WITH COLLABORATION FOR
THE ADVANCEMENT OF THE ORMÁNSÁG REGION
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DEAR FRIEND,

The Old-Dráva Programme is a complex regional development programme equally concerning the environmental, economic and social sectors, which may establish the conditions for long-term, sustainable development in the Ormánság, one of the most under-developed micro regions in our country. The restoration of the once rich natural environment and the land management based on it throughout the whole Ormánság region is an essential objective. The solution of the above problems necessitated a coherent programme, which would create land management conditions well matched to the natural and social circumstances by improving the environmental state, the infrastructure and the social conditions of the region. It is our conviction that the countryside is not the past, but a promising resource of the future. The conservation of natural resources and assets, their responsible management, the development of agriculture and the countryside and the protection of the environment are closely related strategic tasks with increasingly greater significance in the 21st century, which the Hungarian government pays special attention to. I believe and profess that if we perform the tasks imposed on us with humility and willingness, then the Hungary of the countryside will be able to perform to its maximum capacity.

Zsolt Tiffán, Member of Parliament
Government commissioner responsible for the coordination of the Old-Dráva Programme
There have been several development ideas and initiatives in the past decades for bridging the economic and social gap experienced by the people living along the River Dráva, but the Old-Dráva Programme manages the problems and recommended solutions in a complex way. It builds on local environmental factors, but is open to the outside world and to new solutions.

A number of conceptual planning work phases have taken place recently, as direct antecedents of the programme, which revealed the real problems and laid down the target system.

The conceptual studies of the Old-Dráva Programme were completed, but these materials lay in the archives for a few years. In 2010 the political environment required and made it possible for the Old-Dráva Programme to be more than study material gathering dust in a drawer and to be able to actually start being realised.

CHRONOLOGICAL REVIEW
The major phases of the preparation were as follows:

- 2005 – Commissioned by the Hungarian Area and Regional Development Agency, the "Complex rehabilitation and regional development programme of the Ormánság region" was prepared;
- 2007 – The concept study of the water supply system of the Old-Dráva Programme was completed;
- 2007 – 2008 – Within the framework of an Interreg tender the Old-Dráva Programme Water Conservation technical plan, Land Management plan and Regional Development Programme plan were prepared;
- 2010 – The preparatory activities related to the implementation of the Old-Dráva Programme began;
- 2011 – The Old-Dráva Programme appears in the national programmes of the Tender Manual of the New Széchenyi Plan;
- 2012 – The government of Hungary passed a resolution on the Old-Dráva Programme (1242/2012. (VII. 17.) Govt. resolution). According to the intentions of the government, in the planning area of the Old-Dráva Programme (which includes most of the Ormánság region) the complex conditions of long-term sustainable development based on the surface water system, concerning the natural, social and economic sectors alike, must be created;
- 2013 – The government of Hungary passed a resolution on the appointment of a government commissioner responsible for the coordination of the Old-Dráva Programme.
The planning area of the Old-Dráva Programme was once extremely rich in waters. This is what the name Ormánság refers to, it means a landscape where ridges only stand out of the water in places. The architectural traditions, the characteristic houses raised on huge horizontal beams, are evidence of the water-rich nature of the area. In the past, floodplain agriculture tailored to the natural environment was characteristic of the area. River regulation performed in the middle of the 19th century cut off the area from one of its most important resources, the River Dráva. The water management processes of the inner areas further exacerbated the situation.

The Ormánság is currently characterised by small settlements of low population density, with poor infrastructure. In this multiply disadvantaged region there is a steadily deteriorating trend of low levels of education and living standards, and the rate of migration from the region is also high.

The villages in the area that used to make a living from fishery, forestry, livestock farming and a variety of crafts are nowadays either plagued by excess ground water or drought. The traditional trades known by the people living here are disappearing, the means of livelihood have practically narrowed down due to the unfavourable environmental state of the region. This is mainly due to the subsidence of the Dráva river bed and to the activities that largely reduced the water retention capacity of the inner areas.

It is this alarming environmental, economic and social situation that the Old-Dráva Programme shows the way out of.

