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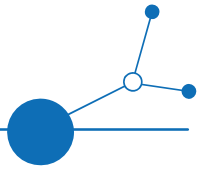
GOV4PeaCE

D.2.3.1. Joint report

on piloting the governance model in initial functional territory

Territorial Coordination Solution

(*Hungary*)





A. Introduction

This report documents the pilot action carried out in the Hungarian initial functional territory (Szeged-Mórahalom area) within the GOV4PeaCE project. The objective of the pilot was to test the CEWoP governance model and its digital tool in a territory with no established institutional framework for First World War heritage, and to develop concrete, replicable outputs: the concept for a WWI exhibition centre in Mórahalom, a digital heritage tour in Szeged, and the foundations of cross-border cooperation. The pilot was jointly developed and implemented by Hungarian partners together with organisations from other participating countries – the Romanian ASP (Várbástya Association), the Slovenian-Italian functional area (Walk of Peace Foundation / Kobarid Museum / Soca Valley Development Centre, PromoTurismoFVG) and the Belgian partner (In Flanders Fields Museum), and the Polish partner: Gorlice City – through workshops, expert reviews, study tours and on-site consultations. The report presents the context (A-B), the governance barriers and measures (C), the testing of the digital tool (D), the main actions (E) and the plans for continuation (F).

A.1. The expert team and the partnership in this area:

Hungary

The following organizations are present in the Hungarian partnership of the GOV4PeCE project. The tasks of the organizations in the project are as follows:

1. PP 10 **Municipality of Mórahalom**, which is responsible for operating the project management organization and performing the administrative tasks of the project.

ASP1 **Meritum Association (Szeged):** performing professional tasks and organizational tasks. Organizing programs, organizing and conducting meetings. The organisation has a history of 18 years in the field of commemorating the First World War and preserving its heritage.

ASP2 **MoD Institute of Military History and Museum** (Budapest): providing historical support to the project. Participation in events and professional assistance in the implementation of individual tasks.

Romania

ASP3 Várbástya Association (Timisoara): Participation in the organization of Hungarian-Romanian border cooperation. Providing assistance in the implementation of individual project tasks.

The following stakeholders can be counted on to carry out the tasks of the GOV4PeCE project in Hungary:

- **From the Hungarian state administration and local government sector:** the county government office and the competent administrative organizations, the county government, the settlement governments (especially Szeged and Mórahalom). Within the framework of the state and local government sector, our partners are the heritage protection organization and the organizations dealing with the maintenance and management of cemeteries.
- **From the military administration:** the local auxiliary command, the employees of the territorial defense reserve regiment, and the Bajtársi club (Veteran's society), which brings together retired soldiers.
- **Representatives of the education sector:** teachers of primary and secondary schools. We can certainly count on teachers of schools maintained by the state, church, and certain foundations. The Béla Bartók High School in Timisoara contributed to the implementation of the project in the Romanian side.

- **Representatives of the museum and archive sector:** Our permanent partners are the Ferenc Móra Museum and the Csongrád-Csanád County Archives of the Hungarian National Archives, who provide assistance in historical and professional data. On the Romanian side, the Banat Museum in Timișoara participated in certain activities, and during the final phase of the project, a staff member from the Arad County Museum also assisted us. The most successful presentation at our first cross-border workshop was given by Szilamér Pánczél, department head at the Mureș County Museum.
- **Representatives of tourism organizations:** The permanent participants of our events are representatives of tourism organizations and tour guides. The goal is to cooperate in the utilization of the World War I heritage for tourist purposes. On the Romanian side, the In Montes Association and, toward the end of the project, the Harghita County Development Association (Visit Harghita) joined the GOV4PeaCE project.
- **Representatives of the civil sphere:** they have a huge role in the preservation of the First World War heritage. Without their events and initiatives, the legacy of the Great War would fade. On the Romanian side, the cooperation of the 33rd Infantry Regiment Heritage Association in Arad is particularly noteworthy.

