

VÁLLALKOZÁSI SZERZŐDÉS

amely létrejött egyrészről

Név:	Veszprém Megyei Jogú Város Önkormányzata
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KSH száma:	15734202-8411-321-19
Adószáma:	15734202-2-19
Bankszámla száma:	50400209-16290602-00000000

mint megrendelő (a továbbiakban: Megrendelő);

másrészről

Név:
Székhely:
Cégjegyzék szám/e.v.
szám azonosító:
Adószáma:
Bankszámla száma:

mint vállalkozó, (a továbbiakban Vállalkozó) - együttes említés esetén **Felek -** között az alulírott helyen és napon az alábbi feltételek szerint:

1. Előzmények

- 1.1. Az Interreg Europe Program keretében Veszprém Megyei Jogú Város Önkormányzata egyik megvalósítója a 02C0584 PROXIMITIES nemzetközi projektnek. A projektben résztvevő európai városok közös célja a hozzáférhető szolgáltatások, élhető terek és fenntartható kapcsolatok előmozdítása a perifériális városi területeken. A projekt sikere érdekében a résztvevő partnerek megosztják egymással kapcsolódó jógyakorlataikat és minden partner esetében cél egy szakpolitikai dokumentum felülvizsgálata, kiegészítése a projekt időszak végéig. Veszprémben ez a Fenntartható Városfejlesztési Stratégia (továbbiakban: FVS). A projekt munkanyelve angol, időtartama 2024.04.01. – 2028.04.30.
- 1.2. A Felek rögzítik, hogy a jelen szerződésben foglaltakra az Interreg Europe programkiírás keretében a párizsi székhelyű Région Hauts-de-France, az Interreg Europe program irányító hatósága és a projekt vezető partnere, Reggio Emilia (Olaszország) Önkormányzata között 2024.04.10-én hatályba lépett Interreg Europe 02C0584 PROXIMITIES megvalósítását támogató szerződés (továbbiakban: Támogatási Szerződés) biztosít fedezetet.
- 1.3. A közbeszerzésekről szóló 2015. évi CXLI. törvény alapján a szerződés tárgyát képező egybeszámított becsült érték nem éri el a közbeszerzési értékhatárt, így nem közbeszerzés köteles.
- 1.4. A Felek rögzítik, hogy a Megrendelő, mint Ajánlatkérő a 02C0584 PROXIMITIES támogatási szerződéshez kapcsolódóan a jelen szerződés tárgyát képező feladatellátásra 3 árajánlatos beszerzési eljárást folytatott le a hatályos, beszerzések rendjéről szóló szabályzata alapján. A

szerezést az ajánlattételi felhívásra a legalacsonyabb árat adó jelölttel köti meg. A Megrendelő a beszerzési eljárásában benyújtott ajánlatokat megvizsgálta, egymással összevetette és döntését napján kihirdette. A Megrendelő beszerzési eljárásban hozott döntése szerint a nyertes ajánlattevő a Vállalkozó lett.

2. A szerződés tárgya

2.1. A Megrendelő megrendeli, a Vállalkozó elvállalja az Interreg Europe 02C0584 PROXIMITIES projekthez kapcsolódó „**Veszprém perifériális városi területeinek helyzete, igényei és képviselőinek javaslatai a Fenntartható Városfejlesztési Stratégia kiegészítésére**” tárgyú kutatási feladat teljes körű megvalósítását a partnerségi megállapodás előírásainak megfelelően.

2.2. A teljesítés helye: Veszprém város közigazgatási területe

3. A feladat meghatározása

3.1. A Vállalkozó tevékenysége a fenti projekt keretében az alábbiakban részletezett kutatási feladat ellátása, kutatási jelentés készítése magyar és angol nyelven.

A helyi igények és lehetőségek felmérése jelen kutatás feladata a projekt öt szempontja alapján.

- **Tervezés a 15 perces város felé;** a lakosok számára az alapvető szolgáltatások (munkahely, oktatás, élelmiszerbolt, egészségügy, kikapcsolódás) gyalogosan vagy kerékpárral 15 percen belül elérhetőek legyenek.
- **A helyi gazdaság és a közeli szolgáltatások előmozdítása;** a kereskedelem, a kézművesség és a helyi gazdasági egységek kihasználása a szolgáltatások multifunkcionalitására összpontosítva, hogy társadalmi, környezeti és gazdasági értéket teremtsen;
- **A fenntartható mobilitás előmozdítása;** a külvárosok és a városközpont közötti kapcsolatok megerősítése, valamint a peremterületek élhetőségének és vonzerejének javítása (különös tekintettel a gyalogos és kerékpáros közlekedésre).
- **A polgárok bevonása és a többszintű kormányzás;** - közösségi szerepvállalás, a társadalmi kapcsolatok újratermelése, a fiatalok bevonása, a közeli szolgáltatások integrációja, új partnerségek kiépítése a helyi hatóságok, vállalkozások, társadalmi és kulturális szereplők, polgári egyesületek között, hogy a peremterületek a közösségi megújulás és a társadalmi-gazdasági innováció helyszíneivé váljanak.
- **Zöldterületek és élhető közterek-** a városi környezet rugalmassága és természetessége, a zöld és kék területek gondozása, a közterületek minősége.

Elvárt tevékenységek

1. Interjúalanyok azonosítása – a kutatásba az érintett perifériális területek önkormányzati képviselőit, a városfejlesztéssel átfogóan foglalkozó cégek vezetőit és Veszprém város vezetésének képviselőit javasolt bevonni.
2. Kérdéssor kidolgozása a PROXIMITES projekt öt szempontja alapján és ennek egyeztetése a megbízóval
3. Interjúk lebonyolítása – elvárás: minimum 6 db mélyinterjú
4. Kutatási jelentés elkészítése – interjúk feldolgozása, kvalitatív elemzés, jelentés elkészítése magyar és angol nyelven
5. Javaslattétel és szakpolitikai ajánlások megfogalmazása a Fenntartható Városfejlesztési Stratégiai kiegészítése érdekében magyar és angol nyelven

4. Szerződés hatálya és a teljesítés módja

- 4.1. Jelen szerződés mindkét fél által történő aláírás napján lép hatályba azzal, hogy amennyiben a Felek eltérő időpontban írják alá, a hatályba lépés napja a későbbi aláírás időpontja. A szerződés 2028. április 30. napjával, a projekt fizikai zárásával hatályát veszti.
- 4.2. A jelen szerződés 3.1 pontjában foglalt feladatok végteljesítésének véghatárideje: **2026.05.26.**
- 4.3. A Vállalkozó vállalja, hogy a jelen szerződés 3.1. pontjában szereplő tevékenységek teljesítését alátámasztó magyar és angol nyelvű kutatási jelentést, valamint a szakpolitikai ajánlások dokumentumait a 4.2 pontban megjelölt határidőig a Megrendelő részére eljuttatja.
- 4.4. Felek megállapodnak abban, hogy a Vállalkozó a jelen szerződésben foglaltak betartásával, a Megrendelő igénybejelentése és adatszolgáltatása alapján köteles teljesíteni az egyes szolgáltatásokat.
- 4.5. Az adatszolgáltatás módja: elektronikus levelezés.
- 4.6. A teljesítési határidőkhöz nem számít bele az az idő, amíg az anyagok véleményezésre, jóváhagyásra Megrendelőnél vannak. A szolgáltatások késedelmes teljesítése, alkalomhoz kötött szolgáltatás esetén a teljesítés megghiúsulása kötbérfizetési kötelezettséget von maga után.

5. Megrendelő alapvető jogai és kötelezettségei

- 5.1. A Megrendelő elsődlegesen a szerződés szerűen teljesített szolgáltatás eredményének átvételére és a vállalkozói díj megfizetésére köteles.
- 5.2. A Megrendelőnek együttműködési kötelezettsége kapcsán az esetlegesen felmerülő, jelen szerződés teljesítését akadályozó körülményeket haladéktalanul a Vállalkozó tudomására kell hoznia.

6. Vállalkozó alapvető jogai és kötelezettségei

- 6.1. A Vállalkozó jelen szerződés aláírásával kijelenti, hogy rendelkezik a feladat teljesítéséhez szükséges tapasztalattal és szakértelemmel.
- 6.2. A Vállalkozó kötelezettséget vállal a tekintetben, hogy a szerződés szerinti minden, a feladat teljesítésére irányuló tevékenységet a Vállalkozótól elvárható szakértelemmel és gondossággal, a legjobb tudása szerint, a legnagyobb körültekintéssel, a magyar jogszabályoknak, szabványoknak, szakmai előírásoknak, a projektre vonatkozó projektelőírásoknak, illetve a jelen szerződésben foglaltaknak megfelelően teljesíti.
- 6.3. A Vállalkozó jelen szerződésben meghatározott teljesítési időtartam alatt, a Megrendelő a szerződésben meghatározott kapcsolattartójával előzetesen egyeztetett időpontokban és helyszíneken rendelkezésre áll, és végzi a feladatokat.

Megrendelő kapcsolattartója:
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telefon: +36-20/210-9374

Vállalkozó kapcsolattartója:
.....

e-mail:

telefon: +36-.....

a teljesítés igazolására jogosult, ill. utasításadási jogkörrel bír:

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- 6.4. A Vállalkozó a feladat ellátása során köteles a Megrendelővel együttműködni, a Megrendelővel folyamatosan egyeztetni, kapcsolatot tartani és az esedékes feladat elvégzését a teljesítés előtt jóváhagyatni, illetve a vonatkozó jogszabályi rendelkezéseket maradéktalanul betartani.
- 6.5. A Vállalkozónak együttműködési kötelezettsége okán a jelen szerződés teljesítését akadályozó körülményeket haladéktalanul és maradéktalanul a Megrendelő tudomására kell hoznia.
- 6.6. A Felek megállapodnak abban, hogy jelen szerződés alapján kapcsolattartásuk elsősorban szóban és írásban történik, de döntés és/vagy érdemi utasítás közlése csakis írásban történhet mindkét fél részéről.
- 6.7. A Vállalkozó rendelkezik az önálló kezdeményezés és javaslatétel jogával. Köteles intézkedést kezdeményezni, ha a teljesítést veszélyeztető vagy a Megrendelő érdekeinek jelentős sérelmével járó helyzet következett be, illetve annak bekövetkezése fenyeget.
- 6.8. Jelen szerződés teljesítésével kapcsolatban, amennyiben a Vállalkozó olyan információkhoz, adatokhoz fér hozzá, amelyek a Megrendelő szempontjából bizalmas jellegűek, azokat bizalmasan kezeli, egyben kötelezettséget vállal, hogy ezen adatokat és információkat csak a szerződés teljesítéséhez indokoltan, a szükséges mértékben használja fel. A titoktartási kötelezettség a szerződés megszűnését követően is korlátlan ideig hatályban marad, továbbá a felek a szerződés megszűnésének időpontjában kötelesek a másik félnek visszajuttatni minden, a másik fél által adott bizalmas információt, valamint visszaigazolni, hogy bizalmas információt nem tartott vissza.
- 6.9. Megrendelő kijelenti, hogy a nevében nyilatkozattételre, képviselőre jogosult személy nem minősül a Ptk. 8:1. § (1) bekezdés 1. pontja szerint a Vállalkozó közeli hozzátartozójának, felette tulajdonosi, fenntartói, vagyonkezelői, irányítási, képviselői, munkáltatói, kinevezési jogokat nem gyakorol. Továbbá a Vállalkozó kijelenti, hogy a nevében nyilatkozattételre, képviselőre jogosult személy a Megrendelő szervezetében tulajdonosi, fenntartói, vagyonkezelői, irányítási, képviselői, munkáltatói vagy kinevezési jogokat nem gyakorol. A felek a szerződést az összeférhetetlenségi szabályok betartása mellett kötik meg.
- 6.10. Ha a Megrendelő célszerűtlen vagy szakszerűtlen utasítást ad, a Vállalkozó köteles őt erre figyelmeztetni. Ha a Megrendelő a figyelmeztetés ellenére utasítását fenntartja, a Vállalkozó a szerződéstől elállhat vagy a feladatot a Megrendelő utasításai szerint, a Megrendelő kockázatára elláthatja. A Vállalkozó köteles megtagadni az utasítás teljesítését, ha annak végrehajtása jogszabály vagy hatósági határozat megsértéséhez vezetne, vagy veszélyeztetné mások személyét vagy vagyonát.
- 6.11. A Vállalkozó alvállalkozó(k) igénybevételére jogosult. Az alvállalkozók díját a 7.1. pontban feltüntetett Vállalkozási díj tartalmazza. A Vállalkozó és alvállalkozó(k) esetleges vitája, nem megfelelő kapcsolata nem eredményezheti a Megrendelői kötelezettségek terhesebbé válását, illetve a Vállalkozó szerződés szerű teljesítésének elmaradását, késedelmét. A Vállalkozó az alvállalkozó(k) tevékenységéért teljes felelősséggel tartozik, úgy mintha a feladatokat saját maga végezte volna el.

