



DEVELOPING  
INCLUSIVE  
AND SUSTAINABLE  
CREATIVE ECONOMIES

# REGIONAL CASE STUDY REPORT: PÉCS, HUNGARY

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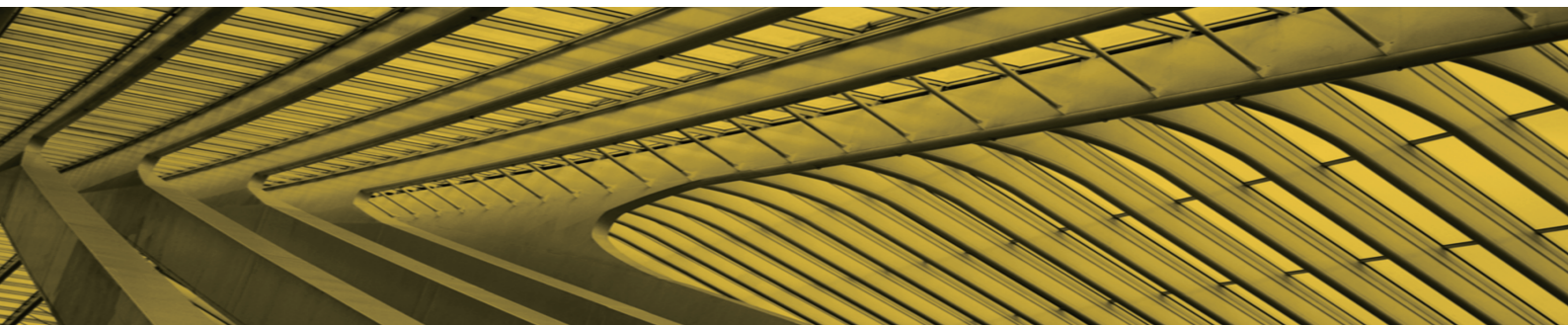
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# 1. Introduction

DISCE is a research project funded by the European Commission, via Horizon 2020. The overall research question that DISCE is seeking to answer is: What are inclusive and sustainable creative economies, and how can they be developed?

To answer this question, we conducted ten regional case studies across Europe. To select the case study locations, we established the following criteria as the primary basis: the locations had not been extensively studied and they were of comparable size, with population of approximately 150,000. Additionally, we sought locations that are diverse in terms of their creative economy profile and planning, ranging from cities with an established reputation for creative economy, to those for whom this is not the case.

In this document, we present a brief overview of one of our ten case study locations, the city of Pécs, Hungary. We present key facts about the city, with a particular attention to how the 'creative economy' has previously been understood, based on a review of existing academic literature, publicly available data, and policy documents. In future publications we will present the findings of our own empirical work within Pécs, comparing and contrasting our findings with pre-existing accounts of creative economy in the city.

A key feature of the DISCE research project is that we are using 'creative economies' with a deliberately inclusive meaning, involving creative activity outside of paid employment, as well as within paid employment. This is reflected in the range of academic texts, publicly available data and policy documents we are concerned with in this report: not only focusing narrowly on the cultural and creative industries (CCIs), but more broadly on areas such as cultural participation, and aspects of community development.

To read more about the distinctive DISCE approach to understanding and developing inclusive and sustainable creative economies, please see the publications on the project website: <https://disce.eu/>.

## 2. Facts and Figures

### 2.1. Overview of the City

Pécs locates in the south-west of Hungary and belongs to the County of Baranya, in the Southern Transdanubia region. The resident population in 2019 was 142 873, of which 65 515 males and 77 358 females. In 2019, the resident population in Pécs represents about 1.5 per cent of the overall Hungarian population (Eurostat: 2021). The resident population in the region of Southern Transdanubia was 360 704 in 2019 (EUROSTAT: 2019).

The city of Pécs is the 5<sup>th</sup> largest city of Hungary. The history of it dates back over 2000 years as a town called Sopianae in the Roman Empire and Quinque Basilicae (five cathedrals) in Medieval times. In 1009 Stephen I, the first king of Hungary, made the town a bishopric. The city's current name – Pécs – was first mentioned in 1235. The medieval Pécs was one of the centres of the country's religious, cultural, and artistic life. In the 16th century the Ottomans invaded this region and it remained under their rule for 150 years. Starting from the 18th century industrialization accelerated with manufacturing and mining as the main drivers of economic growth.

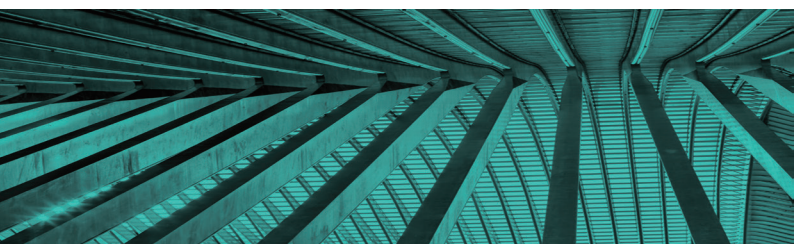
At the end of the First World War, the southern part of Baranya was occupied by Serbia which governed it until 1921. During the Second World War, Pécs suffered only minor damage, however, the whole country became part of the Eastern Bloc with a communist government and the former private owners were deprived of their property and the industrial plants became state-owned.

After the WW2 the city grew into one of the industrial centres of Hungary. The mining industry - black coal and then uranium ore - developed tremendously,

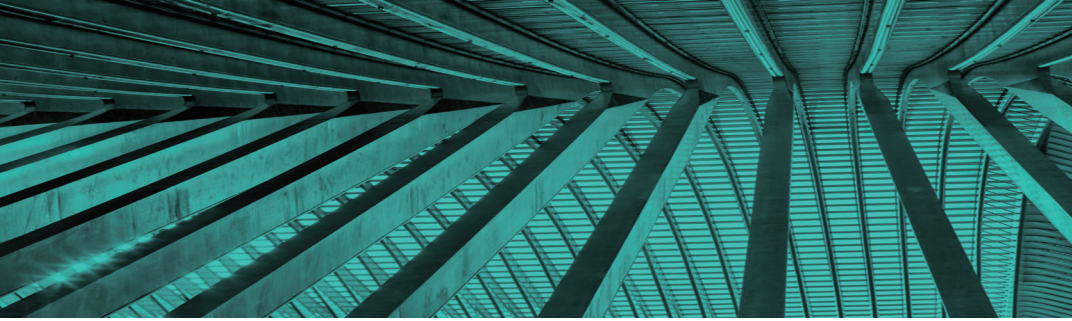
however, after the collapse of the socialist block in 1990s, the industrial plants were closed and unemployment rose dramatically.

In the 2000s, the economic structure of the city changed - the knowledge, health, and cultural industries came to the fore. Pécs was awarded the title

of European Capital of Culture in 2010, in the framework of which large investments were made in the city, the most prominent of which were the Kodály Center, the South Transdanubia Regional Library and Knowledge Center, Museums Street, and the Zsolnay Cultural Quarter.







The Zsolnay factory in Pécs gained international fame

for its ceramic ware (majolica), and the Zsolnay Cultural Quarter, containing 15 renovated historic buildings and 88 statues, features artisan shops and a collection of Zsolnay pieces.

