

SKIN Good Practice Recording Template

Balatoni KÖR	
Author(s)	Nemes Gusztáv, Stumpf Rebeka
Insert photo or any visual image or diagram e.g. SNA diagram/Word or Image Collage (Optional)	
Choose relevant 'Hot Topics' below:	
SKIN good practice 'Hot Topic(s)' CATEGORY 1	<u>Valorisation</u> : multi-actor approach; <u>Branding & Labelling</u> : Innovative way of communicating to consumers product characteristics; <u>Value</u> : Gourmet, superior taste, different taste; <u>Values - Economic sustainability</u> : Generating Local employment, Profitability, Reduced economic uncertainties
SKIN good practice 'Hot Topic(s)' CATEGORY 2	<u>Learning & Empowerment</u> : Networking along the supply chain and in the region; <u>efficiencies</u> : Achievement of efficiencies through collaboration
SKIN good practice 'Hot Topic(s)' CATEGORY 3	<u>Internal</u> : Decision-making structures, Group Spirit
SKIN good practice 'Hot Topic(s)' CATEGORY 4	<u>Efficiency</u> : Proximity
EIP Practice Abstract Format: Short summary for practitioners in English on the (final or expected) outcomes (1000-1500 characters, word count – no spaces). This summary should be as interesting as possible for farmers/end-users, using a direct and easy understandable language and pointing out entrepreneurial elements which are particularly relevant for practitioners. Research oriented aspects which do not help the understanding of the practice itself should be avoided.	<p>Short description of the 'good practice':</p> <p>The twenty most famous wine-growers and restaurants of the lake Balaton established the 'Balatoni KÖR', so that they could rise the hospitality and the tourism of the region to a higher level with their cooperation and with a regional focused gastronomy that is built on the local products. Today 35 of them are working for "a Balaton that is liveable and enjoyable throughout the whole year". They created the association to gain safeguard of interests at regional level that focuses on the local wines, food and ingredients. The members also want to take part in job creation by putting the emphasis on the local products. The 'Balatoni KÖR' also wants to reduce the administrative division between the 6 wine-regions and the 3 counties around the lake Balaton, for example they build a common marketing under a common logo. They lobby for quality production, simpler rules, etc.</p> <p>One of the most important part of the Balatoni KÖR's regional thinking is creating the 'Balatonwine' every year. That is based on a traditional regional variety, the Welschriesling and is a similar, reductive, fresh white wine, very similar quality and style in every involved cellar. Though the producers are small scale, individually, there are many of them, thus adding up, Balatonwine represents a considerable share of the Hungarian wine market and is a very successful initiative.</p> <p>Main results/outcomes of the activity (expected or final):</p> <p>By the creation of the 'Balatoni KÖR' the gastronomy, the hospitality and the tourism of th lake rises to a higher quality level. The division between the regions and the counties surrounding the Balaton will reduce, instead a unifrom image and cooperation will evolve. The seasonality of the region will decrease (disappear), so it becomes visitable and liveable in every season.</p>

