

# **Krisztina Kudlotyák**

## **Here In Hungarian, Too (Itt Magyarul is, IMI) programme**

### **1. Best practice selection criteria**

The programme *Here in Hungarian, Too (Itt Magyarul Is, IMI)* is a cultural and economy stimulation programme with Subcarpathia as its territorial scope and its objectives are to extend the use of the Hungarian language, enhance the prestige of the language, reinforce the identity of the community and develop the consciousness of service providers and service seekers in language use. It works in other regions beyond the borders, too, but rests on an economic rather than a cultural basis. The Subcarpathian example shows that, beyond the economic factors, a programme of such nature may have a role in enhancing community identity, prestige and service providers' quality.

### **2. Organization(s) / person(s) the best practice can be related to**

The best practice started as an initiative of II. Rákóczi Ferenc Hungarian College of Subcarpathia in Beregovo (Beregszász) and the project was embraced and further developed into a regional-level programme by the NGO Pro Cultura Subcarpathica operating at the college base.

### **3. Beneficiaries of the best practice**

Hungarian-speaking service seekers (customers, patients, clients), job-seekers (job-seeking persons speaking also the Hungarian language), enterprises, service providers.

### **4. Objectives and activities of the best practice**

Objectives and tasks of the programme *Here in Hungarian, Too (IMI)*:  
The movement aims to channel the use of the Hungarian language from the circle of families and limited-size communities (school, church, cultural groups) to the public scene of enterprises, businesses and services.

#### Tasks:

- Promoting, reinforcing and popularizing the use of the Hungarian language in the service network, offices, institutions and facilities of Subcarpathian settlements.
- Enumerating and registering institutions, facilities and businesses that are Hungarian or provide services in the Hungarian language and creating a database for public use.
- Informing Hungarian-speaking citizens of Subcarpathia of the opportunity to use services in the Hungarian language.
- Stimulating Hungarian tourism in Subcarpathia.
- In the long run, enlarging the employment rate of Hungarian speakers.
- Opportunity to create a social network in the Hungarian language.

Here in Hungarian, Too (IMI) attains its objectives and performs its tasks through the following activities:

- survey and exploration of Hungarian language services
- operation of an independent, user-friendly online surface and map of services
- organization of actions to popularize programmes
- provision of member facilities with IMI logos, boards and badges
- organization of side events – trainings, conferences, balls – with the purpose of service development
- organization of occasions providing free legal assistance

#### **5. Area(s) affected by the best practice**

The best practice operates in whole Subcarpathia, with the Beregovo (Munkács) and the Uzhgorod (Ungvár) districts being the most active followed by the Vinogradov (Nagyszőlős) district, and there are registered users also in the Munkacevo (Munkács) district and in Munkacevo (Munkács), Uzhgorod (Ungvár) and the Upper Tisza region as well.

## **6. Territorial scope of the best practice**

The best practice goes beyond Subcarpathian borders as it can be used by all Hungarian language service seekers. It helps Hungarians outside Ukraine, too, in finding Hungarian-language services.

## **7. The conditions (human, financial, technical) required for the best practice**

The best practice primarily needs human resources and technical background. Initially financial resources can be attained through grants, later on by using good online and printed advertisement strategies.

## **8. Results and short-, mid- and long-term impact of the best practice**

In the past few years the IMI movement has gained growing popularity; there are over a thousand registration requests per year and the data base contains 942 items currently. The most popular of this are health service provider items which include Hungarian-speaking doctors and health care staff, also specifying the institutions they are related to. Almost 5,000 logo stickers and badges have been disseminated.

## **9. Sustainability of the best practice**

The programme can be sustained mainly from grants and advertisement revenues. The online surface provides good opportunity for placing advertisements and for making the service qualifiable. A long-term sustainability objective is to create a downloadable mobile app which could contribute to the sustainability of the programme also by advertisement surface and a downloading fee.

## **10. Adaptability of the best practice**

The programme can be adapted to multilingual or border regions of other countries as it may have a service developing and a service range widening effect. It is important that in the multi-lingual environment of the region service providers or employees who speak the languages of the region concerned should be preferred. Such a programme helps the development of tourism.