GREEN ZONE

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BEST PRACTICE BANK

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functional space that is used for meetings, workshops and lectures, and can be converted into a restaurant when needed, which is a significant source of income for the society. The restaurant is closed and opens only on prior reservations.

The ethno farm has two full-time employees who take care of its operation, but the locals also help a lot.

Many events take place on the ethno farm, which have now become permanent and well-known. Such as the Tavankut fruit and craft festival, the harvest festival, the “Children are the ornaments of the World” children's folklore festival, and the annual folklore and tambura concert. These events attract hundreds of participants and visitors every year.

Two busloads of tourists visit Donji Tavankut every weekend, most of them coming from Croatia, Slovenia and Hungary, but there have also been visitors from China. On average, more than 1000 tourists come to the village every year.

Preface

These good practices were selected according to the following criteria:
- theoretically sound;
- preceded by a needs and wants assessment and/or a strong background of experience at the level of needs and wants;
- the elements of the programme are coherent and build on strong interconnection;
- programme elements are systematic;
- positive synergies are created which multiply efficiency and effectiveness;
- a web of effects is created;
- an appropriate method of implementation has been chosen during the implementation;
- the level of accessing participants is appropriate;
- users are satisfied;
- further improvements are expected and anticipated, but is complete in its present form.

In summary, the structure, content and methods of the programme are synergistically linked and the approach is culturally competent.

The partnership organizations working in different fields have also chosen different methods and content for collecting good practices. However, the good practices chosen are relevant to our target group (prisoners and released people) and to the topic (sustainable development, ecotourism).

We have benefited from the good practices presented here, both parts of them and in their systematic operation.

Good reading, browsing, idea and innovation collection to everyone!

Mészáros Mercedes and the GREEN ZONE team

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In 2018, the ethno farm became the best in the category of rural farms and households.

The farm has 16 suppliers from whom it buys brandy, wine, meat, eggs, milk, cheese, vegetables, fruit, and honey (all products that can be purchased in the Tavankut area). As a result, rural production is motivated and economically supported. They not only cherish the cultural heritage, but also the authenticity of the gastronomic offer.

The main attraction of folk crafts is pictures, postcards, ornaments, jewelry, hair accessories and anything else that can be made from straw. Annual income of 15-17 thousand euros is generated from the sale of souvenirs and pictures made of straw.
Every supplier's products are sold (sweet and savory confectioneries, compotes, jams, pickled vegetables, fruit juices, etc. made by local women) - all handcrafted products produced using techniques and methods based on traditions.

The society has been managing the rural tourism of the farm since 2011. HKPD MATIJA GUBEC (Hrvatskog kulturno-prosvjetnog društva "Matija Gubec") was founded in 1946. It currently has 300 active members in many departments. The members of the society are mainly active in the field of cultural heritage preservation and village tourism development. It bases its operation on volunteers working on projects (local, regional and EU). The society's primary goal is not profit, but covering costs and operating within the self-sustaining concept. The society is recognized as a leader in rural activism and has received many awards, the most important of which are: the Charter of the President of the Republic of Croatia for special contribution to the preservation of cultural heritage and the recognition of the Provincial Government in the category of the most prepared village in village tourism.

The society has a gallery (The gallery of the first naive of straw techniques), where visitors can see the works of individuals who work and create with the straw techniques (the traditional techniques of straw weaving in Vojvodina, as well as the new techniques adopted at the World Straw Congress held in Tavankut in 2014).

The gallery aims to implement the "52 weeks of traditional culture" project. The essence of this is that every week a new exhibition theme, technique, method - the essence of each of them is the preservation of tradition, traditional and folk techniques, themes, content, etc. - is determined, and the exhibition changes accordingly. On the site of the gallery there is a multi-

VI. Salaš Balaževi• (Balaževi• farm)

"We don't just do this, we also live it."

Location: Donji Tavankut, Serbia

Date of formation: 2011

Implementer: Croatian Cultural and Educational Society "Matija Gubec" - HKPD Matija Gubec

In the northern part of Subotica, in Donji Tavankut, along the Hungarian border, lies the "Balažević" farm house, built in 1909, which has preserved its original form to this day. In the will of the archaeologist Jasna Balažević (who worked for the Ministry of Culture for the protection of the historical heritage in Zagreb), the farm house and its farm together with the nine and a half hectares of land were left to the Croatian Cultural and Educational Society "Matija Gubec". There are seven rooms with two bathrooms in the building. There is also a large semi-enclosed summer terrace, which is used for various events, trainings and celebrations (there is also space for weddings, engagement and formal dinners). The farmhouse is furnished in an ethnic style, with preserved furniture from a rural Pannonian house. They've kept the traditional architecture and the interior itself, but they've also introduced a little bit of commercialization, as it's the only way to be self-sustaining.

I. HulladékÚt (WasteWay)

KNSZFfF/170-8/2017.

