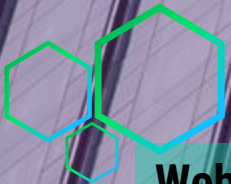


Hungarian examples for smart neighborhoods



**Webinar: Building the smart
neighborhoods**

Zoltán Tarr

smart space & IoT expert, Budapest

1st March 2022, 9.00-11.30
Zoom



Smart neighborhood examples

Budaörs (InnovaCity) & Northern Ridge (Smart Region)

Budaörs (InnovaCity)

Spatial planning with community involvement

Budaörs (suburb of Budapest, ~32k inhabitants)

Context: Growing city with high income

Challenge: Development of built environment & social services

Goal and need: Civil need and municipal openness for participation in planning



Conscious urban planning

Initiator: Local architects - www.husznegyven.hu

Goals: better use of existing public spaces
citizens' need driven urban development
mobilizing local resources – ownership

Involvement: Municipality, social innovators & creative educators

Budaörs (InnovaCity) cont'

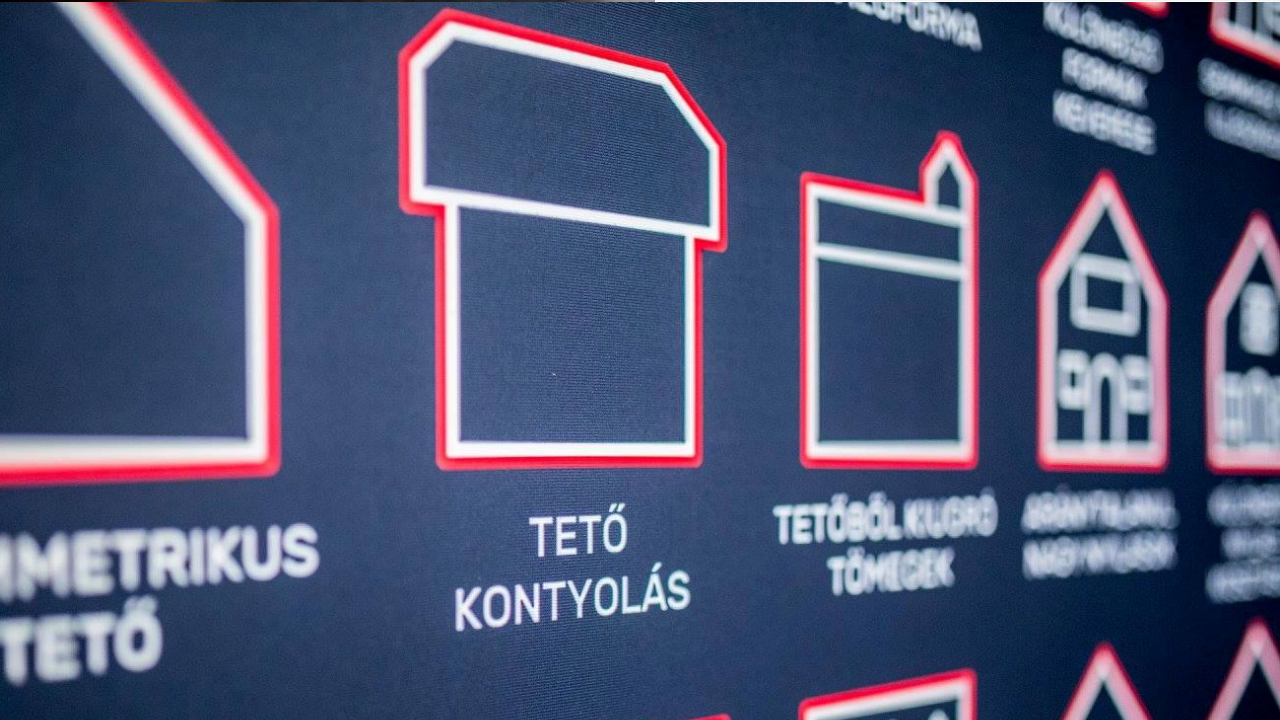
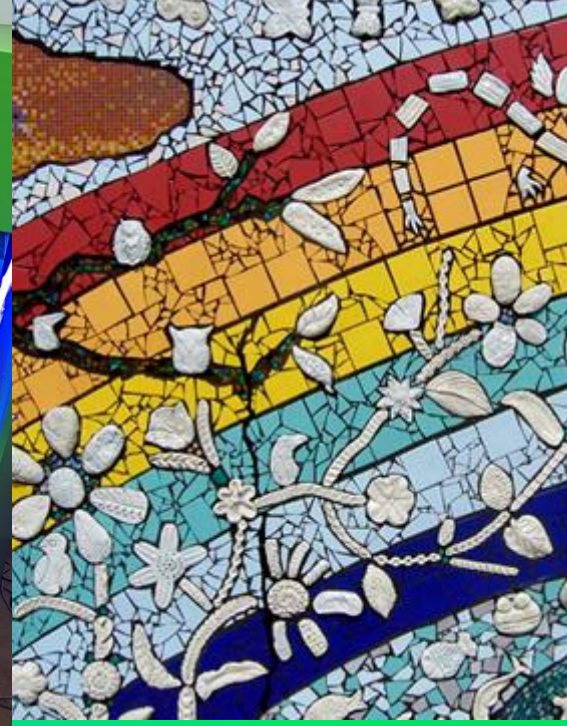
Visual Storytelling That Celebrates Humanity

Open, spontaneous, fun, informal, silo-breaking - words used to describe how PechaKucha brings people together around the world to laugh, learn and connect.

