

HCC. ACTIVE ACCESS ACTIVITIES IN BUDAPEST, HUNGARY



A hétvégék
olyan értékesek
- a bevásárlást
helyben
elintézem
gyorsan, és kész!

Campaign: "Buy Local!" – www.helybenveddmeg.hu

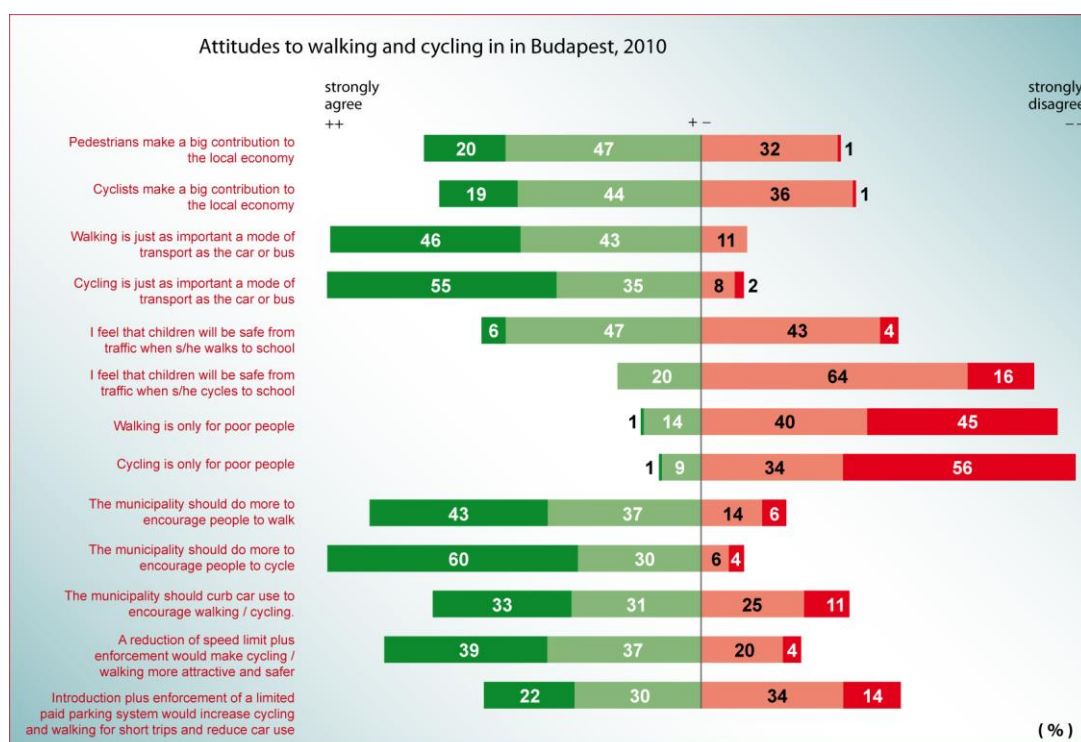
The Hungarian Cyclists' Club started its campaign implementation in Zugló, a residential district of Budapest with a lot of small, traditional shops. Our aim is to re-establish a good relationship among shopkeepers and their clients – people living and working in the area – who recently tend to do their shopping in remote shopping malls, by car. The campaign, called "Helyben vedd meg!" ("Buy local!") encourages participants to discover shops (groceries, pet shops, florists or others) and services (hairdressers, beauty parlours etc.) and go there by active travel: on foot or by bike. Participating shops give small stickers following each purchase to "players" who have to collect 18 of these to get a guaranteed gift and to enter a prize draw where the main prize is a valuable voucher that can be "spent" in participating shops. (Thus making shops also profit from the competition).

The campaign website was set up during November 2010 and the first shopkeepers were contacted at the beginning of December. Contrary to our preliminary concerns, a lot of shopkeepers were willing to participate and we managed to start with 70 shops participating! The first phase of the pilot campaign closed in February 2011 with giving out the prizes. During the second phase of the pilot, the next important step of our project is extending the campaign to other districts of Budapest too. Using our experiences from Zugló, this is planned for Summer-Autumn 2011.

BASELINE SITUATION

The baseline situation was ascertained through an online survey completed by 146 participants. The key findings were:

- Cycling has a very positive image among the inhabitants of Budapest
- Obstacles are frequent on cycle paths
- The infrastructure and planning for cycling is assessed extremely negatively and a little bit less negatively for the pedestrian system
- Politicians don't care about cyclists and pedestrians
- Newspapers don't report positively about pedestrians and even worse about cyclists
- There are no role models for cycling among police officers and authorities
- Conflicts for cyclists are often, safe storage facilities seldom
- Promotion of cycling and walking could strongly be improved.
- A reduced speed limit and enforcement is highly accepted (ca ¾ of all interviewed people)
- An extension of a paid parking system received quite low acceptance.



STAKEHOLDERS INVOLVED

The following stakeholders have been involved in Active Access, in Budapest, to date:

Stakeholder	Role
Association of Conscious Consumers	Ideas for arguments in active shopping ,help in creating online map
Municipality of Zugló	Supporting campaign and communication
Zugló Chamber of Commerce	Help in contacting retailers
Budapest Piac (newspaper)	Advertisement, communication, help in involving retailers
Budapest Police Head Office	Providing location for street event
Church of Anthony of Padua in Zugló	Providing electricity for street event
Photo Session Team (photographer, stylist, make-up artist, models)	Creating images for the campaign website and offline material on volunteer basis

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