

**THE SOCIAL LAND PROGRAM  
IS TOOL OF THE SOCIAL CONVERGENCE**

information leaflet

translated by Gábor Szerdahelyi

## **The social land program is the most traditional active social policy program in Hungary.**

The social land program was launched in 1992 by the Welfare Ministry's Bureau of Social Crisis Management Programs launched. The social land program is not a recent institution in the Hungarian welfare system. The end of the 19th century and between the two world wars it was the part of the social policy based mainly on charitable supplies in that time.

## **Social land programs are supported by domestic sources.**

Since 1992, the program is coordinated by the Ministry of Social Affairs, the financial base will be provided exclusively from national sources to operate program. The yield is multiplied by the support, the result is can be expressed not only in numbers.

## **The support of the social land program is initiated from the beginning in a tendering system.**

Annual invitations to tender determine the comprehensive and concrete objectives of the program, the scope and responsibilities of the operators, the available resources and the rules relating to the use of the aid amount.

## **The general objectives of the program are permanent.**

During quarter of a century the all-in and long-term goals of the social land program are to activate the household and economic activity of families living in rural disadvantaged areas, to improve the ability of self-sustaining, to maintain and strengthen their abilities for working, and thus to increase their chances to convergence to the society and the labour market.



On the 25th anniversary of social land programs supported by the Ministry of Human Resources on March 22-23, 2018 in Lakitelek (with title of "*The roots of the national convergence policy - 25 years of social land program*") the participants - who undertook different roles in the operation - remembered to the beginnings, evaluated the experience acquainted in a quarter century and proposed some suggestions for the development of the program in the following period.

## **SOCIAL LAND PROGRAMS 2010-2018**

**Professional Policy changes - CONTINUOUS RENEWAL in the application system**

### **From 2011 onwards: A new element of support is social land program together with Public Employment**

Objective: to strengthen the employment component of the programs, to create the relation between the two devices of the social convergence.

### **2012: The support system of social land program becomes three-pillar**

1. A social land program with public employment
2. Program for vegetable garden and pets
3. New support Item: Asset-acquisition and development program (goal: to support the conditions of production for the market).

### **2013: New support element is to ensure resources for procurement of tools needed to create social shops**

To support creating the Social stores for meeting the demand and supply.

### **From 2015: Support for social land programs will continue in two calls for tender**

in addition to the social land program with Public Employment the invitation for tender appears for a Social agricultural management-Social land program. The change of the programs' name modifies the support goals.

### **2017: An element of public employment is separated from the other two pillars.**

The new designation for applications for support of social land programs: **Garden Culture and Small Animal Social Land Program**. **New item in the invitation to tender is**, that the operators, who realized the social land program at least 4 times in the 2010-2016 period, must be established a Pattern Garden in their new program with a special 200,000 HUF surplus subsidy.

### **2018: The Social Land Program coupled with Public Employment is integrated into the Ministry of the Interior's public employment program.**

*Source: Social land program as a means of social convergence*

*2011-2017, Presentation by Attila Sztojka, Lakitelek, March 22, 2018*

## GOALS OF THE INVITATION TO TENDER FOR SUPPORT OF THE SOCIAL LAND PROGRAM AND THE SCOPE OF THOSE ENTITLED TO SUBMIT APPLICATION, 2018.

### „1.The goal of the invitation

1.1. The invitation supports and develops the livelihoods of needy households, contributes to the improvement of their quality of life, increases the independent existence chances of the involved households.

1.2. The invitation targets the realization and development of the involved families' self-reliance and self-sustaining ability. The continuous activity in the cultivating and keeping small animals results in a great deal of work experience and it demands responsibility from the members of the family as well. Apart from the usefulness of leisure time, the family's earning function is also strengthened.

1.3. The Vegetables Garden and Pets Social Land Program contributes

- to the mitigation of territorial disadvantages;
- to improving the local social and economic well-being, to create sustainability;
- to activating the beneficiaries and improving their employability;
- to improving the livelihoods and quality of life of disadvantaged people, especially Romas;
- to strengthening the social inclusion, to creating work-based local co-operations;
- to enhancement of the consciousness of the co-operation and coexistence of local society by the joint work together with Roma national minority self-governments, civil and ecclesiastical organizations, non-profit economics companies and social cooperatives.

