



Veszprém / Balaton

VB'26

European Region of Sport

IMPRINT

We extend our sincere gratitude to our distinguished Advisory Committee, whose expertise, vision and unwavering support have been instrumental in shaping our bid. We are honoured to be guided by a panel of esteemed individuals, including celebrated athletes, respected policymakers and thought leaders in the field. Their commitment to excellence and shared belief in our mission have significantly strengthened our proposal and inspired our team throughout this journey.

To each member of the committee – thank you for your invaluable contributions, your trust, and your dedication to advancing our shared goals.

Alexandra Gyurkó – Hungarian Transplant Recipients' Association, transplant recipient, triple European Champion swimmer

András Harangvölgyi – Balaton Uplands Cycling Association

Anikó Tóthné Stupián – Do Sport with Us Sports Club (SVSE)

Anita Detre – Andante Sport Educational and Cultural Association

Annamária Steiner-Isky – Foundation for the Students of the Hungarian State Opera House

Balázs Jassek – STEG.HU Higher underground, business owner

Balázs Kiss – Olympic Champion hammer thrower

Balázs Tilinger – Hungarian School Sport Federation

Edit Kóvári – University of Pannonia

Éva Orbán – Olympic athlete, sports rapporteur, Veszprém Municipal City Mayor's Office

László Edvy – University of Pannonia, Sports Institute

László Koós-Hutás – Veszprém University and Students' Athletic Club (VEDAC)

Péter Berényi – National Institute for Sport Development and Methodology

Péter Finta – Hungarian Football Federation, Veszprém County Directorate

Rita Havasi – Balaton Sports Association (pétanque, mölkk)

Rita Wahab – Veszprém-Balaton 2023 Jsc.

Sándor Navratyil – Association of People with Disabilities and Their Friends in Balatonfüred, three-time Paralympian

Zita Pálmai – Veszprém County Students' Sport Association

Zsuzsa Pischné Bankó – Pannon Veszprém SE, Hungarian Handball Federation

Bidding team: Szilvia Bonyhádi, Luca Horváth, Dóra Kanizsai-Nagy, Balázs Kiss, Éva Orbán, Zoltán Takács, Roland Tóth

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→ **Gyula Porga**
Mayor of Veszprém

DEAR MEMBERS OF THE ACES EUROPE EVALUATION COMMITTEE,

Movement may not be the ultimate aim of life, yet without it, life is drained of its vitality. This sentiment echoes the timeless wisdom of generations past – an enduring truth that remains as relevant today as ever.

For centuries, humankind has pursued the secret to a long and fulfilling life. No such path has ever excluded movement. While not all are naturally drawn to physical activity, even the most hesitant among us must concede that a daily walk, a cycle through nature, a swim or even a simple stretch can prove transformative – a genuine elixir of life.

Here in Veszprém, we have set a clear and ambitious goal: to become one of Europe's most liveable cities and regions. We are progressing with purpose. Yet we recognise that this vision cannot be realised through infrastructure or urban development alone, nor through the enhancement of commercial services. True advancement calls for something more – the spirited engagement of our people. It calls for movement: more frequent, more dynamic, more connected, both as individuals and as a community.

The European Region of Sport designation represents a powerful catalyst for this endeavour. It champions healthy competition, fosters wellbeing and inspires collective participation. It invites us to embrace regular health screenings, engage in community-driven activities, leave behind sedentary habits and rediscover the richness of life when a healthy body is united with a clear and focused mind.

In 2023, united with our regional partners, we proudly held the title of European Capital of Culture. Now, we look ahead to a new chapter – equally vibrant, equally collaborative and equally inspiring – one that brings us ever closer to the vision we share.

For our wellbeing. And for the delight of all.

Yours sincerely,

Gyula Porga
Mayor of Veszprém

DEAR MEMBERS OF THE ACES EUROPE EVALUATION COMMITTEE,

For me, sport is not merely a hobby: it is a way of life. Since childhood, it has been an integral part of who I am, and I have continually sought to test and push my limits. I have run marathons, competed in triathlons and completed the Ironman 70.3 – an achievement I truly cherish. I engage in sport at least five times a week; for me, it is not a choice but a necessity.

Regular physical activity brings balance to my daily life, recharging me both mentally and physically. It helps manage stress, sharpens my focus and enables me to be the best version of myself. Sport teaches self-reliance and perseverance, even during challenging times.

The goals I set for myself in sport are reflected in other areas of my life: discipline, planning and commitment. Every training session, every kilometre covered is a reminder of what I am capable of when I believe in myself and put in the work. That is why sport is so important to me: not only does it make me stronger – it also makes me freer. I care deeply about Veszprém and its region and especially about promoting physical activity and sport.

As a team player, I firmly believe in the power of unity. That is why I take great pride in having brought together a wide range of strategic partners – from sports clubs and government bodies to local authorities, civil organisations and businesses – in support of our shared vision. Together, we are setting an example for other European regions to follow.

I am confident that our bid to become Europe's Sports Region will help integrate physical activity into our daily routines, making our region not only more active and healthier, but ultimately a happier place to live.

Péter Ovádi
Member of Parliament

→ **Péter Ovádi**
Member of Parliament





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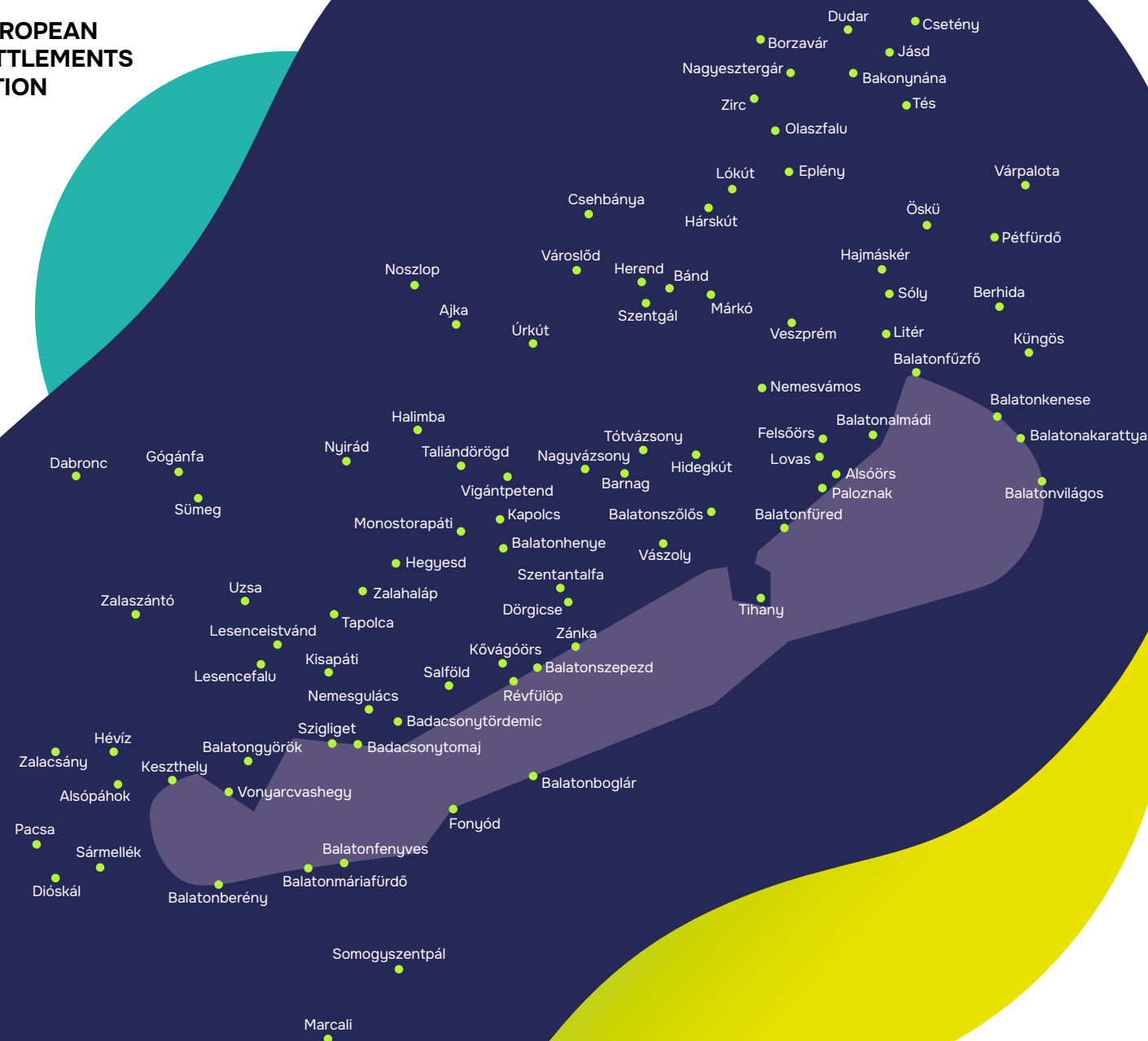
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THE VESZPRÉM-BALATON EUROPEAN REGION OF SPORT 2026 – SETTLEMENTS OF THE REGIONAL COOPERATION

Ajka, Alsóörs, Alsópáhok, Badacsonytomaj, Badacsonytördemic, Bakonyháza, Balatonakaratya, Balatonalmádi, Balatonberény, Balatonboglár, Balatonederics, Balatonfenyves, Balatonfüred, Balatonfűzfő, Balatongyörök, Balatonhenye, Balatonkenese, Balatonmárfiafürdő, Balatonszepezd, Balatonszőlős, Balatonvilágos, Bánd, Barnag, Berhida, Borzavár, Csehbánya, Csetény, Dabronc, Dióskál, Dörgicse, Dudar, Eplény, Felsőörs, Fonyód, Gógánfa, Hajmáskér, Halimba, Hárskút, Hegyesd, Herend, Hévíz, Hidegkút, Jásd, Kapolcs, Káptalantóti, Keszthely, Kispáti, Kővágóörs, Küngös, Lesencefalu, Lesenceistvánd, Litér, Lókút, Lovas, Marcali, Márkó, Monostorapáti, Nagyesztergár, Nagyvázsöny, Nemesgulács, Nemesvamos, Noszlop, Nyírad, Olaszfalu, Öskü, Pacsa, Paloznak, Pétfürdő, Révfölöp, Salföld, Sármellék, Soly, Somogyzentpál, Sümeg, Szentantalfa, Szentgál, Szigliget, Taliándörögd, Tapolca, Tés, Tihany, Tótvázsony, Úrkút, Uza, Városlőd, Várpalota, Vászoly, Veszprém, Vigántpetend, Vonyarcvashegy, Zalacsány, Zalahaláp, Zalaszentő, Zánka, Zirc*

*the list of official partners as of 1st July 2025



THE VESZPRÉM-BALATON REGION – PREPARATION FOR THE EUROPEAN REGION OF SPORT 2026 TITLE

a) Name of the applicant: Veszprém and 99 municipalities across the Veszprém-Balaton-Bakony Region

b) The population: 298 509

(Permanent population of Veszprém and the 93 associated municipalities as of 1st July 2025; Source: Population Registry)

Among the 93 municipalities, special emphasis has been placed on the four towns, as well as the county seat of Veszprém. According to official statistical data, nearly 208,000 people reside in these municipalities, 93% of which are classified as villages or large villages. One third of the settlements have fewer than 500 inhabitants.

c) Which department in your city is responsible for sports? The bid was compiled by the Veszprém-Balaton Jsc. on behalf of the Region.

d) Contact person: Szilvia BONYHÁDI,
szilvia.bonyhadi@sportregio2026.hu



LEGACY FROM EUROPEAN CAPITAL OF CULTURE 2023

Where culture once lit the flame, sport now carries the torch. In Veszprém, we have not only dared to dream – we have rekindled the art of dreaming itself.

Winning the title of European Capital of Culture in 2023 was far more than a celebration of cultural excellence; it marked the beginning of a profound transformation across the Veszprém–Balaton–Bakony region. This dynamic year laid the foundations for long-term development, giving rise to new capacities that now align directly with our aspiration to become a European Region of Sport in 2026.

Key lessons and assets that emerged from our ECoC year include:

1. Enhanced Built Environment

Our city centre and surrounding public areas underwent extensive revitalisation. Historic landmarks were carefully restored and new community spaces created, many now ideally suited for hosting sports events. Altogether, over 112 699 m² of space has been renewed, complemented by the development of the central green promenade of Veszprém, inviting both activity and connection.

2. Regional Cooperation Networks

A robust ecosystem of cooperation has been forged between Veszprém and the wider Bakony–Balaton region. This cohesive network of 116 municipalities and more than 500 partner organisations now forms the structural backbone for joint sporting initiatives and intermunicipal engagement.

3. Proven Capacity to Deliver

Having successfully delivered over 6,500 events in connection to the ECoC title, the region has acquired significant expertise in organising complex, high-traffic and internationally recognised programmes – skills that seamlessly transfer to the realm of sport.

4. Service and Hospitality

Our hospitality sector has embraced a new benchmark of excellence, making the region an increasingly attractive destination for sports tourism. Furthermore, cultural professionals have gained invaluable international experience, enabling them to enrich sporting events with compelling side programmes and visitor services.

5. International Relations and Visibility

Partnerships established connected to 2023 – including those with our UK twin city and a range of European cultural institutions – now provide a solid platform to elevate the visibility, prestige and cross-border resonance of future sporting ventures.

6. Grassroots Community Engagement

What began as neighbourhood initiatives and informal gatherings – such as the widely embraced ‘Pajta programmes’ in village barns – has evolved into a powerful network of civic

involvement. These groups now serve as crucial agents of mobilisation, encouraging wide participation in community-based sports and physical activity.

In summary: the legacy of our year as European Capital of Culture reaches far beyond the cultural sphere. It has shaped a new framework – structural, social, environmental and strategic – which now underpins a regional renaissance rooted in movement, wellbeing and community spirit.



TOWARD 2026: OUR JOURNEY TO A STRONGER, HEALTHIER REGION

In summer 2024, Veszprém's Mayor took a bold step of initiating our bid for the European Region of Sport title. To spearhead the prestigious bid, Balázs Kiss – Veszprém's Olympic champion – was appointed as Special Adviser, lending both distinction and inspiration to the campaign.

An Advisory Board was then established of accomplished professionals. This team brought together people with decades of experience in sports management alongside a new generation of innovative sports organisers.

With a shared commitment to physical wellbeing, active lifestyles and community advancement, board members came from local, regional and national organisations. Their involvement is voluntary, attesting to their personal and professional dedication.

To support the board's work, a workshop series was launched. Each session was built around a theme, with participants put into targeted working groups to promote engaged discussion and effective problem-solving. The methodology placed a premium on active participation and practical insight.

During autumn/winter 2024, **three thematic workshops** convened, addressing cornerstones of the bid: Community Engagement (October), Inclusion (November), Active Tourism (December).

This collaboration has laid a solid foundation for a compelling, community-rooted and professionally grounded bid – one that reflects the spirit of Veszprém and the European values we aspire to champion.

Following each workshop, smaller workgroups were established to further develop the specific themes explored in the sessions. These teams remain active, having transitioned from conceptual deliberation to the design and planning of tangible projects and actionable programmes.

As the content of the bid reached a stage of sufficient maturity, a regional roadshow was launched with seven information forums held throughout the region. These convened experts from the fields of sport, education, healthcare and tourism and served a dual purpose: to provide critical feedback on the emerging concept and identify key developmental priorities like infrastructural gaps or programme needs.

The primary aim of the forums was to present the evolving vision, gather informed feedback from experts and foster early-stage collaboration. This inclusive and consultative approach ensures that the eventual implementation of the programme is not only well-founded but widely supported.

Between September 2024 and June 2025, municipalities from across the region submitted their official Letters of Support for the Veszprém–Balaton bid, each accompanied by detailed data sheets outlining local sports infrastructure and recent activity reports. These submissions provided critical input for the preparation of the final application dossier, ensuring it was grounded in authentic, region-wide representation.

To underpin the bid with robust, evidence-based insights, a multi-method research strategy was employed during the situation analysis phase:

- A primary survey was conducted across more than 100 municipalities, targeting mayors and sports administrators. This effort yielded valuable data contributions from 47 municipal leaders and 50 educational institutions, offering a clear picture of the current state of affairs.
- Secondary data was gathered from a range of authoritative sources, including the National Sport Agency, the Active School Programme, the Centre for the Development of Active and Ecotourism and the Hungarian Cyclists' Club.
- Targeted consultations were held with strategic partners, including local sports associations, national federations, youth and voluntary sports organisations, professional trainers and universities. Their insights helped shape the strategic framework of the bid and ensure sectoral alignment.
- Further secondary research drew on data from the Hungarian Central Statistical Office (KSH), Lake Balaton Development Council's monitoring system and a range of relevant policy documents, strategic frameworks and scholarly publications.
- Looking ahead, a comprehensive, data-driven monitoring and evaluation system will be implemented to track baseline metrics and measure progress throughout

the title year. The resulting insights will inform the final evaluation report and contribute to forward-looking, evidence-based policy recommendations.

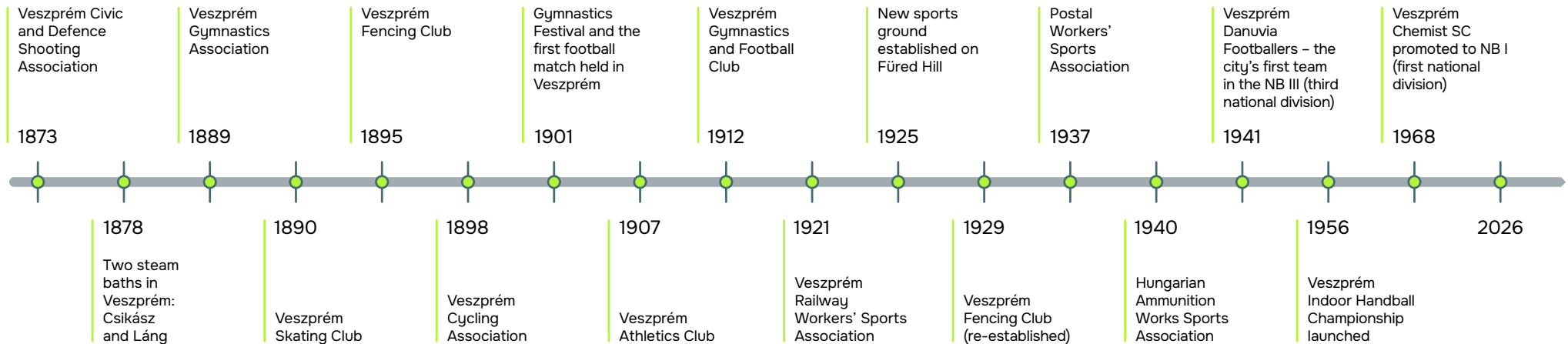
This inclusive, research-led and multi-source data-gathering process has ensured that the Veszprém-Balaton European Region of Sport 2026 bid rests on a solid foundation – one that reflects a precise, regionally nuanced understanding of local capacities, challenges and ambitions.

ALIGNMENT WITH NATIONAL PROGRAMMES

Historically, Hungarian development policy has been heavily centralised, with a focus on Budapest often delaying the roll-out of national initiatives to rural and regional areas. However, during the European Capital of Culture year, the Veszprém-Balaton region demonstrated its ability to generate self-sustaining momentum through local innovation, collaboration and civic engagement. Today, a number of promising national initiatives in sport and active living remain underutilised in this region. A key goal of our bid is to bridge this gap, aligning local actors

with national strategies to create effective entry points for regional engagement. By strengthening synergies between national and local stakeholders, we aim not only to increase programme effectiveness, but to contribute meaningfully to the long-term quality of life for all who live, work and move in the region.

EARLY SPORTS HISTORY OF VESZPRÉM



1867

Introduction of physical exercise as a school subject. Certified teacher Mátyás Szeiberling launched year-group competitions and inter-school sports contests. Today, a popular multi-sport competition for secondary school students still bears his name, featuring events across 8 disciplines.

**1996
ATLANTA**

Balázs Kiss Olympic Gold Hammer throw

VÁRPALOTA SPORTS CENTRE

Dates back to the 1960s, a period marked by the prosperity of the region's coal mining industry. In those days, Sunday fixtures regularly attracted crowds of up to 5,000 spectators, with team victories reputedly reflected in boosted coal production the following Monday – a testament to the unifying power of sport.

Today, the town's second key facility, Várpalota Sports Hall, stretches over an impressive 3.5 hectares, featuring 2,500 m² of covered space and welcoming nearly 1,500 athletes each day. This dynamic venue continues to serve as a cornerstone of the community's sporting life.

In 2027, Várpalota Miners' Sports Club will proudly mark its centenary. Within Veszprém County and indeed across Hungary, few sports associations can lay claim to such a distinguished legacy, not only as a football club but as a multi-division sporting institution that has stood the test of time and continues to thrive.

Sports facilities are far more than bricks and mortar: they are the cradle of dreams and the heart of vibrant communities.

1. SPORTS INFRASTRUCTURES

– SPORTS FACILITIES (INDOOR/OUTDOOR)

Our foremost objective is to ensure access to high-quality, inclusive sports infrastructure that serves the broadest possible cross-section of society. Both indoor and outdoor venues must provide safe, supportive environments for physical activity, safeguarding the well-being of athletes and spectators alike. We are equally committed to multifunctional facility design – not only for the sake of economic sustainability but to broaden the spectrum of use and maximise social impact. Future developments will prioritise accessibility and adaptive usability, thereby supporting para-sports and ensuring equitable participation for all, regardless of ability or background.

GEOGRAPHICAL AND ENVIRONMENTAL ASSETS

The Veszprém–Bakony–Balaton region enjoys a truly exceptional and diverse natural environment – an enduring strength for health-centred and environmentally responsible sport.

At the heart of the region lies Lake Balaton, the largest freshwater lake in Central Europe, spanning 596 square kilometres with a water volume of 2 billion cubic metres. Its average depth is 3.2 metres, reaching 11 metres at its deepest point near the Tihany Deep. The lake is primarily sustained by precipitation and surface inflow, with the Zala River contributing more than half of its replenishment. Adjacent to the lake, the Kis-Balaton wetland serves as a vital ecological reserve, supporting biodiversity and performing critical water purification functions.

Lake Balaton provides an unparalleled setting for open-water recreational sports. Of its 235-kilometre shoreline,

around 38 kilometres are designated public beaches, covering 200 hectares and welcoming 250,000–300,000 daily visitors during peak season. The acclaimed ‘Blue Wave’ certification ensures high-quality services, including free access to sporting equipment and affordable rental options.

The lake is also home to 73 marinas and harbours, operated by the Balaton Shipping Company, local sports clubs, municipalities and private enterprises. These facilities support a full spectrum of both recreational and competitive water sports: sailing, rowing, kayaking, windsurfing and stand-up paddleboarding (SUP) among others. One of the most popular challenges in recent years has been completing the full cycling circuit around Lake Balaton, made possible by a well-developed cycle route network – whether in a single athletic effort or as a leisurely family journey over several days.

This rich lakeside infrastructure – comprising water-based facilities, green recreational spaces and sports-

compatible shoreline zones – positions Lake Balaton as an ideal, year-round setting for inclusive, health-conscious and eco-friendly sporting activities.

The Bakony range of hills, Hungary’s third-largest uninterrupted forested area, spans over 1,000 km². Kőris Hill, the highest point in Transdanubia at 709 metres, provides ideal terrain for hiking, trail running, mountain biking, horse riding, nature-based recreation and more adventurous sports such as via ferrata. The region’s topography – gorges, streams and valleys such as Cuha, Gaja and Burok – is especially inviting for fans of four-season outdoor sports.

The Bakony area offers more than 170 marked hiking trails and a growing number of ‘instant hiking’ checkpoints, using digital challenges to motivate self-directed activity and discovery. Its forest infrastructure – lookout towers, rest areas and educational trails – are closely aligned with the region’s sport promotion and nature-based tourism strategies, while also providing an invaluable ecological setting to support active lifestyles.

NATURE'S ARENA

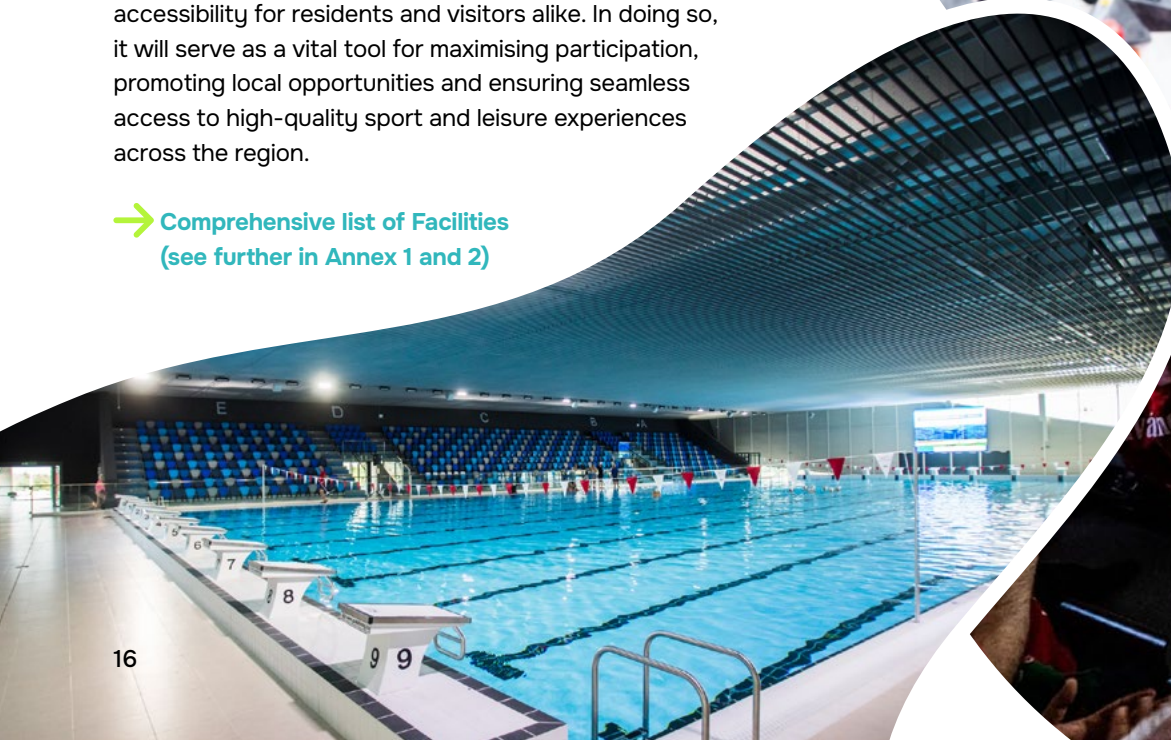


A) INTRODUCING FACILITIES IN BUILT ENVIRONMENTS IN VESZPRÉM

The information presented below focuses primarily on facilities operated or maintained by municipalities, as the data collection process centred on infrastructure managed by local authorities. However, the Veszprém–Bakony–Balaton region also benefits from a wealth of privately operated sports and leisure venues, which significantly enhance the diversity and richness of the local recreational landscape.

To capture the full breadth of this dynamic ecosystem, a dedicated regional digital platform is currently under development. This online resource will offer a comprehensive overview of both public and private-sector facilities, improving planning, visibility and accessibility for residents and visitors alike. In doing so, it will serve as a vital tool for maximising participation, promoting local opportunities and ensuring seamless access to high-quality sport and leisure experiences across the region.

→ **Comprehensive list of Facilities**
(see further in Annex 1 and 2)



SPORT INFRASTRUCTURE FACILITIES ACCORDING TO TYPE, PURPOSE AND CONDITION

FACILITIES IN VESZPRÉM	PRIMARY SPORT DOMAIN	INDOOR/OUTDOOR	CONDITION
Veszprém Stadium	Athletics	Mixed	Ongoing Restoration
Veszprém Olympic-size Swimming Pool	Swimming	Outdoor	Good
Veszprém Arena Sports and Events Hall	Handball	Indoor	Good
Március 15 St Sports Hall	Football	Mixed	Good
Schönherz Sports Fields	Athletics	Outdoor	Good
ActiCity Dance and Movement Arts Centre	Dance	Indoor	Good
Agóra Veszprém Community Centre	Dance	Indoor	Good
BrickZone / Veszprém University Sports Club	Ice hockey	Indoor	Good
Privately owned gyms: Cutler Veszprém, Top Gym, My Time Fitness, CF Veszprém, METIME Lifestyle and Sports, ProMax Fitness Studio, Override Spinning, Tree of Life Movement Centre and Experience Space	Fitness	Indoor	Good
Ice Hall	Ice hockey	Mixed	Good
Lovassy László Grammar School yard	Football	Outdoor	Good
Jutasi Road (Friendship Park) fitness park	Fitness	Outdoor	Good
Jutas Vitéz Lookout fitness park	Fitness	Outdoor	Good
Cycle paths	Cycling	Outdoor	Good
Outdoor running circuits	Athletics	Outdoor	Good
Pumptrack	Cycling	Outdoor	Good
Gulya Hill	Athletics	Outdoor	Good
VFC USE Sports Field	Football	Outdoor	Good
Tennis School Veszprém Sports Association	Tennis	Mixed	Good

INFRASTRUCTURE DEVELOPMENTS IN THE SERVICE OF SPORT AND TOURISM

A dynamic programme offer across the region has been supported by continuous infrastructure development, often initiated or co-financed by local municipalities.

EXPANSION AND CONSTRUCTION OF SPORTS FACILITIES

One of the most significant investments was the expansion of Veszprém Arena, completed in 2021–2022 through governmental and municipal collaboration ahead of the Handball European Championship. Today, the venue is a modern arena fully equipped to host international matches. In Balatonfüred, the town's swimming pool was inaugurated in 2020, now serving not only the local population but also acting as a venue for training camps and competitions such as youth swimming championships. In addition, several towns have built smaller sports halls and gymnasiums to support school and recreational sports, partly funded through TAO support schemes and local municipal contributions. For example, the town of Pápa has created a modern handball arena, while Ajka boasts a state-of-the-art ice rink to promote ice hockey and skating: facilities that greatly enhance the appeal of these towns for sport-loving families and young people.

LEISURE AND ACTIVE TOURISM INFRASTRUCTURE

The region between the Bakony Hills and Lake Balaton offers an ideal setting for active tourism, prompting numerous investments in related facilities. In Balatonfüred, EU funds are supporting the ongoing expansion of Forrás

Sports Park: between 2023 and 2024, approximately EUR 987 thousand is being invested in a new cycling hub, illuminated running tracks, a revitalised park lake and a new jetty. The one-storey cycling centre will feature a repair station, community spaces and shower-equipped changing rooms, catering to cycle tourists and event participants alike. The development also includes the integration of the Balatonfüred–Paložnak–Csopak cycling routes, significantly enhancing the quality of the local cycling network.

CYCLING TOURISM NETWORK

In recent years, the full renovation and expansion of the Balaton Cycle Loop has been completed: Hungary's largest and most comprehensive cycling tourism development project to date. The initiative focused on improving safety, signage and establishing rest stops around the lake. In parallel, the BalatonBike365 programme was launched, opening three BB365 cycling centres in Balatonfüred, Balatonföldvár and Keszthely. These offer bike rentals, servicing and tour information for visitors. The dedicated website and mobile app, balatonbike365.hu, now feature over 4,000 tourism service providers and 1,000 points of interest, neatly organised into 30 categories. With this infrastructure, Veszprém County and the Balaton region are fully prepared to host year-round cycling tourism, attracting visitors even in the spring and autumn. By 2025, early trends suggest the area will be vibrant with sporting life even in winter thanks to sport tourism.

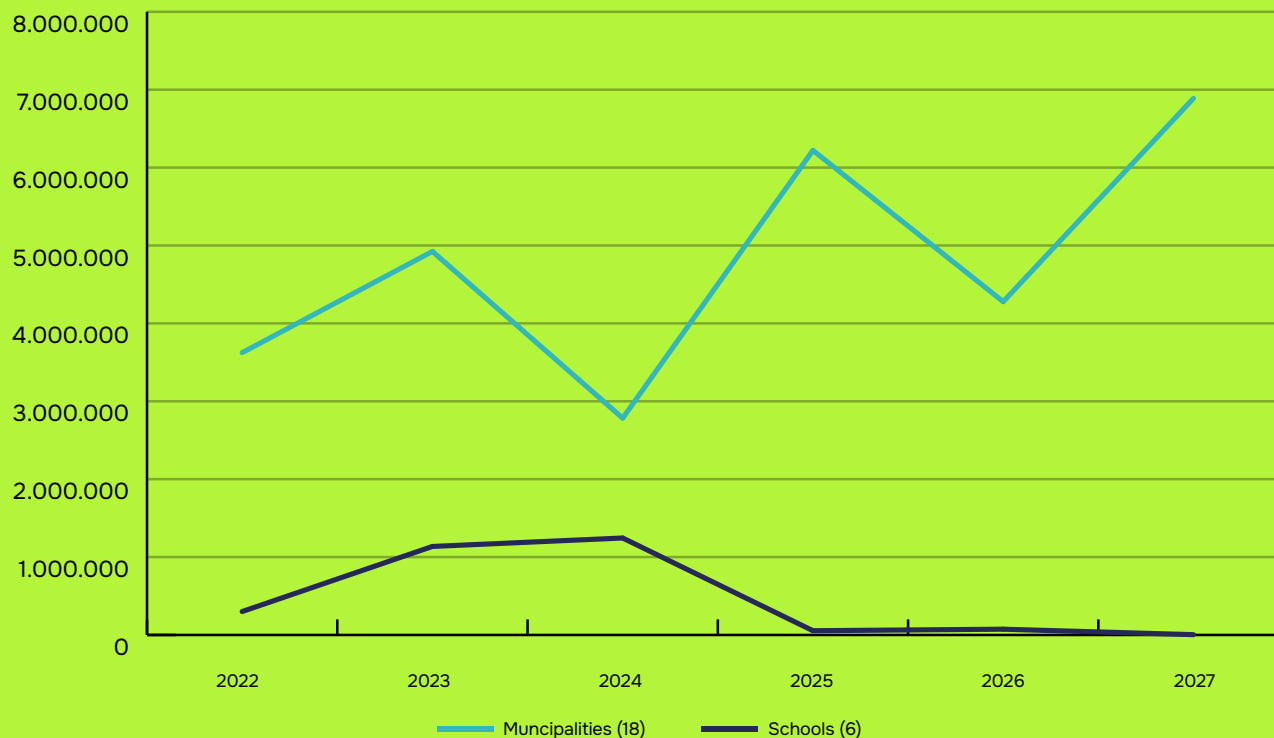
HIKING AND ADVENTURE SPORTS

In the forests of the Bakony and the Balaton Uplands, municipalities and the National Park have worked together to mark and renovate hiking trails. Responding to a post-pandemic surge in demand, 2020–2021 saw the creation of new nature trails and lookout points, such as the Halom Hill lookout and the Hegyestű Geopark Centre. Many localities have joined the national Blue Trail Circle (Országos Kékkör) network and actively promote Bakony hiking routes. Eplény has seen the development of the Ski Arena Vibe Park, including new ski slopes, a summer bobsleigh track and a downhill bike park, ensuring year-round appeal. These developments have broadened the reach of sport tourism, with more and more visitors arriving specifically for active experiences, not just for a summer holiday.

B) A BREAKDOWN OF MUNICIPAL EXPENSE FOR THE MAINTENANCE OF SPORT FACILITIES IN THE LAST THREE YEARS

FUNDING FROM LOCAL MUNICIPALITIES – VESZPRÉM AND REGION:

**MAINTENANCE BUDGETS OF SPORT FACILITIES
(AGGREGATED, EUR)**



SPORTS FACILITIES WITHIN THE EDUCATION SYSTEM

In Hungary, public education institutions operate under a diverse range of governance models, including state, municipal, school district, church-affiliated and private ownership. The responsibility for the maintenance and development of sports facilities within these settings rests with the respective managing authority, which frequently accesses targeted grant programmes to secure necessary funding.

It is a well-established practice for local sports associations to make use of educational sports infrastructure, creating mutually beneficial partnerships. A notable example is Veszprém Basketball Club, which is based at Vetési Albert Secondary School. Such collaborations not only ensure optimal utilisation of existing facilities but also strengthen the link between community-based sport and youth education – fostering early engagement, shared values and long-term commitment to active lifestyles.

The table provides an illustration of the maintenance funding allocated to municipally maintained and school-based sports facilities in our region, covering both the past three years and the upcoming three-year period. It is important to note that the data is not comprehensive: out of nearly 120 municipalities contacted, only 18 local governments and 6 schools provided accurate figures. Additionally, the projected figures from educational institutions remain low, and the budgetary numbers have not yet been finalised.

UNIVERSITY OF PANNONIA



The University of Pannonia's Green Liget project was completed in 2023, valued at approximately €20.3 million, it transformed over 17,000 m² into climate-resilient green infrastructure, including underground parking and EV charging stations. Designed to mitigate urban heat and promote sustainability, the development exemplifies integrated ecological planning and energy-conscious urban renewal. The Green Grove project of the University of

Pannonia cost approximately €20.3 million and created over 17,000 m² of green space. It promotes climate-conscious urban development through underground parking, increased biodiversity and sustainable design elements.

OTHER SOURCES:

Beyond direct state and municipal allocations, the operation and upkeep of sports facilities across the region are underpinned by a rich tapestry of complementary funding mechanisms.

1. TAO Scheme (Corporate Tax Support for Sports):

A cornerstone of Hungarian sports financing, the TAO scheme enables companies to redirect a portion of their corporate tax liabilities towards the advancement of sports infrastructure and programming. This targeted mechanism has become a vital enabler of both facility development and long-term operational support.

2. 1% Personal Income Tax Contributions: Through Hungary's innovative 1% scheme, individuals may allocate a portion of their annual personal income tax to registered nonprofit organisations, including local sports associations. This citizen-driven funding stream fosters community ownership and offers flexible support for maintenance and small-scale improvements.

3. European Union and National Development Grants: Sports facilities actively pursue development and refurbishment funding through competitive calls issued

at both the national and EU level. These grants play a strategic role in modernising infrastructure and ensuring alignment with broader regional development goals.

4. Local Sponsorships and Corporate social responsibility (CSR) initiatives provide an additional layer of support, with local businesses investing in facility upgrades and daily operations—often in exchange for brand visibility, naming rights or opportunities for meaningful community engagement.

5. Revenue from Public Use: Many sports halls and open-air venues generate supplementary income through public rentals, ticketed events and recreational programmes – offering affordable access to residents while ensuring a steady operational revenue stream.

6. In-Kind Contributions on voluntary basis: In smaller municipalities and villages, the spirit of local solidarity plays a key role. Voluntary labour and in-kind support from residents often underpin routine maintenance efforts and minor facility enhancements, strengthening local identity and community resilience.

7. Public-Private Partnerships (PPPs): Select facilities operate under public-private partnership models, whereby private stakeholders contribute to capital investments or service provision in return for long-term usage rights or operational roles. These arrangements combine public interest with private-sector efficiency and innovation.

C) IS THERE A SPORT DEVELOPMENT PLAN IN YOUR CITY/TOWN? WHAT ARE ITS MAIN AIMS?

With this application, the City of Veszprém takes a bold and inspiring step towards becoming one of Europe's most liveable cities – a place where health and happiness are within everyone's reach and where every individual can discover the form of physical activity that suits them best. Shared sporting experiences, active daily routines and strong community bonds all contribute to a more lovable and liveable city.

The designation of European Region of Sport is not merely an honour or accolade: it represents a renewed momentum in our collective pursuit of a vibrant, health-conscious and joyful Veszprém.

In line with its long-term aspirations, Veszprém is currently undertaking a comprehensive review of its Sports Development Concept, with a revised strategy set to be presented to the City Assembly in autumn 2025. The current concept, adopted in 2013, outlines key strategic priorities which continue to shape policy today:

1. **Promoting Healthy Lifestyles:** Encouraging physical activity as a core component of public health, with an emphasis on recreational and community-based sports.
2. **Developing Sports Infrastructure:** Modernising existing facilities and establishing new, inclusive and accessible venues that serve residents of all ages.

