

'Out of complexity, find simplicity!'

about the Kraft concept and some of its practical applications

„Az összevisszaságban találd meg az egyszerűséget”

a Kraft koncepcióról és néhány gyakorlati alkalmazásáról

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SOCIO SUMMIT

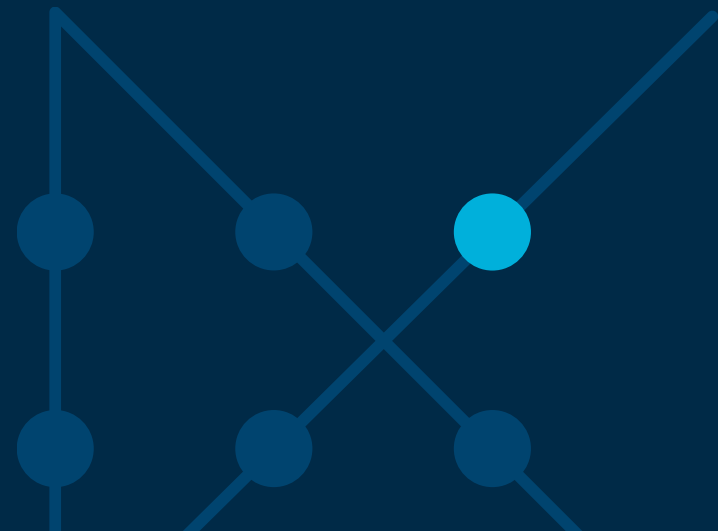


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INTRODUCTION – regional differences in well-being

- Regions as units of social-economic space
 - characterized by production structure of all ownership forms,
 - population,
 - employment concentration as well as governmental institutions,
 - fundamentally, a **social, cultural, political and economic interaction system** (Agnew, 2000, 2001 and Haukkala et al., 1999 in Palekiene et al., 2015)
- face several challenges regarding the well-being of their inhabitants.



Basic social geographical functions (Partzsch, 1964)

Work

Living

Services

Education,
learning

Culture

Transport and
communication

Leisure time
activities

Local
community

Measuring Quality of life 1.

	Level	Categories	Methodology
Human Development Index (HDI), UNDP	International, countries	Long and healthy life (life expectancy at birth) Knowledge (Expected years of schooling, Mean years of schooling) A decent standard of living (GNI per capita)	100-point-scale The scores for the three HDI dimension indices are then aggregated into a composite index using geometric mean
Happy Planet Index (HPI)	International, countries	Wellbeing (data collected as part of the Gallup World Poll) Life expectancy Inequality of outcomes (in terms of how long they live, and how happy they feel, based on the distribution in each country's life expectancy and wellbeing data) Ecological Footprint (Global Footprint Network)	Index: multiplies wellbeing (1-10 scale), life expectancy rate with the inequality then it is divided by the EF.
How's Life? 2020 Measuring Well-being (OECD)	International, countries	OECD Better Life Initiative, including health, subjective well-being, social connections, natural capital	15 components Comparison of OECD countries, ranking

Measuring Quality of life 2.

	Level	Categories	Methodology
Quality of Living survey by MERCER	International, cities	<p>Political and social environment (political stability, crime, law enforcement, etc.).</p> <p>Economic environment (currency exchange regulations, banking services).</p> <p>Socio-cultural environment (media availability and censorship, limitations on personal freedom).</p> <p>Medical and health considerations (medical supplies and services, infectious diseases, sewage, waste disposal, air pollution).</p> <p>Schools and education (standards and availability of international schools).</p> <p>Public services and transportation (electricity, water, public transportation, traffic congestion, etc.).</p> <p>Recreation (restaurants, theatres, cinemas, sports and leisure).</p> <p>Consumer goods (availability of food/daily consumption items, cars).</p> <p>Housing (rental housing, household appliances, furniture, maintenance services).</p> <p>Natural environment (climate, record of natural disasters).</p>	Quality of Living index that compares relative differences between any two locations evaluated

Measuring Quality of life 3.