Join Community



PechaKucha™



Activities

- Constant strategic urban development planning review
- Events & art to involve and include all generations
- Digitally supported access to public administration

Business model

- Municipality (tax income) & civil contribution & local businesses (mostly in-kind contribution)

Budaörs Innovacity– lessons learned



In spite of national framework – no cooperation due to very different approach



Technology is totally subordinate to needs, available financing & strategy



A passionate, local team of doers can make all the difference



Creativity and education – long term investment – can have a lasting impact



Municipality & civil society cooperation



Ecosystem wide changes are exposed to governmental and political turbulences



Northern Ridge (Smart Region)

Strategy driven, top-down, human and economical capacity building

Northern Ridge (region of 5 small villages, ~4k inhabitants)

Context: Shrinking villages with low income

Challenge: Revitalize villages, communities and generate income

Goal & need: Empowering communities to be able to help themselves and attract new settlers from 3 nearby cities

Link community resources with information technology acquis

Initiator: Innovative Mayor of a village of ~280 (!)

Involvement: Municipalities, local businesses, socially active actors

Goals: using digitalization for solution of local problems
revitalize community
provide services and jobs





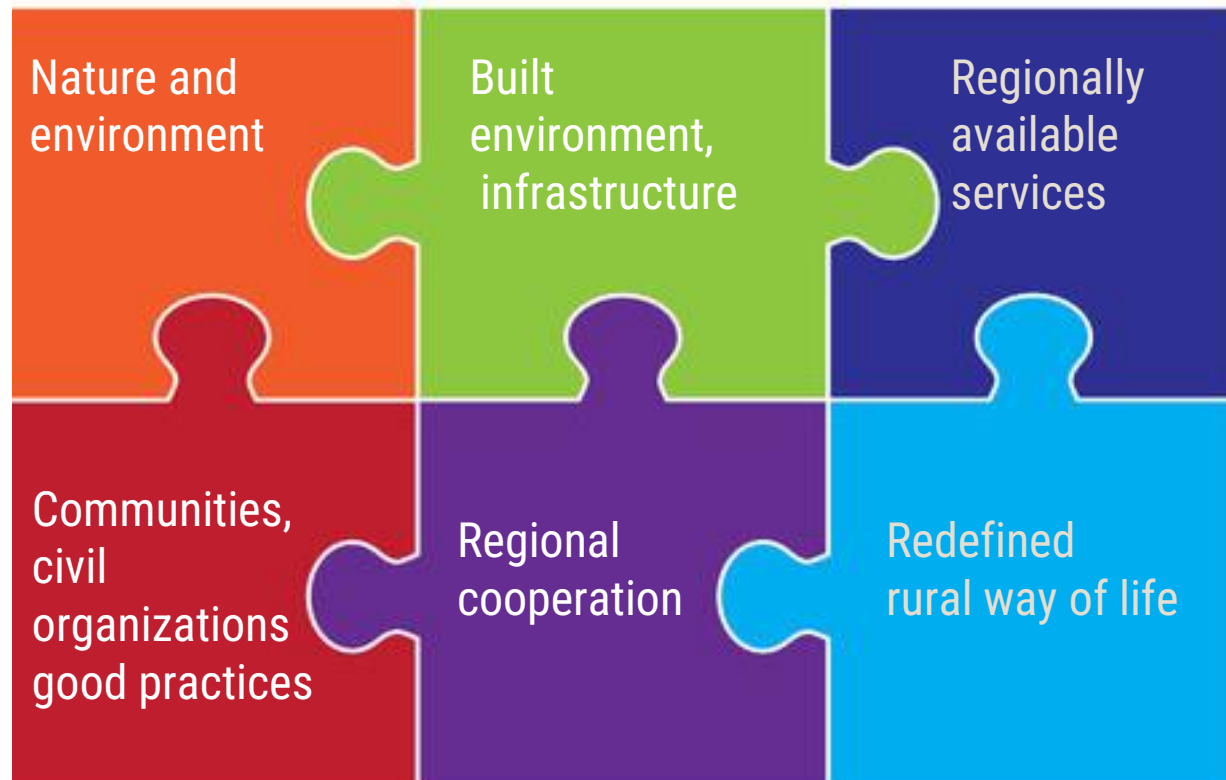
Northern Ridge (Smart Region) cont'

Activities

- Top-down strategic planning
- Catalyzing communities via projects and education
- Social development, touristic attraction development, international exchange
- Cooperation with regional large cities and county – attracting settlers with slow life and urban-like services
- Digital public services made available

Business model

- Establishment of a Regional Developmental Agency
- Extensive grant applications -> using grants to establish feasible projects
- Population increase



Smart region – lessons learned



Application of European policies and best practices are realistic



Strategic leadership can attract capable people and funds

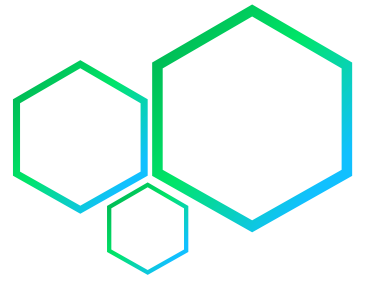


Training and capacity building could be key to condition change



Cooperation and joining forces, sharing resources are strong factors for change

Backup



Smart settlements Framework - key policies and programs in Hungary

POLICIES

National Data Policy; Municipal ASP platform, IKIR system; National Unified Card System (NEK) - Ministry of Interior

Digital Wellbeing Program (DJP); National Unified Ticketing Platform (NEJP) - Ministry of Innovation

PROGRAMS

Smart City Knowledge and Service Platform; Modern Cities Program (MVP 1,1 bnEUR); Modern Villages Program (MFP) – The Prime Ministers Office

ESCO, Smart Specialization, Industry 4.0...

Zalaegerszeg: autonomous car driving test bed – Ministry of Innovation

Some say: „Too much centralization – smart control”