Supporter: Ministry of Agriculture

Project duration: 01.10.2017-31.03.2018

Implementer: Váltó-sáv Alapítvány

Implementation venues: Állampuszta National Prison, Solt facility, Kalocsa Strict and Medium Regime Prison, Márianosztra Strict and Medium Regime Prison, Balassagyarmat Strict and Medium Regime Prison, Juvenile Prison, Tököl, Juvenile Prison, Kecskemét (2 wards) – 7 implementation venues in total.

The target group is the prisoners who are forced to stay in a totally closed institution. The demarcated target group is part of the "population", fits perfectly in "the broadest section of society".

The listed penitentiaries include both male and female prisoners, as well as juveniles (female and male) and those serving pre-trial and final prison sentences. Most of them already have families (children) of their own, so their attitude and behavior forming also affect those of their family members. Furthermore, the method of "pollination" in a totally closed institution means that not only those in direct contact with us are affected, but also the wider environment: fellow cellmates, other inmates, etc.

The target group is characterized by the fact that they are all consumers, both inside the totally enclosed institution and after release.

The project also fits the target group in its objectives, approach and information content. The social reintegration of released persons in all areas of life means a change of attitude and behavior through the acquisition of new knowledge, skills and information. Change always requires activity, and this is also the case for the activities carried out under the project. In

addition to specific knowledge, a more general, holistic approach is also applied: the skills acquired here (thriftiness, awareness, responsibility, competent decision-making, etc.) can be put to good use, transferred and applied in other areas of life.

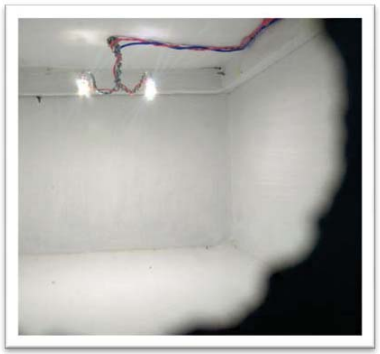
The overall aim of the project is to educate responsible and active citizens, with a focus on environmental awareness and thinking, the promotion of separate waste collection and environmental education in general. This fits in well with the development strategy of the target group, and the attitude formation as a method and task is also crucial.

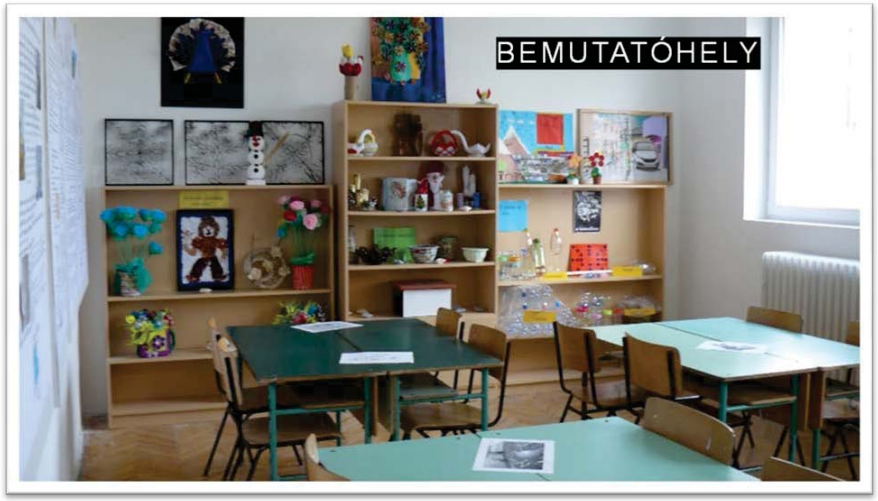
Disadvantaged people with low competence levels tend to have knowledge and skill deficits in a number of areas that are obvious to members of the majority society (due to, among other things, higher education levels). A closed institution can provide an opportunity to make up for some skill gaps or to provide big amount of knowledge - although of course it is very important to choose the right method for these. Reintegration programmes have little focus on environmental awareness, even though this is an integral part of our daily lives. Awareness-raising and specific lifestyle change programmes are mainly aimed at maintaining the personality, even though cognitive content is crucial in bringing about change. Attitude and lifestyle change are closely linked, we are part of our environment, and recognizing the interaction is essential. In our view, this type of programme should be run by an NGO with considerable knowledge, expertise and experience of the prison world, the target group and the prison staff. For many years, Váltó-sáv Alapítvány has been working with the primary target group, and since 2009, in order to strengthen social inclusiveness, also with target groups that have a primary and clear impact on the prison population: prison staff, employers, helping professionals, members of the majority society.

Váltó-sáv Alapítvány has developed a number of training programmes for the target group, and is well aware of the lack of motivation, but also knows how to raise it. It has a good understanding of the methods and opportunities that provide the possibility of change/desire to change.

In planning the specific activities of this project, the following factors have been taken into account in the design of the concept:

- detainees and their families are unmotivated, and find it difficult to move towards any kind of change;





- the target group is characterized by low income rates, which requires thriftiness, cost-cutting and cost-conscious planning;
- “exploitation” of the environment, not only because of crime, but also because of the primary target group in general;
- such methods are needed that require continuous activity on the part of the participants;
- the content should be colorful, the publications/games should also have pictograms for making their use easier and due to low competence levels (so-called visual control);
- very practical and hands-on knowledge and content should be conveyed for persuasion and acceptance;
- who conveys the information and with what credibility is very important for the target group;
- the target group has a very strong emotional impressionability (i.e. in the present context: if they accept the non-formal programme staff because they feel “loved” by them, they are willing to embrace information, work together, pay attention and observe discipline);
- in the case of the target group, it is particularly salient that they have a strong influence on how and in what way the people around them act;
- the individual interest is very high for the target group (persuasion as to “why it is worth it” for them personally).

