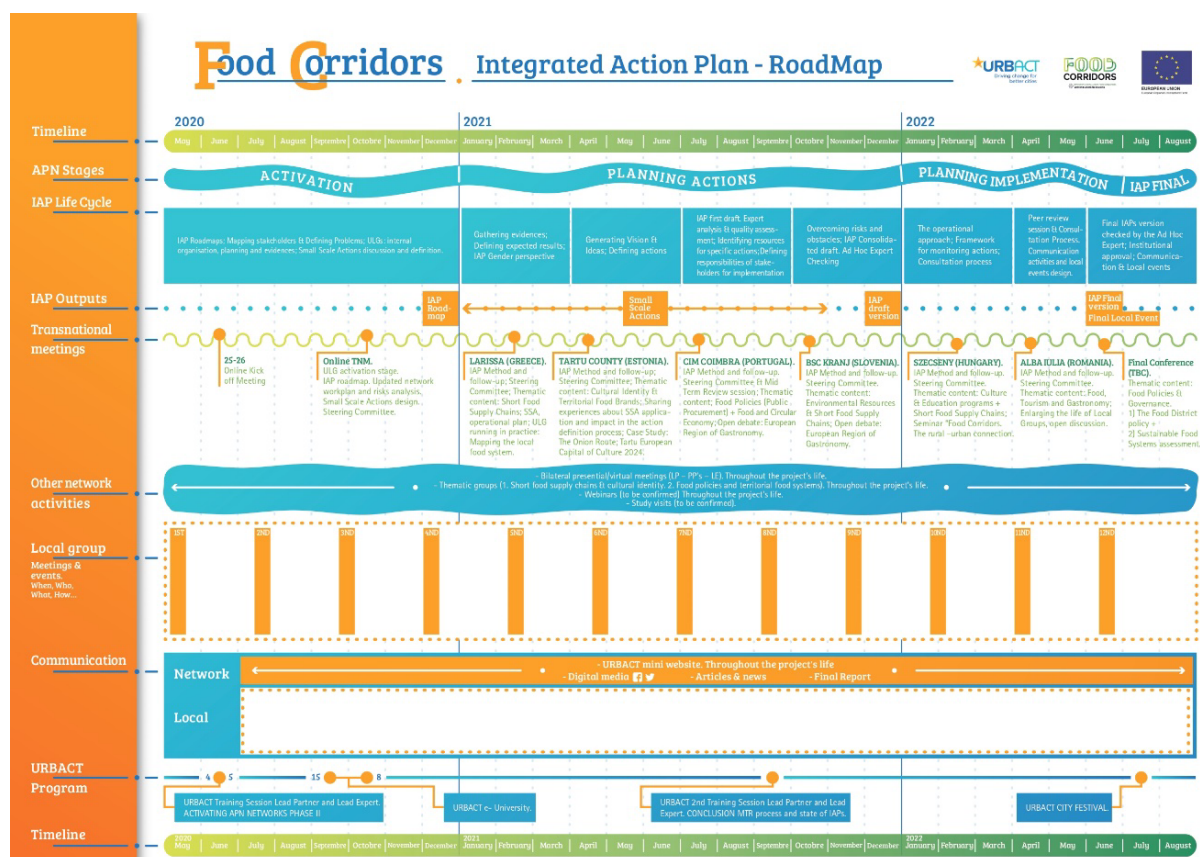
Session 4 - TNM in June: Step 3 of the Idea Generation Process (Prioritization) for each of the themes -> from ideas to actions + presentation IAP Format & main components (URBACT GUIDANCE template)

Session 5 - TNM in September : Defining Objectives/Intend Result/Resources & Assets/Lead Organization/Key Partners/Timeframe.

Session 6 - TNM in November: Draft and review IAP.

Similarly, during the e-University organised by URBACT in January 2022, knowledge has been shared regarding essential aspects of the IAP production process, such as risk analysis, financing, monitoring and evaluation of results. In a complementary way, these and other contents have been expanded throughout the transnational meetings organised by the project in 2022 until the final version of the IAP

In parallel, through different meetings, this learning and availability of resources have been put at the service of the Local Group that has collaborated in the definition of the IAP itself.



