

MÁTRA BIKER SPORT CLUB



HUNGARY | DEC 2022

MÁTRA BIKER SPORT CLUB

- "MBSC" founded in 2009, based in Gyöngyös, Hungary
- Approx. 100 members + families
- Non-profit organization
- Cycling disciplines: MTB, CX, gravel, road, recreational
- Hiking
- Environmental action: "Clean your neighbourhood!" cleanup days
- Youth development: MTB education for primary school children, 1x/week
- "Tour de Mátra" accredited road cycling competition since 2021
- Paperless since 2020
- Volunteer summer sports camp for children since 2022, 1x/year
- We get a minimum of 5000+ people active every year



VALUES WE STRIVE FOR

Sports; European Values; Inclusion & Equality;
Health & Well-being; Quality of Life; Education; Youth
Development; Learning Exchanges; Lifelong Learning;
Do-it-yourself; Minimalism & Simplicity; Culture;
Climate & Environment; Sustainability; Innovation;
Smart Cities; Electromobility; Data Security;
Digital Competitiveness;

THE PROJECT:

TOURISM & SPORTS CENTRE

**A SMART, GREEN, ACCESSIBLE, SUSTAINABLE,
TECHNOLOGICALLY INNOVATIVE, MULTI-ACTIVITY
SPORTS, EDUCATION, AND TOURISM CENTRE WITHIN
A FUTURE SMART CITY**



TOURISM & SPORTS CENTRE



- Innovative, unique & competitive in the region
- Rural development at the foot of the Mátra Mountains
- Area belongs to Gyöngyössolymos (3K inhab.)
- Altitude c. 300 m
- Land size c. 60 000 m²
- Exit of Road No. 24 between Farkasmály and Mátrafüred
- 80 km from Budapest (capital of Hungary)
- Bus, car, bicycle & walking distance from 3 villages & 1 town
- In the less developed part of Hungary



THE PURPOSE

is to establish the **TOURISM & SPORTS CENTRE** in the **non-revitalized** area of Gyöngyössolymos and take advantage of the potential of the **degraded** area by introducing activities that are important for the **economic** and **touristic** promotion of Gyöngyössolymos and the entire region of the Mátra Mountains in Hungary such as sports activities, exhibitions, cuisine, regional products, local shop, restaurant, different spaces, and a TIC.

A smart, green, accessible, sustainable, technologically innovative, multi-activity sports, education, and tourism center is a project that aims to create a bustling hub for sports, education, and tourism within a future smart city.

This center will be designed with a focus on sustainability and technology, utilizing smart and green technologies to minimize its environmental impact and enhance the user experience. It will offer a wide range of sports and recreational activities, as well as educational programs and tourism services.

The goal of the project is to create a destination that promotes physical activity, learning, and environmental protection, while also driving economic development and tourism in the region. The center will be accessible to all members of the community, with a particular focus on ensuring that it is welcoming and inclusive for people of all ages, abilities, and backgrounds.



There is no
regular and e-bike rent
of any type in the entire region
of the Mátra Mountains.



Mátrafüred

Palóc Néprajzi
Magángyűjtemény és...

MÁTRAFÜRED

Harkály Ház

PIPISHEGY
ÜZEMI TERÜLET

Tourism & Sports Centre



Coordinates may change.

Gyöngyössolymos

solymos



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Bába-kő

Farkasmály

3D



Coordinates may change.

Parádsasvár

Kékestető
TV tower



Mátrai
Tájvédelmi
körzet

Highest peak of
Hungary: 1014 meter

MÁTRAHAZA

Oxygen Adrenalin Park
Átmenetileg zárva

Tourism & Sports
Centre

Kozmáry-kilátó



MÁTRAFÜRED



Coordinates may change.

Oxygen Adrenalin Park
Átmenetileg zárva

Sás-tó

Tourism & Sports Centre

Mátrafüred
(1K inhab.)

Kozmáry-kilátó

MÁTRAFÜRED

PIPISHEGY
ÜZEMI TERÜLET

Gyöngyössolymos
(3K inhab.)

Bába-kő

Gyöngyös
(28K inhab.)

