



# The Sustainable Development of Lake Balaton Region (Hungary)

- 1st EVST Congress, Ponte de Lima, Portugal -

June 17, 2010

# Location



# Environment

## – catchment area

- natural shallow lake
- Age: 5-7 or 20 thousand years
- size of the lake: 594 km<sup>2</sup>
- catchment area: 5775 km<sup>2</sup>
- maximal depth: 10.2 m
- average depth: 3.2 m
- the lake's length: 77 km
- the lake's width: 12 km (at the widest point)
- the length of the shore: 235 km
- reed-land: 12 km<sup>2</sup>
- average summer temperature: 20 °C
- average ice-thickness: 20-25 cm



# Nature

## – Flora and Fauna



- One of the most significant natural treasure of Hungary, a **unique** ecological asset of the CE region
- Large areas of nature and landscape protection, such as the Balaton Upland **National Park**, and **Ramsar sites**

# People

## – Culture and History



- The regional „identity-index” is the **highest** in the area
- Cultural values, heritage sites, folk art as well as events cultivating these traditions and memories are determinative factors in developing the regional image.

# People

## – Locals and Vacationers



- The permanent population is about **275.000** people, considering the families of weekend house owners it rises well above **500.000** people.
- In summer time, taking into account tourists and visitors, as well, the number of population increases up to **1-2 million** people.

# Regional Organisations



- Lake Balaton Development Council
- Alliance of Lake Balaton Municipalities
- Association of Lake Balaton Civil Organisations
- Lake Balaton Development Coordination Agency
- Lake Balaton Tourism Board
- Lake Balaton Shipping Co.
- Lake Balaton Fishing Co.
- Balaton TV and Radio
- Etc.



# Economy I.

– Tourism: the driving force of the economy



- Bathing in Lake Balaton started in **19th century**. Steamship services were launched at the end of the 1880s. Century old experience has been created.



# Economy II.

– Tourism industry: national importance



- About **one third** of tourism related revenues in Hungary are generated in the Lake Balaton Region. Similarly, it has the same share in tourism related infrastructure.

# National importance

## - Socio-economy summary table -

Description	National	Balaton Area	BA /national (%)
Population 1000 pers. (2008)	10 165 366	274 953	2,7
GDP per capita	1 312 000	1 306 000	99,5
GDP per capita excl. Budapest	1 039 000	1 306 000	125,7
Total payed tax per capita	114 .632	85 156	74,3
Number of economic entities	968 990	28 252	2,9
Number of Commercial guest beds (2008)	335 163	83 734	23,6
Tourism services per 1000 pers.	5,4	16,4	
Private guest beds (2008)	228 430	133 712	58,5
Number of NGOs per 1000 pers	5,3	8,7	3,2
Number of holiday homes	252 283	72 003	28,5

Sources: NSO, Univ. of Eötvös Lóránt, RIES, LBDCA

# Lake Balaton Development Council



**Main task:** coordination of the developments of the Lake Balaton Resort Area

**Legal Base:** the Act XXI of 1996 on Regional Development and Physical Planning

**Members (17):**

- Government and Ministries (7+1)
- Regions and county councils (6)
- Municipalities (3)
- chambers of trade and commerce
- chambers of agriculture
- NGOs, ...



# Activities of Lake Balaton Development Council



Appropriation of development source:

- tourism development
- road development
- waterbed dredging
- protection of water quality
- improvement of public security
- assistance of media tasks
- sociological researches
- human resources development
- development of economic infrastructure



# Lake Balaton Development Coordination Agency (LBDCA)



- Established in 1st January 2000
- 100% owned by the lake Balaton Development Council
- Non-profit, public interest company
- 3 offices (Siófok HQ, Keszthely, Balatonfüred)
- 22 permanent staff



## Main Activities:

- multilevel co-ordination
- project pipelining (initiation and development)
- project management
- management of grant-aid schemes
- international cooperation