1.5.1 General objectives of setting up the local ULG

- Having a diagnosis on the current situation in the micro-region, shared by the community, with regards to the circumstances detailed in the baseline study approximately a year ago ...
- Setting up a consistent framework for outlining the potential points of intervention, where the mobilization of relatively limited resources may have a proportionately great impact on the given system – as a starting point to a shared vision of the IAP.
- Creating an up-to-date inventory of the agrarian resources available in the micro-region.
- Digging up all the potential possibilities to co-operate with existing and functioning initiatives (both national and international ones) that have similar priorities and scope.
- Outlining a successful model of communication throughout the whole duration of the project, involving the Municipality and the manifestations of its local developmental strategy.
- Constantly re-examining the opportunities to enlarge the territorial scope of the project in accordance with changing structure of the ULG's outer layer.
- Trying to attract urban movements and initiatives to co-operate with the Food Corridors project.



1.5.2 Expected Outcomes

- General re-animation of the small-scale food producing sector in the area, as a vital aspect of a sustainable bioregional economy.
- Certifying a number of farms and their 'sustainability profile', in order to make them compatible with the demands of conscious urban consumers with high purchasing power in the broader area of the micro-region.
- Reformed local policies for a more inclusive and ecologically sensitive green procurement.
- Triggering more attention for the agro-ecological potentials of the region from high-level national political powers.

1.5.3 Available resources

- Broad and constant political support for the whole project, even if local circumstances may oscillate from time to time.
- Still existing local agricultural traditions – as compared to other Nordic regions of the country.
- Available training facility for agricultural skills (ie. having the Agricultural Vocational School – even if its curriculum being in deed of radical reforms).
- Agri Kulti's long standing experience in the field of sustainable rural development.
- Synergies with Agri Kulti's present domestic and international projects.
- The emergence of new stakeholders in the region with great developmental potential in accordance with the basic aims of Food Corridors (see: Ministry for Agriculture in Hungary)
- Generally enhanced level of perception for local farms, local products and local economy as such, due to COVID outbreak.

1.5.4 Planned (1) and revised (2) concept of the ULG meetings and events

1. The initially planned agenda of the ULG meetings **should have followed the imagined path of a walkable short food supply chain**. Accordingly, every single ULG meeting should have had a special focus-area, revealing the potentials and the limitations of the given modules of the planned SFS-track. Corresponding to the actual needs, we would have invited guest speakers and experts from different fields of the agri-food domain.
2. Due to the circumstances described at 1.1 and 1.2, we have shifted our focus from the local self-sufficiency towards market opportunities in Budapest, most notably in the field of premium gastronomy. The organic evolution of the composition of the ULG have followed this route, taking chefs, logistic coordinators and sustainability experts (plus influencers of gastronomy) on board, alongside with many small-scale farmers in the Municipality (see below).

1.5.5 The composition of the ULG and its dynamics within the group

Alongside with the changing focus of the IAP, the key stakeholders within the ULG have also had a changing nature. As it is visible on the Stakeholders Ecosystem Map above, the '**URBAN AGRIFOOD SECTOR**' domain has gained weight in a significant way due to the fact, that the real market potentials of Budapest plays a crucial role in the actual *food-corridor* concept of the IAP. The appearance of representatives of the top gastronomy of Budapest (chefs and restaurant owners and managers) have had a very decisive impact on the course of the ULG-formation and operation, not to mention the active participation of the Farm2Fork (www.farm2frok.hu) enterprise, which proves to be a real option for small-scale farms and producers in the municipality, in terms of urban restaurants and consumers.