The downtown of Pécs is a unique mixture of the relics of Early Christianity, the arrival of the Hungarians, the Ottoman reign and the achievements of modern architecture and arts.

The earliest university in Hungary, the University of Pécs, was founded in 1367 by Louis I the Great, king of Hungary. The modern University of Pecs was founded in 1912. The University of Pécs was reformed in 2000 by the merger of Janus Pannonius University, the Medical University of Pécs, and Illyés Gyula Teacher Training College.

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## 2.2. Socio-Economic Profile

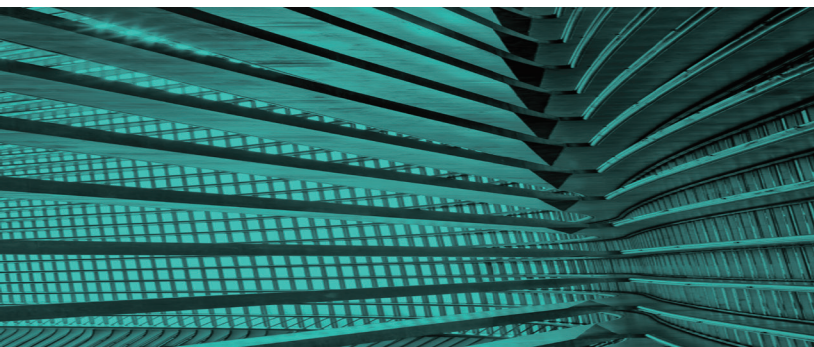
Several economic indicators have been analyzed to delimit the socio-economic profile of Pécs and Baranya. At province level, the gross domestic product (GDP) in 2019 was about 3654.92 million euros, which represents almost the 40% of the GDP produced in the region of Southern Transdanubia, and the 2.5% of the national product. The province is growing quite rapidly, with an increase in the GDP in 2019 of 45% with respect to 5 years before, and of 7.5% with respect to year 2018. Unfortunately, the GDP per capita in purchasing power standard units was €10200 (in 2019), which is far below the Hungarian average of €14900 and the EU average of €44920 (EUROSTAT: 2021; World Bank 2021).

The rate of employment in Pécs for persons between 20 and 64 years old was about 90% in 2016, of which 51% are males and 49% females. The unemployment rate in Pécs was 6% in 2016, which was higher than the Hungarian average of 5.1%, but below the EU average of 9.1% (EUROSTAT: 2021).

For what concerns social aspects, the Province of Baranya registers a median age about 44.2 years old with an age dependency ratio about 64.6%<sup>1</sup> in 2019.

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<sup>1</sup> The age dependency ratio is computed as the population aged 0-19 and 65 and more to population aged 20-64 (Eurostat, 2021). The EU average is 34%, meaning that In the EU, the old-age dependency ratio stood at 34% in 2018. This means that there were on average three people of working-age (aged 20-64 years) for every older person (aged 65 or more).



For what concerns population structure, the female population in the province is represented by the presence of 111.1 women per 100 men, which is slightly above the Hungarian average of 109 in 2019.

The geographical compositions of people living in the city of Pécs is mainly nationals (96%), while for-

foreign people are evenly distributed among European and non-European citizens (2603 EU foreigners with respect to 2963 non-EU foreigners in 2019).

Overall life satisfaction level in Hungary is 6.5/10, which is below the EU27 average of 7.3/10 (EUROSTAT: 2018).

Finally, at the regional level, the proportion of population aged 25-64 qualified at level 5 to 8 ISCED in 2016 was about 38%, far above the rest of the country which shows a rate of 23.7% of people having a diploma<sup>2</sup>.

### 2.3. Cultural and Creative Profile

In order to highlight the main features of the cultural and creative economy of Pécs and the surroundings, indicators related both to demand and supply are taken into consideration.

For what concerns the job market statistics, the percentage of employment (jobs) in arts, entertainment, and recreation (NACE Rev. 2, R to T) was about 13.1% in 2019 in the region of Southern Transdanubia. At the national level, in 2019, there were 179 100 people working in arts, entertainment and recreation. At the regional level of Southern Transdanubia there were 13 100 people working in arts, entertainment, and recreation. In 2011 there were 3005 people employed in the city of Pécs in arts, entertainment and recreation.

The labour force is distributed across various cultural and creative hotspots. In 2019 the number of public libraries in the region was 674, representing 20.1% from the national total, and there were 92 museums constituting 13.1% of the national total.

For what concerns theatres, there were 2977 theatre performances with 305 000 visitors. The number of performances represent 8.2% of the Hungarian total. In comparison, the number of tickets for cinema seats was 925 000, which is the 6.1% of the national total.

<sup>2</sup> However, more recent data at national level show a proportion of 26 in 2019.

At the county level (Baranya) there were 817 active enterprises in the field of arts, entertainment and recreation in 2019. There were also 479 non-profit organisations in culture, 678 creative communities with 13 400 participants, 38 museums, 311 libraries. There were 1,681 performances at theatres that were visited by 221 000 spectators. The available data of the 'cultural participation' rate in city of Pécs has been the following in the recent years: 582 605 cinema attenders in 2019 and 102 819 museum visitors in 2019. There were 11 theatres and 20 libraries registered in the city in 2019.

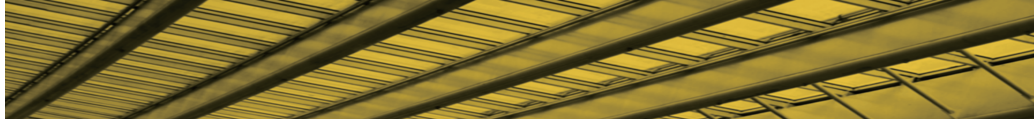
All the detailed data are reported in Table 1.

Table 1 Available data in the region of Southern Transdanubia and Hungary (Hungarian Central Statistical Office 2020)

	Southern Transdanubia	Hungary	% of the national value
Arts institutes			
Libraries (public)	674	3350	20.1%
Museums	92	700	13.1%
Monuments and heritage sites			
Number of tickets for theatres	305 000	7 983 000	3.8%
Number of tickets for cinema seats	925 000	15 111 000	6.1%
Number of cinemas			
Number of theatre performances	2977	36 350	8.1%

## 2.4. Inclusivity and Sustainability

Unfortunately, no official statistics or data were available applicable to the domain of the cultural and creative sectors. The only reliable statics were related to presence of women in the labour force or the presence of foreign people in the territory of Pécs and surroundings.



# Creative Economies: Research and Public Policy

## 3.1. Overview of Academic Studies

See appendix 1 for the list of academic studies, including overview of each paper and the use of DISCE key terms.

Academic publications were gathered in the following way:

- A Hungarian-speaking research assistant from the University of Pécs conducted a web-based search of academic literature regarding the creative economy in Pécs and provided a summary of it.

The creative economy in Hungary is basically settled in cities, and the size of the city is crucial in the development of these industries. The role of Budapest is unquestionable in the creative economy, it is no coincidence that when selecting their sites, creative start-up companies also lean towards Budapest. According to research conducted in 2011, Pécs ranks third among the creative cities in Hungary (1. Budapest, 2. Szentendre, 3. Pécs). In addition to Budapest, the regional centers (e.g., Pécs) can be expected to strengthen in terms of the creative industry (Egedy, Kovács, & Szabó 2019).