The GOV4PeaCE project partners involved in the implementation of the pilot project in Hungary and their contributions to our work

PP №	Name of the partner	Contribution to the Pilot
PP1	**Soča Valley Development Centre**	Project visit to Szeged and Mórahalom, participation in the Workshop 3 program, and consultation on the development of the Mórahalom Museum Concept
PP2	**Walk of Peace in the Soča Region Foundation**	Project visit to Szeged and Mórahalom participation in the 3rd workshop, on-site consultation regarding the development of the Mórahalom Museum Concept, and the organization of the first study tour
PP4	**PromoTurismoFVG**	Online participation in Workshop 2
PP7	**Gorlice City**	Online participation in the work of Workshop 4 and in the organization of the second study tour, as well as a presentation of the plans for the museum in Gorlice
PP11	**In Flanders Fields Museum**	Review of the abridged English-language summary of the museum concept

A.2. The CEWoP Governance Model: Structure and Principles

The CEWoP governance model tested in this pilot is a multi-dimensional and cross-territorial framework developed to activate First World War heritage for sustainable socio-economic development in remote areas

of Central Europe. The model is evolutionary, collaborative, and based on self-assessment, offering practical tools for site managers and institutions at different levels of maturity. It consists of three sections:

- Analytical Section (Self-Assessment): Enables heritage managers to evaluate their current situation across three reference axes: historical relevance, touristic relevance, and institutional maturity. This self-diagnosis helps identify strengths and weaknesses.
- First Implementation Section (Local Improvement): Provides practical guidelines, tips, and examples for improving site management at the local level—focusing on accessibility, visitor services, interpretation, and basic infrastructure.
- Second Implementation Section (Inter-territorial Cooperation): Supports the development of cross-border partnerships, networking, and joint projects among heritage sites and managing bodies at the international level.

A.3.Core principles of the CEWoP model include:

- Multi-dimensionality: integrating historical, cultural, tourism, and institutional perspectives
- Cross-territoriality: facilitating cooperation across borders and administrative boundaries
- Collaboration and peer learning: encouraging exchange of experiences and best practices
- Evolutionary approach: continuous improvement based on self-reflection and feedback
- Flexibility: adaptable to different contexts, maturity levels, and territorial conditions
- In the pilot project in Hungary, the model is being tested in an area with conditions vastly different from those in the IT-SLO and PL-SVK regions, where cooperative structures are still in their early stages, institutional capacities have not yet been established, and heritage management relies heavily on volunteer initiatives and funding secured through individual grants and temporary subsidies. The characteristics of the Hungarian functional area are quite different from those of other GOV4PeaCE areas. The region served as a hinterland during World War I, a fact that continues to shape the attitudes of this region and its residents toward this topic to this day.

A.4. Key piloting activities (Autumn 2024 - Autumn 2026)

2024

- October 30, 2024: Workshop 1 for stakeholders

2025

- April 11–14, 2025: Study tour to Italy and Slovenia as part of the GOV4PeaCE project.
- April 30, 2025: Workshop 2 for stakeholders fom Hungary, Serbia and Romania. A representative of our Italian project partner, Pro Turismo FVG, participated in the workshop program online.
- “October 1–3, 2025: Workshop 3 – Hungarian initial territory workshop to address key actions for implementing the governance model of the GOV4PeaCE project—visit to Hungary by the M&E (monitoring and evaluation) team: We were joined by our lead partner from Slovenia, the Soca Valley Development Center, as well as representatives from the Walk of Peace Foundation and the Kobarid Museum. From the Romanian side, representatives from the Várbástya Association and the Béla Bartók High School in Timisoara, as well as a staff member from the Banat Museum in Timisoara, were present.
- October 2, 2025: Professional conference and workshop for stakeholders on the preservation and potential uses of World War I cultural heritage

- December 5, 2025: Unveiling of a commemorative plaque for First Lieutenant Lajos Gönczy, Szeged's first Olympic medalist
- December 5, 2025: 16th Artúr Görgey History Competition
- December 15, 2025: Submission of the "Battle Tales" proposal by the municipalities of Mórahalom and Zenta (Senta), Serbia, under the INTERREG Hungary–Serbia Cross-Border Cooperation Program
- December 17, 2025: Partner meeting in Timișoara, with a decision reached to organize a joint exhibition in 2027

2026

- January 15, 2026: Completion of the concept, visual design, and museum education plan for the planned exhibition space in Mórahalom.
- April 16–19, 2026: Study tour to Slovakia and Poland as part of the GOV4PeaCE project,
- May 21, 2026: Unveiling of a commemorative plaque in Italian, Slovenian, and Hungarian in Szeged. The commemorative plaque honours the Italian- and Slovenian-speaking civilians who were evacuated from near the Italian front line to Szeged at the start of the First World War, and commemorates their reception there.
- June 14–18, 2026: Organization and implementation of a study trip to Italy and Slovenia for a class from a high school in Szeged, with the aim of learning about the legacy of World War I
- October 15, 2026: Digital content related to the topic, designed to support the Szeged World War I Heritage Tour and the presentation of the era, is completed
- October 15, 2026: Workshop 4 for stakeholders fom Hungary, Serbia and Romania. A representative of our Polish project partner, Gorlice City, participated in the workshop program online.