**THE ESSENTIAL OBJECTIVE OF THE PROGRAMME**

The main aim of the programme is, by examining the different utilisation opportunities (tourism, agriculture etc.) of the River Dráva, one of the most important natural assets of the region, to develop a water governance system to improve the water supply of the region, which would provide an opportunity to break out of the current situation and to achieve complex regional development objectives.
Based on the situation assessment the following target areas for intervention can be determined:

- Promoting sustainable economic development by creating an agricultural method based on cultural traditions and the natural assets of the region.
- Water and land management adapted to the local conditions is to be brought to the fore, which could provide livelihood opportunities for a wider range of the local population than at present.
- As a consequence of these changes, the reorganisation of the social-cultural life of the region.
- Development of tourism of a successful region which prospers with the help of local characteristics.

Each of the target areas is closely linked to the fight against climate change, on the one hand it helps to adapt to the apparently inevitable global processes, and on the other hand it contributes to the amelioration of the consequences of global processes, thus improving the micro-climate of the region and preserving its biodiversity.
1. Transformation of the surface water systems
2. Economic development appropriate to landscape characteristics
3. Development of tourism
4. Organisation of financial resources

Different methods are required to reach the targets. The implementation of the Programme requires e.g. water management, geographic (regional development), economic-financial, community organisational, training etc. knowledge.

During the reconstruction of the surface water system part of the water of the River Dráva should be channelled into lakes and backwaters in a controlled manner through a water replacement ditch network, and the water coming from natural run-off should be retained and restored; this could help to increase the groundwater level and, in places, the irrigation of agricultural areas.

Thereby, a landscape use based on water retention, agriculture and forestry, fishery, fishing, based on traditional knowledge and up-to-date ecological knowledge, the ensuing manufacturing and ecotourism based on these and the use of renewable energy sources together, will create the foundations for an economic recovery appropriate to the landscape characteristics.

Taking into consideration both national and international experience, the interest of the adult population should be ensured for the purpose of the development of community participation indispensable for the implementation of the programme.

There is a need to develop human resources as well, including job opportunities, agriculture and the development of tourism; therefore it is expedient to focus on training and education, since it affects all social layers and all generations, especially regarding young people.

The renewed water governance system restores the environment of the River Dráva to the original state it had before its regulation 150 years ago. This is extremely labour-intensive, thus for example a Start work programme, providing work for hundreds of public service workers is intrinsically linked to the Programme.

The necessary financial background can be largely ensured from EU resources, which requires further specific skills. To this end a special institutional framework should be established and operated.
The development of the programme area should be based on a number of pillars. With regard to the causes of the crisis in the target area to be developed, the elaboration of a development concept was necessary, which is able to combine the necessary development programmes and the financial backing for their implementation both in terms of means and sectors.

The seven pillars established for the implementation and realisation of the objectives:

I. Water regulation
II. Change in land use and landscape division
III. Livestock farming
IV. Manufacturing, economic development, renewable energy
V. Tourism
VI. Human resources development
VII. The six project groups above require integrated project management and communication

The Programme consists of seven pillars. Its foundation is the transformation of water governance, which is the basis for land management adapted to the characteristics of the landscape. The economic development based on this helps to boost both the production of raw materials and local manufacturing. The tourism development programme group serves to reorganise tourism along the River Dráva, whereas the infrastructural and human resources development pillars provide the physical and human background. For the success of the Programme it is important to organise the communication channels for the involvement of local people.
The planning area of the Programme and the settlements affected by the Programme are shown on the above map. 7 out of the 43 affected settlements are in Somogy County, while 36 can be found in Baranya County.

**AFFECTED AREAS**
The name Ormánság is the ethnographic designation of the area in question, but it is not completely identical with the area in question. Sometime in the past the River Dráva flowed along the Sellye-Vajszló line, before moving South to its present river bed. The area between the river beds of the Old-Dráva and the present Dráva is the planning area of the Programme. This approximately corresponds with the historical area of the Ormánság region, but it also affects settlements in Somogy County. The size of the planning area is nearly 45,000 hectares. Beyond the defining role of the water, the region has many natural, economic and other conditions, which justify the coordination of the development ideas.
In the case of the natural areas along the River Dráva, water has a particular significance since the one-time backwater beds and current wetlands fundamentally determine the landscape and the structure of the landscape. Analysing landscape history and existing conditions, it is clear that water played a decisive role in the past, and it can be declared that water also means the future. The Old-Dráva Programme has been constructed accordingly.

CONCEPTUAL ISSUES
The following main directions are formulated in the Programme, which can be applied with respect for economic considerations:

1. The artificial water supplementation of the region is drawn off from the River Dráva. The required amount of water reaches the planned water use location (lakes, backwaters and areas to be irrigated) in a regulated manner via a network of water replacement ditches.