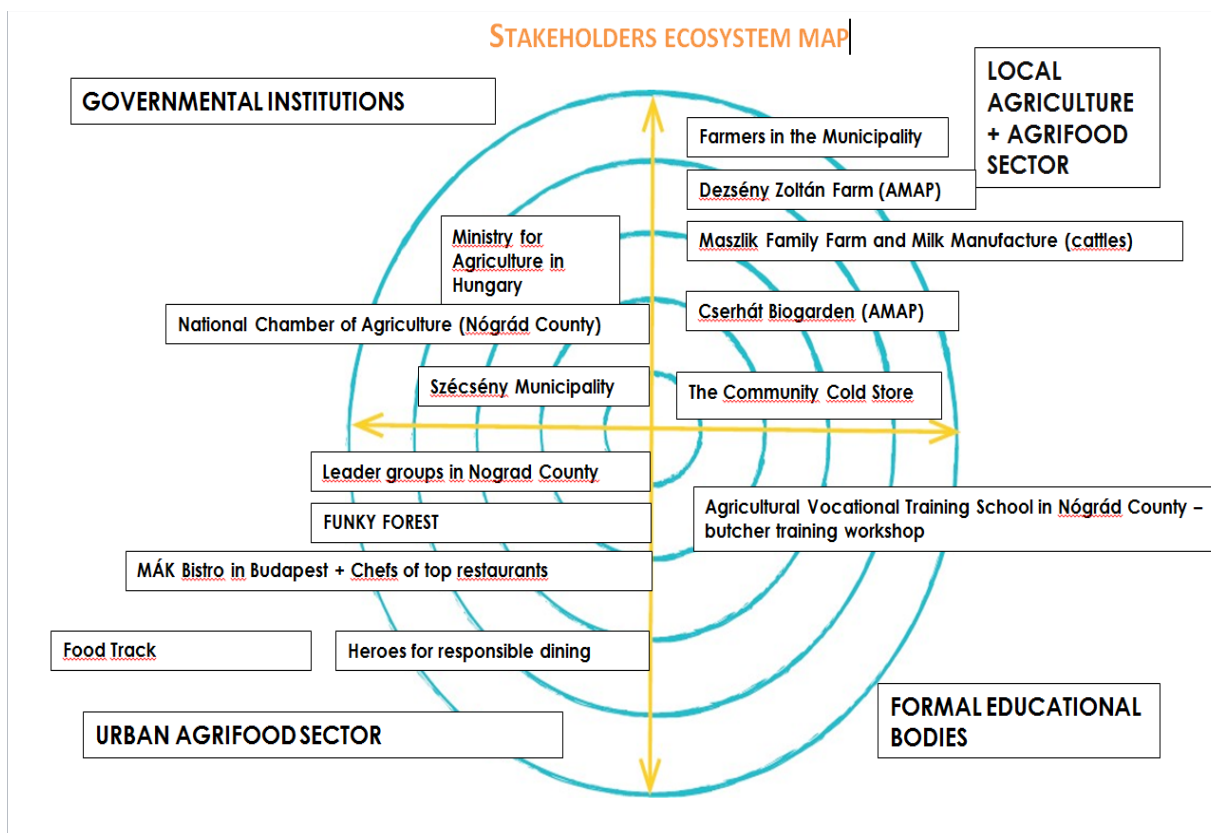
In the field of '**LOCAL AGRICULTURE**', more and more local farms have joined the ULG meetings locally, and also in Budapest, where we organized round-table discussions with the participation of chefs and an official tasting event for local raw ingredients with chefs, farmers and gastrobloggers.

As for the '**GOVERNMENTAL INSTITUTIONS**', we have managed to take the Ministry of Agriculture in Hungary on board, along with the political leaders of the County of Nógrád, in order to gain insight to the policy related issues discussed above and to provide political support for the Food Corridors project on the long run.

As we have stated in the introduction, the city of Szécsény have had a pretty turbulent time in the last 2 years, in terms of local politics. In light of that, we have also had a challenging time to keep the spirit and the commitment of the city itself – in the same time to broaden the scope of the IAP and to take urban stakeholders on board, while keeping the integrity of the concept and the smooth management of ULG meeting in really diverse circumstances (ranging from local micro-farms to fancy metropolitan restaurants and meeting rooms of governmental institutions).

Despite all hardships, we have managed to keep the stakeholders motivated and the ULG meetings on track, thanks to the local success of our Small Scale Action (described below).

1.5.6 Stakeholder-ecosystem map



1.5.7 Remarks on reprogramming

Mainly due to the outbreak of the Covid-19 pandemic, the Work Plan of the network and the work of each partner has had to be readapted flexibly throughout the entire development of Phase II (May 2020 - August 2022).

Following the URBACT Programme proposal, the transnational learning and exchange activity is combined with a participatory process, giving shape to a Local Group that accompanies the process throughout the project, culminating in the production of the

Integrated Action Plan. Once again, it is worth mentioning the significant impact that the Covid-19



pandemic has had on the development of this participatory process. This has made frequent contact and interaction, as initially designed, problematic. However, the Local Group has been present throughout the project.



1.6 Description of the challenge in the city

The low penetration level of primary production leave small scale local producers of the municipality with no market-access to the food supply chain. Plus, the general conditions of underdevelopment and the typically **low local purchasing power does not provide a local opportunity for locally cultivated goods** - even though the agrieological conditions of the Municipality are actually very favourable. In light of that, **urban markets may provide a key leverage point for local actors** of the agrifood scene. However, critical steps are to be made for buliding up this alternative routes. These are: 1. **up-to-date information on urban niche markets** 2. **general visibility of small-scale farms** 3. **accessible, reliable, transparent information on its sustainability-performance**. The implementation of the IAP could provide these missing links.

