



virágos
Csemő
the flowery settlement

**Committed participant
of the Entente Florale Europe
competition in the last two decades**



Entente Florale Europe 2019.



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Those who love flowers will fall in love with Csemő!

Warm greetings from the heart of Hungary, Csemő!

The village of Csemő was established in 1952 from joining the outskirts of Nagykőrös and Cegléd. It was at that time, when the so-called “Csemő Lawsuit” was concluded, in which the struggle for possession of this area between the two neighbouring towns ended. It is located 70 km from the capital, Budapest, in the southern part of Pest county, in an area of about 8 thousand hectares. The number of its inhabitants is 4590 people.

Why is this settlement interesting?

- *It was created in 1952 from the borders of two cities.*
- *It is a huge farmland, as more than 65% of its inhabitants live on the outskirts of the village - it is one of the largest populated suburban areas of Hungary.*
- *Its farmsteads are diverse in regard to both architecture and agriculture.*

It is worth noting that Csemő was established almost from scratch 67 years ago, with no significant historical events or figures within its past. Thus, all of its success was achieved by virtue of its inhabitants, who actively engaged in village development.

The majority of the progress was accomplished with the aid of resources from tenders. Csemő – in fact – has been a leader among smaller municipalities with the highest success rate of tender applications within the region for the last 15 years. Although Csemő is a young settlement, from the mid-1990s, the development of the infrastructure in the central area has been fast and spectacular. By 1999, the gas and telephone network, the water, and sewage networks were completed – all of the interurban roads were covered with solid pavement and the centre of the settlement was embellished.

At the turn of the new millennium, the technical infrastructure of the village was far beyond the national average. In addition to the creation of all public utilities, the range of services were also widened by additional investments; such as the cable television network shortly followed by the Internet.

Nevertheless, the development of the settlement extends further than the border of the central area. On the outskirts the electrification is almost completed, and in Zöldhalom, which is a densely populated rural part of the village, the service of fixed gas is accessible. Regarding the main routes of transport, the roads are asphalted, and long-distance bus services are available. Moreover, a doctor's office can also be found in Zöldhalom, as well as a Country House.

The Municipality of Csemő and its inhabitants are proud that they have been at the forefront of environmental construction for nearly two decades! Flowers have become our trademark! We are honoured to say that we were the most flowery village in Hungary in 1997 and, consequently, we received a bronze qualification in the ENTENTE FLORALE EUROPE competition in 1998. Over the past decade, we were privileged to be awarded with titles such as “the most flowering settlement of the millennium” and “cultured settlement environment”, while also becoming the holders of special ministerial prizes. All the mentioned accomplishments prove that Csemő is a “flourishing settlement”!

Our village is committed to the development of conscious and prosperous farmsteads.

For 24 years, we have been participating in the ENTENTE FLORAL HUNGARY competition and have been committed to the ENTENTE FLORALE for 21 years!



The currently valid Settlement Development Concept and Local Building Regulations – completed in 2006 – was drawn up with the involvement of local residents and social groups alike. In 2015, we began reviewing and renewing our urban development tools. During the process of re-adjusting the planning concept, we organised four additional workshops on top of the two statutory public forums. At the commencement of drafting the settlement plan and the Local Building Regulations, the planners provided personal consultation on the changes that were needed. In 2017 the Townscape Handbook, which was followed by the creation of the townscape regulations by the Representative Council was presented. By 2019, the revised Regulatory Plan and the Local Building Regulations will be adopted.

The prepared development strategies place a great emphasis on environmental awareness, whilst incorporating elements of a “smart “ and “slow” settlement. The aim is to join the ‘CittàSlow’ movement and adapt it to Csemő, transforming the settlement with focus on agriculture and creating a space that is attractive for the youth. In regard to the large proportion of inhabitants living on the outskirts, the concept stresses the importance of alternative energy resources and the development of autonomous residential buildings.

Due to the favourable soil conditions, rainwater is usually absorbed into the ground even in uncovered public areas. Various streets have had rainwater drainage systems built, mostly as open ditches, but occasionally with short and closed sewer sections. The ditches are either plain or paved, yet even in the cases of paved trenches, concrete grits were used to permeate the water. Thus, most of the collected rainwater is absorbed on its way.

In addition to the drainage channels, a wide green belt of varied vegetation ensures a good environmental quality. Alongside the main roads, we have planted tree alleys. Currently, the trees within the village centre are still mostly young – they will function as green surface lines in the near future. The streets in the inner areas are wide and spacious without exception, providing a good opportunity to plant floral lanes and tree alleys, which we have begun planting in many places. A new and uniform tree line (horse chestnut and various ash trees) leads all the way to the cemetery, providing a nice atmosphere for those who choose to walk by it. The tree alley which passes through the Kossuth Lajos Street, is now becoming a prominent feature of the scenery.