B. Benchmarking the region against the model

B.1. General Characteristics of the Functional Territory

- The territory of present-day Hungary remained a rear area throughout World War I—the front lines of the war did not reach it. Large numbers of young and middle-aged men living here were sent to the World War I front lines, where, under the command of their units, they took part in battles against Serbia, Romania, Russia, and Italy; by the end of the war, they also faced British, American, and French forces.
- Consequently, there are no former battlefields or open-air World War I exhibition sites in our country today, and it can be said that thematic collections dedicated to World War I are also lacking. Currently, even the collection of the MoD Military History Institute and Museum in Budapest is not in a condition suitable for display; the material heritage of the era is scattered and can be found in many museums and their storage facilities.
- Numerous prisoner-of-war camps were established in Hungary and the surrounding region, and hundreds of thousands of both Hungarian and enemy soldiers were treated in makeshift hospitals operating in Hungarian cities that were temporarily set up for this purpose.
- In 1915, numerous towns in the region also took in Italian and Slovenian civilians (not as refugees) who had been displaced from the Isonzo/Soča region and the Istrian Peninsula.

- There are both small and large military cemeteries in the region, where the fallen heroes were often buried in separate plots according to their religious denomination.
- A particularly significant fact is that our region—the central and southern parts of the country—suffered the greatest wartime losses per capita within the territory of the former Kingdom of Hungary: almost every family had an ancestor who fought in the Great War, and a significant number were taken prisoner of war; even a century later, the memory of this lives on in family traditions.
- Most towns erected public memorials between the two world wars—typically in the 1920s and 1930s, funded by community donations. These memorials were largely restored with state funding between 2014 and 2018, marking the centennial of World War I.
- Cooperation with neighboring areas in the Hungarian-Serbian and Romanian border regions: Cooperation is at a very low level. The tri-border region of Hungary, Romania, and Serbia was part of the Kingdom of Hungary before World War I; at that time, the people living there served in the Austro-Hungarian Army and the Hungarian Army. Today, history is interpreted and taught differently in all three countries. There is a little objective, fact-based dialogue or conferences, and there is no cooperation in the joint preservation of heritage sites.

B.2. Context of Memory Politics

To understand the situation in Hungary, a brief description of the context of memory politics is in order.

In Hungarian society, the memory of World War I was not merely that of a defeat, but also of heroic resistance and a national tragedy in which hundreds of thousands of soldiers died or went missing, and which marked the end of a thousand-year-old nation.

In the 1920s, the erection of war memorials became a nationwide movement, carried out by many communities on their own initiative, through fundraisers, donations, and church support. Starting in 1917, the state encouraged the preservation of the memory of heroes through legislation, and in 1924, it established Heroes' Day by law, making it a mandatory annual commemoration in schools, churches, and public institutions every May.

The end of World War II and the establishment of a communist regime under Soviet influence radically transformed the politics of remembrance surrounding World War I: national symbols on memorials were removed in many places, Heroes' Day was banned, and the maintenance of heroes' cemeteries was sidelined. The Soviet soldier became the new hero.

The situation began to change in 1990: following the fall of communism, the desire to honor the war dead and restore national memory reemerged.

On the occasion of the centennial—the 100th anniversary of World War I—numerous memorials were restored, a major digitization effort was launched (casualty lists, contemporary documents), and several books and memoirs were published. The Nagy Háború Blog (Great War Blog) was launched, which has since become the most important digital platform in Hungary for historical research on World War I and plays a major role in preserving the memory of the war.

During the centennial years, several Hungarian museums organized exhibitions. The temporary exhibition titled "They Return Home 1914–2014," presented in Kecskemét and Szeged—which the Meritum Association also helped bring to fruition—was one of the most significant exhibitions of those years.