# Programming documents



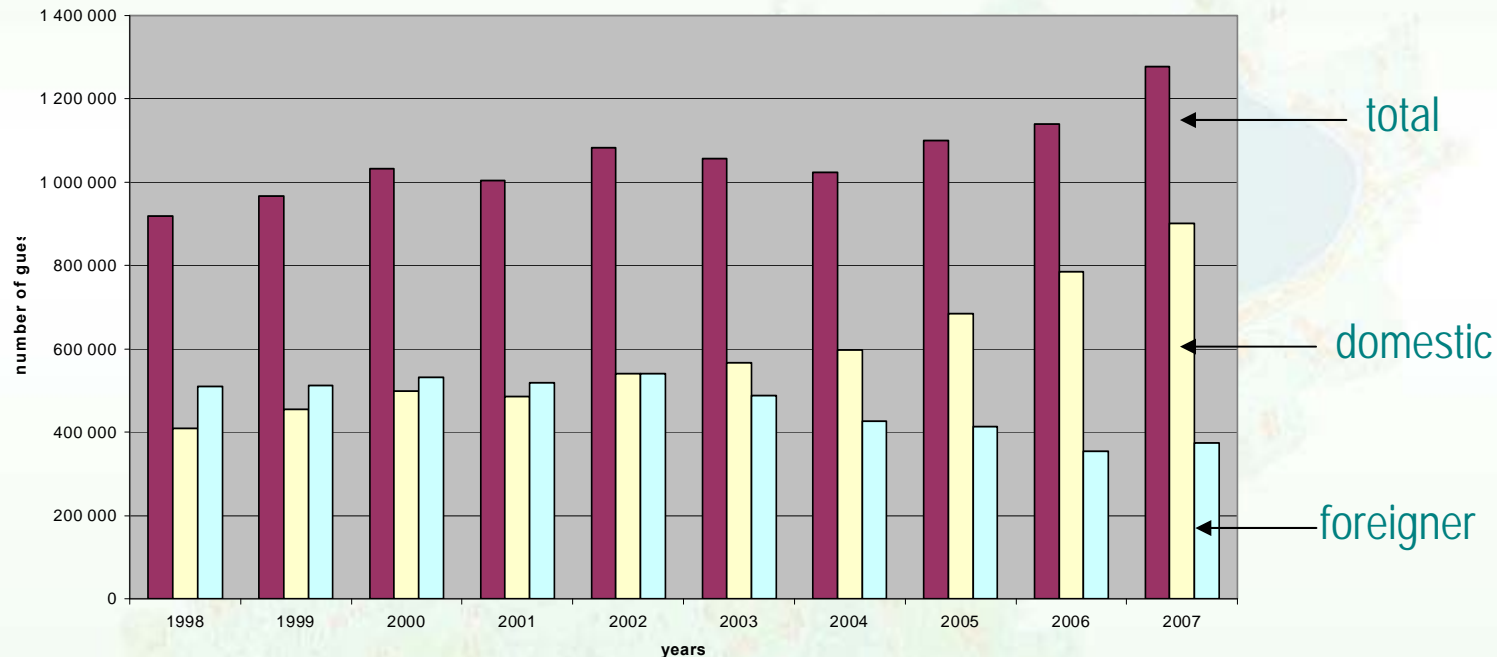
- Balaton Long-term Regional Development Concept (2008-2020)
  - approved by LBDC December, 2008
- Balaton Regional Development Strategy 2007-13
  - approved by LBDC December, 2005
- Balaton (detailed) Development Program 2007-13
  - approved by LBDC May, 2006
- Balaton Flagship Programme (*Balaton: the Year-Round Destination*)

# The purpose of the strategy

- To set out the development objectives** of the region and propose tools to achieve objectives;
- To provide guidance for future decisions** regarding the conditions for financial support and project selection criteria
- To help incorporate** the specific aspects of this unique region **into national and regional programmes** to be co-financed by the EU
- To advise private and public investors** regarding the goals and prospective development plans of the region