Public parks and gardens are essential components to the greenery within the village centre. The more significant public parks include the Hétvezér Square, Temple Square, Market Square and Dózsa Square. Apart from these, the gardens of various institutions also have significant environmental and ecological functions, such as those of the kindergarten, the school, the Garden of the Country House, the Sports Centre and the cemetery.

As of today, we are in the process of application for two major development concepts. One project (with a budget of 181,530,600 HUF) is the construction of a bicycle lane in the densely populated part of Zöldhalom. The plan is to create a safe solution for the roads that are labelled dangerous due to the transit traffic and the number of occurring accidents. The other grant application was submitted for extending the capacity of the nursery with two additional classes, through the renovation and expanding of an existing municipal building for HUF 75,000,000. Currently, there is only one class for nursery integrated into the kindergarten facilities, and we wish to expand this service. Csemő’s official website contains all the informative and necessary information regarding the project plans, regulations and existing project data – making it open and available for all residents and everyone else to see. In addition, the Mayor’s Office provides information to all inquiring parties

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Csemő is located in the north-eastern corner of the Kiskunság sand dune, thus the soil is mainly drifting sand. The altitude of the settlement varies between 120-130 metres. A large proportion of the outskirts are woods and forests (68% of the cultivation areas), some of which are natural oak, and some are Robinia, pine and poplar. The other parts are mainly agricultural areas and flat meadows. Based on the average of more than 20 years, Csemő is one of the sunniest areas in Hungary with its 2109 hours of sunshine per year. According to the climatic characteristics of our country, the annual rainfall distribution can be divided into May and late autumn. The average annual precipitation is 531mm, which is below average in relation to other parts of the country.

There is no significant source of air pollution within Csemő and the settlement structure is favourable for the ventilation of the area. The high proportion of forest surfaces sequester the carbon dioxide and keeps the air clean. The reclamation of the landfill has already taken place, and there is no notable odour within the settlement. The wastewater treatment plant was built 1.2 km from the village centre, and potential odour affecting the inhabitants is also non-existent.

Csemő's drink water base has indicated high levels of sulphate, chloride, ammonium, sodium and potassium in the small and medium (15 metre-deep) sized observatory wells. The reason behind the above average statistics is due to the minor, local groundwater contamination from fertiliser and pesticide storage in the past. Water chemistry studies have shown a declining trend of pollution over the years, meaning that contamination is not only insignificant, but it is also declining. The sewer system covers 94% of the settlement, as an independent sewerage has been implemented. On the outskirts, the wastewater generated on properties that are not connected to the public sewer system will be discharged into clearing pits. The entire central sewerage duct with a gravitational system was built by 2000, with a network length of 14.5 km. The wastewater is collected in closed reservoirs and is directed to the water treatment plant.

Piped gas supplies most of the heating for the core of the settlement. Alternative heating methods such as solar energy, wind power, biomass and geothermal energy are not yet mainstream in the village. The drafted urban development plan proposes to use sustainable energy sources, minimising waste, and to use the autonomous house models – especially in off-grid areas. Promoting this concept is one of our short-term goals. In fact, Csemő is currently in the planning stage of a renewable energy project that utilises the unused sandy land which dominates the region. Energy crops, such as *Arundo donax*, would be planted and harvested on an annual basis, providing biomass to be used for pellets or briquettes in order to heat the municipality facilities - or shared out between those in need during cold winters.

Common waste, green waste and recyclable waste are collected separately. Organized common waste collection takes place only in the central area. The collection of green waste and recyclable waste in residential areas occurs with a 'bag and bin' system. There are two locations in the central area, and three locations for collecting recyclables on the outskirts. Within the suburban parts of Csemő, we have a decluttering period twice a year, which is preceded by the organisation of a waste collection event named "WE PICK IT UP".

The use of solar panels and collectors is growingly popular in the settlement. The municipality also aims to set an example by installing solar panels on the roof of the kindergarten, the school, the medical office in Zöldhalom, and the Eco Centre. The public lighting currently operating by main roads are equipped with sodium-lightbulbs, whilst the side streets use a mixture of mercury vapour and filament lamps. On the outskirts - as an independent development - the municipality installed 80 public lightings with solar LED technology.