	<p>The main practical recommendation(s): what would be the main added value/benefit or opportunities to the end-user if the generated knowledge were implemented? How can the practitioner make use of the results?</p> <p>The association makes the cooperation possible inside the sectors, between the different sectors (wine-growing, tourism, hospitality, agriculture) and regions. As a result of the collaboration the quality assurance and the safeguard of interests increase. Small scale producers can create a very similar, commonly marketed product, reaching considerable volume.</p> <p>Further information/Reference: https://www.facebook.com/balatonikor/</p>
<p>Short summary for practitioners in native language on the (final or expected) outcomes (1000-1500 characters, word count – no spaces). This summary should be as interesting as possible for farmers/end-users, using a direct and easy understandable language and pointing out entrepreneurial elements which are particularly relevant for practitioners. Research oriented aspects which do not help the understanding of the practice itself should be avoided.</p>	<p>Short description of the ‘good practice’:</p> <p>2014-ben a húsz legismertebb balatoni borász és vendéglátós alakította meg a Balatoni KÖR-t, hogy a helyi termékekre építő régióközpontú gasztronómiával magasabb szintre emeljék a balatoni vendéglátást és turizmust. Jelenleg 35-en dolgoznak együtt "az egész évben élhető és élvezhető Balatonért". Az összefogást azzal a céllal hozták létre, hogy régiós szinten érdekvédelmet szerezzenek, ami a helyi borokat, ételeket és alapanyagokat állítja előtérbe. A hagyományos tömegturizmushoz képest magasabb szintre kívánják emelni a gasztronómiát. Azzal, hogy a helyi, környékbeli termékekre teszik a hangsúlyt, a munkahelyteremtésben is szerepet akarnak vállalni a szervezet tagjai. A szerveződéssel a balatonirégióhoz tartozó hat borvidék és három megye között húzódó adminisztratív megosztottságot is csökkenteni szeretnék, például tudatosan egységes arculatot építenek egységes logó alatt. A Balaton Kör régiós gondolkodásának egyik fontos eleme a Balaton borának a megteremtése is, amely a térség tradicionális bora, az olaszrizling lett.</p> <p>Main results/outcomes of the activity (expected or final):</p> <p>A Balatoni KÖR megalakulásával a Balaton környéki gasztronómia, vendéglátás és turizmus egy magasabb minőségű szintre emelkedik. A tavat körbevevő megyék és régiók között csökken a megosztottság, helyette egységes arculat és összefogás alakul ki a régióban. A Balaton szezonális csökken (megszűnik), így télen-nyáron, ősszel-tavasszal látogathatóvá, élhetővé válik. A kisebb bortermelők nagyobb piacokra is eljuthatnak a Balatonbor on keresztül.</p> <p>The main practical recommendation(s): what would be the main added value/benefit or opportunities to the end-user if the generated knowledge were implemented? How can the practitioner make use of the results?</p> <p>A szervezet lehetővé teszi az ágazaton belüli, az ágazatok (borászat, turizmus, vendéglátás, mezőgazdaság) és a régiók közötti együttműködéseket. Az összefogás hatására a minőség biztosítás és az érdekképviselet stabilizálódik. A kistermelők hasonló borok készítésével és a közösen reklámozott termékkel nagyobb mennyiségű termelésre képesek.</p> <p>Further information/Reference: https://www.facebook.com/balatonikor/</p>
<p>Pearls, Puzzles, Proposals?</p>	<p>Pearls: 1.) A central focus of the innovation broker may be on bringing actors from different sectors together, working towards a common touristic, gastronomic image and marketing of the region. 2.) Creating a joint product of many small producers that can represent a significant volume on the market.</p> <p>Puzzles: Passivity of wine producers, it's hard to persuade them to work for a common goal</p> <p>Proposals: Install decision-making structures or create contractual agreements.</p>
<p>What needs did the ‘good practice’ respond to?</p>	<p>SKIN Needs Register - CERHAS 1</p> <p>For scattered small producers it is difficult to sell their products on the market because of the size and the unevenness of their production throughout the year. These producers can't enter with such a big amount of product into the market, that has enough marketing value. Innovative good practices (joint brands, labels, etc.) to make small producers entering larger markets together could provide solutions to this problem.</p>
<p>Methodology Used:</p>	<p>interview, desk-based research</p>
<p>Actors/Stakeholders:</p>	<p><u>actors</u>: primary producers (wine), consumers, tourism providers; <u>stakeholders</u>: tourists, consumers</p>

Relevant SKIN Innovation Challenge Workshops(s)? Please specify	Consumers & Society
Sectors	All Sectors
Region, Country	Veszprém county, Zala county, Somogy county Hungary
Media attachment (e.g. video) or other attachment (e.g. benchmarking data)?	https://www.youtube.com/watch?v=vYS5_mfNKT0

**See SKIN Good Practice 'Hot Topics' Directory*

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