PART II. THE ACTION PLAN

2.1. Objectives and expected Results

OUR VISION IS ...

.... **to** make small scale farming a viable option for family farms in- and around Szécsény, **with** bridging the – not merely – informational gap between Budapest and the Municipality **by** certifying a minimum of 30 farms by 2025, **thus** becoming the virtual homegarden for the high-end-gastronomy of Budapest and becoming the ultimate catalyzing factor for a green gastro-revolution.

For that to happen we have created a local participatory strategy, offering workable alternatives to achieve these goals. The Roadmap of the IAP designed by our city is based on the following objectives:

- directing small-scale producers towards ways of sustainable production, serving as a competitive advantage in the market
- building up as many connections with the urban HORECA sector as possible
- creating a B2B digital platform to directly connect farms with restaurants in pre-ordering manner (where restaurants will have to plan their menus according to the available local supplies 1 year in advance)
- establishing educational kits to support the development of small-scale farms based on up-to-date knowledge about the real needs of the market.

2.2. Focus of the IAP in light of Food Corridors' main themes

ACTIONS	Culture Identity and Territorial Food Brands				Food Policies				Short Food Supply Chains		Governance	Environmental Resources	Circular Economy
	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)	(11)	(12)	(13)
1. Extending the mapping of small-scale farms and agricultural producers in the municipality (with the potentials of becoming suppliers of urban gastronomy and public catering)	X								X			X	
2. Carrying out complex sustainability -assessments of farms in order to gain a sustainability profile of their operations and testing the compliance of them with Hungary's new public procurement food-policy		X				X			X		X	X	
3. Creating a B2B platform to connect regional farms and farmers with premium gastronomy in Budapest.	X								X				
4. Setting up tasting events of local agricultural produce with significant players of Hungarian gastronomy.			X							X			
5. Organizing local farm-visits for chefs of high-end Budapest gastronomy.			X							X			
6. Promoting the certified farms and farmers through short videos (see: SSA)			X							X			

Sub-Themes Legend:

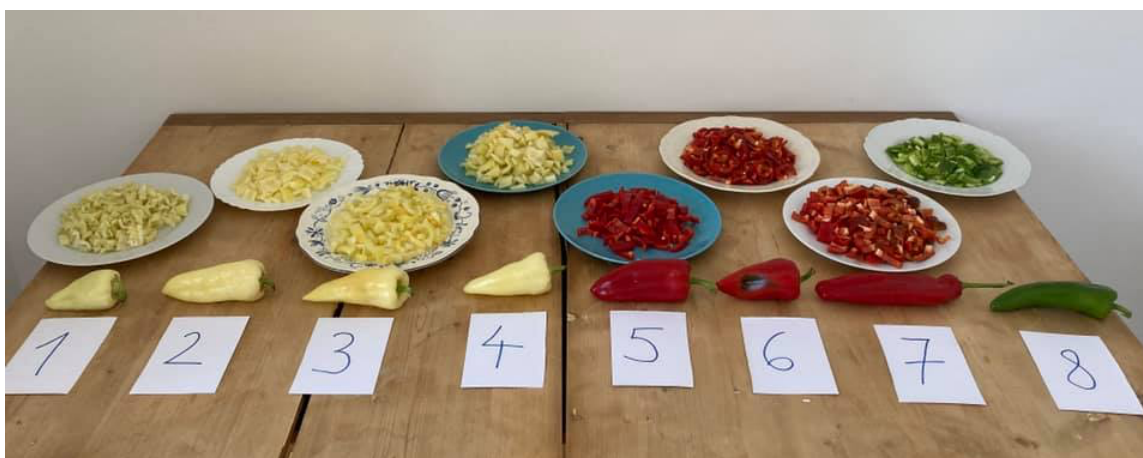
- (1) Food Tourism & gastronomy
- (2) Local / Territorial Brands
- (3) Culture and Education Programs
- (4) Events (Food Festivals,...)
- (5) Social inclusion
- (6) Employment & Entrepreneur support: Food Labs; Land Access
- (7) Public procurement (legal development, experiences,...)
- (8) Training & Education programs
- (9) CSA; Craft products; Food Hubs

- (10) SMEs, cooperatives. Social sector; Food markets, shops, canteens.
- (11) Social innovation; Citizens participation; City Food Councils
- (12) Organic production; Agrarian parks; Biodiversity
- (13) Design out waste, keep materials in use...