B.3. Self-Assessment

Along the model's three reference axes, the following picture emerges of Hungary:

Dimension	Assesment
Institutional Maturity	LOW-MEDIUM: Organizations operate in isolation, with little collaboration among them, in the fields of public administration, national defense, education, military administration, and the civilian sector; there is no collection or institution specifically dedicated to World War I; the Ministry of Defense's Institute and Museum of Military History in Budapest has some capacity for coordination in this area. There is a great need for a Hungarian coordinating body modeled after the Walk of Peace initiative.
Historical relevance	HIGH: Although the area was in the hinterland, the loss of population relative to the total population was among the highest in the Monarchy; the region is home to a significant number of monuments and military cemeteries, many of which are of unique artistic value.
Touristic relevance	LOW: The tourism potential of the World War I heritage is currently minimal; however, it is important to note that, as a hinterland area, this presents a greater challenge than the former battlefields themselves.

B.4. The Applicability of the CEWoP Model in the Hungarian Context

Strengths:

- Self-assessment addresses a real need: the model "holds up a mirror," helping to rethink values and untapped opportunities.
- The emphasis on networking and international relations highlights a critical shortcoming: there is currently very little dialogue in Hungary among organizations dealing with World War I remembrance.
- International grant-funded collaborations (e.g., the GOV4PeaCE project itself) provide concrete resources and experience to support the development of domestic organizations.
- The model helps in adapting our own pilot project (the Mórahalom museum).

The testing process also identified significant limitations:

- Underdeveloped infrastructure, lack of cooperation. Our region lags behind by several steps in this area.
- The model does not adequately reflect the specific characteristics of a hinterland region (there are no battlefields, only cemeteries and memorials).
- It is more difficult to tap into tourism potential in a former hinterland region than in an area located on an actual battlefield.

- Opportunities for regional cooperation are limited. In the HU-RO and HU-SRB contexts, differing historical perspectives pose difficulties, and there is no tradition of cooperation among the stakeholders.

Opportunities (from a Hungarian perspective):

As we understand it, the CEWoP model is not simply a heritage preservation plan, but a long-term Central European cultural-political network-building strategy that utilizes World War I heritage for regional development, cultural diplomacy, tourism development, and the building of a European identity.

Hungary plays an important but not dominant role in this; rather, it serves as a regional hub between the Balkans and Central Europe, particularly along the HU-SRB-RO axis.

The transformation of the Walk of Peace into a European cultural route and Hungary's effective participation in it are of primary importance to Hungarian interests.

C. Addressing key actions

This chapter presents the main governance obstacles encountered in the functional area of Hungary (primarily in our region) and documents the measures and recommendations adopted during the pilot project to address these challenges in practice. The focus is on cooperation, capacity building, and the development of organizational systems.

C.1. Main Governance Barriers in Hungary

The obstacles are listed below as problems, along with the related (implemented or proposed) measures.1.

A fragmented, uncoordinated organizational structure

Problem: Organizations operating in the fields of public administration, national defense, education, military administration, and history operate in isolation from one another.

Related / Proposed Measures:

- A Hungarian adaptation of the "Walk of Peace" should be established—an integrative organization that, with the professional support of the Ministry of Defense's Institute and Museum of Military History in Budapest, can bring together state, municipal, and civil society organizations involved in preserving the memory of World War I.
- In our region, the GOV4PeaCE project has fostered genuine cooperation and dialogue, which we must continue to work to maintain in the future. As part of this collaboration, experts from Hungary, Romania, and Serbia have also joined the effort.

There is no exhibition space in Hungary dedicated to properly honoring the memory of World War I

Problem: There is a lack of a thematic exhibition space that would appropriately preserve the legacy of World War I and support the preservation of memory.

Related / Proposed Measures:

- The municipality of Mórahalom developed a concept for the planned local museum as part of the GOV4PeaCE project. The work was carried out by renowned museum professionals, but the design

team was backed by historians, tourism experts, and specialists from the regional museum, who provided a solid foundation. The concept was reviewed by Belgian experts, and during the development process, the creators had the opportunity to consult with Slovenian experts.

- The World War I exhibition at the Military History Museum in Budapest must be restored.

The overshadowing of World War I as a historical period in Hungarian education

Problem: Hungarian students are required to master an extremely large amount of material, which causes the significance of World War I as a historical period to be lost, even though this event likely had the greatest impact on the shape of modern-day Hungary. Several practicing history teachers were given the opportunity to participate in study trips to Italy, Slovenia, and Poland organized as part of the GOV4PeaCE initiative. Their accounts, along with a companion survey conducted in our schools, confirmed the knowledge gap and the need for action.

