

PUBLIC FUND FOR TUZSÉR

“Living tradition- a trilateral  
cross border cooperation to  
preserve and revive community  
folklore”

BRIEF SUSTAINABILITY STUDY

EA Kft.

2012.

# Content

Summary .....	3
Project background .....	4
Definition of needs .....	7
Definition of our goals.....	10
Implementation .....	13
Financial needs .....	17
Risk analysis .....	20

## Summary

Project title	“Living tradition- a trilateral cross border cooperation to preserve and revive community folklore”	
Locations	Tuzsér- Szabolcs-Szatmár-Bereg-Hungary Cicarovce - Košický county- Slovakia Solotvino- Zakarpatska - Ukraine	
Project promoter	Public Fund For Tuzsér	
Duration	18 months	
Partners	Municipality of Cicarovce, Slovakia Foundation for Solotvino	
Costs	<b>TOTAL COST</b> 98 628,51 EUR	<b>ENPI GRANT</b> 88 765,63 EUR

## Project background

The development of modern society-first literacy, then the conversion of culture into a saleable commodity- created a new situation in the transmission of local identity traits, arts, crafts and traditions. The loss of folk traditions in favour of commercial culture is occurring at different rates in different regions, and is identified as one of the main causes of loss of personal and community identity, hence a general cohesive factor is slowly being factored out of people's everyday life. Situation is even more extreme in minority communities, where pursuing ethnic arts and crafts gets no outside financial and institutional support. "Living tradition- a trilateral cross border cooperation to preserve and revive community folklore" is a project aiming to counteract and alleviate these tendencies.

On November 25<sup>th</sup>, 2011, the UNESCO Intergovernmental Committee of Intangible Cultural Heritage has registered among its list of best conservation practices the Hungarian folkdance-house method as a BPR for preserving intangible cultural heritage.

"The model combines traditional forms of acquisition with modern pedagogical and academic methods. Participants acquire knowledge from experienced members or tradition bearers by direct observation and imitation. Dance and music is complemented by a wide range of handicraft activities and ethnographic presentations. Anyone regardless of age,





competence or prior exposure can become an active participant. The aim is to establish a value-based, community-building, entertaining yet educational form of recreational activity through the practice and transmission of intangible cultural heritage. Festivals and Fairs are still

the largest meetings of bearers, mediators and enthusiasts, as well as workshops, camps, playhouses and handicraft clubs. The model is easily adaptable for the safeguarding and transmission of any community's intangible cultural heritage through hands-on acquisition, thereby sustaining its diversity." (UNESCO decision).

The project partners (Public Fund for Tuzsér, Municipality of Cicarovce, Foundation for Solotvino) agreed that the goal of the current project is to set up a series of events that contribute to the preservation of **folkloristic culture**, both in its tangible, authentic "cultural asset" form (via keeping cultural elements, such as food, clothing, shelter) and also in its intangible, conceptual form (via keeping intangible living cultural knowledge, identity, meaning, and core values embedded in certain traditional customs or rituals, alive).

The project participants have an ongoing, many years long trilateral cooperation among them, they have been cooperating for years under the egis of researching,



preserving, and promoting common folkloristic cultural traits and traditions of the people in the Carpathian basin. In this project partners chose to achieve their specific goals by organising a series of cultural events in the project area, which are in alignment with the UNESCO best-practise method aforementioned.

## **Definition of needs**

**Local communities** at project sites are considered to be a major target group when assessing project needs. The wider geographic reach of the project includes 6 settlements in Hungary, 7 settlements in Slovakia and 7 settlements in Ukraine. Local community clusters (community leaders, local service owners) are counted as target group because the Action will raise their visibility to a new niche of visitors, by promoting new arrivals.

**Local, regional and international tourists and visitors:** This target group includes both local visitors from in-country to regional and international tourists. Since increased tourism to the region and visiting the religious heritage of the local communities is a primary goal of the project, the rationale for their inclusion as a target group is principal. Specifically the project will target tourists via online means (Web portal, Social Networking) and tour operators arranged by partner tour agencies. Target tourist sectors will be finalized in the initial phase of the project, but early study in trends show a match between eco-tour, authentic and cultural tourism and networking.

**Creative and cultural sector:** Artists and vocational of traditional crafts, museums, libraries will be affected by the project as stakeholders, with which continuous communication is upheld for mutual sharing of information, experience and exchange of input-output.

**Tourism service sector:** Travel agencies, hotels, guide services, transportation services are included in this target group. They were chosen because their participation in the dissemination and promotion of the project is crucial to its early and sustained success as a travel product.

**Regional and local authorities:** The number includes regional authorities (tourist boards for regional and local governments, and municipalities. As policy shapers and/or enforcers, these authorities are necessary to the smooth operation of the project, their support and inclusion on the process supports acceptance of the project products and targets.