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Not only the public buildings are desired but are also expected to function and serve the needs of the inhabitants in a high-quality manner appropriate to the requirements of the 21st Century. First in 2008, and then in 2016 the settlement renovated all its public-based and service-providing institutions and modernised their equipment. Csemő is proud to claim that the kindergarten, school, health centre, pharmacy, and the unemployed help centre has been renovated to a standard that which was declared as a European sample project – whereby these public utilities provide maximum satisfaction for the needs of the locals. A completely renovated municipality house was extended with a civil house, a library with two floors, and a community theatre. It is no exaggeration to say that Csemő stands out from the region in terms of basic social care and services.

Since Csemő is still a relatively newly founded village, the construction only began in the 1960s, when – typical of this era – tent-shaped cubic houses were built predominantly. In contrast to other settlements, traces of traditional folk architecture and the spontaneously formed street networks are missing. Nonetheless, folk motives in architecture can be seen in the farmsteads surrounding the village. Consequently, in the centre, suburban architecture, parallel street constructions, and relatively large glass surfaces can be found. On the other hand, buildings in the outer regions have rectangular windows perpendicular to the street, which are typical examples of traditional masonry – as well as plastered infrastructures and tiled roofs.

The street network of the centre is designed with a chessboard-like layout. The streets are wide with tree alleys, and space for plants - in many cases, the implantation has already taken place. The majority of the residents takes care of the public space as if it was their own: they plant flowers and keep the pavements clean. Csemő is a village rich with statues. In the village centre, in almost every street entrance there is a statue presenting its name. These are the works of Ferenc Orisek, a wood sculptor living in the village. There are three public wells still operating in the village centre, and six more are planned on the outskirts. The local municipality has intentions to establish public drains at three different locations on the outskirts, on top of the further three that is constructed through state development projects taking place between 2019-2020 (during which the drinking water will be led out to Zöldhalom). Currently, there are 36 hand-made wooden waste bins in public areas. Moreover, there are 45 benches with steel tube support and pine wood covers, produced for the comfort of the locals and tourists alike.

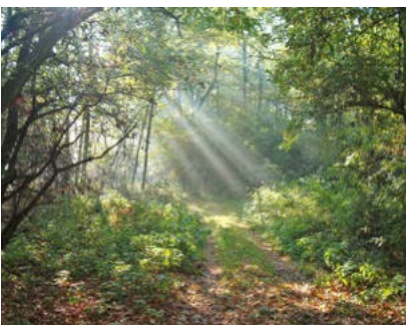
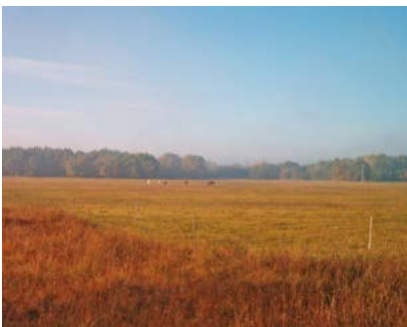
A register of the buildings worthy of protection has been carried out. The preparation for the the protection can be done once the approval of the settlement planning tools has been accepted.

In Zöldhalom, the Country House preserves and passes on the architectural style of the typical peasant house of the past. Its old-fashioned oven and stove can still be used today.

Should someone design and plan to construct a new building, the Villagescape Handbook offers a guideline, whereas the local village scaping regulations provide clear instructions on factors to abide. Csemő's ambition is to preserve the suburban landscape, architecture and material usage, coupled with contemporary sustainable solution, flowering traditions, and a unique urban identity and living space.

In our village, we can rely on four sources of renewable energy: biomass, thermal, solar and wind energy. As for now, solar panels are the easiest to access and are customizable, hence its popularity within the settlement. Moreover, there is no need for investing in green roofs and walls in the rustic environment and farmland. Instead, the municipality encourages the streets and gardens to be decorated and planted with flowers.

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Csemő is located in the small Pilis – Alpár sandy area. This sand dune, which is situated in the Danube-Tisza plain, belongs to the so-called Great Plain of Hungary.

Our settlement is rather poor considering its watercourses in which water only appears periodically. Due to the favourable soil conditions, the ground absorbs rainwater with ease even in regions without pavement. We ensure the self-cleaning process of surface waters in the waterfront zone by the protection of natural grasslands, reeds, groves and wealds. The ducts are the natural recipients of the drainage system. The main stream recipient is the Gógány, which runs along the southern part of Csemő. The majority of the streets do not require rainwater drainage ditches, because the loose, sandy soil absorbs even the high amounts of precipitation. Nonetheless, during the planning process of the settlement, the creation of rain gardens was advised. These gardens already exist on some properties, and were built by local residents who gained extensive experience of the meteorological conditions in the region.