As stated by Kovács, Egedy, & Szabó (2011), the weight of Budapest is disproportionately large in terms of the number and ratio of creative and knowledge intensive firms, as well as regarding the number of employees of these industries and the revenues generated by these sectors. More than 40 per cent of the firms operating in the sector, half of the employees and more than 60 per cent of the revenues originate from the metropolitan region of Budapest. It must be underlined that following the turn of the millennium the weight of Budapest within the creative knowledge sector of Hungary steadily increased.

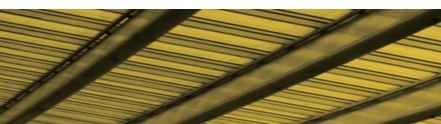
The authors suggest that development of creative and knowledge intensive industries in provincial cities is somewhat lagging behind that of the capital city, but their gradual catching-up is indicative of positive shifts and promising for the future. The spatial distribution of the creative workforce in Hungary can be best explained by the urban hierarchy, and the relative location to Budapest.



In addition to Budapest, the major university and cultural centers of the country (Debrecen, Szeged, Pécs, etc.) play a decisive role with regard to the development of a creative economy.

Due to the transformation in the last twenty years, Hungarian cities have been integrated successfully into the European urban network, although there were serious economic difficulties during the global economic crisis in 2008–2009. At present the emergence of the creative knowledge sector is in an incipient stage in Hungary. However, the position of cities acting vigorously within the creative economy is advantageous and competitive (Kovács, Egedy, & Szabó 2011).

The global crisis also affected smaller countries with open economies like Hungary. Large cities and metropolitan regions appear as engines for local development even more. Pécs tends to pull towards the “winners”, meaning that the negative effects of the crisis were not so glaring. However, we must not forget that the development potential is not very high (Egedy 2012).

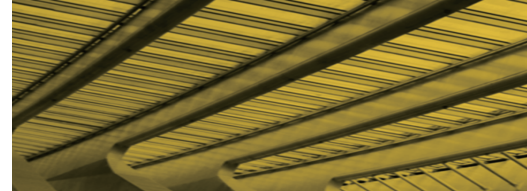


Pursuant to Decree No. 33/2015. (XI.3) of the General Assembly of the Municipal of Pécs on the performance of certain tasks related to urban development and urban rehabilitation, Pécsi Városfejlesztési Nonprofit Zrt. plays a role in the preparation and full implementation of projects to be carried out based on various tenders, and in the aftercare also. Pécsi Városfejlesztési Nonprofit Zrt. serves and manages the city's developments from the European Union and other sources as a non-profit business company exclusively owned by the Municipality. Taking all the tasks into consideration, the company's activities cover the management of at least 90-100 projects at the same time.

According to PécsInvest, it is worth investing in Pécs for the following reasons: 1. Maximum aid intensity of 50% (company-specific aid), 2. Favorable tax system (2% local business tax), 3. Highly skilled, foreign language speaking, affordable workforce (university city, 13 vocational training institutions, 10 university faculties, 210 majors, 20.000 students), 4. Excellent accessibility (airport, highway, railway), 5. Industrial parks with high quality services, 6. Partnership between the University of Pécs and the Pécs Vocational Training Center, 7. Livable city (public safety, sports, recreation, culture, UNESCO cultural site) (PécsInvest 2021).

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On October 7, 2020, the Ministry of Innovation and Technology unveiled its Creative Industry Strategy 2020-2030. The mission of the Ministry of Innovation and Technology is to help raise awareness of the strengths, seize the opportunities, strengthen jobs, and create new jobs considering sustainability also. The Creative Industry Strategy increases the opportunities for cooperation between sectoral actors and actively strengthens the future of the Hungarian creative industry. The Creative Industry Strategy also aims to develop a measurement system for the diversified creative industries to measure performance.



The Ministry of Innovation and Technology's Creative Industry Strategy makes the following proposals: a significant increase in the value added by the Hungarian creative industry, development of the export capacities, education and qualification, development of a support system, strengthening the cooperation by setting up an advocacy organization (Hungarian Ministry of Innovation and Technology 2020).

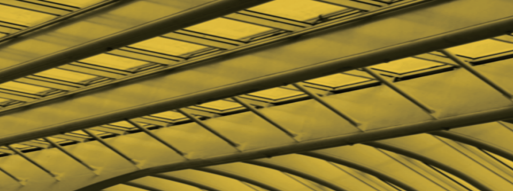
The SMART strategy of Baranya County (Pécs) was completed in cooperation with the National Office of Research, Development and Innovation, the Baranya County Government Office, the Baranya County Chamber of Industry, and large companies in the local economy, in which the key industries were also defined. In Baranya County 5 key industries contribute to the development of the economy and have an adequate knowledge base and R&D potential for the further developments: mechanical engineering and electronics, environmental industry, health industry and biotechnology, food industry, and creative industry. These industries are key to the region both in terms of revenue and employment. The local government of Pécs, the local chamber of industry, and the University of Pécs are also committed to finding partners for companies and research sites in the key industries that strengthen them both economically and socially. The Baranya County Government and the chamber helps investors find the right infrastructure, research site, support, and partners (PécsInvest 2021).

From 2007, cities in Central and Eastern Europe also could win the ECOC (European Capital of Culture) title. Pécs, as the only Hungarian ECOC to date, has implemented this program, proving that this project can revolutionize the relationship between culture and the city (Fekete & Morvay 2020).

Six Hungarian cities have also been included among the 190 cities with the most creative and cultural opportunities in thirty European countries, the European Commission announced in 2019. According to the European Commission, Budapest, Győr, Veszprém, Pécs, Szeged, and Debrecen also have a place among the top 190 cities. Regarding Pécs, the report mainly mentioned its multi-ethnic and multicultural composition, which "opens the door" to non-EU Balkan countries. The city's efforts to protect the culture of minorities and its attitude towards refugees from the Balkan war were highlighted. Among other things, they listed the city's early Christian monuments on the UNESCO World Heritage List and establishment of the Zsolnay Cultural Quarter (European Commission 2019).

The analysis of statistical data showed that, over the last fifteen years, significant restructuring took place within the Hungarian creative class in favour of knowledge-driven industries. In the early 2000s, the number of creative companies

and employees as well as revenues increased dynamically, but the economic crises broke the momentum and hit the creative industries first. A similar process took place in Southern Transdanubia, and in Baranya County as well. (Keresnyei & Egedy 2016).



Within the region, Pécs municipality appears as the only engine of the creative economy. However, for nearly a decade the city's creative economy and creative class has also been shrinking. In practice, knowledge-intensive branches and especially R&D and higher education represent a ray of hope for the creative class in Pécs. Empirical findings showed that features of the local creative class in Pécs meet the European global trends: personal factors play a key role and hard factors (such as land, labor, and capital) are also important but only to a lesser extent in the influx of creative people into the city and their settling-down within the city boundaries. In terms of decision making on the part of creatives, soft factors play only a subordinate role; however, as time goes by its importance increases significantly. For creative people the joy of work is the primary source of job satisfaction. With regard to the breakdown of satisfaction by industries, the role of motivating factors is the highest in branches where work is carried out in the traditional sense of creative work, while satisfaction in innovative and knowledge-intensive industries is dominated by hard factors. (Keresnyei & Egedy 2016).