Target group	Needs
<b>Local communities</b>	<ul style="list-style-type: none"><li>- Incentive to develop infrastructure and services (income)</li><li>- Understanding of cross-border cause and effect in tourism</li><li>- Reason to preserve and utilize healthily cultural , traditions</li><li>-Aquiration of sustainable income</li></ul>
<b>Tourists, visitors</b>	<ul style="list-style-type: none"><li>- Hidden values, not promoted heritage sites and trails</li><li>- Lack of infrastructure supporting on-site learning on cultural value, heritage history</li><li>- Lack of information supporting online preparation and planning</li></ul>
<b>Cultural industry</b>	<ul style="list-style-type: none"><li>- Funding to finance the preservation and utilisation</li></ul>

of local cultural relics and heritage  
-Aquiration of sustainable income

### **Tourism industry**

- Information
- Cross border (multi-national) tourism opportunities
- Market opportunities
- Creating, or discovering authentic tourism products
- Aquiring sales materials

### **Regional, national authorities**

- Improving visibility, interconnectedness and life conditions in more hidden areas/promote prosperity through utilising local gifts
- Promoting more out-of-the-way destinations
- Improving infrastructure and information accessibility

## Definition of our goals

The overall objective of the project is to set up a series of events that contribute to the preservation of **folkloristic culture, both in its tangible, authentic “cultural asset” form**. We commit to follow the methodology of the folkdance-house method as a Best Practice for preserving intangible cultural heritage. “The model combines traditional forms of acquisition with modern pedagogical and academic methods. Participants acquire knowledge from experienced members or tradition bearers by direct observation and imitation. Dance and music is complemented by a wide range of handicraft activities and ethnographic presentations. The aim is to establish a value-based, community-building, entertaining yet educational form of recreational activity through the practice and transmission of intangible cultural heritage.

The planned series of events includes the organisation of two folk-fests in Tuzsér (in 2013 and 2014) which will focus this time on the northern feet of the Carpathian mountains, and wishes to showcase the rich living traditions of the region. The planned festival program include: introduction and instruction in folk dances, introduction to folk songs and instrumental music, introduction to local



traditional crafts (such as weaving, embroidery, etc.), lectures and presentations on ethnography and history of the folk-art of the region, presentation on local historical places of folkloristic value, introduction to regional culinary traditions.



Five specialized events will be held in Cicarovce during the course of the 18 month, where different areas of arts and crafts will be holistically presented through theoretical lessons, and practical presentations, where the guest speakers (ethnographers who collected and processed areas and fields of folk tradition, and practitioners who have a

vocation and mission that transfer these living traditional traits to younger age groups) and performers will participate. We believe exhibitions, festivals offer hands on learning opportunities, where the specific displays of cultural traditions presented provide a setting for unrestrained and sensually unrestricted experience, without a limit on the interaction between the audience and what's being displayed.

The project also includes the renewal of tangible cultural assets: the folk-house in Cicarovce will undergo small-scale renovations to become suitable for hosting traditional folkloristic events.

Main project activity	Expected results
Crafts and traditions camps (Tuzsér)	Involving at least 50% of the local populace to participate in the event series  Attracting at least 800 visitors altogether during the series of events
Summer folk music fests (Tuzsér)	Involving at least 50% of the local populace to participate in the event series  Attracting at least 1000 visitors altogether during the series of events
Folk dance camps (Cicarovce, Solotvino, Tuzsér)	Involving at least 30% of the local populace to participate in the event series  Attracting at least 300 visitors altogether during the series of events
Folk days, ethnic events (Cicarovce, Solotvino, Tuzsér)	Involving at least 40% of the local populace in the event series  Attracting at least 500 participating visitors altogether during the series of events
Cultural heritage days (Tuzsér)	To reach at least 2000 people with the project idea
Project promotion dissemination	To reach at least 10000 people with the project idea

# Implementation

Partner	Activity	Description of activity
<b>Cicarovce</b>	Folk dance camp	A several day long folk dance fest focusing on the Kosice region minority folk traditions
<b>Cicarovce</b>	Folk days, ethnic events	Smaller scale, one-day long workshops through the year focusing on Hungarian minority traditions
<b>Cicarovce</b>	Construction works	Creation of the house of traditions, a small yet necessary building that can function as living center for the collection of tangible artefacts
<b>Cicarovce</b>	Acquisition of technical equipment	This activity involves the acquisition of amplifiers, lightning equipment and recorders
<b>Cicarovce</b>	Acquisition of traditional craft	For the house of traditions

	showcase material	
<b>Cicarovce</b>	Acquisition of folk dance costumes	For the folk dance camp
<b>Cicarovce</b>	Participation in partners' events	This involves traveling and accommodation costs of delegates to events in Tuzsér and Solotvino
<b>Solotvino</b>	Folk dance camp	A 5 day long folk dance fest focusing on the Upper-Tisza folk traditions
<b>Solotvino</b>	Folk days, ethnic events	Smaller scale, one-day long workshops through the year focusing on Hungarian minority traditions
<b>Solotvino</b>	Acquisition of technical equipment	This activity involves the acquisition of amplifiers, lightning equipment and recorders
<b>Solotvino</b>	Participation in partners' events	This involves traveling and accommodation costs of delegates to events in Tuzsér and Cicarovce