3. **Supporting Youth Talent Development:** Strengthening pathways for young athletes remains a strategic priority, reinforcing Veszprém's commitment to future generations.

4. **Backing Local Clubs and Civic Organisations:** Supporting the dynamic network of sports clubs and civil society organisations through operational assistance and collaborative partnerships.

5. **Hosting International Sporting Events:** Elevating the city's global visibility by welcoming international competitions and fostering a cosmopolitan sporting identity.

Veszprém's broader urban development ambitions for the 2021–2027 period are guided by its Sustainable Urban Development Strategy, which articulates a vision for a resilient, inclusive and green city. Two of its five strategic pillars – Greening the City and Retaining the Population – directly advance environmentally aligned sports development.

KEY COMMITMENTS INCLUDE:

- **Expanding green and community spaces:** promoting active outdoor lifestyles through investment in parks, hiking trails and playgrounds, accessible to all generations. The city proudly maintains over 650 hectares of urban green space.

- **Encouraging sustainable mobility:** enhancing infrastructure for cycling and walking to support low-emission transport to and from sports venues -reducing car dependency and promoting health-conscious travel.
- **Fostering community-based health and sports initiatives:** investing in neighbourhood-scale sports facilities and programmes that promote inclusion, youth engagement and intergenerational cooperation.
- **Integrating sport into climate and mobility planning:** embracing green event standards, strengthening partnerships with regional transport providers (e.g. MÁV–Volán, V-Bike) and promoting active mobility as part of a forward-looking urban ecosystem.
- **Co-designing with schools and civil society:** involving educational institutions and local organisations in the development of movement and health-promoting programmes – demonstrating Veszprém's enduring commitment to social participation and community well-being.

#1. SPORTS INFRASTRUCTURES – SPORTS FACILITIES (INDOOR/OUTDOOR)

MOST POPULAR INFRASTRUCTURE DEVELOPMENTS OF RECENT YEARS:

1. Séd Creekside Running Track and Landscaping
2. V-Bike launch: 19 docking stations throughout Veszprém, 146 e-bikes
3. Lovassy Sports Park, University Campus, Erzsébet Promenade

In Veszprém, sport transcends the realm of physical activity. It is a driving force for social advancement, public health and the sustainable evolution of urban life. Through an integrated approach, sport serves as a bridge uniting generations, promoting well-being and enriching the fabric of everyday life.

Across the region, many larger towns are currently marking the centenary anniversaries of their sports clubs and facilities: milestones that reflect a deep-rooted sporting heritage. While recent years have seen notable infrastructure improvements, continued investment remains vital. These anniversaries highlight the urgency of securing dedicated funding to modernise and future-proof existing facilities, ensuring resilience, accessibility and environmental adaptation for generations to come.

Cities such as Várpalota, Zirc, Tapolca and Balatonfüzfő have placed this objective at the heart of their development agendas, while smaller settlements like Tés and Balatonberény embrace sport as a year-round platform for community engagement and social inclusion. Echoing the spirit of cooperation seen during the European Capital of Culture initiative, these micro-level partnerships underscore a guiding principle: that coordinated local action can generate powerful, synergistic outcomes across the wider region.

The Hungarian government has taken deliberate and strategic steps to reinforce the role of sport in rural and regional communities. In line with Government Resolution 1410/2021. (VI.30.), a selection of regionally significant sports organisations have been designated as pillars of youth development, talent cultivation and high-performance training across multiple disciplines.

These organisations are not only centres of elite athletic excellence – they also champion grassroots participation, social integration and community cohesion. As such, they contribute meaningfully to the social infrastructure of their regions.

To strengthen their operational capacity and support their professional mandates, targeted state funding has been allocated for the 2021–2026 period. Within the Veszprém–Balaton region, beneficiaries of this national programme include:

- The University Sports Club of Veszprém (Veszprémi Egyetemi Sport Club) and its consortium partner, the University and Student Athletics Club of Veszprém (Veszprémi Egyetemi és Diák Atlétikai Club)

- Balatonfüred Sports Club in cooperation with Balatonfüred Youth Sports Club (Balatonfüredi Utánpótlás Sport Club) and Balatonfüred Yacht Club

This strategic support enhances the region's capacity to retain talent, host high-level competitions and broaden access to sport across all demographics. It also affirms the government's recognition of the vital role played by regional hubs such as Veszprém and its neighbouring communities within Hungary's national sporting landscape.



D) DETAIL THE ANNUAL BUDGET OF THE DEPARTMENT OF SPORTS AND THE PERCENTAGE THAT THIS AMOUNT REPRESENTS OF THE TOTAL BUDGET OF CITY HALL

ANNUAL SUM OF SUBSIDIES FOR SPORTS DISTRIBUTED BY MUNICIPAL CITY VESZPRÉM (EUR)

YEAR	PREMIUM EVENTS	GRANTS	OTHER	TOTAL
2022	495,556	62,469	31,605	589,630
2023	651,852	98,765	61,728	812,346
2024	813,580	150,617	106,765	1,070,963
2025	685,185	108,642	73,086	866,914

In its 2025 budget, the Municipal City of Veszprém allocated 3% to sports-related initiatives (larger than usual in the region), channelling funds through grants and support for high-profile events such as those held at Veszprém Arena and the Veszprém Rally:

- **Creation and Promotion of Fan Community**

Spaces: purpose-built areas are developed to foster community spirit, civic engagement and shared experiences around sport. These spaces host large-screen public broadcasts of international fixtures, athlete meet-and-greet events and branded

merchandise sales, strengthening local identity, pride and belonging through collective sporting celebration.

- **Enhancing the Spectator Experience to Promote City Discovery:** Veszprém capitalises on its strong appeal to fans of spectator sports by encouraging them to explore the city's wider cultural, culinary and touristic landscape. This integrated approach increases dwell time and spending, while reinforcing the city's broader appeal as a multi-dimensional destination.

- **Aligning Major Events to Maximise Impact:** sporting events are strategically aligned with flagship city festivals to create synergies between sport and tourism. Joint promotion amplifies media coverage, increases audience engagement and boosts economic activity across sectors – from hospitality to local enterprise.
- **Annual Operational Funding:** Veszprém Handball Arena receives an annual municipal allocation of €172,840, ensuring its continued function as a cornerstone of the city's sports and event infrastructure. With approximately 130,000 visitors annually, the arena plays a pivotal role not only in athletic life, but also in hosting concerts, exhibitions and large-scale community events.

E) DESCRIBE CREATIVE APPROACHES TO DELIVER SPORT PROGRAMMES

In an era characterised by information overload, constant digital stimuli and an abundance of entertainment choices, capturing attention and inspiring lasting behavioural change is an increasingly complex challenge. Our approach acknowledges a simple yet powerful truth: sustained transformation is most effectively achieved through collective motivation, not isolated interventions. Across all generations and social groups—whether at free public gatherings or high-cost events—we consistently observe that the most successful initiatives are those that foster shared experiences, such as challenges, team competitions and community-driven activities.

To this end, we have anchored our regional strategy in community-led initiatives and creative activations designed to spark curiosity, cultivate long-term habits and rekindle the simple joy of movement. The following three flagship programmes exemplify our commitment to engaging the region through inclusive, energising and future-facing approaches:

NIGHT OF MOVEMENT (MOZGÁS ÉJSZAKÁJA)

This dynamic, nationwide initiative invites individuals of all ages and abilities to embrace physical activity by proving that sport can be both healthy and exhilarating. Taking place during the evening and night, the event introduces a festive, community-driven atmosphere that turns movement into a shared celebration. Launched by the State Secretariat for Active Hungary and the

National Association of Leisure Sports Event Organisers (SZEOSZ), the programme extends its reach beyond the capital, bringing rural communities into the heart of the national movement.

On 13th June 2025, Veszprém proudly joined the initiative for the first time. The event was further enhanced by our own locally developed programme Connect – This Walk Belongs to Everyone, which championed inclusivity in outdoor movement. Focused on enabling participation for individuals with health conditions or disabilities, this initiative invited all residents to walk together in a spirit of unity and accessibility. In total, 53 municipalities across the Veszprém–Balaton region took part, organising synchronised walks that embodied our shared vision for inclusive, community-based physical activity.

“BIKE TO WORK!”

First launched in 2007, this national campaign, coordinated by the State Secretariat for Active Hungary and the Hungarian Cyclists’ Club, champions the use of bicycles as a sustainable and health-conscious alternative to commuting by car. Participants are encouraged to cycle to work, thereby reducing environmental impact, easing urban congestion and promoting better public health. The initiative is structured around campaign periods in which individuals track their cycling mileage and compete for prizes. Community-oriented events, such as cycling breakfasts, have become a popular feature.

→ Walking Through Time: Guided Tours with a Healthy Twist



In 2025, Veszprém hosted its 9th breakfast event, while Várpalota celebrated its inaugural edition. The programme has been especially successful in mobilising workplace communities through team-based competitions, strengthening bonds among colleagues and increasing the appeal of cycling. Public transport partners such as V-Busz have played an important supporting role, enhancing the campaign’s reach and impact.

WALKING THROUGH TIME: GUIDED TOURS WITH A HEALTHY TWIST

Whether through local history sessions or guided city tours, both the local museums and the tourism office offer themed walking experiences—on foot or with Nordic walking sticks. These tours provide a unique opportunity to explore the city’s historical and cultural heritage while staying active. Participants not only gain fascinating insights into the region’s past, but also enjoy the added benefit of light physical activity—making a post-tour ice cream a well-earned treat.

F) PROVIDE THE ESTIMATED AMOUNT OF PLANNED INVESTMENTS IN SPORTS INFRASTRUCTURE IN THE NEXT THREE YEARS

EUROPEAN ECONOMIC OUTLOOK

2025–2027

The euro area is expected to show steady, moderate economic expansion over the next few years. According to the latest projections from the European Central Bank (ECB), real GDP is expected to grow by 0.9% in 2025, followed by an uplift to 1.2% in 2026 and 1.3% in 2027. While this measured growth reflects a cautious global outlook – shaped by US-imposed tariffs and ongoing international trade uncertainties – it nonetheless indicates resilience in the face of external pressures, particularly with regard to exports and investment trends.

Although inflationary pressures are forecast to subside, they remain a consideration. ECB estimates place average inflation at 2.3% in 2025, falling to 1.9% in 2026. These conditions will inevitably influence investment sentiment and the availability of financing, notably in sectors such as sports infrastructure.

HUNGARIAN ECONOMIC OUTLOOK

2025–2027

Hungary's economic prospects are particularly encouraging. According to the March 2024 Inflation Report by the Hungarian National Bank (MNB), GDP is expected to grow by an impressive 3.5–4.5% in 2025 and by 3.0–4.0% in 2026. Inflation is projected to stabilise within the 2.5–3.5% range during this period. These favourable indicators are underpinned by robust real wage growth and a rebound in domestic demand, although ongoing fiscal and external risks will require careful navigation.

INDEXING PLANNED SPORTS INFRASTRUCTURE INVESTMENTS TO ECONOMIC FORECASTS 2025–2027

Hungary's sports infrastructure landscape continues to benefit from a multifaceted funding model. In addition to central and local government support, significant contributions stem from private capital and the corporate tax-based TAO (Targeted Corporate Tax Allowance) scheme. A unique feature of the TAO system is its direct correlation with corporate profitability and tax revenue, making it highly responsive to broader economic fluctuations. As such, infrastructure planning must remain attuned to macroeconomic forecasts and the potential variability of TAO funding.

Between 2020 and 2024, roughly 40% of sports-related spending was directed towards infrastructure development, with the remaining 60% covering operations and maintenance. These ratios are expected to remain broadly consistent moving forward.

Looking ahead to 2025–2027, the following annual investment volumes in sports infrastructure are envisaged – each carefully calibrated to reflect the prevailing economic climate and funding outlook:

YEAR	INFRASTRUCTURE INVESTMENT (EUR)
2025	8,852,735
2026	9,344,553
2027	11,311,828
Total	29,509,117

This progressive adjustment reflects the anticipated pace of economic growth while also accounting for uncertainties surrounding TAO funding. The strategy aims to ensure financial sustainability and the continued development of high-quality sports infrastructure across the Veszprém-Balaton region.

THE NATIONAL SPORTS AGENCY ENVISIONS INFRASTRUCTURE DEVELOPMENT IN TWO SWIMMING COMPLEXES IN THE REGION

VENUE	MAIN AREAS OF DEVELOPMENT	APPROX COSTS OF DEVELOPMENT (EUR)
Balatonfűzfő – Balaton Olympic Swimming Complex	Renewable energy: solar panels, lights, heating system, waste water treatment Accessibility: lifts General refurbishing of public and administration facilities and swimming pools	5,331,000
Veszprém Swimming Complex	Renewable energy, solar panel installation	335,000



2. ACCESS TO FACILITIES, EDUCATIONAL PROGRAMMES AND JOB CREATION

Our commitment is to provide high-quality, inclusive infrastructure that supports both grassroots participation and elite performance. At the heart of this vision is a dedication to equitable access – ensuring that individuals of all ages, abilities and backgrounds have the opportunity to move, play and thrive. Yet we know that facilities alone are not enough to build a more active society. Real progress demands strategic collaboration. That's why we are focused on mobilising resources and forging partnerships that increase active minutes across the population – a goal we see as essential to long-term wellbeing.

We actively encourage cooperation between corporate and community stakeholders and are working to establish robust support systems that expand access and accelerate the development of sport infrastructure and practices.

By widening access and deepening collaboration, we can make the joy of sport and movement a universal right – not a privilege.

We believe that sport is for everyone. Open gates foster shared experiences, bringing communities together through the joy of movement.

A) EXPLAIN HOW THE SPORT ASSOCIATIONS OR SPORT CLUBS WORK IN YOUR TOWN, AGREEMENTS AND GRANTS AND POSSIBILITIES FOR NON-MEMBERS TO USE THEM.

TERRITORIAL GOVERNANCE

Each year, local governments across the region earmark dedicated budget lines within their municipal budgets to support civil society organisations and sports associations. Among them, the City of Veszprém stands out – consistently allocating the highest proportion of its local budget to this vital purpose. What sets Veszprém

apart is not only the scale of its commitment, but also the diversity of its funding strategy, ensuring support is distributed across a broad spectrum of objectives.

These grants – typically awarded through open calls once or twice a year – are designed to promote (→ [List of sports clubs as beneficiaries in the Annex 3](#)):

- Youth development initiatives
- Community-based sports events
- Participation in competitive sports
- Health-focused programmes
- Activities supporting disadvantaged groups

VESZPRÉM-BALATON 2023 JSC.: PROVEN EXPERTISE, RENEWED VISION

- The City of Veszprém has entrusted Veszprém-Balaton 2023 Jsc. with developing the application for the VB2026 title, and, should the bid be successful, with implementing the full programme. Originally established in 2018 to deliver the prestigious European Capital of Culture (ECOC) cultural season, the organisation is co-owned by the three major cities of the region – Veszprém, Balatonfüred and Balatnalmádi, alongside the Balaton Association.
- With a proven track record managing a core budget of over €190 million, along with significant EU grant funding, the organisation brings invaluable expertise, refined operational structures and digital platforms that are ready to support the ambitions of the VB2026 programme.
- A projected €4.94 million in public funding is expected to be allocated for VB2026. A significant portion of the operational budget will be distributed through open calls, aimed at supporting regional sporting events, community engagement initiatives and health-promoting programmes.

By autumn 2025, a comprehensive grant framework will be launched to ensure fair, transparent and inclusive access to funding. Based on the regional sport strategy and proposals submitted by municipalities, thematic areas will be defined, with clear eligibility criteria and operational guidelines. A balanced, region-wide distribution of resources will be prioritised.

Applicant organisations will be expected to:

- Deliver events within the VB2026 region
- Uphold principles of environmental and social sustainability
- Advance inclusive objectives
- Engage volunteers
- Provide year-round programming to mitigate seasonal disparities



STATE-SUPPORTED REGIONAL SPORTS INSTITUTIONS



Under **Government Decree 303/2019 (XII. 12.)**, three elite sports academies in the Veszprém-Balaton region are directly supported by the State:

- Hungarian Handball Youth Foundation
- Handball Sports Association of Balatonfüred
- Veszprém Handball Academy Ltd

In February 2025, Balatonfüred Sports Club, together with Balatonfüred Youth Sports Club and Balatonfüred Yacht Club, was awarded the title of Designated Regional Sports Association. Similarly, Veszprém University Sports Club, in consortium with Veszprém University and Student Athletics Club, has long held this designation and its accompanying financial support.

Designation criteria include operating a minimum of five active sports divisions and registering at least 350 athletes, of whom 265 or more participate in competitive sport.

Funding Allocated for 2024:

- Veszprém University Sports Club: €296,296
- Veszprém University and Student Athletics Club: €76,543

B) EXPLAIN HOW ACCESSIBLE SPORTS FACILITIES ARE TO THE WIDE PUBLIC:

To ensure broad and equitable access to sports facilities, we focus on three key pillars: visibility, incentivisation and accessibility.

VISIBILITY

HELLOVEB: THE REGIONAL EVENT AND VENUE PORTAL

Building on the success of the European Capital of Culture (ECoc) portal introduced in 2021, a redesigned and significantly enhanced version of [HelloVEB.hu](https://www.helloveb.hu) will be launched in summer 2025.

This next-generation platform will offer a refined user experience, featuring an intuitive advanced search and filtering system to help visitors easily discover sport-related programmes, events and facilities across the region. Dedicated filters will enable users to search specifically for accessible venues and free-of-charge activities, ensuring inclusivity and convenience for all.

The platform is designed not only to boost regional tourism, but also to actively engage the local community. Unlike traditional listings—where sports events are scattered across sport-specific channels—this unified interface consolidates all activities in one accessible, user-friendly hub. Programme organisers from across the region will enjoy open access to upload and manage their events and services, fostering a vibrant and dynamic community calendar. The platform will also spotlight events offering discounts via the regional card system, giving added visibility to inclusive, value-driven experiences.



INCENTIVISATION

INCENTIVISATION THROUGH CARD SYSTEMS

In spring 2024, the City of Veszprém proudly relaunched its iconic city card of 10 years standing in a modern digital format, offering local residents a seamless way to enjoy a host of benefits. Building on this success, Veszprém-Balaton Pass, a regional tourism card, is set to launch in June 2025. Designed to enrich the quality of life for residents while stimulating the regional economy, this innovative card system promises to be a game-changer.

For residents, the benefits include:

- Discounted or complimentary access to sports facilities, cultural venues and community services
- Incentives for green travel, including free or reduced fares on public transport
- Strengthening local identity and encouraging active civic participation
- For service providers, the advantages are clear:
- Increased visitor numbers and footfall, particularly during quieter periods
- Targeted marketing opportunities aimed specifically at cardholders
- Valuable, data-driven insights to support smarter development and planning

More than just a convenience, the card system embodies the region's commitment to a sustainable, integrated and accessible sport and tourism infrastructure – building stronger communities and a thriving local economy.



ACCESSIBILITY

SPORT NATION CLUB CARD AND REGIONAL ACCESS INCENTIVES

Available to all Hungarian residents, the Sport Nation Club Card offers discounted access to a wide range of sports facilities throughout the region. Launched in September 2023 by the Ministry of Defence's State Secretariat for Sports, in partnership with the National Sports Agency, the Sport Nation Programme stands as one of Hungary's most ambitious social sports initiatives.

Its mission is clear: to make physical activity and sport more accessible to people of all ages, children and adults alike, by providing reduced entry fees to sports venues. The programme also champions the opening of sport club infrastructures to the wider public, extending beyond professional athletes to ensure that anyone seeking quality sporting experiences can benefit from professional guidance and community support.

Numerous institutions across the region are registered Sport Nation partners, offering local residents and communities generous discounts and promoting everyday sport as an integral, accessible part of life. This initiative not only encourages healthier lifestyles but also fosters stronger community bonds.

Within the Veszprém Sport Region, the Sport Nation Card grants discounted entry to premier facilities such as Balaton Swim Arena and Veszprém Sport Swim Arena. Regional participation is vibrant, with:

- 26 sports clubs in Veszprém County
- 17 sports clubs in Zala County
- 13 sports clubs in Somogy County

DEDICATED COMMUNITY ACCESS HOURS

In alignment with the Sport Nation initiative, several sports facilities in Veszprém offer various time slots for public use:

Veszprém Stadium Practice Hall:

- 7:00–13:30 – school use
- 13:30–15:00 – student sports / badminton
- 15:00–20:00 – Veszprém Pannon SE training
- 20:00–22:00 – amateurs

Lovassy László High School Courtyard:

- Used by students during school hours
- Open to the public on weekends and during school breaks
- Facilities: running track (rekortan), outdoor fitness stations, handball / small football pitch

Veszprém Sport Swim Arena:

- Hosts Balaton Swim Club, Veszprém Swim Club, baby swimming, synchronised swimming, individual adult lessons, Pannon Triathlon Club
- Pools and gym facilities available to the public during operating hours

University of Pannonia Green Campus:

- Outdoor basketball and volleyball courts with a rekortan surface opened in 2023
- Free to use for university staff and students
- Available for external events at a rental rate of 11.67 EUR/hour + VAT per court

MOBILITY AND ACCESSIBILITY ENHANCEMENTS

During its preparation for the 2023 European Capital of Culture title year, Veszprém developed a data-driven mobility strategy in partnership with MÁV-Volán Group, V-Busz, VKSZ Parking Division and Lime. The strategy's aim was to ensure sustainable, flexible and effective transport solutions for both locals and increasing numbers of visitors, especially focusing on 'last mile' connections.

In 2023 alone, in the first year of V-Bike, users cycled a total of 63,582 km – over 1.5 times the Earth's circumference!

A flagship development has been the launch of the Veszprém e-bike sharing system, featuring 146 e-bikes across 19 strategically positioned docking stations. Conveniently located near key transport hubs and

popular recreational areas such as the railway station, bus terminal and Erzsébet Promenade sports fields, this network significantly enhances final-mile connectivity for residents and visitors alike.

In line with Veszprém's designation as a European Sports Region, plans are underway to extend the e-bike system beyond city boundaries, with a particular focus on routes leading to stunning Lake Balaton. This expansion will empower tourists and local recreational users to explore the region in an active and eco-friendly way. It will also boost accessibility for older adults, people with limited mobility and those who are less physically active, fostering greater inclusivity in regional transport.

Veszprém's broader mobility strategy incorporates a range of innovative initiatives, including:

- Increased public transport frequency during major events
- Adjusted weekend bus schedules to enhance connections between Veszprém and the Lake Balaton area
- Engaging cultural pop-up events on public transport to encourage usage

- Real-time traffic updates and personalised routing through Waze for Cities
- An adaptive transport planning model, supported by a dedicated mobility working group and real-time data analytics, enables the city to flexibly scale services according to event sizes while minimising environmental impact. Key data inputs – such as pre-sale ticket information and mobile cell data provided by Telekom – have been instrumental in shaping this approach
- Forecasting attendee origins and transport requirements to design efficient shuttle services
- Using mobile data to estimate event-related carbon footprints
- The results speak for themselves. In 2023, 35.9% of visitors chose green mobility options, marking a 5% increase compared to 2022. This positive shift in transport patterns has led to emission reductions equivalent to the annual carbon sequestration of 16,000 trees – a powerful testament to Veszprém's commitment to sustainable, active mobility.



C) DESCRIBE THOSE PROGRAMMES THAT USE SPORTS AS A PLATFORM TO TEACH SKILLS LIKE TEAMWORK, COMMUNICATION AND RESILIENCE.



Sport is far more than a means to physical fitness – it plays a vital role in developing key life skills such as teamwork, communication and resilience. Across the globe, sport is increasingly used as a powerful tool for social development and the Veszprém Sport Region is proud to be an active contributor to this movement through a variety of international, national and local initiatives.

CHALLENGE DAY

Originally launched in Canada in 1982, Challenge Day has grown into a global celebration of empathy, inclusion and community-building through physical activity. Celebrated in Hungary since 1991, the event takes place on the last Wednesday of May, encouraging people of all ages to engage in at least 15 minutes of continuous physical activity between midnight and 9:00 p.m.

Over the years, Challenge Day has evolved to include imaginative and joyful formats that engage diverse community groups and strengthen intergenerational bonds – traditionally led by enthusiastic school participation. In 2025, Veszprém-Balaton Jsc. will register its first-ever staff team, setting an inspiring example for large regional employers to join in and promote team-building through friendly competition.

A MILLION STEPS PROGRAMME

Organised by the Hungarian Transplant Association, the Million Steps app transforms physical activity

into a fun, gamified community challenge. More than **60 types** of movement can be converted into steps using internationally recognised conversion metrics. Participants, either solo or in teams of up to five, can track their daily, weekly and cumulative progress, with rankings available by gender, age group, county and town. Schools are particularly active, as students compete for prizes such as sports equipment, while engaging daily with health tips and quizzes. Veszprém's secondary schools have been at the forefront of participation, proudly raising the profile of their institutions through their spirited involvement.

RUN FOR YOUR SCHOOL!

Held annually in Veszprém for over a decade, this flagship community event mobilises schools in a collective celebration of movement. Students, teachers, parents and supporters work together to accumulate 'student-metres,' with the most active schools receiving financial support for new sports equipment.

Organised by Rotary Club Balatonfüred–Veszprém and Veszprém University and Student Athletics Club (VEDAC), the initiative has already resulted in the creation of mini-gyms and the modernisation of outdated facilities, demonstrating the tangible impact of community action. Local businesses and civil society organisations regularly join in as sponsors and partners, amplifying the event's communal spirit.

NATIONAL JOY OF DANCE CELEBRATION

In June 2025, Veszprém hosted a nationwide dance event dedicated to promoting active ageing. Nearly 400 participants danced together to prove that retirement is no barrier to vibrancy and movement. Organised by Ezerarcú Bónusz Club and supported by the national Life to Years

Federation, the celebration underscored the transformative power of music, movement and togetherness in later life. The event served as a joyful reminder that our ageing population can remain active, engaged and full of life, reaffirming the region's commitment to health and inclusivity at every stage of life.

Together, these initiatives form a mosaic of creative engagement strategies that empower individuals and communities. They demonstrate that sport is not only a means of health promotion but also a powerful tool for education, inclusion and communal identity.



D) DESCRIBE POLICIES FOR CREATION OF NEW JOBS IN SPORT.

DUAL CAREER PROGRAMME FOR ÉLITE ATHLETES – SUPPORTING TRANSITION BEYOND THE SPORTING ARENA

In June 2023, the University of Pannonia entered into a strategic cooperation agreement with the Hungarian Forum for the Representation of Élite Athletes (Magyar Éltsportolók Érdekvédelmi Fóruma) to launch the 'Dual Career Programme for Athletes.' This forward-thinking initiative is designed to support elite athletes as they transition from competitive sport to civilian life—facilitating social integration, career advancement and entrepreneurial success beyond the arena.

The programme is built on four key pillars:

- **Career Counselling:** Tailored guidance empowers athletes to explore career paths outside of sport, identify their transferable strengths and shape a purposeful post-athletic professional journey.
- **Employment Facilitation:** Through close collaboration with employers – ranging from HR experts to senior executives and industry leaders – the University and the Forum open real pathways to employment, bridging the gap between sport and the workplace.
- **Education and Skills Development:** Participants receive targeted training in essential areas such as self-awareness, financial literacy and time management. These vital life and business skills equip athletes to thrive in new professional contexts or launch successful entrepreneurial ventures.

- **Entrepreneurial Support:** A key ambition of the programme is to cultivate an entrepreneurial mindset among former athletes, enabling them to build sustainable businesses and continue making meaningful contributions to both the economy and their communities.

This initiative is further strengthened through alignment with the 'Bounceback' Erasmus+ project, led in Hungary by the University of Pannonia and Veszprém University and Student Athletics Club (VEDAC). 'Bounceback' supports the reintegration of retired athletes into employment, business and entrepreneurship across Europe. Still in development, the project unites academic institutions, business leaders and sports clubs to develop a scalable model for athlete transition support. Together, these programmes not only enhance the social and economic resilience of elite athletes in the Veszprém-Balaton region, but also reflect the city's enduring commitment to inclusive, lifelong empowerment through sport.

EMPOWERING THE FUTURE: HOW A UNIVERSITY-LED SOLAR BOAT COMPETITION IS FUELING INNOVATION AND JOB GROWTH IN SPORTS AND GREEN TECH

The CoreComm Solar Boat Challenge, organized by the University of Pannonia, is an annual international competition that significantly contributes to scientific research, workforce development in the sports sector, and job creation. The event brings together university students and researchers to design, build, and race solar-powered boats, promoting renewable energy and sustainable transportation solutions. By engaging students in real-world engineering challenges, the competition enhances their practical skills and prepares them for careers in green technology and the sports industry. The collaborative nature of the project fosters innovation and interdisciplinary research, leading to advancements in solar energy applications and maritime engineering.

Moreover, the event stimulates the local economy by creating job opportunities related to event organization, boat manufacturing, and renewable energy sectors. It also raises public awareness about sustainability and environmental protection, aligning with the broader goals of the Veszprém-Balaton 2023 European Capital of Culture program.



ANNON
BOAT TEAM

3. CLUBS, ASSOCIATIONS AND LOCAL AND INTERNATIONAL PARTNERSHIP

We are committed to fostering a lifelong culture of movement. From early childhood through adolescence to senior adulthood, we believe that opportunities for physical activity must be continuously created and improved. Supporting individuals throughout every stage of life means making movement accessible, engaging and rewarding. We are convinced that belonging to a community not only reinforces these efforts but also deepens personal commitment and joy in being active.

“Clubs: home of champions, heart of friendships.”



A) PROVIDE A DETAILED LIST OF ASSOCIATIONS AND SPORT CLUBS THAT COMPETE IN TOP DIVISIONS, CHAMPIONSHIPS AND NATIONAL TOURNAMENTS (E.G: A, A1, A2, B).

Highlights from 2025:

- Veszprém Handball Academy U18
29. Hungarian Champion
- Veszprém Handball Academy EHF
Youth Club Trophy
2025 FINAL4
- Futsal Veszprém
first-time National
League Hungarian
Champion

SPORT DOMAIN	EUROPEAN / WORLD CUP	NAME	COMPETITION	PLACE	SPORT CLUB	YEAR
Swimming	WC	Rasovszky, Kristóf	10 km	1	Balaton Úszó Klub Veszprém	2024
Swimming	EC	Sárkány, Zalán	800 rapid	3	Balaton Úszó Klub	2024
Swimming	EC	Sárkány, Zalán	1500 rapid	3	Balaton Úszó Klub	2024
Swimming	EC	Betlehem, Dávid	10 km	3	Balaton Úszó Klub	2024
Swimming	WC	Rasovszky, Kristóf	800 m rapid	5	Balaton Úszó Klub	2024
Swimming	WC	Betlehem, Dávid	1500 m rapid	4	Balaton Úszó Klub	2024
Swimming	WC	Betlehem, Dávid	10 km	6	Balaton Úszó Klub	2024
Open water swimming	Olympics	Betlehem, Dávid	10 km	3	Balaton Úszó Klub	2024
Open water swimming	Olympics	Rasovszky, Kristóf	10 km	1	Balaton Úszó Klub	2024
Swimming	Olympics	Betlehem, Dávid	1500 rapid	4	Balaton Úszó Klub	2024
Sailing	EC	Vadnai, Jonatán	IICA 7 Boat Class, Men's Category	2	Balatonfüredi Yacht Club	2024
Sailing	EC	Vadnai, Benjámin	IICA 7 Boat Class, Men's Category	5	Balatonfüredi Yacht Club	2024
Sailing	Olympics	Vadnai, Jonatán	IICA 7 Boat Class, Men's Category	4	Balatonfüredi Yacht Club	2024
Handball	EC	Ligetvári, Patrik	Men's handball	5	ONE Veszprém KC	2024

B) PROVIDE DETAILED INFO ABOUT SPORT VOLUNTEERS IN THE CITY: HOW ARE THEY ORGANISED, HOW THEY PROCEED, HOW THEY LOOK FOR NEW VOLUNTEERS, BENEFITS OF BEING VOLUNTEER.

Historically shaped by social and economic factors, Hungary has seen comparatively lower levels of volunteering than its Western European counterparts. Nevertheless, the Veszprém–Balaton region demonstrates a remarkable grassroots commitment to volunteerism, particularly within the realm of community sport. Families of young athletes form the backbone of many rural sports clubs, offering invaluable organisational and logistical support. Meanwhile, secondary school and university students play an active role in delivering local sports events, often as part of mandatory community service or to earn academic credits.

Beyond these structured programmes, small sports clubs across the region depend heavily on the dedication of local volunteers. These individuals take on a wide range of responsibilities from coaching and facility upkeep to event coordination, showcasing a deep-rooted passion for amateur and youth sport.

A flagship community outreach initiative of the Veszprém–Balaton 2023 European Capital of Culture (VEB2023) programme was the ‘Shinies’ Volunteer Programme. Launched with the ambitious aim of recruiting 500 volunteers from both Hungary and abroad, the programme quickly surpassed its target, igniting a powerful wave of civic engagement throughout Veszprém and the wider Bakony–Balaton area.

The programme was instrumental in fostering a culture of volunteerism and strengthening regional social cohesion. Supported by the European Solidarity Corps (ESC), the initiative welcomed 90 international volunteers, who contributed to cultural and community events through both short-term and long-term placements. One of its key legacies is a permanent, professionally managed online volunteer platform, designed to serve as a regional hub. This digital system enables organisations to post opportunities, manage teams and connect with volunteers in a streamlined, future-facing manner.

Looking ahead, the region is committed to elevating and expanding its volunteer strategy. This includes deepening collaboration with local sports clubs, actively promoting volunteer opportunities for upcoming sporting events and engaging new community members in meaningful ways. A new training framework will also be launched, focused on safeguarding and creating inclusive environments. Drawing on the International Safeguards for Children in Sport, a Volunteer Handbook and training programme will ensure every volunteer is well-prepared to contribute safely, responsibly and with lasting impact.

Through these efforts, the Veszprém–Balaton region continues to build a strong, inclusive and sustainable foundation for sport and community life, driven by the dedication of its people.

In the Active School program, volunteering plays a pivotal role in fostering a movement-friendly environment. Students actively contribute their own ideas to shape spaces that encourage physical activity, often involving their peers in their favorite activities.



C) ARE YOU COLLABORATING WITH LOCAL AND INTERNATIONAL ORGANISATIONS TO ENHANCE SPORTS PROGRAMMES? DESCRIBE IT.

LOCAL PARTNERS

A strategic regional partner, the University of Pannonia joined the prestigious Healthy Campus programme of the International University Sports Federation (FISU) in March 2025. This globally recognised certification scheme promotes the physical, mental and social wellbeing of students, researchers and university staff. To qualify, institutions must meet ambitious targets across six strategic pillars: physical activity and sport,

nutrition, disease prevention, mental and social health, sustainability and social responsibility and risk prevention.

The evaluation spans 100 performance criteria, with universities eligible for bronze, silver, gold or platinum-level certification. As Veszprém's second-largest employer, with nearly 1,000 staff, the University of Pannonia is aiming for a high-level designation that

extends its impact beyond campus boundaries. Many members of the university community reside locally, creating a positive 'butterfly effect' that inspires healthier, more active lifestyles across the region.

Beyond health education, the programme contributes to an improved quality of life, promoting long-term wellbeing and longevity through a holistic and inclusive approach.

EUROPEAN COLLABORATIONS

1. EUNIC – EUROPEAN UNION NATIONAL INSTITUTES FOR CULTURE

EUNIC is a global network of national cultural institutes and ministries from EU member states, committed to advancing European cultural cooperation and promoting mutual understanding. Active in over 100 countries, EUNIC is a driving force for cultural diversity, social cohesion and intercultural dialogue worldwide.

Veszprém and the wider region became active members of the EUNIC network during the preparatory phase of the European Capital of Culture 2023 title year. Today, these international links continue to flourish. Many sister city and county partnerships have evolved from formal diplomatic ties into rich, sectoral collaborations, often strengthened through co-funded EU projects.

Recognising the network's potential, Veszprém has invited EUNIC members to collaborate on future initiatives. A key focus is the 2026 European Week of Sport (#BeActive), for which we are developing a joint international youth and student sports festival in September. The event will feature friendly competitions and showcase emerging sports, reinforcing sport as a powerful new tool for international dialogue. The initiative is expected to receive strong national support, including coordination by the National Federation of Student and Leisure Sports (NDHSZ) and involvement from local sports clubs.

2. THE ECOC FAMILY

The ECoC Family is an informal but vibrant network that unites past, present and aspiring European Capitals of Culture. Each year, one city hosts an in-person forum

to explore shared challenges, exchange best practices and reflect on lessons learnt. In parallel, monthly online meetings among international coordinators nurture artistic collaborations, peer learning and information exchange, such as open calls and funding opportunities.

Veszprém has recently leveraged these connections to co-develop a Creative Europe project with five partner cities. The initiative focuses on supporting the mental health of young people living around major European lakes and aims to create innovative, eco-conscious community programmes. This project exemplifies how the ECoC network continues to generate meaningful cross-border collaborations even after the title year.

PARTNERSHIPS WITH JAPAN

1. EU-JAPAN FEST

EU-Japan Fest has played a pivotal role in facilitating artistic dialogue between Japan and European Capitals of Culture, including Veszprém during its ECoC year in 2023. Through financial support and collaborative projects, the programme has enriched the local arts ecosystem while deepening international cultural ties. Veszprém's House of Arts, the most active local partner in this network, is currently developing a new initiative in StreetArts, with a particular focus on engaging young skateboarders.

2. KOJI AWARENESS METHODOLOGY

Inspired by Koji Awareness – a methodology introduced by Koji Murofushi, Commissioner of Japan's Sports Agency and published in Scientific Reports (2024) – Veszprém is preparing to launch a pioneering pilot project in partnership with the University of Pannonia. The programme is aimed at promoting quality of movement, healthy ageing and preventative care for adults over 50.

Key components of the 2-6-month initiative include:

- Motor function screening for older adults
- Individualised corrective exercises
- Group training led by certified local coaches
- Longitudinal comparison with a control group

Designed for regional, non-commercial application, this evidence-based project draws inspiration from Japan's globally respected culture of longevity. Rooted in values of discipline, self-awareness and graceful ageing, it seeks to bridge science and tradition, bringing continents and communities together through the universal language of wellbeing.



4. SPORTS INITIATIVES, EVENTS OR PROJECTS WHICH ARE DIRECTLY CARRIED OUT OR PROMOTED BY THE CITY COUNCIL

A) PROVIDE A LIST OF PUBLIC SPORT EVENTS ORGANISED BY THE CITY

Safeguarding the integrity of sport requires a strong commitment to transparency in sports governance and firm action against match-fixing and the manipulation of results. Equally important is the full protection of the rights of all participants – athletes, spectators and officials alike. Preventing the use of performance-enhancing substances is essential, along with the strict enforcement of anti-doping regulations and consistent sanctions in the event of violations.

The City of Veszprém, together with surrounding municipalities, offers a rich tapestry of public events throughout the year—traditionally dedicated to culture, community and active living for all. The tremendous success of the 2025 Night of Movement taught us, these festivities have to include activating elements when spectators become active doers. → [The detailed list of the region's events are in Annex 4.](#)

SIGNATURE COMMUNITY FESTIVALS

Each year, Veszprém hosts two of its largest celebrations honoring Queen Gizella, Hungary's first queen in May,

and St. Michael, the city's patron in September. These vibrant, multi-day festivals blend culture and tradition. European sister cities are invited, turning the city into an international meeting point. Alongside concerts, food fairs, and art shows, traditional Hungarian dance is celebrated.

SCHOOL AND YOUTH SPORTS

A cornerstone of the city's sporting life, schools across the region stage regular events: International Challenge Day, Student Olympics, school and kindergarten mini-Olympics, inter-school tournaments and district-wide sports days. These programmes foster a passion for physical activity and teamwork from early childhood, involving thousands of children and their families each year.