Creatives working as employees and in bigger companies prefer hard factors, while self-employed ones working for small- and micro-enterprises favour motivating factors. According to the empirical findings, the main expectations of creative newcomers towards the city is to maintain a proper labour market providing a sufficient number of quality workplaces and jobs, while creatives already well embedded in the local labour market require more options to improve their personal networks and relationships (Keresnyei & Egedy 2016).

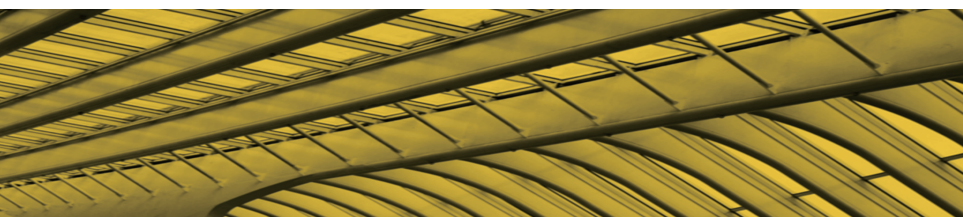
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### 3.2. Overview of Public Policy Documentation

Policy documents were gathered in the following way:

- A Hungarian-speaking research assistant from the University of Pécs conducted a web-based search of academic literature regarding the creative economy in Pécs and provided a summary of it.
- Data was gathered using leads from local contacts, as well as by searching the Pecs municipality website for policy documents and budgetary information.

Despite Pecs being selected as one of the European Capitals of Culture in 2010, there is a notable absence of current CCI-specific policy around this area. What tangentially related sources do exist are listed in the table below.



Selected 'creative economy' policy documents are listed in table 2. All the documents are in Hungarian, but the titles have been translated for the table.

Table 2 Existing 'creative economy' in Policy Documents

Title	What this document is about?	To what extent creative economies are discussed in the document? <sup>3</sup>
To the General Assembly of the Municipality of Pécs 26/2019. (VI.25.) Of the local government on the performance of local public cultural tasks	Legal framework for providing municipal support to cultural events in the city of Pécs.	Overall economy of the city of region (creative economies not mentioned specifically)
To the Local Government of the City of Pécs: foreign affairs concept	Economics strategy white paper focused on promoting international cooperation and collaboration in Pécs.	Creative economies mentioned (e.g. culture, cultural or creative sectors or industries, creative businesses/companies, creative workers/people/class, cultural hotspots/hubs)
Pécs county. City integrated settlement development strategy 2014-2020	Urban development framework with focus on the concept of SMART cities.	Creative economies not mentioned but addresses closely related topics (e.g. innovation, innovative industries/companies, knowledge cities, knowledge-intensive sectors)
Pécs MJV urban development concept: 2014-2030	Framework for sustainable development strategy of Pécs.	Creative economies mentioned (e.g. culture, cultural or creative sectors or industries, creative businesses/companies, creative workers/people/class, cultural hotspots/hubs)
Youth Policy Concept and Action Program of the Local Government of the City of Pécs: 2017-2022	A conceptual framework for understanding the experience of young residents of Pécs and for identifying ways in which their contributions can be integrated into municipal programmes, as well as how municipal programmes can best serve Pécs youths.	Creative economies not mentioned but addresses closely related topics (e.g. innovation, innovative industries/companies, knowledge cities, knowledge-intensive sectors)

<sup>3</sup> The classification includes four categories:

- Focus on creative economies
- Creative economies mentioned (e.g. culture, cultural or creative sectors or industries, creative businesses/companies, creative workers/people/class, cultural hotspots/hubs)
- Creative economies not mentioned but addresses closely related topics (e.g. innovation, innovative industries/companies, knowledge cities, knowledge-intensive sectors)
- Overall economy of the city or region (creative economies not mentioned specifically)

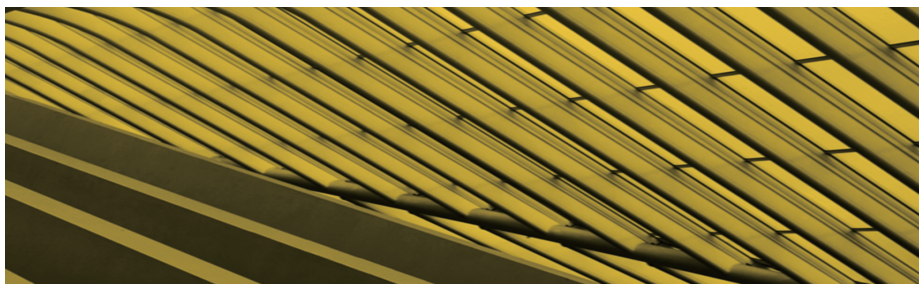


Economic Program of the City of Pecs with County Rights: 2020-2025	Framework for municipal and regional development, with particular emphasis on digitisation and tourism.	Creative economies mentioned (e.g. culture, cultural or creative sectors or industries, creative businesses/companies, creative workers/people/class, cultural hotspots/hubs)
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### 3.3. Terminology and Stakeholders of Public Policy

What language / terms do these policy documents use?

Considering creative economy in general, and particularly CCIs, policy documentation from the Pecs municipality tends to allude to both in very general terms. The term 'culture', for example, is used almost exclusive to refer to the culture of the city of Pecs, or to the cultural heritage of the city of Pecs. Where references are made to creative economy or to innovation by means of CCIs, no details are provided and scarcely any concerted emphasis is made.



CCIs appear to be, in general, relegated to the background with emphasis being placed on digitization and/or tourism. These observations from the policy documents are mirrored in the study by Egedy (2017), who highlighted a shift from the ideology of 'creative city' to the ideology of 'smart city' following the financial crisis.

The aforementioned is a clearly observable trend in policy documents up to the last Economic Development Program (Economic Program of the City of Pecs With County Rights [Pécs Megyei Jogú Város Gazdasági Programja 2020 – 2025.]), where cultural and creative industries, as well as sustainability and inclusivity among city's varied demographics, are mentioned more explicitly, albeit still superficially. Inclusivity is also mentioned in the Youth Policy Concept and Action Program of the Local Government of the City of Pécs 2017-2022 (Pécs Megyei Jogú Város Önkormányzatának Ifjúságpolitikai Konceptiója és Cselekvési Programja 2017-2022) document, although not elaborated upon in meaningful detail.

See appendix 2 for a list of key term usage in the policy documents.

Who is responsible for ‘creative economy policy’ in Pécs?

How – and how much – ‘creative economy’ policy has been developed?

There does not appear to be a single private or public body ‘responsible’ for creative economy in Pécs. The Chamber of Commerce and Industry of Pécs-Baranya (CCIPB) (<http://www.pbkik.hu>) – a non-profit public corporation that is a regional partner of Enterprise Europe Network, and the Pécs Cultural Creative Industry Cluster (<http://www.kikk.hu/en/>) – a private membership association – are two notable institutions that support and develop the creative economy in the city of Pécs. They, however, are not directly involved in the policymaking of the municipality.


