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ACTION PLAN

FOR BUDAPEST

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The urban handicraft traditions are almost extinct in Hungary, and their revival is an important task in Budapest as well.



Budapest 2030 Urban Development Concept

The following four goals of the Concept are in relation to the development of the craft sector:

1. *Budapest as home* (residential developments adapted to the changing social composition and work habits, management of lagging and crisis areas);
2. *Budapest as a public space* (cultural diversity);
3. *Budapest as a place to work* (knowledge-, skill- and green-based economic development);
4. *Budapest and its region* (development of brownfield sites, regional, national and international co-operations, Budapest's international role).

Background

STRENGTH

There is a close link between the creative industry and industrial digitalisation.

OPPORTUNITIES

- Flexible housing structure,
- Cultural diversity,
- Knowledge, skills and green economy development
- Development of brownfield sites
- Regional and national partnerships
- Budapest's international role

WEAKNESS

Low entrepreneurial spirit and business failure due to lack of business knowledge severely limit the creation of new craft businesses.

Programme for Developing Budapest Handicraft

Inspired by:

- “OPTIMISE Design” (Ireland)
- “#ConsumeixArtesania Spot – promoting crafts during the pandemic” (Spain)



Main elements of the Programme

complex training and mentoring services

to share business development information tailored to the needs of craft entrepreneurs

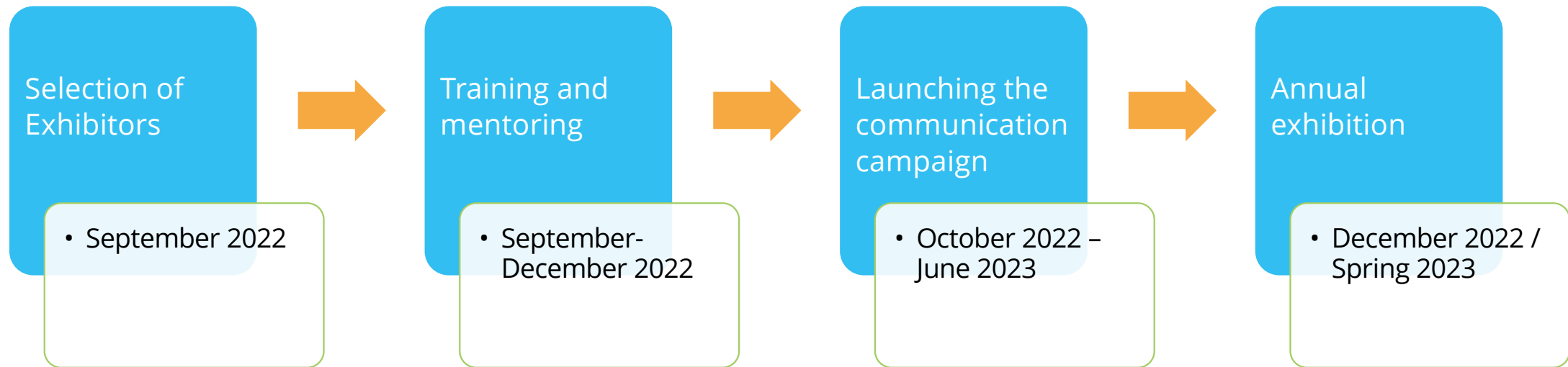
complex communication campaign

to introduce the value-creating effects of handicrafts and the restoration of the craft profession among the population of Budapest

annual exhibition

to support the efficient sale and promotion of handicraft products

Foreseen activities



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**Thank you
for your attention!**