YEAR-ROUND REGIONAL ACTIVITY

Throughout the seasons, districts and neighbouring settlements bring their communities together with various seasonal village festivals. These celebrations always

include recreational football matches, seniors' dance showcases, youth acrobatics and interactive sports stations. From 2025, a strategic focus is on converting more visitors into active participants with new "move together" initiatives and on-the-spot sport opportunities.

MASS PARTICIPATION AND PERFORMANCE EVENTS

The region is renowned for its mass sports events that attract both amateurs and elite athletes. Annual highlights include triathlons, marathons, cycle tours, open water swimming and paddling challenges, and cross-country runs. Notably, these are privately organised but with the joint efforts between municipalities, local businesses, and local sports associations, who provide both logistical support and unique local contributions.

"From local roots to nationwide impact – building community, creating opportunity."

#4. SPORTS INITIATIVES, EVENTS OR PROJECTS WHICH ARE DIRECTLY CARRIED OUT OR PROMOTED BY THE CITY COUNCIL



B) LIST THE ORGANISATION OF AGREEMENTS, CONFERENCES, SEMINARS OR OTHER EVENTS IN SPORT MATTERS AND IN COLLABORATION WITH ENTITIES OF IMPORTANCE IN SPORT MATTERS CONCERNING THE MOST IMPORTANT TOPICS RELATED TO SPORT MANAGEMENT AND ANTI-DOPING ACTIONS.

The Veszprém–Balaton region places strong emphasis on fostering professional networks in sports management while championing the principles of clean sport. With a commitment to ethical practice, anti-doping awareness and sustainable development, the region maintains dynamic partnerships with national and international organisations to integrate these values into everyday sporting activity.

Over recent years, a variety of collaborative programmes, events and initiatives have been launched or developed, including:

- **Liaison with the Hungarian Anti-Doping Group (HUNADO):** Regular consultations ensure the effective regional dissemination of education materials focused on prevention and awareness.
- **Participation in and organisation of conferences:** In partnership with the University of Pannonia and regional municipalities, a roundtable discussion titled ‘Clean Sport – Clean Future’ aims to explore the intersection of sports ethics and youth development.

- **Introduction of training modules:** Specialised courses have been introduced in partnership with regional sports academies, addressing areas such as sports finance, ethical dilemmas and community-based sustainability.
- **Partnership with the Ministry of Human Resources and the Ministry of Defense – State Secretariat for Sports:** A regional pilot programme for mental health support of athletes has been launched, making services available, even at the grassroots club level.

These efforts form the foundation for the region’s long-term vision: cultivating ethical awareness in sports leadership, deepening anti-doping consciousness and building a transparent, value-driven sporting environment.

ANTI-DOPING FUNCTIONS IN THE REGION

Hungary’s anti-doping framework is governed by a centralised, strictly regulated structure led by the Hungarian Anti-Doping Group (HUNADO), which operates with independent regulatory authority. While formal partnerships are not part of its mandate, the Veszprém–

Balaton region actively supports the creation of a doping-free sporting culture through preventative education:

- Hosting ‘Clean Sport’ campaigns for young athletes and clubs.
- Circulating educational materials that highlight the risks of banned substances, the consequences of violations and associated health dangers
- Organising awareness workshops for club leaders and coaches, based on the ‘conscious athlete’ model

These initiatives complement the national regulatory system while enhancing the region’s ethical readiness and alignment with international standards.

EASM CONFERENCE (2025)

The prestigious annual conference of the European Association for Sport Management (EASM) will be held in Budapest in 2025 – an unmissable occasion for Hungary’s sport management professionals. For the VB2026 bidding team, it presents a key international networking opportunity.

ANNUAL ANTI-DOPING PROFESSIONAL CONFERENCE

Organised jointly by the Hungarian Olympic Committee (MOB), the Hungarian Anti-Doping Group (MACS/HUNADO), the Hungarian Society for Sport Science and the Hungarian Association of Sports Lawyers, this high-profile event delivers in-depth insight into evolving international and domestic regulatory frameworks, testing innovations and educational responsibilities. Each year, it attracts a wide and engaged professional audience.

‘PRESERVING THE INTEGRITY OF HUNGARIAN SPORT’ – MOB & SPORTJUS CONFERENCE

Co-organised by the MOB and SPORTJUS – the Hungarian Association of Sports Lawyers – this annual gathering focuses on anti-doping policy, sports ethics and legal safeguards, reinforcing the integrity of competitive sport through dialogue and debate.

MACS/HUNADO ANTI-DOPING EDUCATION PROGRAMME

In accordance with the WADA International Standard for Education, this comprehensive training programme offers both online and in-person modules for athletes and sport professionals. Continuously updated, it is a mandatory resource for many sports federations and licensed competitors, playing a key role in safeguarding ethical sport in Hungary.

VESZPRÉM–BALATON REGIONAL SPORTS MANAGEMENT SYMPOSIUM

Main Theme: Creating and Managing New Profit Centres in Sports Facilities

As part of its commitment to innovation in sport management, the region hosted a dedicated symposium focused on the future of sports facilities. Local and national experts engaged in roundtable discussions exploring how such venues can evolve into financially sustainable operations without compromising their public health mission or community service values. The event offered practical strategies and case studies that underscore the economic and social potential of well-managed sports institutions.

By fostering innovation, ethical leadership and international collaboration, the Veszprém–Balaton region is setting new benchmarks in sport management, proving that strategic vision and community values can go hand in hand.

#4. SPORTS INITIATIVES, EVENTS OR PROJECTS WHICH ARE DIRECTLY CARRIED OUT OR PROMOTED BY THE CITY COUNCIL

C) PROVIDE A LIST OF INTERNATIONAL, NATIONAL AND LOCAL SPORTS EVENTS WHICH TOOK PLACE IN THE CITY OR ITS SURROUNDINGS WITHIN THE LAST THREE YEARS.

→ Detailed list of events in Annex 4

SETTLEMENT	NAME	DATE	SIGNIFICANCE	NATURE OF THE FIELD	NATURE OF THE LOCATION	SPORT
Veszprém	Ace Veszprém Tennis Players' Club – 'Amateur Pairs Veszprém Cup'	2022	local	amateur	outdoor	Tennis
Veszprém	Health and Unity with Nature Association – 'Summer Camp in Tata and Santa Claus Hiking on Gulya Hill'	2022	national/regional	amateur	outdoor	Other
Veszprém	Kid ROCK AND ROLL Sports Association – 'Regional Dance Competition'	2022	national/regional	mixed	indoor	Dance sport
Veszprém	Laroco Motor Sports Association – '28th Székesfehérvár-Veszprém Rallye'	2022	national/regional	semi-professional/professional	outdoor	Motorsport
Veszprém	Aerial Acrobatics and Aerial Dance Association – 'Christmas Aerial Acrobatics Gala'	2022	local	amateur	indoor	Acrobatics
Veszprém	Tactical Shooters' Sports Association – 'Shooting Championships 2022'	2022	national/regional	mixed	outdoor	Sport shooting
Veszprém	Youth Handball Goalkeeper Tarning Sports Association – 6th Veszprém Handball Goalkeepers' Camp	2022	national/regional	mixed	indoor	Handball
Veszprém	Veszprém Spartacus SE – 'BMX RACING II. Saint Stephen Cup'	2022	national/regional	mixed	outdoor	Extreme cycling
Veszprém	Silver Knight Chess Association – 'Veszprém Summer international chess competition'	2023	international	semi-professional/professional	indoor	Chess
Veszprém	Gyulaírástó SE – Hosting the 6th RAC Family Day	2023	local	amateur	outdoor	Other
Veszprém	HEMO Winner Competitive Dance Association – 'Jubilee WINNERS Cup National Dance School Students' Competition'	2023	national/regional	mixed	indoor	Dance sport

D) ANALYZE AND EXPLAIN THE RETURN OF THE INVESTMENT FROM THE USE OF CITIZEN INSTALLATIONS (COLLECTIONS, SALES ADVERTISING SPACES, OTHER REVENUES, ETC.).

CIVIC USE AND ROI OF SPORTS FACILITIES IN THE VESZPRÉM-BALATON REGION

In the Veszprém-Balaton region, sports facilities have evolved far beyond their traditional roles in competitive and youth sport. Increasingly, they serve as vital civic spaces – vibrant community hubs and catalysts for local economic development. While their impact is not always easily measured through conventional return-on-investment models – particularly in Hungary, where national strategic funding plays a central role – their value is widely recognised both financially and socially.

DIRECT FINANCIAL RETURN

Civic use generates income through:

- Facility hire (community events, training sessions, school programmes)
- Advertising (banners, LED walls, sponsor zones)
- Services (lockers, parking, catering, merchandising)

These revenue streams can cover 10–25% of a mid-size facility's annual operating costs. Yet, traditional ROI calculations often fall short, as the overarching aims tend to be social, political or health-focused rather than purely financial.

INDIRECT SOCIETAL RETURN

- Strengthening community identity and local pride
- Reinforcing political legitimacy through visible, tangible development

- Building social capital via inclusive access and participation

Such returns are rarely monetised but influence long-term development strategies and contribute to sustained public trust and engagement.

ROI PROFILES BY FACILITY TYPE

1. High-ROI Commercial Arenas (e.g. Veszprém Handball Aréna)

- Operated by professional teams (e.g. One Veszprém Handball Club)
- Revenue from ticketing, VIP zones, sponsorships, food service
- ROI is measurable and is aligned with classic business models

2. Community-Oriented Facilities (e.g. Veszprém Swimming Complex)

- Focused on public access and lifestyle sports
- Returns are health, education and inclusion-related

3. Hybrid Urban-University Models (e.g. Veszprém City Stadium)

- Jointly operated by municipalities and universities
- Shared by multiple clubs, partially open to the public
- Revenue from rent, concessions and sponsored events
- ROI depends on local management ingenuity and cooperation

HIDDEN ROI: LOCAL CORPORATE PARTNERSHIPS

Facilities often benefit from indirect corporate support, especially through parents of young athletes:

- In-kind contributions: transport, venues, materials
- Sponsorship of events and equipment
- Maintenance support from local firms

Though these contributions may not appear in balance sheets, they significantly reduce operational costs and enhance long-term sustainability.

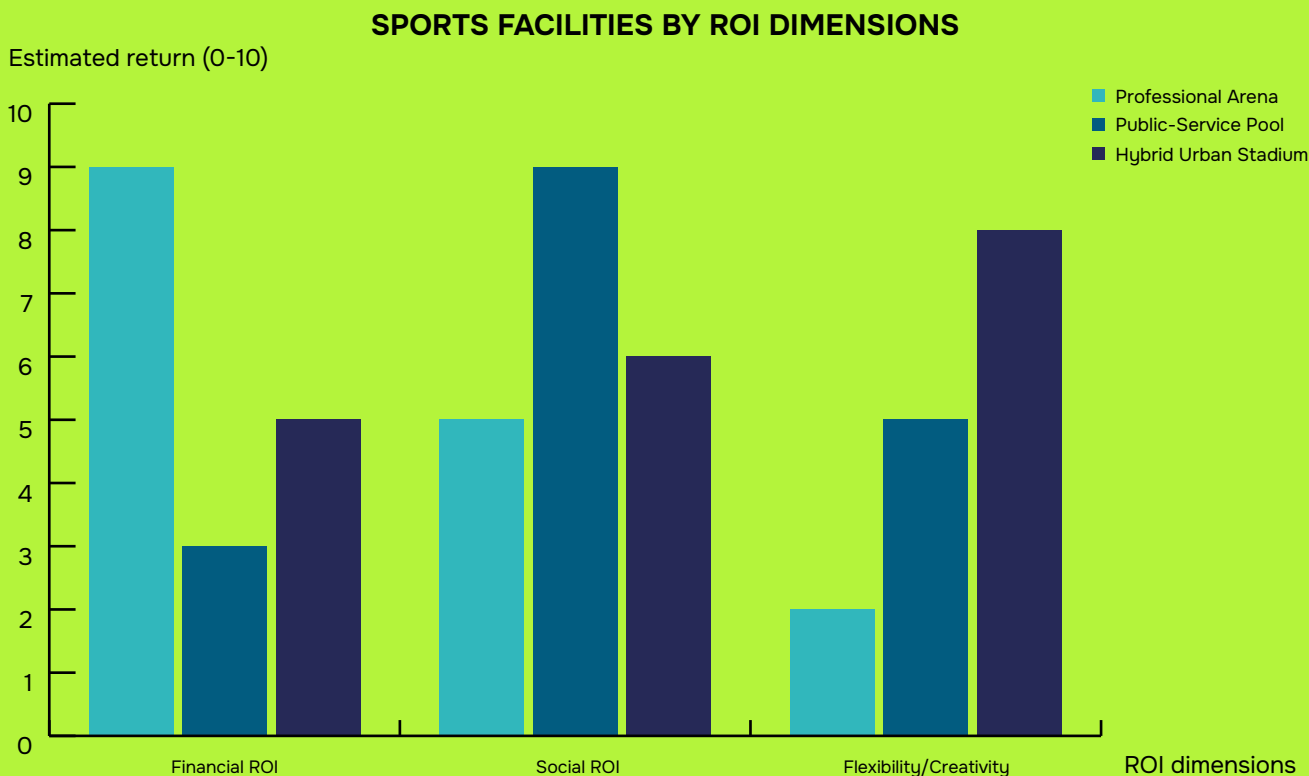
EVOLVING OPERATIONAL MODELS

The region features diverse facility management types:

- Municipally run non-profit centres
- State-owned open-access swimming complexes
- Multifunctional commercial arenas

The most successful centres operate with independent budgets and governance, allowing them to reduce reliance on external funding and foster innovation in service delivery.

ROI DIMENSIONS ACROSS FACILITY TYPES



- Professional Arenas:** Strong financial performance but less flexibility. These venues typically serve high-volume, commercialised sports and entertainment events, with well-defined revenue streams.
- Swimming Complexes:** Strong societal benefits but financially weaker. Their focus is on public health, inclusion and education rather than profitability.

- Hybrid Stadiums:** Balanced in all aspects. These facilities often demonstrate the greatest potential, owing to their creative programming and flexibility in serving both public and institutional goals.

LOCAL CORPORATE PARTNERSHIPS: HIDDEN ROI SOURCES

Hybrid facilities like the Veszprém City Stadium benefit greatly from deeply rooted social and corporate networks. Many of its users are children in youth development programmes, supported by families with strong community ties. Among parents are local executives and managers working at regional branches of multinational companies.

This embeddedness creates a subtle yet impactful support system which, while not reflected on financial balance sheets, holds substantial economic value:

- In-kind contributions: Company buses for competitions, free access to venues or equipment, corporate infrastructure lending.
- Targeted event sponsorship: Funding for smaller events, equipment purchases and referee/umpire fees.
- Maintenance support: Corporations may offer materials or professional services (e.g., flooring, electrical work, cleaning) to reduce facility running costs.

These contributions help to offset operational costs and, though often dispersed across personal networks and institutional partnerships, play a vital role in ensuring long-term sustainability. As a result, these facilities transcend their function as mere sports venues, emerging as dynamic social hubs where local economy, the public sector and community life seamlessly converge.



5. IMPROVING THE WELL-BEING OF EVERY INDIVIDUAL, YOUTH INVOLVEMENT, WOMEN'S AND GIRLS' EMPOWERMENT AND INCLUSION OF PEOPLE WITH DISABILITIES

Through this bid, sport becomes a tool for challenging harmful stereotypes and opening hearts and minds to acceptance and understanding. We have chosen to appoint inclusion as our new team captain and given integration a well-deserved break. This represents our recognition that existing social frameworks must be rethought. We aim to create an inclusive movement space that welcomes those with mobility limitations and those who have been marginalised or pushed to the periphery of society. Exclusion, humiliation or manipulation for personal gain have no place in sport: integrity stands above all.

“All in. All equal.
All that counts.”



DEMOGRAPHIC OVERVIEW

The VB2026 Region will comprise 100 settlements in three counties: Veszprém, Somogy and Zala, covering approximately 38%, 3% and 3% of their respective territories. It also partially overlaps with the Balaton Priority Recreational Area (BKÜ). A precise demographic introduction exceeds the current capacities; to present a general landscape, below key figures are either representative for Veszprém County or the Balaton Priority Recreational Area.

DEMOGRAPHIC AND HEALTH CHARACTERISTICS OF VESZPRÉM COUNTY (2022 CENSUS)

- Population Size: 353,068.
- Population Density: 78 inhabitants per km².
- Age Distribution: The age structure reflects an aging population, in line with national trends.
 - Children (0–14 years): 14.5%
 - Working-age population (15–64 years): 64.9%
 - Seniors (65+ years): 20.6%

HEALTH STATUS

- Life Expectancy at Birth:
 - Males: 72.85 years
 - Females: 79.45 years These figures are slightly above the national average.
- Healthcare Infrastructure:
 - Total hospital beds: 3,012
 - Beds per 10,000 inhabitants: 88.2. This availability surpasses the national average, indicating relatively good access to inpatient care.

The VB2026 Region comprises parts of Veszprém, Somogy and Zala counties, covering approximately 38%, 3% and 3% of their respective territories. It also partially overlaps with the Balaton Priority Recreational Area (BKÜ). A precise statistical presentation exceeds the current capacities; we highlight figures either representative for Veszprém County or the Balaton Priority Recreational Area. A defining territorial characteristic of the region is the contrast between lakeside and hinterland settlements, which significantly influences economic, social and infrastructural dynamics. While the BKÜ focuses on lakeside zones dedicated to tourism, recreation and related economic activities, in the summer months often encountering overtourism; the sports region also extends northward into the Bakony area, where slow and ecotourism, sport-based community development play a pivotal role in countering population loss. Consequently, the region's sport-centred development goals address both the specific needs of lakeside communities and the broader challenge of enhancing the long-term population retention of hinterland settlements.

According to the annual monitoring report by the Balaton Development Council, one of the region's greatest challenges is rapid population ageing. In 2022, there were 197 people aged 65 and older for every 100 residents under 15 years old, making it one of the highest ageing indices in Hungary. In 2005, this ratio stood at 119. Projections by the Hungarian Central Statistical Office indicate that by 2062, the region's population could shrink

to 184,000, representing a potential loss of nearly 90,000 residents.

The social and demographic characteristics of the VB2026 Sports Region – including an ageing population, a declining number of children and strongly seasonal tourism – all underscore the need for sport to serve not only as a tool for infrastructure development but also as a strategic response to long-term regional challenges. In this context, sport is positioned as a multifaceted societal asset:

- **Demographic Resilience:** By offering inclusive and intergenerational sport programmes, the region can strengthen its capacity to retain and engage residents of all age groups.
- **Social Cohesion:** Community-based sports foster solidarity, improve the quality of life and counteract isolation among elderly and disadvantaged groups.
- **Youth Engagement:** Attractive, accessible youth sport initiatives can support population retention, enhance health outcomes and build local identity among younger generations.
- **Seasonal Balance:** Year-round sport and recreational offers help mitigate the economic and social imbalances caused by seasonality in tourism-dependent areas.

A) SPORT IS CONSIDERED A VEHICLE FOR HEALTH AND WELL-BEING PROMOTION.

The concept of health today extends far beyond the mere absence of disease. It is shaped by a broad range of factors, including genetics, environment, economy and social context.

According to the World Health Organisation (WHO), health is defined as “a state of complete physical, mental and social well-being and not merely the absence of disease or infirmity” (1st International Conference on Health Promotion, Ottawa, 1986). Hungary's Fundamental Law reflects this definition, declaring in Article XX (1) that “everyone has the right to physical and mental health.”

To improve the health of the Hungarian population, both health promotion and its subset, health education, are necessary. Health education, as a part of health promotion, includes the development of public health policy, supportive environments, community engagement, personal skill enhancement and the reorganisation of health systems when necessary. Thus, health promotion requires cross-sectoral, society-wide cooperation.

In Hungary, health education also encompasses a variety of communication methods aimed at expanding individuals' knowledge and skills related to health, to support their well-being and that of their communities. The main settings of health education in Hungary include:

- **Healthcare Institutions** (inpatient and outpatient care, primary care facilities, school health services, public pharmacies): Coordinated at the national level by the National Public Health Centre.

- **Community-Based Health Promotion** (local community activities encouraging healthy lifestyles): Carried out through Health Promotion Offices (EFI), which support activities that contribute to healthier, longer lives and delay the onset of chronic diseases such as hypertension and diabetes. In our region, EFI offices operate in the following districts: those of Pápa, Devecser, Tapolca and Veszprém.
- **School-Based Health Promotion** (a legal obligation for public education institutions, including daily physical education and encouraging healthy nutrition): Schools receive guidance from the Department of Public Health Strategy, Development and Monitoring. National programmes such as the Hungarian Student Sports Association, the Active School initiative and the Swim Nation programme also support implementation. Currently in our region, 17 schools participate in the Active School programme, while the Swim Nation programme operates at 3 sites: Ajka, Balatonfüred and Keszthely.
- **Workplace Health Promotion** (regulations promote organisational and environmental improvements for employee health): Employers typically support physical activity, encourage healthy eating, offer smoking cessation programmes and promote mental well-being.

Our bid prioritises communities, educational and training institutions and workplaces. Within this framework, we aim to address previously unmet needs and engage underrepresented social groups.

Inclusion represents one of the strongest levels of ensuring equal opportunity: it encompasses openness toward each other's needs and the willingness and ability to understand those needs. In this sense, it is not only our programme that may be considered inclusive, but also the communities associated with it.

Integration is the incorporation of a smaller, previously separate part into a larger system. However, we aim for more than mere unification. Our vision prioritises openness to the needs of others, understanding those needs and cultivating the willingness and ability to connect across differences.

That is why our programmes are rooted in the principle of inclusion: the acceptance and appreciation of diversity within a community, embracing all sorts of differences. We believe this is one of the strongest pathways to achieving true equality of opportunity. In this sense, not only our programmes, but also our partner institutions and communities can be regarded as inclusive.

Our inclusion-focused social initiatives go beyond targeting specific groups. While acknowledging the particular characteristics of people with disabilities and those facing health-related challenges, our goal is to offer shared, not segregated, solutions. We seek to develop inclusive best practices that benefit entire communities rather than isolated subgroups.

5. IMPROVING THE WELL-BEING OF EVERY INDIVIDUAL, YOUTH INVOLVEMENT, WOMEN'S AND GIRLS' EMPOWERMENT AND INCLUSION OF PEOPLE WITH DISABILITIES

Individuals facing health-related challenges often fall into risk groups already showing signs of chronic conditions such as hypertension, obesity or mental health struggles like stress, anxiety or depression. These issues are now increasingly affecting younger generations as well.

For people with disabilities, we believe inclusion is best realised through shared activities. By ensuring wheelchair access, we are also supporting those pushing strollers, individuals recovering from limb surgery or elderly persons. An environment tailored for those with autism can equally benefit individuals who are socially anxious or struggle to open up in group settings. We also recognise that many people with disabilities can participate in physical activities with the help of trained assistants, highlighting the need to train and involve support personnel in our programmes.

As part of our inclusive approach, we are committed to addressing the needs of individuals from socially disadvantaged backgrounds. These include people who,

due to their lifestyle or family circumstances – such as single parents, individuals with low income or limited education – are often difficult to reach and engage in community programs. We promote and initiate recreational and mass sport programmes that are designed to directly respond to these challenges. Our belief is that solutions must be made accessible to everyone, regardless of their social group. In this effort, we rely on the support and infrastructure of Hungary's national health education platforms. While scientific and global policy definitions of inclusion and health promotion are valid, the real challenge lies in translating these into meaningful impact for the people living in our region and country. Our responsibility is to identify motivational strategies that speak to real-life barriers and concerns. From the very beginning, we have actively sought cooperation with organisations that can support us in this mission, such as local disability advocacy groups (e.g. **AutiSpektrum Association**), the Health Development Offices in Veszprém and Fonyód, professional medical associations and community organisations working with disadvantaged populations.

Just as achieving sporting excellence requires assembling the best professional team to help an athlete reach their full potential, we applied the same principle to the design of our regional health programmes. We partnered with one of Hungary's most robust professional health networks: the regional **Health Development Office (EFI)** system.

These offices operate at the district level and are responsible for designing health programmes tailored to local populations, based on regular assessments of health indicators in each district. Their annual health calendars focus on preventing, managing and stabilising the most common causes of death in Hungary, with a localised approach.

A key step forward in our collaboration has been to support the creation of regional health screening points, which make targeted healthcare programmes more accessible directly in or near people's places of residence. These initiatives bring screening and health awareness into everyday community settings.

Although Hungarian district centres are legally required to produce district-level health development plans, in practice, these are often delayed or unfulfilled due to funding shortages. To address this gap, we intend to assist in both the development and implementation of these plans within our region. This ensures that even people in poorer health, often excluded from standard sport and recreation offers, have access to appropriate physical activity programmes.

To further support this target group, we have also partnered with the **Hungarian Society of Lifestyle Medicine** in order to promote the national '**Exercise on Prescription**' programme, launched in 2024. The goal of this programme is to increase the number of healthy life years by promoting physical activity as a tool for prevention and treatment.

In practice, this means that general practitioners can 'prescribe' physical activity as a form of therapy. Patients in high-risk groups: those suffering from conditions such as obesity, metabolic syndrome, type 2 diabetes, stroke, hypertension, heart attack, certain cancers (e.g. colorectal), neurodegenerative diseases, depression or osteoporosis can redeem these prescriptions at sports facilities listed in the national programme database, based on proximity to their residence.

These prescribed movement plans are delivered through community-based sport and recreation providers, creating a direct link between the healthcare and sports sectors.

"A person living with a disability or altered physical or health condition does not need pity, but support. In the field of sports, for example, we can do a great deal by creating new opportunities that reduce the sense of segregation and foster inclusion for those affected."

→ Sándor Navratyl, three-time Paralympian (1996, 2006, 2002)



B-C) ARE THERE INTERVENTIONS THAT PROMOTE THE ACTIVE INVOLVEMENT OF YOUNG PEOPLE OR TO REDUCE BARRIERS FOR WOMEN AND GIRLS WHO WANT TO PARTICIPATE?

Each year, the national Active Hungary programme launches the 'Night of Movement' initiative, encouraging communities across the country to participate in a wide range of sports activities. In 2025, the city of Veszprém joined the initiative for the first time. Set against the backdrop of a cool summer night, the outdoor event created a vibrant and inviting atmosphere that drew in participants of all ages. Youth engagement was particularly strong, with over 20 different sports showcased through challenges and demonstrations. The success and energy of the evening led organisers to conclude that the event should become a permanent annual tradition in the city. Already named and introduced in other chapters, similar seasonal festivals are organised throughout the school year, either within school territories or in public places.

WOMEN AND GIRLS IN SPORT

In our region, women and girls participate in sport freely and without societal stigma. Several clubs offer women-only sessions, catering to diverse needs – be it lifestyle preferences, self-esteem concerns or religious considerations. These sessions provide safe, supportive environments for women seeking physical and mental well-being through sport.

A particularly innovative initiative is 'Mothers Back on Track!', developed by Konnekt Association. This programme is tailored for mothers of young children

and focuses on holistic renewal – supporting physical recovery, mental wellness, self-awareness and community connection. The programme combines movement, outdoor activities and peer group support to help women rediscover and redefine themselves during this demanding and often invisible stage of life.

Programme components include:

- Personal development and life skills sessions
- Outdoor physical activity programmes
- Peer support groups
- Tools for redefining identity in body, mind and community

Veszprém, recognised as a UNESCO City of Music and a European Family-Friendly City, has successfully integrated inclusive practices into its major summer festivals in recent years. These events have adopted family-friendly standards, including the provision of safe, quiet spaces for mothers and infants to rest, feed and attend to hygiene needs. Additionally, soundproof headphones have been made available for young children to protect them from the risks associated with high-volume environments. Building on these

best practices, similar measures will be systematically implemented across all large-scale sports events in the city, enhancing the safety, comfort and overall well-being of young children and their families.



SUPPORT FOR TALENT CULTIVATION

The Hungarian Handball Youth Foundation (MKUA), is a well-established practical training partner for coach education in the region, it serves as a Government appointed Methodological Centre for Handball. MKUA's core responsibilities include supporting youth development, coordinating coach education, fostering talent and advancing sport-specific methodologies. The foundation cooperates closely with the Hungarian Handball Federation (MKSZ) and other organisations in the field, and while headquartered in Veszprém, it operates with a national scope. The foundation underpins the Veszprém Handball Academy, ensuring it remains a flagship centre for nurturing regional talent. As a result, Veszprém's youth teams consistently excel in national leagues and tournaments—evidenced by strong performances across U12–U21 age groups. Supported by MKUA-backed development, their U18 squad won the final 31–30 against Pick Szeged, securing the first-ever ticket to the Youth Club Trophy Final4 in Cologne.

Similarly, the The Bozsik Programme focuses on mass participation and getting kids excited about football from an early age. In the 2023–24 academic year, it engaged over 136,000 children across Hungary – with participation rising by over 10% – and many local youngsters and clubs from Veszprém were involved. Within the region, the VLS Grassroots Veszprém held spring festivals like the U9 Bozsik Festival in May 2025 in Balatonfüred, offering certificates and event experiences. Bozsik prioritises holistic development: technical skill-building, fair play, team spirit and long-term engagement – not just early talent spotting.

SUPPORT FOR MARGINALISED SOCIAL GROUPS – INVISIBLE NEEDS, VISIBLE SOLUTIONS

We actively support and promote civil initiatives that reach marginalised social groups – particularly through subtle, non-direct methods that can integrate into daily life without stigma or pressure. These initiatives aim to support individuals who are often excluded from public life due to social disadvantages such as single parenthood, low income, homelessness or education or mental health challenges.

One such collaboration involves the Alcohol and Drug Help Ambulance Veszprém (Napsugár Klub) – and the University and Student Athletics Club of Veszprém (VEDAC). Together, we are planning a specialised sports club for children of individuals struggling with addiction, many of whom have experienced neglect or prematurely assumed adult responsibilities. The programme will be led by professionals who not only coach but also understand the children's psychosocial challenges and adapt physical activity programmes accordingly. Participation will be supported through sports gear, transportation to training and motivational opportunities such as training camps with top-level athletes.

PREVENTIVE CAMPAIGN AGAINST SUBSTANCE USE AND GROWTH HORMONES

The rising use of new psychoactive substances and growth hormones – especially among young people and performance-driven amateur athletes – poses a serious social and public health concern. This alarming trend has prompted us to launch a comprehensive preventive

awareness campaign that clearly communicates the reversible and irreversible consequences of substance and hormone use.

The aim of the campaign is not only deterrence but also education and mindset-shaping by creating online content and live events focusing on:

- **Raising awareness** among key target groups (secondary school and university students, amateur sports communities) about the physical, psychological and social effects of substance use.
- **Distinguishing** between short-term, reversible symptoms (such as temporary hormonal imbalance or mood swings) and long-term, irreversible damage (including infertility, cardiovascular disease, psychosis or body image disorders).
- **Sharing real-life stories** and personal testimonies from athletes, healthcare professionals and psychologists who can offer authentic perspectives on the serious consequences of these decisions.



D) ARE THERE ACTIVITIES THAT ENCOURAGE LEADERSHIP ROLES OF YOUNG PEOPLE AND WOMEN?

DANCE AS A TOOL FOR INCLUSION

Cholnoky Movement Arts Studio, based in Veszprém, has been operating for 35 years as an amateur dance school and sports association offering course-based programmes in Veszprém and surrounding towns. Since 1990, the studio has been introducing students to a wide spectrum of movement disciplines, including modern and artistic dance, movement arts, ballet foundations, contemporary dance and elements of rhythmic gymnastics.

The studio's mission is to offer artistic education across generations, from age 4 to 74, combining opportunities for mass participation and competitive sport in the spirit of movement, beauty and harmony.

The educators at the studio firmly believe that dance is not merely a form of movement but a powerful tool for holistic personal development. It enhances cognitive intelligence, influences social behaviour and strengthens vital life skills such as emotional regulation and interpersonal competences. Through dance, participants are invited to reconnect with innate strength, restore balance and rediscover joy, self-acceptance and playfulness. The inclusive nature of dance also fosters mutual respect and openness, key values within their vibrant dance community. As an expressive art form, dance allows the body to reflect the soul, telling stories without words.

Dance teaches us how to coexist in a group, build healthy self-esteem, overcome obstacles, be creative,

trust others, accept failure and practise equality of opportunity. Each style of dance requires a different intensity, making it accessible and enjoyable for all age groups. Beyond its physical benefits, dance also has therapeutic potential: it can be used effectively with both the young and the elderly, with or without health challenges, in solo or group settings. It is a timeless and gender-neutral tool for personal growth.

The studio offers training in multiple age groups and ability levels, ranging from recreational to competitive tracks. The structured and ritualised group environment provides stability and emotional safety for children and youth under the guidance of qualified dance teachers and mentors. The studio's work is defined by versatility and creativity, while its youth programming is grounded in discipline that emerges organically from the activity itself, not imposed externally.

Through this inclusive philosophy, Cholnoky Movement Arts Studio is not only promoting dance but also fostering a stronger, more empathetic and diverse community.

For over a decade, **the Association of Physical Education Teachers of Veszprém County has been organizing the event 'Choose Your Sport!'**, a full-day sports fair designed primarily for school-age children.

The event provides a hands-on opportunity for students to physically explore and try out approximately 30 different sports, engage directly with athletes and coaches and ask questions about rules, techniques or club memberships. It is a signature event not only for children but also for PE teachers, who value its role in sport-based education and talent orientation. Each year, the programme evolves with new activities, showcasing the region's dedication to accessible, experience-based sport education and health promotion from an early age.

"DANCE IS THE TEACHER"

Dance teaches without words. It shows that beyond competition lies the path of collaboration, and beyond hierarchy, the possibility of equality. Through movement, it nurtures self-determination and body awareness, expanding the boundaries of one's physical abilities. It encourages independent thinking, fosters creativity and helps shape a lifestyle grounded in wellbeing and healthy habits. Dance is not merely a form of art: it is a life practice that teaches us how to move through the world with confidence, balance and respect for ourselves and others."

→ Dr. Tünde Czibik
Kiszely, Founder





Acceptance and understanding of diversity are not instantaneous: they are the result of a gradual, evolving process based on mutual dialogue. We are proud that our coordination efforts have helped to foster this process not only among individuals and professional organisations but also between entire municipalities.

We have initiated broad-based collaboration with national, county-level, local advocacy and civil society organisations representing persons with disabilities. Coaches, sports managers, event organisers and experience-based service providers were also invited to join this shared vision. For example, successful partnerships have been established among the communities of the Lesence micro-region.

DEVELOPING INCLUSIVE CRITERIA AND INFRASTRUCTURE

Together with our expert working group, we are developing a criteria system to guide amateur sports clubs and associations in maximising their capacity – technical, infrastructural and human – to become accessible to individuals with health conditions or disabilities. Our goal is to ensure these groups can meaningfully participate in sports programmes offered by amateur recreational organisations in our region.

True accessibility requires more than infrastructure. While physical accessibility is essential, we also emphasise the importance of communication access and continual professional development among staff to ensure inclusive service provision. We plan to support these needs through targeted interventions.

E) ARE THERE ACCESSIBILITY AND ACTIVE PARTICIPATION FOR PEOPLE WITH DISABILITIES IN SPORT IS ENSURED?

INTRODUCING AN INCLUSION CERTIFICATION SYSTEM

We are working on an **inclusion label**: a certification system that outlines the criteria a venue must meet to be officially recognised as inclusive. This includes both the venue's infrastructure requirements and the categories of disability or health-related needs they are equipped to accommodate. It also provides clarity about how trained staff (e.g. coaches, instructors) can support participants with specific needs. The inclusion label will serve as a guarantee that the core values and commitments of inclusivity are upheld.

Other than only advocating for accessible venues, the bid aims to ensure truly safe experiences for people with disabilities. A new **Inclusive Sports Instructor Training Programme** is initiated in cooperation between the **Hungarian University of Sports Science** (Budapest) and the **University of Pannonia** (Veszprém). This training will be accessible to individuals with intermediate-level coaching or sports instruction qualifications, as well as to graduate-level professionals such as certified coaches and physical education teachers.

The aim is to ensure that locations certified under our proposed inclusivity label will be staffed with professionals who have received specialised training in working with individuals with health-related limitations or disabilities. These experts will be capable of providing appropriate support and professional guidance in designing and implementing exercise programmes tailored to diverse physical needs.

Upon completion of the programme, participants will be qualified to work in various inclusive and integrated sports and physical education fields, including education, programme management, training design and leadership, consultancy and other services across public institutions, civil society organisations and the private sector. They will also possess the skills to apply the latest knowledge in a creative and effective manner.

This initiative represents a unique service in the region, with anticipated interest from swimming instructors, recreational sport organisers, gym trainers, educators and PE teachers alike.

As part of our 2026 sports event agenda, we are planning several events specifically designed for people with disabilities or developed with inclusive participation in mind. These include, as listed in the 12th Chapter: an international wheelchair handball tournament, expanding visibility and professional engagement in adaptive team sports; orienteering competitions featuring **TrailO** and **FlexO** categories, organised by the Veszprém Honvéd Sports Club Orienteering Division.

In line with our regional inclusion strategy, we aim to strengthen the communication and visibility of such events, further positioning our region as a key destination for parasport initiatives and inclusive sporting excellence.

F) HOW DOES THE CITY PROMOTE FAIR PLAY?

Fair play is often linked with sport, but it represents a deeper behavioural code – a kind of internal integrity. It may manifest more clearly in competitive environments, but it is just as relevant or absent, in all areas of life. At its core, fair play means recognising that if we win by cheating, we damage the game itself. True victory holds value only when it does not come at the expense of others.

“Children don’t just learn how to score a goal – they also learn how to handle aggression, justified anger, disappointment and injustice – experiences that inevitably arise throughout life.”

Fair play teaches us to:

- Lose with dignity
- Win with humility
- Endure injustice with pride
- Compete with integrity
- Seek not to defeat others, but to surpass ourselves

NATIONAL FAIR PLAY PROMOTION IN HUNGARY

The **Hungarian Fair Play Committee (HFPC)**, operating under the **Hungarian Olympic Committee**, was established in 1967 to spread the values of fair play. Annually, it awards individuals and communities for exemplary fair play actions, including:

- **Fair Play Acts** for exemplary acts of sportsmanship, such as helping a teammate or an opponent. Handball players from Veszprém have received this award on multiple occasions (e.g. in 2015 and 2020).
- **Lifetime Achievement Awards** for individuals who have demonstrated consistent sportsmanlike and ethical conduct throughout their careers.
- **Fair Play Education Awards** for coaches and teachers

These awards are widely publicised, supported by events, workshops and school programmes.

The **Hungarian Football Federation (MLSZ)** maintains fair play rankings in its leagues and other sports follow suit.

Fair play is also included in teacher training and sports pedagogy, with an ethical code shared with educators.

In 2025, Hungary hosted the **CIFP Gala** in Budapest, where several Hungarian athletes were honoured. Notably, the UN General Assembly – at Hungary’s initiative – declared 19th **May International Day of Fair Play**, marking its first official observance in 2025 at the Royal Riding Hall of Buda Castle.

The **University of Physical Education in Budapest**, our strategic partner, received the **Willi Daume Award** for its leading role in fair play education.

REGIONAL INITIATIVES IN THE VESZPRÉM-BALATON REGION

A **strategic agreement signed in July 2025** with the Hungarian Fair Play Committee set the foundation for the **2026 Year of Fair Play**. **Jenő Kamuti**, the Committee’s President also chairs the International Fair Play Committee, making this collaboration especially prestigious.

A parallel agreement with the **Hungarian Olympic Champions Club** brings personal stories of legendary athletes into schools and community programmes.

LOCAL GOVERNMENT SUPPORT

- Veszprém’s sport development concept explicitly promotes fairness, solidarity, self-discipline and respect.

- Annual municipal grants to sports organisations encourage the promotion of fair play in local programmes.