	Level	Categories	Methodology
Global Livability Index (Economist Intelligence Unit)	International, cities	Safety Health Culture and environment Education Infrastructure	30 variable weighting 100-point-scale
Sustainable Cities Index (Arcadis)	International, cities	Explores city sustainability from the perspective of citizens ranking 100 global cities on three pillars of sustainability: People - social, Planet - environmental and Profit – economic	17 variables Average points
Winnipeg Quality of Life Indicators	City	To what extent that people value QOL in the city ; how they appreciate the size and pace of the city and its amenities; to what extent they are attached to their neighbourhoods; and whether they feel that Winnipeg is a great place to raise a family	Scales, points

The KRAFT Programme

- **The KRAFT Programme** is one of 3 pilot regional development policies of the HU government, and aims the sustainable development of small and medium sized towns.
- In contrast to conventional regional and city development practices (Green Cities Index, Sustainable Cities Index, Creative Cities Index, etc.), **the approach of the KRAFT Programme integrates so-called “soft” factors (culture, identity, heritage) and their efficient management with “hard factors”** such as infrastructure, energy, communication networks and economic sustainability.
- Another novelty of KRAFT is to identify and utilize synergies of interdependencies among rural and city development factors, thus properly revealing the full range of conditions required for the implementation of new, complex regional development strategies of cities and their rural environment.

Measurable KRAFT potentials

- Economic activity
- Support of the local economy
- Economic situation of residents
- Entrepreneurship
- Sense of security
- Satisfaction with governance
- Advocacy
- Social participation
- Trust
- Demographic trends
- Responsibility
- Local identity
- Supporting poor people
- Health conditions
- Health care
- Cultural activity
- Cultural offers
- Support of culture
- Satisfaction with the natural and built environment
- Environmental activity
- Status of the environment
- Urban infrastructure
- Regional identity
- Human relationships
- Social inclusion
- Digitization
- Qualification level
- Competence
- Research and development
- Satisfaction with education
- Support of education