### 2.3. The scope of those entitled to submit applications

- **Local government**, with together the local (according to the place of the implementation of the program) Roma minority of the settlement (with together county/territorial Roma national minority self-government in the absence of the previous one) on basis of a cooperation agreement.
- **Association of local governments having legal personality**, with together the local (according to the place of the implementation of the program) Roma minority of the settlement (with together county / territorial Roma national minority self-government in the absence of the previous one) on basis of a cooperation agreement.
- **Municipal national minority self-government**, with together the local (according to the place of the implementation of the program) government or with an association of local governments with legal personality on basis of a cooperation agreement.
- **Non-profit business entity which is supplying public tasks and is functioning by the interest participation of the local government** (if the public task is not performed in the form of non-commercial economic activity) with together the local (according to the place of the implementation of the program) Roma minority in the place of implementation of the program (with together the county / territorial Roma national minority in the absence of the previous one) on basis of a cooperation agreement.
- **Civil organizations with public or outstanding public benefit qualifications, foundations and their alliances** with together the local (according to the place of the implementation of the program) Roma national minority self-government (with together the county / regional Roma national minority self-government in absence of the previous one) on the basis of a cooperation agreement.
- **Church, church legal person** with together the local (according to the place of the implementation of the program) Roma national minority self-government (with together the

county / regional Roma national minority self-government in absence of the previous one) on the basis of a cooperation agreement.

- **Social cooperatives**, with together the local (according to the place of the implementation of the program) government or the association of local governments having legal personality and the Roma national minority self-government (county / regional Roma minority self-government in absence of the previous one) on the basis of a cooperation agreement."

*Source: <http://palyzatok.org/tag/emet/>*

**SOCIAL LAND PROGRAM RELATED TO PUBLIC EMPLOYMENT  
DATA AND INDICATORS OF COMPONENT „A”, 2011-2017**

year	source (million HUF)	number of applications have been won support (pcs)	number of public employees (person)
2011	300	168	1388
2012	170	101	1401
2013	250	151	799
2014	250	184	509
2015	130	143	567
2016	26,1	14	164
2017	24,1	11	119

Source: Social land program as a means of social convergence  
2011-2017, Presentation by Attila Sztojka, Lakitelek, March 22, 2018

**THE SOCIAL LAND PROGRAM  
THE SUPPORT DATA OF COMPONENT "B" AND "C", 2013-2017**

year	component „B”		component „C”	
	description	source (million HUF)	description	source (million HUF)
2013	asset acquisition and development subproject	80	garden culture and pet subproject	60
2014	asset acquisition and development subproject	50	garden culture and pet subproject	80
2015	Social Agricultural Management - Social Land Program			
	130			
2016	Social Agricultural Management - Social Land Program			
	asset acquisition and development subproject	50	garden culture and pet subproject	80
2017	Garden Culture and Pet Hold Social Land Program			
	137,6			

Source: István Szirmai, Social land programs (2011-2017), [http://www.fao.org/fileadmin/user\\_upload/reu/europe/documents/events2017/stbihhu/9.pdf](http://www.fao.org/fileadmin/user_upload/reu/europe/documents/events2017/stbihhu/9.pdf)

## THE SOCIAL LAND PROGRAMS ILLUSTRATED BY SOME REAL PROGRAMS

From 2015 there are successful applications to operate social land program in Szécsény. In 2014 and 2015, the Home Shop was created on basis of the social land program within the asset acquisition and development subproject. In the Home Shop the products of local producers can be bought.

The population of **Szécsény** city is 5861 people, it is located in **Nógrád county**, it is the centre of Szécsény district (2017).



The operators of social land program studied the social land program of Szécsény has been studied several times, and the territorial workshops of social land program experts were held in this city for several years.



**Jászladány** is a large village with 5485 people in **Jász-Nagykun-Szolnok county**, Jászapáti district (2017)

Jászladány Municipality starts the Pattern Garden program in 2018.

In Jászladány since 2014 the social land program is operating. The objectives: to strengthen and support the earning ability and work motivation of the disadvantaged, primarily Roma families, as well as to encourage the participants to create their own household economy, garden culture.

In implementing the social land program, the Family Support and Child Welfare Service is the most important partner of the municipal government: the social workers and psychologists are constantly support the families. The program includes community building elements, too: they are continuously providing the exchange of experience of the participants and organizing programs to help the community cohesion.