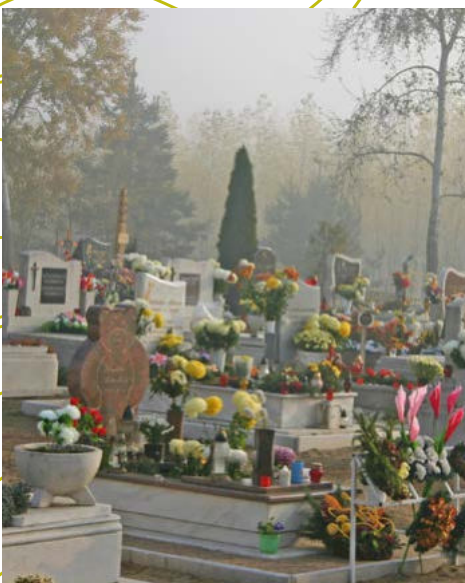
Today, this region is a cultural landscape with the natural vegetation cover of open sand oak, sand desert, loess and marsh. The steppe oak, also known as sand oak, is the most common type of plant in the driest parts of the country. It is most often occurring on warmer slopes - in places where the effect of groundwater no longer prevails. For this reason, the trees have a lower canopy level and the most typical tree is the English oak (*Quercus robur*), which is associated with the white poplar (*Populus alba*). Other trees are the field elm (*Ulmus campestris*), the Tatar maple (*Acer tataricum*), the maple (*Acer campestre*) and the wild pear (*Pyrus pyraster*). As for the shrubs, the region is mainly dominated by the hawthorn (*Crataegus monogyna*), common hazelnut (*Corylus avellana*), sloe (*Prunus spinosa*), privet (*Ligustrum vulgare*) and the common juniper (*Juniperus communis*). In the grassland, mainly drought-tolerant grasses can be found, such as the slender rim (*Poa angustifolia*), stipa (*Stipa pennata*), early sedge (*Carex praecox*), grooved fungus (*Festuca rupicola*), dyer's alkanet (*Alkanna tinctoria*) and the crocus (*Crocus variegatus*).

The soil types which dominates the area are sandy, humus soil and meadows. In the eastern part of the settlement, sand predominates and covers a large territory – here the soil-forming material is loess residue. Humus soil with poor fertility and uncertain yields is the most extensive soil type in the landscape; its soil-forming materials are glacial and alluvial sediments. Soil water management properties are characterized by the presence of sandy soils with high water drainage abilities.

As a consequence of geological and climatic conditions, Csemő provides home for 68 protected plants and animals, such as the white stork, pheasant and partridge. In addition to these protected animal species, foxes and rabbits often make an appearance mainly in forests and wooded areas. The region also gives shelter to badgers, wild boars and deers.

Small and medium-sized family farms, which can be efficiently worked on by machines (eg. strawberries are cultivated in foil tents and there are plum plantations in several places) are true representatives of the settlement. The landscape is rich in forests and tree alleys – all beneficial for sustainability. With regard to the large-scale forest areas, there are several, typically small and medium-sized enterprises (five companies in total) dealing with forest management. Their activities range from seedling cultivation and plantation to the production of end products (boxes, pallets).

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In the village of Csemő, the total area of green space reaches 50,000 m². The subsoil in all public areas is covered with green grass – due to the installed lawns – and is continuously mowed and irrigated outside the vegetation season. In the central area, all public parks are equipped with automatic irrigation systems (nearly 42,000 m²), allowing us to adjust the watering according to the current weather conditions, as we can increase and decrease the irrigation time and quantity as needed.

The Hét Vezér Square serves as the centre of the village, encircled by the most imperative public institutions (educational facilities, Mayor's Office, medical centre) with an area of around 14,000 m². The decorated paving blocks are lined with flower beds, and all is aligned to Ferenc Orisek's statue entitled the 'Four Seasons'. The creation was revealed in 1996 and was fashioned from a 400-year-old oak tree – deservedly becoming the true centrepiece of Csemő. The largest contiguous green area of our village is the Sports Centre, with a total area of 13,000 m². With the exception of the three constructed sports fields, the stands and the paved walking tracks, there is 7,000 m² of grassland on top of the 500 m² area of trees, shrubs, and perennial ornamental plants that we have planted.

The Temple Square is the second largest public park in our village with an area of 11,000 m². The Catholic Church, built in 1992-1993, is located at the entrance of the park, which is surrounded by the grassy and grove-covered area suitable to host public events. 2015 and 2016 saw the Temple Square completely re-designed and renovated. The dangerous trees were removed, and the public utility network was built in line with our landscaping values. The park was then planted with English oak (*Quercus robur*), maple (*Acer*), crimson king (*Acer platanoides*), horse chestnut (*Aesculus hippocastanum*), ornamental pearl tree, linden (*Tilia*), and ulmus trees. The area is lined with noble poplar and acacia trees. The flower beds in front of the church are planted with 1,000 annual flowers every spring.