Objectives:

- developing responsible, environmentally aware attitude and thinking in a group of the prison population (and their families);
- promoting separate waste collection;
- starting to develop conscious consumer behavior/purchasing; starting to change consumption habits;
- achieving lower environmental pressures in the short and longer term;
- spreading and developing competent and responsible choices and behavior;
- reaching and educating a target group that is difficult to reach, “invisible” but not negligible in terms of environmental impact.

Implemented activities:

I. **Contacting** the penitentiaries (Állampuszta National Prison, Solt facility, Kalocsa Strict and Medium Regime Prison, Márianosztra Strict and Medium Regime Prison, Balassagyarmat Strict and Medium Regime Prison, Juvenile Prison, Tököl, Juvenile Prison, Kecskemét).

II. Implementation, realization of **Selective RoadShows** with 3 sessions per prisons for the prisoners (3x6 venues, 18 sessions in total, 2 hours per session, venues: Állampuszta National Prison, Solt facility, Kalocsa Strict and Medium Regime Prison, Márianosztra Strict and Medium Regime Prison, Balassagyarmat Strict and Medium Regime Prison, Juvenile Prison, Tököl, Juvenile Prison, Kecskemét – 2 wards; furthermore, at the 6 venues +1 repeater/recap session, 2 hours per session – event);

Event/workshop: 1 series of 3 sessions, 18 sessions in total, 2 hours per session, number of participants/workshop: 12-15 people. It is recommended to run 1 session in every two weeks. In addition, 1 repeater/recap session at each of the 6 locations (6 sessions/2 hours in total), 4 weeks after the 3-session series.

Objective of the program element

- promotion of separate waste collection
- preventing the generation of waste
- recycling materials that became waste.

Structure:

Session 1: introduction, getting to know each other, programme presentation. Human needs and environmental needs (Maslow hierarchy of needs). Exercise: assessing and prioritizing human needs. Exercise 2: Examining the components of the Happy Planet Index (HPI) (ecological footprint and HPI "calculation"). What is waste? Basic concepts with instruction sheets. Separate waste collection: benefits, options. What is separate waste collection (portfolio)?

Session 2: The conscious shopper: shopping habits, ways to change. How advertising works, the conscious shopper - over-consumption. Favorite advertisements - messages, exploring

The following methodological directions were followed:

- knowledge transfer - simple "conversation" session, with active assessment at the end (e.g. exit slip, quiz, questionnaire, drawing);
- contributing to the wards - creating sustainability elements for the whole ward;
- contribution to a demonstration site - creating demonstration tools, posters for inmate workshops;
- preparation for a "talent show" (sculpture, installation, rap, drama, poetry, etc.).

Regarding the topic "What do I know about energy saving?" (N=114 persons), i.e. 38% of the prison population completed the tests (10 questions on the topics of water consumption, heating, insulation, electricity) without errors.

Heating wisely! test (N=108) was completed correctly by 3 of the prisoners. Overall, it could be seen that the target group members were the least informed about waste management.

The leaders shared their knowledge and experience with 50 staff members in 5x2 interactive small group discussions and workshops, incorporated their experience into their prisoner relations, and organize workshops for a total of 500 prisoners to transfer practical skills and knowledge. The objective of the workshops was to develop a discussion process that could help to achieve common environmental and energy objectives through a deeper understanding of the institutional culture.

V. Awareness-raising programmes for the prison bodies

KEHOP-5.4.1-16-2016-000175

Supporter:	European Union - European structural and investment funds
Project duration:	01.09.2019-31.08.2022
Implementer:	Foundation for the Support of Prisoners and Prison Workers
Implementation venues:	Tököl National Prison, Juvenile Prison, Tököl, Central Hospital of the Prison Service, Tököl

The objective of the project is to increase the level of knowledge and commitment to sustainability of the participants through the active involvement of staff and prisoners. The programme helped to transfer knowledge and practice of sustainable development in a hard-to-reach community.

The programme involved a total of 61 staff and 500 prisoners. The training of 10 institute staff + 1 main project coordinator "leader" on sustainable development took place in the institute in a 3x1-day training. The aim of the trainings is to build internal capacity and knowledge that could be integrated in a sustainable way into the functioning of the institution. The tangible outcome of the training was a demonstration awareness-raising workshop with the participation of the leaders.

In parallel with the transfer of sustainability and energy-conscious knowledge, methodological training was also provided for the organization and holding of prisoner workshops, as well as for the awareness-raising of prisoners and prison staff.

The topic plans were based around the key messages: "The child as a value", "Pocket protection", "Advantage from disadvantage". Household energy, household waste, shopping and consumption, and transport were covered in more detail.