- 6.12. A Felek megállapodnak abban, hogy a szerződés teljesítésébe nem von olyan alvállalkozót, aki a beszerzési eljárásban maga is ajánlattevő volt. Az alvállalkozók kiválasztása során köteles transzparens és diszkriminációmentes kiválasztási eljárást lefolytatni, mely biztosítja az alvállalkozói szerződések tartalmára, összegére és kifizetésére vonatkozó transzparenciát.
- 6.13. A Felek a szerződés teljesítése során kötelesek betartani az Európai Parlament és Tanács 2016/679. számú rendeletének (a továbbiakban: GDPR), illetve az információs önrendelkezési jogról és az információszabadságról szóló 2011. évi CXII. törvénynek (Infotv.) a vonatkozó előírásait.
- 6.14. A Felek a kijelölt kapcsolattartók személyes adatait (név, e-mail cím, telefonszám) – közérdekű feladat végrehajtása érdekében (GDPR 6. cikk (1) bekezdés e) pontja), a jelen szerződés teljesítéséhez szükséges mértékben és ideig, kapcsolattartás céljából kezelik. Tekintettel arra, hogy az elérhetőségi adatok megadása nélkül a Felek nem tudnák hatékonyan gyakorolni a szerződésből eredő jogait és teljesíteni kötelezettségeiket, a közérdekű feladat ellátásának ténye előnyt élvez a kapcsolattartók személyes adataihoz fűződő rendelkezési jogához képest, valamint az adatkezelés a kapcsolattartó szerződésen alapuló feladatköre (képviselő ellátása) alapján szükséges és arányos korlátozással jár. A kapcsolattartó jogosult tiltakozni az adatkezelés ellen (GDPR 21. cikk (1) bekezdése).
- 6.15. Felek rögzítik, hogy a jelen szerződésben meghatározott tevékenység során külön-külön, önálló adatkezelőként járnak el, ennek megfelelően az adatvédelmi jogi előírásoknak való megfelelésre vonatkozó kötelezettség egymástól függetlenül terheli őket.

7. Vállalkozási díj

- 7.1. A Vállalkozót a jelen szerződés 3.1. pontjában foglalt feladatok szerződésszerű teljesítése esetén összesen **nettó, - Ft, + ÁFA, azaz bruttó, - Ft**, azaz (bruttó forint) vállalkozói díj illeti meg.
- 7.2. A vállalkozási díj fedezetet nyújt a Vállalkozónak a munkákkal összefüggésben felmerült összes közvetlen és közvetett költségére. A fenti árak magukban foglalják a kutatás tervezését, előkészítését, lefolytatását, elemzését, kutatási jelentés készítését és a szakpolitikai javaslatok összefoglalását az FVS javítása érdekében. A vállalkozói díjon felül a Vállalkozó egyéb költségterítésre nem jogosult.

8. Fizetési feltételek

- 8.1 Megrendelő előleget nem fizet a Vállalkozó részére. A Vállalkozó a feladatok ellátása során 1 (egy) darab vég számla benyújtására jogosult. Megrendelő csak szerződésszerű- és szabályosan kiállított számlát fogad be.

A Vállalkozó számlájának kötelező tartalmi eleme:

02C0584 PROXIMITIES projekt - Veszprém perifériális városi területeinek helyzete, igényei és képviselőinek javaslatai a Fenntartható Városfejlesztési Stratégia kiegészítésére” tárgyú kutatási feladat

- 8.2 A szerződéskötés, az elszámolás és a számlázás, továbbá a kifizetés pénzneme: HUF.
- 8.3 A Vállalkozó a vállalkozási díj összegéről Megrendelő teljesítés igazolása alapján egy vég számla benyújtására jogosult a feladatok maradéktalan elvégzését követően 8 napon belül.

- 8.4 A teljesítés igazolás kiállításának előfeltétele, hogy a Vállalkozó a jelen szerződés tárgyát képező feladatát a jogszabályokban és a jelen szerződésben leírt módon teljesítse.
- 8.5 A jelen szerződés pénzügyi ütemezése szerint kiállított és a Megrendelő által leigazolt számla összege a kézhezvételtől számított 30 napon belül átutalással kerül kiegyenlítésre a Polgári Törvénykönyvről szóló 2013. évi V. törvény (Ptk.) 6:130. § (1)-(2) bekezdésében foglaltak szerint.
- 8.6 Fizetési késedelem esetén Megrendelő késedelmi kamatot tartozik fizetni Vállalkozó részére. A késedelmi kamat mértékére a Ptk.-ban meghatározottak az irányadók.
- 8.7 A Felek rögzítik és tudomásul veszik, hogy a Vállalkozó által benyújtott számla Megrendelő részéről történő teljesítésének a feltétele, hogy a benyújtás időpontjában nem állhat fenn lejárt, meg nem fizetett helyi adó tartozása.
- 8.8 A Vállalkozó hozzájárul, hogy a Megrendelő a kifizetés teljesítését megelőzően a helyi adóhátraléokra vonatkozó információt kérjen le a Veszprém Megyei Jogú Város Polgármesteri Hivatal Adóirodájának nyilvántartásából. Amennyiben az Adóiroda nyilvántartása szerint Vállalkozó részéről lejárt, meg nem fizetett tartozás áll fenn, Vállalkozó kötelezettséget vállal arra, hogy a meg nem fizetett tartozást 5 napon belül átutalással teljesíti a Veszprém Megyei Jogú Város Polgármesteri Hivatal Adóirodájának az esedékes hátralék szerinti számlaszámára.
- 8.9 Vállalkozó képviselője – figyelemmel az államháztartásról szóló 2011. évi CXCV. törvény 41.§ (6) bekezdésében és az államháztartásról szóló törvény végrehajtásáról szóló 368/2011. (XII. 31.) Korm. rendelet 50. § (1a) bekezdésében foglaltakra – nyilatkozik, hogy a Vállalkozó a nemzeti vagyonról szóló 2011. évi CXCVI. törvény 3. § (1) bekezdésének 1. pontja alapján átlátható szervezetnek minősül. Vállalja, hogy a jelen nyilatkozatban foglaltak változása esetén haladéktalanul értesíti a Megrendelőt. Tudomásul veszi, hogy valótlan tartalmú nyilatkozat alapján kötött visszterhes szerződést a Megrendelő felmondja, vagy – ha a szerződés teljesítésére még nem került sor – a szerződéstől eláll.

9. A szerződést biztosító mellékkötelezettségek, a szerződés megszűnése

- 9.1 A Vállalkozó az érdekkörében felmerülő, bármely teljesítési határidőre vonatkozó (jelentési és jóváhagyási, egyéb) teljesítési késedelme esetére kötbér megfizetésére köteles, amelynek napi mértéke a nettó vállalkozási díj 2%-a, de összesen maximum a nettó vállalkozási díj 20%-a.
- 9.2 A Megrendelő a kötbérigényét írásbeli felszólítás (kötbérértesítő) útján közli a Vállalkozóval. Amennyiben a Vállalkozó a fenti irat kézhezvételét követő 5 napon belül érdemi indokolással és azt alátámasztó bizonyítékokkal kimentést Megrendelő részére nem terjeszt elő, akkor a kötbér elismertnek tekintendő. Megrendelő jogos kötbérigényét a Vállalkozó (vég)számlájával szemben kiállított számviteli bizonylatával érvényesíti. Megrendelő a kötbért meghaladó kártérítési igényét is érvényesítheti Vállalkozóval szemben.
- 9.3 Amennyiben a szerződés teljesítése, illetve a szerződés 3. pontjában meghatározott tevékenységek valamelyikének a teljesítése az adott napon nem történik meg és a meghiúsulás a Vállalkozónak felróható, Vállalkozó köteles a nettó vállalkozói díj 20%-nak megfelelő meghiúsulási kötbért fizetni Megrendelő részére.
- 9.4 Amennyiben a Vállalkozó teljesítése hibás, köteles a Vállalkozó a hiba kijavítására. Az ezzel kapcsolatos költségek a Vállalkozót terhelik.

- 9.5 A szerződésben vállalt közbenső intézkedések, mérőföldkövek elmulasztása, a szerződésben meghatározott határidőn túli teljesítése vagy hibás teljesítés esetén a Vállalkozó kötbér fizetésére köteles. A kötbér alapja a hibás teljesítéssel érintett munkának a Megrendelő által meghatározott értéke. A kötbér mértéke legfeljebb a nettó vállalkozói díj 20 %-a. Hibás teljesítés esetén a Megrendelő jogosult eldönteni, hogy kötbért vagy szavatossági igényt érvényesít.
- 9.6 Amennyiben a Vállalkozónak felróható okból Megrendelőnek támogatás-visszafizetési kötelezettsége keletkezik, Vállalkozó köteles a visszafizetett összeget Megrendelőnek megtéríteni.
- 9.7 A Megrendelő a szerződésszegésből eredő, kötbér mértékét meghaladó kárának megtérítésére is igényt tart.
- 9.8 A Felek kifejezetten rögzítik, hogy a Vállalkozót nem mentesíti a hibás teljesítés jogkövetkezménye alól, ha a Megrendelő ellenőrzési kötelezettségét nem, vagy nem megfelelően teljesítette.
- 9.9 A Felek kölcsönösen kötelezettséget vállalnak arra, hogy a jelen szerződés teljesítésével kapcsolatban felmerülő tényekről és körülményekről, valamint ezek megváltozásáról egymást haladéktalanul tájékoztatják és kölcsönösen együttműködnek egymással.
- 9.10 A Felek kártérítés fizetésére nem kötelezhetőek, valamint a szerződés a teljesítés elmaradása miatt nem szűnik meg, amennyiben a késedelmes teljesítés vis maior következménye. A jelen pont értelmezése szempontjából vis maior alatt olyan körülmények értendők, amelyek a jelen szerződés megkötésének időpontjában előre nem láthatóak, és a Felek érdekkörén kívül álló elháríthatatlan események gyűjtőfogalmába tartoznak.
- 9.11 A kötelezett a vis maior tényéről köteles a jogosultat haladéktalanul értesíteni, és tájékoztatni annak az okáról és valószínű időtartamáról. Amennyiben a jogosult eltérő írásos utasítást nem ad, a kötelezett szerződéses kötelezettségeinek teljesítését folytatni köteles, amennyiben az ésszerűen lehetséges. A szerződésben foglalt határidők a vis maior időtartamával meghosszabbodnak. Amennyiben a vis maior időtartama meghaladja a 15 naptári napot, a Feleknek jogukban áll a szerződés nem teljesített részétől elállni a hátrányos jogi következmények nélkül oly módon, hogy erről a másik félnek értesítést küldenek.
- 9.12 A szerződés bármely feltételének módosítására csak a felek közös megegyezésével írásban kerülhet sor.
- 9.13 A Felek jogosultak a jelen szerződést súlyos szerződésszegés esetén azonnali hatállyal felmondani. Súlyos szerződésszegésnek minősülnek például az alábbiak:
- A Vállalkozó valamely szerződésben vállalt kötelezettségének teljesítését – jogszerű indok hiányában – megtagadja.
 - A Vállalkozó ellen csőd-, felszámolási-, végelszámolási eljárás indult, vagy egyébként fizetéseképtelenné vált.
 - Vállalkozó a teljesítéssel kapcsolatos bármely kötelezettségét akként szegi meg, hogy azáltal előre látható, hogy az előírt minőségben, vagy határidőre való teljesítés nem lesz lehetséges, vagy
 - Vállalkozóval szemben az illetékes cégbíróság előtt megszüntetési, törlési eljárás indul,
 - Vállalkozó a Vállalkozási Szerződésben megjelölt teljesítési határidőt elmulasztja.

10. Záró rendelkezések

10.1 A jelen szerződésben nem szabályozott kérdések tekintetében a felek a Polgári Törvénykönyvről szóló 2013. évi V. törvény és a vonatkozó egyéb jogszabályok rendelkezéseit tekintik irányadónak.

10.2 A Felek vitás ügyeikben egyeztetésre kötelesek, jogvitájuk esetére a Veszprémi Járási Bírósági vagy a Veszprémi Törvényszék kizárólagos illetékességét kötik ki.

A szerződés egymással megegyező – 8 számozott oldalból álló – 4 eredeti példányban készült, amelyből 3 példány a Megrendelőt, 1 példány pedig Vállalkozót illeti meg. A Felek a Szerződésben foglalt feltételekkel egyetértenek, azokat elfogadják, és mint akaratukkal mindenben megegyezőt, jóváhagyólag cégszerűen írják alá.

Jelen szerződés kizárólag az alábbi melléklettel együtt érvényes:
1.sz. melléklet – Területi jelentés (Landscape Report)

Veszprém, 2026.

Veszprém, 2026.

.....

.....
**Veszprém Megyei Jogú Város
Önkormányzata**

Képviselésében:

Képviselésében: Porga Gyula polgármester
Képviselő nevében eljáró személy:
Varga Tamás
alpolgármester

Pénzügyi ellenjegyző

.....
Fazekas Ildikó
Pénzügyi Iroda, irodavezető

Jogi felülvizsgálat:

.....
dr. Panyi Szilvia Orsolya
Önkormányzati és Jogi Iroda, jegyzői referens

Proximity Landscape Report – Municipality of Veszprém

*An overview of peripheral urban areas development in
Veszprém*

02.12.2024 version 3

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Special thanks to the members of the Local Support Group Dr Balázs Temesvári – Public Utility Company; Peter Szaller – Maltese Charity Service and Ms Szilvia Bohyhádi for their invaluable contribution to make to report more comprehensive and more precise.

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More information at <https://www.interregeurope.eu/proximities>





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1. Objective of the report

The Proximity Landscape Report was developed within the Interreg Europe project **PROXIMITIES - PROMoting accessible services, liveable spaces and sustainable connections in peripheral urban territorIEs**. The project's overall objective is to improve local and regional policies in the field of integrated sustainable development of peripheral urban areas by implementing "Proximity" approaches inspired by the 15-minutes city concept and based on 5 main leverages: 1) Proximity economy and services; 2) Sustainable and soft connections; 3) Quality and liveability of public spaces (resilience and naturalness); 4) Social and emotional dimensions; 5) Governance and functional approaches. The ultimate aim of PROXIMITIES is to make peripheral urban areas across Europe more accessible, healthy, inclusive and sustainable, by filling the gap between inner centres and peripheral urban areas in terms of services, functions, relations, social and cultural opportunities, recreational spaces and sustainable mobility solutions. To achieve a long-term improvement in local and regional policies on peripheral urban areas development, PROXIMITIES will set up a process of interregional learning including study visits and knowledge exchange sessions among 8 European regions: Italy, Spain, Ireland, Latvia, Romania, Hungary, Sweden and finally Bosnia and Herzegovina, supported by the Erasmus Centre for Urban, Port and Transport Economics BV as advisory partner.