Related/recommended measures:

- Organizing dialogues with history teachers, school exhibitions, and special history lessons.
- Involving teachers in activities related to commemorating World War I.
- Organizing teacher workshops and professional development sessions

The “silent presence” of World War I memorials and heritage sites—the lack of a modern presentation

Problem: In many communities, the mere presence of memorials and historically significant buildings is no longer sufficient on its own to reintegrate them into the collective memory.

Related / Proposed Measures:

- Development of the digital platform for the Szeged World War I Heritage Tour and the associated digital historical educational materials
- Mapping of monuments in the HU-SRB-RO border region and organizing them into a modern database.

Development of World War I Databases

Problem: Church archives and foreign databases contain a wealth of valuable information that is not yet fully known. Numerous unpublished memoirs and documents are still awaiting discovery and publication.

Related / Proposed Measures:

- Database development and refinement
- Support for the publication of memoirs. Publishing memoirs written by soldiers of former enemies in Hungarian.
- Researching the history of barracks associated with settlements of military significance in the region and cataloging urban military heritage. (The volume titled *The Military Heritage of Szeged* was published in the fall of 2025.)

Insufficient funding for local history research and community projects

Problem: The wartime heritage of these communities could be reinterpreted with the involvement of schools, libraries, museums, and civic groups; this potential is currently untapped.

Related/Proposed Measures:

- Securing grant funding
- Organizing academic competitions
- Supporting independent local history research
- Supporting the erection of commemorative plaques and grave restoration projects

C.2. Summary: a multi-level approach

Addressing these obstacles requires simultaneous action at the following levels:

- **Institutional level:** establishing an umbrella organization (such as the Hungarian Walk of Peace), strengthening its role, and ensuring coordination
- **Professional level:** involving teachers, researchers, and museum professionals; capacity building
- **Operational level:** developing digital itineraries, a memorial plaque program, and a database
- **Community level:** involving schools, civil society organizations, and volunteers
- **Political level:** commitment from local governments and the state, and long-term funding

D. Testing the digital tool of the model

D.1. Overview of the digital tool

The digital governance tool (heritagetool.thewalkofpeace.com) serves as the interface for the economic and strategic model designed to ensure the long-term sustainability of the Walk of Peace program. It is important to emphasize that this is not simply a heritage showcase portal, but rather a kind of cultural coaching and advisory system for organizations joining the program, offering three main services: self-assessment, customized development advice, and networking for international partnerships.

The user journey consists of five steps: 1. Getting Started (free, no-registration-required information) 2. Account (registration) 3. Assessment (self-assessment questionnaire on the institution's current situation) 4. Improvement (personalized recommendations, progress tracking) 5. Networking (connecting to the international professional network).

The model - like any model- is a simplified representation of reality: it does not provide universal answers, but rather serves as a navigational tool to help interpret results and develop strategies tailored to the institutional context. Its guiding principle is "activation": a continuous process of development that helps institutions of any size, from local cemeteries to large museums, reach a higher level of maturity, with a specific focus on the socioeconomic development of peripheral areas - an aspect that is particularly relevant in the case of Hungary, a region that was historically considered a hinterland.

D.2. Testing Process

Duration of the testing process: February–April 2026

Several organizations were involved in testing the model in Hungary. Within the GOV4PeaCE partnership, we received detailed feedback from experts at the Ministry of Defense's Institute and Museum of Military

History. The material was also reviewed by staff at the Csongrád-Csanád County Archives of the Hungarian National Archives and by researchers in the History Department of the Móra Ferenc Museum. We also involved Colonel Dr. Lajos Négyesi, a lecturer at the National University of Public Service, as an external expert in the process.

We also endeavoured to hold consultations regarding the testing process in the Romanian part of the pilot area. In Timișoara, members of the Várbástya Association – an ASP linked to the partnership – were able to provide information. The dialogue we initiated with representatives of the Banat Museum in Timișoara also enabled us to incorporate the points raised there into the model's evaluation process.

Both before and after the testing period, numerous consultations took place with our Romanian partners who participated in our events: It is also worth noting that the first workshop was attended by representatives of the Várbástya Association and the Béla Bartók Lyceum (secondary school) in Timișoara; the second workshop by a representative of the Várbástya Association and a representative of the In Montes Association from Cozmeni; the third workshop by representatives of the 33rd Joint Infantry Regiment Tradition Preservation Association from Arad; whilst the fourth workshop was attended by representatives of the Várbástya Association and the Arad County Museum, whose contributions helped ensure the successful organisation of the events. We also drew on the comments made on these occasions when forming our opinion of the model and in our communications regarding it.