The current municipal budget (2021. Pécs MJV.Önkormányzata összevont költségvetési mérlege) does list funding allocated to certain specialist cultural organizations, such as the ‘Cultural association of Miners’, ‘Gypsy Cultural Association’, ‘Pécsbánya Cultural Association’, ‘Pécs Association of the Railwaymen’, and ‘Pécs Cultural Centre’. These are heritage and/or cultural centers of one kind or another, catering, for the most part, either to ethnic minorities or to historic occupational groups. It is further evident from the municipal budget that no significant municipal resources are allocated towards fostering CCIs beyond relatively small sums earmarked for various ad hoc events (such as festivals).

While the information on the municipal policies of developing creative economy is scarce, the two abovementioned non-governmental organisations are the most visible in working towards local, regional and international development of the creative sector of Pécs.

According to information published in Eurocities website and Pécs Cultural Creative Industry Cluster website, the Pécs Cultural Creative Industry Cluster (CCIC) was established in 2007 as part of Pécs European Capital of Culture (ECoC) 2010, with a view to sustaining the development of the nascent CCI ecosystem beyond the ECoC. The cultural cluster is an institute of the Cultural Innovation Competence Centre, acting as an umbrella organisation for the creative industry of the region.

The main objectives of the creative cluster include:

- promoting the cultural and creative network in Pécs and its region, and coordinating with local stakeholders in the innovation industry;
- dealing with plans and projects affecting the cultural sector in the regional smart specialisation strategy (Regional Innovation Systems and Competitiveness Development “Pólus”), and generating innovative actions within the region;
- establishing a suitable training system for CCIs;
- raising the profile of local CCIs and acting as an interface to connect them with international networks and projects.



The main challenges the CCIC came across were the fact that cultural and creative actors in the city initially lacked recognition and promotion. The rapid decline in mining affected the economy of Pécs, which needed a new, fresh and long-lasting boost. CCIs were seen as an opportunity in that regard.

In this context, the city needed to redefine its identity, since it was mostly known as a mining and industrial city and this required adequate action to better reflect the city's evolution.

CCIC acts in many ways as a broker for project development, leveraging funds and cooperation opportunities for local actors.

Besides the creative cluster, the Chamber of Commerce and Industry of Pécs-Baranya (CCIPB) can be considered as another important player in developing the regional creative economy.

According to information published on the Enterprise Europe Network website, CCIPB is a non-profit organization, that plays a prominent role in the Hungarian business chamber network. It is engaged both in business and social activities and is an active supporter and coordinator of the implementation of the regional economic development strategy, jointly with the university, the city and major companies. Its further objectives include the development of innovation potential and export readiness of SMEs, to develop their business opportunities through EU financed projects.

CCIPB as the economic self-government strives to identify and transfer new development and competitiveness potentials not only to the member companies but to the economy of the region as well.

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### **3.4. Thematic Review of Public Policy Documentation**

#### **3.4.1. Creative Economy Policy & Cultural Opportunity**

N/A – see above.

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#### **3.4.2. Creative Business Development & Entrepreneurship**

N/A – see above.

### 3.4.3. Higher Education & Creative Workers

Pécs is home to a higher education institution with a long-standing tradition – The University of Pécs. Today University of Pécs offers a variety of programmes relevant for CCIs and CCI development, including degree programmes in entrepreneurship, culture, arts, and regional development. Faculty of cultural sciences, education, and regional development, for example, hosts a number of Pécs-centric events aimed at promoting and development municipal and regional heritage. The faculty of music and visual arts is a unique centre Hungary, integrating training in music and fine arts. The business school, however, offers no programmes that could fuse, or serve as a bridge between the creative courses offered by the university and business subjects.

Besides the university, there is another higher education institution that is specialised in theological studies – The Episcopal Theological College of Pécs. The college's education is essentially faith-based, with courses in Catholic theology, Christian philosophy and social sciences.

Is there a creative Higher Education strategy for Pécs? Or is there a Higher Education strategy that includes any specific reference to creative Higher Education within it?

The only mention of CCIs in this document is found under the strategic direction “Development of the entrepreneurship, entrepreneurial knowledge and skills of the citizens at the University, establishment of a University Entrepreneurship Center in order to facilitate the market access of small and medium-sized enterprises and ideas, inventions and industrial applications born at the University (Az Egyetem polgárainak vállalkozóságának, vállalkozói tudás-készségének, képességének fejlesztése, Egyetemi vállalkozási központ létrehozása a kis és közepes vállalkozások, illetve az Egyetemen született ötletek, találmányok, ipari alkalmazások piacra jutásának elősegítése érdekében)”, in a sub-point: industrial exploitation of research results involving companies in the region in the fields of creative industries, pharmaceuticals, health care and informatics. This is the extent to which creative industries are elaborated upon.

Higher Education strategy, much like the cultural development strategy, is directed from Budapest, e.g. Ministry of Education.

Are HEIs included in policy discussions of the creative economy? If so, how?

No, primarily because there is no policy discussion of the creative economy.

Are there specific discussions or recommendations for attracting students to the area to study creative subjects?

Not on municipal level, there have been initiatives of the university itself mostly.





Are there any imagined or predicted challenges / opportunities in relation to students in general?

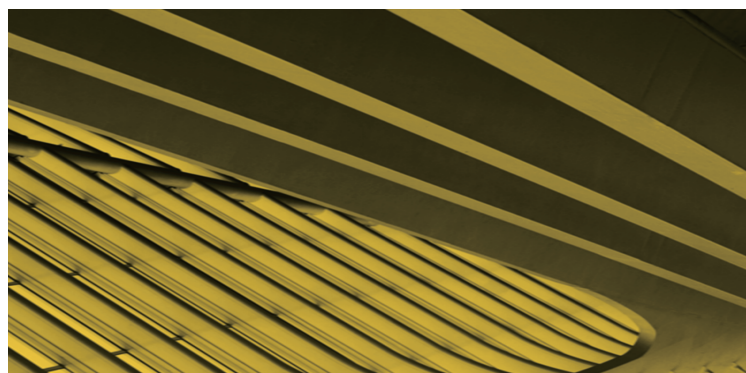
Not on municipal level.

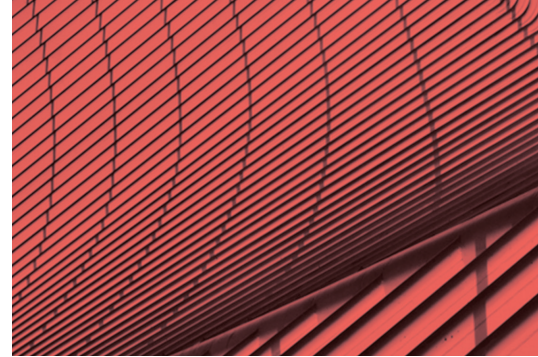
How are creative / cultural workers described, imagined, or referenced in these documents?

N/A.

Do these policy documents include input from the creative/cultural workforce? If so, whose voices are included?

Unclear – policy documents are authored by institutions/offices and are addressed to institutions/offices. No specific stakeholder groups are directly identified.





