**Needs analysis regarding Gödöllő (Hungary) and its suburb**

1. Raising health awareness and health care reforms
* Prevention instead of already developed disease
* Obesity and cardiovascular diseases
* Need for healthier food – tasty food is not always healthy food
* Need for public access to sports facilities for free of charge or at affordable prices
* Poor living conditions of elderly people (low pension, poor health conditions, lack of nutritional knowledge)
* Poor nutritional knowledge in all generations and/or misconceptions in younger generations
* Need for wider range of healthcare services (most specialists available in Budapest)
1. Innovations in education by stakeholders
* Increasing student activity, cooperation as opposed to the old concept of “*Hallgató*” = ”Listener” (lack of cooperation and communication)
* Developing teaching skills (e.g. online teaching techniques)
* Contradiction between reality and expectations:
	+ Lack of practice opportunities for students – How can a recent graduate be experienced?
	+ Attitude of companies – Excellent performance is expected from the very first day.
* An extension of co-operation between universities and companies (in the field of research, in planning of training structures)
* Challenges:
	+ Low level of English language competence hinders co-creation with partner companies
	+ In rural regions, less modern technology is applied by some companies
	+ Logistics of educators from Budapest to the country
	+ Heterogeneous infrastructure
1. Environmental protection
* Selective waste collection
* Prevention of littering through education and waste collection campaigns
* Food waste
1. Poor financial knowledge of young people (e.g. credit management)
2. Financial situation of young people
* Low salary vs. starting an individual life: buying a home or financing the needs of a family
1. Emigration and working abroad
* Losing young, qualified professionals and graduates
1. Ageing society
2. Being close to the capital
* Budapest is both nationally and internationally better known and trusted
* Students seek more active student life in Budapest
* Our capital city offers more attractive opportunities for study purposes
* Need for more workplaces for people with higher education (most jobs for the highly qualified are offered in Budapest)
1. Need for more farmer markets or farmers-to-families food box services
2. Necessity for help with management of local food producers
* Locally produced wine – a lot of local wineries are struggling to sell their wines, partly because of covid (closed restaurant and pubs)
1. Need for novel (public) transport opportunities
* Car-free commute – limited options for public transport between workplace and home, on usual commuting routes: poor quality and badly scheduled transfer service is available
* Poor quality of road network between settlements
* Lack of bicycle routes

**Why is it good to live in Gödöllő (Hungary) and its suburb?**

1. Pleasant environment, landscapes, sights
* Gödöllő Hills, Royal Palace of Gödöllő
* Healthier outdoor environment: less cars, less air pollution, better air quality, more trees and plants
* Plenty of possibilities to perform outdoor activities such as hiking, biking hunting, fishing, and doing water sports, living in a natural environment – hills, forests, natural waters close to villages
1. Most settlements are small towns surrounded by nature
* More living space – smaller population density, people live in family houses with gardens rather than in apartments
* Stronger social connections and relationships in smaller communities
* Faster and easier supply of items needed for everyday life – groceries, pharmacies, offices of the authorities are less crowded than in Budapest
* Real estate prices are lower at the countryside
1. Active cultural life
2. Excellent food
3. Opportunities for outstanding agricultural production
* Eco-farming, juicy, tasty vegetables, fruits
1. Feasibility of field projects regarding agro-focused ILLs
2. Job opportunities
* Advanced pharmaceutical industry in Gödöllő
* A wide range of opportunities in Budapest
1. Being close to the capital
* Good transportation network
	+ motorways to Budapest and to the eastern part of our country
	+ comfortable public transport (trains, suburban trains, buses)
1. Heterogeneous infrastructure – an opportunity for development