SCHOOL-BASED PROGRAMMES

- **Fair Play Cup:** A nationwide football competition for secondary schools with strong emphasis on sportsmanship. Participation is free.
- **Student Olympics:** Regional schools participate under the umbrella of the Hungarian School Sport Federation, embedding fair play in student behaviour.

CIVIL SOCIETY AND CLUBS

- **SOCCA Sports Association (Veszprém County)** recognises the most sportsmanlike teams and players in amateur leagues.
- **County Sports Gala:** Annual recognition of athletes, coaches and organisations embodying fair play.

FAIR PLAY IN PRACTICE

1. **Ajka:** Youth football programmes emphasise understanding and behaviour over punishment. Players reflect on their actions instead of receiving penalties.
2. **Veszprém:** Handball legend **László Nagy** sets a standard in ethical conduct – his decisions, even in high-stakes games, prioritise fairness.
3. **Balatonfüred:** In open water swimming, aiding competitors in trouble is the norm, even at the cost of personal performance.

4. **'Respect Everyone' Campaign:** In schools across Tapolca and Pápa, posters remind spectators: "Don't shout at a child just because they didn't win." Fair play begins on the sidelines.

A SOCIAL MODEL

Fair play is not just a rulebook for athletes: it becomes a broader model for community behaviour. Respectful conduct, rule-abiding play and graceful winning or losing create a value system that permeates schools, workplaces and families.

Our guiding principle: **"It's not enough to know what is right in sport – you must feel it."**

2026 GOALS – SPREADING THE SPIRIT

For Youth:

- Screenings of historic Olympic moments in public squares
- 'What Really Happened?': case studies of dramatic fair play decisions in clubs and classrooms
- Interactive challenges where fair play is rewarded more than victory
- Local youth influencers share personal fair play stories

For Adults:

- Legendary Olympians share stories during training camps and PE classes
- Organic value transfer through teachers, coaches and mentors

Our regional aim: By the end of 2026, not just more people will be doing sport but they will do it with greater dignity, fairness and mutual respect.

Thanks to Hungary's initiative in 2025, the United Nations General Assembly officially declared 19th May as International Fair Play Day.



6. SPORTSMANSHIP RATE OF THE POPULATION

“Each number reflects a life in motion, in a region that moves together.”

One of the greatest challenges of our bid programme is to inspire active and meaningful engagement among the region’s residents. Our research and surveys have shown that a significant segment of the population lacks the willpower, perseverance and reliable information needed to initiate lifestyle changes on their own. Through this programme, we aim to improve these starting conditions, empowering individuals to take the first step. Our goal is to help more people move beyond intention and join the growing community of those who embrace a healthier, more active way of life with personal conviction.

A) TOTAL NUMBER OF CARD-CARRYING MEMBERS IN THE ASSOCIATIONS AND CLUBS OF SPORT FEDERATION, IF POSSIBLE, CLASSIFICATION BY AGE GROUPS: YOUNG 4-16 YEARS; ABSOLUTE 17-34; MASTER (35-...).

In Hungary, registered athletes are tracked through the national federations. However, there is currently no unified, publicly accessible national database that aggregates athletes by age groups, sport domains and region. Each federation manages its own data independently and there is no mandatory regulation for public disclosure. As a result, regional sports

development planning often relies on local surveys, institutional feedback and school-based data. To address existing data gaps and support tailored, needs-based development, our programme places a strong emphasis on engaging local communities and mapping participation patterns. With the support of the National Sports Agency and the Local Municipality, we compiled

a preliminary, non-exhaustive dataset that offers indicative insights into regional participation trends, based on available official data sources.

#6. SPORTSMANSHIP RATE OF THE POPULATION

ASSOCIATION	SETTLEMENT	SPORTS DOMAINS	NUMBER OF CERTIFIED ATHLETES COMPETING IN THE ORGANISATION	NUMBER OF LICENSED JUNIOR ATHLETES
Air Dance Sport Association	Balatonalmádi	Air tournament	20	15
Bakonyszentivan Recreation and Sports Association	Bakonyszentiván	Scander	5	5
Balaton Fencing Club	Balatonfüred, Keszthely, Balatonfüred, Veszprém, Ajka	Fencing	55	46
Balaton Sports Association	Szigliget	Pétanque, football (not active this year)	52	13
Balatonakarattyai Sports Club	Balatonakarattya	Swimming	2	2
Balatonalmádi Tennis Club 1925 SE	Balatonalmádi	Tennis	40	25
Balatonfüred Yacht Club	Balatonfüred	Sailing, boat trip, kayak canoe, dragon boat	464	67
Centrum Student and Recreational Sports Association	Veszprém	Wrestling and sumo	44	42
Challenge Youth and Sports Association	Veszprém	Foot tennis, recreational sports	10	10
Champion Student Sports Club	Nemesvámos	Handball, volleyball, athletics, football, baseball	293	140
Futsal Club Veszprém	Veszprém	Futsal, e-sport, footgolf	45	34
Gymnastics and Aerial Dance Association	Veszprém	Air tournament	1	1
László Domonkos Veszprém Judo and Recreational Sports Association VEJSE	Veszprém	Judo	59	20
Marathon Mass Sports and Environment Association	Várpalota	Athletics-Women, Taekwon-do, Dog training	7	7
Miners Sports Club of Várpalota	Várpalota	Table Tennis, Karate, Handball, Football	340	275
Petőfi Sports Club of Balatonfüred	Balatonfüred	Tennis	65	15
Pöff Sports Club	Balatonfüred	Sailing	65	37
Rája 94 Swimming Club Ajka	Ajka	Swimming	30	14
Sport With Us Sports Club	Veszprém	Athletics	261	158

#6. SPORTSMANSHIP RATE OF THE POPULATION

ASSOCIATION	SETTLEMENT	SPORTS DOMAINS	NUMBER OF CERTIFIED ATHLETES COMPETING IN THE ORGANISATION	NUMBER OF LICENSED JUNIOR ATHLETES
Tamás Fazakas Student Judo Club Ajka	Ajka	Judo	23	17
Tapolca Fencing Club	Tapolca	Fencing	31	28
Tapolca Municipal Sports Association	Tapolca	Car/Motor sports, Basketball, Basketball, Basketball, Dog sports, Handball, Extreme, Dog sports, Extreme, Jiu jitsu, Judo, Karate, Equestrian, Chess, Outdoor sports, Running, Men's football, Jiu jitsu, Tennis, Thai boxing	300	150
TIAC VSE	Tapolca	Football	180	165
Upper Village Boxing School Sports Association	Felsőörs	Boxing, MMA – mixed martial arts, powerlifting	28	24
Veszprém Cheerleaders	Veszprém	Cheerleading	17	9
Veszprém Dózsa Sports Club	Veszprém	Wrestling	20	10
Veszprém Foci Centrum Junior SE	Veszprém	Football	295	
Veszprém Gymnastics Club	Veszprém	Women's gymnastics, rubber table, everyone's gymnastics	105	104
Veszprém Handball Team Jsc.	Veszprém	Handball	131	96
Veszprém Junior KE	Veszprém	Equestrian sports, basketball	200	180
Veszprém Kempo Sports Club	Hárskút	Kutedo kempo	15	15
Veszprém Martial Arts Sports Association	Veszprém	Taekwondo	11	8
Veszprém Sport Shooters Association	Veszprém	Spotshooting	11	3
Veszprém University and Student Athletic Club	Veszprém	Athletics	200	120
Veszprém University Sports Club	Veszprém	Women's futsal, Women's basketball, Women's volleyball, Triathlon, Fencing, Cycling, Combat sports, Table tennis, Sailing, Rowing, Climbing, Tennis	950	
VLS Veszprém	Veszprém	Football	154	
			4158	795

B) HOW MANY PEOPLE FROM YOUR REGION ARE ACTIVELY INVOLVED IN SPORT? – PLEASE, EXPLAIN THE METHODOLOGY USED TO OBTAIN THE DATA PROVIDED.

We consider monitoring essential, as it provides standardised, robust and comparable data to inform decision-makers and guide priority setting and resource allocation at the local, regional and national levels. To support our baseline assessment, we conducted an online survey targeting citizens in Veszprém and the

surrounding region. While we anticipated receiving participation data from sports federations, clubs, schools and associations, the submissions we received—though appreciated—were presented in varied formats and aggregations. As a result, compiling a unified and coherent dataset proved unfeasible. The Data Portal

for the Bid is scheduled to launch in Fall 2025. Each contributing partner will gain access to project-wide dashboards and key performance indicators (KPIs). As a result, our baseline dataset will be finalised and published online before the start of the Title Year.

KEY FINDINGS FROM THE PUBLIC SURVEY

In December 2024, an online survey was conducted during the preparation of the bid. The aim was to understand exercise habits, motivations, barriers and access to sports. Of the 4,195 respondents: 1,524 were from Veszprém, 1,431 from participating regional municipalities, 1,240 from other Hungarian locations.

The diverse and comprehensive sample provided a strong foundation for the programme's goals.

Many respondents engage in regular physical activity, often daily or several times a week. However, 47% reported seasonal variation in frequency (more active in good weather or on weekends). Popular activities include recreational running, cycling, hiking and outdoor exercise. Notably, 90% (1,668 people) mentioned exercising in nature—e.g., forest hikes, lakeside walks or cycling.

The most active group tends to: have a university degree, work in white-collar professions, live in family households,

possess stable financial backgrounds; this group already plays a central role in the region's sporting life and can be vital supporters of the initiative; therefore they are considered as one of our target groups.

The most frequently reported barriers among the less active respondents from Veszprém were:

- Lack of time – 54%
- Fatigue after work – 38%
- Lack of accessible facilities – 18%
- Financial constraints – 9%
- Health issues – 8%

These barriers indicate that sedentary lifestyles are more often due to circumstantial and environmental factors rather than apathy. Free-text responses echoed this sentiment: “No suitable place nearby,” “Too tired,” “Can’t afford a gym,” “Lack of motivation or company.”

While the most common reasons people engage in sports include building physical strength, maintaining mental balance, improving physique, and preventing illness, men tend to prioritise good health over body image, reversing the order of the last two factors. With slightly less priority, many also mentioned additional motivational factors such as finding joy in the activity, enjoying the presence of peers, and building self-confidence.

Responses varied across gender and age groups:

- Boomer and Gen X respondents mostly rated their health as “satisfactory”; Gen Y and Z were more likely to report it as “good”
- Female respondents mostly exercised in nature (42%), followed by indoor spaces (31%) and at home (24%)
- Male respondents preferred nature (21%), indoor facilities (14%) and cycling routes (12%)
- Both genders and all generations primarily preferred individual activities (walking, running, cycling), followed by hiking and strength training

THE REGION'S STRATEGIC RESPONSE

Based on the survey, the programme proposes targeted solutions:

- Develop accessible sports opportunities, especially in smaller communities
- Design time-efficient, family-friendly activities that fit daily routines
- Support disadvantaged and underrepresented groups (elderly, single-parent families, low-income households)
- Strengthen local sports clubs and volunteer networks to boost community cohesion and participation

TOP 5 REASONS FOR DISSATISFACTION WITH LOCAL SPORTS OPPORTUNITIES

1. LACK OF VARIETY AND CHOICE

Many respondents feel that the range of available sports activities is too limited. They specifically highlight the lack of diverse options for both adults and children, noting that mass participation opportunities outside of competitive sports are often missing.

“There aren’t many options available for people with health conditions.”

“For children, only competitive sports are supported – there are no alternatives for recreational activities.”

2. INSUFFICIENT OUTDOOR FACILITIES

A significant proportion of answers point to the shortage or inadequacy of outdoor sports spaces, such as community pitches, group exercise areas and compliant sports fields.

“There are not enough outdoor group exercise options.”

„Insufficient quality of the bike roads”

3. HIGH COSTS AND FINANCIAL BARRIERS

Cost is a recurring issue, with respondents stating that fees for facilities or programmes are too high, or that free/affordable options are not sufficiently available. Some also reference the lack of certain facilities (like swimming pools, ice rinks) that would provide more value.

“It would be nice to have self-defence classes for people aged 40-60.”

„Not enough free opportunities for the elderly.”

“The rapid loss of continuous forests is discouraging for hiking, and many areas are being taken over by hunting associations.”

4. LACK OF INDOOR FACILITIES

The lack of suitable indoor spaces—such as gyms, sports halls or covered venues—is another common complaint, particularly in smaller communities.

“There are not enough indoor sports opportunities.”

“There is no covered sports facility in my town.”

“The existing gym is not suitable for development.”

5. OTHER ISSUES (INCLUDING ACCESS, QUALITY, AND MAINTENANCE)

Several respondents also raised issues not captured by the main categories, such as maintenance, accessibility and transport links to facilities. These comments reflect a range of practical barriers that can prevent participation, even if facilities nominally exist.

“Facilities are in poor condition or not well maintained.”

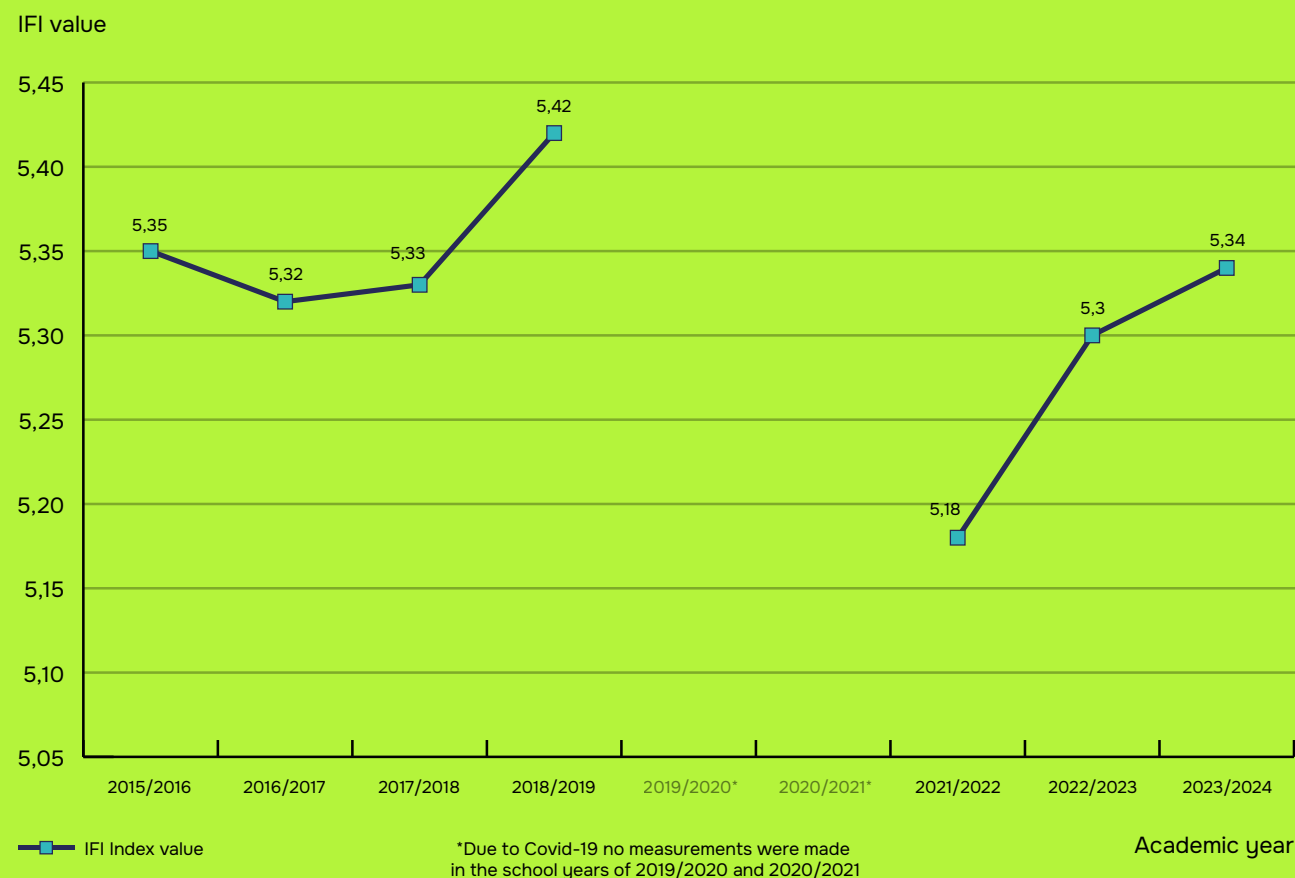
“Difficult to access sports opportunities without a car.”

ACTIVE SCHOOL PROGRAMME – INSTITUTIONAL FITNESS INDEX (IFI)

Established in 1987 and operating with public benefit status, the **Hungarian School Sport Federation (MDSZ)** is one of the largest civil organisations in Hungary dedicated to school-based sports. Its activities are officially recognised as being of public interest by the Hungarian state. The organisation's mission is to contribute to the development of a healthier and more active society, with a particular focus on younger generations and fostering positive attitudes toward physical activity. The MDSZ's flagship initiative is the **Active School Programme**, built upon both international best practices and previous national experience. Its primary objective is to increase students' daily physical activity both during and outside of class hours, while also encouraging long-term institutional commitment to **HEPA** (Health-Enhancing Physical Activity) in schools.

In the **2022/23 academic year**, the programme was piloted in **74 schools**, involving over **30,000 children**. In the **2024/25 academic year**, the Active School Programme is running in **over 400 schools across Hungary**. **50% of participating students** reached the WHO-recommended **60 minutes of daily moderate-to-vigorous physical activity**, significantly surpassing both Hungarian and global averages. In case of a successful bid, MDSZ has committed to expanding its Active School Programme in the region by incorporating an additional 20 to 30 schools. MDSZ designed an **Institutional Fitness Index** based on thorough universal regular assessments in all participating schools, and thanks to the partnership, the bid's final evaluation will present the key metrics.

FITNESS (IFI) TRENDLINE OF ACTIVE SCHOOLS IN HUNGARY



C) EXPLAIN THE ADDITIONAL MEASURES PROPOSED BY THE MUNICIPALITY TO INCREASE SPORT AMONG ALL SEGMENTS OF THE POPULATION. PROVIDE APPROXIMATE FIGURES OF EXPECTED DATA TO BE ACHIEVED DURING THE PERIOD THAT ELAPSES UNTIL THE CANDIDATURE AND DURING THE CANDIDATURE.

As previously outlined, Veszprém's 2030 Strategy aims to achieve a substantial increase in quality of life, positioning the city among the most liveable in Europe. To support this vision, the city has implemented a comprehensive data collection and monitoring system covering key domains such as culture, tourism and the environment.

Currently, both the data framework and the digital monitoring platform are undergoing a redesign. The goal is to ensure they effectively support the region's bid by tracking progress in overcoming physical inactivity and behavioural inertia, particularly through age- and domain-specific, targeted interventions.

In addition to the 'VB2026 Sports Agenda' and its associated events, one of the Programme's most critical components is its communication strategy, which aims to combat societal inertia. While the natural beauty of our region and its abundance of active facilities are

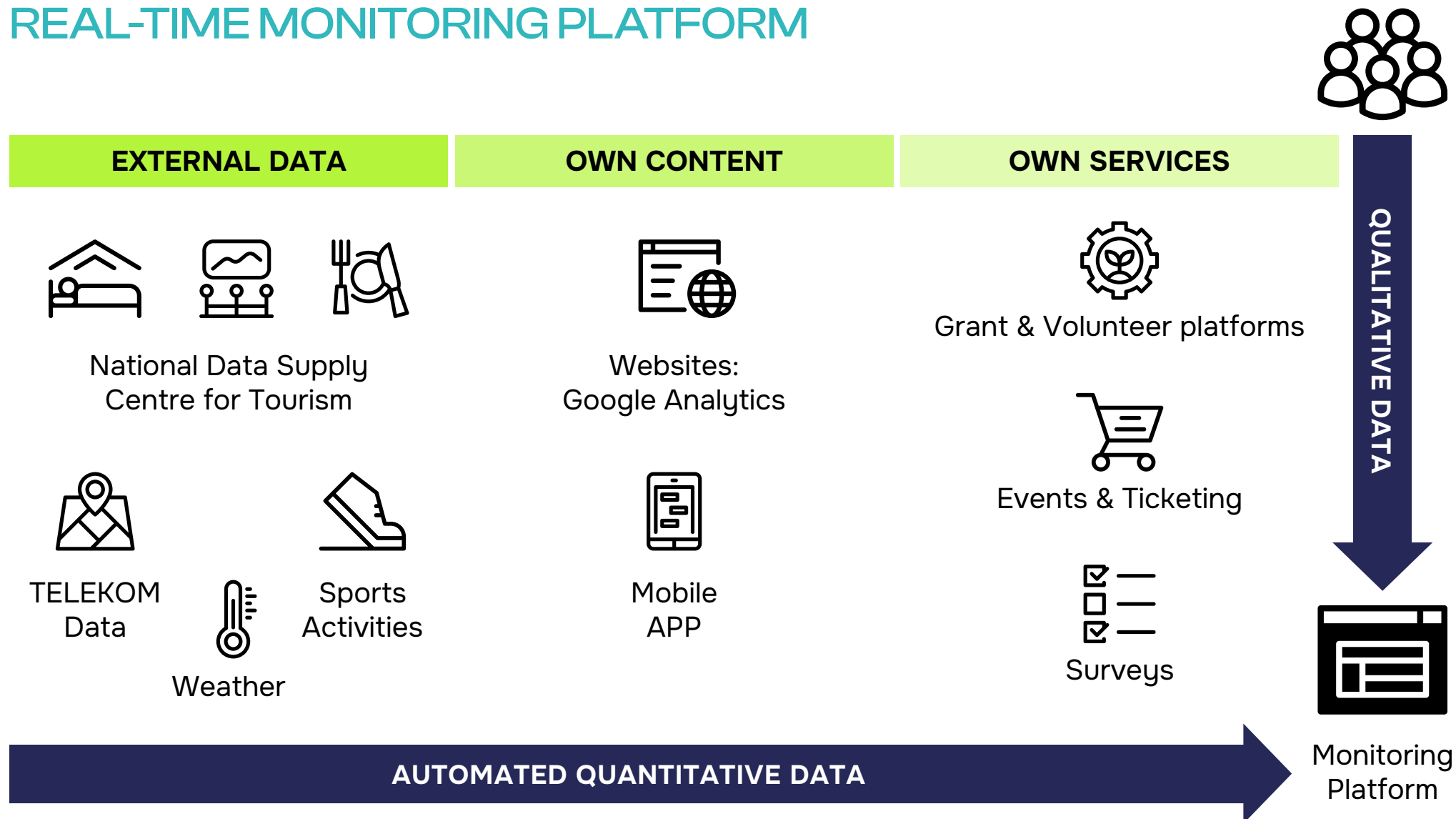
undeniable assets, they cannot obscure the reality: Hungary faces alarmingly high levels of physical inactivity. This challenge is clearly reflected in the findings of the following studies:

- **Eurobarometer 2022–2023:** 72% of Hungarians do not engage in any form of recreational physical activity.
- **WHO Report 2022:** 70% of adults in Hungary fail to meet the minimum recommended level of physical activity: 150 minutes of moderate exercise per week.
- **Hungarian Central Statistical Office (KSH) 2023:**
 - Only 28% of the population exercise regularly.
 - Among 15–29-year-olds, fewer than 30% are active in recreational sports.

- **Hungarian Society for Sport Science 2024:**

- 65% of workers engage in fewer than 10 minutes of intensive movement per day.
- Over half of the working-age population does not participate in any form of sport – neither individually nor in organised settings.

REAL-TIME MONITORING PLATFORM



#6. SPORTSMANSHIP RATE OF THE POPULATION

INACTIVITY IS NOT CAUSED BY LACK OF INFORMATION

People are well aware that they should be physically active. This basic truth has been drilled into them for over thirty years – through public campaigns, health programmes, school curricula and medical consultations.

Over 90% of the Hungarian population cognitively understands that regular exercise is a cornerstone of a healthy lifestyle. The message has been repeated countless times, in every format:

- “Move more!”
- “Exercise regularly!”
- “Be active for your health!”

The slogans – more, better, regular – have not changed. Only the volume has increased, with louder campaigns, flashier visuals and trendier influencers.

And yet, the core message has remained static.

And the results? Barely any progress.

IT'S NOT A QUESTION OF FACILITIES

Hungary has made real strides in improving access to physical activity:

- Numerous towns and cities now feature running tracks, sports fields and outdoor gyms.
- Community sport programmes, free workouts and recreational events have been launched.
- On paper, accessibility has improved significantly.

Yet inactivity remains high or is even worsening.

SO WHAT'S THE REAL PROBLEM?

The obstacle is not a lack of information. It's not even infrastructure.

It's something far deeper: **a paralysis of lifestyle, emotional and psychological inertia.**

Human behaviour is not driven by knowledge alone.

If it were, no one would smoke, overeat or sit motionlessly for eight hours a day.

People know what they should do – but they don't do it.

Or don't do it consistently.

Or start, then quit, again and again.

Because the real barrier isn't rational – it's emotional.

The comfort of routine, the power of social norms, the buried motivations and the preference for short-term ease over long-term well-being all of these play a stronger role than knowledge.

Most existing sport programmes have failed to explore this terrain and thus failed to understand it.

They remained stuck at the informational level: posters, ads, 'smart' advice.

But people aren't waiting for more knowledge.

They've heard it all.

And it didn't move them.

WHAT THEY CRAVE IS AN INNER SPARK

They long for an emotional trigger – a spark that ignites the desire to move. Why hasn't this happened yet?

Because no one has provoked their pride, their sense of play, their self-respect.

No one has held up a mirror that reflects not failure, but challenge—an opportunity to prove to themselves that they're capable of more.

THE HUMAN RE-ACTIVATION INDEX (HRI)

Why We Created It – and Why It Focuses on Four Key Areas

Hungary's physical inactivity crisis leaves no time for lengthy academic research—by the time traditional studies are concluded, the situation could deteriorate further.

This is why we decided to take a dual-track approach:

- We implement a programme that redefines motivation from the ground up

- We monitor its impact in real time through the Human Re-activation Index (HRI).

WHY TRADITIONAL HEALTH MONITORING IS NOT ENOUGH

- Classical models (e.g. sick leave data, medical visits) offer binary indicators: either someone is 'fit for work' or 'on sick leave.'
- In reality, human capacity is fluid—we lose energy, recharge, get motivated, burn out and rebuild ourselves again.

- The real question isn't if someone is present, but how well they are functioning.

THUS, WE CREATED A COMPLEX YET QUICK-TO-ADMINISTER INDEX THAT:

- Provides real-time feedback
- Simultaneously measures physical, mental, emotional and social states
- Most importantly, gives immediate insight into the impact of programmes

THE FOUR DIMENSIONS OF THE HUMAN RE-ACTIVATION INDEX

1. SENSE OF ENERGY

What we measure: The participant's perceived physical vitality and wellbeing.

Key question: "Do I have the strength to start something I'm not obliged to do?"

Why it matters: Physical energy is the foundation of all activity—without it, there is no motivation or engagement. It can be improved through sleep, movement, nutrition and biorhythm optimisation.

2. STRESS INDEX

What we measure: Perception of mental and physical overload.

Key question: "What do I need to let go of this week to simply survive?"

Why it matters: High stress is the number one barrier to activity—it paralyses decision-making and initiative. It can be addressed through relaxation, mentoring and stress management tools.

3. FLOW INDEX

What we measure: The frequency of deep, creative focus and engagement.

Key question: "Did I have at least one moment this week where I was fully immersed in something?"

Why it matters: The flow experience is a powerful intrinsic motivator. Those who regularly experience it are more active, creative and emotionally resilient.

4. RELATIONSHIP TO LIFE

What we measure: The search for meaning and subjective quality of life.

Key question: "Is what I do meaningful? Was there something I was proud of this week?"

Why it matters: People want more than survival—they want to shape their lives. A sense of purpose and positive outlook directly boosts physical activity levels.

#6. SPORTSMANSHIP RATE OF THE POPULATION

WHY START WITH ORGANISATIONS?

- Companies provide a structured environment:
 - predictable schedules
 - shared rules and routines
 - social norms
- This makes it easier to implement programmes, track results and provide feedback.
- The corporate environment is a test lab: if the motivation model works here, it can be adapted and scaled to the broader population.

PARTICIPATION AND RESOURCE ALLOCATION – FOSTERING CIVIC RESPONSIBILITY

An additional flagship example is the 2021 community planning initiative in the Jutasi Street housing estate—home to one-third of Veszprém's population. The aim was to launch a community-driven design process to identify infrastructure improvements based on real needs. The outcome was a widely supported plan for a new running track, co-created with residents. Opened in June 2023, the 3,278-metre loop—one of Hungary's longest urban tracks—winds through the housing estate with colourful,

modern surfacing and multiple route options, offering a fun, varied and safe sporting experience.

In 2025 community planning is taken to a next level, for the first time, residents were invited to propose developments through a participatory budgeting scheme, overall 247 500 Euros will be allocated to community-proposed initiatives to be implemented during 2026.





D) HOW DOES YOUR CITY/TOWN SUPPORT VOLUNTARY PARTICIPATION IN SPORT?

We firmly believe that the most effective way to reach individuals and families with health-conscious messages is through schools, workplaces and communities. By leveraging these institutions as entry points for behavioural change, we can significantly improve

access to physical activity and increase the number of 'movement minutes' in daily routines. These stakeholders act as vital intermediaries in shaping attitudes, enabling us to engage people at scale and with meaningful impact.

We are convinced that real impact in health awareness is achieved when change is initiated through the institutions people already trust and interact with – especially schools and employers.

THE ROLE OF PUBLIC EDUCATION INSTITUTIONS

One of the key tools in this approach is the **Active School Programme**, developed by the Hungarian School Sport Federation (MDSZ), targeting both primary and secondary schools. This programme promotes physical activity as a core value and seeks to create a supportive environment within schools that encourages daily movement as an essential component of healthy development.

Its overarching aim is to counter the negative public health effects of sedentary lifestyles by increasing the quantity and quality of physical activity in schools. Participating institutions are expected to provide conditions for students to meet the WHO-recommended 60 minutes of daily physical activity, embedded naturally into the school routine.

Importantly, the programme seeks not merely to insert extra movement into the timetable but to reimagine the school week. It introduces flexible, engaging activity models tailored to fit each school's unique pedagogical framework. The key pillars of the programme include:

- Active Mobility Week
- Healthy Nutrition Week
- Patron Programme
- Digital Theme Week
- Movement Challenges
- Active Breaks and Movement-Integrated Lessons

TANGIBLE RESULTS AND INSTITUTIONAL COMMITMENT

Evaluation reports published after each academic year consistently highlight the urgent need for intervention. They reveal a paradox: while physical activity levels tend to increase with age, happiness and mental well-being often decrease. These findings underscore the value of providing movement-based alternatives in schools that are appealing and age-appropriate. In schools participating in the Active School Programme, increases in physical activity correlate strongly with more positive school environments and higher student well-being.

To sustain engagement, schools are classified into gold, silver and bronze levels based on their performance and commitment, with each level associated with different levels of institutional support. The Active School Mentorship Programme, led by MDSZ, fosters peer-to-peer learning and knowledge-sharing between schools.

We aim to expand this initiative significantly: by 2026, 20 to 30 schools from the Veszprém-Balaton Region are expected to join the programme, strengthening our efforts to involve school-aged children in daily movement and community sports.



EMPLOYER ENGAGEMENT: FROM WORKPLACE WELL-BEING TO SOCIAL RESPONSIBILITY

Beyond traditional workplace health promotion, our programme aims to integrate physical activity into corporate culture and contribute to a broader shift in mindset toward health consciousness. While health promotion at work is a recognised public responsibility of the state, we are committed to going further by deepening companies' engagement through their ESG (Environmental, Social, Governance) commitments. Within this framework, the social pillar includes how companies support the development, well-being and occupational health of their employees. Our goal is to provide companies in our region with meaningful tools and partnerships to enhance both employee development and community well-being through sport.

1. Internal Corporate Engagement: Healthy Workforces

We offer a wide range of options for employers to support employee health and promote physical activity through custom-designed workplace programmes. These include:

- Fostering a movement-friendly workplace culture through values and shared commitments.
- In-house physical activity sessions supported by certified trainers, with dedicated time and space provided by the employer.
- Company-sponsored participation in regional sporting events to encourage collective achievement and visibility.
- Team-building activities centred on movement, including outdoor and indoor group challenges.
- Incorporating sport-related benefits into employee compensation packages, such as fitness memberships or wellness vouchers.

Such programmes increase access to physical activity within the working day and create a positive, supportive environment for behavioural change.

Good examples – Veszprém Mayor's Office:

- Launched a regular weekly 30-minute walk during work hours, led by employees. The city's scenic steps and hilly terrain provide an ideal setting for revitalising movement during the workday.
- Employee teams regularly participate in sports events such as runs or regattas.
- University of Pannonia supported four teams of staff in 2025, integrating the race into its broader Healthy Campus strategy, a programme that will soon allow measurement of participation and well-being outcomes through reliable data. Each second Friday of May the University holds its annual Regatta where local companies now actively participate and compete.
- Veszprém-Balaton Jsc.: for the third time, our 13-member team ran the UltraBalaton relay.

In 2023, a roundtable series titled On the Table was held, welcoming leaders of small and medium-sized enterprises to explore contemporary CSR issues and raise funds for small needs in local communities eg. uniforms for the local soccer team or juicer to promote health for the local nursery.



2. Outward-Facing CSR Commitments

We also encourage companies to extend their health and activity-based impact beyond the workplace and into the wider community. Examples include:

- Opening up company-owned sports facilities for use by employees' families or local schools and community groups.
- Sponsorship agreements that support physical activity access for people with disabilities, chronic health conditions or those from disadvantaged backgrounds.
- Adoption-style partnerships that provide transportation or logistical support to help elderly or rural populations access sports facilities, such as swimming pools.
- Talent sponsorship and scholarship programmes for young athletes in the region.

To kick-start our outreach, we initiated collaboration with the Veszprém County Chamber of Commerce and Industry, presenting our programme at one of their business breakfasts in the spring 2025. The event led to several productive conversations and helped establish the framework for future corporate partnerships.

BUILDING ON COMMUNITIES – ACCESS TO RECREATIONAL PHYSICAL ACTIVITY AS AN OPPORTUNITY FOR THE POPULATION

It is crucial to adapt to the changing needs of the population. While we do not want to lose those who have already committed to making daily movement part of their lives, we certainly aim to increase their number. We must eliminate as many barriers as possible to ensure easier access to sports services across the entire region.

Our primary infrastructural goal is to expand the number of outdoor, freely accessible exercise opportunities. Within our means, we aim to support the development of multifunctional outdoor fields, fitness equipments, running tracks, grassroots football parks, coordination-enhancing balance parks and related infrastructure such as lighting, lavatories, changing rooms and community spaces. In every case, we prioritise ensuring intergenerational access and providing opportunities suitable for people with disabilities.

We are in discussion with the region's renowned sports clubs (e.g. VEDAC, SVSE) and sports associations to explore how they can engage with amateur athletes in addition to serving professional ones. These amateurs could train under the club's banner, in a professional environment, without the pressure of competition – or continue active lifestyles after retiring from professional sports. Establishing role models and offering motivational experiences can create lasting commitment among those who wish to pursue sports. We aim to provide experiences that offer mental support in achieving personal goals.

ACTIVE FAN COMMUNITIES AND INCLUSIVE PROGRAMMES

We also plan to launch an active fan engagement programme, through which clubs with dedicated fan bases can mobilise and engage their communities. Joint training sessions, active meetups and sport afternoons could be organised based on fans' interests and the clubs' capabilities.

A unique idea for inclusive participation emerged from an everyday observation: while children train, parents often spend this time waiting passively. One of our programme

proposals, offered to sports service providers, targets these waiting parents by inviting them to participate in guided training sessions during their wait at swimming pools or athletics halls. Occasionally, joint parent-child sessions with similar exercises could be held. A local example already in place is a running club for the parents of children training in the athletics hall. This good practice could be extended to other sports and venues and shared across the region.

OPEN GYM AND PERSONALISED MOVEMENT RECOMMENDATIONS

Prior to the COVID-19 pandemic, Hungary saw the rise of the popular 'Open Gym' initiative. Although only a few municipalities joined, we would like to revive and expand the programme if our bid is successful. It allows schools to open their gyms after school hours (mainly in the afternoons and evenings) for community exercise classes, led by qualified trainers and free to attend. Again, the key focus is ensuring access to movement.

Surveys also indicate that many people hesitate to commit to regular exercise. Often, this hesitation stems from a lack of information about which type of movement would be most appropriate based on their health status, lifestyle or medical history. The 'Mozdulnék Sportlab' service can offer personalised guidance through professional assessments using expert-led testing and diagnostic tools. We aim to bring this national initiative to our region during sport-choosing events, helping hesitant individuals make informed decisions – and ultimately increasing their physical activity based on their lifestyle, health status and medical history. By doing so, we also support those hesitant to take the first step toward increasing their active minutes.

MENTAL HEALTH

As mentioned earlier, KONNEKT Association will take an active role in promoting mental health and conscious life planning across our region. Possible programme elements include:

- **Large-scale open events** with expert talks and mini-workshops for the general public, covering topics such as stress management, goal setting, self-awareness, physical activity and mental wellbeing and the role of community in personal wellness. (Similar initiatives are also being developed under the University of Pannonia's Healthy Campus programme.)
- **Targeted workshop series** for various groups:
 - Secondary school and university students (in partnership with the Healthy Campus programme): self-awareness, decision-making, motivation and managing study stress.
 - Working adults: work-life balance, burnout prevention, rethinking goals.
 - Mothers returning to work: re-planning, resource awareness, building supportive communities.
- **Outdoor and indoor formats** such as movement-based self-reflection sessions, thematic forest walks and open-air community events.



SCIENTIFIC PLATFORMS

We believe that encouraging participation in sport can be effectively supported by engaging scientific platforms that stimulate public motivation.

Together with the University of Pannonia we are planning an international conference in September 2026 in Veszprém titled:

‘How Can AI Support Sports and Social Inclusion?’ – The Role of Artificial Intelligence in Inclusive Physical Activity.

Sport has connected people for millennia – but does it truly reach everyone? How can the world of sport be made more accessible to people with disabilities, the elderly and marginalised communities? Artificial intelligence holds promising solutions: from personalised training plans and digital coaches to accessible sports infrastructure and community-driven apps. The goal of the conference is to demonstrate how AI can democratise access to physical activity, how it shapes inclusive movement culture and how it can help make sport truly available to all. Through panel discussions, TED-style

talks and inspiring personal stories, we will explore how technology can bring the joy of movement to everyone.

In addition, we plan to hold knowledge-sharing events and community conversations featuring guest coaches and motivational speakers, aimed at helping individuals set realistic goals and sustain long-term motivation in recreational sport. We believe it has a positive impact when prominent athletes visit small clubs or fitness studios and engage in direct conversations with recreational participants.

CONNECTIVITY: LINKING ARTS AND SPORT

The close collaboration between cultural institutions fostered during the ECoC years inspired a new thematic focus on ‘connectivity’ as a tool for community engagement.

Examples include:

- Artistic works on skateboards, pop-up exhibitions in unconventional locations, live painting events and group skating sessions – initiated through the cooperation of House of Arts Veszprém and the local skating community, scheduled for 2026.
- The Laczkó Dezső Museum’s upcoming exhibition titled **‘Grassroots Glory’** will present the history of rural football in our region through interactive storytelling and historical relics. This initiative will raise awareness and help to accelerate community identity through team sports.
- **Festival Cycling Tours:** recreational bike tours designed for festival visitors, exploring lesser-known cultural and natural treasures – as part of the BB365 initiative.
- The annual **Kabóciádé Puppet Festival**, known for drawing large crowds and international acts, will centre its 2026 programme around the theme of movement and activity.

REGIONAL PARTNERSHIPS

By applying for the title as a region, not just as a city, Veszprém has assumed responsibility for developing strong partnerships across the Bakony-Balaton area. Through coordination and expanding our networks, we aim to bring previously unconnected actors to the table, offering new opportunities for collaboration, with sport and physical activity as shared, inclusive ground.