THE TEST AREA: VESZPRÉM



Castle

***KRAFT Network
University of Pannonia***



Public places



Festivals



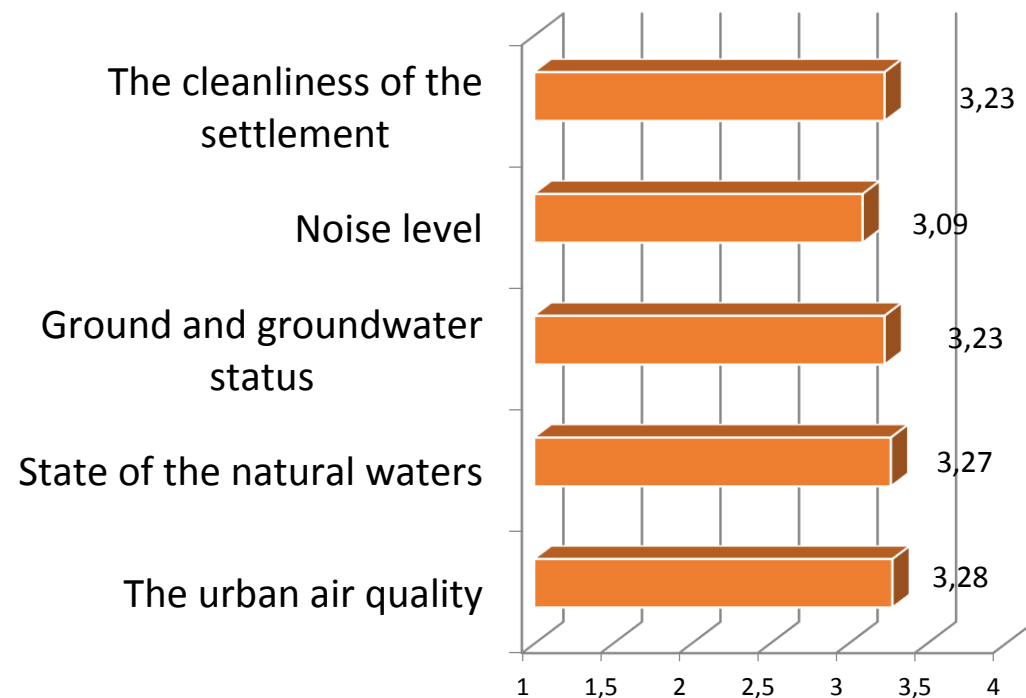
Sport



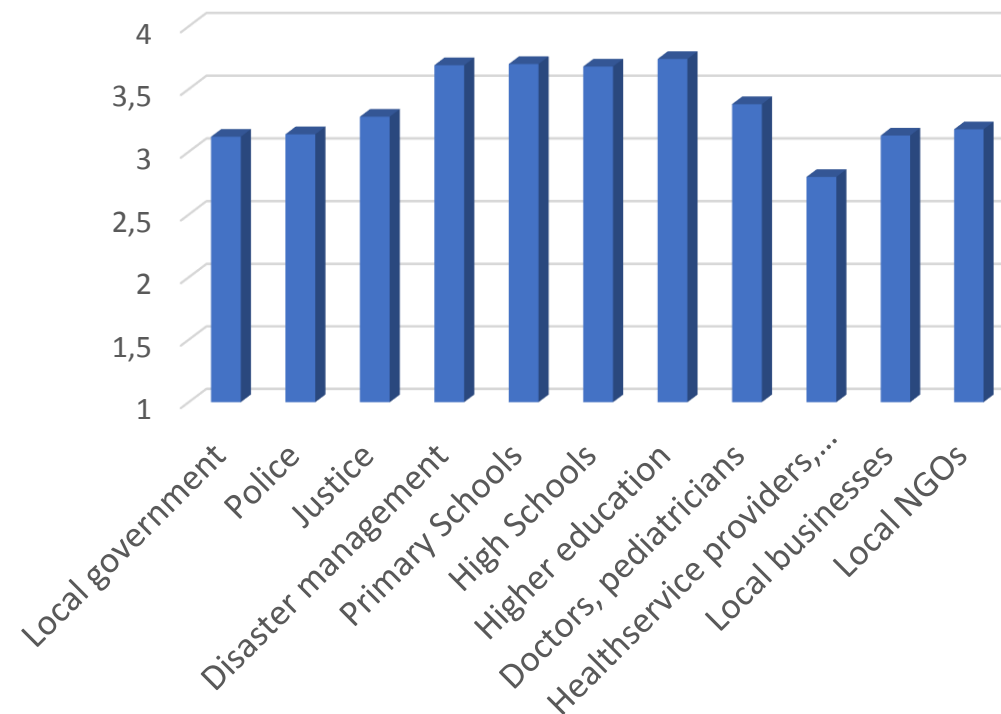
***Winner - European
Capital
of Culture 2023***

Highlights from the results (N=1200)

Satisfaction with the state of various environmental elements (mean)

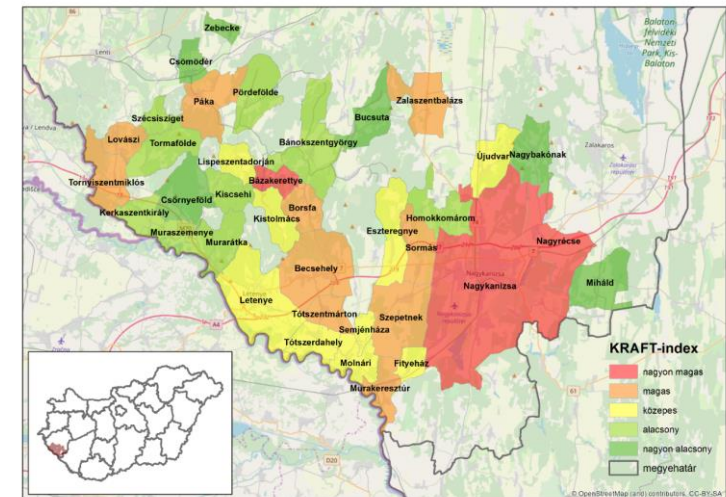


Level of confidence in local/ regional institutions



Local explanations: the role of „genius loci”

- **Genius loci (the spirit of the place): Bázakerettye**
- The cradle of the Hungarian oil industry
- Eurogasco, MAORT (Hungarian-American Oil Co.)(1938)
- Heyday in the '60s, and still existing socio-cultural heritage today
 - „The village was infiltrated with a relatively free spirit, an urban lifestyle, with children talking with their parents freely, which was strange to many villagers at the time.”
 - „Everything was available locally: schools, kindergartens, drugstores, thermal bath, cinemas, football pitches, community house, no one could wish for more.”
 - ... “New housing estates were built, and model houses were built for the engineers, which at the same time mirrored the American style and traditions of Göcsej architecture. Part of Bázakerettye still looks like an American suburb ”(Fehér János 2019)