Bene Ijászai

Farkasmály
(holiday & wine village)

Külső-Mérge-patak



AREAS OF THE CENTRE

- Bike rental shop, Bike repair cafe, Pro shop
- Recreational / picnic park (outdoor)
- Children's playground
- Smart bus stop
- Smart restrooms
- Interactive adventure park
- Pump park, outdoor (wooden & asphalt)
- Pump park, indoor (e.g. Ray's in Cleveland, USA)
- Street gym, outdoors (e.g. in Murska Sobota, Slovenia)
- Gym, indoors
- Roof top / Sky Park (e.g. Nivy in Bratislava, Slovakia)
- Rooftop running track (min. 500 m circle)
- Path for cycling without age "CWA" for the elderly (e.g. in Denmark)
- Business / meeting rooms / offices
- Hosting events and competitions
- Smart restaurant / bar / cafe (digital, AI, robotics)
- TIC, Tourist Information Center
- Movable top above roof top (e.g. in Graz, Austria)
- Exhibition (digital / virtual)
- Local shop (digital, AI, robotics)
- Luggage lockers
- Lift
- Smart lighting
- Electric city bike rent (bikesharing business partner)
- Car park (free, at least for 60)
- Bus park (free, at least for 2)
- 3 disability parking places
- Carsharing system (min. 2 cars) with charging stations (carsharing business partner)
- Universal charger (min. 2 cars)
- Tesla charger (min. 1 car)
- Smart bins
- Waste reduction & management
- Smart indoor air pollution reduction
- Smart security



INNOVATIVE

- Transpose the concept of smart cities in the region of the Mátra Mountains
- Opportunities and potentials of digitalization for rural communities
- Sustainable tourism ecosystem with green and digital transition
- Keep society, economy and environment in harmony
- Attractive, resilient, inclusive, safe environment



TASKS & GOALS

- Society involvement
- Identify risks & solutions
- Implement a long-term strategy towards the transformation of our approach to technology solutions
- Partnerships for collaboration and innovation
- Shifting from linear to circular business models
- Safety, security, comfort
- Net-zero carbon building
- European Green Deal



INCLUDED ACTIVITIES

- Purchase of land of c. 60 000 m²
- Archeological research
- Construction of the building with basement and roof top
- Landscape design
- Infrastructure design (road & building)
- Design of communal spaces
- Interior equipments
- Promotion & marketing activities
- etc.



REGENERATING AND RECULTIVATING

- Assess the feasibility and environmental impact of the project. Evaluating the condition of the land, determining the resources needed for the project, and assessing any potential impacts on the local ecosystem.
- Develop a detailed design plan for the sports complex, including the layout and features of the indoor and outdoor pump tracks, as well as any other amenities or facilities that will be included in the complex.
- Obtain the necessary permits and approvals from local authorities. Submitting detailed plans and demonstrating that the project meets all relevant regulations and guidelines.
- Create a landscaping plan for the surrounding area. Planting native plants and trees, creating walking paths, and installing other amenities to make the area more attractive and welcoming.
- Bring sustainability measures into the project, using energy-efficient lighting, using recycled materials in construction, and implementing water conservation measures.
- Social inclusion, engaging the local community in the planning and development process. Seeking input and feedback from community members, holding public meetings, and working with local organizations to ensure that the sports complex meets the needs and interests of the community.

OBJECTIVES & OUTCOMES

- New jobs, economic growth, social inclusion
- Preserve and protect the environment
- Improve the urban environment, urban regeneration, redevelopment and decontamination of degraded land
- Improve SMEs resilience and competitiveness
- Improve digital competitiveness, connecting people and technology
- Reduce air pollution and noise (indoors / outdoors)
- Health & well-being
- Active people & tourism, improve the cycling and sports culture



EXPERTS & PARTNERS NEEDED

Project Lead, Architects, Engineers, Environmental Specialists,
Urban Planners, Technical Partners, Research Partners, Project
Coordinators, Risk Management, Project Managers,
Communication Managers, Marketing and Public Relations
Experts, Financial Manager, Business and Technology Analysts,
Financial Analysts, Contractors, Construction Workers,
Landscapers, Service Providers, ...



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WE ARE COMMUNITY MEMBERS

- Partnerships for Horizon Europe: Smart City projects (23 Nov 23 – 13 Dec 2022)
<https://partnerships-for-horizon-europe-ideas.b2match.io/participations/199880>
- Interreg Europe
<https://www.interregeurope.eu/community/matra-biker-sport-club>
- Interreg Central Europe
<https://community.interreg-central.eu/participations/74601>
- MWC Open Innovation Challenge (27 Feb – 10 Mar 2023)
<https://mwc2023.b2match.io/participants/115>
- IoT SWC Brokerage Event (31 Jan – 9 Feb 2023)
<https://iot2023-accio.b2match.io/participants/153>



MÁTRA BIKER SPORT CLUB



Judit A. Kazsuba

Project Manager

 juditkazsuba

matrabiker.hu

gyongyossolymos.hu

matrabikersportclub@gmail.com

Hungary

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