# 4. Conclusions

## 4.1. Headline Findings from the Preceding Analysis

The preceding review of existing studies, policy documentation and data provides an important insight of how creative economy is currently imagined, managed and governed within Pécs. This provides a set of key insights that DISCE's research speaks to, as we offer new understandings and possibilities for creative economy in Pécs – with our empirical findings, conceptual innovations, and policy recommendations to be published at the end of the project, in 2022.

Our analysis of the existing academic and policy documents related to 'creative economy' in Pécs leads to the following conclusions:

1. Academic studies suggest that a more rapid development of the cultural sector and a self-identification as a 'City of culture' for Pécs started before 2010 when it became the European Capital of Culture. Cultural heritage and its preservation also seem to be some of the main focuses in the city when it comes to development and investment in the cultural sector.
2. There have been observations that the ideology of 'creative city' changed to the ideology of 'smart city' following the financial crisis. The focus on R&D in the region of Baranya relate to five key sectors: mechanical engineering and electronics, environmental industry, health industry and biotechnology, food industry, creative industry. There is one university in the city of Pécs and it offers several study programs in different fields that are relevant to the CCIs.
3. The city of Pécs does not seem to have a separate strategy for creative economy or higher education in creative economy. Still, there are some policy documents that suggest that culture is a key sector of the city while more focus within the municipal level is put on cultural heritage, digitization, and tourism. Creative economies are independently supported by non-public sector institutions, primarily the Pécs Cultural Creative Industry Cluster which collaborates with the Chamber of Commerce and Industry of Pécs-Baranya, a non-profit public corporation.
4. Some municipal funding is allocated to certain specialist cultural organizations, such as historic occupational groups or ethnic minority cultural groups, signalling about a certain level of inclusivity in the local policy directed towards the creative sector.

## 4.2. DISCE's Approach & Next Steps

Our distinctive methodological approach challenges and expands prevailing accounts of creative economy, offering new insights into how creative economies can be supported to develop inclusively and sustainably. Our approach to the creative economy is deliberately very inclusive: involving not only people who work in the 'creative industries' and those who do creative jobs outside of the creative industries. We also include people involved in creative activities outside of paid employment. This is integral to our 'ecological' framework, in which we emphasise the interconnections and interdependencies between cultural and creative activities of many kinds, including 'everyday', amateur and community creativity.

We have therefore been very mindful about how we reach and recruit our research participants: ensuring our recruitment is not constrained by relying on a small number of gatekeepers. In Pécs, the research participants were recruited according to the distribution per category, e.g. creative workers, community group members etc. Collaboration with the Cultural Creative Industry Cluster (kikk.hu) in Pécs helped us to identify populations that were relevant to this research. In this way, the mapping was part of our data collection and an important part of the participant recruitment process – ensuring a deeper investigation of where the creative economy takes place, beyond the most visible sites.

We conducted 25 semi-structured interviews in Pécs, including a deliberately wide range of people involved in the creative economy in the city. This diversity of participants in our research will be reflected in the distinctive insights into Pécs's creative economy to be published in 2022.

To keep up to date with these publications, please sign up to the [DISCE](#) project email list via our project website. Here you can also read reports providing more detail on the distinctiveness of DISCE ecological approach to studying and developing creative economies: for example, in our case study framework (2019) and our initial policy briefing (2020). These and other DISCE publications can be accessed here: <https://disce.eu/publications/>.

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**Enterprise Europe Network. Chamber of Commerce and Industry of Pécs-Baranya.** <<http://www.enterprise-europe.hu/en/contact/chamber-of-commerce-and-industry-of-pecs-baranya>>, accessed 09.02.2022.

**Eurocities. Regional creative cluster: Sustaining a creative ecosystem.** <[http://nws.eurocities.eu/MediaShell/media/Pecs\\_Cultural%20Creative%20Industry%20Cluster\\_28102015.pdf](http://nws.eurocities.eu/MediaShell/media/Pecs_Cultural%20Creative%20Industry%20Cluster_28102015.pdf)>, accessed 09.02.2022.

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**Local Government of the City of Pecs (2017).** Youth Policy Concept and Action Program of the Local Government of the City of Pécs 2017-2022 [Pécs Megyei Jogú Város Önkormányzatának Ifjúságpolitikai Koncepciója és Cselekvési Programja 2017-2022]. <[https://gov.pecs.hu/staticPage/index/strat\\_dokumentumok.php](https://gov.pecs.hu/staticPage/index/strat_dokumentumok.php)>, accessed 14.10.2021.

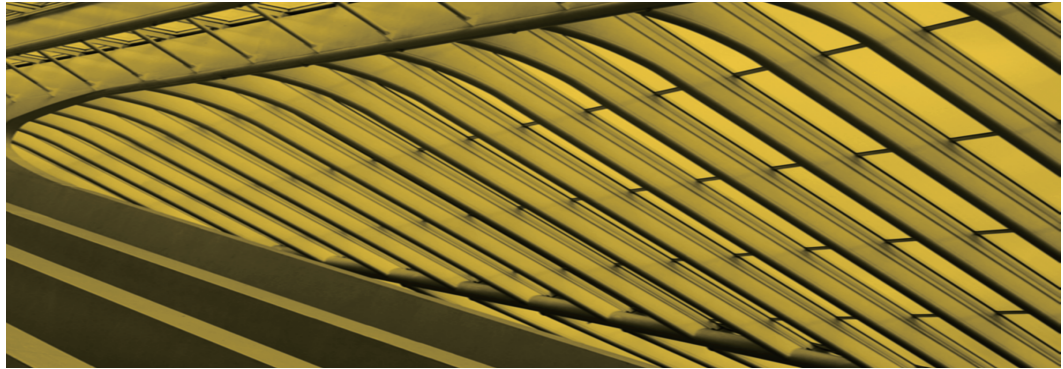
**Local Government of the City of Pecs (2019).** Economic Program of the City of Pecs With County Rights [Pécs Megyei Jogú Város Gazdasági Programja 2020 – 2025.]. <[https://gov.pecs.hu/staticPage/index/strat\\_dokumentumok.php](https://gov.pecs.hu/staticPage/index/strat_dokumentumok.php)>, accessed 14.10.2021.

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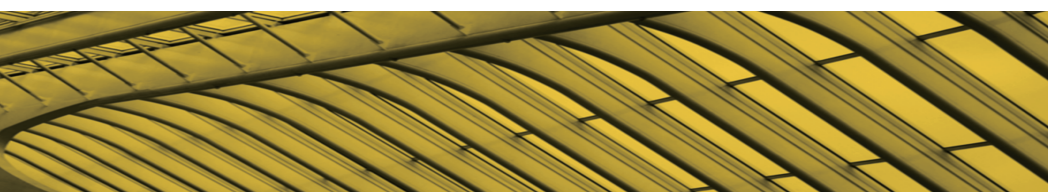


# Appendices

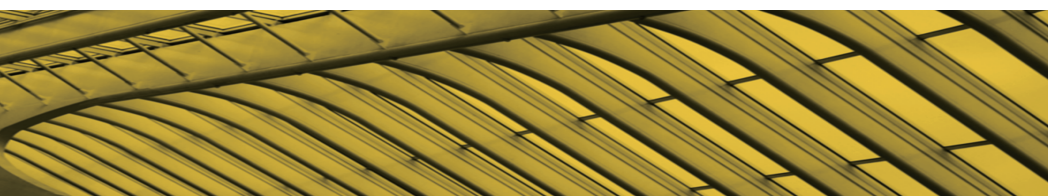
## Appendix 1 – List of academic studies: including overview of each paper & use of DISCE key terms.