We consider it important that, beyond the testing phase, our collaboration and the increased involvement of the Romanian side should continue even after the project has concluded. The planned joint exhibition could serve as a basis for future dialogue. We have also succeeded in involving a new Romanian partner, the Harghita County Development Association, in the signing of the GOV4PeaCE final memorandum.

From the Serbian side of the border region, a staff member of the Senta Historical Archives also gave a presentation at the second workshop on the preservation of First World War memorials in the Vojvodina region.

The table in Section A.1 summarizes the roles of the GOV4PeaCE partners with regard to the pilot. We also drew on the insights gained from the discussions they held as part of the testing process.

D.3. Key Findings

Since the model is designed primarily as an economic-strategic coaching tool rather than simply as a platform for showcasing heritage, its questions naturally assume a certain degree of organizational and financial maturity, as well as experience in tourism operations - which many domestic, volunteer-run, or small-scale institutions do not yet possess. Let us not forget that this region (on both the Hungarian and Romanian sides) served as a hinterland during the WW1; of all the organisations dedicated to preserving the memory of the First World War, only a few are active here.

Applying this three-part model requires knowledge in three areas: history (the historical value of a site can be enhanced through dynamic, targeted measures - such as restoration), tourism (the model links heritage to local economic benefits through the "Places-Stories-Experiences" framework), and the institutional system (organizational capacity, financial sustainability, and multi-level relationships - without these, neither the historical nor the tourism potential can be fully realized).

What the reviews reflect -and what we, too, consider particularly important - is:

- **The model "holds up a mirror":** it helps us rethink our values and untapped opportunities. In Hungary, the preservation of the memory of World War I can be understood within the framework of a relatively narrow circle. We won't repeat what we've already written, but these points came up again during the testing of the model.

- **Question formulation, linguistic complexity:** Several participants in the model evaluation noted that the questions posed were often difficult to understand, ambiguous, and complex. This can frequently pose a challenge for the average user. In our opinion, efforts should be made to formulate questions as clearly as possible.
- **Organizational development:** Here in Hungary, we will certainly receive concrete advice on developing domestic World War I organizations - this could be important even at the level of our own organization, the Meritum Association, but it also serves as a guide for others. The model contains information that can also be used on the Romanian side. It could also serve as a good example for the heritage association of the 33rd Infantry Regiment in Arad.
- **The role of networks:** The model highlights the role of networks, while in Hungary there is currently very little dialogue among the relevant organizations. This provides further impetus toward the creation of the umbrella organization mentioned earlier. What works west of Hungary can also be adapted here. The same can be said of the situation in Romania. In this respect, too, the situation on both sides of the border is exactly the same.
- **Developing international relationships:** We can access resources through international grant collaborations - the GOV4PeaCE project itself is proof of this. Feedback confirms that international relationships can also improve our own operational mechanisms.
- The model provides tremendous assistance in **developing the Mórahalom collection** (our own pilot project) and, more generally, in developing collections.
- **Issues related to cemeteries and military graves:** a professional responsible for cemetery maintenance also reviewed the model. Based on their feedback, it would be worthwhile to reinterpret the content included in the digital material. The maintenance of cemeteries in Hungary varies considerably. We have cemeteries maintained by religious institutions and local governments, where, in addition to the maintaining entity, the military administration and the reserve units of the Hungarian Defense Forces are also responsible for maintaining military graves.
- **Tourism:** The model has repeatedly highlighted that we are significantly behind in capitalizing on our World War I heritage for tourism - as a hinterland region, promoting tourism is a more difficult task than at the actual battlefields. At the same time, the model helps us see even more clearly just how valuable this heritage is. This observation applies to the entire Hungarian-Romanian border region. The development of the World War I heritage for tourism purposes has only begun in inland areas of Romania, primarily in Harghita County, but this is a long way from the Hungarian-Romanian border region.
- **Language issue:** The model is available in English, which unfortunately remains a problem in Hungary due to low proficiency in foreign languages. In Romania, the situation in this regard is considerably better; far more people speak English.

E. Main action - develop a concept for a WW I exhibition center in Mórahalom

E.1. The importance of a museum concept and the process of development

There is currently no dedicated exhibition on World War I in Hungary. The primary reason for this is that no military operations took place on the territory of present-day Hungary; secondarily, the memory of World War I has evolved quite differently over the past century than in other European countries.

