

# Highlights of the Smart Village Strategy of Uppony

## Hungary



## About Uppony

Uppony is a small village of some 280 inhabitants in Borsod-Abaúj-Zemplén, one of the most lagging behind counties of Hungary. The beautiful natural environment of the village is in sharp contrast with its current socio-economic status. The micro-region of Ózd, where Uppony is located, is situated in North-East Hungary and is one of the most disadvantaged and poorest areas in Hungary, in 2018 the yearly net income per capital was [2150 EUR](#). The region is mostly characterised by small-size villages. Population is decreasing and ageing, while the unemployment rate is high.

Our main motivation to become a ‘smart village’ is to demonstrate that even marginalised and disadvantaged communities like ours have a ‘way out’ if the right solutions are identified and implemented.

## Our aspirations

We aim to find innovative and inspiring solutions that can help overcoming some of our challenges. We would like to build on our rich natural environment that offers high potential for tourism as well as on our local entrepreneurial capacities.

Our aspiration is to

- create an attractive village for both our visitors and for young people planning to move to the countryside,
- become the first settlement in the region (where pollution is one of the major issues due to the use of coal and garbage as heating fuel during winter time) that regulates and phases out coal fired heating,
- improve our biodiversity that represents significant value,
- use our own resources locally with innovative methods creating more value,
- build a strong, collaborative local community that is able to articulate its interests and create partnership with its stakeholder.

We would like to exploit the momentum provided by SmartRural21 and take the neighbouring villages with us

# Overview of the strategy

Vision Regional Leader in Soft Tourism



Global Goals

Specific Objectives

Preservation and development of local natural and landscape heritage, promotion of its sustainable use  
 Preservation, development and sustainable use of local cultural heritage  
 Promoting a sustainable, eco-social local economy  
 Development of sustainable local tourism systems

Operational Objectives

- Quantitative and qualitative preservation of the local water resources, promotion of their sustainable use
- Preservation and conditioning of local biodiversity
- Preservation and development of local agro-biodiversity
- Exploration of historical and folklore values, development of their presentation focusing on interactive forms
- Developing local human capital, catching up lagging, behind social groups
- Strengthen regional cooperation and NGOs
- Laying the foundations for a more innovative, ethical and sustainable use of locally grown biomass that serves the local population better
- Rationalization of energy usage, increasing climate resilience
- Infrastructure development
- Creating sustainable tourism infrastructure
- Development of tourism-related services

Activities

foundation of Nature Park – establishment of aquaculture – leaf protein production – building of small water reservoir – spring water box building – botanical faunistic surveys – IA and crowdsourced spices recognition – establishment of educational-research sites – tracking landscape change based on orthophotos – protection of habitats – protecting and planting local fruit types – provide incentives to grazing – reconstruction of the hillside cellars – local presentation of prehistoric heritage – Digital Welfare Point – remote workstation – construction of cycle paths, MTB trails – promoting innovation – establishment of thematic trails – expansion of rural accommodation capacities reflecting local farming activities

Outcomes

eco-tourism brand building – rich biodiversity – strong community – developed infrastructure – high quality tourism services – climate resilient local community and economy – high added-value based local economy – partnership with North Forest, National Park – stronger Local Government, more independent from Central Budget  
 measurable: higher property prices – higher revenue per guest night – zero coal firing, lower PPM concentration during winters – more sustainable local businesses – more cycling and hiking trails

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