In 2002, the Dózsa György Square was revealed by the main street of the village. The idea of creating a new square was initiated by the Csemő Village Guard and Beautification Association in order to create a park that is located further away from the central part of Csemő. It has an area of 800 m², with 170 m² of annual flowers being planted each year within the flowerbeds. On the outskirts, the Country House and Community House with its surroundings are owned and managed by the municipality. Their gardens are carefully maintained, with the evergreen vegetation and grassland being preserved manually. The flower seedlings are planted with biological plant protection – we utilise fungicides, insecticides and acaricides to ensure their healthy growth.

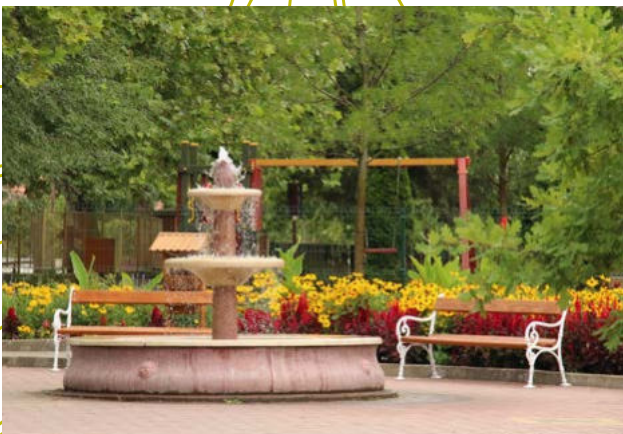
There is a functioning public cemetery in the village: the building of the funeral home has been renovated both inside and outside, and there are paved parking and sidewalks in front of the entrance and in the interior. There are several water ways along the internal paths.

The maintenance of the public areas is carried out by the municipality's 3-person maintenance staff, and another 15 individuals provide support through the public employment program. The group leader has professional qualifications, whilst the other staff members are trained workers.

We have our own fleet of machines – from mowers to tractors – with a total of 25 tools for an outstanding maintenance service. All upkeep and replacements of the machines are funded by the municipality.

It should also be noted, that Csemő's environment development achievements – other than the well-kept public spaces – are virtue of the neat and treasured private gardens.

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Csemő belongs to the flora of the Great Plain (*Eupannonicum*) and the Danube-Tisza Inter-Flora (*Pracematricum*). The settlement lies on the border of moderately warm and dry climate, with a strong water shortage. 60% of the municipality's administrative area are forests, accounting for 4500 hectares. The planting of poplar and acacia trees is justified by the rapid yield and its appropriateness in the sandy soil structure. 98% of the suburban areas are privately owned, thus afforestation and crop cultivation do not require local government consent (unfortunately).

There are tree alleys alongside the roads in both the inner and outer areas. We strive to create unified tree alleys by the streets of the inner part of the city as well.

The use of annual flowers is prevalent in public areas, whilst every location has a well-designed and lined flowerbed - the flowering and blooming environment has become our trademark, since for 24 years without exception, we have been predominantly using Hungarian-grown flower varieties to bring colour and life to our public sites. The main square of our settlement is mostly decorated with annual plants (16,000 pieces), which were perfected and ennobled by Professor Zoltán Kováts (the professor in flora breeding has named one of the *Tagetes patula* after Csemő in the register). Zoltan was a partner to the local government in the creation of the flowering plan of the settlement – specifically by breeding drought-tolerant and long-lasting colourful flowers suitable for the local microclimate.

In recognition of the merits of Dr. Zoltán Kováts, the village of Csemő has elected him as a citizen of honour, and in respect of his memory, we created a memorial walkway. It aims to preserve the work and spirit of the late flower enthusiast by displaying his greatest flora varieties: *Celosia plumosa*, *Rudbeckia hirta*, *Tagetes patula*, *Gaillardia pulchella*, *Ocimum basilicum*, and *Tithonia rotundifolia*. The Europe-based breeding organisation 'Fleuroselect' recognized 29 of the varieties cultivated by Zoltán Kováts, whilst the 'All American Selection' society approved 9.

The municipality itself uses the seeds of the annual varieties in several ways. On one hand, within the public areas, the seeds harvested from the previous year are planted, grown into seedlings, and during the thinning of the dense stock we provide the inhabitants with plants free of charge. On the other hand, for years, the March issue of the local newspaper is accompanied by free seedlings for every household – thereby ensuring that a colourful and flowery settlement is not a matter of money. A total of 1,550 packages are sent (300 seedlings per pack), and they come with instructions for planting and maintenance.