Partnership of Local Flavours project



LP	iASK/ Institute of Advanced Studies
PP2	HCC/ Harghita County Council
PP3	MHB/ Municipality of 's-Hertogenbosch
PP4	WCCC/ Waterford City and County Council
PP5	SDS/ Savolinna Development Services Ltd.
PP6	MVV/ Municipality of Vittorio Veneto
PP7	RPR/ Riga Planning Region
PP8	IFT/ Institute for Tourism
PP9	UNIB/ University of Bologna, Department of CH

Key topics of the GPs

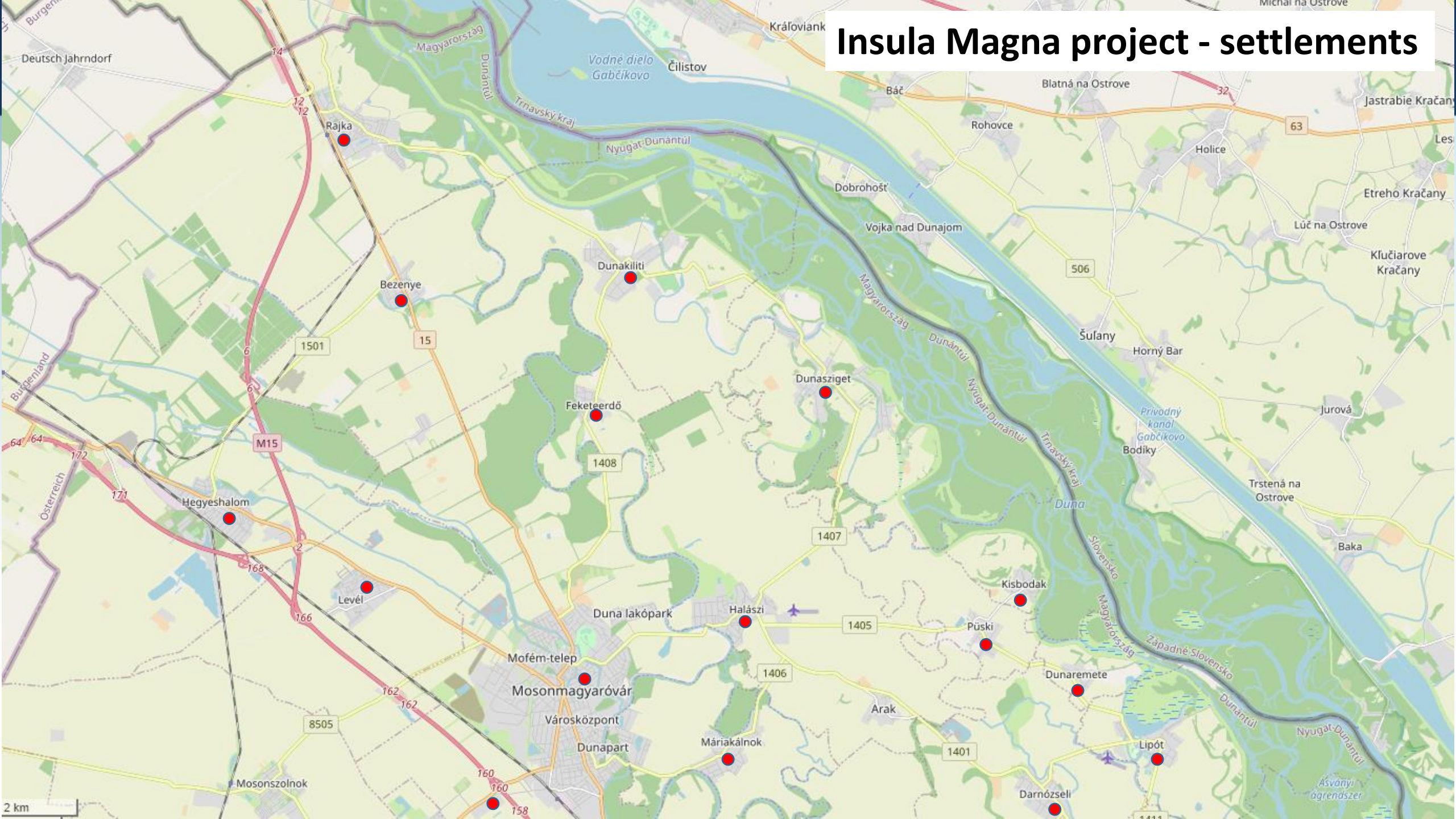
- (1) New evaluation methods of local authentic tourism potentials
- (2) Public-private cooperation in cultural product, service and destination development
- (3) Vertical and horizontal cooperation mechanisms
- (4) **COVID-19**