“More and more people recognize that their own interest is to make livestock sustainable and they are better off if they do not cut off the animals, but create their self-supporting economies. In our experience, it is much more appreciative what they make with their own two hands, they are happy to work because there is visible result immediately.” • *Gábor Tolvaj program coordinator*



**Tormás** (in German Krendorf) has 285 people, is a village in **Baranya county** in Hegyháti district (2015)

“The local government of Tormás started Pattern Garden program in 2017. According to the local experience the Pattern Garden is effective innovation in the system of the social land program, It has positive effect to the beneficiary families, it gives pattern not only for the management of the given one year, but also presents, where you can get in your own garden, and home management.”• *Jánosné Váradi mayor*



"On the effect of the program so far unpopulated land was cultivated by people who didn't have yet farms."• *Jánosné Váradi mayor*

The earnest of the program's successful operation is the maintain and enhance of the beneficiaries' motivation, in Tormás too. In addition to the mentoring mentoring the community development is emphasized.

Their social events are good practices of the social land programs: competition is organized for pet keepers (duck, chickens) with title of "Ugly duckling", or "King Kukori". The participants of the vegetable garden production rival with title of "Show your potatoes!", and "Potatoes scone competition" is also related to social land program.

Gézáné Vódlí, beneficiary of the Pattern Garden sub program deals with rabbit keeping.



**Edde** is a village with 197 inhabitants in **Somogy county**, Kaposvár district (2015).

In the municipality of Edde, the Roma Nationalities Local Government has been operating social land program for 5 years.

"The social land program provided opportunities and hope for the participating families. The social land program has been a driving force, many have been fond of small livestock. The Pattern Garden program included those who owned garden, because our purpose is to show the Pattern Garden to them, who do not yet have their own garden." • *Hajnalka Bogdán, the Roma Minority Chairman of the Local Government*



One of the beneficiaries of the Social Land Program, Sándorné Bogdán feeds the animals in the poultry farm

**Tiszaadony** is a village with 655 inhabitants in **Szabolcs-Szatmár-Bereg county**, Vásárosnaményi district (2015).



The three subprogram based on each other presents the phases of program development:

1. goat placement
2. milk purchases
3. milk processing, cheese making and sales.

The social land program of Tiszaadony is a good example of the self-sustaining model. The social land program started in 1999 in the village which was the "starter" of the near two decades of settlement development. The local social economy model is operating exemplarily by the synergies of the regional development and employment programs as well as by the funding coordination of a supporting programs available for the settlement which are developing consciously, too.



**Rozsály** is a village in **Szabolcs-Szatmár-Bereg county**, in the district of Fehérgyarmat which has 809 inhabitants (2015).



The economic yard has a central role to ensure the condition of self-sufficiency.

The social land program is part of the self-sufficiency settlement model created in Rozsály.

"... winning the tenders of land program, the village has the opportunity that we plough the land of 20-30 disadvantaged families and to provide seedlings, seed for them by years. As a result of the program, more Gypsy families are producing cucumbers or potatoes ..." • *Zoltán Sztolyka Mayor*



The social land program started in Rozsály in 1992 among the first, and since that it serves as a pattern for the municipalities operating social land program.



**Udvari** is a village with 328 people in **Tolna county**, in Tamási district (2015).



The settlement local government in Udvari operated the social land program between 2005-2010 by support derived from grant applications, but from 2011 they continue the program without central support. The local government provides from own resources the benefits - seed, seedlings, machine services, etc. - for needy families. Before this these benefits were financed from central support.



Adél Winecker and Ferencné Winecker are in working

"From the Winecker family the mother is participating in the program from the beginning, she is a key factor to reach the success. Returning from Budapest the daughter connected into the Start Program in 2013. Additional to the local government work they take care to the home economy, too. There can also see on the photos that behind the flowering garden before the house a vegetable garden (today there is already a small folia, too), some fruit tree and poultry court in back yard can be also found. It can be seen that the family wants to do and shows example also to other families." • *Mayor Attila Peszt*



**Hajdúnánás** 16.908 people populated city in **Hajdú-Bihar county**, Hajdúnánási district (2017).

The program is organized and coordinated by the Family Aid Centre from the beginning.

"We can have eight successful years behind ourselves ... Our main goal is the families participating in program to be able to take on their table as much as possible vegetable and animal origin food produced by themselves. Besides the agricultural goods the families participating in the execution of the social land program get help also to work up their experience in the cultivation of land insured by the program as well as in their own household economy, and in their garden culture." • *Tibor Szólláth Mayor*  
[http://hajdunanas.hu/hireink/hirek/folytatodik\\_a\\_szocialis\\_foldprogram\\_](http://hajdunanas.hu/hireink/hirek/folytatodik_a_szocialis_foldprogram_)



**Zalabér** is a village having 704 inhabitants in **Zala county**, in the Zalaszentgróti district (2015)

In Zalabér the most important partner in the running of the social land program is the Roma Minority Self-Government."