# Trends in tourism I.

– number of guests

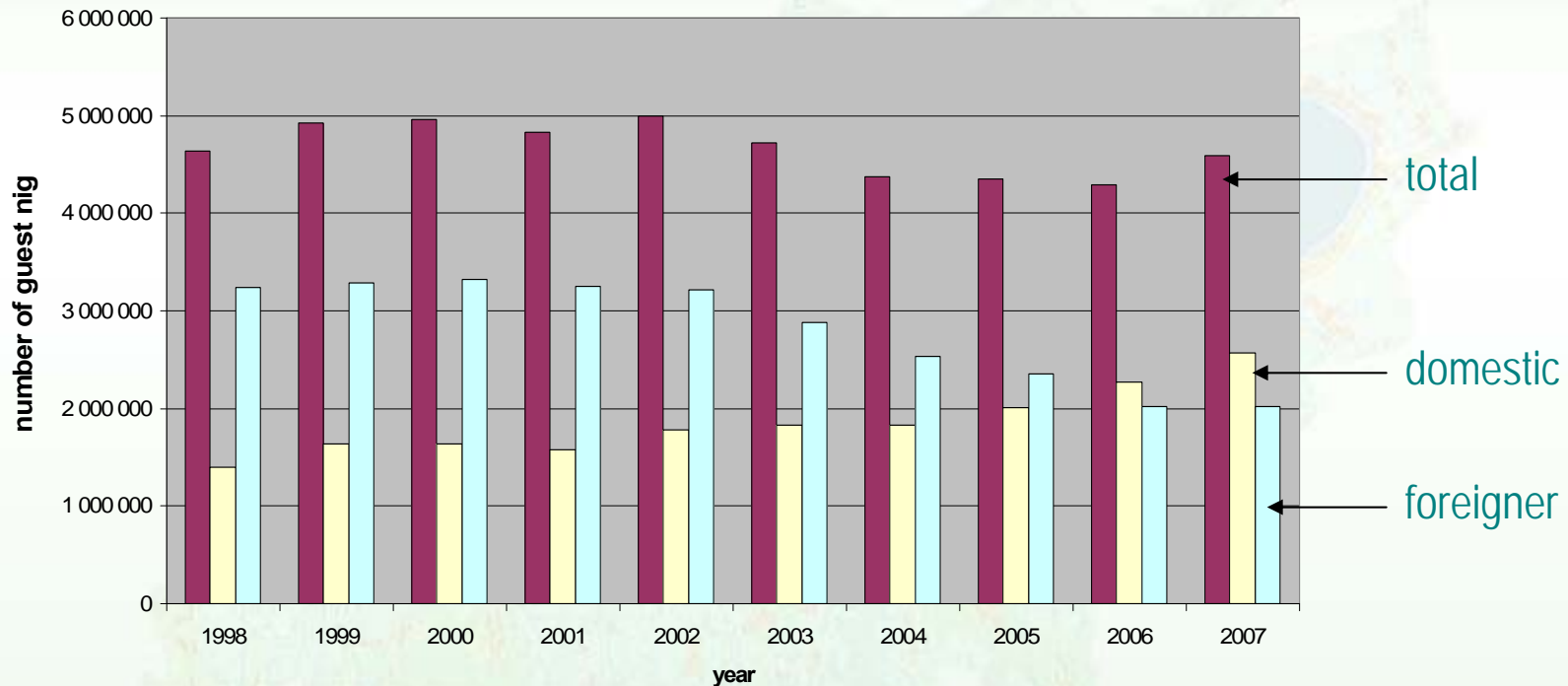


- 2009 No. guests: total 1.190.289; domestic: 867.463; foreigner: 322.826
- 2008/2009 change: total: 92,6%; domestic: 93,7%; foreigner: 89,7%
- The average day spent in Lake Balaton dropped from 5,1 to 3,5 from 1998 to 2009, in case of domestic tourists from 3,4 to 2,7, while in case of foreigner tourist from 6,4 to 5,1



# Trends in tourism II.

– number of guest nights



- 2009 guest nights: total 4.164.978; domestic: 2.518.244; foreigner: 1.646.734
- **2008/2009 change: total: 91,8%; domestic: 96,3%; foreigner: 85,8%**
- Significant European „sending” countries (1998/2009): Germany (76/49 %), Austria (8/14 %), the Netherlands (7/7 %), Denmark (4/5 %), .... Russia (1/4 %)

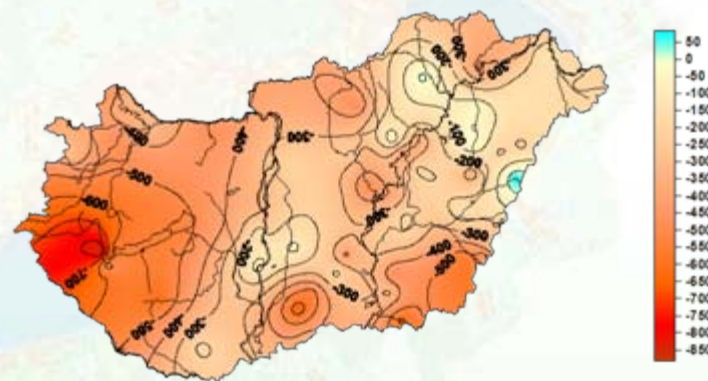
# Environmental costs (example)