<b>Tuzsér F.</b>	Crafts and traditions camps	A 5 day long folk arts and crafts camp, organized in both 2013 and 2014
<b>Tuzsér F.</b>	Summer folk music festivals	A several day long folk music festival, organized in both 2013 and 2014
<b>Tuzsér F.</b>	Folk days, ethnic events	Smaller scale, one-day long workshops through the year focusing on Hungarian minority traditions
<b>Tuzsér F.</b>	Cultural heritage days	Participation in the National Cultural Heritage Days representing the project, both in 2013 and 2014
<b>Tuzsér F.</b>	Participation in partners' events	This involves travelling and accommodation costs of delegates to events in Solotvino and Cicarovce
<b>Tuzsér F.</b>	Acquisition of technical equipment	This activity involves the acquisition of amplifiers, lightning equipment and recorders
<b>Tuzsér F.</b>	Project promotion, maintenance of project	The project site will be an electronic showcase material of the rich folk

	site	traditions presented in each even (presentations, audiovisual materials will also be uploaded there)
<b>Tuzsér F.</b>	Project organisation, management	Project organization, management

## Financial needs

Incurring costs	Detailed description
<b>Human Resources</b>	
<b>Salaries</b>	HU= Ferenc Klicsu, super gross salary included in budget. Value included:725.69 Euro per month SK= No cost included UA= Adrienn Vajnági super gross salary partially included in budget. Value included:250.00 Euro per month
<b>Equipment and supplies</b>	
<b>Furniture, computer equipment</b>	HU- costs not included in budget SK- electronic amplification, audio devices for events- 1000 euro, traditional for garments for dance-fest- 1500 Euro UA- electronic amplification, audio devices for events- 1500 eur
<b>Other costs, services</b>	

<b>Expenditure verification</b>	HU- amount includes procurement, legal specialist, controllers and auditor specialist, compliance check services with estimated contracted value: 5 134.00 Euro for 18 month period SK- costs are not included in the budget UA- costs are not included in the budget
<b>Costs of conferences/seminars</b>	HU- Traditional arts and crafts camp (x2)- overall 14 375,19 Euro, Summer folk music fest (x2)- overall 10 952,53 Euro, Cultural Heritage days (x2)- overall 1 369,07 Euro, one-day long arts-crafts events (x4)- overall 5236,68 Euro SK- Summer folk dance workshops (x2)- overall 2 200.00 Euro, one-day long arts-crafts events (x5)- overall 3 080 Euro UA- Folk dance camp (x1)- overall 1 987.00 Euro, one-day long arts-crafts events (x9)- overall 2 500 Euro
<b>Visibility actions</b>	HU- continuous liasoning with stakeholders through different media channels, estimated contracted value: 3 422,66 Euro for 18 month period SK- no cost included UA- no cost included

<b>Other (including works)</b>	
	HU- cost are not included in the budget SK- 16 000 Euro (engineer cost estimates) UA- 7 900 Euro (engineer cost estimates)
Own financial contribution	<b>9 862,88</b>
Public Fund for Tuzsér	5 646,18
Municipality of Cicarovce	2 378,00
Foundation for Sol.	1 838,70
ENPI contribution	<b>88 765,63</b>
Public Fund for Tuzsér	50 815,43
Municipality of Cicarovce	21 402,00
Foundation for Sol.	16 548,20
<b>TOTAL</b>	<b>98 628,51</b>

## Risk analysis

Based on the expected impact and the expected probability of a risk type, we have classified the potential risk factors following the logic introduced in the next table.

Probability	Very likely (4)	Medium-Low (4)	Medium-High (8)	High (12)	High (16)
	Likely (3)	Medium-Low (3)	Medium-High (6)	Medium-High (9)	High (12)
	Unlikely (2)	Low (2)	Medium-Low (4)	Medium-High (6)	Medium-High (8)
	Remote (1)	Low (1)	Low (2)	Medium -Low (3)	Medium-Low (4)
		Minor (1)	Significant (2)	Serious (3)	Major (4)
	Impact				

Based on this classification system, the main risks related to the implementation of our project are:

Activity	Risk	Risk strength	Prevention
Selecting and subcontracting suppliers and	Potential partners are not qualified to ensure quality	Medium	Asking for reference works, and evaluating

professionals	implementation		quality of reference
Organising the cultural event-series	Low level of participation and activity of stakeholders	Medium	Establishing a strong reliance (as backup) on intra-institutional organizations
Carrying out the cultural event-series	Low level of participation from target groups	Low	Potentially setting up online polling of interest field
Producing online introductory materials, multilingual online project centre	The materials do not hold enough interesting, attention-catching information	Low	Potentially setting up online polling of interest field
Physical reconstruction works	Delayed execution on reconstruction, causing a pause on project progress	Low	Built in contractual financial incentives to timely execution of construction works
Project promotion and dissemination	The information content is not	Low	All project partners have

	balanced, the LP provides most of the content online		direct, administrative access to the project homepage
Project management	Personal changes in management team, slowing down project progress	Low	Standardized process for documentation of project progress