The reasons for the planned establishment of the exhibition center in Mórahalom are as follows:

- The museum's role in strengthening national self-awareness and shaping public opinion - primarily targeting young people - through an unbiased, multifaceted presentation of the resilience, courage, dedication, and loyalty of Hungarian soldiers who served in World War I.
- To make publicly available the thematically diverse materials currently held in museum storage and private collections - materials that are, in many cases, unknown to the general public and even to experts.
- To help confront and process the traumas caused by World War I and its aftermath - which remain difficult to come to terms with even today - and to support the development of a healthier national consciousness that holds itself in higher regard, using the museum's resources.
- The initiative is not aimed at creating a national collection - given the available options, there is an opportunity to establish a regional collection recognized in Mórahalom. It is important that the dialogue begun with international partners in the GOV4PeaCE project continue in connection with the collection, so that the planned permanent and temporary exhibitions, as well as professional events, can make the exhibition space an important venue for World War I commemorations, and that a professional workshop can also be linked to the collection.
- To ensure the project's success, PP10 Mórahalom City Council has offered the old mill building located in the city center, which it purchased in 2025 with the aim of establishing a World War I exhibition space there.
- The conceptual plan was developed with the involvement of a team of external experts, whom we selected through a restricted call for proposals in the summer of 2025. The call for proposals was drafted in consultation with museum professionals, primarily experts from the Móra Ferenc Museum in Szeged, who provided detailed specifications for each section of the conceptual plan. The goal was to produce a professional document that would simplify fundraising and subsequent grant application efforts
- Three valid bids were received in response to the call for proposals. Among them was Dr. Katalin Végh, a historian, ethnographist and museologist who, as a staff member of the Hungarian National Museum and the Katona József Museum in Kecskemét, has gained extensive professional experience in this field. She assembled the professional team, which included an interior designer, a visual designer, a technical expert, an economist, and a tourism specialist.
- The work was completed in two phases. In the first phase, 65% of the sections were completed by October 30, 2025, and the remaining 35% were completed by January 30, 2026. Throughout the project, the subcontractor maintained constant contact with the project owner, the Mórahalom City Council, as well as with the experts from the Meritum Association working on the project, and they discussed any issues that arose during regular online meetings.
- The concept also incorporates numerous international best practices. An abridged English-language summary of the concept was reviewed by experts from the In Flanders Fields Museum in Belgium, who also provided written feedback. Even while the concept was still being developed, from October 1–3, 2025, we hosted the leaders of the GOV4PeaCE project, as well as staff from the Walk of Peace Foundation and the Kobarid Museum, in Mórahalom. We briefed them on the progress made so far and toured the planned project site together.
- The museum concept is the result of collaboration among nearly 20 experts, who viewed the concept development process not merely as a job but as a mission.

E.2. Summary of the Concept for the Exhibition Center

Within the framework of the project, a comprehensive museum and exhibition concept was developed for the planned WW I exhibition in Mórahalom. The aim of the preparatory work was to establish the professional foundations of a multifunctional cultural institution that would simultaneously serve historical remembrance, museum and research activities, education, public cultural engagement and tourism. The planned development is centred on the presentation of the history of Hungary in the First World War, the preservation and presentation of unique historical artefacts, and the interpretation of the human and social dimensions of the period in an accessible and engaging way.

One of the key characteristics of the concept is that the historical events are not intended to be presented solely through a traditional, text-based exhibition. The planned exhibition focuses on the lives of soldiers, the front and trench warfare, the experience of combat and human loss, while also addressing the situation of the home front, the fate of women and children, prisoners of war, religious life, as well as local and regional involvement in the war. Particular attention is given to the history of military units from the Southern Great Plain and Szeged, as well as to the local connection to Mórahalom. The approach is simultaneously historical, museological, social and human-focused: the war is presented not merely as a sequence of military events, but as a historical trauma that profoundly affected individual lives and society as a whole.

The concept defines in detail the thematic and experiential principles of the planned exhibition. Designed environments – including a trench, firing positions, a dugout, a field medical station and a field chapel – are intended to make the world of the period tangible for visitors. Original artefacts and objects recovered from battlefields, together with lighting and sound effects, films, animations, digital terminals and other interactive elements, are designed to ensure that visitors do not simply receive historical information but encounter and experience history in a more immediate way.