The municipality also provides free seedlings to businesses that plant and maintain their immediate public environment. We are also in collaboration with the church, as the community takes care of the public areas adjacent to the religious facilities.

It brought us a special joy that besides the state central body, Csemő (first in the country!) can be an 'external' venue, which was granted permission to produce the seeds of domestic flower varieties in the Marosi Nursery. This year, several varieties (*rudbeckia*, *tagetes*, *salvia*, *celozia*) came from seedling produced in Csemő. During the recent years of development, we have also paid special attention to the fact that the new green spaces (Eco Centre in the vicinity of the Cultural Exhibition Centre, and the Zöldhalom "Mini-Centre") are mainly decorated with perennial and evergreen vegetation.

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In the village of Csemő, the knowledge surrounding the environment and sustainability is mainly derived from teaching institutions and integrated education systems.

The management of the village finds it crucial that the local children enjoy an education and upbringing that is of a European standard. For this purpose, the kindergarten and school has been renovated, modernised and equipped with computer science tools. We are convinced that in the local context (with many disadvantaged children, large distances and relatively low levels of education) the municipality has a responsibility on top of the compulsory tasks described by the state law to educate its younger inhabitants – thereby acting for the “future generations” and not just for those in the present.

Due to recent developments, for nearly 600 children living in very different family circumstances, we can provide the conditions that can confidently compete with other facilities in the country – for 3 years in kindergarten and then for 8 years in school. The pedagogical program in our public educational institutions was designed to address local specificities. Our goal is to educate the children to be environmentally conscious people, living in harmony with nature, being attentive to their surroundings by providing them with the appropriate knowledge, attitude and motivation. Childhood is an active stage in shaping environmentally conscious behaviour and ecological thinking.

Our kindergarten is the holder of the “Green Kindergarten” title, while our elementary school was honoured with the “Eternal ECO School” award. The achievements are due to our successful tender applications and victories. The Environmental Workgroups are in charge of organizing the programs on Earth Day, International Water Day and World Day of Animals. The kindergarten is a regular adopter of animals in the surrounding zoos (Kecskemét, Lajosmizse, Jászberény). Institutions provide an opportunity for recyclable waste collection, except for hazardous waste. The use of the “waste is not garbage” principle also applies to recycling (gift making and toy fabrication). Our kindergarten is the base institution of the Educational Office, and its “good practices” are presented to the teachers applying for the program during the spring and autumn pedagogical days.

As part of lifelong environmental education, the municipality of Csemő has been organizing its own waste collection movement since 2015 under the name of “WE PICK IT UP”, which involves the cleaning of the entire geographical area on four spring and autumn weekends. At these weekends, hundreds of volunteers (children and adults) put on their gloves and collect garbage in public areas.

The Eco Centre is considered to be the central element of environmental education, a building that meets the environmental and climate adaptation aspects. The centre is equipped with an outdoor classroom, park equipment, archery field, outdoor playground, bio garden lake, and kitchen facilities. The Eco Centre is also the site of the summer forest camp.

There is little available human capital in the settlement - the aim of the municipality is to create more competitive knowledge and expertise. One method is the introduction of winter workshops. In the farmsteads of the settlement, mainly agricultural, tourism and marketing experts pass on their theoretical and practical experience and knowledge to the local inhabitants. In this pleasant, ecological environment adjacent to nature, we are planning to coordinate three services; such as maintenance, training, and framework programs. On one hand, a successful operation would allow for Csemő’s fruitful development, innovative expansion, and satisfaction of pre-set sustainable goals. Yet, at the same time, it could also set an example of an eco-friendly municipality model to other settlements with similar problems in the region.

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For the municipality, the most important pledge for development is found in the “Csemő consciousness” (local patriotism) of local people. It can be based on the high proportion of young people and the local cohesive and active civil organizations. It should be noted that the inhabitants were the main depositors to the successes in the flowering and environment building movement.

The “Statue for All Streets” Movement was launched from a residential initiative. Within the framework of the program, the roads of the inner city were decorated by the statue of the street names. All works are made by Ferenc Orisek, the master of folk art and honorary citizen of Csemő.

Whilst the tree planting movement started on a local government level, the inhabitants were very pleased to join in; the municipality thus handed over tree adoption documents to the property owners as the residents began independently maintaining the alleys.