"deep messages". Waste reduction: ideas, examples, options (brain storming). What is recycling (portfolio)? The most common eco-labels (portfolio).

Session 3: Possibilities for alternative gift giving: making gifts from scrap (wallets from soda cans, zippered pen holders, envelopes/card holders (http://ovodasgyerekek.blogspot.hu/2014/01/uditos-dobozbol-penztarca.html, http://www.makeit-loveit.com/2015/01/no-sew-zipper-cases-from-old-soda-or-water-bottles.html?utm_source=feedburner&utm_medium=feed&utm_campaign=Feed:+MakeItAndLoveIt+(Make+It+and+Love+It, and many other ideas on the internet, as well as in our own publication http://www.valtosav.hu/, http://www.preproject.hu/# stb.).

Session +1 (4 weeks after the last session)
Recap session: creative exercises: board game (self-developed board game created from ideas of existing board games: WASTE REDUCER) and repeater/recap quiz questions on the topic.

The programme includes environmental education, raising environmental awareness, learning about responsible behavior and the information needed to do so. The 3 sessions are a series built on top of each other.

III. 1 quiz **(WasteQUIZ)** per penitentiary institutions (6 venues) - eco prizes for the winners. Multiple choice questions and other creative exercises, min. 4 teams of 3 people per site (Állampuszta National Prison, Solt facility, Kalocsa Strict and Medium Regime Prison, Márianosztra Strict and Medium Regime Prison, Balassagyarmat Strict and Medium Regime Prison, Juvenile Prison, Tököl, Juvenile Prison, Kecskemét – 2 wards).
Quiz: 1 session per penitentiary institution (4 prisons / 6 venues), 1 session/2 hours, 6 sessions in total
Min. 4 teams of 3 people, multiple-choice tests and other interactive creative exercises and tasks to promote separate waste collection, waste prevention and recycling. Participants will receive a "learning aid pack" prepared by us before the competition (at least 3 weeks before the competition).

IV. Re-use arts and crafts programmes in the following penitentiary institutions: Állampuszta National Prison, Solt facility, Kalocsa Strict and Medium Regime Prison, Juvenile Prison, Tököl – 1 programme is 6 session in total, 3 venues/18 sessions). Workshop:

recycling materials that have become waste; in 3 prison, 1 series of programmes is 5 sessions, 15 sessions in total, 2 hours per session: recycling of paper, plastic, textiles, glass, metal and other materials in every session. The creations are gifts for family members (strengthening family ties), improving creativity and thriftiness, environmental awareness. Use of ideas provided by the organization and own materials collected by the participants, realization of own ideas.

Presentation of the results achieved:

- The programme was attended by 114 prisoners. A total of 27 female prisoners (8 juveniles, 19 adult women) and 87 male prisoners (17 juveniles, 70 adult men).
- The organization has produced a publication on the subject,
- A set of questions and solutions for the quizzes carried out were developed.
- Our organization started to address the issue in a conscious and conceptual way, reducing its environmental impact and switching to the use of “green paper” (recycled).
- We have reached a relatively large number of the hard-to-reach, “invisible” target group (prisoners and their families), which is not negligible in terms of environmental impact, and have raised awareness of the issue and the field.
- The website of the programme (http://www.valtosav.hu/hulladekut/index.html), a sub-site of Váltó-sáv Alapítvány’s, has been created.

birds since childhood. Previously, he also participated in the work of the bird ringing camps in Šupljak, so the farm proved to be an ideal location for him. He carried out pre-determined, precisely defined tasks and jobs, which he also reported on a daily basis. When guests arrived at the farm, we could entrust part of the presentation to him. He spoke both Hungarian and Serbian, which is a great advantage in Serbia. He spent one day a week with his family, but often returned disturbed and upset, but spoke little about what happened at home. Supervised occupational therapy would have been the most suitable rehabilitation method for him.

For him, working in nature, tour guiding were the tasks that could generate self-confidence, inner peace, joy of work and self-esteem. Due to family reasons, we were forced to stop working with him after one year. The attempt can still be labeled as successful, because the time spent on the farm was certainly valuable for him both personally and from a reintegration point of view.

environment and nature, handicrafts such as weaving, spinning, working with clay, various creative workshops and, of course, the revival of forgotten children's toys are also popular.

The Rokin Salaš, as a community space, has been a venue for youth meetings at various levels for a long time. Recently, the trend has become more and more pronounced for young Hungarians living in different parts of the Carpathian basin to meet here, organize joint programs, get to know each other, and make friends. Thanks to several cross-border European Union founded projects, Rokin Salaš has also accommodate larger groups. The summer music festival, known as Róka Fest, takes place here, which is actually aimed at the younger age group: a community-building art festival.

Another mission of the Rokin Salaš is to deal with young people who have passive, recreational, mediatized, aimless leisure habits that take place in a digital environment. We organize artistic and creative programs where young people can also show themselves: what they feel they are best at. We operate a safe, creative and active community space for them. We offer program opportunities that inspire learning and are based on social participation for both younger and older age groups.