2.3. Actions Table

LIST OF ACTIONS

1. Extending the mapping of small-scale farms and agricultural producers in the municipality (with the potentials of becoming suppliers of urban gastronomy and public catering).
2. Carrying out complex sustainability -assessments of farms in order to gain a sustainability profile of their operations and testing the compliance of them with Hungary's new public procurement food-policy.
3. Creating a B2B platform to connect regional farms and farmers with premium gastronomy in Budapest.
4. Setting up tasting events of local agricultural produce with significant players of gastronomy.
5. Organizing local farm-visits for chefs of high-end Budapest gastronomy.
6. Promoting the certified farms and farmers through short videos (see: SSA 1-2-3).



2.4 Detailed description of actions and primary risk-assessment

Action Title:	Nr.1 - Creating a B2B platform to connect regional farms and farmers with premium gastronomy in Budapest.			Risks: Prolonged agony of the HORECA sector due to the Covid-crisis. Potential decline in the purchasing power of domestic customers as a side affect of the current crisis. Mitigation: Budapest’s gastronomy could still be a holdout for the Hungarian HORECA sector as such ...
Action Owner:	Agri Kulti Nonprofit Ltd + the Municipality of Szecseny.			
Short Description:	The planned digital platform should be able to directly connect small-scale, local farms with premium gastronomy in the capital. Through the platform, chefs are able to pre-order ingredients for the next year, while farmers can adjust their cropping system according to the needs of the market in advance and thus have a predictable market and income. All that is based on full transparency: chefs and costumers of the restaurants can have detailed insight into the sustainability-performance and the everyday operation of each farms. Plus, farmers will receive accurate guidance on how to produce the demanded type of goods.			
Links to other city strategy:	Updating the curriculum of the local vocational school for agriculture.			Finance & Resources: Food Corridors Small Scale Action, as a complimentary modul (EUR 10.000). Co-operation with ‘Vedd a Nogradit’ state initiative (Approx. EUR 20.000 – TBC)
Stakeholders to involve (from or outside the ULG):	Chefs of high-end restaurants, gastro-influencers, owners of restaurants, external consultants on innovative agricultural skills and practices + capacity for developing the IT content.			
Action Readiness level: maturity of the action	Low	Medium	High	
		X		

Action Title:	Nr.2 - Extending the mapping of small-scale farms and agricultural producers in the municipality			Risks: No foreseeable risks involved.
Action Owner:	Agri Kultı Nonprofit Ltd + the Municipality of Szecseny + Nograd County			
Short Description:	Gathering as many local farms as possible that are eligible for being the subject of the new policy on public procurement in Hungary.			
Links to other city strategy:	Productive Public Works Scheme-extension towards agriculture, plus providing external training options for the students of the Vocational School for Agriculture.			Finance & Resources: Food Corridors Small Scale Action, as a complimentary modul (EUR 10.000).
Stakeholders to involve (from or outside the ULG):	Vocational School for Agriculture in Szecseny, Agri Kultı, Municipality of Szecseny, farmers of the Municipality			
Action Readiness level: maturity of the action	Low	Medium	High	
	x			

Action Title:	Nr.3 - Carrying out complex sustainability - assessments of farms			Risks: Low willingnes-level of farmers to provide access to their farming data. Mitigation: The assessment-based participation in a direct-selling platform should prove to be a key aspect to tackle the problem above.
Action Owner:	Agri Kulti Nonprofit Ltd + the Municipality of Szecseny.			
Short Description:	Main goal is to gain a sustainability profile of their operations and testing the compliance of them with Hungary’s new public procurement food-policy .			
Links to other city strategy:	Providing traceability and accountability for the greening of the local (and regional) public procurement policy.			Finance & Resources: Funds and direct subsidies of the Ministry for Agriculture. Estimated budget: EUR. 100.000.-
Stakeholders to involve (from or outside the ULG):	Agri Kulti, National Chamber of Agriculture in Hungary, Ministry for Agriculture in Hungary			
Action Readiness level: maturity of the action	Low	Medium	High	
		X		
Action Title:	Nr. 4 Setting up tasting events of local agricultural produce with significant players of Hungarian gastronomy.			Risks: Quality-problems with products, presentability of goods, willingness of farmers to