We hosted **seven regional information forums**, where we introduced the vision and goals of the VB2026 bid. Following the forums, we invited small municipalities to submit their own project ideas based on our guiding principles, encouraging micro-regional cooperation.

These communities have realised that while they may lack resources individually, together they can achieve substantial impact. Beyond organising joint events, they have begun planning shared infrastructure maintenance and interconnected services – such as integrated hiking and cycling trail networks.

The **Western Balaton Microregion**, for example, led by the town of Sümeg and four satellite municipalities, now coordinates efforts across 17 additional settlements. As microregional leaders, they synchronise development plans, prepare for future funding opportunities and strengthen regional cohesion.

This type of coordination and strategic collaboration was one of the most impactful legacies of the European Capital of Culture programme – and we aim to foster the emergence of similar alliances in other subregions.

Small municipalities are not only co-organising joint sports and movement experiences but are also planning shared maintenance of infrastructure, co-creating new trails and setting up interconnected service models.

ORGANISATIONAL DEVELOPMENT FOR EFFECTIVE COORDINATION

The above-mentioned alliances have already laid the groundwork for the creation of a future county-level or regional entity tasked with coordinating recreational and sports programming as well as active and sports tourism. This new organisation would serve as a hub for bringing together professionals working in the field of recreational sports, compiling and promoting various sports disciplines, movement practices and experiential service providers. It would also be responsible for creating and maintaining a regional sports calendar and ensuring coordination across events.

There are also plans for this body to manage a stock of essential equipment for organising sporting events – such as starting gates, barriers, cones, etc. – which would be available for rent across the region. In addition, it could oversee the licensing of certain sporting events, ensuring that the region's core values are upheld in terms of both tourism and sporting fair play.

Specialised sports equipment – such as handbikes, adaptive canoes for wheelchair users or saddles for therapeutic riding – could also be rented through this organisation. The associated equipment database would be accessible to accommodation providers, allowing the tourism sector to participate in this 'service model' as well.

By building a network of leisure sports organisers and professionals, we could also offer certified trainers to accommodation providers for tennis, dance, yoga, swimming and other sports, whether for individuals, **families or community groups. This network would provide a significant boost to the region's active and sports tourism potential.**



7. INCREASE IN ENVIRONMENTAL SUSTAINABILITY

“Running: full speed ahead, zero footprint left.”

One of the greatest treasures of the Veszprém-Balaton region is its breathtaking natural surroundings – accessible sometimes literally right from your garden gate. There’s no need to get in the car or travel far just to enjoy a safe cycling route, for instance. We are committed to preserving the untouched beauty of the landscape, which is why we promote forms of movement that respect nature and biodiversity. Our focus is on activities that tread lightly on the environment, safeguarding ecosystems rather than disturbing them.

A) WHAT MEASURES IS THE MUNICIPALITY TAKING IN ORDER TO SAVE ENERGY AND INCREASE THE USE OF RENEWABLE ENERGY?

In recent years, the Municipal City of Veszprém has implemented a wide range of initiatives aimed at improving energy efficiency and expanding the use of renewable energy sources.

ACHIEVEMENTS FROM THE URBACT PROJECT

Veszprém proudly participated in the URBACT III ‘Global Goals for Cities’ project, which supports the local implementation of the United Nations’ Sustainable Development Goals. As part of this, the city launched the ‘Wildflower Veszprém – Climate-Adaptive Grassland Management’ initiative, designed to boost biodiversity across urban green spaces and support climate adaptation. This forward-thinking project was awarded the URBACT Good Practice label and now serves as a model for other European cities.

V-BUSZ ELECTRIC FLEET

Through the Green Bus Programme, V-Busz Ltd. introduced a brand new fleet of electric buses in Veszprém, including Hungary’s first articulated electric bus. These state-of-the-art vehicles are equipped with modern driver-assist technologies and contribute significantly to reducing the environmental impact of urban transport, as well as adhering to accessibility standards.

V-BIKE SCHEME

Launched in 2023, the V-Bike bike-sharing system has quickly become a popular green mobility option. Thanks to strong community support, the fleet and docking station network continue to grow. Excitingly, plans for 2026 include the introduction of bike docking stations along the shores of Lake Balaton, enhancing the scheme’s value for tourism as well.

VKSZ SUSTAINABILITY PROJECTS

Veszprém Public Utility Services (VKSZ Jsc.) plays an active role in delivering the city’s sustainability goals. Its projects include the maintenance and development of urban green spaces, waste management improvements and the implementation of energy efficiency measures in cultural and sports facilities. A smart parking system introduced in 2023 has already demonstrated reduced carbon emissions and improved air quality. At the city’s Athletics Centre, the latest development included a new heat pump system, which, once paired with an upcoming solar panel installation, will allow the complex to become fully energy self-sufficient.

SUSTAINABILITY ADVISER ON CITY COUNCIL

Áron Kovács, a city council member and sustainability adviser, is a key figure in shaping and delivering Veszprém's environmental and energy efficiency strategies. His involvement is instrumental in advancing sustainable urban development.

Together, these initiatives are shaping a greener, more energy-efficient future for Veszprém, promoting

renewable energy, preserving biodiversity and setting a powerful example of sustainable urban planning.

UNIVERSITY OF PANNONIA – SUSTAINABILITY COMPETENCE CENTRE

The University of Pannonia has made circular economy a strategic priority across its teaching, research and outreach activities. In 2023, a Sustainability Competence Centre was established to further enhance the university's third-mission activities in sustainability, focusing on public education and environmental awareness.

REGIONAL BEST PRACTICES – ENERGY-CONSCIOUS LOCAL INITIATIVES

Balatonalmádi, Balatonfüred, Fonyód, Sümeg, Tapolca, Várpalota and Zirc have reported about modernising lighting systems (fixtures with energy-efficient LED lighting, installation of solar systems, new efficient solar powered heating systems, window replacements, heat pumps) with funding via the Energy Savings Action Plan (2023–2028).

B) DESCRIBE THE POLICY MEASURES TAKEN BY THE MUNICIPALITY THAT ENCOURAGE AND FACILITATE THE REDUCTION OF WASTE PRODUCTION AND THE INCREASE OF SEPARATE WASTE COLLECTION.

As a lasting legacy of ECoC 2023, a **Sustainability Guide for Event Organisers** has been developed and is now available to all VB2026 partners. This practical handbook offers concrete recommendations to support environmentally responsible event planning, including:

- appointing a **dedicated sustainability coordinator** for each event,
- implementing systemic **waste prevention and selective waste collection**,
- **providing access to drinking fountains and reusable cups**,
- **promoting low-emission mobility options**.

In line with the successful practices established during the ECoC 2023 programme year, **adherence to eco-conscious event management principles will be a mandatory requirement** for all applicants planning

events in the region. Applicants receiving support for events under the VB2026 programme must commit to implementing the following sustainability measures:

- **ensuring the availability of drinking water at the event venue**,
- **using a refundable/reusable cup system**,
- **coordinating transport with public transit providers**,
- **offering composting facilities and selective waste collection**,
- **and using environmentally friendly mobile toilets**.

GREEN POINTS

Other than transportation event planning and communication materials contribute to the most carbon footprint. Though the writbands aligned to the ACES Manifesto are an essential foundation of our residential campaign, we will provide to additional measures both to

adhere to environmental sustainability criteria as well as to further increase green consciousness of the residents and visitors:

Via our App Participants earn points for eco-friendly actions (e.g., biking to the event, participating in park clean-ups). Points are redeemable for sustainable rewards or experiences (eg. bamboo cutlery).

Digital Collectibles (Eco-Badges): QR codes that unlock digital badges, achievements, or AR experiences. No physical waste, and great for gamification.

C) WHAT INFORMATION AND PROMOTION ACTIVITIES ARE THERE FOR CITIZENS ON SUSTAINABLE ENVIRONMENTAL ISSUES?

AWARENESS AND PROMOTIONAL ACTIVITIES IN THE SPIRIT OF SUSTAINABLE ENVIRONMENTAL PROTECTION

With over 80% of event-related carbon emissions linked to transport, **green mobility has been a cornerstone of the region's sustainability strategy since 2022.**

This approach is built on two key pillars: raising public awareness and fostering structured partnerships with transport providers. The aim is to ensure that sporting and cultural events are easily and sustainably accessible, **leading to measurable reductions in** carbon emissions.

Building on the valuable experience gained during the **Veszprém–Balaton 2023 European Capital of Culture year**, which saw over 6,500 events hosted in Natura 2000 areas, geoparks and across the Balaton region, the **VB2026 Mobility Working Group** was established, with the involvement of:

- **MÁV–Volán Group** (Hungary's national rail and bus network),
- **V-Busz** (local community transport in Veszprém),
- **V-Bike** (e-bike sharing scheme)
- the **VB2026 project coordination team**.

The group's responsibilities include timetable adjustments, the introduction of extra services for large-scale events and the testing of new mobility solutions – such as bicycle

transport on long-distance buses – all aligned with the best practices outlined in Hungary's National Cycling Strategy.

On an international level, we aim to establish a **direct FlixBus route between Vienna, Győr, Eplény and Veszprém** – a convenient connection especially appealing to young, eco-conscious backpackers and cyclists. Within the region, the expansion of **V-Bike and the LIME electric scooter service** between Veszprém, Balatonalmádi and Balatonfűzfő will support green mobility, increase intercity connectivity and extend the tourism season. Travellers choosing sustainable transport options will also be rewarded through a **green travel incentive voucher system**.

Veszprém Card, launched in March 2024 and now used by over 6,500 residents, promotes sustainable habits locally. Its most popular feature: **e-bike rental** demonstrates the growing popularity of micromobility in the city. The card supports integrated goals of health, mobility and environmental responsibility. From 2025, a new **Regional Tourism Card** will provide cardholders with **free access to community transport**, further encouraging eco-conscious travel. The regional event calendar's online platform will also offer **real-time green mobility updates** (rail, bus, bike and scooter), helping visitors to plan environmentally friendly journeys with ease.

UNIVERSITY OF PANNONIA SUSTAINABILITY COMPETENCE CENTRE

The University of Pannonia has positioned circular economy as a key academic and research focus across its teaching, innovation and community outreach missions. In 2023, the **Sustainability Competence Centre** was established to enhance the university's third mission activities, focusing on public education in environmental awareness, sustainability and responsible living.

Since 2022, residents have also benefitted from access to the **Reuse Centre**, where not only furniture and household items but even sports equipment can find new homes, extending the lifecycle of valuable goods while reducing waste.

These comprehensive measures ensure that **VB2026 not only celebrates the joy of movement but also guarantees sustainable access to sport and culture**, where mobility itself becomes part of the experience: efficient, healthy and green.



“Get moving. Start exploring. Make memories with us.”

8. PROMOTION OF SPORTS TOURISM

Our application’s core aim in the field of sport and active tourism is to extend the region’s traditionally summer-focused season into a vibrant, year-round destination. This aligns with a nationwide ambition that we proudly champion. We have identified the opportunities through which the prestigious Sports Region title can help us contribute to this vision. In promoting the Bakony and Balaton region, we strive not only to highlight its renowned wine and gastronomy but also to elevate both land- and water-based activities while preserving the unique character of the landscape and ensuring the natural environment is not unduly burdened.

The Veszprém–Balaton region’s sport tourism is closely intertwined with Hungarian active tourism and sustainability strategies. While partly covering the Balaton Priority Holiday Area, the region extends more broadly into the Bakony Hills. Thanks to its natural, cultural and infrastructural assets, it ranks among Hungary’s most promising destinations for sport and active tourism.

Tourism performance in the region recovered beyond pre-pandemic levels in 2023. The ‘Hungarian Sea’ (Lake Balaton) welcomed over 3 million visitors in 2024, marking a nearly 7% increase from the previous year. Overnight stays exceeded 9 million, further solidifying the area’s tourism significance. When considering the broader economic ripple effects, tourism’s contribution to the national economy rose, now accounting for nearly 13% of Hungary’s GDP.

In parallel, Veszprém’s integrated sustainable tourism strategy received international acclaim, being named among the **Green Destinations Top 100 Good Practices in 2023**, notably for its climate protection efforts, community engagement and innovative digital solutions.

Beyond the outstanding natural treasures of Lake Balaton and Kis-Balaton, the Bakony Hills and the Balaton Uplands form a unique ecological zone featuring over 170 marked hiking trails, including the National Blue Trail, the Virgin Mary’s Trail and the Central Transdanubian Red Trail. The region is home to 14 highly protected plant species and over 200 protected fauna species. Alongside hiking and ecotourism, the area boasts rich geological, historical and built heritage, offering ample opportunities to integrate sport and cultural tourism.

Aligned with the National Active Tourism Strategy (2021–2027), the region continuously develops its offerings. The six key sectors: hiking, cycling, water tourism, equestrian tourism, sailing and skiing are all well represented. Seventy-two settlements participate in the national active tourism development network, coordinated by the **Active and Ecotourism Development Centre (AÖFK)**, yet another strategic partner of ours.

Key highlights of the region’s sport tourism offer include:

- 176 marked hiking trails maintained by organisations

such as MTSZ, Ösvénytaposók (Trail Treaders) and Bakonyi Kalandorok (Bakony Adventurers),

- developing mountain biking routes and bike parks (e.g., Eplény),
- a four-season ski slope and bike park at Ski Arena Vibe Park,
- equestrian tourism trails in the Balaton Uplands,
- water sports infrastructure supporting SUP, kayaking, canoeing and sailing,
- EuroVelo 14 and the Balaton Bike Circuit,
- a network of ferries and railway bike transport.

National campaigns like **‘Domestic Sailing’** and **‘Domestic Paddling’**, along with connections to European routes such as the E4 trail, further strengthen the region’s international presence.

Sport here is more than just an activity; it is a social mission. The **VB2026 application** elevates this mission, positioning active tourism as a holistic tool for community building, health promotion, social inclusion and sustainability.

MAP OF EUROPEAN AND NATIONAL TRAILS



- EuroVelo14
- Mary's Trail
- National Blue Trail



A) WHAT ACTIONS HAS THE MUNICIPALITY TAKEN TO PROMOTE THE CITY/TOWN AREA AND SPREAD THE KNOWLEDGE, IMAGE AND PRACTICE OF SPORTS TOURISM?

In recent years, the Veszprém-Balaton Region has implemented a wide-ranging suite of initiatives to enhance its year-round appeal, foster community engagement and establish itself as a prime destination for active and sport-related tourism.

KEY PROGRAMMES AND EVENTS

EUROPEAN CAPITAL OF CULTURE 2023

(ECOC):

In 2023, Veszprém and 116 municipalities from the surrounding region jointly held the prestigious ECoC title, delivering over 3,500 cultural events. A highlight was the vibrant Factory'ard Festival Centre, which attracted 150,000 visitors from 52 countries on summer weekend evenings. The city's historic centre alone welcomed 1.9 million visits during the year.

MAJOR SPORTING EVENTS:

- **2022 Men's Handball EHF EURO:** Veszprém upgraded its arena to host matches, significantly boosting tourism.
- **2022 Giro d'Italia:** Balatonfüred served as the stage finish, drawing global attention and tens of thousands of spectators.
- **Tour de Hongrie:** Veszprém hosted the 2025 start and will host the 2026 finish, turning the city into a cycling hotspot.

- **Recurring Mass Events:** Kékszalag Regatta, Cross-Balaton Swim, UltraBalaton, Spartan Race and others attract tens of thousands annually.
- **Motorsport Events:** annual Veszprém Rally and Balaton Park Circuit (MotoGP&World SBK)
- **Youth events such as** The Cell-Cup International Handball Festival and the 2021 Futsal Cup Final Four solidify the area's reputation as a dynamic sports destination.

INFRASTRUCTURE INVESTMENTS

• Sports Facilities:

The region has seen substantial investment in its sports infrastructure, including the expansion of Veszprém Arena and the development of swimming pools, ice rinks and fitness centres in towns such as Pápa and Ajka.

• Recreational and Cycling Infrastructure:

Upgrades to parks and creation of the BalatonBike365 network (complete with bike hubs and digital navigation

tools) have positioned the region for all-season cycling tourism.

• Nature-Based Adventure:

The Bakony and the Balaton Uplands now offer new trails, lookouts and year-round attractions like the Eplény Ski & Vibe Park.

MODEL PROJECT VIA CALVARIA: – THE TRAIL OF SILENT HILLS

A standout legacy of the ECoC, Via Calvaria is a contemplative pilgrimage route spanning 14 towns, blending hiking with spiritual and communal reflection. Designed as a next-generation sport-tourism experience, it is spiritually and emotionally engaging, meaningful and economically sustainable. The trail aims to triple visitor numbers by 2026, supporting rural economies and extending the tourist season.



Europcar

Tour de Hongrie
1925-2025

UCI

Vuelta Sportiroda

NRÜ
Nemzeti Rendelkezésszervező
Ügyműhely

MONYO
BUDAPEST

MTVA

EUROSPORT

Tour de Hongrie

MARKETING & REGIONAL BRANDING

- **ECoC 2023 Campaigns:**

A strong focus on community involvement, engaging digital content and educational outreach played a key role in the year's success.

- **Regional Collaboration:**

Joint promotional efforts include the Veszprém-Balaton Pass and shared visual identity tools among 100+ municipalities, ensuring brand consistency.

- **Tourism Branding:**

The region's Tourinform office leads tourism communication via event-rich social media channels and the award-winning veszpreminfo.hu website (Website of the Year 2022). Veszprém continues to promote itself as the 'City of Handball,' integrating its sporting prestige with cultural programming.

Since 2018, the city has been part of the Balaton Tourism Region and a key partner in the 'Open Balaton' campaign, which promotes off-season travel.

- **Sport Branding:**

The 'Sporty Veszprém' identity builds on the legacy of the One Veszprém Handball Club (formerly Telekom Veszprém).

Meanwhile, the BalatonBike365 project offers three regional hubs (Balatonfüred, Balatonföldvár, Keszthely), a multilingual digital platform and access to over 1,000 attractions and 4,000 service providers.

FUTURE PLANS AND VISION

- **European Sport Region 2026 Bid:**

Building on the ECOC legacy, Veszprém and 100 partner towns are applying for the 'European Sport Region' title to highlight active living and health.

- **Major Conferences & Events:**

Balatonfüred will host the 2025 EuroVelo Conference; potential future events include a junior orienteering world championship and an open-water swim World Cup.

- **Long-Term Sports Development Strategy (2025-2030):**

Priorities include adaptive reuse of buildings for recreation, thematic trail development and expansion of the 'Smart County' pilot programme with digital hiking tools.

- **Ongoing Partnerships:**

Continued collaboration across municipalities for shared festivals, park development, eco-sport

synergies (e.g., cave races) and cross-promotional events like the 'Wine Region Half Marathon.'

- **Data Partnership, Research and Knowledge sharing:**

The University of Pannonia and its Balaton Turism Research Institute is a key partner in monitoring and evaluation activities, publications and conference presentations are prepared in cooperation. The researchers have direct access to the Data Platform. Students are encouraged to use the data for their respective research activities.

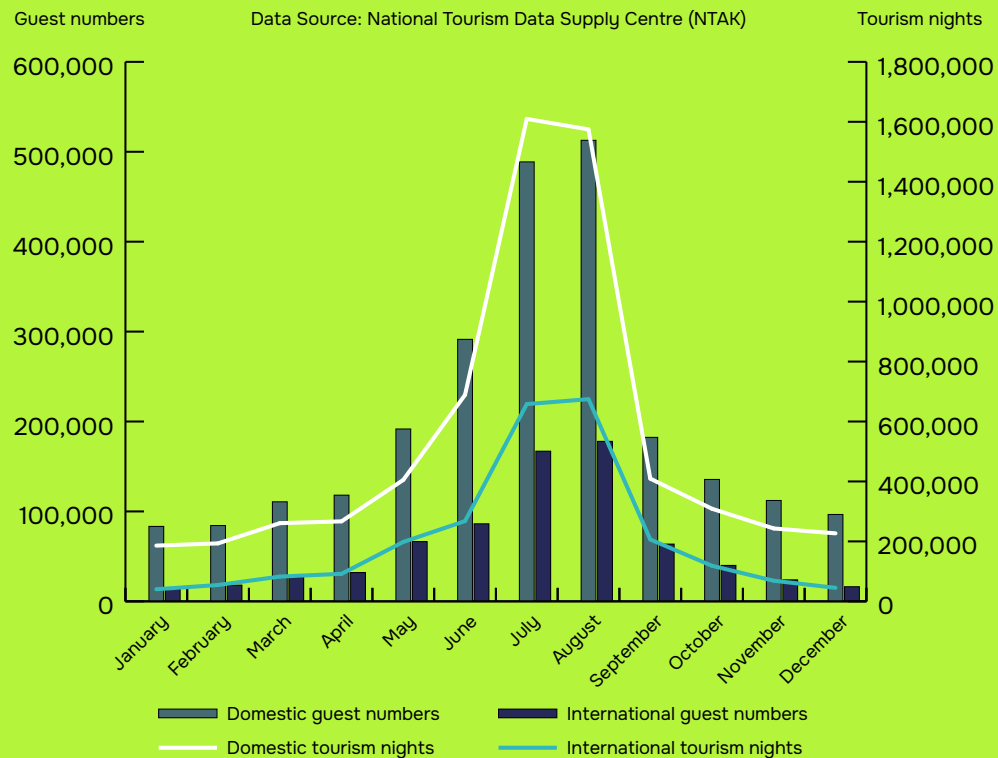
- **Addressing Seasonality in Regional Development:**

Extending the tourism season is a strategic priority for the region, which offers abundant opportunities for active recreation throughout the year. While certain municipalities experience the adverse effects of overtourism during the summer months, the region's

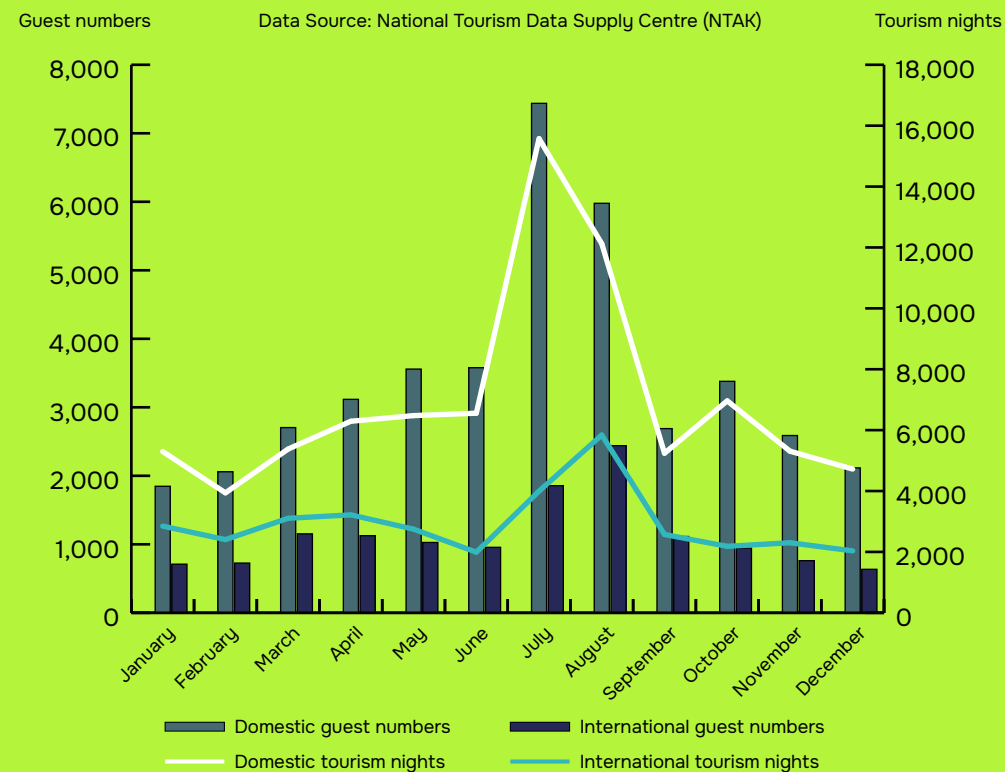
diverse natural and cultural assets remain underutilised in the off-season.

To address this imbalance, a comprehensive monitoring system has been implemented, analysing accommodation statistics and mobile cell data to track visitor patterns. This data-driven approach has revealed that the European Capital of Culture 2023 programme significantly contributed to extending the tourism season, with its positive impacts persisting into 2024. Building on this momentum, the current sports initiative aims to further reinforce year-round engagement by offering a diverse array of activities. By leveraging the region's existing infrastructure and natural landscapes, the programme seeks to distribute tourist traffic more evenly across the calendar year, thereby promoting sustainable tourism development and enhancing the quality of life for local communities.

TOURISM SEASONALITY IN THE BALATON-BAKONY REGION (2024.)



TOURISM SEASONALITY IN VESZPRÉM (2024.)





B) DESCRIBE THE MEETING ACTIVITIES BETWEEN SPORTS ASSOCIATIONS AND ECONOMIC OPERATORS OF THE TOURISM AND SPORT SECTORS.

In the region, we place special emphasis on fostering close collaboration between sports clubs and key players in the tourism and sports economy sectors. At the initiative of our local and county Chambers of Commerce and Industry, as well as our MPs – particularly Péter Ovádi – we regularly host business breakfasts aimed at strengthening dialogue between these sectors and identifying shared opportunities for cooperation.

Tourism associations actively contribute to raising the profile of events and programmes, encouraging the widespread use of joint event listing platforms, with a particular focus on enhancing the tourism appeal of sporting events.

Together with the university and local educational institutions, the municipality strives to engage the community in the delivery of major events through

volunteer programmes, school activities and wider civic participation. Thanks to this inclusive approach, innovative and memorable community initiatives have been born, some of which have gained national and international media exposure. For example, the humorous fan scenes at the Tour de Hongrie featured on Eurosport broadcasts have significantly boosted the region's recognition and positive image.

A MODEL OF SPORT TOURISM INNOVATION: VIA CALVARIA – THE PATH OF SILENT HILLS

One of the most original sport tourism initiatives in the Veszprém–Balaton region is Via Calvaria, launched as part of the European Capital of Culture 2023 programme. Today, it functions as a fully-fledged sustainable tourism model. More than a hiking trail, Via Calvaria offers a spiritual and communal space, combining physical activity with mental regeneration. The route connects 14 settlements and features designated 'silent hills' that serve as active meditation points where visitors can reflect, recharge and share their experiences online.

This project represents a new generation of sport tourism, where the focus is on the experience, not the performance; on meaning, not records. Its alignment with spiritual trends, compatibility with social media and measurable economic benefits all underscore its success. Via Calvaria is not only a local triumph but has the potential to become a national flagship initiative. It currently attracts 10,000–15,000 visitors per year, with the aim of reaching 30,000 annually by 2026. Local hospitality, accommodation providers and artisan

businesses have flourished as a result, with the first wave of new residents already moving in.

The key to the project's success lies in systemic cooperation: local governments, entrepreneurs, civil society and church actors have come together to form a shared narrative. Rather than building something new, they reinterpreted the region's heritage, creating a model that can be adapted and replicated in other regions too.



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SPORTCARE

C) WHAT POLICY MEASURES ARE THERE WITH THE AIM OF FACILITATING THE CARRYING OUT OF PROJECTS AND SPORT TOURISM EVENTS ON CITY/TOWN TERRITORY?

The region's gentle geography invites exploration by anyone, making it an ideal setting to promote a repositioning of our area within national tourism strategies. In alignment with this vision, we are shaping an active and sports tourism offer that highlights these natural strengths.

Supporting the Veszprém-Balaton region's sport tourism events and developments is achieved through a carefully crafted policy toolkit and multi-level collaboration. Our initiatives focus on three key areas: enhancing accessibility, strengthening institutional coordination and delivering experience-driven promotion.

1. Infrastructure and Accessibility Improvements:

- Local and regional authorities prioritise the development of public transport, the expansion of sustainable mobility options – such as cycling infrastructure – and the modernisation of sports facilities to ensure that sport tourism events run smoothly from a logistical standpoint all-year-round.
- A standout example is the introduction of the Balaton cycling splash tickets, a unique initiative that links sport and recreation by promoting active tourism along the waterfront while encouraging an engaging travel experience.
- Thanks to the Hungarian Sailing Federation, six new landing points along Lake Balaton's southern shore

now allow small paddle craft – like SUP boards, kayaks, canoes and rowing boats – to access the lake directly, even outside the summer season when most beaches are closed. Our aim is to extend this initiative to the northern shore as well, so that the entire lake becomes freely and fully navigable, complete with rental hubs and mapped paddling routes.

- We are also committed to making inclusion an integral part of tourism development. This means ensuring active sports experiences are accessible to people with disabilities. To achieve this, we must go beyond awareness-raising: we need targeted support for equipment acquisition, specialist training for guides and tailored infrastructure. Here too, we aspire to lead by example on a national scale.

2. Institutional and Regional Cooperation:

The organisation and promotion of events are coordinated jointly by national and local bodies. The Hungarian Tourism Agency (MTÜ), VisitBalaton 365 and local Tourinform offices play an active role in curating sport tourism packages and boosting their visibility. Additionally, influencer campaigns and international journalist study tours, organised in collaboration with MTÜ, contribute significantly to enhancing the international profile of events and building a positive regional image.

The Bakony-Balaton region may not boast dramatic peaks or dizzying depths – but that's precisely what makes it so special. With a peaceful, captivating lake, easily accessible woodlands and hills, dazzling wine regions and landscapes that evoke a sense of untouched tranquillity, this is a destination that feels safe, welcoming and harmonious for all ages.

- Beyond active tourism, we see exciting growth potential in sports tourism. A wide range of sporting events already take place around the lake – from the Ultrabalaton and Balaton Supermarathon to regattas, Balaton Swim and Balaton Paddle. Still, our goal is to broaden their appeal. We want these events to offer memorable experiences not just for the participants but for their accompanying family members as well.
- Every supporter is also a potential guest – and we want to engage them through parallel programmes tailored to their pace and interests. Where elite events can sometimes feel out of reach, more accessible, 'bite-sized' challenges can inspire participation. That's why we aim to initiate dialogue with the organisers of major sporting events, to co-create opportunities that enrich the experience for everyone involved: not only the competitors but also their families, friends and the wider community.

3. Experience-driven Promotion and Data-led Development:

In partnership with the University of Pannonia and its Balaton Tourism Research Institute, the region champions evidence-based development. Veszprém-Balaton 2023 Jsc. manages a data platform for monitoring and evaluation, produces joint publications and conference presentations and actively involves students in applied tourism research.

9. COMMUNICATION PROJECT TO PROMOTE THE APPLICATION

A) EXPLAIN THE COMMUNICATION PLAN TO PROMOTE THE CANDIDATURE OF THE MUNICIPALITY.

1. INTRODUCTION: THIS IS NOT A CAMPAIGN

This is not a promotional campaign. This is a cultural rewiring process. The communication strategy of the Veszprém-Balaton European Region of Sport 2026 is designed to trigger emotional, behavioural and social transformation. It does not start with what we want to say, but with what we want to shift. We are not targeting minds. We are touching internal switches.

2. STRATEGIC PILLARS

2.1. From Obligation to Permission

Core Message: “**You don’t have to move. But you can.**”

This is a psychological release. We remove shame and pressure. The invitation is not competitive. It is compassionate.

2.2. From Performance to Rhythm

Core Message: “**Movement is not achievement. It is rhythm.**”

Reframing daily activity as a pattern of life, not as exceptional effort. Repetition matters more than intensity.

2.3. From Copying to Choosing

Core Message: “**Start where you are. Don’t imitate. Choose.**”

Everyone has their own body, time, history. There is no ‘right’ way to move. Only your way.

2.4. From Body to Identity

Core Message: “**Motion is not from the body. It comes from a decision.**”

Movement is not physical first. It’s symbolic. And it builds identity: who I am becoming.

3. COMMUNICATION ARCHITECTURE

This is not a timeline. This is a **pulsating ecosystem**.

Strong signals: key public events, challenges, activation weeks

Soft waves: consistent social media flows, stories, community interactions

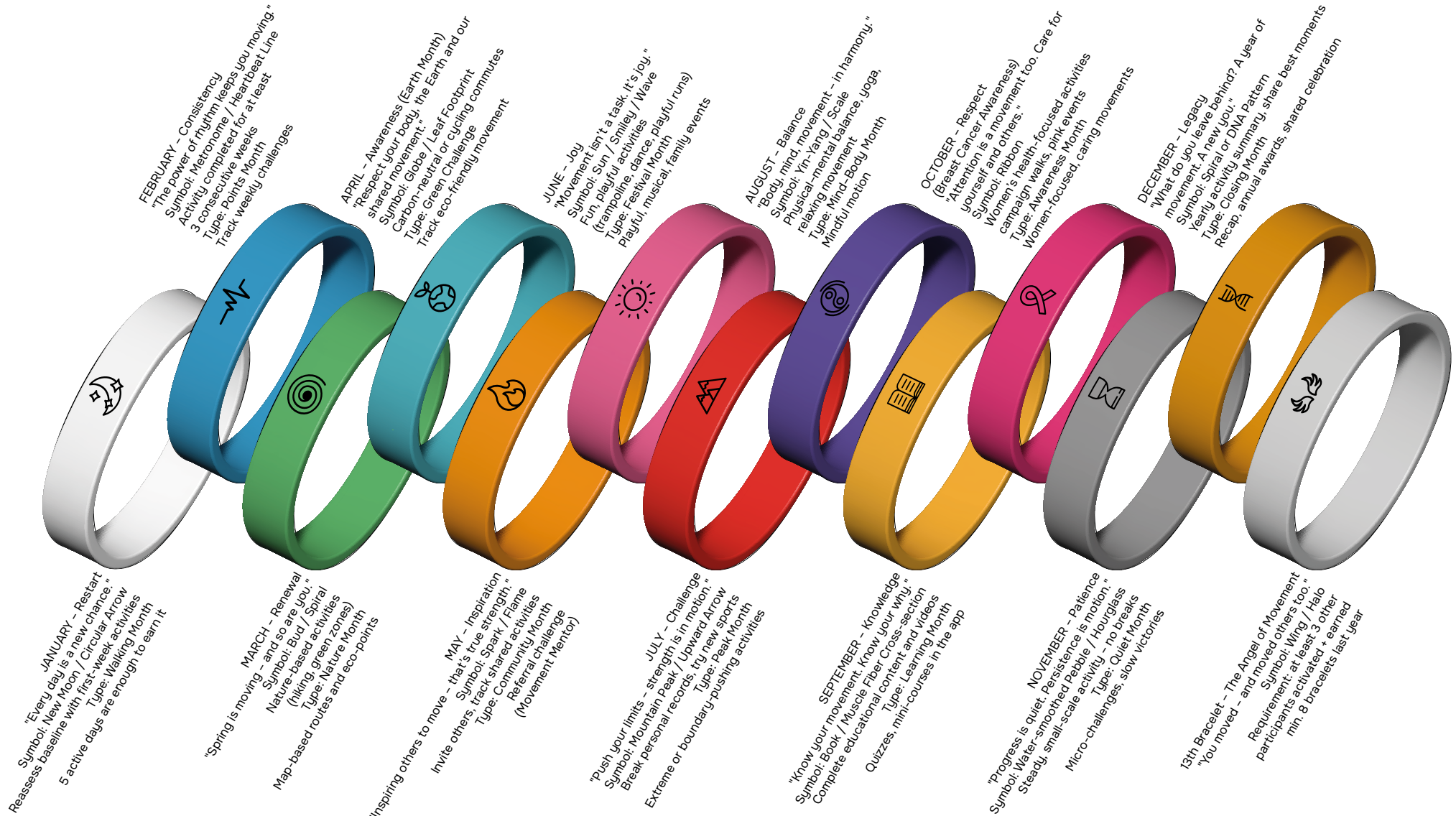
Entry tones: wristbands, wish walls, small invitations

We are building not a launch but a resonance.

The system is not linear. It is rhythmic. Like heartbeat. Like music.



2026 – THE YEAR OF MOVEMENT – WRISTBANDS



#9. COMMUNICATION PROJECT TO PROMOTE THE APPLICATION

4. ACTIVATION ZONES (NOT TARGET GROUPS)

We reject demographic segmentation. We work with emotional and behavioral states.

ZONE	CORE STATE	COMMUNICATION CUE
Starter Zone	"I want to move, but I don't know how"	Reassurance & safe entry
Returner Zone	"I used to move, now I barely do"	Memory, identity, nostalgia
Social Zone	"I want to move, but not alone"	Group dynamics, belonging
Rhythm Seeker Zone	"I want a system, a habit"	Ritual, tracking, gamification

Each zone will receive tailored messages, tools, and rhythm patterns across the year.

5. TONE OF VOICE

Not corporate.
Not superficial.
Not synthetic.

Instead: responsive, warm, bold, and human.

6. DEEP LAYERS OF COMMUNICATION

We operate simultaneously across four symbolic layers:

- 1. **Body:** The movement itself (metrics, steps, routines)
- 2. **Community:** The shared journey (group walks, buddy systems)
- 3. **Narrative:** The story of self ("how movement changed me")
- 4. **Identity:** The visible belonging (colours, wristbands, symbols)

The communication is not flat. It loops. It reinforces. It echoes.

7. SYMBOLS & COLOURS

We begin with the **5 core values** of ACES Europe, each represented by a colour. These are not graphics. They are **ritual codes**.

In the title year (2026), new thematic colours will be introduced monthly (e.g. Earth in April), expanding the symbolic vocabulary.

Colour = Identity = Belonging

8. BREAKING INERTIA

In Hungary, 72% of the population does not engage in regular physical activity. Not because of lack of infrastructure – but due to **cultural inertia**.

People have stopped listening. To their bodies. To invitations. To change.

The communication goal is not to inform. It is to **pierce the deafness of habit**.

We use AI-powered personalisation. Not to track. To inspire. To offer the **right nudge**, in the **right tone**, at the **right time**.

The role of the AI-based app is to decode motivation. To deliver pattern, feedback and momentum.

9. EVENTS & CAMPAIGN STRUCTURE (PREVIEW)

Each event will be:

- Symbolically anchored
- Communicated with tailored messages per zone
- Accompanied by digital and analog activation tools
- Framed by both story and statistic

We will build the full campaign calendar with:

- Event names
- Dates
- Matching slogans
- Channel mix
- Emotional goals

(To be detailed in Phase 2: Messaging & Events Matrix)

10. FINAL WORD

This communication plan is not just about sport. It is about permission. Recovery. Reconnection.

We are not selling movement. We are restoring it.

We are not pushing people. We are inviting them back.

Back to themselves. Back to each other. Back into rhythm.

This is Veszprém-Balaton. This is Europe moving again.

B) EXPLAIN THE PROMOTION OF THE APPLICATION AND THE ACES AWARD (PRESENCE ON THE INTERNET, PERSON IN CHARGE OF SOCIAL NETWORKS, LOGO, VIDEO, ETC.).

STRATEGIC COMMUNICATION IN THE PREPARATORY YEAR

In 2025, our communication focus is not yet directed at broad public visibility. Instead, we are prioritising social embedding, local identity-building and strategic positioning for the long term. Communication for the Veszprém–Balaton European Region of Sport 2026 bid is not merely an informational tool—it serves as a primary platform for community engagement and social participation.

The aim of this introductory year is to lay a strong foundation by establishing a consistent and approachable digital identity and to launch two-way communication with regional stakeholders.

OBJECTIVES OF THE LAUNCH YEAR

- To establish the brand: January 2025 Brandbook 1.0 as a Candidate Region, November 2025 Brandbook 2.0, representing both the title and the ACES logo.
- To raise awareness of the European Region of Sport title within the region.
- To present the core goals and messages of the bid.
- To build an emotional connection with residents: instead of performance-based expectations, we

offer support for individuals embarking on a healthier lifestyle journey.

- To prepare the ground for national and international communication activities in the upcoming year.