To promote a meaningful interregional exchange process, the learning needs from one region must be matched with the successful experiences from other regions. In this sense, each partner region develops a Proximity Landscape Report with the aim of informing their own stakeholders as well as stakeholders from other partners about the characteristics and the challenges of their peripheral urban area. The information in the present report is therefore not exhaustive but specific to the objective and rationale of the PROXIMITIES project.

The report consists of different parts. In the first part, Municipality of Veszprém provides an overview of its general context. This part includes information on the geographical location of the region, the local demography, the socio-economic context and the challenges of its peripheral urban area.

The second part of this report describes the policy instrument "Sustainable Urban Development Strategy (SUDS)". In accordance with the project's outline, Municipality of Veszprém selected a specific policy instrument to be addressed and improved throughout PROXIMITIES, in collaboration with a group of local stakeholders, also described in the second part of the report.

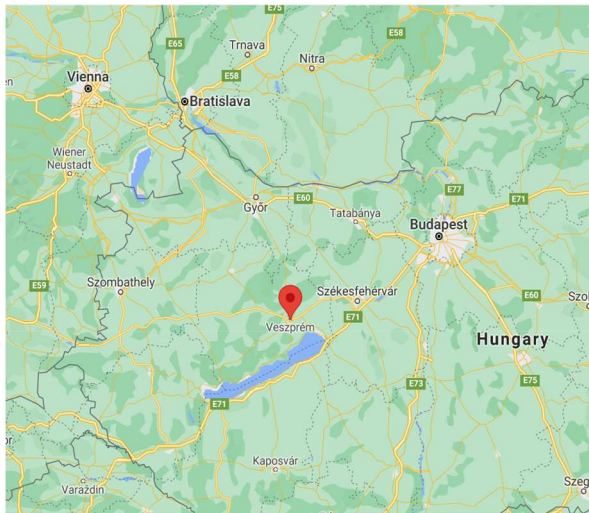
Finally, the last part identifies good local practices already in place, which could serve as a source of inspiration for other regions dealing with similar development challenges. A summary of the main learning needs of the region is provided at the end of this report, which will serve as a basis for the following phase of PROXIMITIES focused on good practices' visits and learning exchange among regions.

Do you want to follow the next steps of PROXIMITIES? Learn more at

<https://www.interregeurope.eu/proximities>

2. Background information

Veszprém is a town in the Central Transdanubia region, with an administrative territory of 126,9 km² (of which green Surface: 48,84 km² area taken out of cultivation 78.06 km²) and 55.910 inhabitants, slightly declining in the last decade. Population density: 440,6 people/km² (2022).

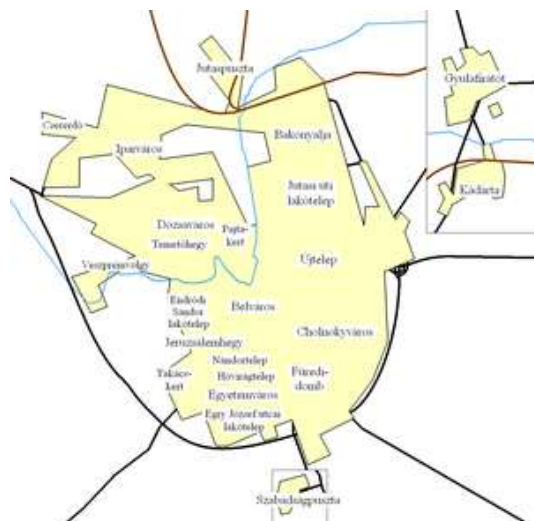


Veszprém is one of the oldest Hungarian cities with county rights in the Central Transdanubian region. It is known as the City of queens and is located on the hills and valleys surrounding the Veszprémi-Séd stream, at the confluence of three small regions: the Bakony mountain range to the north, the Balaton Uplands to the south and to the east it is bounded by the northwestern extension of the plain Mezőföld. This central situation played a significant role in the development of the city and in its socio-economic role and significance throughout history. City is located approximately 15 km north of Lake Balaton.

Main sources of prosperity: According to the Veszprém Chamber of Commerce and Trade there

are around 6 500 enterprises based directly in Veszprém, and around 50 000 more in the county. In terms of numbers, 73% are in services, around 17% in industry and only 10% in agriculture. The biggest employers of the city are the industrial players, mostly in car and motorized vehicle construction.

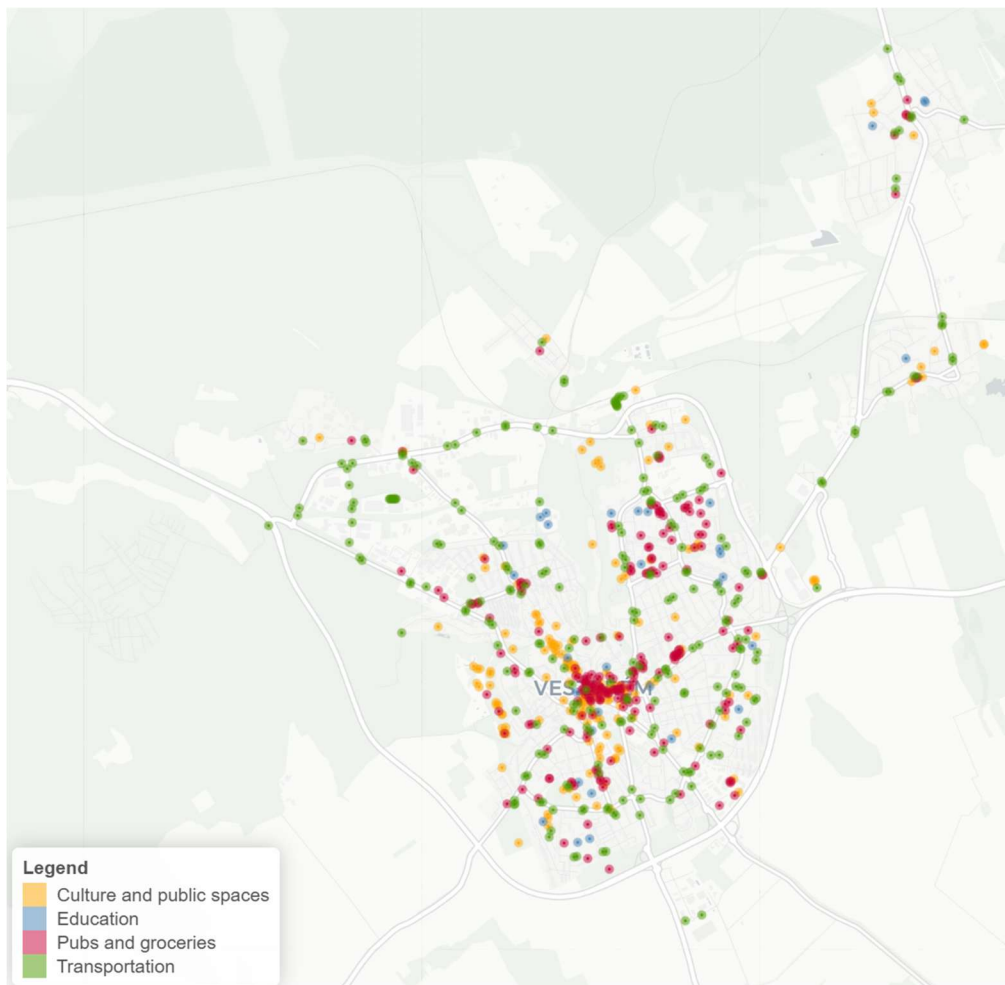
In our strategic document “Veszprém for 2030” the declared long-term strategic aims of the local government are:



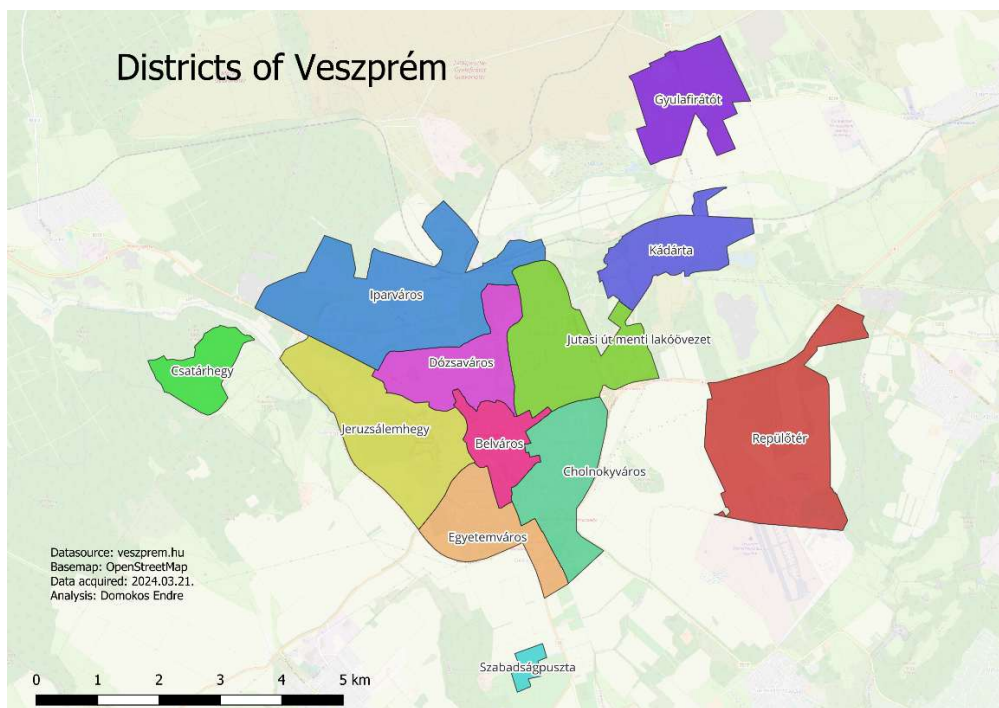
- harmony, high quality of life and strong communities
- to create a favourable environment for its prosperity
- to maintain and enrich the natural ecosystem, green surfaces, community spaces
- to improve quality of life of all inhabitants

(this map shows how the motorway ring separates the inner city from the peripheries)

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Veszprém map, source: PLAT <https://erasmusupt.shinyapps.io/PLAT/#section-amenity-map>



Districts of Veszprém according to degree, developed by Dr Endre Domokos.

Peripheral urban area and the main urban challenges

In 1997 (Municipal decree 33/1997) Veszprém distinguished 11 districts as showed on the map above, but traditionally Veszpremer's divide their city in 14 districts and additionally 11 territorials of which 10 can be considered as peripheral areas (marked in blue). They are the following:

<p>Veszpreme's districts:</p> <ol style="list-style-type: none"> 1) BELVÁROS 2) DÓZSAVÁROS 3) JERUZSÁLEMHEGY 4) EGYETEMVÁROS 5) FÜREDIDOMB 6) CHOLNOKYVÁROS 7) ÚJTELEP 8) JUTASI ÚTI housing est. 9) BAKONYALJA 10) JUTASPUZTA 11) SZABADSÁGPUSZTA 12) IPARVÁROS 13) GYULAFIRÁTÓT 14) KÁDÁRTA 	<p>Territorial units that do not qualify as districts:</p> <p>Nándortelep, Egry street housing estate and Hóvirágtelep within EGYETEMVÁROS</p> <p>Endrődi S. housing estate and the Takácskert within JERUZSÁLEMHEGY</p> <p>Csererdő within IPARVÁROS,</p> <p>Temetőhegy, Pajtakert within DÓZSAVÁROS</p>
	<p>Additionally</p> <p>Veszprémvölgy</p> <p>Reptér</p> <p>Csatár</p>

To identify the peripheric areas we focus on in the PROXIMITIES our Local Support Group suggested developing a matrix, where we classify the peripheral area in the light of 5 proximity leverages.

Peripheral area	Mentioned by	Challenges in five leverages at the given territory					Mentioned challenge
		Proximity economy and services	Sustainable and soft connections	Social and emotional distances	Quality and liveability of public spaces	Governance and functional approaches	
Csatár(hegy)	VKSz, VFI, KI, MMSZSZ, V-Busz	X	X	X	X		20
Csererdő	VKSz	X			X	X	3
Jutaspuszta	VKSz, VFI, V-Busz		X		X		6
Gyulafirátót	VKSz				X	X	2
Kádárta	VKSz				X	X	2
Bakonyalja	VKSz			X	X	X	3
Füredi domb	VKSz	X					1
Szabadságpuszta	VKSz, V-Busz	X	X		X		6
Jeruzsálemhegy	VKSz	X			X		2
Torony ("Tower" condominium)	VKSz, MMSzSZ, KI, V-Busz	X	X	X	X	X	20

Takácskert (within Jeruzsálemhegy)	VKSz, VFI	X		X		X	6
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Based on the analysis the following 5 areas are in the focus of our work.

The history of the neighbourhoods included in the project gives a diverse picture of the development of the city of Veszprém. The intertwining of religious, military, agricultural, industrial and residential functions reveal how these sites have contributed to the enrichment of the cultural and economic life of the city. The preservation and integration of the memories of the past into the life of the town today contributes to the preservation of the identity of Veszprém.

The history of the town of Veszprém is reflected not only in the development of the central parts of the town, but also in the rich past of the surrounding smaller settlements and neighbourhoods. The history of the neighbourhoods covered by the project highlights the key elements in the social, economic and cultural development of the area.