Action Owner:	Agri Kulti Nonprofit Ltd + the Municipality of Szécsény + Nograd County + Ministry for Agriculture in Hungary			expose themselves at public events.
Short Description:	<p>Tasting events to be organized – dedicated to specific raw materials, sourced from small-scale farms of the Municipality.</p> <p>The events will showcase not only the products, but also the sustainability-performance of a given farm.</p> <p>The events will take place in Budapest's top gastronomic venues, in the presence of well-known chefs and gastroinfluencers.</p>			<p>Mitigation: market incentives might help to overcome this problems.</p>
Links to other city strategy:	Enabling small farms to get a grip on the short food supply chain link to restaurants in Budapest and to public catering schemes on national level.			<p>Finance & Resources:</p> <p>Approx budget: EUR. 40.000.-</p>
Stakeholders to involve (from or outside the ULG):	<p>Ministry of Agriculture Chamber of Agriculture</p> <p>Szécsény Municipality Farmers Heroes of Responsible Dining Farm2Fork (an enterprise connecting restaurants and farmers) Gastroinfluencers</p>			<p>Direct contributions from restaurants are to be expected in kind (providing venue and catering capacity).</p> <p>Subsidies for boosting agrotourism could be available with co-financing (up to 80% intensity).</p>
Action Readiness level: maturity of the action	Low	Medium	High	
	x			

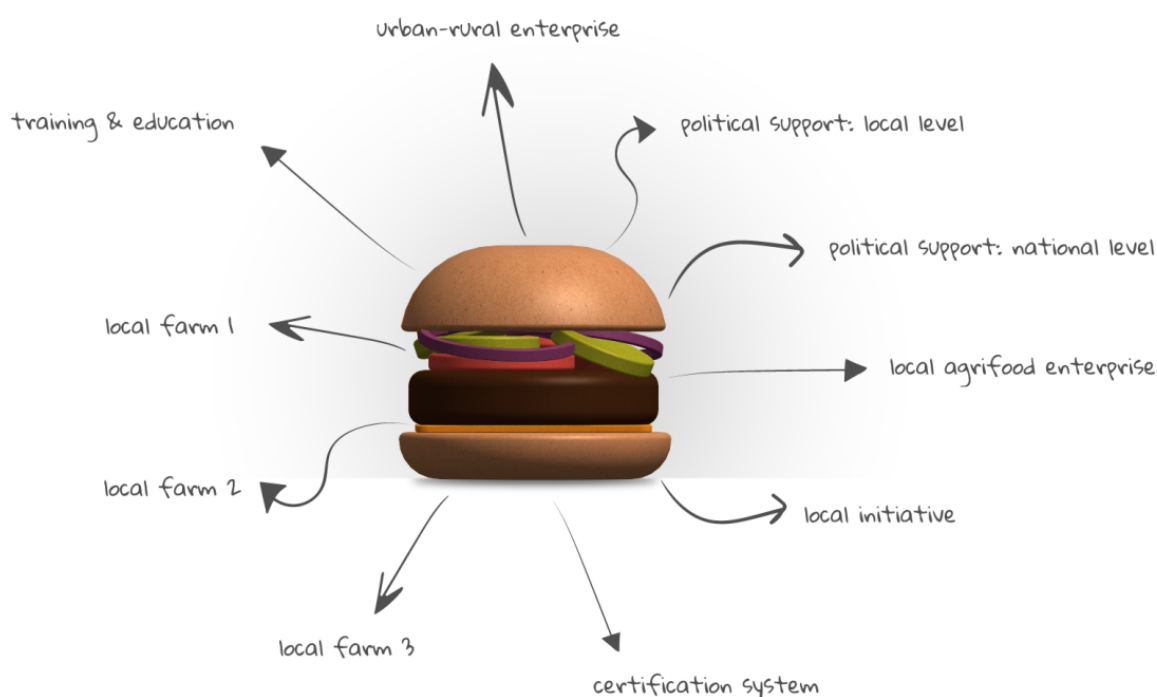
Action Title:	Nr. 5 - Organizing local farm-visits for chefs of high-end Budapest gastronomy			Risks: Prolonged agony of the HORECA sector due to the Covid-crisis. Potential decline in the purchasing power of domestic customers as a side affect of the current crisis. Mitigation: See: Action Nr. 3
Action Owner:	Agri Kulti Nonprofit Ltd + the Municipality of Szecseny			
Short Description:	Chefs and fellow-farmers will be invited to the sustainability assessment process taking place at different farms in the municipality. The essence of the event is to get the gastronomy closer to its source, ie. to the agricultural activities of the farmer. Supply and demand should meet at the farmer, making joint product development a living reality. Waiters and other players might be also invited.			
Links to other city strategy:	Boosting agro-tourism.			Finance & Resources: Food Corridors Small Scale Action, as a complimentary modul (EUR 10.000).
Stakeholders to involve (from or outside the ULG):	Chefs of high-end restaurants, gastro-influencers, owners of restaurants, external consultants on innovative agricultural skills and practices + capacity for developing the IT content.			
Action Readiness level: maturity of the action	Low	Medium	High	
	X			