Visit our webpage for the GPs:

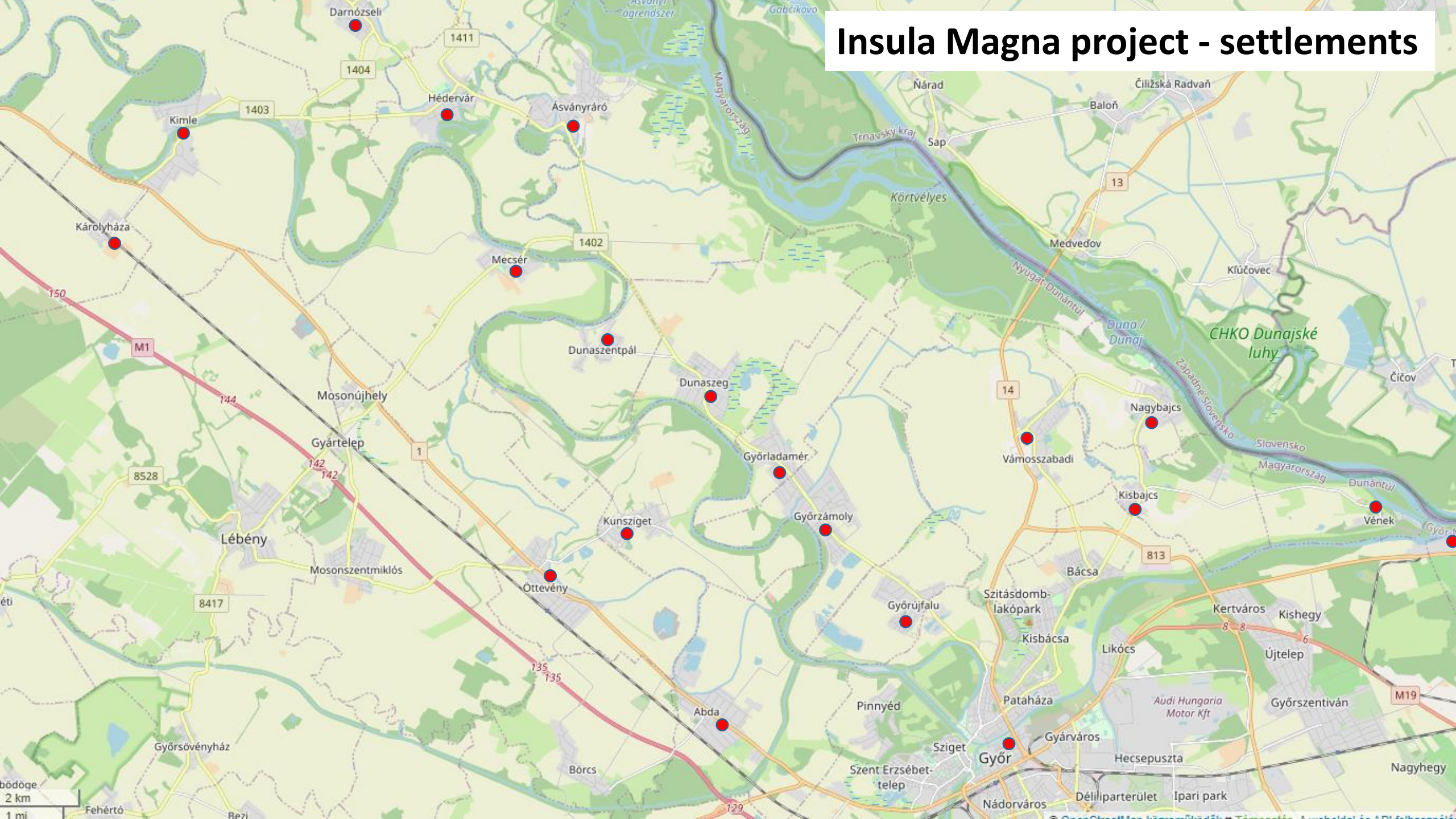
<https://www.interregeurope.eu/localflavours/good-practices/>

16 GPs have been included in the PLP database

Insula Magna project - settlements



Insula Magna project - settlements



Thank You for the attention!
Köszönöm a figyelmet!