- Csatár(hegy):** is Veszprém's vineyard classified as a private garden, 6.1 kilometres west of the inner city, a territorial unit that does not qualify as a district. Few hundred people are living at the territory, there are 420 non-residential resorts here, in theory not for permanent living, but Csatár can provide solution to housing problems for those who can't afford other parts of Veszprém. Its territory is 1 215 552 m². The development of the transport infrastructure in the area will not significantly reduce the current green areas, given that there are currently non-hard surfaced (gravel) streets, but their maintenance is costly due to erosion, and it does not offer an environmentally friendly and sustainable solution for the treatment/drainage of rainwater falling on public areas (very important to care of the karst water reservoir protection).

Csatár Hill is a site of religious and community significance. Since the Middle Ages, it has been the destination of pilgrimages, symbolised by the presence of the **Chapel of Csatár**. In addition to its sacred centrality, the area is also valuable from a nature conservation point of view, with its forests and lookouts popular with hikers. The religious events organised here have strengthened the cohesion of the local communities.

- Jutaspuszta:** The family residential area west of the railway station is surrounded by the northern ring road, railway crossings and a military area. Nearly half a hundred people live in the district, and since new streets and houses are constantly being built, its population is growing, as an answer to the housing problems of Veszprém. Its territory is 343 652 m².

The historical roots of Jutaspuszta date back to the time of the conquest. Archaeological finds in the area are relics of early Hungarian history. In the 20th century, Jutaspuszta became known as a military centre, as it was the site of the **Veszprém-Jutasi airport**, which played a strategic role during the Second World War. Afterwards, the area was used for civilian purposes, and from the 1980s it became more of a residential area.

- Szabadságpuszta:** 4 kilometres from Veszprém, a part of town built next to the road leading to Lake Balaton. Since its foundation in the 1920s, it has been an administrative part of the city. In the 1980s thanks to the construction of family houses, the settlement turned into a "garden city", where many families from Veszprém also moved. Currently, the population is around 500 people. Its territory is 253 782 m². Szabadság Puszta was known as a centre of agricultural production in the past. With its rich farmland, it played a key role in supplying the region, particularly in the areas of livestock and crop production. Today, it is a suburban residential area, but the local community still preserves the memory of its agricultural traditions.

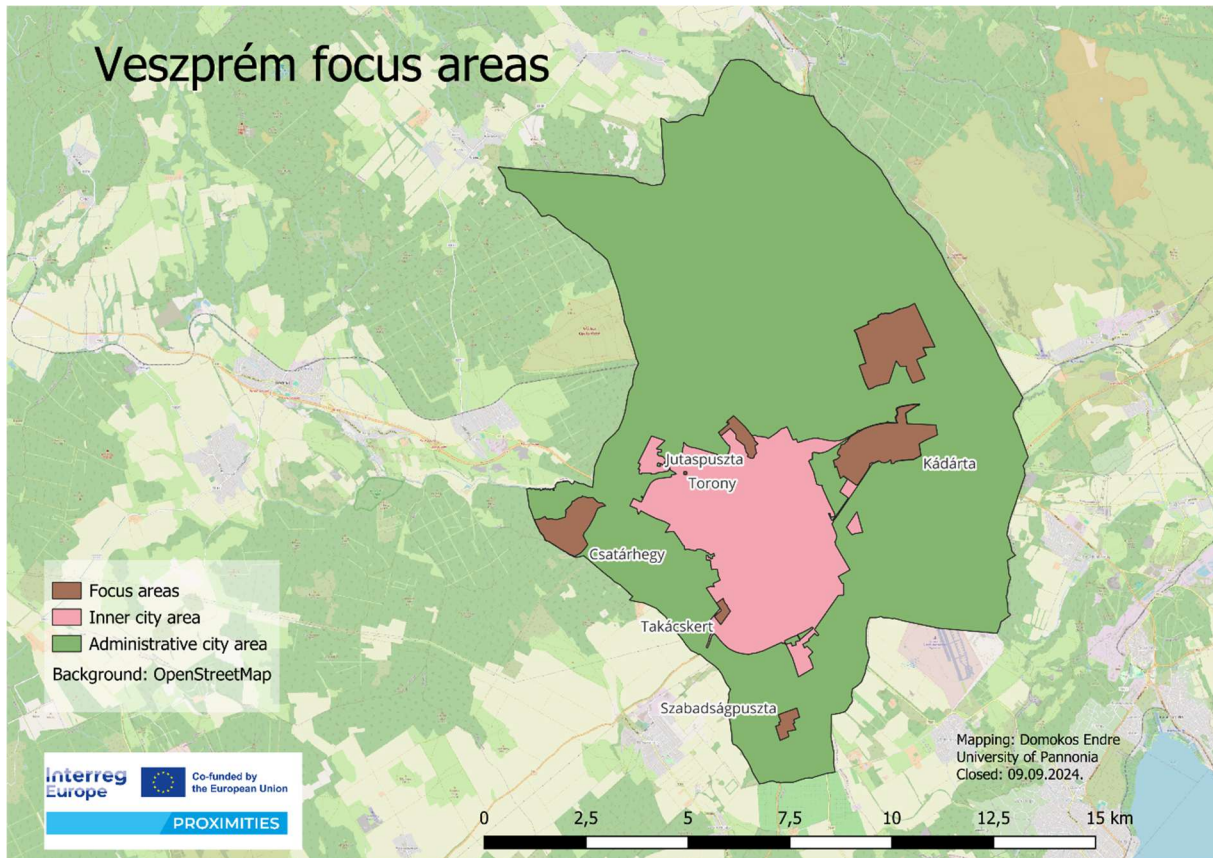
- **Takácskert** (within the district of Jeruzsálemhegy): close to the inner city, this part of the district has been designated as an area for developments in the Regulatory Plan, as there are problems to obtain a building plot in Veszprém. The Takácskert II. with its 89 plots would give young people the opportunity to stay in the city. The area typically consists of lots with a floor area of 8–900 m², suitable for the construction of family houses and semi-detached houses. However, the infrastructure (water supply, transportation etc.) is lacking behind. The Takácskert district is already partially inhabited/built-in, the first stage of constructions are more than ten years old. Now, private investment has already completed the next phase of land development, and infrastructural developments have begun, which will soon be followed by construction. The indicated challenge concerns the possibility of further development of the development area, given that the environmental and nature protection regulations contradict the construction regulations (Urban Development Plan), which thus block the further development of the district.

This part of the town, which is intrinsically linked to Jerusalem hegy, was designated for the development of a new district of 10 000 inhabitants during the dynamic development of Veszprém in the second half of the 20th century. However, due to the economic and social changes after the change of regime, this concept was not realised. Instead, from the beginning of the 21st century, a suburban family and terraced housing area began to emerge with considerable development potential.

- **“Torony – The Tower”** Residential community at 1 Házgyári street: this territory is special and chosen by the LSG due its status “city in the city” and it is one single building. The “presence program” (described in detail among Good Practices) operated by the Maltese Charity supports people with lower education and social status, those who are in need and beside shelter they need social support and help in employment. Its territory is 2 777 m² of the multi-story building.

In the mid-20th century, the VÁÉV hostel was used as accommodation for workers of the Veszprém State Construction Company (VÁÉV). It was built during the industrialisation period and provided accommodation for local workers. The building is a reminder of the city's industrial past and an important monument of the architectural and economic heritage of the socialist era.

There are two territories that are not in the list of focus area, however we need to mention two districts of Veszprém formerly individual villages: **Kádárta** and **Gyulafirátót**. The PLAT analysis shows that in terms of amenities both areas are in quite a favourable condition. Kádárta (independent till 1973) is 4.5 km northeast of the centre of Veszprém, number of inhabitants is around 1 600, Gyulafirátót (independent till 1984) is located 7.6 kilometres northeast of the centre of Veszprém, next to highway 82, number of inhabitants is around 3 300. As former independent settlements they have much more of their own identities, quite developed infrastructure, educational and cultural facilities (but in terms of transportation and “soft connections” we can see challenges there, too). Involvement of these two geographically peripheric areas could be an asset to the project and an example for the other peripheries.



Veszprém focus areas, developed by Dr Endre Domokos.

General urban challenges that are to a certain extent connected to the peripheral areas of Veszprém

- The Town of Veszprém has a landscape that exhibits a divided and fragmented nature. Considering the geographical outline of the town the land used by the town is very dispersed as valleys and creeks are dividing different parts within the motorway ring. This also explains the fact that small markets were formed in different parts of the city (so-called “Corners” or in Hungarian “Sezek”), which adapted to the socio-economic needs of each part of the city. The largest and most important market was in the centre of the old town, where the city population and people from the surrounding settlements visited. This market was the economic centre of the city, where the largest selection of goods and traffic took place. However, the smaller neighbourhood markets (Jeruzsálemhegy, Temetőhegy, Szentkatalinszeg, Szentmiklosszeg) also played an important role. The local markets established in different parts of the city were on a smaller scale, but they served the daily needs of the local population. These markets were more accessible to residents and often specialized around a particular product or service. However, these markets were not only trade centres, but also scenes of local community life. The trade that took place in the markets and the daily meeting of people gave them the opportunity to exchange news and information, cultivate friendships, and strengthen community relations. In the 19th and 20th centuries, the economy and social structure of Veszprém underwent significant changes. Industrialization, the appearance of railway lines and the spread of new economic models changed the role of urban markets. Although trade was centralized through industrial development and modern transportation systems, neighbourhood markets continued to exist, albeit in a smaller role. This natural setting created a centralized commercial system, and horizontal connections are completely missing. Thus, the noise and pollution caused by the traffic is heavily concentrated in the downtown area.

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- On the other hand, some parts of the town outside the motorway ring and the villages nearby started to grow and urban sprawl began to evolve given the lack of common strategic planning for the entire agglomeration.
- The main function of the peripheral areas are divers that encompass commercial and shopping districts, agricultural centres, sport courts, and industrial parks as well as an abandoned airport and a prison facility.
- Given the available infrastructure of these peripheral parts of the town new adjacent functions emerged and living spaces and new neighbourhoods started to appear and grow besides the main urban territory.
- These new functions that emerged next to the town are in some cases supplementing or substituting the existing services of the inner town, but in other instances fierce competition is being forced between the two. While other essential functions are completely missing in these peripherals' parts and the social status of the population is generally behind average. The traffic and connections to the central part of the town also require investments but the main problem is that the town has a very centralized outline given the divided nature of the geographical conditions.
- The shrinking and the degradation of the green spaces is a challenge that the municipality is constantly facing.
- The ageing of the population is also a huge issue given the relative proximity of the two main economic hubs of the region Vienna and Budapest. Emigration to the nearby capitals is still the case despite that Veszprém is a university town with great academic influence.

3. Policy improvement

The “Sustainable Urban Development Strategy of Veszprém” (SUDS) is the cross sectoral, integrated strategic document of the Municipality developed in 2022. Municipality of Veszprém is the owner and the organization responsible for its development and updates.

The SUDS is the cross-sectoral, integrated strategic document of the Municipality. It is a key background document of the 2021-2027 EU funding cycle, as well as a comprehensive summary of the overall situation and medium-term objectives of the city. It aims to provide a well-founded identification of Veszprém's development directions, to formulate intervention proposals in line with the needs and opportunities on offer, and to compile documentation in line with the related spatial planning and EU funding requirements while setting out concrete interventions in 5 priority areas: prosperity, greening, digital, retaining and serving city. The overarching objectives are defined as high quality of life, resilient functioning urban area, vibrant cultural life, strong community life and a cohesive region, while the detailed objectives are to promote future-oriented education, a strong presence in shaping housing supply, a framework for sustainable mobility, ensuring high quality and accessible public services, climate-adaptive urban functioning, economic promotion with a green, digital and R&D&I focus, ensuring an internationally visible cultural offer, maintaining a year-round tourism profile, supporting self-organizing communities. The objectives of the SUDS are translated into project lists in the “Urban Development Program for 2021-2027” that allocated funding for the investments.

The SUDS deals with urban development questions from different angles as its precedents. The precedents of the SUDS were focusing on development directions on territorial level, resp. on the level of different districts (in 1997, the Municipality of Veszprém distinguished 14 districts and additionally 11 territorial units, of which 10 can be considered as peripheral areas), while the new SUDS adopted a sectoral approach to urban development (transportation, smart city, green spaces, utilities, *environmental protection, city climate, governance questions*). In PROXIMITIES, Veszprém aims to explore the best from both approaches and learn about possible synergies between the sectoral and territorial approaches. According to this, it will revise the strategy and prepare an action plan with concrete investment and soft element steps specifically addressed to peripheral areas. The SUDS is regularly updated and synchronized with other programs like the Equal Opportunities Program, Economic Program, Green Surface Strategy, SUMP and others.

The priorities of our approach are community development to overcome the disconnected identity, mobility dimensions for better connectivity of the peripheral areas and the city centre, more business to the area and public spaces for the spare time.