2. Retention and storage of run-off water from natural resources in internal areas.

The solution most satisfactory for land management and development needs is the suitable combination of the above two alternatives, according to which the water governance system would provide a significant portion of water replacement in the region, while in the designated areas close to nature that are suitable for land management, flooding would provide water retention.
A consortium has been created under the leadership of Baranya County Local Government for the members to coordinate their tendering, investment and professional activities in the region within the framework of the Old-Dráva Programme.

MEMBERS OF THE CONSORTIUM:
- General Assembly of Baranya County
- South-Transdanubian Water Management Directorate
- Danube-Dráva National Park Directorate
- Government Office for Baranya County
- Foundation for Southern-Baranya
As a result of the agreement between the Baranya County Local Government and the Széchenyi Programme Office, the Old-Dráva Programme Office was created to coordinate the Programme. Their objective was to create an office on site which is close to the tasks to be solved and to the local population, in order to better facilitate the implementation. Therefore we found the most suitable place for an office in Kémes, in a building bearing the typical Ormánság characteristics. The office continues to grow both in terms of numbers of staff and function.

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The management of the Programme is carried out by a number of organisation units. Each organisation performs a well-defined set of tasks, which is essentially coordinated and controlled by the government commissioner in charge of the implementation of the Old-Dráva Programme.
By recovering the water balance of the planning area, the water supply of the region will be optimised. Based on this, the complex regional development programme will become feasible, which will create the conditions for long-term development.

A number of development directions have been set. The Programme gives priority to land management based on local conditions by changing agricultural activities. The objective is to increase the proportion of orchards and the consolidation of livestock farming, beekeeping, forestry, vegetable production, fishing, hunting and traditional uses.

Land management provides a good framework for tourism development based on local conditions, as well as for the development of attractions and services. Priority has been given to ecotourism based on cultural heritage together with the development of reception capability and services.

A high priority element of economic development is the reconstruction of the structure of the light industry and service sectors by supporting the sectors producing higher added value. The foundation should be created for starting up new businesses. The innovative capacity of enterprises should be improved, and the development of supply networks should be encouraged through the improvement of cooperation skills.

A key element of technical infrastructure developments is the development of road transport links. One of the key components of the programme is the development of human resources. It is necessary to develop a regional employment concept. The programme will harmonise the school system with the labour market needs of the region and with economic development concepts. The Programme also manages the improvement of social cooperation.
IMPLEMENTATION BEGINS
With the announcement of government resolution 1242/2012 (VII. 17.), the implementation of the Programme began. By the end of 2013 the following projects were launched within the framework of the Old-Dráva Programme.

DRABALU PROJECT (IPA HUHR)
The further development of the water governance plan of the Old-Dráva Programme within the framework of Croatian-Hungarian IPA cooperation. The subject of the DRABALU project is planning the change of water governance and land use in the two model areas (Korcsina, Okorág). In the Project the water governance plan of the Old-Dráva Programme was further developed and the conceptual preparation of the Programme has been performed concerning the model areas.

SIGMA FOR WATER PROJECT (IPA HUHR)
The project prepared the water replacement of the Cún-Szaporca backwater system. Within the Sigma for Water programme there will be an opportunity for implementation as early as 2014 in the Cún-Szaporca backwater area. The water replacement concept of the backwater system has been completed; preliminary design of the Cún-Szaporca model area. In addition, the revitalisation plan, action plan and financing plan have also been published as a result of the project.

WATER AND LIFE FOR VUKA AND DRAVA (IPA HUHR)
The objective of the project is, as preparation for the Old-Dráva Programme, the rehabilitation of the tributaries along the Dráva in the Danube-Dráva National Park, dredging of the earlier regulatory structures and silted-up backwaters, and the rehabilitation of protected forest areas surrounding wetlands.

FOUNDATION STUDY OF HERBAL PROGRAMME
"Exploring herb growing opportunities in the Old-Dráva complex regional development model programme" is a study which examines the opportunities of land use change. The long-term objective of the project is to revive the traditions of herb growing and processing in the region, to reorganise the herbal product path and to popularise the sector. The project is connected to the pillar of change in land use.
OLD-DRÁVA PUBLIC SERVICE WORKS
PROGRAMME
Public service employment realised by the Baranya County Local Government can be considered a preparatory phase of the Old-Dráva Programme, it assists its implementation. 420 people were employed in public service works in the settlements of the Sellye, Siklós and Szigetvár regions in 2012, and this continued in 2013.