Rokin Salaš is considered a pioneer of village/farm tourism in the region. Student tourism has a history of nearly thirty years, usually the smallest children get to know the secrets of the region house, the lakeside, and the reeds during their one-day trips. Rokin Salaš is also popular in the field of green ecotourism, because we can present the values of the nature reserve with a professional guide.

In recent decades, it has become more and more obvious that the fate of human societies is based on a reasonable relationship with nature. This requires not only the knowledge of nature, but also a desire to preserve it. An increasing proportion of the population lives in urban conditions, where the growing generation cannot get to know nature and experience its laws. The essence of environmental education is direct experience and gaining experiences, and through these, establishing the right relationship with nature.

In this area, we have already tried to employ an inmate released from prison. We are talking about a person struggling with integration, social, but primarily financial problems, who was interested in the events and phenomena of nature, the flora and fauna, but primarily the life of

II. Furioso Adventure Park

Location: Šupljak, Serbia

Date of formation: 2010, 2017

Implementer: Furioso Ltd.

Šupljak is a settlement close to Palić with tradition preservation and great tourist potential. The current biggest challenge in the field of tourism is that there are not enough attractions in Palić, so guests only stay for 1-2 nights. Our goal is to increase the number of nights per guest as much as possible (as in to keep tourists here as long as possible). The Furioso Adventure Park is one of the keys to this.

The Furioso Equestrian Center was established in 2010 in Šupljak, with the aim of providing equestrian and other services related to Hungarian agricultural traditions to the local population and tourists, who, thanks to Palić, are arriving in increasing numbers from both home and abroad (mainly from Hungary). The Furioso Equestrian Center was transformed into an adventure park in 2017 with the construction of a historical adventure park.

want to honor in a special way.) can be seen in the area near the lake. In the living room, an exhibition of everyday objects, tools and utensils preserves memories of the past.

A masterpiece of peasant architecture, the layout of its localities no longer follows the traditional triple-segmentation type. The built-in stove in the kitchen and the “siphon” oven built in the room overlooking the lake are of special value.

The Szalma farm operated as a boathouse until the mid-seventies of the last century. The boatmen (Szalma family) lived there, who for forty years transported the farmers to church, the fair, the weekly market in Šupljak and the so-called Association - children hurrying to school, to the other side of the lake. The statue of St. John of Nepomuk, the patron saint of fishermen and people commuting on water, stood in the yard of the farm, which was unfortunately removed from its original place by unauthorized hands. It is currently located at the Nosa Bridge. Based on contemporary photographs, there was also a pig sty, a hen house, and a barn in the farmyard. During the renovation of the farm, these outbuildings were rebuilt.

The reeds below Szalma farm and the part of the lake called the Yellow Shore used to be a popular fishing spot. Many boats were kept on the steep bank, moored to the jetty running into the reeds. The lake was not yet silted up and the legendary abundance of fish is still remembered by the older people of the meadow.

The ethnographic collection of more than a thousand utilitarian objects at Rokin Salaš makes a great contribution to the preservation of the material and spiritual cultural heritage of North Bačka.

The Etnolife tradition preserving NGO manages the two farms. The basic goal of the association is to explore, nurture and present the material and spiritual values of our folk culture. In addition to maintaining traditions and operating the region house, the association’s other tasks are the following: environmental education, study/student excursions, and the organization and conduct of summer camps, etc.

In July and August, the farm yard is noisy from the camps. Farm vacations and summer camps have been a lasting experience and an unforgettable adventure for several generations. A good number of the children returns to us year after year. In addition to knowledge of the

IV. Rokin Salaš (Fox farm)

Location: Nosa, Serbia

Date of formation: 2001

Implementer: Etnolife tradition preserving NGO

The building complex known as Rokin Salaš (in Hungarian: Róka-tanya) is located 18 km from Subotica, near the village of Nosa, on the eastern shore of Lake Ludas. It was formed from the merging of two accommodation units (Róka and Szalma farm), built next to each other.

The older Rokin Salaš (its age is not known exactly, but it can be assumed that it was built in the second half of the 19th century) is the last original building in the area, which preserves the architectural characteristics of the North-Bácska thatched-roof, pitched-wall, triple-segmented so-called Pannonian house type. Furnace stoves that can be heated under the open chimney, places, inlaid stoves, and foal stoves are still in operation here today. The original decorative objects of the “clean room” (room in which the owners do not usually stay, but which is always kept clean, mostly only for decoration or to receive a guest whom the owners

The Adventure Park, as an ecotourism center, is located on the edge of the protected Lake Ludas nature reserve, with all natural materials used in the buildings and utensils, and tourists and other guests can get a taste of the traditional ecological way of life, the quiet of the countryside and get away from the hustle and bustle of the city.

With the help of a grant from the Prosperitati Foundation, 3 rooms have been built, in which a total of 6 people can sleep comfortably. Each room has its own bathroom, TV and internet access. With the help of this grant, we can offer our visitors a complex programme, including accommodation, meals and a wide range of ecotourism activities.

From this year onwards, Furioso Ltd. considered room rentals as one of its main activities, in addition to the organization of programs. The furnishing of the rooms was entirely self-financed, and in 2020 further improvements were made (renovation of the common rooms and reconstruction of the social rooms).