We identified several challenges in the focus area:

1. Proximity economy and services

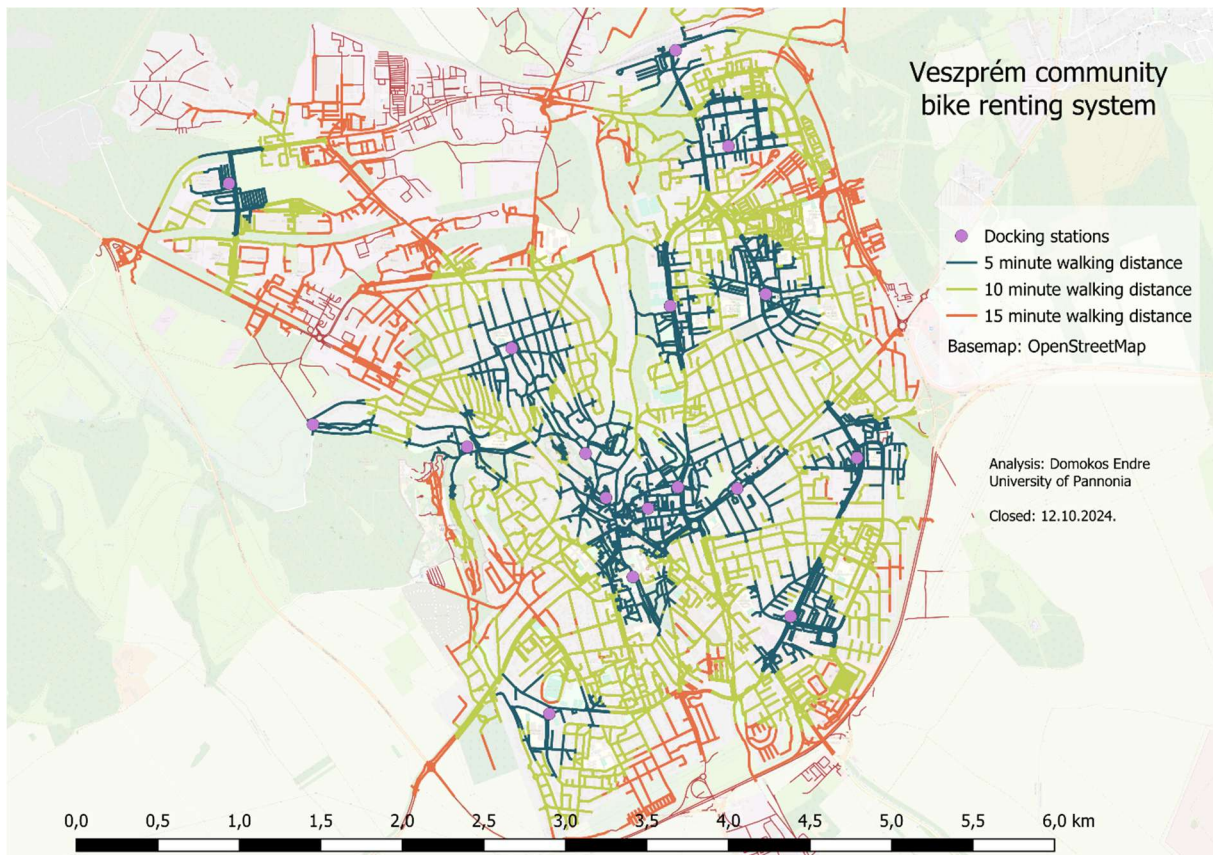
Applicable for all territories: no real survey on services available to the population living in the peripheral areas (also would be needed to survey the need, too)

It may be advisable to rethink the role of commercial surfaces in the Veszprém district. It seems that the complementary role of commercial surfaces has remained relevant even in modern urban life, although the spread of global trade and online shopping poses a challenge to local markets. In the future, neighbourhood markets are likely to function more and more as a source of local and sustainable products, in line with sustainability efforts and the 'buy local' movement. Local community organizations can play an important role in supporting these local markets, for example by organizing events and developing the infrastructure of the markets. In this way,

local markets can come back to life and continue to be a defining element of urban community life.

2. Sustainable and soft connections

Underdevelopment / insufficient development of public transport infrastructure in most of the peripheries, esp. Takácskert area, where there is a complete lack transport infrastructure, even though an area the size of a city district has been designated as an area for construction (development) in the Regulatory Plan.



Our task is to expand the availability of the V-Bike in the peripheral areas of Veszprém. (See figure above.)

Assess the possibility of changing the schedule in the V-bus system to the benefit of those living on the periphery.

As a supplement to this service, the establishment of tire repair service points for the population in the peripheral areas in cooperation with the civil organizations operating there and the provision of remedial training for the population.

3. Quality and liveability of public spaces

Underdevelopment / insufficient development of public utility infrastructure. The lack of infrastructure can be seen primarily in Csatár, there is no piped water and sewer network, and electricity is only available in some parts. We must add that this part of the city is considered as

an external area. In case the GA would declare Csatár as internal area, lots of compulsory municipal services should be introduced, question about the political will and financial resources of Veszprém.

4. Social and emotional distances

According to some definitions, the “Torony” (“Tower”) is classified as segregated area (some other definitions don’t classify segregated). However, the population with a lower social status is always more exposed to the strengthening of crime, both from the side of victims and perpetrators.

In case of “Torony” and Csatár the number of unemployed is high and the occurrence of crimes is more frequent than the city average, which is why the Police pay special attention to these areas.

On a pilot basis, in an institution/municipal property located in a peripheral area, create a community space that, in addition to cultural/community events, can also function as a DIY solution and can be operated in cooperation with local civic organizations.

5. Governance and functional approaches

In case the GA would declare Csatár as internal area, lots of compulsory municipal services should be introduced, question about the political will and financial resources of Veszprém. Based on the challenges mentioned above, please describe **what type of improvements are needed** to shape/design the “City of Proximity”, in particular thinking about: relations, services/amenities, competences, new measures. Please consider the integration among the 5 leverages of the projects when applicable.

1. Proximity economy and services

- Map and after identifying the need to expand the services available to which the population living in the peripheral areas would have equal access

2. Sustainable and soft connections

- Survey the possibility of timetable changes in V-Busz system in favour of residents in the peripheries
- Expand the V-Bike access to the peripheral areas of Veszprém

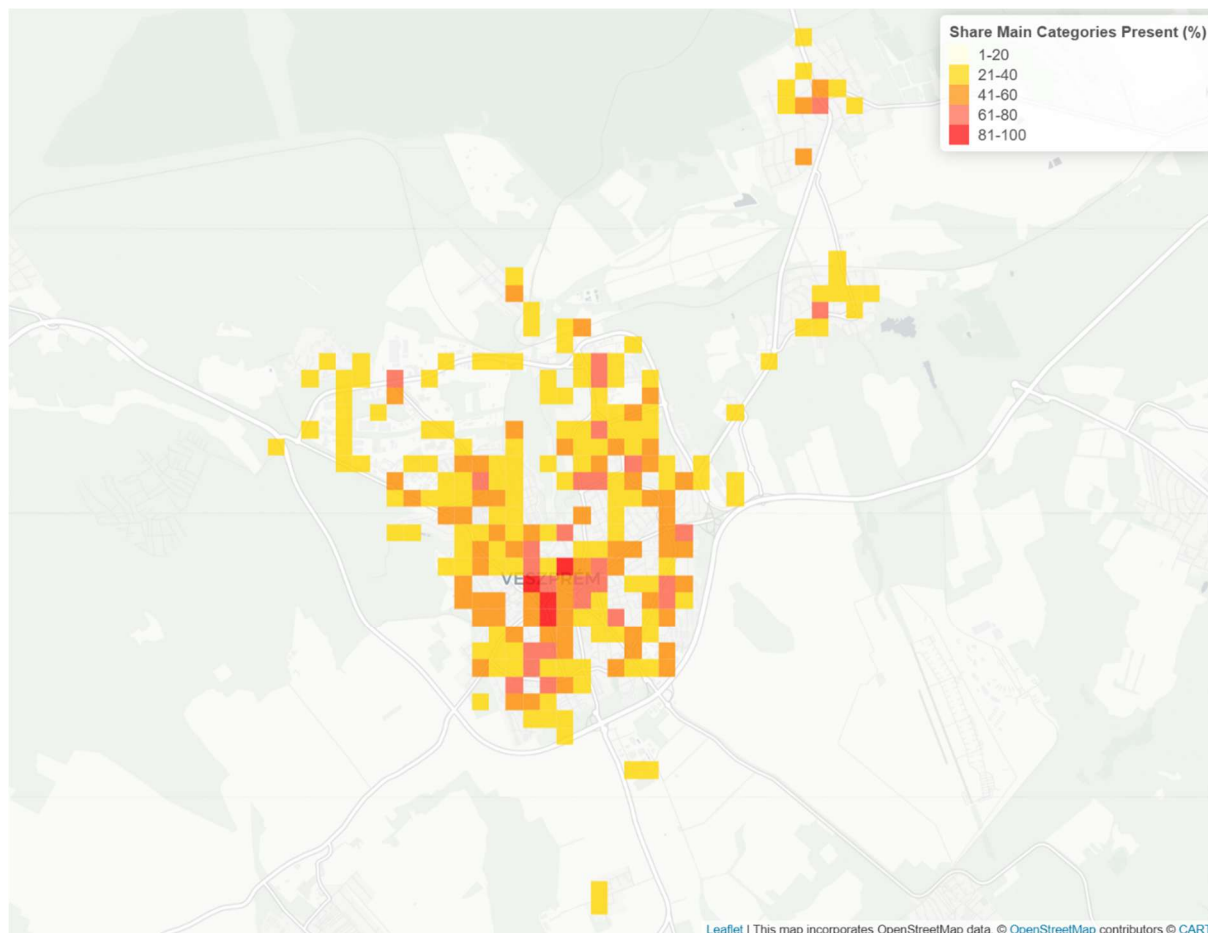
3. Quality and liveability of public spaces

- Construction of network water supply (drinking water, wastewater) in addition to the hydro geologically protected karst (geological conditions)
- Drainage of rainwater versus retention (explore the possibilities of both, the water retention in the light of climate change should be supported)
- Building a street lighting network (in Csatár)
- Construction of solid paved road surfaces (Csatár, Jutaspuszta)
- Establishing a cycling infrastructure, with which the settlement can be connected to the urban cycling network (Jutaspuszta)

4. Social and emotional distances

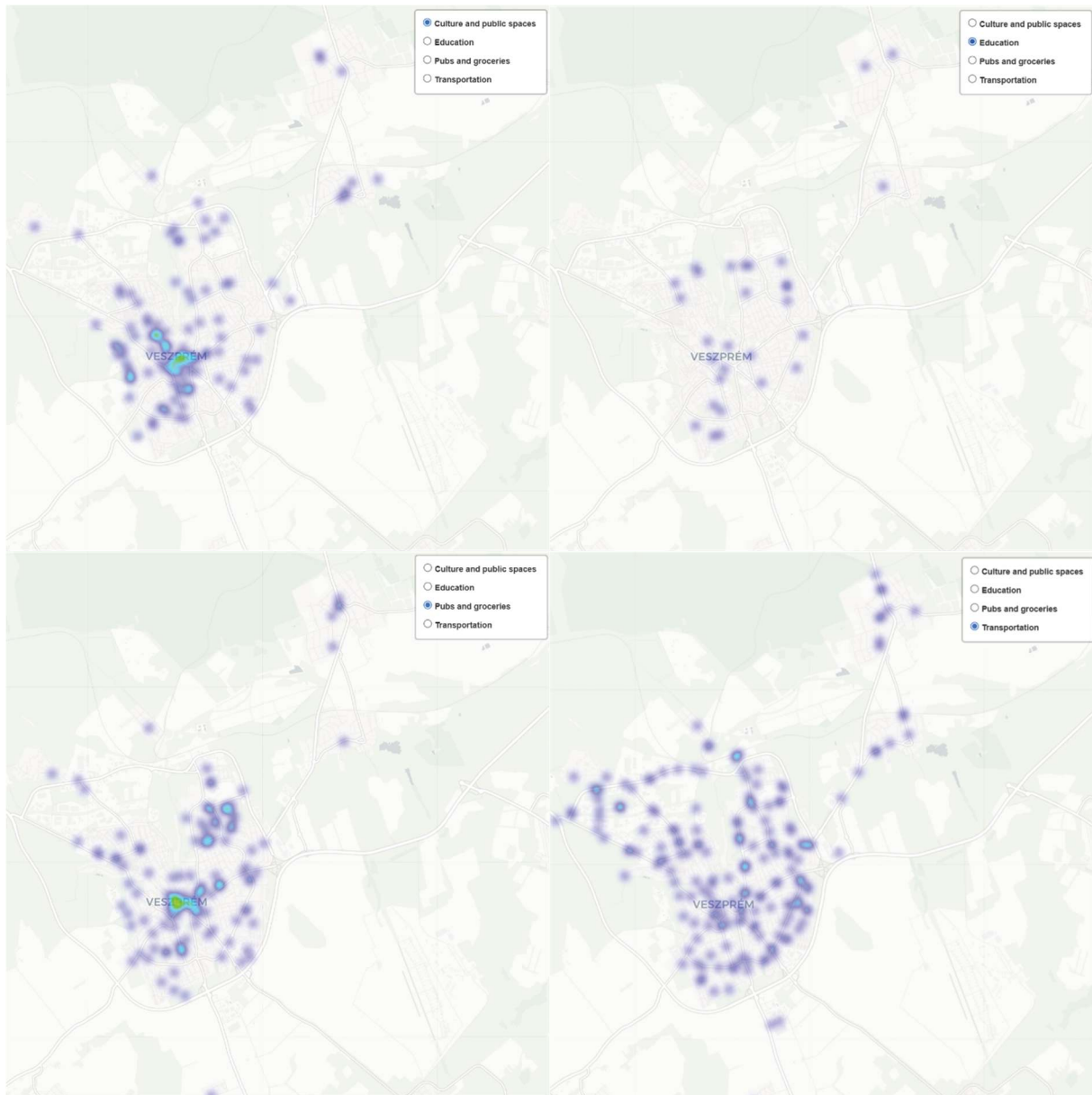
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- Follow the “Presence” program development in the “Torony – the Tower” and possibly apply the methodology in the other peripheries.
5. Governance and functional approaches
- Turn the interest of the municipal representatives to the challenges their peripheries face and develop strategies to overcome these.



