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Informal networks in direct market development at Tisza catchments

Zsuzsanna Flachner – MTA TAKI
Andrea Szabadkai - SZÖVET

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Natural:
- Ecological decline, loss of biodiversity, fragmentation
- increase of risks: flood, draught, invasive species, pests
- soil degradation (texture, productivity), stagnating water
- groundwater decline, pollution of resources (local, transboundary)
- landscapes under different threats (fragmentation, aesthetic loss, etc.)

Social:
- ageing, migration from the region
- increasing minority issues (gypsies)
- high unemployment rate (avg. 30%. but up to 70%)
- low education and awareness, loss of traditional knowledge
- high cultural values under threat

Economic:
- poverty, segregation
- land fragmentation, unclear ownership
- lack of management capacity and co-operation

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Future trends in different scenarios – how to be more adaptive?

1996: 1,0 Earth
2005: 1,25 Earth

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Understand each other: Common knowledge ground – vocabulary	Conceptual models (CM), network development, special focus groups, knowledge elicitation, Modelling; interviews, questionnaires
Understanding of present –past and future changes –drivers: *CC, food security, livelihood; future of communities, landscapes*	*Scenario development* - CM, Fuzzy CM, role play, historical maps, Models (WaterGap, Image, ARES) SH analysis;role of formal and informal institutions, data collection
Develop a strategy – iterative, participatory	Workshops, flyers, rich pictures, concept papers - several rounds= dynamic strategy
Derive criteria systems	IRBM, production and market development; micro-grant scheme;
Apply criteria in sub-programmes	indicator development, low budget quality insurance systems
Revisiting programs & modifying	Monitoring, assessing

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Floodplain Social-Ecological System

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INFORMAL AND FORMAL INSTUTUTIONS

Informal institutions: community rules, belives, non regulated actions, flexible ownerships; networks, „kaláka" – non regulated LETs

Institutionalization of informal institutitons:
- cooperatives and SMEs
- community resource & space (land) management
- laws, regulations

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KEY DRIVERS OF THE PROCESS

- **theoretical base** – studies, workshops, important measures to improve the market potential of local products and services; eco-label development;
- **leadership** – role of SZÖVET team; SMEs, farmers
- **window opportunity** – role of mass media – „cherry save action"
- **trust** - Élő Tisza project - SZÖVET , local sub-organizations; role of informal network to mobilize the farmers with products, transports, market locations
- **quality control** – peer review, simplified controll – sudden total laboratory controll, recommendation system, strict rules and criteria system; annual revisiting of process, results; eco-label introduced
- **institutionalization of informal actions** – cooperation of coalitions (eg. Large Family Association, Élőlánc, districts in Budapest) Financing mechanism and acting team. Network of local eco-shops:'Landscape houses'
- **scientific support** – to monitor the process, analyse and support the development by international projects: ***FAO TCP; UNDP-GEF; ADAM***

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- Media outreach – 20x more, than in avr. months
- economics – 45 FT – 170 Ft – 450 Ft
- dramatic increase of consumer awareness
- support from existing organizations – MDF market, Védegylet, etc.
- in 4 weeks – 7 farmers could sell – other 17 farmers are interested, 14-16 T of fruit exchanged

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KEY ELEMENTS – BUILDING BLOCKS

Eco-shops: 'Landscape shop' – for local products, services
Élő –Tisza/Living Tisza Eco-label: criteria system & management
Newsletter: on market actions, results, news, products and sevices
SZÖVET: semi informal cooperation of farmers, micro – regions (interim)
Market development (nish/window-opportunity) – eg. sour cherry action, SZÖVET Market in Bp. and in other cities closer to Tisza; supply for public organizations
Changed consumer attitude – healthy, close, seasonal

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Élő Tisza
Magunkról
a kosár üres
a kosár tartalma
rendelés feladása
Magunkról
Az Élő Tisza
Termékek
Szállás
Túra
Látványosságok
Rendezvények
Tagjaink
Kereső
Kapcsolat
Hírlevél
• criteria system
• quality controll – informal system
• %-contribution – link to microgrant
• trust development
• communication – web, newsletter, personnal
• market development – clustering of products and services
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Thanks for attention!
www.elotisza.hu
flachner@rissac.hu