



# Output 1

## National report on the Hungarian survey

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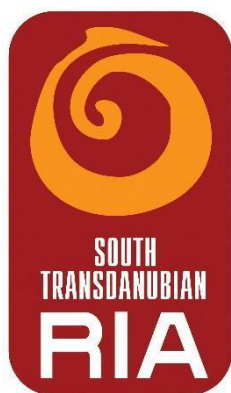
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## National report on the Hungarian survey

The Hungarian questionnaire focuses on SMEs and stakeholders in the South Transdanubian Region, which is located in the Southern part of Hungary. The region is composed of Baranya, Somogy and Tolna counties, inhabited by nearly 1 million people.

The most important sectors are food industry, machinery, generation of electricity, and textile and garment industry. The importance of agriculture in the regional economy is well reflected in the fact that the share of agriculture in the gross added value is twice the national average, and the share of agricultural employment is the highest in Hungary. The region is the prime producer of maize, and it's also among the leaders in wheat production. Forestry is also very important in the region, and the region is famous for its quality wine production, as well (5 of the 22 Hungarian wine regions are located here). Tourism is considered a key sector of increasing importance of the regional economy: the number of tourist arrivals is the third highest in Hungary, or the second highest not counting Budapest.

The number of operating enterprises per thousand inhabitants in the region is lower than the national average, but higher than the average of the regions (excluding Budapest). The majority of the enterprises can be characterised by the lack of competitive business and entrepreneurial skills. In addition, many of the enterprises – mainly the SME-s – struggle with lack of capital and problems arising from the use of outdated technology. STRIA considered the mentioned characteristics and findings when chose the method to contact them.

The translated survey was spread via e-mail to the target groups. The target groups were identified on the basis of grants awarded (GINOP) to SMEs, the activities, applied alternative solutions etc. which are belongs to circular processes, circular economy. The gathered SMEs and their information come from free internet sources. The questionnaire was also posted on the CSS project and STRIA's Facebook page. After the first attempt, SMEs received a reminder about the survey. STRIA also contacted the SMEs via phone and talked about the project and its main goals. The representatives of SMEs reacted mostly positive for the request and most of them promised a fill out. Few company just simply declined this request or didn't pay attention.

Despite that STRIA carried out the minimum 30 completion, it was very hard to reach SMEs and make them actually fill out the survey. SMEs had very tight schedules and limited sources to fill out the survey. Furthermore, they try to make up the losses what COVID-19 caused for them. STRIA couldn't reach several times many SMEs, they were quite busy or couldn't pick up the phone, respond the call. As partners had similar struggles reaching the target groups, the partnership agreed to extend the deadline to complete the survey.

The Hungarian survey was filled by 33 respondents which come from the direct and indirect target groups. The results show that the main form of the organisations is company. More than 90% of the answers voted to the company section. 79 % of the respondents operate more than 10 years.





Those organisations which implement circular activities currently, indicated mostly the followings:

- Eliminating waste and pollution by consciously designing of your products/services,
- Recycling and reusing materials,
- Using renewable energy.

On the other hand, 33,3 % of the organisation don't apply any circular activities. In general, the SMEs interested into new opportunities and they would be interested in reading about circular processes. Although they prefer also the online availability for the learning material, so they don't have restriction of time.

Source:

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