In 2020, the range of ecotourism services offered by the Furioso Adventure Park was further expanded with the construction of a bicycle rest area right on the shores of Lake Ludas.

The historical adventure park, designed by archaeologist Péter Ricz, chief museologist, is based on archaeological and historical monuments. The whole adventure park is made of natural materials (wood, reeds), only the rope courses are made of metal ropes and the safety systems for the participants are made of plastic.

During the development of the adventure park, three objects were purchased:

- Hungarian conquest era yurt: It is 5 meters in diameter, has a wooden floor, the frame is made of hardwood, which is covered with felt and a waterproof tarpaulin. In the yurt, the life of the occupying Hungarians is presented, including the presentation of replicas of migration-era tools and objects. In the yurt, with the professional help of our animators, tourists can try various ancient crafts and prepare dishes from the time of the conquest.

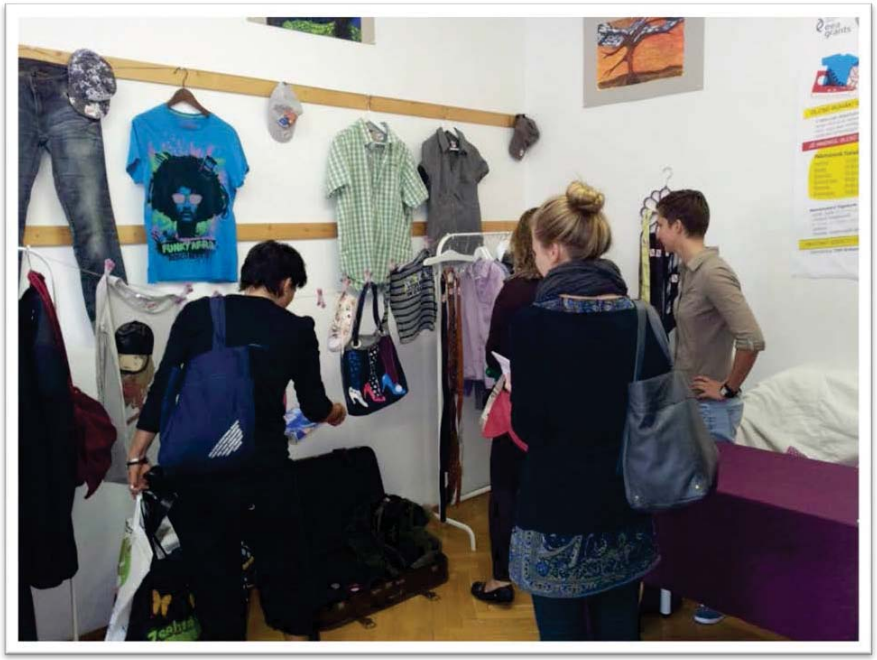
- Medieval castle with suspension bridge and bastions: was set up next to the yurt. It is made of wood, 4.5 meters high and has a floor area of 5x5 meters. On one side of the castle there is a climbing wall for adults, and on the other side there is a rope ladder for children, on which they can try to conquer the castle. Connected to the castle, 3 wire rope courses of different difficulty for different age groups were built on 4 wooden columns, through which tourists can conquer the castle by solving different skill tasks. Inside the castle, we created a knight's room, where visitors can learn about the period of the last castles through educational panels. We also planned an escape route from the castle (by sliding down a rope course, those who stayed inside can "escape from the enemy").
- Horse-riding arena with sandy soil: built next to the castle, it is 16 x 40 meters big, with an auditorium with wooden benches for a total of 100 spectators. As part of the equestrian arena, a circular track suitable for the presentation of Roman-era horse-drawn carriages, an area for equestrian archery with target boards, and palisades for medieval knightly demonstrations were created. The world of outlaws and colts, as well as the paraphernalia of bandit life, can be presented on the track.

In a later phase of the project, a Hungarian indigenous animal exhibition area (grey cattle, racka sheep, mangalica, goat, hen and turkey, curly-feathered goose) was built, which, in addition to providing a complex presentation of the life of our ancestors, adds an additional attraction to the ecotourism offer of the area.

The park (except for the coldest months) is open for nine months of the year.

Since the opening of the adventure park, the number of visitors has been steadily increasing. We welcome around 5000 visitors a year (1/3 foreign and two thirds domestic), which can be divided into four segments:

The first and most numerous groups of visitors come from the neighboring schools as well as from Serbia and Hungary, mainly in the months of May and June and in September and October as school excursionists. These groups typically spend half a day in the Adventure Park and the other half in Palić or Subotica. For them, we offer an intensive programme of activities, including carriage rides, horse riding, Adventure Park, native animals and



Methods:

1. **Váltó-sáv Information Base:** information service, individual case management/helping relationship, psychosocial care, mental health care.
2. **Charity Shop:** donation collecting, distribution, recycling of proceeds, redistribution of remaining donations.
3. **Related services: community activities (bringing socially diverse groups closer together):** re-use/recycling, manual skill development, community development, structured leisure time, value creation, group method, sensitization, strengthening family/people relationships.