- reed belt degradation -



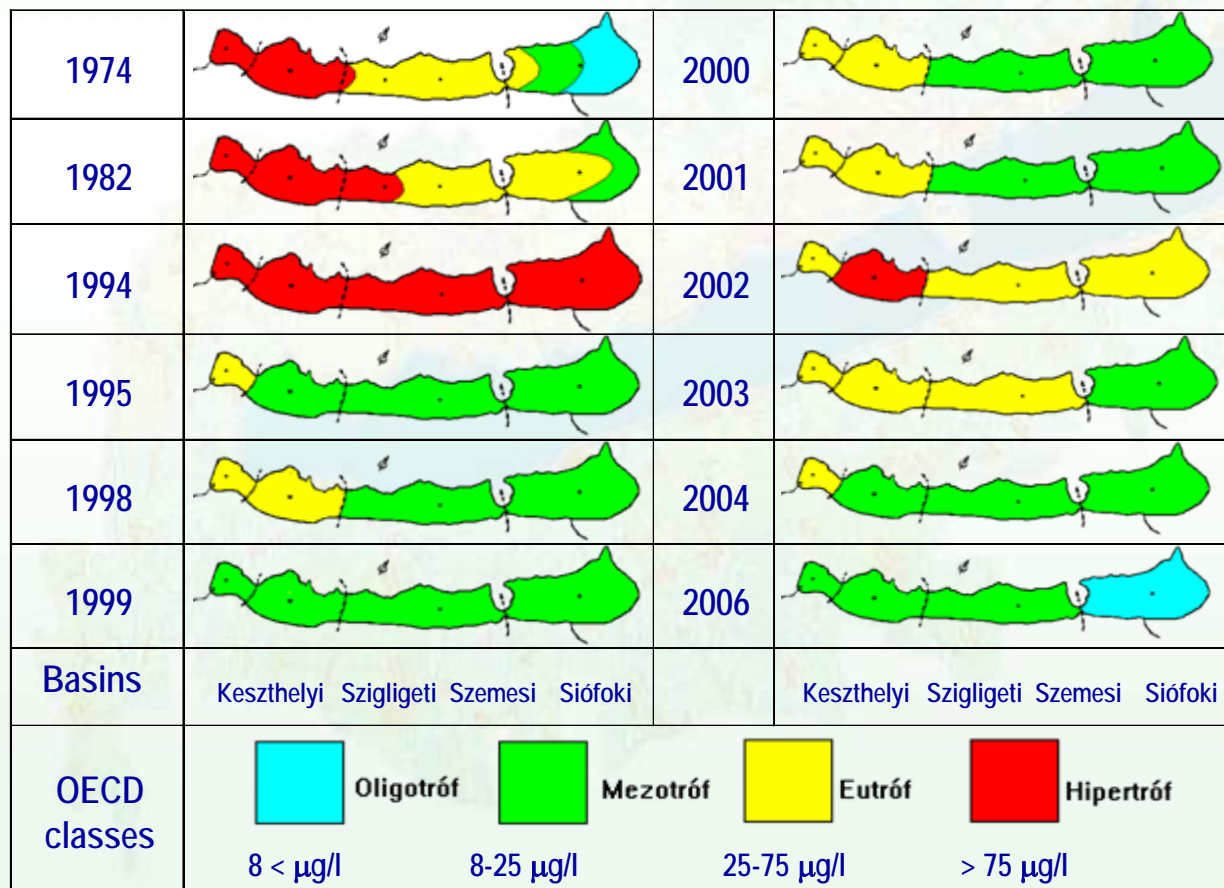
# Environmental trends I.

- new and emerging issue 2000-2004: drop of water level -



# Environmental trends II.

- improved, but vulnerable water quality -



## Vision set in the strategy ...

To make Lake Balaton and the surrounding region a uniquely attractive area of Europe that provides outstanding conditions for **living, working and leisure** by emphasising its unique natural beauty and cultural heritage.

...