Action Title:	Nr.6 - Promoting the certified farms and farmers through short videos (see: SSA 1-2-3).			Risks: No particular risks involved.
Action Owner:	Agri Kulti Nonprofit Ltd + the Municipality of Szecseny + Nograd County			
Short Description:	Short (3-5 min.) image-videos to introduce and promote single farms and their sustainability-performance (as it has been tested with our SSA).			
Links to other city strategy:	Branding the municipality as a well-working agricultural entity, which is rich in natural assets.			Finance & Resources: Dedicated funds from the Ministry of Agriculture in Hungary for boosting agro-tourism (Approx. EUR 80.000) in a co-financing structure + Food Corridors Small Scale Action, as a complimentary modul (EUR 10.000).
Stakeholders to involve (from or outside the ULG):	Municipality of Szecseny, Agri Kulti Nonprofit Ltd, farmers, Ministry of Agriculture in Hungary			
Action Readiness level: maturity of the action	Low	Medium	High	
	X			

2.5. Small Scale Action

Our SSA wished to create transparency via certifying local small-scale farms, in order to provide them access to top-level restaurants and hotels in Budapest. Beside measuring their sustainability-performance, we created 3 (5-minutes each) videos of 3 farmers in and Szécsény Municipality. Paralelly with that, we organized tasting events with the participation of top-chefs and farmers, plus rountable discussions with significant players of gastronomy in Budapest. As it has been already stated, our vision is to **become the virtual home garden for the high-end gastronomy in Budapest by 2030**. For that to happen, we are up to carry on with the certification-process and the building of the B2B platform (see: Actions) **by scaling up the activities covered by our Small-Scale Action**.

BASIC INGREDIENTS OF A HEALTHY RURAL-URBAN FOOD CORRIDOR:



OBJECTIVES AND POTENTIALS:

- A: status-quo update: mapping local supply-side
- C: low-risk exercise for testing the dedication and the flexibility of the ULG member
- D: having an idea about the sustainability-performance of local agriculture
- E: reasonably good potential for upscaling

ACTIVITIES AND IMPLEMENTATION:

1. Surveying farms in the county.
2. Involving farms in an experimental certification-scheme developed by Agri Kult.
3. Organizing farm-visits with chefs and restaurant-owners.



4. Inviting key experts from NGOs in field of sustainable gastronomy.
5. Creating 3 short-movies on farms and farmers.



READINESS AND RISKS:

Readiness: Technological readiness-level (TRL) is satisfactory, since AK is in the process of developnig the necessary tools for the farm-level assessments. The filming of farms and farmers are readily available, conventional tools for promotion.

Risks: Actual demands and requirements of high-end gastronomy are well researched by AK. Expectations are very clear. Readiness of farms to satisfy these needs has to be investigated somewhat more (see: surveying action). Willingness of farmers to engage in product-development and improvement of the farm's environmental profile has to be clarified. Previous studies of AK points to that direction.

MONITORING INDICATORS:

Exact indicators: number of farms and restaurants that are involved and transacting + the actual number of transactions (even if that might be quite hard to measure)

After 6 months a mid-term evaluation takes place to assess the progress and to have a perspective on the local potential of the enterprise + directions of further development should also be determined by then.

PART III. COMMUNICATION, RESOURCING AND MONITORING

3.1 Communication Strategy

All communication activities as well as the public consultation will be delivered in coherence with the communication activities delivered during the participatory process of building the IAP.