Márta Kolompár, the beneficiary of the Social Land Program is pleased to show her "egg production"

„The Local Government of Zalabér has been participated in implementation of the social land program since the beginning. The settlement can be found in Zalaszentgrót district - which has disadvantaged small villages - and its inhabitants are around 720 people since decades. Among the disadvantaged residents the single retired people and the not educated families having many children are typical and they are also the target group of the social land program executed in the settlement. The pet's placement, vegetable garden program, Public Garden, Public Kitchen Farm, Public Social Shop projects have been implemented in the "Self-care and Solidarity" program organized and operated by the local government. Active-age sponsors - in order to facilitate the development of their competence - are already previously involved in our programs, so they can benefit the knowledge acquainted in this way in their own farming, too" • *Mayor József Zsuppán*

**Kázsmárk** is a village having a population of 984 people in **Borsod-Abaúj-Zemplén county**, in Szikszó district (2015).

The local government well utilized experiences from the social land program as well as the equipment (machine parks) purchased from the support also in agricultural program of the Start-up Work Sample Program which is operating by the support of the Interior Ministry.

The local supply system in Kázsmárk is integral part of the social land program, which is operated by the local government from the beginning. The settlement was successively given support for the program during 21 years, and they operated more subprogram during years.



In the last few years the Roma Minority Self-Government is applying to tenders as well as operating a social land program independently in Kázsmárk built the experience of the local government. • <https://www.youtube.com/watch?v=xr5qAKQLygg>



**Magyargéc** is a village in **Nógrád county**, district of Szécsény. The number of its population was 884 people (2017).

In Magyargéc the social land program has tradition, it is popular in the circle of the beneficiaries. In the settlement the social land program has a prominent role among local programs which serve the catching-up.

In 2017 they successfully applied in the Pattern Garden program.



Norbertné Márton and his family cultivate a flower garden

"We welcome the Pattern Garden program, because we can move a bit more, we are able to support beyond the 30,000 HUF ... We have chosen the two families, who have honored for years in the social land program and they keep their yard in good shape for years." • *Mayor of Róbert Velki*

**Sóshartyán** is a village having 941 people in **Nógrád county**, in the Salgótarján district (2018).



In Sóshartyán the social land program is a part of the social care system since 19 years in the settlement. Over the years there are several varieties subprogram has been implemented: community potato cultivation, keeping of goat, small kitchenbreeding, pre-growing chicken program, outplacement of the „after-eggs” hens as well as mushroom growing in sacks."

"As a result of the social land program several beneficiary family undertakes owns animal husbandry ...Our ambition is to continue this well-proven program year for year as well as to add new subprograms, because it is the beneficiary families have more knowledge and their ability for the work can develop in several areas." •*Mayor Gabriella Tóth*



Distribution of goat and chicken for beneficiaries within the local social land program

## OPINIONS ON SOCIAL GROWTH PROGRAMS FROM THE PERFORMERS OF ANNIVERSARY CONFERENCE

**Katalin Langerné Victor, Assistant Secretary of State, Ministry of Human Resources, State Secretariat for Social Affairs and Social Inclusion:**

"... I regard the social land program as an exemplary program of catching up, from which we could really learn that this is a worthy, complex way to talk to families to show the future to them."

**Zoltán Lakner Chief Editor, Social Policy Review, Governmental Commissioner of Social Crisis Manager Programs in 1992-1993:**

"... **The social land program is a true social-political "hungaricum"** ... There are someones, which are adaptive, that is, sample followers, take over the program of others. You can do this very successfully! There is someone who develops it and who does not. There are the dying ones without motivation, too. However, there is a permanent type, that is clinging, searching a partner, perpetual survivor type, "hungaricum", who believes in his future, loves people and loves the Hungarian land that gives home. "

**Ibolya Kovács, Head of Department, Head Office of the Budapest Capital, Rehabilitation Department, Head of Department of the Ministry of Welfare in 1992-1993:**

"So the social land program is full of challenge, it was born in changing professional environment, its base was created by the cooperation of the Crisis Management Bureau and local governments, **the elaboration of programs is built on local knowledge, its contents was inspired by local needs and ideas.** "

**Attila Sztojka, Head of Department, Ministry of Human Resources, State Secretariat for Social Affairs and Social Inclusion, Inclusion Development Department:**

"The social land program has a role in the National Inclusion Strategy ...**The social land program is part of the inclusion protection net** ... we are not thinking in a supply system, but in individual-focused actions! In that actions, which are available locally as well as gives local response to the specific problem and generate changes. We are trying to promote and strengthen community development with together individual focus. The "nothing without them principle" needs to appear vigorously. That is social also appeared in the social land program ... "

**Judit Prof. Dr. Csoba, University of Debrecen, Institute of Political Science and Sociology, Department of Sociology and Social Policy:**

"In our view, integration models have two basic analytical dimensions whether voluntary or compulsory, respectively the active or passive supply is in the focus ... **The voluntary active model has a range of options but you have to choose between these options and actively should be involved in actions to change the unfavourable situation, be it work, training, or whatever socially useful activity.** The most important feature of the voluntary active model is to create an opportunity, but not to say what have to do, and give space for individual ideas for the activity and work. We have considered the social land program in this way, too."

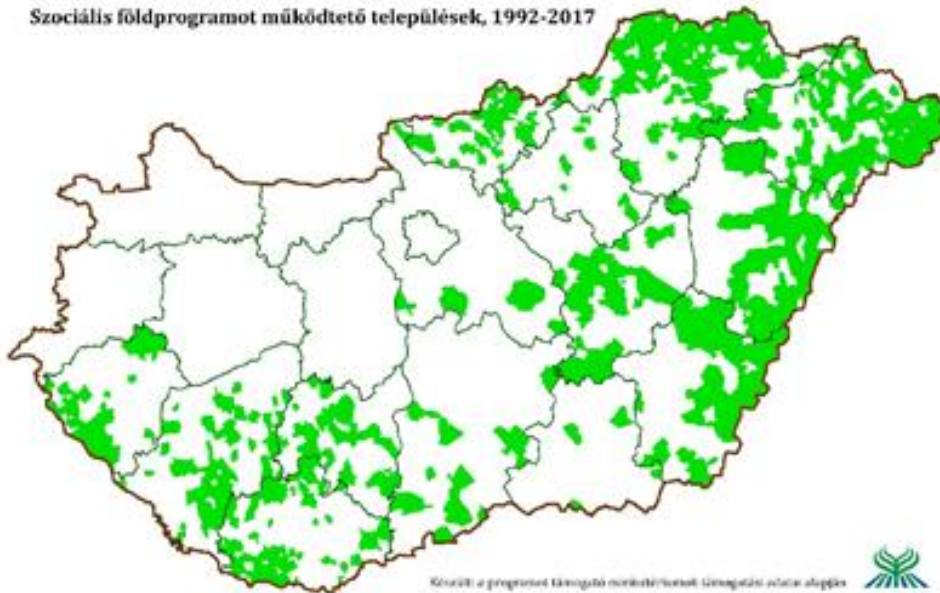
**József Serafin, methodologist, Baptist Church Social Methodology Center, Specialist in the Office of Social Crisis Management Programs of the Ministry of Welfare in 1992-1993:**

"... there are not two identical land programs. The program provided a framework for settlements to fill it by their own abilities, capabilities and possibilities. These frames have been very successful, they have become durable in many places or they gave bases for quite different forms of farming, local economies, activities. Therefore these activities could be grew out from these frames ..... **I value that the land program is the most natural human value generator activity.** A lot of other programs may be built on this land program which complex it and it is an aiding activity, too. "

**Dr. Imre Juhász, Chairman of Association of Professional and Interest Representatives of Social Land Programs (SZOFOSZ) :**

"As the world moves, as the separation, the distance between the rich and the poor increases, the solidarity to each other, the need for supporting assistance become steady! So, the social land program, or so ever we will call it, the spirituality has to live longer! Of course, it has to always correspond to the style of era, with new impulses and new ideals. I can not really remove the land program from one thing. You have to be and have to remain as social! **Its social element has always to be more than we are waiting for it as a product or as an autonomous thing!** "

Szociális földprogramot működtető települések, 1992-2017



**Settlements, which are operating social land program, 1992-2017**

This publication is made under contract No.21424-5 / 2017  
between **EMMI** and **JNSZM Esély Szociális Közalapítványa**.

Publisher: **Jász-Nagykun-Szolnok Megye Esély Szociális  
Közalapítványa**

Editor and responsible publisher: **Dr. Nagyné Varga Ilona**

Professional Associate: **Beáta Szabó**

Printing and Publishing: **Fotogruppe Kiadó Kft.**

This publication is available electronically at the website

**[www.eselyfk.hu](http://www.eselyfk.hu)**



**This publication was published by the support of the EMMI**