This maps displays the Veszprém's share of amenities types represented in each cell (200x200m)., source: PLAT (<https://erasmusupt.shinyapps.io/PLAT/#section-concentration-index>)

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Veszprém amenities concentration index, source: PLAT <https://erasmusupt.shinyapps.io/PLAT/#section-amenity-map>

4. Stakeholders

For the aimed policy objectives and area improvements collaboration with stakeholders need to be arranged. Describe what stakeholders are active in the area and why you need them to be active in the project. Make a distinction between stakeholders internal and external to your organization. Mention for each of the stakeholders whether they are already actively involved in the project.

1) Internal stakeholders

The coordinator of the project at the Municipality of Veszprém is the **Strategic Department** that prepares the urban development strategies together with the relevant departments, institutions, and external partners, organizes its implementation, ensures the coordination of programs, ensures the liaison with the designated contributing organizations in connection with externally funded developments, together with the Urban Development Department. Prepares EU tenders for decisions, coordinates the related activities of other departments, coordinates the implementation, accounting and follow-up of the successful EU tenders. Performs project management tasks, registers and aggregates the comments of the residents and NGOs of Veszprém.

Other departments involved:

The **Urban Development Department** is responsible for the preparation of decisions on the development of municipal infrastructure, public spaces, roads, building construction, environmental protection, water management, energy, and the coordination of the related activities of other departments; contributes to the coordination and elaboration of urban development strategies and programs with the Strategic Department and the Chief Architect's Unit. 2 colleagues actively participate in PROXIMITIES with the supervision of the head of the department.

The main tasks of the **Urban Management Department** include the technical preparation and execution of public and institutional renovations and maintenance, coordinating construction work, taking part in technical handover procedures, cooperating with the organizations responsible for municipal management, managing the water, sewage and stormwater drainage networks, contributing to the preparation and implementation of development decisions in the fields of water management and transport system of the city. A colleague participated in the PROXIMITIES project.

The Social Department's task is to prepare and implement decisions related to social, child welfare and child protection matters; as well as the preparation and implementation of local government decisions related to matters affecting health care. Colleagues at this department develop and implement programs take care of those inhabitants who are in need of whom majority lives in deprived, mostly peripheral areas of Veszprém. 2 colleagues actively participate in PROXIMITIES with the supervision of the head of the department.

The **Chief Architect's Unit** ensures the preparation and implementation of the local government's tasks in the field of settlement planning, the preparation, revision and amendment of settlement planning plans and instruments (settlement development concept, settlement structure plan, regulatory plan, local building regulations), contributes to the coordination and development of urban development strategies and programs with the Strategic and the Urban Development Departments. Colleagues are invited, for now they require information only.

2) External stakeholders

- Public Utility Company is responsible for waste management, green surface management, local market operations, parking services, operation of parking lots and parking houses and city management (with City's departments) and they face the problems of peripheral areas firsthand. Invited, actively participates in the project on Director's level.
- University of Pannonia with faculties of Business and Economics, Engineering and Information Technology. There is exceptional cooperation between the University and the City, the University ensures the scientific and research background for some of the urban development and sustainability strategies of Veszprém. All three Faculties represented Dean level on the 1st meeting and agreed to actively participate in the project with their colleagues.
- "V-Busz" Veszprems local public Transport Company that manages the V-bike – (electric bikes to hire) system, too: ensures mobility from and to the peripheral areas. Invited, actively participates in the project on Director's level.
- "Agora" Cultural Centre since 2015 is placed to the Haszkovó residential area in the city outskirts (biggest block of flats, about 1/3 of the permanent residents of Veszprém live here) to get the cultural and community events and activities closer to inhabitants. We are invited to participate in the project on Director's level.
- Eötvös Károly County Library: the headquarters are in the city centre with branch libraries in different city districts and they are open to new ideas to involve every resident of Veszprém into cultural activities (e.g. mobile libraries). Invited, actively participates in the project on Director's level
- Maltese Charity Hungary – Veszprém Unit: working in deprived and peripheral areas of Veszprém like the residential unit at the "ring". We are invited to participate in the project on executive and program officer level.
- Veszprém2030 Infrastructural Development Ltd. The owner of VP2030 Kft. is the Municipality of Veszprém County. The business company carries out technical management tasks, in the roles of consulting, planning, implementation engineer, and deals with the operation of facilities. Invited to participate in the project on executive and program officer level.
- Veszprems-Balaton 2023 Co. Ltd (European Capital of Culture – "EcoC" – management body) beside other duties participated in the creation of a series of local community programs that are continued after the EcoC year. Invited, actively participates in the project on program officer level.
- "Community for Kádárta" Association - local NGOs in one of the peripheral areas of Veszprém working for locals' wellbeing. Invited, actively participates in the project.
- "For more liveable Rátót" Association - local NGOs in one of the peripheral areas of Veszprém (Gyulafirátót) working for locals' wellbeing.
- Veszprém County Chamber of Trade and Commerce unites SMEs of the county, they have influence on "business" life of Veszprém, possibly encourage new business development on peripheral areas. Will be informed about the developments; active participation is foreseen in the later stages of the project development.
- Hungarian Chamber of Agriculture local unit serves the individual farmers, agricultural SMEs and bigger companies; agriculture is more characteristic type of activity and business in the

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peripheral areas. Will be informed about the developments; active participation is foreseen in the later stages of the project development.

- Hungarian State Railways (MÁV Magyar Államvasutak Zrt) – public transport service that connects the functional urban area of Veszprém on rail. Will be informed about the developments, no active participation anticipated.
- Hungarian State Bus company (Volánbusz) public transport service that connects the functional urban area of Veszprém on roads. Will be informed about the developments, no active participation anticipated.

5. Good practices – Veszprém

Good practices are used to learn from each other and to determine what types of actions can successfully be used to reach the set targets and therefore need to be collected by each partner. We make a distinction between two categories of good practices: good practices within the PROXIMITIES consortium and good practices outside the consortium.

GP#1: Transferring culture to the peripheral area of Veszprém and community planning on the biggest housing estate

When preparatory work was done for the ECoC competition a survey was conducted to measure how the inhabitants of Veszprém make use of its eventful cultural life. The findings showed that quite a significant number of Veszprém dwellers is reluctant to be part of the quite rich cultural program offer, that the city and the region delivers. It is especially true for the inhabitants of sc. “Haszkovó” housing estate at the outskirts of Veszprém, the biggest city district in terms of number of inhabitants. That’s why the main cultural centre (called Agora) was replaced into that area providing cultural and community services on site, right in the middle of the housing estate. On the other hand, the ECoC 2023 teams during the preparation phase for the 2023 year brought a series of programs, community building activities, community planning series to discuss on site what is mostly needed by the inhabitants to Haszkovó.

Community-based planning is one of the basic ideas of the ECoC program. This is the concept based on which the infrastructural developments of the Jutasi út residential complex were introduced and designed together with the residents. The infrastructure developments included the “Jutasi running circuit”, the Jutasi community space, one playground and placement some outdoor furniture in the area.

Actors: European Capital of Culture managing company; ‘Agora’ Cultural Centre, Municipality of Veszpre, Urban Dialog – experts in community planning, based in Budapest.

Methodology: coordinator was the Agora, organizing the residential forums introducing the method of Urban Dialog. Promoted the survey (with the invaluable help of ECoC volunteers) among the residents (it was also possible to fill out online), organized exhibition - about the results of the questionnaires. Dates of community planning introduced after it and promoted on boards along the residential area. Planning sessions were for 6 weeks, 18 sessions in total in 3 smaller parks (meeting every week). Lots of human capacity was needed. The program was conducted by the methodology of the Urban Dialog (kozossegitervezes.hu was created so that development initiatives affecting physical spaces can become visible and discussable, and the investor can inform and involve its stakeholders).

Lessons learned: it was very, very difficult to involve people, they are not used to such a cultural process. About 180-200 people were open and could be involved (from around 20 000 residents of the Haszkovo estate). The most valued assets of the Haszkovó by the residents were the green areas; the biggest problem: parking.

<https://www.youtube.com/watch?v=kedWaYrrsDw>



© vehir.hu (part of the running circuit)



© Toroczka Csaba (veszprembalaton2023 (inside of the community space at the housing estate)

GP#2 “District Flags” to strengthen the local identity

Cooperative and cohesive neighbourhood communities play a significant role in the life of Veszprém, because they can strengthen and support each other, and this not only makes everyday life easier, but also contributes to the development and well-being of the city. The diversity and richness of a city derives in part from the diversity of communities living in different neighbourhoods. Our communities bring with them specific values and traditions that enrich the cultural and social life of the city. They help each other in achieving common goals, be it organizing community programs, developing local infrastructure or even supporting each other in crisis situations.

In 1997, the Municipality of the City of Veszprém distinguished 14 districts and several territorial units. On a civil initiative - with the support of the European Capital of Culture 2023 program - several district flags were completed. When a neighbourhood has specific symbols, such as a flag or coat of arms, they help preserve and strengthen the identity and belonging of the locals. These symbols do not only have an aesthetic or symbolic value, but such symbols instill a bond and pride in the members of the community. By the time the EcoC opening on 21 January 2023, arrived, the citizens of Veszprém had already insisted on the symbols and flags distinguishing the city districts.

2) Name of the organization owning/promoting the good practice

Municipality of Veszprém, VEB2023 Ltd., Community for Kádárta Association

3) Resources needed

Human resources:

- Local NGOs and residents of all districts which was willing to participate
- Local historians develop the individual stories (all districts identified with the flag have their own page telling the story of the given district. <https://veszprem.hu/hirek/kozelet/zaszlok/>)
- support from the side of the Municipality

Financial resources (support from the EcoC programme)

- Graphic designers
- Flags production
- Poles for every district + construction works

4) Evidence of success

- The flags are proudly place at the centre of every district on poles
- On city events the flag holders are marching every time since 2023
- More local community events organized

5) Potential for learning or transfer

6) Project leverage(s) addressed: Quality and liveability of public spaces; social and emotional distances; governance and functional approaches

7) Further information (websites, useful links etc.) <https://veszprem.hu/zaszlok/>



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GP#3: The V-bike story – Community bike system of Veszprém

Sustainable mobility is one of the key issues and challenges for Veszprém. The establishment of local public transport company, the V-Busz and construction of bicycle paths to connect the commuter's area and Veszpreme were huge development and investments between 2018-2022 (co-financed by EU ERDF, managed nationally). A total of 45 km of regional cycle paths were constructed of which 14 km lays within the administrative boundaries of Veszprém. The aim is to connect parts of the city and Veszpreme with its closer region. This boost helps the residents of the commuter area to have better connections to the centre, to school or to work.

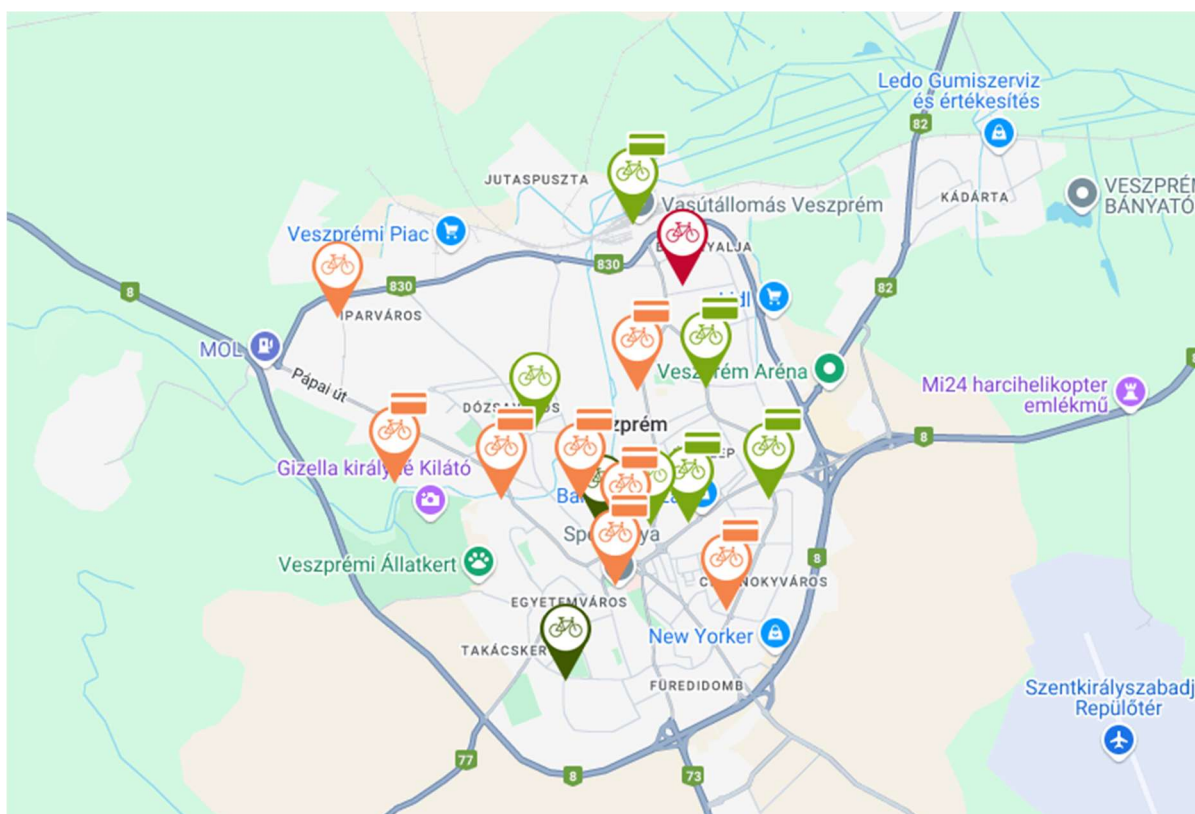
The new chapter started in July 2023 with the newly implemented environmentally friendly initiative, the V-bike (<https://vbike.hu/en>) that combines the freedom of individual transport with the reliability of fixed-track transport. V-Bike aims to reduce air pollution, traffic congestion and noise in the city by getting more people to use bicycles as part of their daily lives. In addition, its mission is to promote this efficient and environmentally friendly alternative among commuters and travellers in the city centre. The public transport system in the city offers a total of 100 electric bicycles for rent, which can be rented at one of the 10 collection stations and then returned at any station. A map also helps us to find the nearest bicycle to us, as well as the nearest station to our starting point or destination.