# Specific objectives of the strategy



## To increase the competitiveness of the enterprises

1. Increasing employment and improving revenue-generating ability of enterprises

## To improve the quality of the environment

2. Preserve natural and cultural values and develop economic activities that utilize and respect these assets

## To increase regional cohesion

3. Increasing employment and development of economic activities away from the lakeshore
4. Encourage regional stakeholders to increase effective co-operation

# Priorities of the strategy

1. Diversification of the economy
2. Renewal of tourism (increase revenue-generating capability of the tourism industry)
3. Develop the region's human resource-base
4. Improve transportation in the region
5. To preserve natural value and cultural heritage, preservation and rehabilitation of the built environment

# International Projects I.

## LIFE Balaton project

- Title: Implementing an Integrated Decision Support System for the Sustainable Management of Tourism in the Lake Balaton Region – An Innovative Solution for Sustainable Tourism
- Aim: to develop a better decision support tool to achieve sustainable tourism



# Sub-systems

- tourist counting sub-system -



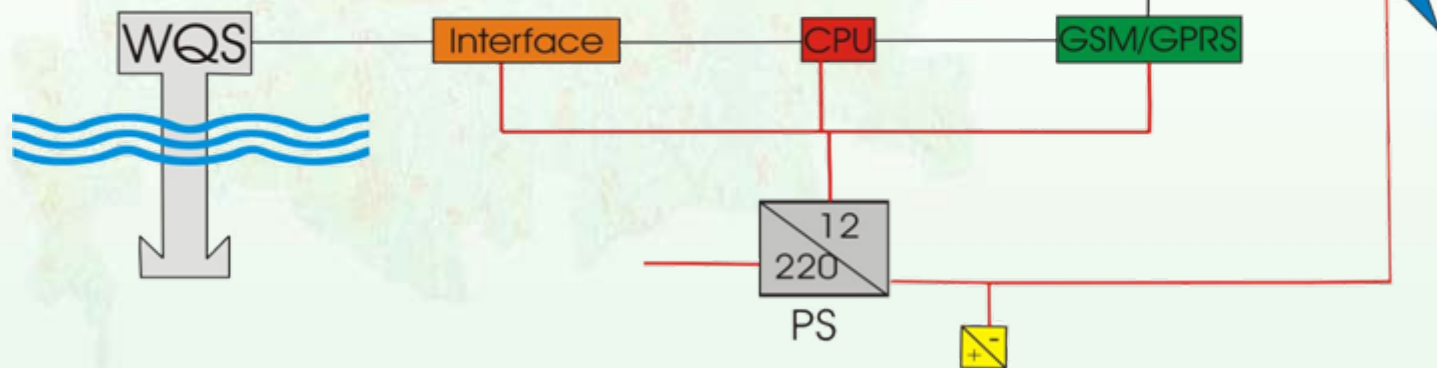
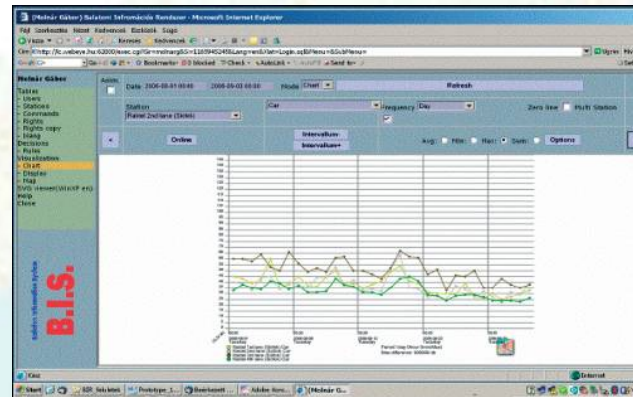
# Sub-systems