Publication	What the paper is about	Key arguments	DISCE keywords
Ságvári, B. (2005). On the theory of the creative economy. Budapest: ELTE.	An introductory, overview text on creative economies in Hungarian.	That creative economies are a real thing and that 'creative class' is a meaningful socio-economic designation.	Creative, innovation, inclusive, culture
Egedy, T. (2012). Impacts of economic crisis on the competitiveness of large cities in Hungary. Földrajzi Közlemények, 420-438.	Outline of the effects of the economic crisis on socio-economics in Hungary.	Globalized, liberal market economies need to pursue inclusive and sustainable growth strategies in order to mitigate effects of economic downturns, but ineffective public policy and misguided political decision-making are a significant impediment even where those strategies are in place.	Inclusivity, sustainability, economy, innovation
Egedy, T. (2017). Urban development paradigms in the new millennium – The creative city and the smart city. Földrajzi Közlemények, 254-262.	Literature review and theoretical framework on development of creative and smart cities in Hungary.	Creative city was a concept popular pre-2008 financial crisis, after which point it fell out of favor and was replaced by the concept of smart city.	Creative, economy

Fekete, D., & Morvay, S. (2020). Quantitative comparative analysis of the cultural-tourism-financial potential of creative cities (on the example of Debrecen, Győr and Veszprém). Területi Statisztika, 548-566.	Comparison of bids for European Capital of Culture 2023 between three Hungarian cities.	The authors developed and applied a survey model having 14 indicators for a quantitative comparative analysis of the cultural, tourism and financial potential of the three cities.  Comparing 2 large and 1 medium-sized cities in Hungary, the authors conclude that not only in Central and Eastern Europe, but also in Hungary, stronger efforts are made to have culturally rich and creative cities.	Creative, culture, economy
Hungarian Ministry of Innovation and Technology. (2020). Creative Industry Strategy. Budapest: Ministry of Innovation and Technology (Hungary).	Developmental strategy to foster CCI. Involves creation of new performance metrics and a national coordinating body.	N/A	Creative, cultural, industry, innovation
Kereszneyi, K. A. (2015). A kreatív iparágak és a kreatív osztály helyzete Pécsen az elméleti és a regionális gazdasági elemzések tükrében. Pécs: PTE KTK Regionális Politika és Gazdaságtani Doktori Iskola.	Doctoral thesis about CCIs in Pécs.	CCIs in Pécs enjoy strong rooting in city's cultural heritage, and that developed infrastructure is an antecedent for development of CCIs.	Culture, heritage, creative, innovation, sustainability



Kereszneyi, K., & Egedy, T. (2016). A pécsi kreatív osztály helyzetének értékelése statisztikai és empirikus kutatások alapján. Tér és Társadalom (Space and Society), 57-78.	Analysis of creative class in Pecs.	Primary expectations of creative newcomers towards the city is to maintain a functional labour market providing a sufficient number of quality workplaces and jobs, while creatives already well embedded in the local labour market require more options to improve their personal networks and relationships	Economy, creative, creative class, networks, culture, sustainability.
Kovács, Z., Egedy, T., & Szabó, B. (2011). Geographical aspects of creative economy in Hungary. Tér és társadalom (Space and Society), 42-62.	Geographical analysis of creative economy in Hungary.	<p>The development of creative and knowledge intensive industries in provincial cities is somewhat lagging behind that of the capital city, but their gradual</p> <p>catching-up is indicative of positive shifts and promising for the future. The spatial</p> <p>distribution of the creative workforce in Hungary can be best explained by the</p> <p>urban hierarchy, and the relative location to Budapest. In addition to Budapest, the</p> <p>major university and cultural centres of the country (Debrecen, Szeged, Pécs, etc.)</p> <p>play a decisive role with regard to the development of a creative economy.</p>	creative economy, creative class, knowledge-based society, innovation





## Appendix 2 – Use of Terms Related to ‘creative economy’ in Existing Policy Documentation (Section 7)

1) Policy documents use the following terms when speaking about topics related to “creative economy”:

- Creative economy (Local Government of the City of Pécs. (2011). Foreign Affairs Concept [Pécs Megyei Jogú Város Önkormányzatának külügyi koncepciója];;
- Dissemination of knowledge (General Assambly of the Municipality of Pecs. (2019). On The Performance of Local Public Cultural Tasks of the Local Government. [Pécs Megyei Jogú Város Önkormányzata Közgyűlésének 26/2019. (VI.25.) önkormányzati rendelete a helyi közművelődési feladatok ellátásáról].
- Creative industry/ies (Local Government of the City of Pécs. (2011). Foreign Affairs Concept [Pécs Megyei Jogú Város Önkormányzatának külügyi koncepciója]; )
- Cultural and creative industry/ies (Local Government of the City of Pécs. (2011). Foreign Affairs Concept [Pécs Megyei Jogú Város Önkormányzatának külügyi koncepciója])
- Cultural zone (Local Government of the City of Pécs. (2011). Foreign Affairs Concept [Pécs Megyei Jogú Város Önkormányzatának külügyi koncepciója];;
- Creative cultural sphere (Local Government of the City of Pécs. (2011). Foreign Affairs Concept [Pécs Megyei Jogú Város Önkormányzatának külügyi koncepciója].
- Creative organizations (Local Government of the City of Pecs. (2017). Youth Policy Concept and Action Program of the Local Government of the City of Pécs 2017-2022 [Pécs Megyei Jogú Város Önkormányzatának Ifjúságpolitikai Konceptiója és Cselekvési Programja 2017-2022]

2) Term “inclusive” is used in the following ways but not necessarily in the contexts of “creative economy”:

- Inclusive growth (Local Government of the City of Pecs. (2017). Youth Policy Concept and Action Program of the Local Government of the City of Pécs 2017-2022 [Pécs Megyei Jogú Város Önkormányzatának Ifjúságpolitikai Konceptiója és Cselekvési Programja 2017-2022].)
- Inclusive attitude/atmosphere (Local Government of the City of Pecs. (2017). Youth Policy Concept and Action Program of the Local Government of the City of Pécs 2017-2022 [Pécs Megyei Jogú Város Önkormányzatának Ifjúságpolitikai Konceptiója és Cselekvési Programja 2017-2022];

- Social inclusion (Local Government of the City of Pecs [Pécs Megyei Jogú Város Önkormányzata Közgyűlése ]. (2014b). Pécs City With County Rights Urban Development Concept 2014-2030 [Pécs MJV városfejlesztési Konceptió 2014-2030];