Target group(s) directly affected by the project: prisoners and released people, their families, relatives and human relations - 500 persons.

Target group(s) indirectly affected by the project: organizations/professionals directly/indirectly dealing with the problems of the target group (prisoners and released prisoners), the wider community of the abovementioned target group, the social public, the majority society, donors - 1000 persons.

Documenting the results/impacts:

- Váltó-sáv Information Base: attendance sheet + client log (description of the meeting, problem identification and response, joint assessment of the situation and cooperation), and satisfaction questionnaires (how satisfied are you with the service? - 1 page);
- Charity Shop: donation log for receipt of donations (date, amount/type of donation), selling: invoices; distribution: donation log;
- Re-use craft programmes: attendance sheet + group log, photos of items made and evaluation sheets;
- Change Café: attendance sheet + group log, photos and satisfaction questionnaire;
- Related Group: attendance sheet + group log and evaluation sheets.

archaeological sites in the area. They can also try out archery, old crafts and, if they still have some free time left, relax in the playground.

The second most popular activity is the organization of children's birthday parties, which are possible from the beginning of April to the end of October. On weekdays, we offer one afternoon term for the celebrants, but on the weekends, we welcome the little celebrants in three terms. Each birthday celebration consists of two and a half hours, during which it is possible to ride a horse, ride in a carriage, climb a wall, depending on the age of the group members, and use the Adventure Park, of course, in addition to the ceremonial cutting of the cake. Each celebrant receives a commemorative poster with the handprints of the guests, and we also organize skill and craft tasks for the children with the help of our animators. Celebrants can still use the playground, other games and get to know the native animals.

Our third target group is individual visitors, who come mainly to try out the Adventure Park and the horse riding, carriage riding and archery opportunities. Of course, they can also visit the animals, the exhibition of old tools, the yurt and its collection of Migration Period items.

In addition, we also organize company and family events, which are mainly held on weekends, and can be just the celebration, but in many cases, carriage rides, horse riding, archery, etc. are also requested as a part of the program.

The bicycle rest area was built on the shore of the lake, outside the buffer zone, as the lake has been a first-level protected natural area since 1977 under the Ramsar Convention. In addition to preserved natural values (many species of birds, fish and plants are characteristics of swamp-marsh ecosystems), the area also has cultural values, archaeological sites, village architecture and traditional crafts. The wonderful landscape with the lake and tall reeds is a special value of the reserve. This area is bordered by 3 possible EuroVelo routes (EuroVelo 6, 11, 13).

The bicycle rest area was built as part of the Interreg Danube Transnational program called ECO VELO TOUR, and as part of the IPA CRO-SRB project called PanonaNet Intereg, additional public furniture was procured.

The bicycle rest area is built from natural materials and consists of the following elements:

- observation tower to observe birds and biodiversity
- service and storage room for cyclists
- kitchenette corner
- washrooms with shower and toilet
- covered terrace with a place suitable for lighting a fire

Additional public furniture:

- wood tables and benches
- trash cans
- information boards
- surveillance cameras
- lamps

The facility is located in a grassy area, with paths, and the sidewalks have a bricked surface made of ecological material. The facility requires regular maintenance: mowing the grass, cleaning the paths and sidewalks, emptying trash cans, replacing trash bags, cleaning toilets and the kitchenette, minor repairs, etc. This requires manual workers who can also fill in the role of greeter or animator if necessary. So these workers received training on the biodiversity of the lake, cycling routes around the lake, the heritage and tradition of the local population, as well as on local curiosities and customs.

3. Related services: community activities (bringing socially diverse groups closer together)

3.1. Re-use/craft programmes in the Foundation's community space (1 session every two weeks): recycling, using some of the donations as raw materials, involving the released people/family members/interested people/visitors/shoppers etc. (community development).

3.2. Re-use/crafts programmes in penitentiary institution (one session per month in 3 prisons in the Central Hungary region): the aim is to re-sell, recycle and use unsold/unsellable donations as raw materials. Additional objectives and tasks: 1. development of manual skills and structured leisure time in a totally closed institution, value creation; 2. strengthening family ties (self-made gifts for family members, children), 3. inducting helping group conversations in a "spinning atmosphere" (joint activities and work, creation/evaluation of own situation, values, etc.), 4. Partial and temporary breaking of prison hierarchy (helping each other, joint work and creation). Some of the re-use items got to be sold in the Charity Shop.

3.3. Change Café: provides a monthly opportunity for professionals, interested people, relatives, civilians and affected people, etc. to discuss, exchange ideas, think together and think further. Each session has a central topic, on which speakers, experts and discussion partners are invited. The meeting provided an opportunity to "immerse" oneself in the topic, the field of expertise, and to think together.