In 2013 Old-Dráva public service employment moved in the direction of value-creating employment. Employers created the opportunity for herb growing in smaller areas of Piskó and Vajszló. The initial encouraging results instigated the implementation, the expansion of herb growing and the large-scale increase in the proportion of people employed in this field in the coming period.

EVALUATION AND DEVELOPMENT OPPORTUNITIES OF AGRICULTURE IN THE AREA OF THE OLD-DRÁVA PROGRAMME
This study belongs to the preparatory phase of the Old-Dráva Programme. Its objective is the preparation for a water-retention-based land use change and for appropriate agriculture. The study was primarily created for decision makers: it provides a comprehensive survey of the current condition of the area, of its social and agricultural situation, of potential agrarians and of potential projects and resources to promote the planned change of land use.
WATER REPLACEMENT OF THE CÚN-SZAPORCA BACKWATER WITHIN THE FRAMEWORK OF THE OLD-DRÁVA PROGRAMME

Expected implementation in 2014 in the previously mentioned Cún-Szaporca Model Area. The programme was prepared by the Sigma for Water (IPA) project. The implementation will be realised from the priority of the DDOP 5 based on a highlighted project proposal. As a result of the project, the planning and implementation of water retention in the backwaters near the settlements of Cún and Szaporca is being carried out. The areas affected by the project are the Cún-Szaporca backwater, and the affected settlements: Cún, Szaporca, Kémes and Tésenfa.

OLD-DRÁVA ECOTOURISM VISITORS’ CENTRE AND SHOW SITE IN CÚN-SZAPORCA

The main element of the planned development for the Danube-Dráva National Park Directorate is the construction of a visitors’ centre introducing the Ormánság, the Old-Dráva Programme, ecological agriculture and approach, with a site introducing native plants and animals and the construction of three learning trails.

STRATEGIC PLANNING AND PROJECT PREPARATION

The objective of the project is planning the land use of the Old-Dráva programme area (change of land use, precise delineation of the potential areas for land management; determination of land use types in the selected areas; determining the water governance system consistent with land management.)

Precise delineation affected by detailed land use planning; preparation of detailed land management plans (consultation with the owners and land users of the areas recommended for land use change and land management). Planning the water infrastructure substantiating land management (to approved plan level).
SZÖVÉTNEK I. – COMMUNITY EMPLOYMENT INITIATIVE IN 20 SETTLEMENTS OF THE OLD-DRÁVA PROGRAMME
As part of the basic programme aimed at complex social inclusion of the Old-Dráva Programme, on 1st September 2013 a SROP (Social Renewal Operational Programme) funded project was launched, in which members of the target group to be involved in the project can make use of training, retraining, employment and related labour market service opportunities.

SAVING REFORMED CHURCHES WITH PAINTED WOOD PANELLED CEILINGS IN THE ORMÁNSÁG REGION
In December 2013 a cooperation agreement was signed between the Ministry of Human Resources, the Baranya County Local Government and the Reformed Diocese of Dunamellék, according to which a tender will be submitted which would allow the renovation of the Reformed churches with painted wood panelled ceilings of eight settlements in the Ormánság region (Kórós, Zaláta, Drávaiványi, Vejti, Nagycsány, Kémes, Szaporca and Vajszló) from National Cultural Fund Resources.

DEVELOPMENT OF BICYCLE TOURISM IN SOUTHERN BARANYA WITHIN THE FRAMEWORK OF THE OLD-DRÁVA PROGRAMME
A contiguous cycle path network suitable for tourists will be created in the planning area of the Old-Dráva Programme, and the most important tourist attractions in the region will be accessible by bicycle along this network. An innovative transport solution will be added to the use of the cycle path with the construction of four e-bike rental sites. Along the designated cycle path rest stops will be established for cyclists. The cycle path coming from the direction of Harkány ends before reaching Drávaszabolcs. There is an approx. 3.0 km section missing between the existing cycle path and the asphalt surfaced international Eurovelo 13 cycle path, which runs along the Dráva embankment. In order to ensure safe traffic for tourists the missing section at Drávaszabolcs will be constructed within the framework of the project.

OLD-DRÁVA CREDIT PROGRAM
From December 2013, thanks to cooperation between the Baranya County Local Government and the Szentlőrin-Ormánság Savings Bank a special loan has been available for the organisations operating in the settlements affected by the Old-Dráva Programme. This low interest and easily available loan can be applied for to pre-fund grant applications, for agricultural investment and for tourism and industrial investments.