

Pilot action 3



HUNGARY

- Észak-Alföld and Észak-Magyarország (counties: Hajdú-Bihar and Borsod-Abaúj-Zemplén)

Shifting towards nature-focused development of spa potential



Coordinators of pilot action:
Hajdú-Bihar County Government



Borsod-Abaúj-Zemplén County
Development Agency Nonprofit LLC

Background

The target areas have more than 70 springs and wells with hot or warm thermal water, making them a popular tourist destination. The counties are also rich in cultural and natural heritage.

Intensifying the cooperation of research institutions, municipalities, nature protection authorities/organisations as well as business actors and clusters in this special spa-nature related issue

TAKING COOPERATION FORWARD



HealingPlaces



Main products



Improved knowledge and experience to turn towards sustainable spa culture



Newly gained information on potential and actual threats on thermal asset



Dedicated expert and operational team to support green spa initiatives - **Green Spa Network for Eastern Hungary** able for continuous knowledge exchange process, good practice exchange and sharing creative solutions



The Sustainable Spa Development Concept for Hajdú-Bihar and Borsod-Abaúj-Zemplén

Indicators



35 Involved institutions



2 Events for the Sustainable Spa Development Concept



5 Main reports



3 Institutions applying project tools and services



3 Institutions adopting project strategies and action plans



HealingPlaces

Step by step



Solutions for other SPAs

- Widely applicable sustainable spa development concept
- Method to develop a spa development concept
- New ways to create and maintain professional networks in spa industry
- Successful engagement of municipality leaders to green solutions in spa and health industry

TAKING COOPERATION FORWARD