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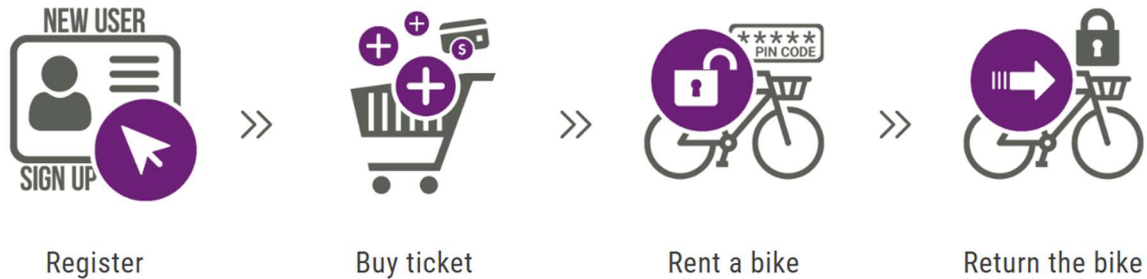
■ ■ ■ Bicycle roads implemented with EU funding under the Modern Cities Programme in the TOP 3.1.1-16 and TOP 6.4.1-16 projects (HUF 3.386 billion, 45 km long)

© Veszprém Municipality - Bike routes in Veszprém and in its functional area

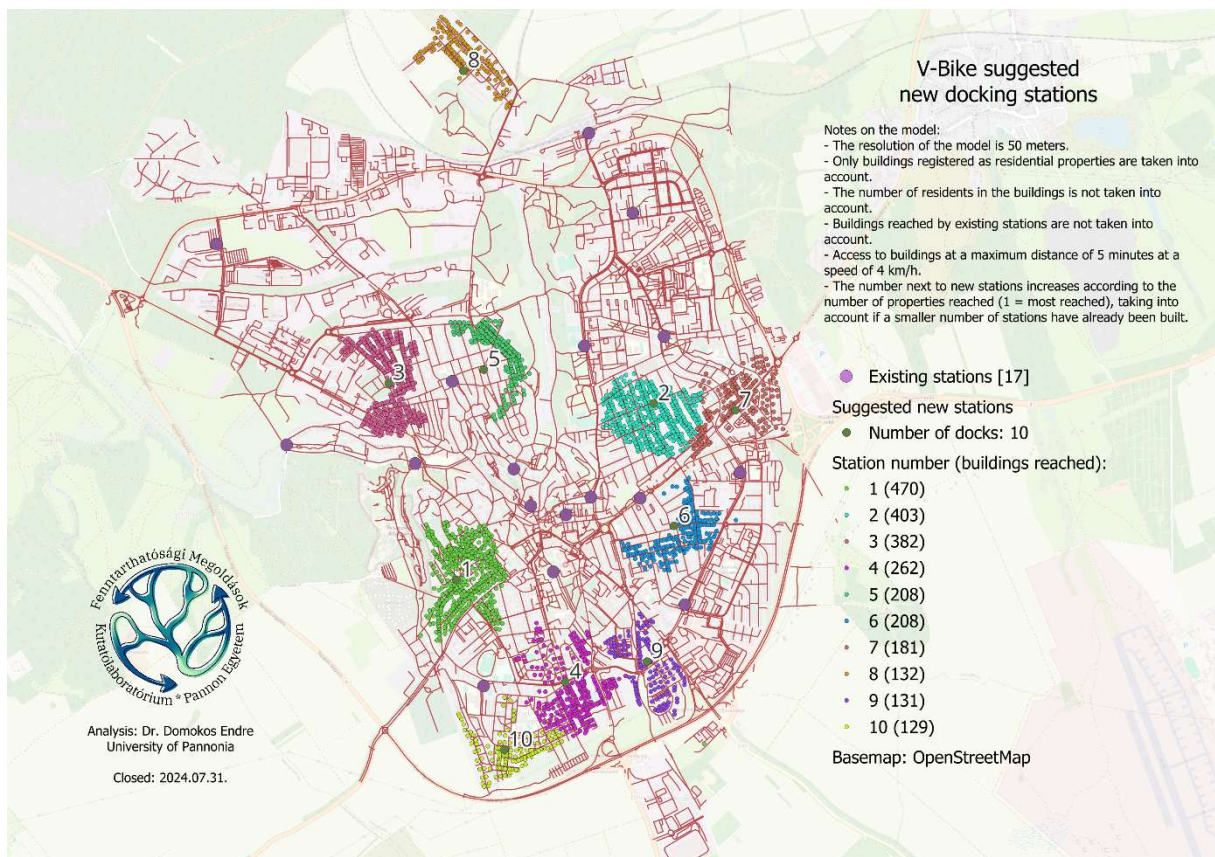


© <https://vbike.hu/en/stations>

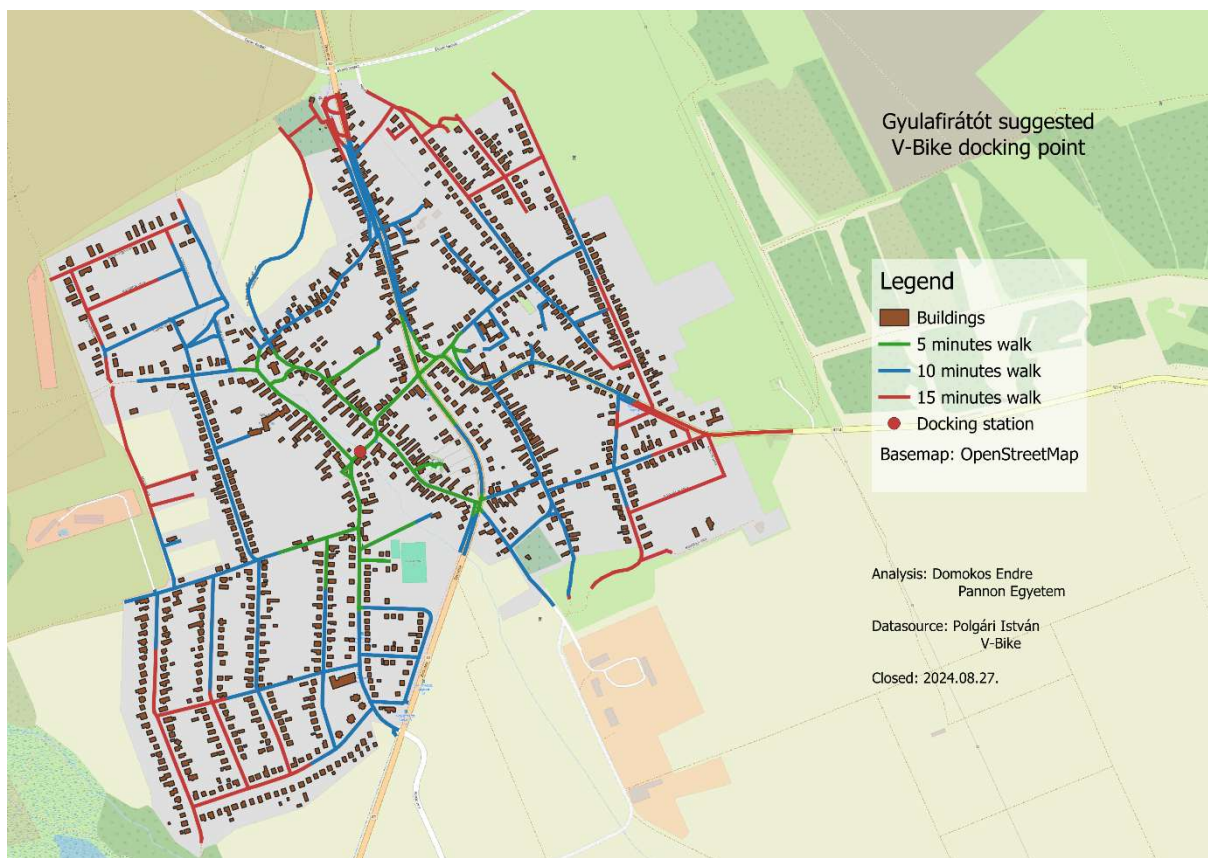
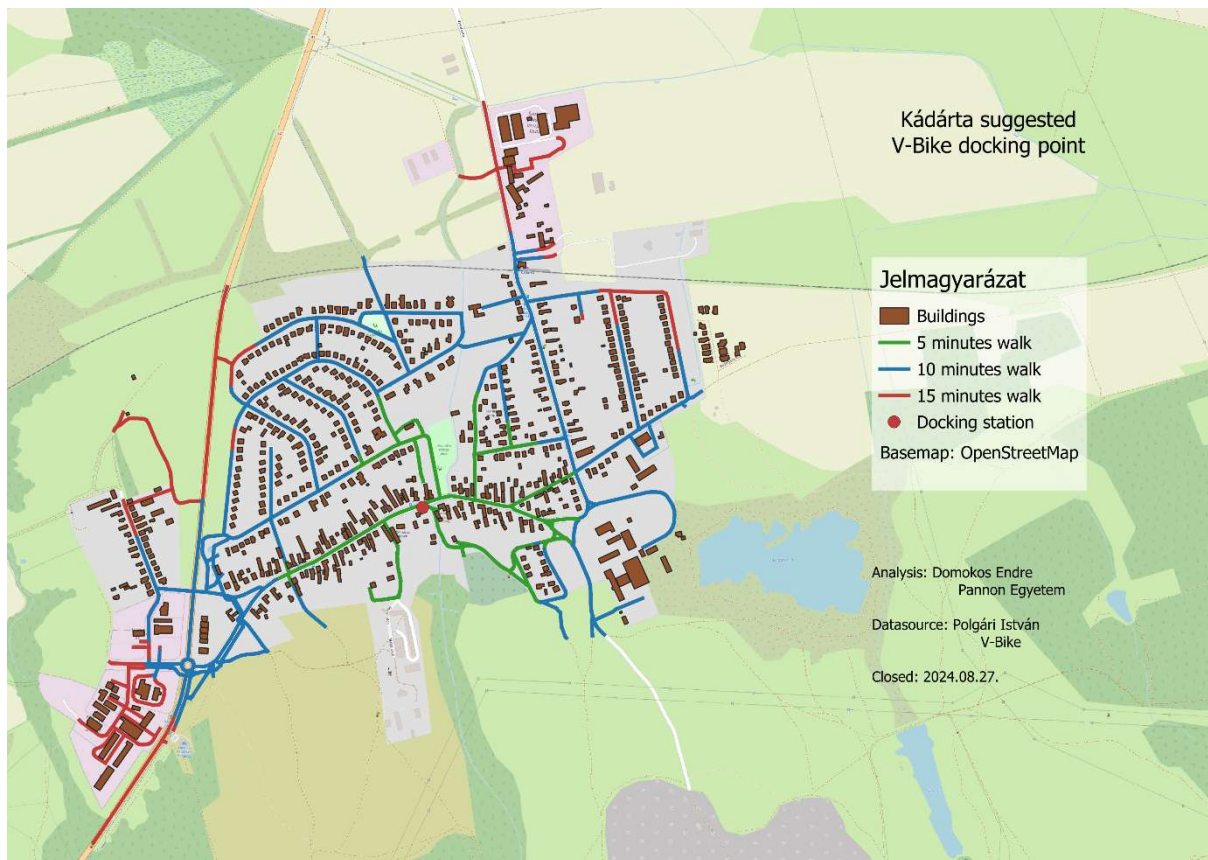
The operation of the system is simple and mostly in the central areas of the city available to everyone.



Unfortunately, there are no V-bike stations in the identified peripheral areas, PROXIMITIES can be advocated to enlarge the system. The V-Bike and the Pannon University are currently modelling the best places of the new stations.

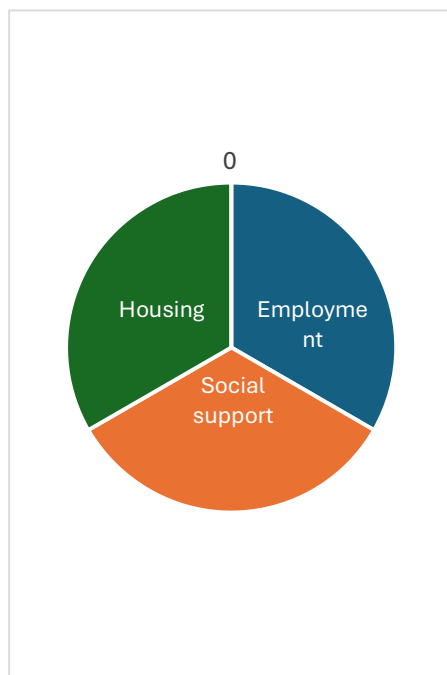


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GP#4 „Presence” programme of the Maltese Charity

Presence” in this case means that the social workers of the Maltese Charity Service are present in the lives of the community in need, individuals and families. Presence means - being present in the lives of other people and the community, using the tools of social work. During the constant and intensive Presence, the Maltese Charity Service provides complex – housing, education, employment, health, transport – assistance, hope and a vision for the future for these communities, which are mostly peripheral in both geographical and social terms.