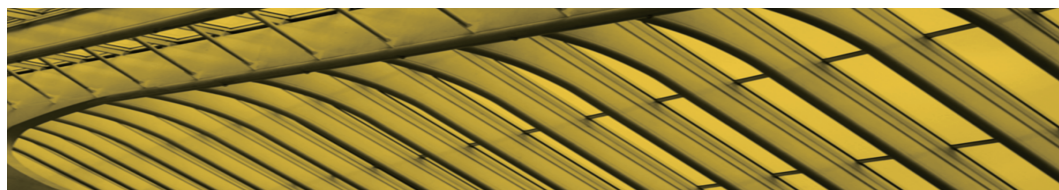
3) Term “sustainable” appears in the following ways but not necessarily in a connection with the “creative economy” (mostly used when addressing general development of the region, economy, urban management, environmental issues):

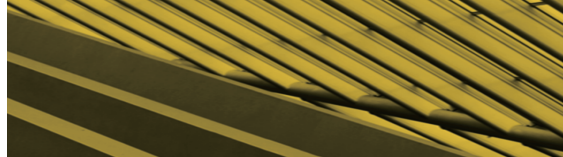
- Sustainable development (strategy) (Local Government of the City of Pécs. (2011). Foreign Affairs Concept [Pécs Megyei Jogú Város Önkormányzatának külügyi koncepciója].; Local Government of the City of Pecs [Pécs Megyei Jogú Város Önkormányzata Közgyűlése]. (2014b). Pécs City With County Rights Urban Development Concept 2014-2030 [Pécs MJV városfejlesztési Konceptió 2014-2030]; Local Government of the City of Pecs. (2017). Youth Policy Concept and Action Program of the Local Government of the City of Pécs 2017-2022 [Pécs Megyei Jogú Város Önkormányzatának Ifjúságpolitikai Konceptiója és Cselekvési Programja 2017-2022] )
- Sustainability of well-being (Local Government of the City of Pécs. (2011). Foreign Affairs Concept [Pécs Megyei Jogú Város Önkormányzatának külügyi koncepciója].
- Sustainable human resources (Local Government of the City of Pécs. (2011). Foreign Affairs Concept [Pécs Megyei Jogú Város Önkormányzatának külügyi koncepciója].
- Sustainable urban development (Local Government of the City of Pécs. (2011). Foreign Affairs Concept [Pécs Megyei Jogú Város Önkormányzatának külügyi koncepciója]; Local Government of the City of Pecs [Pécs Megyei Jogú Város Önkormányzata Közgyűlése ]. (2014b). Pécs City With County Rights Urban Development Concept 2014-2030 [Pécs MJV városfejlesztési Konceptió 2014-2030];
- Sustainable demographic process (Local Government of the City of Pecs. (2017). Youth Policy Concept and Action Program of the Local Government of the City of Pécs 2017-2022 [Pécs Megyei Jogú Város Önkormányzatának Ifjúságpolitikai Konceptiója és Cselekvési Programja 2017-2022]

4) Terms used in connection to “cultural participation”:

- Harmonious intercultural collaboration (Local Government of the City of Pécs. (2011). Foreign Affairs Concept [Pécs Megyei Jogú Város Önkormányzatának külügyi koncepciója].
- Economic-cultural collaboration (Local Government of the City of Pécs. (2011). Foreign Affairs Concept [Pécs Megyei Jogú Város Önkormányzatának külügyi koncepciója].

- International cultural cooperation (Local Government of the City of Pécs. (2011). Foreign Affairs Concept [Pécs Megyei Jogú Város Önkormányzatának külügyi koncepciója].
- Accessible, diverse cultural program (Local Government of the City of Pecs [Pécs Megyei Jogú Város Önkormányzata Közgyűlése]. (2014b). Pécs City With County Rights Urban Development Concept 2014-2030 [Pécs MJV városfejlesztési Koncepció 2014-2030]; Local Government of the City of Pecs. (2017). Youth Policy Concept and Action Program of the Local Government of the City of Pécs 2017-2022 [Pécs Megyei Jogú Város Önkormányzatának Ifjúságpolitikai Koncepciója és Cselekvési Programja 2017-2022]; Local Government of the City of Pecs. (2019). Economic Program of the City of Pecs With County Rights [Pécs Megyei Jogú Város Gazdasági Programja 2020 – 2025.]
- Developing creativity and talent (Local Government of the City of Pécs. (2011). Foreign Affairs Concept [Pécs Megyei Jogú Város Önkormányzatának külügyi koncepciója].)
- City of culture (Local Government of the City of Pecs [Pécs Megyei Jogú Város Önkormányzata Közgyűlése ]. (2014b). Pécs City With County Rights Urban Development Concept 2014-2030 [Pécs MJV városfejlesztési Koncepció 2014-2030]
- Cultural capital (Local Government of the City of Pecs [Pécs Megyei Jogú Város Önkormányzata Közgyűlése ]. (2014b). Pécs City With County Rights Urban Development Concept 2014-2030 [Pécs MJV városfejlesztési Koncepció 2014-2030];
- Liveable city (Local Government of the City of Pecs. (2017). Youth Policy Concept and Action Program of the Local Government of the City of Pécs 2017-2022 [Pécs Megyei Jogú Város Önkormányzatának Ifjúságpolitikai Koncepciója és Cselekvési Programja 2017-2022]; Local Government of the City of Pecs. (2019). Economic Program of the City of Pecs With County Rights [Pécs Megyei Jogú Város Gazdasági Programja 2020 – 2025.]





5) Terms used in connection to “(cultural/creative) higher education”:

- Education for heritage protection (Local Government of the City of Pécs. (2011). Foreign Affairs Concept [Pécs Megyei Jogú Város Önkormányzatának külügyi koncepciója].
- Infrastructure development (Local Government of the City of Pécs. (2011). Foreign Affairs Concept [Pécs Megyei Jogú Város Önkormányzatának külügyi koncepciója].
- Regional institutional functions (Local Government of the City of Pecs [Pécs Megyei Jogú Város Önkormányzata Közgyűlése ]. (2014b). Pécs City With County Rights Urban Development Concept 2014-2030 [Pécs MJV városfejlesztési Koncepció 2014-2030];

6) Mostly policy documents speak of cultural/creative professional education which is obtained through vocational training after the general basic education or cultural education that is connected with the general basic education of the school children:

- Cultural education (General Assembly of the Municipality of Pecs. (2019). On The Performance of Local Public Cultural Tasks of the Local Government. [Pécs Megyei Jogú Város Önkormányzata Közgyűlésének 26/2019. (VI.25.) önkormányzati rendelete a helyi közművelődési feladatok ellátásáról].);
- Public education of disadvantaged groups (General Assembly of the Municipality of Pecs. (2019). On The Performance of Local Public Cultural Tasks of the Local Government. [Pécs Megyei Jogú Város Önkormányzata Közgyűlésének 26/2019. (VI.25.) önkormányzati rendelete a helyi közművelődési feladatok ellátásáról].); Local Government of the City of Pecs. (2017). Youth Policy Concept and Action Program of the Local Government of the City of Pécs 2017-2022 [Pécs Megyei Jogú Város Önkormányzatának Ifjúságpolitikai Koncepciója és Cselekvési Programja 2017-2022];
- Professional cultural education (Local Government of the City of Pécs. (2011). Foreign Affairs Concept [Pécs Megyei Jogú Város Önkormányzatának külügyi koncepciója].