A large proportion of Csemő’s population is partner to transforming our streets and private gardens into rich, colourful and flowery environments. Our local council hosts the annual flower fair on top of the gifted seedlings, in order to help and reminds the public of the importance of environmental development. Members of staff and students are also actively involved in the maintenance of the gardens of educational institutions.

The local government management and representatives of NGOs convene on a quarterly basis. The purpose of the meeting is to divide the tasks on grounds of parity. The operation of local organisations is supported by the municipality on an annual basis with 0.5% of the total budget.

There is a high degree of civil activity in the village. There are 13 registered NGOs (8 associations and 5 foundations), and their activities have a decisive role in the development of the settlement. Every year, the local government finances registered organizations with 1% of its annual budget and provides space and technology for their events.

There are various worthy examples of events where the initiators and organisers are NGOs. Such programs include the likes of the Mother’s Day Flower Fair and Gastronomy Festival, Mihály’s Day Ball, Children’s Day, and the Horse Parade – events that are already well known nationwide. These prove year after year that if intent is coupled with diligence, success is guaranteed.

Among the non-governmental organizations, the activities of the Csemő Village Guard and Beautification Association should be highlighted. Their effort for environmental building and contribution to the flower movement has been outstanding. It was created in 1996 with the purpose of expanding, protecting and maintaining the environment, and has gathered one of the largest number of members within the region. For the last 21 years, the inhabitants have actively participated in the local Flower Competition, which is organised and juried by the members of the association. They travel through the village to evaluate private gardens; awarding 250 certificates and 90 plaques among the most beautifully kept and flowery properties.

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The vision we have for our village is to increase the attractiveness of tourism, thus possibly reaching a breakthrough point.

Csemő will not be an economic power! Csemő never had and will never have the chance for a motorway connection, nor to be involved in rail transport. The village will not be an industrial centre and the appearance of the manufacturing industry cannot be expected either, due to our poor land condition. For these reasons mentioned above, improving the settlement's environment gets into focus instead.

Csemő owes its reputation – in the region and in other, distant parts of the country – to the environmental construction activities it has been engaging in for decades. Particularly during the summer season, when the settlement offers a wide range of outdoor events, large numbers of visitors are expected. Just in this summer, the Tourist Information Office started its operation in the main square. On the outskirts of the village, there are four, 3-meter-wide detailed maps helping to find direction to the vineyards surrounding Csemő. By 2019, the long-awaited dream of having street signs guiding visitors to the vineyards had finally been achieved too. For these signs, we managed to create a unique structure that involves local features. The boards have tinted material and on them, a coat of arms can be observed. The manufacturing was carried out by a local art-manufacturing company.

We host many outdoor events from spring to autumn, with thousands attending! Our two major events are related to the flowers. For 21 years, we have been organizing a Mother's Day Flower Fair and the so called "Anyám tyúkja" (My mother's hen) cooking competition on the first Sunday of May. The main celebration of the village is the "Flower Festival of Csemő Village", which is organized every year on the first Friday and Saturday of July, to honour the visit of the Entente Florale Europe Jury of 1998 again, for the last 21 years...

In addition to these events, we have several minor events with star guests and famous performers: on our national holidays (March 15, August 20, October 23), on the Hungarian Poetry and Hungarian Culture Day, the night of museums and cultural houses, the harvest parade and we also organise a New Year's Eve party. Most of the events can be visited free of charge. For years, we have been a professional host venue for the annual meetings of *Dr. Zoltán Kováts Circle of Friends*. Csemő is one of the primary destinations of professional tourism as an annual flowering settlement.

Csemő, as a young settlement, cannot look back on a serious sporting past. The Representative Body adopted a medium-term sport development concept in 2015. The Csemő Palotás SC was founded, its intention is to draw Csemő on the map of sports in Hungary. In the national competition system, currently 3 departments take part (table tennis, chess, mediball) and the locals who wish to do sports, can play football, do karate, boxing and wrestling – all with the assistance of professional trainers. Our huge achievement is that more than 100 children do sports on a regular weekly basis. On the outskirts of the village, there is a Sports Centre with facilities to play football, basketball and volleyball. Youngsters can also use the BMX and skateboard tracks. There are playgrounds both in the inner and outer areas of the village.

There are two restaurants in Csemő and the three inns that can welcome up to 30 visitors at a time. The municipality has submitted a tender for the expansion of accommodation facilities, published by the Local Rural Development Community of GERJE-SZTŐK, entitled "Development of accommodation in Csemő for the promotion of professions, tourism, and hunting". We applied for support for two rooms and a living room. The application is currently under review.