3.4. Relatives' Group: in the support work it is important to run a Relatives' Group, which is organized for relatives of prisoners or released prisoners to discuss and support them in their specific problems and strategies for solving them. In addition to allowing relatives to "talk out" their concerns, issues, it is also a conscious preparation for the release of their family member/relatives, to understand/process the special state of mind that the newly released person is experiencing. In addition, it is important to discuss the possibilities for help/support, and where are the limits of all this in terms of family/human relationships.

possibility of “contacting” the helping professionals during detention. The Base forms a “link” between the client and the adequate (identified) source of help. The request for help is usually focused on a specific issue/task to be solved, but experience shows that the person using the Base generally possesses a range of problems; the service is almost always complemented by individual case management/helping relationship, psychosocial care, mental health care. People who visit our office can use the Foundation’s infrastructure free of charge to manage their affairs (work, housing, etc.). We have a computer in our common room (40 sqm) and a corner for “chatting and relaxing” (sofa, armchairs, reading, games).

2. Charity Shop

Following the example of the Anglo-Saxon countries, the point of the Shop is receiving donations and selling them cheaply; clothes that are no longer needed by the givers but can still be valuable and useful to others. Most of the 40-sqm communal space of the 140-sqm rented office is a “store”. As a first step, we were looking for donations of clothes and toys, with donations being accepted 3 days a week (including one weekend day). Shopping was always available during our opening hours. Significant client traffic meant that you could browse through the clothes/toy selection before, during and after using the services of the Base. The aim was to be accessible/affordable (cheap price), but at the same time it was important to give the target group members the opportunity to take responsibility for shaping their own life, i.e. to contribute indirectly to the support work of the organization and to help their peers. Since its creation, the Foundation employs 4 people who have been released from prison during the project period and who have also been heavily involved in the work of the Charity Shop. The tasks of the Charity Shop segmented are:

2.1. Receiving used, not needed items (clothing, toys) as donations (collection)
2.2. Distribution of donations (sale)
2.3. Use of the proceeds from donations for the employment of the target group, for the operation of the Foundation (i.e. to support the target group)
2.4. Distribution of remaining donations - making “uniform packages” with target group members and delivering them to those in need (family members of prisoners, people about to be released, etc.)

The focus is on ecotourism for cyclists, who can be domestic tourists, tourists from cross-border regions, hikers and active leisure time spenders or local residents.

This rest area is a practical example of how to combine cycling tourism with local ecotourism, which requires additional manpower and cooperation with the local population. The workforce can be used not only in season but also in the off-season to maintain the rest area and train greeters and animators.

III. VÁLTÓ PONT (CHANGE POINT)

NCTA-2013-3066-F

Supporter: Norway Grants
Project duration: 01.08.2013-31.01.2014
Implementer: Váltó-sáv Alapítvány
Implementation venues: penitentiary institutions, Change Point community space

In general, people, "ordinary citizens" learn about crime and criminals from the mass media, which often gives a distorted picture of reality. This is typical of both "fictional" depictions of crime (=crime fiction, detective stories) and informative programmes. In these programmes, the criminal is portrayed as brutal, unsportsmanlike, selfish, despicable, being the embodiment of evil, whose only aim is to fight, to be a man of unbridled power; we learn almost nothing about their human relationships and socialization. In modern societies, the population essentially overestimates the possibilities of formal social control and underestimates those of informal control (family, school, neighborhood, local communities, human relations, etc.). Citizen responsibility is not reflected in the areas of law enforcement, crime prevention and violence reduction. Individual responsibility is the one almost exclusively emphasized in the case of crime, with no social responsibility.

Through our professional activities (we have been working with the target group since 1997, and as an independent foundation since 2002), Váltó-sáv Alapítvány has been continuously innovating in a variety of ways over the years. Between 2008 and 2011, we ran an anti-discrimination project supported by the Open Society Institute, which made it clear to us that our aim and task is not only to develop the target group, but also to sensitize the majority society and reduce prejudice. The "business" framework of the Charity Shop is the opportunity for this project, which promises to be a new and exciting work in the life of our organization. In addition, from 2013 onwards, our priority is to strengthen and develop our

activities "outside" (outside of prisons), as this has been less emphasized in our previous activities.

Direct, concrete objectives:

- Strengthening family, relatives and other community ties.
- Providing basic social services to the socially vulnerable target group (prisoners, released prisoners and their families/people relations).
- Launching, operating and developing a Charity Shop.
- Providing services aimed at strengthening social inclusion (homemade gifts, providing professional and general community programmes, facilitation of external social/people-to-people programmes/services).
- Sustainable development: what the majority of society sees as waste/trash, "recycling" it back into social functioning (inclusion) or reusing the objects (thriftiness, creativity, value creation, community).

Long-term, general objectives:

- Reducing economic/social and/or political marginalization, creating opportunities for (re)integration.
- Triggering a change in social attitudes towards the target group members and the problem.
- Combating discrimination, exclusion and inequality of opportunity.

Services/activities of CHANGE POINT (project):

1. Váltó-sáv Information Base

The Base is an information centre, run and developed specifically for the target group, their relatives and professionals. The Base can provide information assistance during detention, immediately before release and after release in the following areas: housing, employment/work, training/education, human relations, social/health care, practical matters/knowledge/information, document replacement, etc. In practice, the Base is a social information service, which is largely visited in person by the target group members at the operational headquarters, but also offers the possibility of online administration and the