COMMUNICATION FOCUS AREAS

1. Local Awareness and Sensitisation

- **Key messages:** “You are part of this too”, “The region moves together”
- **Formats:** short videos, personal stories, interviews, local ambassadors and “movement influencers”
- **Partnerships:** collaborations with local media, municipalities, schools and institutions
- **Community activation:** interactive surveys and campaigns (e.g. “What does movement mean to you?”)

2. Brand Building and Awareness-Raising

- **Visual identity rollout:** logo, colour palette, slogan and keywords
- **Introduction of the ACES Europe organisation** and the significance of the title
- **Narrative-based posts:** e.g. “Why we applied”, “This is our legacy”
- **Involving towns and cities** in shared regional storytelling and campaigns

3. Internal Activation – Engaging Local Stakeholders

- **Target groups:** sports clubs, schools, cultural institutions, NGOs
- **Initiating partnerships** and recruiting key local voices
- **Empowering stakeholders** to take ownership of communication and messaging

4. Establishing a Strong Digital Presence

- **“One step is enough to start – but it must be seen to inspire others.”**
- We envision digital channels not simply as information streams, but as **engines of community formation**. By leveraging the reach and intimacy of online storytelling, we aim to cultivate participation, visibility and shared ownership across all levels of society.
- Our most effective tools in this foundational phase will be **live events** and a **compelling digital communication strategy** tailored to highlight real people, real stories and real progress. The live events are introduced in detail in Chapter 11. c.

DIGITAL CHANNELS

CHANNEL	LAUNCH AND INTENSITY	PURPOSE / FUNCTION	CONTENTS / ACTIVITIES
WEBSITE sportregio2026.hu	June 2025, daily refresh and uploads	Information hub, community building, media platform, programme guide to get moving	<ul style="list-style-type: none"> • Activity-promoting programme recommendations • Basic information, background materials • News, interviews • Filterable events • Regional map, partners • Story submission, event suggestions • Downloadable materials, press releases, media interface
ONLINE NEWSLETTER	August 2025, minimum monthly	Loyalty building, personalised content	<ul style="list-style-type: none"> • Inspiring stories • Workout plans, types of physical activity • Expert advice (trainers, sports doctors) • Motivational messages • Programme recommendations • Feedback options
SOCIAL MEDIA https://www.facebook.com/veszprembalaton.europa-sportregioja2026	June 2025 (Facebook) Daily posts in 2026	Expanding reach, visual communication, community engagement	<ul style="list-style-type: none"> • Instagram & Facebook: storytelling, types of movement, challenges • TikTok & YouTube Shorts: dynamic short videos • LinkedIn: professional connections (from second half of 2025)
HASHTAG STRATEGY		Community building, brand awareness, measurability	<ul style="list-style-type: none"> • #onestepisenough – main message • #regionofsport2026 – official • #movewithus – interactive • #movementminutes – motivational, measurable
POLLS AND CHALLENGES		Engagement, gamification, sharing personal stories	<ul style="list-style-type: none"> • Polls, opinion surveys • Challenges (5-day, 5-minute, daily movement) • Submit your own story • Movement diary (Story template) • Appear on the map
PODCAST		Podcast conversations	Sharing sporty topics, inspiring stories, health promotion, prevention
CITY CARD AND REGIONAL PASS veszpremkartya.hu veszprembalatonpass.hu	March 2024 August 2025	Incentives, programme recommendations	Programme guide and discount system promoting active leisure and sports

CAMPAIGN STRUCTURE FOR 2026 (PREVIEW)

TIME PERIOD	KEY MESSAGE AND THEME	PROGRAMME IDEAS	MOVEMENT TYPES	EVENTS	COMMUNITIES
JANUARY	New Year resolutions, the month of a new beginning: the start of the programme year				
FEBRUARY–MARCH	Joy of Movement “Movent should not be compulsory – make it your own!”	<ul style="list-style-type: none"> • Spring Set in Motion • Guided pleasure walks • “Move in a way you like!” video bid • AI-based workout plans launched • Women’s movement day 	dance, zumba, salsa, jumping rope, trampoline, roller skating, walk with the dog, skating, Nia dance, pole fitness	<ul style="list-style-type: none"> • Balaton Winter Bike Tour • Night of Ice Rinks • Eplény Ski Arena • Programmes to greet spring 	<ul style="list-style-type: none"> • Bakony Nature Lovers’ Association • Bakony 200 Sports Association • Eastern Gateway of Bakony and Balaton Association • BENT – association of female entrepreneurs
APRIL–MAY	Willingness to Achieve “You prove for yourself – your own victory is the greatest payoff.”	<ul style="list-style-type: none"> • Map of goals • ‘Bakony 20’ Hiking Challenge • RunTuesday • Completion of inter-municipality challenges 	running, hiking, cycling, uphill climb, power walking, cross-country running, cross fit, wood chopping, archery	<ul style="list-style-type: none"> • Bakony 200 Cycling Performance Tour • BakonyRUN 7.0 • Bakony–Balaton Half Marathon • Village Days – Popping over to neighbours-type events 	<ul style="list-style-type: none"> • Veszprém Runners’ Club • Dabronc and Gógánfa village Walking Clubs • Nordic walking clubs • Community organisers in municipalities
JUNE–JULY	Fair Play “Play clean, move together!”	<ul style="list-style-type: none"> • Street sports days • “Adopt a beginner” • “Play honestly” oath 	team sports, badminton, ultimate frisbee, combat sports, fencing, community walk	<ul style="list-style-type: none"> • Balaton Regatta • Balaton Swim Across • Seniors’ Olympics • Beach Sports Cups: football tennis, beach volleyball • Night of Movement 	<ul style="list-style-type: none"> • Centrum Sports Association Veszprém • VESC • Veszprém Kempo Klub • Tapolca Fencing Club • Retirees’ clubs • Balatonalmádi Beach Sports
AUGUST–SEPTEMBER	Health Improvement “Your body is your partner – take care of it!”	<ul style="list-style-type: none"> • Morning yoga • Health walks • Hydration challenge • Pilgrim challenge • International movement trends for health 	yoga, water gymnastics, spinal exercises, vigorous walks, bikes, cardio trail hikes, pilgrimages	<ul style="list-style-type: none"> • screening programmes • Inclusive sport selection day • #beactive European Week of Sports • European Mobility Week • Walking Via Calvaria • Senior Dance Jamming Festival 	<ul style="list-style-type: none"> • EFI Offices • Health Clubs • Nationwide public health programmes • transport service providers • Church communities
OCTOBER–NOVEMBER	Social Integration “Move together – be together!”	<ul style="list-style-type: none"> • Sensitising days with Paralympians • MovementMate campaign • “Every movement helps” week • Move for others! 	walking, ballroom dancing, tandem cycling, wheelchair obstacle courses and hikes	<ul style="list-style-type: none"> • Senior gymnastics • ‘Movement Mentor’ system unfold • Offering AI points, charity 	<ul style="list-style-type: none"> • Monspart Walking Clubs • Életfa Movement Centre and Experience Space • Roll Natural Association
DECEMBER–JANUARY 2027	Closing and evaluation, celebrating the achievements: promotion of storybooks, recalling past recognitions				

OFFLINE COMMUNICATION ACTIVITIES TO BE EXECUTED WITH LOCAL PARTNERS

TARGET GROUP	OFFLINE TOOL / ACTIVITY	PURPOSE / IMPACT
CHILDREN (PRESCHOOL, EARLY PRIMARY)	Sports story day with physical dramatisation	Integration of movement and storytelling, combining imagination and physical activity
	Sports sticker campaign + collector booklet	Collecting, visual representation of types of movement
TEENS AND YOUTH (12-18 YEARS)	Challenge card set – offline sporty mini-challenges	Community-based, playful, reusable offline motivation
	QR-code-based sporty treasure hunt	Integrating digital tools with physical activity, adventure and discovery
	School roadshow with local young influencers	Mobilising power of local role models, direct connection with young audience offline
YOUNG ADULTS	Pop-up workout spots, flash mob-style warm-ups	Community experience, encouraging spontaneous activity
	“Movement Box” – local activation kit	Self-organised local activation, supported by campaign visuals
	Sporty talk show or panel discussion with influencers	Live encounters with authentic, active figures, inspiration for an active lifestyle
FAMILIES	“Movement Passport” – stamp-collecting programme	Shared activity experience, playful goal setting
	Story wall / photo corner at movement events	Peer pressure in engagement
	Athlete-influencer demos and meet & greets at family events	Direct experience that encourages both children and parents to get moving
SENIORS	Sporty quote path / stair campaign	Gentle encouragement for physical activity, visual motivation for light exercises
	Group slow-motion exercise (e.g. morning yoga next to markets)	Strengthening physical and social connection in a friendly setting
	“Senior Role Models” campaign – stories of active local grandparents as influencers	Age-appropriate inspiration, the power of personal stories for engagement

C) THE COMMUNICATION PROJECT MUST INCLUDE AT LEAST 2 PUBLICATIONS IN NATIONAL NEWSPAPERS AND 2 IN LOCAL NEWSPAPERS

The first Public Presentation and Press Conference was held in Veszprém on 14th May 2025 introducing the bidding team and the goals of the bid. Among others, two national dailies and a daily local paper reported:

NEMZETI SPORT:

<https://www.nemzetisport.hu/egyeb-egyeni/2025/05/europa-sportregioja-lehet-veszprem>

MAGYAR NEMZET:

<https://magyarnemzet.hu/sport/2025/05/veszprem-europa-sportregioja-czeneattila-kissbalazs-nagylaszlo>

VEHIR:

<https://www.veol.hu/helyi-sport/2025/05/europa-sportregioja-veszprem>

IN 2026 THE FOLLOWING TRADITIONAL COMMUNICATION ACTIVITIES ARE PLANNED:

CATEGORY	TOOL / METHOD	DESCRIPTION / PURPOSE
COMMUNITY ENGAGEMENT	Community message board	Sharing handwritten messages, ideas and feedback in community spaces (schools, libraries, sports centres).
PERSONAL PRESENCE	School or workplace visits	On-site presentations, interactive sports demonstrations to activate local communities.
	Educational workshops	Age-appropriate playful or informative sessions with content that encourages movement.
VISUAL IDENTITY	Badges, wristbands, movement journals	Tools for documenting offline activity and strengthening community cohesion.
PHYSICAL ADVERTISING SURFACES	Advertising spaces in sports facilities	Posters, banners at sports grounds and gyms to reach target groups on site.
PR AND PRESS COVERAGE	Press events	Organising official announcements and press conferences for media representatives.
TRADITIONAL MEDIA	Local/regional television	Appearances in local news programmes and magazines – reports and event coverage.
	Radio broadcasts from event locations	Live on-site reporting, interviews and music support at local events.

10. RELATIONS BETWEEN THE CITY COUNCIL AND SPORTS OR POLITICAL INSTITUTIONS AT LOCAL, REGIONAL AND NATIONAL LEVEL

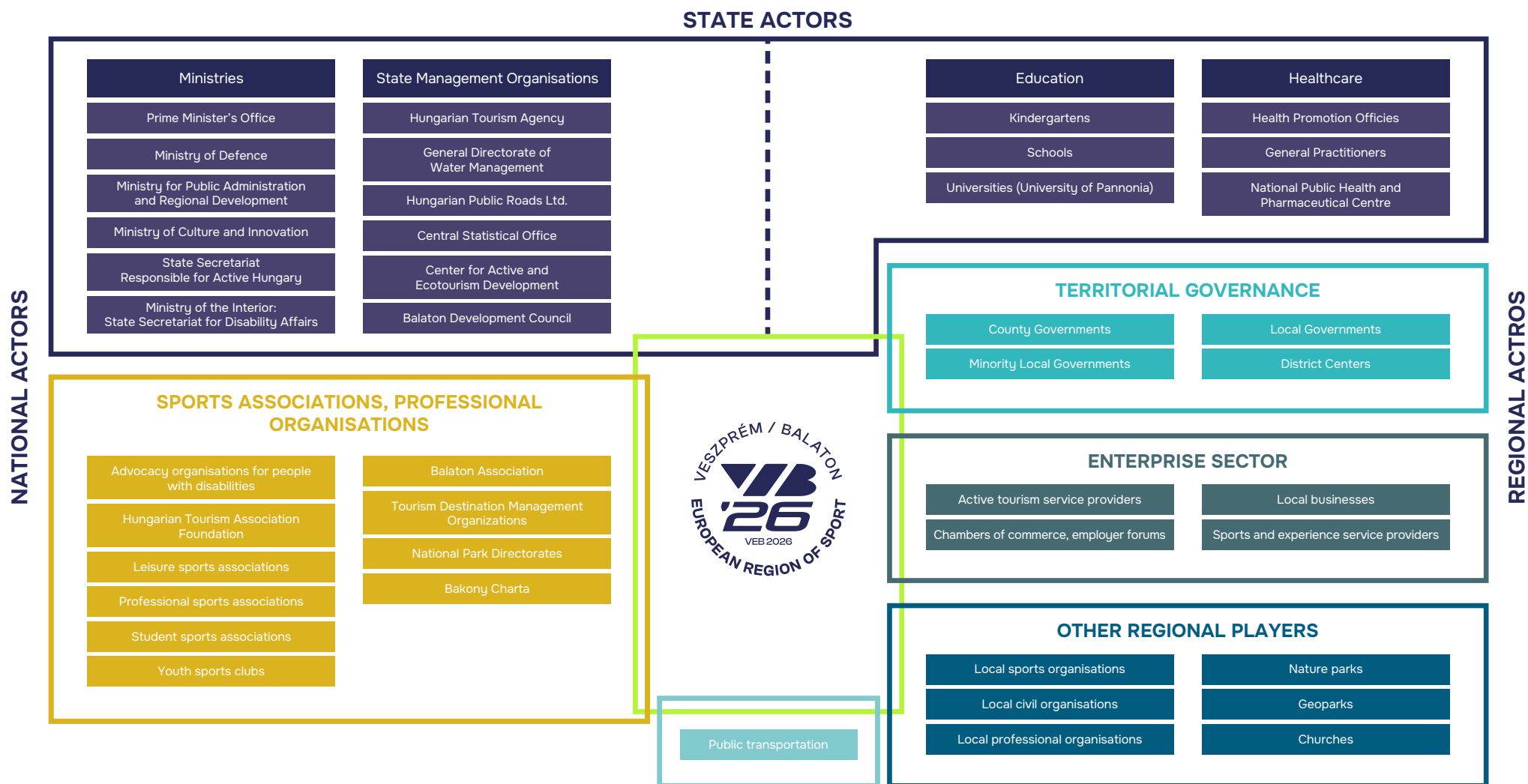
A) PROVIDE DETAILS ABOUT THE AGREEMENTS, RELATIONS BETWEEN THE CITY AND THE LOCAL, REGIONAL AND NATIONAL SPORTS ORGANISATIONS.

“Sport breaks down barriers and builds lasting bonds.”

The objectives and values set out in the application call, alongside our own mission and strong regional commitment, have guided the selection of the organisations best equipped to contribute to the success of the European Sport Region 2026 initiative. Our partnership strategy is firmly grounded in the spirit of sport, underpinned by expertise, credibility and a shared ambition for excellence.

Although the primary focus of our bid is on the advancement of recreational sport, we actively engage the insights and experience of professionals from the elite and competitive sporting world. Inclusion is a cornerstone of our vision, which is why we have built strong alliances with healthcare institutions, advocacy groups and leading medical experts. This same inclusive ethos shapes our collaboration with tourism stakeholders – ranging from national bodies to regional and local partners – ensuring a united and far-reaching approach.

THE FOLLOWING ORGANIGRAM DESCRIBES THE RELATIONSHIP BETWEEN THE BIDDING TEAM AND THE LOCAL, REGIONAL AND NATIONAL PARTNERS:



#10. RELATIONS BETWEEN THE CITY COUNCIL AND SPORTS OR POLITICAL INSTITUTIONS AT LOCAL, REGIONAL AND NATIONAL LEVEL

We believe that lasting change begins at grassroots level – by truly listening to communities, identifying genuine needs and co-creating meaningful, locally driven solutions.

From the very beginning, we have placed a strong emphasis on engaging small, local communities. Their contributions have been thoughtful, well-founded and insightful – so much so that we consider it our responsibility to elevate their voices at both regional and national levels. These early inputs play a vital role in ensuring our programme remains grounded, relevant and responsive to real-world challenges.

We are committed to our role as both **coordinator** and **connector**. Our ambition is to provide an inclusive platform where shared goals and complementary strengths can come together – aligning diverse strategies, resources and stakeholders within a unified framework. As a **bridge** between local, regional and national organisations, we proudly represent the interests of 100 participating municipalities across the region.

AS PART OF THE BID DEVELOPMENT PROCESS IN SPRING 2025, THE FOLLOWING STRATEGIC PARTNERSHIPS WERE FORMALISED THROUGH SIGNED AGREEMENTS:

PARTNER	NATIONAL/REGIONAL/LOCAL	AREAS OF COOPERATION
4 Seasons 5 Race Sports Club	Local – Veszprém	Community building, leisure sports
Active and Ecotourism Development Center	National	Development of sports and active tourism
AutiSpektrum Association	Local – Veszprém	Counselling, sensitization on inclusion topics
Balaton Association	Regional	Economic, touristic and cultural representation of Lake Balaton and its surroundings
Balaton Sportsclub	Local – Szigliget	Community building, leisure sports
Balaton Swimming Club	Local – Veszprém	Leisure sports
Balatonfüred Association of Disabled People and Their Friends	Local – Balatonfüred	Counselling, sensitization on inclusion topics
Csolnoky Ferenc Hospital Veszprém	County – Veszprém	Health promotion, prevention, inclusion
Főnix Power Team SE	National	Dragon boating, leisure sports, community building
Honvéd SE Veszprém	Local – Veszprém	Orienteering, leisure sports, community building
Hungarian Canoe Federation	National	Leisure sports, community building
Hungarian Cycling Club	National, regional, local	Community building, leisure sports, data collection
Hungarian Olympic Academy	National	Awareness-raising, education, community building and providing a professional background

#10. RELATIONS BETWEEN THE CITY COUNCIL AND SPORTS OR POLITICAL INSTITUTIONS AT LOCAL, REGIONAL AND NATIONAL LEVEL

PARTNER	NATIONAL/REGIONAL/ LOCAL	AREAS OF COOPERATION
Hungarian Olympic Committee	National	School Programme of Olympic Values, encouraging young people to exercise, further training of teachers
Hungarian Paralympic Committee	National	Promoting and disseminating para sports, making leisure training opportunities inclusive
Hungarian Sailing Association	National	Leisure sports, community building
Hungarian Society of Cardiology	National	Health promotion, prevention
Hungarian Society of Lifestyle Medicine	National	Promoting the Exercise on Prescription programme
Hungarian Tourism Association Foundation	National	Development of sports and active tourism
KONNEKT Association	Local	Mental health support
National Association of Entrepreneurs and Employers	National	Employee health programmes, employer responsibility
National Center for Public Health and Pharma	National	Promotion of public health programmes, linking them to sports events
National Organisation of Family Physician Researchers	National	Health promotion and prevention
National Student-Student and Leisure Sports Federation (NDHSZ)	National	Community programmes promoting the joy of movement, Hungarian School Sport Day in our region, Sports Clubs for Health programme in our region, health-promoting exercise programmes in the workplace environment
Olympic Champions Club	National	Policy recommendations, PR
Paractive Integration Foundation	National	Counselling, sensitisation on inclusion topics
Sport with us Sports Association (SVSE)	Local – Veszprém	Athletics, leisure sports, community building
Tourism Nonprofit Ltd.	Local – Veszprém	Assessing and recommending the opportunities of sports and active tourism
V-Bus	Local – Veszprém	Public transport, e-bike sharing system
Veszprém Triathlon Club	Local – Veszprém	Community building, leisure sports
Veszprém Pannonsport	Local – Veszprém	Athletics, leisure sports, community building
Visit Balaton 365 Nonprofit Kft.	National	Development of sports and active tourism



B) EXPLAIN HOW THE CANDIDATURE PROMOTES AGREEMENTS WITH LOCAL, REGIONAL OR NATIONAL SPORTS FEDERATIONS OR OTHER ENTITIES FOR THE PROMOTION OF SPORT.

As explained in other chapters, a wide range of partnerships supports this mission. Here we are introducing our key partners not listed elsewhere.

NATIONAL FEDERATION OF STUDENT AND LEISURE SPORTS (NDHSZ)

NDHSZ organises and coordinates nationwide and regional programmes such as European Week of Sport (#BeActive) with the aim of promoting the joy of movement for all age groups. Should we be awarded the title, these programmes will offer exciting opportunities for local communities to actively participate.

Each year, NDHSZ hosts sports days in over 1,400 schools, allowing pupils to try a variety of sports and encouraging long-term engagement with physical activity. It also organises the Hungarian and **European School Sport Day**, held annually at a featured venue – an event which, in 2026, will take place in the Bakony-Balaton region.

In cooperation with the University of Debrecen's Athletic Club (DEAC), NDHSZ launched the '**Sports Clubs for Health**' programme, which encourages clubs to offer not only competitive sports but also recreational activities for the general public. This is especially important for former athletes who wish to stay active in a non-competitive way. The programme aligns perfectly with the vision set out in our application.

NDHSZ places a strong emphasis on health-enhancing physical activity, especially in educational, healthcare and workplace environments. Their mission is to make regular movement an integral part of everyday life, thereby supporting the long-term wellbeing of the population. The rollout and promotion of such health-focused activity programmes will play a key role in our post-title phase.

Moreover, NDHSZ supports the organisation of grassroots-level sporting events that empower local communities to engage actively, spreading the joy of movement and strengthening community bonds, ultimately enhancing the impact of our events and furthering our mission.

HUNGARIAN OLYMPIC COMMITTEE (MOB)

The Hungarian Olympic Committee plays a vital role in promoting the joy of sport in Hungary, especially through recreational initiatives.

The **Olympic Values Education Programme (OVEP)**, a joint initiative by the Hungarian and International Olympic Committees, introduces young people to the core Olympic values of excellence, respect and friendship. By integrating sport and education, the programme inspires students to embrace active lifestyles. Following a successful bid, we will bring this programme to schools across our region, as its aims align closely with our vision. It helps embed Olympic values into daily life, using sport as a powerful medium.

Through a range of activities, OVEP encourages young people to lead active lives. Engaging this age group in physical activity is often a challenge, but the influence and support of an institution like the Hungarian Olympic Committee significantly increases the programme's success. It also fosters cooperation and strengthens community spirit among students.

In partnership with the University of Physical Education and Sport Sciences, MOB offers free, one-day (10-hour) training courses for teachers. These sessions introduce participants to the principles and methods of Olympic education, which they can implement in their own schools. Interactive and movement-based, these trainings also support our regional ambition to offer more opportunities for educators to promote fair play and the joy of movement.

HUNGARIAN OLYMPIC ACADEMY (MOA)

A key objective of the Hungarian Olympic Academy is to promote the core Olympic values: excellence, respect and friendship, which are also foundational to recreational sport.

By offering professional development programmes for teachers, PE instructors and sports organisers, MOA contributes to embedding recreational sport into school and community life. Their focus on engaging young people ensures long-term benefits in promoting active lifestyles.

#10. RELATIONS BETWEEN THE CITY COUNCIL AND SPORTS OR POLITICAL INSTITUTIONS AT LOCAL, REGIONAL AND NATIONAL LEVEL

MOA-supported regional organisations regularly host leisure sport events, such as hiking trips, cycling tours and family sports days. In addition, the Academy conducts research to highlight the societal benefits of physical activity and demonstrate how it aligns with Olympic values.

Partnerships fostering inclusion:

A core focus of our bid is inclusion – ensuring that individuals with health conditions or disabilities are empowered to take part in everyday recreational sport. To this end, we have established strategic partnerships with the following organisations:

HUNGARIAN PARALYMPIC COMMITTEE

The Committee brings expert knowledge in promoting parasport and developing inclusive recreational training opportunities. This support is especially crucial given that most current options in Hungary are centred around the capital. Our aim is to change this and use our region as a pilot site for delivering inclusive sport services at a local level.

The Committee also administers grant programmes that support the purchase of specialised equipment such as adaptive saddles for horse riding, pool lifts, hand bikes or stabilised rowing boats, ensuring that both recreational and tourism-related sport activities are accessible to people with disabilities.

NATIONAL PUBLIC HEALTH AND PHARMACEUTICAL CENTRE

This Centre coordinates numerous national public health and screening programmes. Through our partnership, these activities will have a greater presence in our region, including as side events at our major gatherings. We have already invited initiatives like the **‘Drink More Water’**

and **‘Smart Sunbathing’** campaigns as part of the Active School Programme.

The Centre also oversees the region’s Health Promotion Offices, which are responsible for implementing local health action plans and conducting key preventive and screening activities. Their expertise will be invaluable in shaping the health dimension of our programme.

HUNGARIAN SOCIETY OF LIFESTYLE MEDICINE

This society is the national developer and coordinator of the **‘Exercise on Prescription’** programme, launched in 2024. The initiative allows GPs to prescribe specific physical activities as a form of preventive or therapeutic care. We believe our project can help raise awareness and increase uptake of this programme, as our goals closely align, encouraging physical activity both as a health intervention and a means of social inclusion. Our mutual support will strengthen communication, programming and events.

MEDICAL SOCIETIES

Hungarian medical professionals, researchers and professors often collaborate within discipline-specific societies. We have established a partnership with the Hungarian Society of Cardiology, given that cardiovascular diseases remain one of the leading causes of death in Hungary. Their guidance will help ensure the appropriate selection and adaptation of physical activities based on intensity and health needs, supporting the prevention aspect of our programme.

PARAKTÍV FOUNDATION

Based in Budapest, the ParAktív Foundation will support two key events in 2025: an inclusion-themed walk during

the ‘Night of Movement’ in June and a sport selection event in September. Traditionally aimed at schoolchildren, this event is being expanded this year to include activities for adults and people with disabilities. The Foundation will provide expert support and an inclusive presence, helping us organise and present these new elements.

DISABILITY ADVOCACY ORGANISATIONS

To foster openness and inclusion, we have reached out to every disability advocacy organisation operating in the region. Their professional guidance is being integrated into our programme through ongoing consultation and dialogue.

KONNEKT ASSOCIATION

Konnekt supports conscious career planning and personal development for young people and adults. Their programmes make a significant contribution to mental health and prevention.

Their Mentor Programme and ‘Where To Next?’

workshops help young people make informed decisions about their future, reducing later challenges around career choices. These sessions develop life skills, resilience and stress management capabilities, making a vital contribution to overall wellbeing.

C) QUANTIFY AND DETAIL THE INVESTMENTS IN LOCAL SPORT RELATED ECONOMY. PROVIDE DETAILS OF THE EVENTS AND ACTIVITIES ON THIS FIELD REALIZED IN PARTNERSHIP AND CO-OPERATION WITH SPORTS ORGANISATIONS AND INSTITUTIONS ON A NATIONAL AND EUROPEAN LEVEL.

A HOLISTIC APPROACH TO REGIONAL SPORTS INFRASTRUCTURE

Sports infrastructure in a region encompasses far more than just facilities for elite and grassroots sport. It is part of a much broader ecosystem that impacts public health, tourism, community wellbeing and the economy.

The Veszprém–Balaton region is firmly committed to supporting sport, as demonstrated by a wide range of initiatives and the investments detailed in this chapter. Local authorities, government bodies and the private sector all play an active role in developing the region's sporting landscape, ensuring that residents have access to regular physical activity and a healthy lifestyle.

CORPORATE TAX RELIEF (TAO) AND PRIVATE SECTOR CONTRIBUTIONS

Hungary's corporate tax relief system (TAO) allows businesses to allocate a portion of their tax payments to support sport and culture. This mechanism generates vital funding for sports clubs and facilities, playing a major role in developing the region's sports infrastructure and programming.

The private sector is also a key player in driving sports development. In Balatonfüred, for example, two local football clubs have joined forces to create a new sports complex – a nearly one-billion-forint investment. The facility will feature modern football pitches and a two-storey support building, providing long-term training opportunities for local players.

COMMUNITY SPORTS EVENTS AND PROGRAMMES

The region hosts a wide variety of sporting events and community programmes aimed at bringing people together and promoting the joy of a healthy lifestyle. One such event is **Veszprém County Sports Awards Gala**, which celebrates outstanding sporting achievements. Held annually, the gala inspires community pride and reinforces the importance of integrating daily physical activity into our lives, encouraging personal commitment to sport.

DEVELOPING SPORTS INFRASTRUCTURE

The modernisation and expansion of sports facilities is a top priority across the region. Under the **Veszprém County Regional Development Programme**, numerous venues have been renovated and made accessible for recreational use by the public. These developments not only benefit

competitive athletes, but also significantly expand everyday access to physical activity for local communities.

CYCLING INFRASTRUCTURE: EXPANDING CONNECTIVITY AND TOURISM

In recent years, the Veszprém–Balaton region has made considerable progress in enhancing its cycling infrastructure, with a particular focus on the routes encircling Lake Balaton and connecting the lake to Veszprém. The total length of upgraded cycling paths in the region has reached 185.1 km. These improvements provide both locals and visitors with safe, convenient and environmentally friendly mobility options.

Key cycling-related investments include:

- **Renovation of the Balaton Cycle Loop:** Modernisation of key segments of the Balaton Cycle Loop began in 2019, with the primary aim of improving safety and enhancing the quality of the route for cyclists, the loop is 206 km in distance.
- **Veszprém County Cycling Network Plan (2016–2020):** This plan focused on connecting the county's main towns through an integrated cycling network.

#10. RELATIONS BETWEEN THE CITY COUNCIL AND SPORTS OR POLITICAL INSTITUTIONS AT LOCAL, REGIONAL AND NATIONAL LEVEL

- **Balaton Priority Area Development Concept (2014–2030):** A strategic framework that emphasises the importance of improving cycling conditions to strengthen the region's tourism potential.

DEVELOPMENT OF HIKING TRAILS IN THE BAKONY REGION

Over the past decade, the Bakony region has experienced significant development in its hiking routes and related infrastructure. Key achievements include:

- **The Blue Trail (Kéktúra):** Hungary's longest and most iconic long-distance hiking route passes through the Bakony Hills, covering approximately 140 km in the region as part of its total 1,165.3 km. In recent years, several sections, especially those near Bakony and Lake Balaton, have been renovated to enhance safety and comfort for hikers.
- **Thematic Trails:** New themed routes have been established in the Bakony, such as:
 - The Trail of the Hajags (28 km)
 - The Path of Stones
 - The Trail of Caves (20 km)
 - The Burial Mounds Trail (27 km)
 - The Castles Route
 - The Mary Route (from Transylvania Romania to Santiago to Compostella)
 - several trails are popular by equestrian tourist throughout the Bakony, connecting these to the Euro Horse trails are under development

These trails highlight natural and cultural attractions, contributing to the region's growing appeal as a destination for active tourism.

REGIONAL PERFORMANCE IN A NATIONAL AND INTERNATIONAL CONTEXT

The Veszprém–Balaton region has outpaced national trends in sports development. While Hungary's overall sports investment grew by an average of 7.6% annually between 2020 and 2024, growth in the Veszprém–Balaton region significantly exceeded this rate, particularly in 2021, when both public and private sector contributions soared. That year, the private sector accounted for 40% of all sports investments, with municipalities and educational institutions also playing key roles in infrastructure expansion.

In terms of investment volume, the region surpassed even traditionally strong sports cities such as Székesfehérvár and Debrecen. Internationally, its infrastructure is becoming increasingly competitive, now on par with smaller cities in countries like Slovenia and Austria.

OUTLOOK AND FUTURE PLANS

The region is set to continue its investment trajectory in the coming years, with plans for new facilities and enhanced support for sports tourism. The government may allocate up to €2,5 million to support the successful implementation of the Sport Region Project, which could further attract private capital.

Plans include the construction of a new regional sports centre, designed not only for local clubs but also to host international competitions. In addition to national funding, the region is seeking support from EU structural funds, ensuring that its long-term development is both ambitious and sustainable.

ECONOMIC AND SOCIAL IMPACT OF SPORTS TOURISM

According to a 2020 study in the Hungarian Journal of Sport Science, international sports events held in Hungary generate a 1.68x multiplier effect on the national economy, meaning that every forint spent by foreign visitors yields 1.68 forints in economic output.

Beyond the numbers, sports events, competitions and recreational opportunities play a vital role in stimulating the local economy. Socially, the expansion of sports participation helps reduce the prevalence of chronic illnesses, easing pressure on the healthcare system.

Equally important is the role of sport in community building, particularly among young people, fostering social engagement and promoting a health-conscious lifestyle across the region.



D) SPECIFY WHAT NEW AGREEMENTS WITH RELEVANT INSTITUTIONS ARE EXPECTED TO BE CONCLUDED IN CASE OF WINNING THE AWARD.

In the event we win the European Sport Region 2026 award, it is expected to significantly accelerate the expansion of the **Sport Nation Programme's** network of partner institutions. This will make sports facilities more accessible to the population, contributing to a more active, engaged and healthier society.

NATIONAL STUDENT AND LEISURE SPORTS FEDERATION (NDHSZ)

We aim to establish a formal partnership with the Federation to expand the **'Sport Clubs for Health'** programme across the sports organisations operating in our region.

Additionally, we seek to introduce and promote **health-enhancing physical activity programmes** in local workplaces, encouraging employers to take an active role in the wellbeing of their staff.

Throughout the 2026 programme year, we will support the organisation of a greater number of community-level sporting events, fostering active participation among citizens – and we will count on the Federation's support in this endeavour.

HUNGARIAN OLYMPIC COMMITTEE

We plan to strengthen the presence of the **Olympic Values Education Programme (OVEP)** in the region by introducing it in local schools and offering free one-day CPD training sessions for teachers.

We firmly believe that the promotion of the **joy of movement** and **fair play** is currently underrepresented in schools and that these initiatives are essential in shaping a value-driven, active generation.

HUNGARIAN OLYMPIC ACADEMY

The Academy's professional programmes tailored for teachers, PE instructors and sports organisers offer valuable tools to embed physical activity into school and community life.

Engaging youth remains a crucial priority. Through these initiatives, we aim to make a lasting impact by encouraging young people to adopt active lifestyles and providing them with meaningful alternatives for recreational movement.

INCLUSION AND EQUAL ACCESS

HUNGARIAN PARALYMPIC COMMITTEE

Should our bid be successful, the Hungarian Paralympic Committee has expressed its commitment to supporting our **inclusion-focused initiatives** by connecting us with the **National Rehabilitation Institute**.

Our shared goal is to ensure that, following rehabilitation, individuals with injuries or disabilities see our region – and not just the capital – as a vibrant, inclusive place to live. We aim to provide meaningful, everyday opportunities that support both their physical and mental development.

We also seek to establish an agreement with the Committee to **reserve a portion of its 2026 grant budget** specifically for applicants from the **Bakony-Balaton Sport Region**. This would empower local sports providers to fully realise their inclusion strategies.

NATIONAL PUBLIC HEALTH AND PHARMACEUTICAL CENTRE

In the event of a successful bid, we plan to assist local health districts in designing and implementing their **health development plans**. Municipalities are actively seeking ways to support health screenings and preventive activities and a clear framework is currently in development.

The Centre can offer vital support in ensuring this framework becomes a **replicable national model**, accessible and functional for other local governments across Hungary.

MEDICAL SOCIETIES

As part of our inclusion initiative, we intend to develop a **certification system** for sports service providers. One key requirement will be participation in **ongoing professional training**, ensuring that providers remain up to date and well-equipped to serve a diverse population.

Hungarian medical societies have offered to contribute by developing specialised training modules and delivering sessions. Their expertise will provide clear professional guidance, especially regarding **recreational exercise post-rehabilitation**, including safe movement after conditions such as heart attacks or strokes.

This certification scheme represents an advanced level of our inclusion efforts and will be developed in detail upon securing the award.

PARACTIVE FOUNDATION

The **Paractive Foundation** collaborates with a wide network of disability-focused organisations in Budapest. With their support, we aim to **strengthen local disability organisations** within our region by building a robust partnership ecosystem.

This will enable more effective **programme implementation, professional cooperation** and **stronger advocacy**, ultimately ensuring that no one is left behind in our shared commitment to inclusive sport.

“European Region of Sport: from the joy of movement to the power of community.”

11. PROFILE AND POSSIBLE ACTIVITIES AS A EUROPEAN CAPITAL OF SPORT

Veszprém County – as the heart of the Bakony-Balaton region – is firmly committed to advancing its sporting landscape in line with the five core values defined by ACES Europe. Through its bid for the title of European Sport Region 2026, the county aims to make daily physical activity a natural part of life for its residents, while also establishing it as a pillar of regional identity. In the followings, we explore how sport in Veszprém County actively contributes to the realisation of the principles of Joy in Movement, Motivation for Achievement, Fair Play, Health Promotion and Community Building.

A) EXPLAIN THE ROLE OF SPORT IN YOUR CITY/TOWN FOR ACHIEVING THE FIVE MAIN AIMS OF THE MANIFESTO OF ACES EUROPE (ENJOYMENT IN EXERCISE, WILLINGNESS TO ACHIEVE, SENSE OF COMMUNITY, LEARNING FAIR PLAY, IMPROVEMENT OF HEALTH).

JOY OF MOVEMENT

In Veszprém County, sport is more than just exercise: it is a source of joy, fulfilment and shared experience. At the heart of our vision as a Sport Region lies the belief that physical activity should be a pleasurable, everyday part of life, accessible to all. We aim to make regular movement not only enjoyable but also a defining feature of regional identity.

To this end, we host a diverse range of recreational events, community sports days and inclusive activities where participation and enjoyment take precedence over competition. From hiking and cycling to water sports, the region offers a wealth of outdoor opportunities that delight both locals and visitors.

Popular family-friendly excursions such as the panoramic lookout walk or the Wolf Trail cycle route invite people of all ages to rediscover the joy of movement. Over 120 sporting events are held annually across the region – including races, cycle tours and walking challenges – drawing tens of thousands of participants. The 2024 Bakony-Balaton Half Marathon alone welcomed over 3,000 runners, with participants ranging from children to seniors.

Modern facilities such as Veszprém Arena and scenic lakeside running tracks provide ideal environments for regular physical activity. New infrastructure continues to support this vision. A shining example is the recently opened ActiCity Dance and Movement Arts Centre in

Veszprém, which offers everything from classical ballet to senior fitness, catering to all ages and abilities. Outdoor gyms, running paths and cycleways across the county further enhance access to active living.

Our mission is simple: to ensure everyone, regardless of age, ability or background can find a form of physical activity they truly enjoy. Whether a schoolchild, a working parent or someone with special needs, every resident deserves the opportunity to move freely, joyfully and with purpose.

WILLINGNESS TO ACHIEVE

Sport inspires ambition and nurtures personal growth. The pursuit of excellence, whether in competitive sport or personal fitness, lies at the heart of Veszprém County's sporting ethos.

The region is home to world-class role models. The renowned Veszprém men's handball team, with their national and international accolades, embodies excellence, teamwork and sportsmanship. Their commitment to fair play earned them the Hungarian Olympic Committee's Fair Play Award, reinforcing their influence on the next generation.

A strong focus on youth development and school sport ensures the next wave of achievers is already emerging. Regional schools consistently perform among Hungary's best in national championships. One secondary school in Veszprém ranked second nationwide, reflecting a robust system of collaboration between educational institutions and sports clubs.

Inspiring individuals such as Kristóf Rasovszky, Olympic silver and gold medallist in open water swimming, demonstrate how local talent can rise to the world stage. His achievements are a testament to perseverance and dedication and a source of immense pride for the entire region.

To further promote excellence, Veszprém County honours outstanding athletes and coaches each year. These celebrations elevate sporting achievement, offering role models and incentives for others to strive for greatness.

Local sports clubs and grassroots events encourage young people and adults alike to pursue personal goals and embrace challenges. Events like UltraBalaton – an epic multi-day race around Lake Balaton – and the Tour de Balaton cycling tour provide participants with an opportunity to push their limits and achieve something extraordinary.

The growing presence of corporate teams at these events also highlights the role of sport in fostering motivation, cohesion and resilience. Over 15,000 runners now take part in UltraBalaton relays each year: a powerful demonstration of teamwork and shared ambition.

FAIR PLAY – THE SPIRIT OF SPORTSMANSHIP

Fair play is a cornerstone of sport and an essential value in Veszprém County's sporting culture. Respect, integrity and rule-based competition are central to our approach—instilled from a young age and upheld across all levels of play.

From school sports to professional competitions, our region places a strong emphasis on the ethical dimension of sport. Programmes like the Fair Play Cup introduce secondary school students to respectful competition where awards recognise behaviour as much as results. These experiences reinforce the idea that playing with integrity matters more than winning at any cost.

This culture is mirrored by our elite athletes. As noted, Veszprém's handball team earned the Hungarian Olympic Committee's Fair Play Award – not only for their athletic achievements but for their dignified conduct following the tragic loss of teammate Marian Cozma.

Sporting events throughout the region consistently highlight sportsmanship. Prior to each competition, participants receive clear guidance on rules and fair conduct. Events such as the Lake Balaton Cross-Swim award a dedicated Fair Play Prize, while safety and respectful behaviour are promoted at all times. Referees, coaches and organisers work together to create an atmosphere of mutual respect, even during high-stakes moments.

Recognition is also given to those who exemplify these values. The Veszprém County Fair Play Award celebrates individuals and teams that embody true sportsmanship, reinforcing a positive cycle of behaviour and admiration.

Fair play in our region is not simply about compliance: it is a guiding principle of our wider sports development strategy. By nurturing fairness and respect through sport, we help raise a generation of young people who contribute positively to their communities both on and off the field.

HEALTH IMPROVEMENT – SUPPORTING PHYSICAL AND MENTAL WELLBEING

In Veszprém County, we believe health and happiness begin with movement. Physical activity is the most accessible, effective way to improve individual wellbeing and strengthen community resilience. Our aim is to ensure that sport is seen not as a luxury, but as a fundamental right, one that promotes inclusion, quality of life and public health.

Daily movement plays a critical role in preventing lifestyle-related illnesses such as obesity, hypertension

and cardiovascular disease. To promote this, we've implemented forward-thinking initiatives like the National Sport Card programme – an innovative digital incentive scheme encouraging regular activity through rewards and employer-supported wellness incentives.

European Union-funded projects have also played a key role. Initiatives such as 'Improving Quality of Life Through Recreational Sport' and 'Preventive Health Promotion in Less Developed Regions' brought health-promoting

activities to underserved communities through research, education and events.

Infrastructural improvements like outdoor fitness parks, running tracks and cycling routes have made everyday physical activity more accessible. Daily physical education in schools is helping to create lifelong habits, while new sports facilities offer welcoming spaces for all generations.

Healthcare is increasingly embracing sport as a preventative tool. The 'Exercise on Prescription' scheme allows doctors to prescribe movement – such as joining walking clubs – to patients. In 2024 alone, more than 2,500 residents took part in these programmes.

Our regional Health Development Offices (EFI Network) tailor screening and wellbeing initiatives to meet local needs. With detailed health plans developed at the district level, these programmes effectively target the right groups, at the right time, with the right message.

As a result of these concerted efforts, sport in Veszprém County is no longer limited to recreation or performance. It is a central pillar of our public health strategy: a bridge between wellness, happiness and community strength.

SOCIAL INTEGRATION

Sport offers shared experiences, fosters new relationships and nurtures a powerful sense of social cohesion.

The community-building power of sport is a cornerstone of Veszprém County's sports strategy. Among ACES Europe's key values, community spirit highlights how sport strengthens human connections and brings people together. This principle is central to our bid for the title of European Region of Sport 2026. Movement does more than improve physical health: it unites us, contributes to a happier society and deepens the bonds between people.

The alliance between Veszprém and the Bakony-Balaton region around sport is exemplary: over 100 municipalities are joining forces to compete for the European Region of Sport title. This unprecedented cooperation is itself a triumph of community spirit, rooted in local initiative and shared regional vision.

Our programme is not a one-off 'movement project', but a large-scale, region-wide series of events and initiatives that showcase the successful, scalable practices of grassroots sports organisations (such as NDHSZ).

These efforts go far beyond traditional expectations of community engagement and prevention. At their core is a bold ambition: to move past outdated approaches built solely on knowledge-sharing and role-modelling. The age-old formula of 'bread and circuses' may distract for a while, but true impact takes longer.

While these events provide joyful community experiences, they must outlast the day and combat the drab quality and demotivation of everyday life. Our vision leverages the bold and creative use of AI, reframes personal motivation and draws from global best practices, including innovative methods from Japan. By integrating these elements and engaging the private sector, we aim to place the region firmly in the international spotlight.

VIA CALVARIA – WHERE MOVEMENT MEETS MINDFULNESS AND COMMUNITY

One of the region's flagship sport tourism projects, the **Via Calvaria** pilgrimage route embodies the intersection of movement, spirituality and community regeneration. Spanning 140 kilometres and connecting 14 settlements across the Bakony and the Balaton Uplands, the route offers more than a hike: at dedicated 'silent hills',

participants are invited to engage in meditative pauses, transforming physical activity into active meditation and mental renewal.

What sets this initiative apart is its systems-level thinking. The trail not only introduces new attractions but weaves existing spiritual sites such as calvaries and hills into a contemporary narrative. Following initial support through the ECoC framework, local governments, entrepreneurs and civic communities have taken on its development. As a result, new accommodation, rest areas, small businesses and events have flourished along the route.

Today, **Via Calvaria** attracts 10,000 to 15,000 visitors annually, with a target of 25,000 to 30,000 by 2026. It offers a replicable model for other regions: a thematic, experience-based movement programme that simultaneously strengthens community, supports mental wellbeing and fosters a sustainable local economy.

GRASSROOTS SPORT: LOCAL BONDS, LASTING IMPACT

Sports communities, clubs and events ranging from running races and cycling tours to pétanque and yoga sessions build friendships and enhance social cohesion. Across the region, countless examples demonstrate the unifying power of sport. In smaller towns and villages, sports associations and leisure events play a central role in daily life. A village football team or local running club is far more than a venue for physical activity: it fosters deep-rooted local identity and pride among members and supporters alike.

Special emphasis is placed on engaging disadvantaged groups and people with disabilities, recognising sport as a powerful tool for social inclusion. The bid for European Region of Sport 2026 explicitly prioritises accessibility over elite sport development. The goal is to involve people of all ages and backgrounds in regular, everyday physical activity.

In line with this vision, Veszprém County runs several targeted programmes for marginalised groups, ranging from free mass sport events in economically challenged areas to dedicated sport days for people with disabilities. One of the most heart-warming aspects of community sport is the recognition of exceptional achievements by athletes with disabilities. These individuals are celebrated alongside their peers, with annual awards honouring students with learning or intellectual disabilities for national and international successes. Notably, this recognition is aligned with the International Day of Persons with Disabilities, underscoring the importance of respect, inclusion and support for all.

Such initiatives promote empathy and tolerance, break down prejudice and contribute to genuine community integration.

BUILDING A MODEL FOR INCLUSIVE SPORT

We are committed to pioneering inclusive sport education, removing barriers from everyday leisure activities, raising awareness and developing an inclusive certification scheme. More and more events are being redesigned to reflect these values.

Our aim is to create a transferable collection of concrete, effective practices addressing a pressing national social issue. The strength of this bid lies in its potential to scale: we believe these initiatives can influence policy at the national level. This optimism is grounded in the strong support we've received from leading national organisations such as the Hungarian Paralympic Committee, ParActive Foundation, the Hungarian University of Sports Science and the University of Pannonia.

TOGETHER IN MOTION – SPORT AS A VEHICLE FOR SOCIAL UNITY

Community sport events, from family sport days and 'village olympics' to rowing across Lake Balaton, attract over 20,000 participants each year in the region, reinforcing social cohesion. The Veszprém County Leisure Sports Association also runs targeted programmes for disadvantaged groups, demonstrating that sport is not just a leisure activity, but a vital tool for inclusion and equity. Through shared sporting experiences, people from diverse social and ethnic backgrounds come together, helping to reduce inequalities and build stronger, more connected communities.

A VISION ROOTED IN VALUES AND ACTION

In the Veszprém-Balaton region, sport serves both personal and collective goals. The ACES Europe principles are consciously embedded in our local sports strategy. The joy of movement is woven into everyday life through abundant opportunities for participation. The spirit of achievement is visible in our champions and promising youth. Fair play is alive and well – on the professional handball court and in the smallest school gym. Meanwhile, our commitment to health promotion is already delivering measurable improvements in the quality of life.

All of these efforts reinforce one unifying goal: to build a healthier, more cohesive and more successful Veszprém-Balaton region and Veszprém County. We believe this shared commitment makes us truly deserving of the European Region of Sport 2026 title, in full alignment with the values of ACES Europe.

B) HOW DOES YOUR CITY/TOWN SEE ITS SOCIAL ADVANTAGES AS A EUROPEAN CAPITAL OF SPORT?

STRATEGIC ALIGNMENT WITH THE VESZPRÉM 2030 VISION

The bid is fully aligned with the city of Veszprém's medium-term urban development strategy and particularly with the objectives outlined in the Veszprém 2030 programme.

The city's and the region's sports development ambitions are in line with the 2030 vision, which positions Veszprém as a city of harmony, high quality of life and strong communities. Sport serves as a key instrument in achieving these goals: it promotes healthy lifestyles, strengthens social cohesion, enhances youth retention and contributes to both environmental and social sustainability.

A younger, more active city: By strengthening grassroots and youth sports, the programme supports youth retention and enhances quality of life and urban liveability.

An environmentally conscious city: Sustainable sports infrastructure, an expanding e-bike network and green event planning serve as model practices for eco-friendly urban use.

A city of renewal and innovation: The proposed data-driven sports use monitoring and digital tools for activity promotion (e.g. community sport apps) align with Veszprém's mission as a smart and digitally forward-looking city.

In this vision, sport is not merely a goal in itself but a powerful tool for social development on both urban and regional levels. Building on the legacy of the European Capital of Culture (VEB2023), the programme aims for inclusive, community-driven and long-term impact that fully aligns with the city's development strategy both in spirit and concrete measures.

INCLUSION OBJECTIVES

The title of European Region of Sport conveys a powerful message: movement should be a source of daily joy, a tool for health promotion and community building. The vehicle for this message is sport – joyful, voluntary, recreational physical activity.

Rural Hungary faces significant challenges in the field of inclusion, particularly in securing access to physical activity for people with health conditions or disabilities. The European Region of Sport title inspires us to bring meaningful changes to this area. To make recreational sport more inclusive, we have launched a national call for social collaboration and we intend to lay its foundation in our region.

PREVENTIVE CAMPAIGN AGAINST SUBSTANCE USE AND GROWTH HORMONES

The rising use of new psychoactive substances and growth hormones – especially among young people and performance-driven amateur athletes – poses a serious social and public health concern. This alarming trend has prompted us to launch a comprehensive preventive

awareness campaign that clearly communicates the reversible and irreversible consequences of substance and hormone use.

ENGAGING WORKPLACES

Another priority is to establish health promotion programmes at workplaces and to sensitise employers to the benefits of employee well-being initiatives. We aim to contribute to this effort by developing targeted movement programmes for specific employee groups.

We also wish to highlight that any perceived loss of working hours due to participation in health programmes can be offset: regular physical activity reduces absenteeism and burnout risks. These benefits can be quantified using the Human Re-activation Index (HRI).

INVOLVING PUBLIC EDUCATION INSTITUTIONS

Through the Active School Programme, educational institutions gain access to a comprehensive development framework and measurable methodology to combat physical inactivity. The programme lays the foundation for a long-term mindset shift among school-aged children, a priority target group. We are therefore committed to building partnerships with the programme's operators and promoting its expansion throughout our region.

C) WHICH INITIATIVES AND ACTIVITIES WILL YOUR CITY WANT TO CONTRIBUTE TO THE WORK OF ACES EUROPE? PROVIDE A LIST OF CITY CAMPAIGNS IN RELATION TO THE CANDIDATURE.

Six big events will thematise the year of candidacy and ensure a thorough communication of the goals of the ACES Manifesto and the coming year.

1. STAFÉTA – PUBLIC HEALTH SCREENING PROGRAMME, VESZPRÉM – 9TH MAY

Objective: In collaboration with the Active Hungary Programme and Csolnoky Ferenc Hospital of Veszprém County, we joined the national public health screening initiative to emphasise that our sport region bid also supports health development and prevention goals.

During our on-site presence, we engaged with attendees waiting for medical screenings, discussed the mission of the bid and conducted playful quizzes highlighting the links between physical inactivity and health risks. We also gathered newsletter subscriptions from quiz participants.

Our presence reinforced the message that promoting recreational physical activity is not merely a playful campaign: our intent is to create responsible, impactful change through collaboration with professional health institutions and experts.

2. NIGHT OF MOVEMENT – 13TH JUNE

Objective: By joining a national initiative, we aim to showcase the region's strong commitment to promoting enjoyable, accessible physical activity.

As we applied not as a single city but as a **region**, our first large-scale event emphasised **regional community collaboration**. Participating municipalities were encouraged to join the national programme – or if funding was limited, to align with our inclusive initiative launched under the media spotlight.

To promote our inclusion goals, we organised a **community walk** during the 'Night of Movement' event initiated by the Active Hungary programme. Participating municipalities held a **3 km inclusive walk at 9:00 PM**, open to seniors, children and persons with disabilities. Under the title '**Connect – This Walk is for Everyone**', this symbolic regional walk involving 53 municipalities visually demonstrated unity and inclusion, amplified through national media.

Meanwhile, between 20:00 and 02:00, participants enjoyed a variety of sports activities: running events, cycling tours, aerobics, wheelchair basketball and table tennis, volleyball, small-pitch football, rowing ergometers, bouldering, dance, martial arts and more, creating a vibrant summer evening atmosphere.

3. ACES EVALUATION COMMITTEE VISIT & PRESS BRIEFING – 15TH-18TH JULY

Over the summer, we will maintain a steady flow of communication and focus on preparations for the Evaluation Committee's visit. Post-visit, we aim to reflect on insights and feedback to further refine our direction.

A central goal is to highlight our partners, promote their services and showcase the communities that contributed to the bid preparation and embody its values in practice, thus supporting our growing regional network.

4. INCLUSIVE SPORTS SELECTION FAIR – 19TH SEPTEMBER

As families settle into the school year, choosing suitable extracurricular activities becomes a focus. We are transforming the traditional children-focused sports fair into a more inclusive event by introducing **opportunities for adults, people with health conditions and persons with disabilities**.

The event allows participants to explore and try various sports disciplines, guided by federations, clubs and coaches. It also promotes long-term engagement in sports.

Confirmed partnerships include the **ParAktív Foundation** and **regional disability advocacy groups** and we are in talks with employers to enable employee participation.

The event aims to:

- Earn trust from disability organisations and advocacy groups.
- Raise awareness within fitness communities and foster understanding.
- Support families in becoming active together through accessible sports routines.
- Sensitise employers to improve access to movement (e.g., SZÉP card use, workplace wellness initiatives).

5. WORLD HEART DAY – 28TH SEPTEMBER

Hosted in our region by the **Hungarian Society of Cardiology**, this health-focused event will feature:

- Free screenings: blood pressure, blood sugar, cholesterol, body fat, ECG and cardiovascular risk assessment.
- Medical and lifestyle consultations with doctors and dietitians.
- CPR demonstrations and first aid education.
- Group exercise: stretching, Nordic walking, cycling and running events.
- Kids' activities: drawing contests and games.
- Cultural add-ons: concerts, quizzes, educational talks.

These activities embody our mission to inspire movement, inclusion and healthier lifestyles at all ages and fitness levels across the region.

We will make the success of the bid easurable – best practices will be documented and shared in a final report.

6. OCTOBER – MONTH OF WALKING

Walking clubs are vital for promoting health and social connection among older adults. Founded in 2017 by **Sarolta Monspart**, world champion in orienteering and National Athlete of Hungary, the National Network of Walking Clubs for Seniors (OGYIK) has grown significantly. After her passing, her brother, **Zsolt Monzpart**, established the **Monspart Sarolta Foundation for a Healthy Lifestyle (MOSA)** to continue this mission.

As of 2025, **over 540 walking clubs** operate across the country, with a target of 1,000 clubs, ensuring availability in every municipality. We proudly support this objective.

Our contribution to walking initiatives:

- Urban and green walks for seniors (e.g. Gulya Hill, Cloisters & Gardens): connecting culture and physical activity.
- Use of public parks and squares for movement (tai chi, stretching, backward walking).
- Campaigns like **'Get off one stop early and walk to school or work.'**
- Promotion of **green mobility**: e-bike and e-scooter rental systems as part of public transport campaigns.



MOZGÁS ÉJSZAKÁJA
ÓTVÉROSA

2025. JÚNIUS 13. ÉJSZAKA

VESZPRÉMBEN
EDVETERNI SPORTPÁLYA

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PRIORITY OF PARTNERS

12. SCHEDULE CONTAINING THE EVENTS/ SPORTS ACTIVITIES PLANNED FOR THE YEAR OF THE APPLICATION

A) PROVIDE A LIST OF EVENTS (INCLUDING CONVENTIONS, SEMINARS, CONGRESSES, ETC.) AND MEASURES IN CONNECTION WITH THE CANDIDACY AND THE CITY HOLDING THE TITLE OF “EUROPEAN CAPITAL, COMMUNITY-ISLAND, CITY OR TOWN OF SPORT”.

“A year
full of new
experiences
will become
a celebration
of sport.”



#12. SCHEDULE CONTAINING THE EVENTS/SPORTS ACTIVITIES PLANNED FOR THE YEAR OF THE APPLICATION

SETTLEMENT	EVENT	DATE IN 2026	SIGNIFICANCE
Veszprém	Inaugural Celebrations on New Year's Eve and New Year's Day	January 1st	Local
Balatonfüred	XX. NN Ultrabalaton (running)	23rd-26th April	National
Veszprém	Tour de Hongrie 2026 (cycling) Race Kickoff in Veszprém	May	International
Veszprém	National Swimming Championships	May	National
Region-wide	Hungarian Sports Day	6th May	National
Balatonalmádi	University of Pannonia Annual Regatta	15th May	Local
Veszprém	International Day of Fair Play	19th May	International
Veszprém	I.OGYIK Veszprém County Meeting (OGYIK – National Network of Walking Senior Citizens' Clubs)	May-September	National
Veszprém	Middle Distance National Championships (orienteering)	June	National
Veszprém	International European Forestry Orienteering Championships	June	International
Veszprém	Honvéd Cup – world ranking race (orienteering)	June	International
Veszprém	Hungarian Ballett Grand Prix	June	International
Veszprém	U15-U18 Sumo European Championship	August	International
Veszprém	International European Forestry Orienteering Championships	August	International
Balatonalmádi	CoreComm Balaton Solar Boat Challenge	August	International
Szigliget	Balaton Pétanque Festival	August	International
Region-wide	European Week of Sport	23rd-30th September	European
Region-wide	Hungarian Student Sports Day	26th September	National
Region-wide	Be Active Night	27th September	European
Veszprém	Honvéd Cup – world ranking race (orienteering)	October	National
Veszprém	National Tekball Championships	to be decided	National
Veszprém	Healthy Campus International Conference	to be decided	International
Veszprém	AI in Sports Motivation International Conference	to be decided	International



ANNEXES:

1. Detailed table of facilities affiliated with territorial governments
2. Detailed table of facilities affiliated with the school system
3. Beneficiaries of City Funds – list of sport clubs and associations Veszprém
4. Events
5. Mobile APP
6. Memorandum of Shared Commitment

ANNEX 1: DETAILED TABLE OF FACILITIES AFFILIATED WITH TERRITORIAL GOVERNMENTS

SETTLEMENT	NAME	PRIMARY SPORT DOMAIN	INDOOR/ OUTDOOR	CONDITION
Ajka	Ajka Sports Centre	Equestrian sports	Mixed	Good
Ajka	Ajka Swimming Pool and Beach	Swimming	Mixed	Good
Ajka	Shooting Range	Sport shooting	Mixed	Deteriorated
Ajka	House of Combat Sports	Martial Arts	Indoor	Deteriorated
Ajka	Paddling lake	Triathlon	Outdoor	Deteriorated
Ajka	Bódé BMX track	Cycling	Outdoor	Deteriorated
Ajka	Ice hall	Ice hockey	Indoor	Good
Ajka	Miners' Sports Complex	Football	Outdoor	Deteriorated
Alsópáhok	Standard-size grass-covered football field 2pcs	Football	Outdoor	Good
Alsópáhok	Asphalt court 20m by 40m	Football	Outdoor	Good
Alsópáhok	Sports Hall		Indoor	Good
Balatonakarattyá	Bercsényi Beach beach volleyball court	Beach volleyball	Outdoor	Good
Balatonakarattyá	Bercsényi Beach beach handball court	Beach handball	Outdoor	Good
Balatonakarattyá	Rákóczi park basketball court	Basketball	Outdoor	Good
Balatonakarattyá	Rákóczi park football field	Football	Outdoor	Good
Balatonalmádi	Football field	Football	Outdoor	Good
Balatonalmádi	Outdoor fitness facilities	Fitness	Outdoor	Good
Balatonalmádi	Pump track	Cycling	Outdoor	Good
Balatonalmádi	Bike lanes	Cycling	Outdoor	Deteriorated
Balatonalmádi	Old football field	Football	Outdoor	Good
Balatonalmádi	Horse farm	Equestrian sports	Outdoor	Good

SETTLEMENT	NAME	PRIMARY SPORT DOMAIN	INDOOR/ OUTDOOR	CONDITION
Balatonalmádi	Gym	Fitness	Indoor	Good
Balatonberény	Sports field	Football	Outdoor	Good
Balatonberény	Community beach outdoor fitness park	Fitness	Outdoor	Good
Balatonberény	Marina	Sailing	Outdoor	Good
Balatonederics	Community football field	Football	Outdoor	Deteriorated
Balatonederics	Artificial grass field	Football	Outdoor	Good
Balatonfüred	Balaton leisure and Conference Centre	Handball	Indoor	Good
Balatonfüred	Balatonfüred Town Sports Swimming Pool	Swimming	Indoor	Good
Balatonfüred	Radnóti Miklós Primary School Sports Hall	Basketball	Indoor	Good
Balatonfüred	Eötvös Loránd Primary School Sports Hall	Handball	Indoor	Good
Balatonfüred	Lóczy Lajos Grammar School Sports Hall	Handball	Indoor	Good
Balatonfüred	BFC Stadium	Football	Outdoor	Good
Balatonfüred	Forrás Sports Park	Football	Outdoor	Good
Balatonfüred	Balatonfüred St Benedict Secondary School and Residential Halls Sports Hall	Sailing	Indoor	Good
Balatonfüred	Arács Youth Centre	Football	Outdoor	Good
Balatonfüred	Calvinist Primary School and Nursery Sports Hall	Volleyball	Indoor	Good
Balatonfűzfő	Balaton Swimming Pool (Balaton General Olympics Centre)	Swimming	Indoor	Deteriorated
Balatonfűzfő	Balatonfűzfői Town Stadium	Football	Outdoor	Good
Balatonfűzfő	Shooting Range	Sport shooting	Outdoor	Renovated
Balatonhenye	Sports field	Football	Outdoor	Good
Balatonhenye	Community centre	Gymnastics	Indoor	Good
Balatonkenese	football field, tennis court	Football	Outdoor	Deteriorated
Balatonkenese	Fitness Park – Széchenyi Park	Fitness	Outdoor	Deteriorated
Balatonkenese	Fitness Park – on the beach	Fitness	Outdoor	Deteriorated
Balatonkenese	Volleyball court on the beach	Beach volleyball	Outdoor	Deteriorated

SETTLEMENT	NAME	PRIMARY SPORT DOMAIN	INDOOR/ OUTDOOR	CONDITION
Balatonkenese	Fitness Park – József Attila St	Fitness	Outdoor	Deteriorated
Balatonkenese	Bike track – in Alteleki St	Cycling	Outdoor	Deteriorated
Bánd	Visitors' Centre Park	Fitness	Outdoor	Good
Bánd	Multifunctional field	Football	Outdoor	Good
Bánd	Playground	Fitness	Outdoor	Good
Bánd	Essegvár community space	Fitness	Outdoor	Good
Bánd	Bánd-Szentgál bike lane	Cycling	Outdoor	Good
Bánd	Márkó-Bánd bike lane	Cycling	Outdoor	Good
Bánd	Rákóczi St – Sports field	Football	Outdoor	Good
Felsőörs	Gymnastics Hall	Gymnastics	Indoor	Good
Felsőörs	Football field	Football	Outdoor	Deteriorated
Felsőörs	Football field, old	Football	Outdoor	Deteriorated
Fonyód	New town sports hall	Handball	Indoor	Good
Fonyód	Town football field	Football	Outdoor	Good
Fonyód	2 beach volleyball courts	Beach volleyball	Outdoor	Good
Fonyód	Rekortan running track	Running	Outdoor	Good
Gógánfa	Gógánfa Sports House	Gymnastics	Indoor	Deteriorated
Hárskút	Sports Complex, land title No. 18/3	Football	Outdoor	Deteriorated
Hárskút	Former surgery building, land title No. 149	Fitness	Indoor	Deteriorated
Hárskút	Village Library and Village Events Stage	Gymnastics	Indoor	Deteriorated
Herend	Herend Porcelain Sport Circle sports field, sports hall	Football	Outdoor	Good
Herend	Herend Bowling Alley	Teke	Indoor	Good
Herend	Sports field nex to road No. 8	Running	Outdoor	Good
Herend	School Sports Hall	Gymnastics	Indoor	Good
Herend	Gymnasts' sport establishment	Gymnastics	Indoor	Good

SETTLEMENT	NAME	PRIMARY SPORT DOMAIN	INDOOR/ OUTDOOR	CONDITION
Jásd	Sports field – football field and leisure part may be used independently but not separated budgetwise	Football	Outdoor	Good
Jásd	Community Centra (gymnasium)	Gymnastics	Indoor	Good
Jásd	Forest	Cycling	Outdoor	Good
Káptalanfőti	Sports field (standard-size football field)	Football	Outdoor	Good
Káptalanfőti	Outdoor fitness equipment	Fitness	Outdoor	Good
Káptalanfőti	Indoor fitness room (from 1st July 2025)	Fitness	Indoor	Good
Káptalanfőti	Tótiék educational trail (from 1st October 2025)	Hiking	Outdoor	Good
Keszthely	Lovassy Rd football field, land title No. 430/70, Lovassy Sándor St, Keszthely	Football	Outdoor	Deteriorated
Keszthely	Town Sports Centre (Balaton lakeshore field), land title No. 3828, Keszthely, Lake Balaton shore	Football	Outdoor	Deteriorated
Keszthely	Sports Complex (Mártírok Rd), land title No. 917/16, 1 Mártírok Rd,	Handball	Outdoor	Deteriorated
Keszthely	Egry József School football field, 10 Vásár Square, Keszthely	Football	Outdoor	Deteriorated
Keszthely	Artificial grass football field, 43 Fodor St,	Football	Outdoor	Deteriorated
Keszthely	Synthetic cover handball court, part of land title No. 223, Lovassy S. St, Keszthely	Handball	Indoor	Deteriorated
Keszthely	Town Gym, part of land title no. 223/16, Ady. E. St, Keszthely	Fitness	Indoor	Good
Keszthely	Csány-Szendrey Primary School Town Centre Division gymnasium, 25 Deák F. St, Keszthely	Gymnastics	Indoor	Good
Keszthely	Primary School Csokonai sports hall, 43 Fodor St, Keszthely	Gymnastics	Indoor	Good
Keszthely	Gymnasium at GESZ Keszthely centre – former Nagyváthy Sports Hall, 10/A Kísérleti St, Keszthely	Gymnastics	Indoor	Deteriorated
Kisapáti	Football field	Football	Outdoor	Good
Marcali	Kiss László Town Sports Hall	Handball	Indoor	Good
Marcali	MVFC Sports Centre	Football	Outdoor	Deteriorated
Marcali	Kozma Andor St Sports centre	Football	Outdoor	Deteriorated
Marcali	Csibészke Grund	Football	Outdoor	Good
Marcali	Skate Park	Skateboarding	Outdoor	Good

SETTLEMENT	NAME	PRIMARY SPORT DOMAIN	INDOOR/ OUTDOOR	CONDITION
Marcali	Outdoor fitness park	Fitness	Outdoor	Good
Marcali	Marcali Town Spa sports facilities	Swimming	Outdoor	Good
Marcali	Sports House	Martial Arts	Indoor	Good
Marcali	Rekortan running track under construction	Running	Outdoor	Good
Márkó	Football field 026/11	Football	Outdoor	Good
Márkó	Clay basketball court 026/11	Basketball	Outdoor	Deteriorated
Márkó	B-type street fitness park (8pcs) 026/11	Fitness	Outdoor	Good
Márkó	Márkó bike lane	Cycling	Outdoor	Good
Nagyesztergár	Sports field with changing rooms	Football	Outdoor	Deteriorated
Öskü	PV. Öskü FC Football Field (grass)	Football	Outdoor	Good
Öskü	PV. Öskü FC Artificial grass football small-size pitch	Football	Outdoor	Good
Pacsa	Sports centre Pacsa	Football	Outdoor	Good
Pacsa	Sports Hall	Gymnastics	Indoor	Good
Pacsa	Outdoor handball court	Handball	Outdoor	Good
Pacsa	Fitness Park	Fitness	Outdoor	Good
Somogyszentpál	Sports field	Football	Outdoor	Deteriorated
Somogyszentpál	Sports chaging rooms	Changing room	Outdoor	Deteriorated
Sümeg	Sümeg Handball Work Hall	Handball	Indoor	Good
Sümeg	Sümeg Leraners' Pool	Swimming	Indoor	Good
Sümeg	Sümeg VSE Sports field	Football	Outdoor	Deteriorated
Tapolca	Csermák József Events Hall	Handball	Indoor	Deteriorated
Tapolca	Bauxite Sports Centre	Football	Outdoor	Good
Tapolca	Artificial grass field adjacent to Events Hall	Football	Outdoor	Good
Tapolca	Bárdos Lajos Primary School artificial grass field	Football	Outdoor	Good
Tapolca	South Town Gate outdoor fitness park	Fitness	Outdoor	Good

SETTLEMENT	NAME	PRIMARY SPORT DOMAIN	INDOOR/ OUTDOOR	CONDITION
Tapolca	Dobó Housing Estate Lesence St outdoor fitness park	Fitness	Outdoor	Good
Tapolca	Dobó Housing Estate Billege St outdoor fitness park	Fitness	Outdoor	Good
Tapolca	Tapolca Kazinczy Sq. (next to Ketrec) outdoor fitness park	Fitness	Outdoor	Good
Tapolca	Tapolca Kazinczy Sq. New outdoor fitness park	Fitness	Outdoor	Good
Tihany	Primary school sports hall	Gymnastics	Indoor	Good
Tihany	Artificial grass football field	Football	Outdoor	Good
Tihany	Artificial grass football field	Football	Outdoor	Good
Úrkút	Sports Hall	Gymnastics	Indoor	Good
Úrkút	Football field	Football	Outdoor	Good
Uzsa	Football field (grass)	Football	Outdoor	Good
Uzsa	Asphalt football pitch	Basketball	Outdoor	Good
Uzsa	Gym	Fitness	Indoor	Good
Várpalota	Gál Gyula Sports Centre	Handball	Mixed	Good
Várpalota	Tés Hill sports fields	Football	Outdoor	Deteriorated
Várpalota	Inota sports field	Football	Outdoor	Deteriorated
Várpalota	Ice rink	Ice hockey	Indoor	Deteriorated
Várpalota	Thury Sq – running circuit, outdoor fitness equipment	Fitness	Outdoor	Good
Várpalota	Primary school sports fields, 5 pcs	Football	Outdoor	Deteriorated
Várpalota	St John of Nepomuk Roman Catholic Primary School sports field	Football	Outdoor	Deteriorated
Várpalota	Primary school gymnasiums, 5 pcs	Gymnastics	Outdoor	Deteriorated
Várpalota	St John of Nepomuk Roman Catholic Primary School gymnasium	Gymnastics	Indoor	Deteriorated
Vigántpetend	Nagy Sándor football field	Football	Outdoor	Deteriorated
Vigántpetend	Table tennis (outdoor, indoor)	Table tennis	Mixed	Deteriorated
Zalahaláp	Football field	Football	Outdoor	Deteriorated
Zalahaláp	Sports changing rooms	Changing room	Indoor	Deteriorated

SETTLEMENT	NAME	PRIMARY SPORT DOMAIN	INDOOR/ OUTDOOR	CONDITION
Zalahaláp	Outdoor fitness equipment	Fitness	Outdoor	Good
Zalaszentő	Sports changing rooms I.	Changing room	Indoor	Good
Zalaszentő	Sports changing rooms II.	Warehouse	Indoor	Deteriorated
Zalaszentő	Football field	Football	Outdoor	Deteriorated
Zalaszentő	Handball court	Handball	Outdoor	Deteriorated
Zalaszentő	Gymnasium at GESZ Keszthely centre – former Nagyváthy Sports Hall, 10/A Kísérleti St, Keszthely	Gymnastics	Indoor	Good
Zirc	Zirc Learners' Swimming Pool	Swimming	Indoor	Good
Zirc	Zirc Sports Centre	Football	Outdoor	Good
Zirc	Zirc Sports Centre D.	Fitness	Outdoor	Good
Zirc	Zirc Sports Centre C.	Fitness	Outdoor	Good
Zirc	Zirc Synthetic cover handball court	Football	Outdoor	Good
Zirc	Zirc pump track	Skateboarding	Outdoor	Good
Zirc	Zirc bike lane	Cycling	Outdoor	Good
Zirc	Zirc horseriding touring route	Equestrian sports	Outdoor	Good
Zirc	Zirc and area cycling tour routes	Cycling	Outdoor	Good
Zirc	Zirc, Reguly A. Primary School Rákóczi Sq gymnasium	Handball	Indoor	Deteriorated
Zirc	Zirc, Reguly A. Primary School Köztársaság St gymnasium	Handball	Indoor	Deteriorated
Zirc	III. Béla Grammar school gymnasium	Fitness	Indoor	Deteriorated
Zirc	Zirc, Reguly A. Secondary Trade School Alkotmány St sports hall	Handball	Indoor	Deteriorated
Zirc	Zirc, Reguly A. Secondary Trade School Alkotmány St handball court	Handball	Outdoor	Deteriorated
Zirc	Zirc tennis courts	Tennis	Outdoor	Good

ANNEX 2: DETAILED TABLE OF FACILITIES AFFILIATED WITH THE SCHOOL SYSTEM

SETTLEMENT	PRIMARY SPORTS DOMAIN	INDOOR/OUTDOOR	CONDITION
Ajka	Football	Mixed	Good
Ajka	Gymnastics	Indoor	Good
Balatonfüred	Gymnastics	Indoor	Good
Balatonfüred	Football	Outdoor	Good
Balatonfüred	Basketball	Outdoor	Good
Balatonfüred	Fitness	Indoor	Good
Balatonfűzfő	Football	Outdoor	Deteriorated
Balatonfűzfő	Football	Outdoor	Good
Borzavár	Football	Outdoor	Deteriorated
Csopak	Football	Outdoor	Deteriorated
Csopak	Gymnastics	Indoor	Good
Dudar	Football	Outdoor	Deteriorated
Hajmáskér	Handball	Outdoor	Deteriorated
Hajmáskér	Gymnastics	Indoor	Good
Herend	Gymnastics	Indoor	Good
Herend	Football	Outdoor	Deteriorated
Hévíz	Handball	Indoor	Good
Jásd	Football	Outdoor	Deteriorated
Jásd	Football	Outdoor	Good

SETTLEMENT	PRIMARY SPORTS DOMAIN	INDOOR/OUTDOOR	CONDITION
Kéthely	Handball	Outdoor	Good
Kéthely	Basketball	Outdoor	Good
Kéthely	Gymnastics	Indoor	Good
Nagyesztergár	Gymnastics	Indoor	Good
Nagyesztergár	Handball	Outdoor	Deteriorated
Nagyesztergár	Football	Outdoor	Good
Nagyvázsony	Football	Outdoor	Deteriorated
Nagyvázsony	Handball	Outdoor	Deteriorated
Nagyvázsony	Basketball	Outdoor	Deteriorated
Nagyvázsony	Running	Outdoor	Deteriorated
Olaszfa	Football	Mixed	Good
Öskü	Football	Outdoor	Good
Öskü	Gymnastics	Indoor	Good
Szentgál	Football	Outdoor	Good
Szentgál	Gymnastics	Indoor	Good
Tihany	Gymnastics	Indoor	Good
Várpalota	Basketball	Outdoor	Good
Várpalota	Football	Outdoor	Deteriorated
Várpalota	Gymnastics	Indoor	Good
Várpalota	Gymnastics	Indoor	Good
Várpalota	Football	Outdoor	Good
Balatonfüred	Basketball	Indoor	Good

SETTLEMENT	PRIMARY SPORTS DOMAIN	INDOOR/OUTDOOR	CONDITION
Balatonfüred	Handball	Indoor	Good
Balatonfüred	Handball	Indoor	Good
Balatonfüred	Sailing	Indoor	Good
Balatonfüred	Volleyball	Indoor	Good
Herend	Gymnastics	Indoor	Good
Keszthely	Gymnastics	Indoor	Good
Keszthely	Gymnastics	Indoor	Good
Tapolca	Football	Outdoor	Good
Várpalota	Football	Outdoor	Deteriorated
Várpalota	Football	Outdoor	Deteriorated
Várpalota	Gymnastics	Outdoor	Deteriorated
Várpalota	Gymnastics	Indoor	Deteriorated
Zirc	Handball	Indoor	Deteriorated
Zirc	Handball	Indoor	Deteriorated
Zirc	Fitness	Indoor	Deteriorated
Zirc	Handball	Indoor	Deteriorated
Zirc	Handball	Outdoor	Deteriorated
Zirc	Gymnastics	Indoor	Deteriorated
Zirc	Gymnastics	Indoor	Good
Zirc	Football	Outdoor	Good
Zirc	Gymnastics	Indoor	Good
Zirc	Football	Outdoor	Deteriorated

ANNEX 3: BENEFICIARIES OF CITY FUNDS – LIST OF SPORT CLUBS AND ASSOCIATIONS VESZPRÉM

NAME	2022	2023	2024	2025
4 seasons 5 races Sports club	0	0	1	1
A.D. Acrobatic Rock and Roll Sport Dance Association	0	0	1	1
Ász Veszprém Tennis Club	1	1	1	0
Bakony Dynamic Shooting Association	1	1	1	0
Balaton Swimming Club	1	1	1	1
Carlson Gracie Bloodline Team Sport Association	1	1	1	1
Centrum Student and Leisure Sports Association	1	1	1	1
Domonkos László Veszprém Judo and Leisure Public Benefit Sports Association	1	1	1	0
Dózsaváros Student Sport Association	1	1	1	1
Health and Unity with Nature Association	1	1	1	1
Health and Unity with Nature Association	1	0	0	0
Éles Handball School Sports Association	0	0	1	0
Silver Hussar Chess Association	1	1	1	1
FCV Sports Organiser Kft.	1	1	1	1
Főnix Power Team Sports Association	0	0	2	1
Golding Dance Sport Association	1	1	0	0
Gyulafirátót Sports Association	0	1	1	1
Hagakure Martial Arts, Culture and Sports Association	0	1	1	1
HEMO Winner Competitive Dance Association	1	0	0	0
Kid Rock and Roll SE	1	1	3	1

NAME	2022	2023	2024	2025
Kiss Lajos Student Sports Association	0	1	1	1
Republic Cup	0	0	1	0
Laroco Motorsport Club Veszprém	1	1	0	0
Aerial Gymnastics and Air Dance Association	1	1	1	1
Liget Climbing Sport Services Ltd.	0	1	1	0
Magic Fitness Sport Association	0	1	1	1
Marksman Shooting Club	0	0	0	1
Pannon Triathlon Club	0	0	0	1
Rally Hungary is the "FIA European Rally Championship"	0	0	1	0
Spirit SC Veszprém	0	0	1	0
Sports with us Sports Association	1	1	1	1
Szilágyi Student Sports Association	1	1	2	2
Synchronized Swimming Sports Association	0	0	1	1
Tactical Shooting Sports Association	1	1	1	1
Top Gym Sports Association	1	1	1	1
Tour de Hongrie	0	0	0	1
Junior Handball Goalkeeper Training Sports Association	1	1	1	1
Veszprém Cheerleaders	0	0	1	1
Foundation for the Young Athletes of Veszprém	1	1	1	1
Veszprém Basketball Ltd.	1	1	1	1
Veszprém County Student Sports Association	0	1	1	1
Veszprém Pannon Sport Association	1	1	1	1
Veszprém Tae Kwon Do Sports Association	1	1	1	1

NAME	2022	2023	2024	2025
Veszprém Table Tennis Sports Association	1	1	1	1
Veszprémi Dózsa Sport Club	1	1	1	1
Veszprém University and Student Athletic Club	1	1	1	1
University of Veszprém Sport Club	1	1	1	1
Veszprém Parachuting Association	1	1	1	0
Veszprém Football Centre Junior Sports Association	1	1	1	1
Veszprém Defence Forces Sports Association	1	1	1	1
Veszprém Handball Ltd.	1	1	1	1
Veszprém Combat Sport Sports Association	0	0	1	0
Veszprém Football and Sports Organiser Ltd.	1	1	1	0
Veszprém Police Sports Association	0	0	1	0
Veszprém Ski club	1	1	1	1
Veszprém Spartacus Sports Association	1	1	1	1
Veszprémi Sport Club2015 Kft.	0	0	0	1
Veszprém Sport Climbing Association	1	1	1	1
Veszprém Sport Climbing Association	1	1	1	0
Veszprém Athletics Club	1	1	1	1
Veszprém Swimming Club	1	1	1	1
Veszprém Junior Basketball Association (Veszprém Equestrian Club)	1	1	1	0
Victoria Art & Sport Association	0	1	1	1
Winners Competitive Dance Association	0	1	1	1

ANNEX 4: EVENTS

SETTLEMENT	NAME	DATE	SIGNIFICANCE	NATURE OF THE FIELD	NATURE OF THE LOCATION	SPORT
Veszprém	Ace Veszprém Tennis Players' Club – 'Amateur Pairs Veszprém Cup'	2022	local	amateur	outdoor	Tennis
Veszprém	Health and Unity with Nature Association – 'Summer Camp in Tata and Santa Claus Hiking on Gulya Hill'	2022	national/regional	amateur	outdoor	Other
Veszprém	Kid ROCK AND ROLL Sports Association – 'Regional Dance Competition'	2022	national/regional	mixed	indoor	Dance sport
Veszprém	Laroco Motor Sports Association – '28th Székesfehérvár-Veszprém Rallye'	2022	national/regional	semi-professional/professional	outdoor	Motorsport
Veszprém	Aerial Acrobatics and Aerial Dance Association – 'Christmas Aerial Acrobatics Gala'	2022	local	amateur	indoor	Acrobatics
Veszprém	Tactical Shooters' Sports Association – 'Shooting Championships 2022'	2022	national/regional	mixed	outdoor	Sport shooting
Veszprém	Youth Handball Goalkeeper Tarning Sports Association – 6th Veszprém Handball Goalkeepers' Camp	2022	national/regional	mixed	indoor	Handball
Veszprém	Veszprém Spartacus SE – 'BMX RACING II. Saint Stephen Cup'	2022	national/regional	mixed	outdoor	Extreme cycling
Veszprém	Silver Knight Chess Association – 'Veszprém Summer international chess competition'	2023	international	semi-professional/professional	indoor	Chess
Veszprém	Gyulafirátót SE – Hosting the 6th RAC Family Day	2023	local	amateur	outdoor	Other
Veszprém	HEMO Winner Competitive Dance Association – 'Jubilee WINNERS Cup National Dance School Students' Competition'	2023	national/regional	mixed	indoor	Dance sport
Veszprém	Kid ROCK AND ROLL Sports Association – 'National Ranking Competition'	2023	national/regional	mixed	indoor	Dance sport
Veszprém	Laroco Motor Sports Association – for the 29th Székesfehérvár-Veszprém Rallye event	2023	national/regional	semi-professional/professional	outdoor	Motorsport

SETTLEMENT	NAME	DATE	SIGNIFICANCE	NATURE OF THE FIELD	NATURE OF THE LOCATION	SPORT
Veszprém	Aerial Acrobatics and Aerial Dance Association – hosting the Christmas Aerial Acrobatics Gala	2023	local	amateur	indoor	Acrobatics
Veszprém	Spirit SC – '1st Veszprém Triathlon Festival'	2023	national/regional	mixed	outdoor	Triathlon
Veszprém	Tactical Shooting Sports Association – 'Shooting Championships 2023' event	2023	national/regional	mixed	outdoor	Sport shooting
Veszprém	Veszprém Spartacus SE – Hosting the 'BMX Racing ECoC 2023 Cup'	2023	national/regional	mixed	outdoor	Extreme cycling
Veszprém	Veszprém Sport Climbers' Association – Liget (Grove) Summer Jam & Masters	2023	national/regional	amateur	indoor	Sport climbing
Veszprém	4 Seasons 5 Competitions Sports Association – Hosting '4 Seasons 5 Competitions' competition series	2024	national/regional	mixed	outdoor	Running
Veszprém	Balaton Swimmers' Club – 'Balaton Sharks amateur competition'	2024	national/regional	amateur	indoor	Swimming
Veszprém	Domonkos László Veszprém Judo and Leisure Public Bebenefit Sports Association – Hosting the 'Santa of the House championships'	2024	local	amateur	indoor	Judo
Veszprém	Főnix Power Team SE – '1st National Police Amateur Dragonboat Festival', '1st Veszprém Pool Dragonboat Civic Administrators' Race'	2024	national/regional	amateur	outdoor	Novelty Boat Competition
Szentgál	Mountain Runners' Half-Marathon Hungarian Championships 2024, Szentgál Mountain and Cross-Country Runners' Race'	2024	national/regional	mixed	outdoor	Running
Veszprém	Long-Distance Pool National Championships, Veszprém'	2024	national/regional	semi-professional/professional	indoor	Swimming
Veszprém	Kid Rock and Roll Sports Association – Hosting the 'Western Hungary Regional Competition'	2024	national/regional	mixed	indoor	Dance sport
Veszprém	VEDAC – VALEO-Rotary running day – 'Run for Your School'	2024	local	amateur	outdoor	Running

SETTLEMENT	NAME	DATE	SIGNIFICANCE	NATURE OF THE FIELD	NATURE OF THE LOCATION	SPORT
Veszprém	Veszprém Police Sports association – '44th Balaton Cup' Ministry of the Interior National On Invitation Table Tennis Championships'	2024	national/regional	amateur	indoor	Tennis
Veszprém	Veszprém Spartacus Sports Association – Hosting 'BMX Racing Saint Stephen Cup', 'Pump Cup'	2024	national/regional	mixed	outdoor	Extreme cycling
Veszprém	Veszprém Sport Climbers' Association – 'Liget (Grove) 1st Anniversary Summer Jam'	2024	national/regional	amateur	indoor	Sport climbing
Veszprém	Veszprém Swimmers' Club – 'Veszprém County Swimming School competition' (approx. 4-5 rounds/season)	2024	national/regional	amateur	indoor	Swimming
Veszprém	Winners Competitive Dance Association – Hosting 'Winners CUP National Dance School Competition'	2024	national/regional	mixed	indoor	Sport dance
Veszprém	WOC 2027 (Orienteering World Championships)	2027	international	semi-professional/professional	outdoor	Running
Zalacsány	PGA Pro Tour 4th round	2022.05.23	international	semi-professional/professional	outdoor	Golf
Veszprém	Streetball 2022 Veszprém	2022.08.20	national/regional	mixed	outdoor	Basketball
Ajka	9th Ajka Duathlon Short-Distance National Championships	2022.09.25	national/regional	mixed	outdoor	Triathlon
Ajka	10th Ajka Duathlon Short-Distance National Championships 2023	2023.09.24	national/regional	mixed	outdoor	Triathlon
Veszprém	VEDAC Throw Academy '1st Throw Competition'	2024.02.24	national/regional	semi-professional/professional	outdoor	Athletics
Veszprém	VEDAC Throw Academy 'Season Opening Throw Competition'	2024.04.27	national/regional	semi-professional/professional	outdoor	Athletics
Veszprém	Hungarian University – College National Athletics Championships 2024'	2024.05.11	national/regional	semi-professional/professional	outdoor	Athletics
Veszprém	VEDAC open competition' (under MEFOB)	2024.05.11	national/regional	mixed	outdoor	Athletics
Veszprém	Competiton of PBs 2024 – 1st round' (SVSE)	2024.05.23	national/regional	mixed	outdoor	Other

SETTLEMENT	NAME	DATE	SIGNIFICANCE	NATURE OF THE FIELD	NATURE OF THE LOCATION	SPORT
Keszthely	Magyar Imre Memorial Competition' 1st round CDN/B	2024.05.25	national/regional	semi-professional/ professional	outdoor	Equestrian
Veszprém	Spirit SC Veszprém – '2nd Spirit Veszprém Triathlon Festival'	2024.05.26	national/regional	mixed	outdoor	Triathlon
Veszprém	U16 and U14 Regional League Competition 2024 – West' – 2nd round	2024.06.08	national/regional	mixed	outdoor	Athletics
Veszprém	65th International Athletics Balaton Championships'	2024.06.23	international	semi-professional/ professional	outdoor	Athletics
Veszprém	VEDAC Throw Academy Senior Throw Competition'	2024.07.13	national/regional	semi-professional/ professional	outdoor	Athletics
Veszprém	Competition of PBs – 2nd round' (SVSE)	2024.08.10	national/regional	mixed	outdoor	Other
Veszprém	Audi Hungária Streetball – Veszprém 2024'	2024.08.17	national/regional	mixed	outdoor	Basketball
Keszthely	Magyar Imre Memorial Competition Finals' CDN/B	2024.08.17	national/regional	semi-professional/ professional	outdoor	Equestrian
Veszprém	Dr. Papp Pál – Csermák József Hammer Throw Memorial Competition'	2024.09.01	national/regional	semi-professional/ professional	outdoor	Athletics
Ajka	Ajka Duathlon'	2024.09.22	national/regional	mixed	outdoor	Triathlon
Veszprém	Republic Cup' athletics competition	2024.09.24	local	amateur	outdoor	Athletics
Veszprém	VEDAC Throw Academy Season Closing Throw Competition	2024.10.05	national/regional	semi-professional/ professional	outdoor	Athletics
Veszprém	ISOPOL SUPER6 International 6-Hour Utra Runners's Race'	2024.10.27	international	semi-professional/ professional	outdoor	Running
Veszprém	Öveges Formwork Technology National Rural Runners' Race'	2024.11.09	national/regional	mixed	outdoor	Running
Balatonfüred	Tuned Convention'	2022 April	national/regional	mixed	outdoor	Motorsport
Balatonfüred	2nd Balaton Uplands Summer Bike Tour'	2022 August	national/regional	semi-professional/ professional	outdoor	Cycling

SETTLEMENT	NAME	DATE	SIGNIFICANCE	NATURE OF THE FIELD	NATURE OF THE LOCATION	SPORT
Balatonfüred	Big Boat National Championships'	2022 August	national/regional	semi-professional/ professional	outdoor	Sailing
Balatonfüred	Balaton Winter Bike Tour'	2022 February	national/regional	amateur	outdoor	Cycling
Balatonfüred	FIAT 500 Ultra Grande Amore 50 km world ranking race'	2022 February	international	semi-professional/ professional	outdoor	Running
Balatonfüred	Sports Awards Ceremony for Adults	2022 February	local	amateur	indoor	Award Ceremony
Balatonfüred	Handball Students' Olympics National Finals	2022 January	national/regional	amateur	indoor	Handball
Balatonfüred	Beautiful Veszprém Country Mamma Montana	2022 July	national/regional	mixed	outdoor	Running
Balatonfüred	Fehérszalag and Kékszalag Boat Race	2022 July	international	semi-professional/ professional	outdoor	Sailing
Balatonfüred	15th Balaton Classic Veteran Car Race	2022 June	national/regional	mixed	outdoor	Motorsport
Balatonfüred	Olimpici Fencing Hungarian Championships	2022 June	national/regional	semi-professional/ professional	indoor	Fencing
Balatonfüred	Sports awards Ceremony for Students	2022 June	local	amateur	indoor	Award Ceremony
Balatonfüred	Balaton MTB Marathon Tour	2022 May	national/regional	amateur	outdoor	Running
Balatonfüred	Giro d'Italia	2022 May	international	semi-professional/ professional	outdoor	Cycling
Balatonfüred	MyWay-Ultra Runners' race and 160 km Hungarian Championships	2022 May	national/regional	semi-professional/ professional	outdoor	Running
Balatonfüred	Sail Setting Ceremony and Boat Race	2022 May	national/regional	mixed	outdoor	Sailing
Balatonfüred	16th NN UltraBalaton	2022 May	national/regional	mixed	outdoor	Running
Balatonfüred	Acro Dance Hungarian Championships	2022 November	national/regional	mixed	indoor	Dance Sport
Balatonfüred	RunPunch gastro running race	2022 November	national/regional	mixed	outdoor	Running
Balatonfüred	Füred Runs race	2022 October	local	amateur	outdoor	Running
Balatonfüred	Füred Autumn Performance Hike	2022 October	national/regional	amateur	outdoor	Hiking

SETTLEMENT	NAME	DATE	SIGNIFICANCE	NATURE OF THE FIELD	NATURE OF THE LOCATION	SPORT
Balatonfüred	Generali Run	2022 October	national/regional	mixed	outdoor	Running
Balatonfüred	11th EMU 6DAY RACE Ultra Runners' World Championships	2022 September	international	mixed	outdoor	Running
Keszthely	Pentecost Regatta	2022. 06. 04. – 2022. 06. 06.	national/regional	mixed	outdoor	Sailing
Zalacsány	Race to Zala Springs III. – RV II. Ranking List competition	2022. July 03.	national/regional	semi-professional/ professional	outdoor	Golf
Vonyarcvashegy	Balaton Beach Rugby	2022. July 23-24.	international	mixed	outdoor	Rugby
Balatonkenese	Zöldszalag Regatta	2022. July 29-31.	national/regional	mixed	outdoor	Sailing
Zalacsány	Race to Zala Springs II. – RV I. Raking List competition	2022. June 25.	national/regional	semi-professional/ professional	outdoor	Golf
Keszthely	Keszthely Kilometres	2022. June 5	national/regional	mixed	outdoor	Running
Zalacsány	PGA Pro Tour 10th round	2022. October 03.	international	semi-professional/ professional	outdoor	Golf
Zalacsány	1st Open Hungarian Tour	2022.06.21. – 2022.06.23.	international	mixed	outdoor	Golf
Zalacsány	62nd Hungarian Open Championships	2022.07.15. – 2022.07.17.	international	mixed	outdoor	Golf
Balatonakarattya	Beach handball National Championships – Qualifiers	2022.07.16. – 2022.07.17.	national/regional	mixed	outdoor	Handball
Vonyarcvashegy	Beach handball National Championships – Finals	2022.08.05 – 2022.08.07.	national/regional	mixed	outdoor	Handball
Zalacsány	33rd Hungarian Open Seniors' Championships	2022.09.13. – 2022.09.15.	international	mixed	outdoor	Golf
Balatonfüred	Fit Kids Dance Competition	2023 April	national/regional	amateur	indoor	Dance sport
Balatonfüred	Cross-Country Cycling World Cup	2023 April	international	semi-professional/ professional	outdoor	Cycling
Balatonfüred	Tuned Convention	2023 April	national/regional	mixed	outdoor	Motorsport

SETTLEMENT	NAME	DATE	SIGNIFICANCE	NATURE OF THE FIELD	NATURE OF THE LOCATION	SPORT
Balatonkenese	2023 Taboo Oldtimer Cup – Bujtor István Memorial Race	2023 August	international	semi-professional/ professional	outdoor	Sailing
Balatonfüred	Balaton Uplands Summer Bike Tour	2023 August	national/regional	amateur	outdoor	Cycling
Balatonfüred	J24 European Championships	2023 August	international	semi-professional/ professional	outdoor	Sailing
Balatonfüred	International Table Tennis Camp	2023 August	international	mixed	indoor	Tennis
Balatonfüred	Taboo Cup Boat Race	2023 August	national/regional	mixed	outdoor	Sailing
Keszthely	2023 ATP Challenger 75 Men's Tennis Tournament (ITF MT700 senior Lénárt László memorial competition)	2023 August 29. – szeptember 3.	international	semi-professional/ professional	outdoor	Tennis
Balatonfüred	Balaton Winter Bike Tour	2023 February	national/regional	amateur	outdoor	Cycling
Balatonfüred	Sports Awards Ceremony for Adults	2023 February	local	amateur	indoor	Award Ceremony
Balatonfüred	Füred In Love Running Race	2023 February	international	mixed	outdoor	Running
Balatonfüred	2023 RS Feva Europe Cup (youth)	2023 July	international	semi-professional/ professional	outdoor	Sailing
Balatonfüred	Kékszalag Raiffeisen Grand Prix	2023 July	international	semi-professional/ professional	outdoor	Sailing
Városlőd	2023 5th Youth Radio Orienteering World Championships	2023 June	international	semi-professional/ professional	outdoor	Running
Balatonfüred	Nighttime Running Race	2023 June	national/regional	mixed	outdoor	Running
Balatonfűzfő	MSZA Cup Central European Cup	2023 June	international	semi-professional/ professional	outdoor	Surf
Balatonfüred	Olimpc Hopefuls Race – BYC Cup	2023 June	international	semi-professional/ professional	outdoor	Sailing
Balatonfüred	Olimpici Youth Fencing Competition	2023 June	national/regional	semi-professional/ professional	indoor	Fencing
Balatonfüred	Sports Awards Ceremony for Students	2023 June	local	amateur	indoor	Award Ceremony

SETTLEMENT	NAME	DATE	SIGNIFICANCE	NATURE OF THE FIELD	NATURE OF THE LOCATION	SPORT
Keszthely	TriBest_TriFest International Competition Series	2023 June	international	mixed	outdoor	Triathlon
Balatonfüred	Balaton Mountainbike Spring Tour	2023 May	national/regional	amateur	outdoor	Cycling
Balatonfüred	Balatonfondó Cycling Marathon	2023 May	national/regional	amateur	outdoor	Running
Csopak	Finn Dinghy EC	2023 May	international	semi-professional/ professional	outdoor	Sailing
Balatonfüred	NN UltraBalaton Runners' Festival	2023 May	national/regional	mixed	outdoor	Running
Balatonfüred	Cruising Yacht Race – Balaton Season Opener	2023 May	national/regional	mixed	outdoor	Sailing
Csopak	UltraBalaton Trail	2023 October	national/regional	mixed	outdoor	Running
Balatonfüred	Füred Runs Race	2023 October	local	amateur	outdoor	Running
Balatonfüred	11th EMU 6-Day Ultra Run	2023 September	international	semi-professional/ professional	outdoor	Running
Csopak	2023 Pirate European Championships	2023 September	international	semi-professional/ professional	outdoor	Sailing
Balatonfüred	Balaton Uplands Autumn Bike Tour	2023 September	national/regional	amateur	outdoor	Cycling
Balatonfüred	Round-the-Peninsula Széchenyi István Memorial Race	2023 September	national/regional	semi-professional/ professional	outdoor	Sailing
Balatonfüred	ILCA EC and NC Boat race	2023 September	international	semi-professional/ professional	outdoor	Sailing
Balatonfüred	ILCA European Cup (Youth)	2023 September	international	semi-professional/ professional	outdoor	Sailing
Balatonfüred	Police Handball european Championships	2023 September	international	amateur	indoor	Handball
Balatonfűzfő	TriBest_TriFest International Competition Series	2023 September	international	mixed	outdoor	Triathlon
Veszprém	Swimming Race	2023. April 29.	national/regional	mixed	indoor	Swimming
Veszprém	Cell-Cup International Handball Festival	2023. August 13-19.	international	semi-professional/ professional	indoor	Handball
Balatonudvari	RV @ BALATON GOLF CLUB Ranking Competition	2023. August 20.	national/regional	semi-professional/ professional	outdoor	Golf

SETTLEMENT	NAME	DATE	SIGNIFICANCE	NATURE OF THE FIELD	NATURE OF THE LOCATION	SPORT
Veszprém	Swimming Race	2023. December 16-17.	national/regional	mixed	indoor	Swimming
Veszprém	Swimming Race	2023. February 18.	national/regional	mixed	indoor	Swimming
Veszprém	Swimming Race	2023. January 28.	national/regional	mixed	indoor	Swimming
Vonyarcvashegy	Balaton Beach Rugby	2023. July 15-16.	international	mixed	outdoor	Rugby
Veszprém	Regional Dolphin Championships	2023. July 15-16.	national/regional	mixed	indoor	Swimming
Balatonkenese	Zöldszalag Regatta	2023. July 27-30.	national/regional	mixed	outdoor	Sailing
Zalacsány	3rd Race to Zala Springs – RV Ranking List Competition	2023. June 24.	national/regional	semi-professional/ professional	outdoor	Golf
Veszprém	Swimming Race	2023. March 03-05.	national/regional	mixed	indoor	Swimming
Veszprém	Swimming Race	2023. March 11.	national/regional	mixed	indoor	Swimming
Veszprém	1st Veszprém Triathlon Festival	2023. May 13.	national/regional	mixed	outdoor	Triathlon
Balatonudvari	34th Hungarian Cup (golf)	2023. May 20	international	mixed	outdoor	Golf
Veszprém	Swimming Race	2023. May 20.	national/regional	mixed	indoor	Swimming
Zalacsány	Pro Tour 3rd round	2023. May 22	international	semi-professional/ professional	outdoor	Golf
Veszprém	Swimming Race	2023. Novemebr 11.	national/regional	mixed	indoor	Swimming
Zalacsány	Pro Tour 11th round	2023. October 02.	international	semi-professional/ professional	outdoor	Golf
Veszprém	Swimming Race	2023. October 07.	national/regional	mixed	indoor	Swimming
Veszprém	Swimming Race	2023. October 21.	national/regional	mixed	indoor	Swimming
Balatonakarattyá	Beach handball National Championships – Qualifiers	2023.07.08. – 2023.07.09.	national/regional	mixed	outdoor	Handball
Zalacsány	63rd V-HÍD Hungarian Open Amateur Championships	2023.07.21. – 2023.07.23.	international	mixed	outdoor	Golf

SETTLEMENT	NAME	DATE	SIGNIFICANCE	NATURE OF THE FIELD	NATURE OF THE LOCATION	SPORT
Vonyarcvashegy	Beach Handball National Championships – Finals	2023.07.28 – 2023.07.30.	national/regional	mixed	outdoor	Handball
Zalacsány	4th HunTour (WAGR)	2023.08.11. – 2023.08.13.	international	semi-professional/ professional	outdoor	Golf
Zalacsány	MET 11th Hungarian MidAm Open Championships	2023.09.01. – 2023.09.03.	international	mixed	outdoor	Golf
Zalacsány	34th Hungarian Open Seniors' Championships sponsored by HOLD Private Asset Manager	2023.09.12. – 2023.09.14.	international	mixed	outdoor	Golf
Veszprém	2024 FIA Rally European Championships	2024 April	international	semi-professional/ professional	outdoor	Motorsport
Balatonfüred	Balaton MTBO International Cross-Country Bike Race	2024 April	international	mixed	outdoor	Cycling
Balatonfüred	Generali Run running race	2024 April	national/regional	mixed	outdoor	Running
Balatonfüred	17th Balatonfüred Tuned Convention	2024 April	national/regional	mixed	outdoor	Motorsport
Balatonkenese	2024 Taboo Oldtimer Cup – Bujtor István Memorial Boat Race	2024 August	international	semi-professional/ professional	outdoor	Sailing
Balatonfüred	2024 RS Feva European Cup	2024 August	international	semi-professional/ professional	outdoor	Sailing
Balatonfüred	Big Boat National Championships	2024 August	national/regional	semi-professional/ professional	outdoor	Sailing
Balatonfüred	International Men's Handball Tournament	2024 August	international	semi-professional/ professional	indoor	Handball
Keszthely	2024 ATP Challenger 75 men's tennis competition (ITF MT700 senior Lénárt László Memorial Competition)	2024 August 27.- szeptember 1.	international	semi-professional/ professional	outdoor	Tennis
Balatonfüred	Balaton Winter Bike Tour	2024 February	national/regional	amateur	outdoor	Cycling
Balatonfüred	Füred In Love running race	2024 February	international	mixed	outdoor	Running
Balatonföldvár	2024 Techno 293 Windsurfing World Championships	2024 July	international	semi-professional/ professional	outdoor	Surf

SETTLEMENT	NAME	DATE	SIGNIFICANCE	NATURE OF THE FIELD	NATURE OF THE LOCATION	SPORT
Balatonfüred	56th Kékszalag Boat race – Raiffeisen Grand Prix	2024 July	international	semi-professional/ professional	outdoor	Sailing
Tihany	Central European Cup	2024 July	international	semi-professional/ professional	outdoor	Sailing
Balatonfüred	Fit Kid Acrobatic Dance Competition	2024 June	national/regional	amateur	indoor	Dance sport
Balatonfüred	Olympian Hopefuls Competition BYC Cup	2024 June	national/regional	semi-professional/ professional	outdoor	Sailing
Balatonfüred	Olimpici National Youth Fencing Championships	2024 June	national/regional	semi-professional/ professional	indoor	Fencing
Keszthely	TriBest_TriFest International Competition Series and Friendship Series	2024 June	international	mixed	outdoor	Triathlon
Balatonfüred	National Handball Tournament Finals	2024 March	national/regional	semi-professional/ professional	indoor	Handball
Balatonmárfiafördő	2024 O'pen Skiff European Cup	2024 May	international	semi-professional/ professional	outdoor	Surf
Balatonfüred	48-hour Ultra Runners' World Championships	2024 May	international	semi-professional/ professional	outdoor	Running
Balatonfüred	Balaton Mountainbike Tour	2024 May	national/regional	amateur	outdoor	Cycling
Balatonfüred	NN UltraBalaton	2024 May	national/regional	mixed	outdoor	Running
Balatonfüred	Setting Sails – boat race	2024 May	national/regional	mixed	outdoor	Sailing
Balatonfüred	Füred Runs running race	2024 October	local	amateur	outdoor	Running
Balatonfüred	Balaton Uplands Autumn Bike Tour	2024 October	national/regional	amateur	outdoor	Cycling
Balatonfüred	Ultra Runners' World Championships	2024 October	international	semi-professional/ professional	outdoor	Running
Balatonfüred	29er European Cup	2024 September	international	semi-professional/ professional	outdoor	Sailing
Balatonföldvár	49erFX European Cup	2024 September	international	semi-professional/ professional	outdoor	Sailing

SETTLEMENT	NAME	DATE	SIGNIFICANCE	NATURE OF THE FIELD	NATURE OF THE LOCATION	SPORT
Balatonfüred	BalatonFondo Bike Race	2024 September	national/regional	amateur	outdoor	Cycling
Balatonfűzfő	TriBest_TriFest International Competition Series and Friendship Series	2024 September	international	mixed	outdoor	Triathlon
Balatonvilágos	Dressage CDN-A/B	2024. 08. 09.-2024. 08. 10.	national/regional	semi-professional/professional	outdoor	Equestrian
Veszprém	Balaton Sharks	2024. April 20.	national/regional	mixed	indoor	Swimming
Balatonkenese	Hungarian Championships 4th round Saint Stephen Cup	2024. aug. 10. – aug. 11.	national/regional	semi-professional/professional	outdoor	Surf
Veszprém	Cell-Cup International Handball Festival	2024. August 11-17.	international	semi-professional/professional	indoor	Handball
Balatonudvari	Fleischer Restobar RV – powered by MGL 5th Ranking List Competition (golf)	2024. August 17.	national/regional	semi-professional/professional	outdoor	Golf
Balatonudvari	RV @ BALATON GOLF CLUB Ranking List Competition	2024. August 18.	national/regional	semi-professional/professional	outdoor	Golf
Keszthely	Keszthely Kilometres	2024. August 24-25.	national/regional	mixed	outdoor	Running
Veszprém	Balaton Sharks	2024. December 14-15.	national/regional	mixed	indoor	Swimming
Veszprém	Balaton Sharks	2024. February 17.	national/regional	mixed	indoor	Swimming
Veszprém	THG swimming race	2024. January 21.	national/regional	mixed	indoor	Swimming
Zalacsány	4th Emil Frey Race to Zala Springs – RV	2024. July 06.	national/regional	semi-professional/professional	outdoor	Equestrian
Veszprém	Regional Dolphin National Championships	2024. July 06-07.	national/regional	mixed	indoor	Swimming
Vonyarcvashegy	Balaton Beach Rugby	2024. July 20-21.	international	mixed	outdoor	Rugby
Balatonkenese	Zöldszalag Regatta	2024. July 25-28.	national/regional	mixed	outdoor	Sailing
Balatonvilágos	Hungarian Championships 1st round Rip Curl Cup	2024. máj. 25. – máj. 26.	national/regional	semi-professional/professional	outdoor	Surf

SETTLEMENT	NAME	DATE	SIGNIFICANCE	NATURE OF THE FIELD	NATURE OF THE LOCATION	SPORT
Balatonvilágos	Hungarian Championships 2nd round MSZA Cup – Central European Cup	2024. máj. 31. – jún. 2.	international	semi-professional/ professional	outdoor	Surf
Veszprém	1st Veszprém Cup	2024. March 02.	national/regional	mixed	indoor	Swimming
Veszprém	Long-Distance Pool Championships	2024. March 08-10.	national/regional	mixed	indoor	Swimming
Balatonudvari	Golfiesta – RV @ Balaton Golf Club Ranking List Competition	2024. May 04.	national/regional	semi-professional/ professional	outdoor	Golf
Zalacsány	Pro Tour 2nd round	2024. May 13.	international	semi-professional/ professional	outdoor	Golf
Keszthely	43rd Pentecost Regatta	2024. May 18-20.	national/regional	mixed	outdoor	Sailing
Veszprém	2nd Veszprém Cup	2024. May 25.	national/regional	mixed	indoor	Swimming
Veszprém	2nd Veszprém Triathlon Festival	2024. May 26.	national/regional	mixed	outdoor	Triathlon
Veszprém	4th Veszprém Cup	2024. November 16.	national/regional	mixed	indoor	Swimming
Veszprém	3rd Veszprém Cup	2024. October 05.	national/regional	mixed	indoor	Swimming
Csopak	Ultrabalaton Trail	2024. October 18-19.	national/regional	mixed	outdoor	Running
Zalacsány	5th Hungarian Open Winter Cup	2024.04.12. – 2024.04.14.	international	mixed	outdoor	Golf
Zalacsány	23rd K&K Monarchy Trophy 2024	2024.05.28. – 2024.05.30.	international	semi-professional/ professional	outdoor	Golf
Balatonudvari	1st Open HunTour – 2024	2024.06.07. – 2024.06.09.	international	mixed	outdoor	Golf
Balatonakarattya	Beach Handball National Championships – Qualifiers	2024.07.20. – 2024.07.21.	national/regional	mixed	outdoor	Handball
Vonyarcvashegy	Beach Handball National Championships – Finals	2024.08.02 – 2024.08.04.	national/regional	mixed	outdoor	Handball
Zalacsány	MET 12th Hungarian Mid-Amateur Open Golf Championships	2024.08.30. – 2024.09.01.	international	mixed	outdoor	Golf

ANNEX 5:

MOBILE APP: BALANCED BY MOTION – A DIGITAL MOVEMENT CHALLENGE

1. The Problem We Aim to Solve

Hungary is facing one of the most critical public health challenges in Europe. According to the latest Eurobarometer data, **72% of Hungarian citizens do not engage in any physical activity whatsoever**, compared to the EU average of 61%. This widespread sedentary lifestyle has led to soaring rates of cardiovascular disease, obesity, depression, and other preventable health issues.

Yet despite this pressing crisis, **Hungary's digital health landscape remains largely underdeveloped**, with no large-scale, inclusive, gamified digital programme in place to promote physical activity across social strata.

2. The Vision Behind Our App

The Veszprém-Balaton 2026 Sport Region initiative aims to create a digital movement challenge that goes beyond a simple app: it is a **social reprogramming tool** disguised as a fun, interactive platform.

Our vision is simple: **get people moving – and keep them moving**. To achieve this, we're creating an adaptive digital tool that:

- Encourages regular physical activity
- Connects people across communities
- Tracks and celebrates progress
- Rewards not only performance, but persistence

This is not about elite sport.

It's about building healthy movement habits in everyday people.

3. Target Groups and Core Motivations

The programme is designed around the **ACES Europe values** and targets three main groups:

- **Employees and workplaces**
Using workplace challenges to turn routine movement into collective motivation
- **Parents and families**
Gamified tracking that motivates children and adults alike to take small steps daily
- **Isolated or low-mobility individuals**
Tailored micro-goals that make physical activity accessible regardless of limitations

Each group receives **customised entry points** and tailored communication.

No two journeys are the same – but the destination is shared: a more active, connected society.

4. From Movement to Mastery: The Bracelet Challenge

The app's core structure is built around a **gamified bracelet challenge**. Each user receives a colour-coded silicone wristband that marks their progress.

As users meet weekly and monthly goals tied to these five ACES principles, they earn physical bracelets and unlock digital rewards.

The highest level – **The Gold Bracelet** – is phosphorescent and symbolises leadership: awarded only to those who complete all five principles and help others do the same.

This is how we convert motion into motivation, and motivation into momentum.

5. App Features and Intelligent Personalization

This is not a generic step-counter app.

Key features include:

- **AI-driven personalisation**
The app adapts goals and reminders to each user's profile, habits and barriers
- **Social loop design**
Movement becomes social currency – users earn points by inviting others, forming teams or mentoring new members
- **Real-world integration**
The app syncs with local events, community centres and health initiatives across Veszprém County
- **Gamified rituals and feedback**
From daily nudges to surprise challenges – all structured to keep dopamine high and dropout low

6. A Sustainable Legacy

Once the 2026 programme concludes, the app will remain. Why? Because the health crisis won't vanish with the closing ceremony.

Our goal is long-term behavior change – and that requires:

- **Continued access for users beyond the campaign**
- **Open-source modules to adapt the system in other regions**
- **Institutional partnerships for sustainability and expansion**

We don't just want people to move.

We want **movement to become normal** – embedded in the culture, visible in the data and felt in everyday life.

7. Why It Matters

The Veszprém-Balaton Region of Sport 2026 programme is a chance to show Europe that **small regions can lead big changes**. With this app, we deploy the recent drastic shift in technology with deep human insight, creating something rare:

- **A digital product that doesn't just track life – it improves it.**
- **A health initiative that doesn't just preach – it plays.**
- **A social programme that doesn't just connect – it transforms.**

This is our movement.

And it begins with motion.

ANNEX 6: MEMORANDUM OF SHARED COMMITMENT

Signed during the 1st Official Press Conference of the Bid in Veszprém, on 14th May 2025.

Signed by:

Mayor of Veszprém Gyula Porga

National Student and Leisure Sports Federation (NDHSZ)
– Attila Czene, President

Balázs Kiss, Olympic Champion in Hammer Throw,
Honorary Citizen of Veszprém

Alíz Markovits, CEO, VEB 2023 Jsc

CONNECT Association – Kata Stumpf, President

Hungarian Handball Federation – László Nagy, Board Member

László Koós Hutás – VEDAC, Head of Athletics (Running Division)

Sándor Navratyil – Association of People with Disabilities and Their
Friends in Balatonfüred, three-time Paralympian

Péter Ovádi, Member of Parliament

Veszprém / Balaton

B'26

Európa Sportrégiója

ACES EUROPE TAGJELÖLT

ÜNNEPÉLYES NYILATKOZAT

Jelen nyilatkozatban kijelentjük egybehangzó támogatásunkat Veszprém és a Bakony-Balaton régiójának azon törekvése mellett, hogy a térség 2026-ban Európa Sportrégiójává váljon.

A Veszprém-Balaton 2023 Európa Kulturális Fővárosa programsorozat sikere rámutatott arra, hogy Közép-Európa ezen szegletében az álmok és célok nem maradnak meg csupán a tervezőasztalon. E sikerekből építkezve, valamint magunk mögött tudva a sportolók és sportszervezetek, az intézmények, önkormányzatok, gazdasági szereplők, a civil szervezetek, Magyarország Kormánya, és nem utolsósorban a lakosság támogatását, elhivatottak vagyunk pályázatunk sikerében.

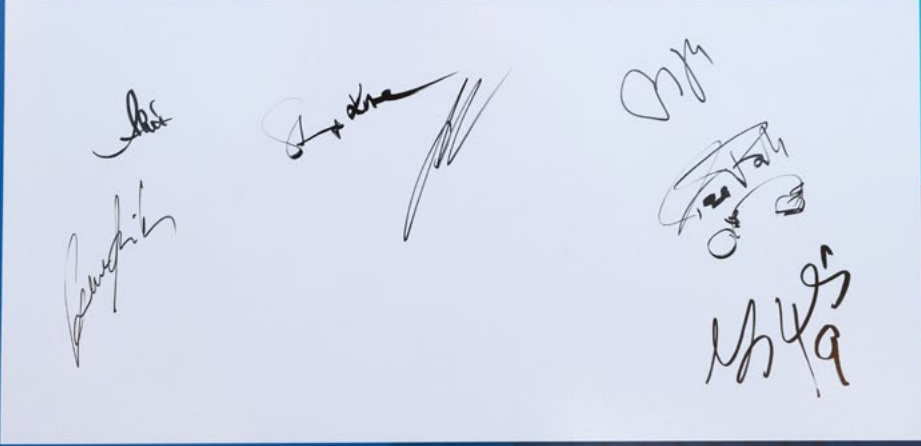
Egy új társadalmi szerződést kínálunk, amelyben az állampolgár nem passzív résztvevője az egészségének, hanem cselekvő alakítója. Ehhez hiteles példaképekre, jól működő közösségekre, mélységében megértett motivációra, és – ami a legfontosabb – mérhető, követhető és fenntartható mozgásprogramokra van szükség.

Nem sportolókat akarunk nevelni, hanem olyan embereket, akik jól vannak. Akik mozgásban vannak. Mert a mozgás nemcsak hosszabb életet ad, hanem teljesebb és elégedettebb életet is.

Ezért hisszük, hogy a rendszeres, örömteli mozgás lehetősége nem szabadidős extra, hanem alapvető társadalmi jog. Veszprém és a régió az első magyarországi közösség, amely nem csupán sportesemények szervezésére pályázik, hanem arra, hogy a rendszeres mozgást a mindennapok részévé, regionális identitássá tegye.

Nem egy mozgásprojektet készülünk megvalósítani. A társadalmi újrakapcsolás a célunk. Hogy mi mindannyian a saját frekvenciánkon és a saját rendszerességünkben mozogjunk, de egy irányba.

Mindezek fényében, saját meggyőződésünkben és saját akaratunkból aláírásunkkal tesszük hitet Veszprém és a Balaton régió 2026-is Európa Sportrégiója pályázata mellett.



VESZPRÉM
A KIRÁLYNÉK VÁROSA

Veszprém / Balaton



European Region of Sport

ACES EUROPE CANDIDATE

Veszprém-Balaton 2023 Zrt.

8200 Veszprém, Dózsa György út 2.

info@sportregio2026.hu

www.sportregio2026.hu