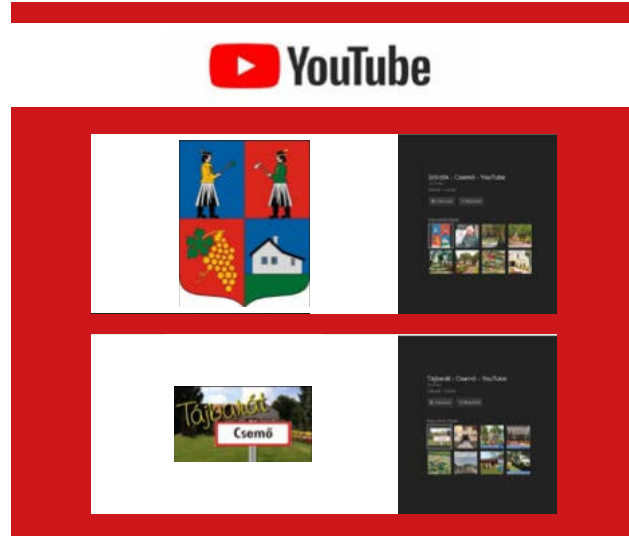
Committed participant of the Entente Florale Europe competition in the last two decades



BEADTUK CSEMŐ JELENTKÉSEÉT "AZ ENTENTE FLORALE EUROPE" VERSENYRE

Június 10-én volt a határideje annak, hogy a jelentésünket legutolsó alkalommal elküldjük a versenyre. A határidő elmulasztása miatt a jelentkezésünk nem fogadható el. A határidő elmulasztása miatt a jelentkezésünk nem fogadható el.

Június 31-ig közzé kell tenni a határidő meghosszabbítását a nemzetközi sajtó számára. A döntéseket február 1-4-ig ki kell tenni a nemzetközi sajtó számára. A döntéseket február 1-4-ig ki kell tenni a nemzetközi sajtó számára.





In order to be able to position itself as a desirable living space in the market of settlements, Csemő must appear as an attractive and sustainable village. To achieve this, we must further develop the image of the settlement, and strengthen the already appealing and calm, rural atmosphere. The municipality – as it predominantly uses public funds for development – focuses its attention to improving the life of its local residents. Every activity bears a communicative value, even if the feedback is silence. When judging Csemő, its image is formed through the village’s communicative attitude and style.

Municipal communication is one of the most crucial tools for the development of the settlement. If done effectively, the community can attain the resources necessary for the development of the economy by attracting investors, highly qualified workers, tourists and service providers. Consequently, the municipality of Csemő utilises both traditional and new media tools; one-way communication (for informative purposes) and two-way communication (for dialogue between various stakeholders).

The traditional tool of communication is through the local newsletter, the “Csemői Hírmondó”. The paper has been providing information to the public for 29 years; local news, notices and reports can be read through 20-24 pages – it is provided to all households free of charge. The local newspaper offers an appendix of the environment building strategies. As for the written communication, Csemő also has contractual relationships with regional press offices. Publication such as the Cegléd Panorama, the Cegléd Blue Newspaper, the Weekly News of Nagykőrös, and the Superinfo for the South-Pest County have news about Csemő appearing regularly. Posters on bulletin boards are also forms of traditional media channels. We advertise in 12 different locations across the entire administrative area.

A modern tool for one-way communication is the municipal website (www.csemo.hu). The webpage is regularly updated with photos and video materials of public events, made by the two regional TVs: Cegléd Municipal Television and CLUB TV.

As a traditional mode of bi-directional communication, phones and mobile phone are present. The contact numbers of local governments, officials and administrators are completely public. Every Monday in his office and every Wednesday in different locations, the Mayor will host a reception or forum to comment on current affairs and to listen to feedback – on top of responding to questions.

Public hearings are held by the municipal council on an annual basis, whilst calling for a village assembly twice before the local elections take place in order to listen to the community. We also take advantage of new media tools for dialogue with the community by operating our own community profile on Facebook, and being members or moderators of several local, closed groups.

The municipality of Csemő used every possible means of communication to promote the Entente Florale Europe competition on both local and regional levels. Our local website has a separate menu for the Flowey Csemő content with descriptions, pictures and videos both in Hungarian and English. The Mayor operates a separate website (www.lakosroland.hu), where he runs a blog in the form of a diary to write about the local events several times a week. This year in the local newspaper, every issue is accompanied with a 4-page environmental development appendix, which includes updates on the EFE competition and preparation, useful tips (eg. composting) and public announcements.

The regional papers and online media regularly report on our preparation and achievements. On the social media pages, the local population is active, and the dialogue is ongoing.



Those who love flowers
will fall in love with Csemő!



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Our participation in the Entente Florale Europe 2019
competition is sponsored by:

