



2014-1-HU01-KA203-002367

## INTERNATIONAL SOCIAL INNOVATION COMPETITION

**Project title or  
name of the social enterprise:**

Make your traditions live

Ladies of Traditions

Keywords (max. 5) describing  
your social business idea:

old people

traditions

volunteers

“Granny Club”

adjustable

**Name of the  
team representative:**

Ms Enikő Vigh

**Represented country:**

Hungary



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## EXECUTIVE SUMMARY OF PROJECT

### “MAKE YOUR TRADITIONS LIVE” (ORIGINAL HUNGARIAN TITLE: HOL VOLT, OTT LESZ!)

When I first heard about the competition there was no question I shall take part in it. I am a physiotherapist student, my ambitions are helping, caring. The best what someone can do with others is to help unconditionally, finding a way to make someone's life better, increase their well-being, even if it is a physical exercise or creating a place where people feel good, happy and useful.

Nowadays we are losing the traditions from common knowledge. The older people do not keep the habits, nearly never come together to share the traditional secrets with each other or with the younger people. The reason could be the rapid development of society why the grandparents live alone at the villages. There are no neighbours, family members, grandchildren, so they cannot transmit their knowledge and know-hows. Due to being alone most of the day, older people may think that they are superfluous and not needed. They can hardly work outside (e.g. do not dare to climb up the fruit trees) therefore their previously flourishing backyards might perish.

Every nation's traditions are such treasures that have to be preserved for the next generations. Kitchen tricks, world-famous needlework, embroidery, crocheting goes out of mind.

The older generation's free time gives us the opportunity to save these treasures, to make them familiar to the young, i.e. the pupils, kindergarteners as part of their classes. In Hungary primary school pupils have classes like technique and lifestyle, in the course of which they would have the possibility to practice the needlework, cooking, baking typical foods of countries. Today because of these are missing we have to learn from the internet although the knowledge is almost within arm's reach.

The main objective is to save the old traditions, establish places where the older generations could come together to make food, cakes, pickles, stewed fruit, marmalade or jams by their recipes using also sponsored (healthy) ingredients. The finished products would be transported to orphanages, children's hospitals, retirement homes, homeless shelters and also be able to be sold at the markets, for food chains, shops. Embroiders made with the help of the older generation could be bought at clothes stores.

At the occasions of cooking there is opportunity to collect/fine-tune/update recipes, adjust them to current nutrition trends. After that recipes will have other possibilities for utilising them (e.g. compile a recipe book to sell, etc.)





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The ingredients come from villages' gardens. Those old people who cannot pick fruits could get a help from volunteer youth. After harvest they (old people) can bottle them, make jams, marmalades. We also can sell these products in the villages. In the other case also a good idea is to organize cooking courses for the young, as well as e.g. expecting mothers to get to know how to cook without preservative and synthetic materials.

The program aspires for not being seasonal. Summer and autumn give opportunity for outdoor programs, like preserving, in winter and spring they can make embroider and transmit their related knowledge to the young.

Not only "girlish" but also boy-like traditions (e.g. carving, grape-growing, etc.) will also be considered in the project.

In summary, there would be a community space, named "Granny Club" where we can exploit the activities of the older people by organising and implementing programs, meanwhile also can help to institutions for the disadvantaged, can complete the income of the retired by buying ingredients like eggs, pastas from them. Traditions could be educated in kindergartens and (mainly primary) schools.

The costs will be covered by retail sales, in-kind contributions, the enterprise would participate in tenders and would benefit from the work of volunteers. The project does not need much money to be successful. It uses existing and available sources, like village buses (small buses in the property of the concerned villages) to travel with, country houses (or parish halls) to come together in one place, fruits will be available from the old people's gardens (backyards).

In addition, it needs help from voluntary workers, social workers and local government to be organised. The enterprise will have a communication manager, financial manager, besides the social managers who keep in touch with old people, a local and a regional administrator. Their work should be carried out in an organised and structured way for which the project manager will be responsible. Some human capacities (like some social managers or the financial manager, etc.) could have part time jobs.

The enterprise – besides the equipment needed for tradition-keeping (e.g. kitchenware) – requires tools and equipment like camera, telephone, internet, fax, laptop and printer. The main costs will be the costs of materials, fuel costs, compliance costs, transporting and travelling costs, support and participation costs.

In longer terms, the project can be extended to target other "disadvantaged groups", since the project is not only for the old people. After we get the knowledge from the old we can use it in rehabilitation for example. People who cook food and make clothes, prepare embroiders could come also from the disabled, or work for nurseries, or they can be rehabilitated people also.





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Another option for extending the project's scope is targeting underprivileged people with bad social status. Transmitting old men's knowledge to them gives an opportunity to learn how to fix things at the surroundings of the house without "employing" expensive help and experts. Olders' tips are for all of us! It helps us in many way, just have to get to know them!

I do believe in my project's sustainability – it has to work in in the future otherwise we will lose those values that determined us regardless the country we live in. This program is practical and implementable in any country, anywhere in the world, because every nation has their own traditions. Our traditions make us unique! The world is open again for "ancient" issues like clothing as architecture, habit, raising or anything else. We recognized that old things are not bad things!

The generation gap is growing fast. We are the last ones to save our traditions. Our grandparents are the last ones who still own these valuable activities.