EXTERNAL COMMUNICATION – between the **ULG members** and the **broader local audience** with the scope to inform citizens on the activities of the ULG, the IAP content and progress made as well as to gather inputs, opinions and additional suggestions. These external communication processes will be delivered by **press releases, reports, and social media**. At the level of each action, there should be also communication activities during detailed planning (like co-creation sessions with stakeholders, target groups) and implementation;

INTERNAL TECHNICAL COMMUNICATION – this activity will be delivered in order to increase the interest **among ULG members, administrative experts and specialists**. The final scope is to ensure the coherence between the activity of different sectors and the actors during the implementation of each action.



Target audience	Key message	Platform
Chefs, end-users, restaurant-owners	Basic information on the Food Corridors project	SIRHA BUDAPEST Expo of alimentation 2022
Chefs, restaurant owners	Recruiting chefs and restaurants for the B2B platform	Bocuse D'or Competition Hungary 2022
Decision-makers	Promoting the project	Bilateral meeting with the representatives of the Ministry for Agriculture

3.2 Resourcing

This section describes the rationale for developing links between the different funding sources and explains how they can be combined, based on a suggested 5 step approach:

Step	Action	Commentary
1	Make the participation in EU funds a policy priority	Addressing lack of political motivation and reluctance and explains why it is important for local politicians to address funds at city level
2	Get informed	Addressing the lack of information on EU and structural funding opportunities (and to a certain extent complex

		administrative rules managing funds) and explain where to find such information.
3	Explore co-financing possibilities	Addressing the barrier of co-funding requirements and lack of resources and give tips on where to look for possible co-funding.
4	Get connected and learn from others	Addressing the lack of information on finding and limited technical capacity. It gives examples of different sources of funding and link to other cities in a similar process.
5	Establish partnerships and foster cooperation	Addressing difficulties in establishing adequate partnerships and proposes ways to foster cooperation with the different stakeholders.

The key to delivery and implementation of the IAP is finance. Without the necessary financial support and resources, the actions are unlikely to be implemented and therefore the plan will not have the impact envisaged in its vision, aims and objectives. There is however no one source that will deliver sufficient finance to fund all individual aspects of the IAP. Within the Action Tables, a number of funding schemes and instruments have been identified that are considered key potential funding sources and these will be pursued throughout the implementation phase of the project.

A wide range of programmes and funding provide financial support to hundreds of thousands of people and organisations such as farmers, students, scientists, NGOs, businesses, towns, regions and many others. EU funding is available on local, regional, national, interregional and EU level. These schemes are grouped into 45 different categories, 9 of which are directly linked to innovation in agriculture, food and forestry. The most relevant for our IAP are presented below:

- ***European Agricultural Fund for Rural Development (EAFRD)***
- ***European Regional Development Fund (ERDF)***
- ***INTERREG: Cooperating between regions***
- ***European Social Fund (ESF)***
- ***EUROSTARS***
- ***Erasmus+***
- ***LIFE+***

A/European funds

The current EU programming period of 2021-2027 might reveal crucial European resources for financing certain modules of our IAP. In particular: INTERREG (European Territorial Co-

operation) programmes: Interreg Central Europe, Interreg Europe, URBACT, Horizon2020). We have already established connections to a **Horizon2020 project** called **DIVINFOOD**, which aims to channelize underutilized crops to mainstream gastronomy Europe-wide, having started just recently.

B/National funds

An essential part of future resourcing might be the funds for the Ministry of Agriculture in Hungary for rural rejuvenation in the coming programming period.

C/Business-based solutions

A core component of the activities described in the IAP is the market-based approach. High-end gastronomy of Budapest seems to be willing to mobilize resources which might powerfully support some modules of the IAP – as it already happened while we have been implementing our SSA.

3.3. Monitoring framework

The monitoring framework will be based on the following set of monitoring indicators (directly linked with the intended objectives previously described), as follow:

Specific Objective	Result indicator			Source	Output indicators
		Baseline	Target		
Having 30 certified farms by 2025, connected to Budapest's gastronomy by a B2B platform		4	30	Food Corridors Small Scale Action, dedicated grants from the Ministry of Agriculture in Hungary	Actual number of farms

3.4. Supporting information

Availability of the digital TNM of the Municipality of Szécsény, including the 13 short-videos about our IAP:

<https://www.figma.com/proto/Awl2qOXNxAEZRHGGxxvgId/Agrikulti-hamburger?page-id=0%3A1&node-id=1%3A2&viewport=318%2C48%2C0.53&scaling=contain&starting-point-node-id=1%3A2>