- traffic counting -



# Environmental Monitoring sub-system

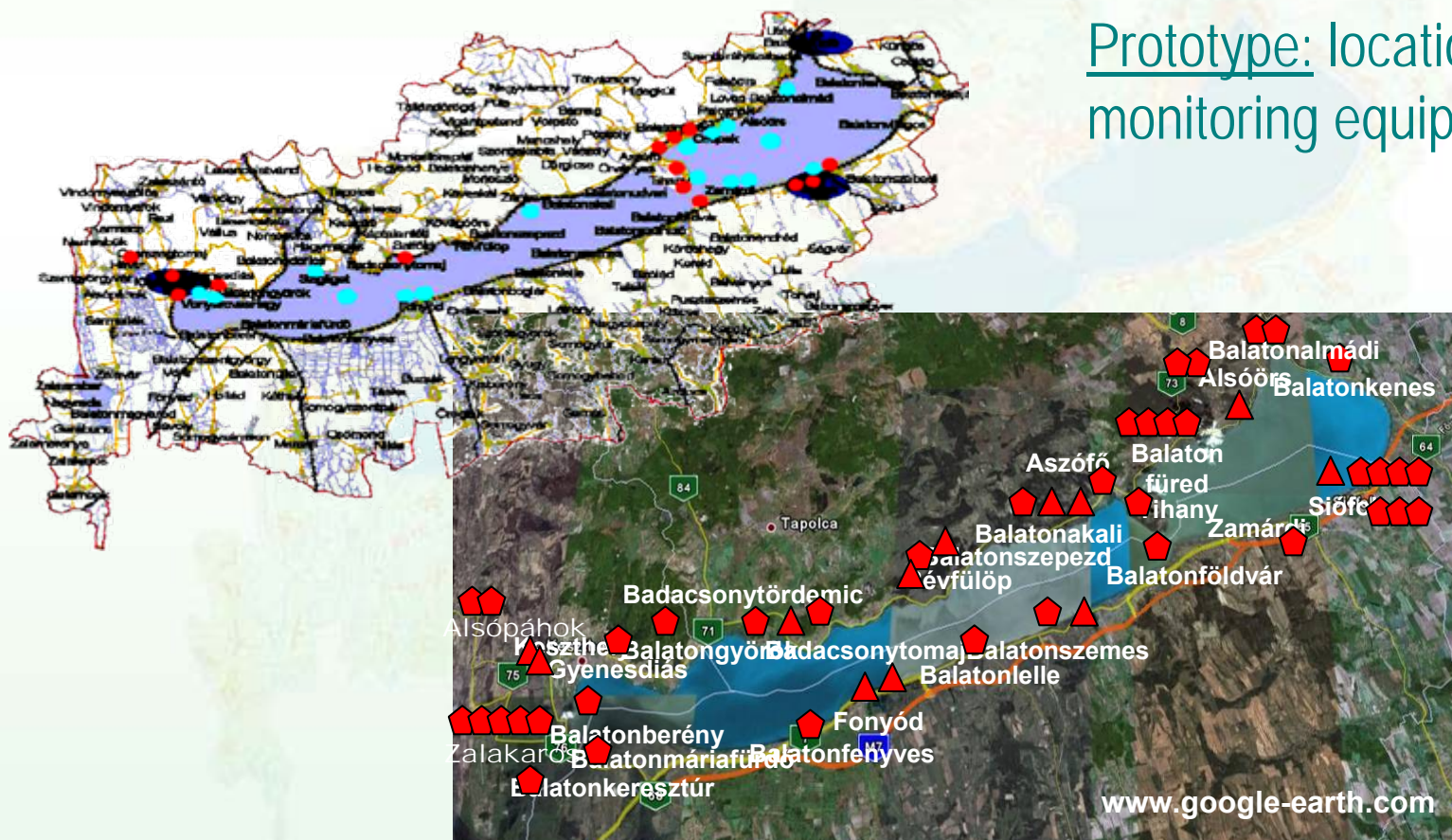
- in cooperation with GEF/UNDP project -



# Regional Development Database

– further possible usages –

Prototype: locations of monitoring equipments



– type of developments:  hotels (4\*, 5\*) and  campsites

Lake Balaton Area - the Natural Region

# International Projects II.



## RIMADIMA

- Risk and Disaster Management
- Natural Disasters
  - Meteorological: storms, floods, droughts
  - Gravitational: landslide, avalanches
- DSS for planning and crisis intervention
  - integrate spatial planning instruments in risk management

## RES PUBLICA

- Promote more effective use of Renewable Energy Sources and the Rational Use of Energy
- Energy efficiency at the local level
- Creation of Sustainable Energy Forums and Programmes

## MUE-25

- Integrated management system for urban areas
- Implementing EMAS, leading to Sustainable Urban Management System

# International Projects III.



## Capital of Biodiversity

- Promoting preservation of biodiversity in urban area
- National competition take place in 2010 and 2011 in 5 countries (Germany, France, Slovakia, Hungary, Spain)
- Workshops on aspects of the protection of biodiversity at local level

## EURONET 50/50

- Promoting energy saving in 50 educational centre
- 50/50 methodology ~ economic incentives
- To reduce energy consumption and fight against climate change

## RELACS

- Utilization of renewable energy sources at tourism accommodation buildings in Europe

## Health Tourism in the Borders

- Determine the importance of health tourism played in the competitiveness of rural regions in the cross-border area of Hungary and Croatia

# International Projects IV.



## EUROSCAPES

- Developing innovative green management plans for urban and peri-urban landscapes in Europe

## Lake Balaton Integrated Vulnerability Assessment, Early Warning and Adaptation Strategies

- Better understanding of the vulnerability and resilience of the Lake Balaton's ecological and socio-economic systems
- Develop climate scenarios and adaptation measures
- Build capacity for more effective policy making

## EULAKES

- Sustainable management of Central European lakes, namely: Lake Garda (I), Lake Balaton (H), Lake Neusiedl (A), Charzykowskie (P)
- Vulnerability and risk assessment, monitoring, pilot actions
- Raise awareness and improve collaboration between European lakes

# Sustainable Urban Management I.



Title of the project:

**Climate Change response through Managing Urban Europe-27 Platform**

Project aims:

- Contribute to the **implementation of existing EU climate change policies**
- Develop a **Capacity Development Package** for integrated urban management reducing EU greenhouse gases up to 2020
- Increase the **number of local authorities using integrated management systems** (key elements of EMAS – Eco Management and Audit Scheme)
- Make EMAS competent bodies and auditors aware of the **importance of integration of all strategic aspects** of local and regional authorities
- Increase **awareness of climate change and integrated strategies**
- Demonstrate a **low-carbon footprint project management**

**Target:** 40 local and sub regional authorities in 4 different countries implement integrated management systems by the end of the project

**Project duration / finance**

Between 2009 and 2011 / Co-funded by Life+ and Regione Lombardia



# Sustainable Urban Management II.



## Benefit for local and sub regional authorities

- Extensive training and support from the national training centre (establishing training and knowledge structure)
- Method of how to respond to climate change
- Experienced cities as reference
- Using new technologies, saving money and time through videoconferences
- Be part of a EU wide network (establishing a European network for practitioners of Integrated Sustainability Management. local authorities, regional authorities, advisors, auditors, trainers...)

## Project partners

UBC Commission on Environment, Finland

ICLEI – Local Governments for Sustainability, Germany

Bodensee Stiftung, Germany

Ambiente Italia, Italy

Coordinamento Agende 21 Locali Italiane, Italy

Lake Balaton Development Agency, Hungary

Association of Finnish Local and Regional Authorities, Finland

A Managing Urban Europe Initiative

# CHAMP

Local Response to Climate Change

# LIVING LAKES

## International Lake Partnership



- Non-governmental
- Non-profit
- Founded in 1998
- Headquarters at Lake Constance, Germany

### MAJOR GOALS

- Promote sustainable development in lake regions
- Constant exchange of experience and information
- Mutual support in carrying out concrete environmental campaigns
- Promote lake issues at a global level (UNEP/ILEC World Lake Vision)

# Living Lakes Network



## America

1. Columbia River Wetlands, Canada
2. Mono Lake; USA
3. Chapala, Mexico
4. Laguna Fuquene; Colombia
5. Pantanal; Brazil, Bolivia, Paraguay
6. Mar Chiquita; Argentina
7. Lake Titicaca, Bolivia

## Europe:

8. Norfolk & Suffolk Broads; UK
9. La Nava and Boada; Spain
10. Lake Constance; D, CH, A
11. Võrtsjärv/Peipsi; Estonia, Russia
12. Milicz Ponds; Poland
13. Lake Balaton, Hungary
14. Nestos Lakes; Greece

## Africa

15. Larache, Morocco
16. Lake Victoria; Kenya, Uganda, Tanzania
17. St. Lucia Lake; South Africa
18. Uluabat; Turkey
19. Dead Sea; Israel, Jordan, Palestine
20. Tengiz; Kazakhstan
21. Baikal; Russia
22. Lake Paliastomi, Georgia
23. Poyang-hu; China
24. Biwa; Japan
25. Laguna de Bay; Philippines
26. Mahakam Wetlands; Indonesia

... if you have any further questions,  
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