As a first step, the Charity Service establishes a social office, a so-called presence point, in the immediate vicinity of those living in the settlement, and in the process adapts to the living conditions there as best as possible. This kind of commitment to a common destiny and continuous, helpful presence creates the conditions for mutual acceptance and the development of a relationship of trust. The Presence program is a national program of the Hungarian Maltese Charity Service, the initial locations of which include a ghettoized village, Tarnabod, a mining colony, György settlement in Pécs, a small-town poor and gypsy settlement in “Tabán” in Monor, Tatabánya settlement, Gyöngyös-Duranda settlement, etc. and the so-called Catching Up Settlements program, within the framework of which we are currently present in 238 settlements, and by 2025 we are trying to help the further rise in 300 settlements.

One of the target areas of the Presence program in **Veszprém** is the apartment building at Házgyári út 1. (We identified it as one of the peripheral areas in the focus of PROXIMITIES in our survey). The program started in Veszprém in 2009 and is still ongoing. The characteristic building at Házgyári út 1. was known in Veszprém as the “Hell Tower”, today we simply call it “The Tower” or “The Apartment House”. It is located on the outskirts of the city, in a suburban industrial area. The residential community is made up of men, women and families in greatest need. The Hungarian Maltese Charity Service has implemented several catch-up projects in recent years in cooperation with the local government as part of the Presence program. The charity is also present in the residential community as an owner. Two hundred and ten people currently live in the Apartment House, nearly 40 of whom live in a temporary hostel for rehabilitation purposes on the third floor. The remaining residents live in small, self-owned households, like tenants, and in social rental apartments. Of the 210 people who make up the residential community, 100 are of working age, and a high proportion of them are employed.

The goal of the Presence program is community building and, ultimately, community rehabilitation. The Charity Service works with the residential community to eliminate the need for it and to enable the residential community to function independently. The program is progressing towards its goals with varying intensity, but with constant progress. The building has undergone significant changes since its inception. The communal spaces are safe and can be used without barriers. The most important developments implemented in the past 10 years: replacement of staircase doors and windows, replacement of stair railings, installation of an elevator, replacement of the main electrical wiring, roof insulation, construction of a new sewage pipe, introduction of heating into the building, etc. Thanks to the developments, the Apartment Building has become completely comfortable, which has brought a significant change to the quality of life of the residents. A key element of the program is the organization

of the people living in the building into a community and the development of their environmental and lifestyle awareness. At the beginning of the program, the residents were in a bad mood, pessimism, and isolation. As a result of the improving public conditions, continuous communication, and community programs, community formation began and volunteerism among the residents typically increased.

During the entire duration of the program, the Hungarian Maltese Charity Service became the majority owner of the apartment building, with a 54% ownership share. In addition to the rehabilitation of the building, the owner Charity Service is also continuously renovating its own properties. The renovated apartments are then rented out to families in need in cooperation with the Municipality and operated as social rental apartments. The third floor houses temporary accommodation for rehabilitation purposes, which has been an integral part of the homeless care in Veszprém since June 1, 2011. On the second floor, a 150 m² community space has been created for the entire residential community living in the Apartment Building. Rooms have been created for both adults and children. There is a lecture hall, a training room, and an early development room.

A background study was prepared based on the experiences of the Presence programs, which is used as a methodological guide in the daily operations of the Charity Service. (Study link: <https://jelenlet.maltai.hu/wp-content/uploads/2015/05/Jelenl%C3%A9t-tanulm%C3%A1ny.pdf>)

Presence Programme: <https://jelenlet.maltai.hu/mi-a-jelenlet/>

Veszprém: <https://jelenlet.maltai.hu/helyszinek/veszprem-torony/>

All photos © Maltese Charity webpage (<https://jelenlet.maltai.hu/helyszinek/veszprem-torony/>)







Photo credits: Maltese Charity Service webpage

GP#5: Climate Adaptive Grassland Management on Public Spaces

1) Name of the good practice and brief description

The climate adaptive grassland management resulting wildflower meadows focuses on the preservation and enhancement of urban biodiversity using nature-based solutions with the support of the community. Started in 2015 with preparation, exercising since 2016 the climate adaptive grassland management is ongoing and expanding practice in Veszprém.

Veszprém city through its public utility company (VKSz) practices the climate adaptive grassland management and experimenting, developing the method. Its success lays on 3 pillars.

(1) political and expertise commitment: leadership of the city supports the VKSz to introduce new technology that exploits the advantages of green spaces in the cities (microclimate, combating heat island, enhancing biodiversity, etc.);

(2) Scientific background – cooperation with the Hungarian University of Agriculture and Life Sciences that tested 7 sample plots, suggested technological change and monitors the process

(3) Continuous information and involvement of the local community from the very beginning in the experiment (info-boards, leaflets, special lectures, community festivals)



Wildflower meadow at the housing estate; © VKSz

2) Name of the organization owning/promoting the good practice

Main actors: Municipality of Veszprém; Public Utility Company (VKSz); Hungarian University of Agriculture and Life Sciences

- Municipality of Veszprém: coordinates and manages project development, providing the necessary resources and support; has decision making role
- Public Utility Company (VKSZ): is responsible for overall management of city greens and is the driving force for the new technology
- Hungarian University of Agriculture and Life Sciences (formerly Szent István University): established pilot areas to measure the vegetation growth without lawing it, and made suggestions for the technological change; annually monitors the area and provide reports on biodiversity
- University of Pannonia: strong cooperation with VKSZ, they adopted the maintenance practices for green campus (where green really means green, i.e. create as much and biodiverse surface as possible), further sustainability interventions are planned (dead wood, composting etc)
- General public: The residents of Veszprém actively participate in urban development projects, participate directly in community events such as tree plantings and park renovation, experimenting with community gardening, involved in the “For Flowering Hungary” contest with the support of an NGO
- Local businesses and industrial players are also involved in the projects, especially those that result in economic development and new jobs. Businesses often provide financial support or sponsorship for community initiatives.
- NGOS and Educational Institutions participate in educational and research programs that support the sustainable development of the city.

3) Resources needed

To transfer the practice of climate-adaptive lawn management you need:

- Dedication and commitment to the part of the city management and operations
- Municipal support - local regulations and financing
- Selection of adaptable plant species - planting plants suitable for the climatic and soil conditions
- Vocational training - educational programs for practitioners
- Communication, awareness raising and education programs from the start
- Monitoring, evaluation, flexibility

At the beginning you need to dedicate some financial resources to support the baseline research and the overall planning. In financial terms the good practice in 2-3 years after its introduction in means that annual expenditure of the grassland maintenance is reduced, with estimated savings of 20%. The saved amount is used in tree planting and tree saving programmes.

4) Evidence of success

An expert report on our activities related to sustainable grassland management is prepared on an annual basis by the University, and the publication on Climate-adaptive grassland management was published in 2021, the English version of which has also been prepared in 2024. As recognition of the practice, we received the following independent prizes:

- Ozone Green Award 2017
- Entente Florale Gold rating 2018
- Climate Star Award 2019

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- Landscape architecture level award 2021.
- URBACT Good Practice award (label) – 2024

The reform of the grassland management resulted semi-natural grasslands with less demand on maintenance, high and growing biodiversity, increase the number of insects, especially the pollinators, creating habitat for other species (e.g. leaving the tree leaves in heaps on the territory gives winter shelter for hedgehogs). It was also a great opportunity to raise awareness and explain that these areas are not neglected, but good for the city as they attract pollinators and temperate the microclimate. After 2-3 years of massive communication public aversion has disappeared. The success of the initiative is proven by the fact that now residents themselves ask the municipality to establish wildflower meadows in their neighbourhood, too

5) Potential for learning or transfer

Transferring this practice to other cities could be particularly useful in water-scarce areas, contributing to sustainable urban green space management and mitigating the effects of climate change and is basically developed for continental climate conditions. Locally using ecologically well-adapted plant species, local native lawn associations and the method helps to enrich urban biodiversity. The method and the experience was published in a booklet in 2021 in Hungarian, the publication of the English version is planned in December 2024.

With the label URBACT Good Practice we got the right to be lead partner in a new call for URBACT Transfer Networks that we would like to be part of very much.

6) Project leverage(s) addressed

- Sustainable and soft connections
- quality and liveability of public spaces
- Social and emotional dimensions

7) Further information (websites, useful links etc.)

(the link to the publication of the GP will be shared when available).

GP#6: Urban Green Surface Strategy of Veszprém

1) Name of the good practice and brief description

The development of the Green Surface Strategy of Veszprém was preceded by extensive research and with the involvement of residents. A research plan was drawn up to study the possibility of introducing new maintenance and operating technologies to increase efficiency on our green surface management. Beyond that, our target is a shift towards partnerships adapting to climate change and increasing biodiversity. We raised public awareness by placing information panels displaying our changing maintenance practice.

The original GSS was adopted by the general assembly at the end of 2019 and is currently under revision and the findings of the URBACT Global Goals for Cities (on localizing the SDGs) and the BiodiverCity project are incorporated. The strategic document has two main part: situation analysis (using SWOT as one of the methods) and the mid to long term plans align with its mission: “Green element are instruments of social and economic renewal, sustainability and climate protection. The preservation, development and maintenance of quality urban green surfaces are the key to the wellbeing of its residents”.

For the attitude towards green spots of the city Veszprém was awarded by “Climate star” prize in 2019. The GSS objectives are incorporated into the Sustainable Urban Development Strategy, our policy document in the PROXIMITIES project.

2) Name of the organization owning/promoting the good practice

The policy document is owned and revised by Municipality of Veszprém;

Main actors in the development: Hungarian University of Agriculture and Life Sciences (formerly Szent István University); University of Pannonia Veszprém; Public Utility Company of Veszprém; Urban management department of Veszprém; Csalán Environmental Association.

3) Resources needed

Financial resources approved by the General Assembly dedicated for external expertise fees (baseline research, document development); meeting organization and other administrative expenses.

4) Evidence of success

The new, progressive GSS is strongly linked to the new method of maintenance of public green spaces of the city. An expert report on our activities related to sustainable grassland management is prepared on an annual basis by the University, and the publication on Climate-adaptive grassland management was published in 2021, the English version of which has also been prepared in 2024. As recognition of the practice, we received the following independent prizes:

- Ozone Green Award 2017
- Entente Florale Gold rating 2018
- Climate Star Award 2019
- Landscape architecture level award 2021.

5) Potential for learning or transfer

The attitude and the mindset of the Urban Green Surface Strategy of Veszprém aligns with the EU's biodiversity strategy for 2030, that is a comprehensive, ambitious and long-term plan to protect nature

and reverse [the degradation of ecosystems](#). The strategy aims to put Europe's biodiversity on a path to recovery by 2030 and contains specific actions and commitments. The EU level regulation will probably require national/regional/local regulation of the area.

6) Project leverage(s) addressed

- Sustainable and soft connections
- Quality and liveability of public spaces
- Social and emotional dimensions

7) Further information (websites, useful links etc.)

Priorities of the Strategy

- Maintenance and protection of existing green areas guided by high-quality ecological aspects.
- Scheduled, planned renewal and value-adding development of existing green areas with increased consideration of sustainability, biodiversity and climate protection aspects.
- Improving the accessibility of green areas - by developing public transport, cycling and pedestrian networks - throughout the city. (WHO recommendation, 10-15 minute walking time, or 300m distance from the place of residence)
- Greater enforcement of the aspects of sustainability, biodiversity and climate protection
- Increasing social participation in the maintenance and protection of green spaces, operating along the lines of professional leadership and guidance
- continuous clarification of the value of green areas in the registers
- raising public awareness of the value of green spaces, publishing more informative press, possibly starting new columns
- further refinement and clarification of the legislative background facilitating the above

6. Learning needs

Veszprém will actively participate in the project both locally and transnationally. In our transnational cooperation through masterclasses, we will have a theoretical background for peripheral urban development and practical experiences, good practices we hope to explore during the study visits. We aim to find and adopt policy instruments – efficient in other countries – about how the regional and local authorities can support their citizens on less favorable areas of the city to raise their quality of lives e.g. better transportation, supporting local shops, local markets, cultural activities in the neighbourhood. We also will benefit from seeing the regional prospective of the project, make our policy instrument transferable on the regional – county – level. On local level after identifying our stakeholders we'll establish a local support group to involve them as experts for the SUDS revision from the peripheral areas' point of view. We will suggest concrete policy changes into the SUSD and develop programs till the end of the project to overcome the challenges of peripheral areas outside of the transportation rings.

- Learning needs #1 Find and adopt policy instruments efficient in other countries: how can the Municipality support its citizens in less favorable areas of the city to raise their quality of life.
 - Better transportation, supporting local shops, local markets, cultural activities in the neighbourhood?
 - What incentives are successful in other countries, what means are in the hands of Municipalities with limited financial resources?
 - Are the other cities'/regions' good practices implementable to our conditions? To what extent?
 - Where are niches for adoption and development?
- Learning needs #2 In PROXIMITIES, Veszprém aims to explore the best from both sectoral and territorial approaches to urban development and learn about possible synergies between these. As we will revise the SUDS strategy and prepare an action plan with concrete investment and soft element steps specifically addressed to peripheral areas, Good Practices from the participating regions, cities (or practice on state level) are welcome.
- Learning needs #3 Veszprém expects to gain a theoretical and practical background for peripheral urban development through participation in transnational activities (masterclass, study visits, experts exchanges...) and in the good practices analysis.
- Learning needs #4 The engagement of local stakeholders will enable their involvement as experts for the SUDS revision from the peripheral areas points of view, so as to suggest concrete policy changes into the SUSD and develop programs to support the overcome of peripheral areas challenges. How to strengthen the commitment of these experts?