An important professional principle of the development is active visitor participation. The concept therefore proposes a wide range of interpretive and museum-educational methods for different age groups and visitor profiles, including games and investigative activities, digital applications, hands-on objects, drama-based educational elements, time-travel activities, creative workshops and programmes specifically tailored to different generations. The objective is to transform the visitor from a passive observer into an active participant, and to complement the acquisition of information with personal experience and experiential learning.

At the same time, the project involved considerably more than defining the content of the exhibition. The professional preparatory work covered the theoretical foundations and operational model, the development of the thematic plan and exhibition script, the visual and multimedia concept, museum-educational and audience development content, collection care and conservation requirements, security considerations, as well as the preparation of communication, PR and marketing activities. The resulting documentation therefore represents a complex planning process that provides a professional basis for the subsequent implementation of the development.

Particular attention was also paid to the systematisation and museological treatment of the planned collection. The proposed material includes a broad range of sources, from medals, uniforms, weapons and personal belongings to photographs, works by war artists, battlefield artefacts and archaeological finds, as well as objects illustrating life on the home front and the situation of civilians. The concept also addresses collection care, including appropriate temperature, humidity and lighting conditions, storage requirements, physical and electronic protection, and the basic elements of the security system.

The planned institution is intended to have a broader role as an educational and research venue, a museum and cultural centre, a programme and event venue, a tourism attraction and a professional workshop. Building on Mórahalom's existing tourism potential, the development could have local, regional and national significance. Consequently, the concept addresses not only historical remembrance and commemoration,

but also the expansion of the town's cultural and tourism offer, rural development, educational cooperation and professional partnerships.

A significant conclusion of the documentation is that the planned development aims to address an identified gap in Hungarian museology. According to the concept, Hungary currently lacks a permanent exhibition venue that would present the history of the First World War in a comprehensive and integrated manner and with continuous opening hours. The Mórahalom development can therefore be understood not only as a local cultural investment, but also as a professional initiative with potential national and, through appropriate international cooperation, cross-border significance.

The professional preparation carried out within the project therefore establishes a comprehensive foundation for the future implementation of the development. The documentation covers the justification and situation analysis of the planned exhibition centre, its tourism rationale, the thematic plan and professional exhibition script, interpretation and museum-educational plans, multimedia and experiential elements, the proposed collection, the design and visual concept, the foundations of the interior and exhibition design, conservation and security plans, as well as operational and project-management considerations.

One of the key results of the project is therefore not simply an exhibition idea or thematic outline, but the professional foundation of a complex museum development. The concept establishes the content, museological, visitor-oriented and operational framework on which the subsequent planning and implementation phases can be based. The work lays the foundations for a cultural venue that connects the understanding and remembrance of the past with education, research, community experience and tourism in a contemporary and engaging way.

The ultimate objective is not merely to present the past, but also to encourage a deeper understanding of the fact that the human and social consequences of war form part of our shared historical heritage. In this spirit, the concept places particular emphasis on learning from the past, promoting reconciliation between nations and highlighting the value of peace.

"The full concept documentation is provided in Annex I (in Hungarian, with an English contents overview mapping each chapter to the elements described above)."

E.3. Mission and Vision

Based on the reasoning above, the following mission and vision emerge:

Mission: to document the Hungarian soldiers who fought in World War I and their experiences, and to strengthen national self-awareness and historical consciousness

Vision – the museum as a catalyst

Strengthening regional identity and collective memory, and fostering regional, cross-border, and international cooperation

Making existing, currently unexplored materials available to the public and presenting them

Connecting to the ongoing international (GOV4PeaCE) dialogue and participating in the development of the Walk of Peace into a European cultural route

E.4. Feedback of the Belgian experts on the abridged museum concept"

The concept for the planned World War I. museum in Mórahalom was reviewed by two Belgian experts, Annemie Morisse, coordinator of Poperinge's First World War heritage activities, and Stephen Lodewyck, Director of the In Flanders Fields Museum. Their feedback confirms the importance of developing a museum

profile based on local and regional characteristics while identifying several areas for further development to strengthen the concept's professional foundations, distinctiveness and long-term sustainability.

Distinctive positioning of the museum and the importance of local stories. Drawing on the experience of Poperinge, Annemie Morisse demonstrated how a distinctive cultural and tourism profile centred on First World War heritage can be developed even in a town where no direct fighting took place. Poperinge has built its concept around stories associated with life behind the front lines, with particular emphasis on military logistics and railways, the care of wounded soldiers and hospitals, courts-martial and executions, foreign labour camps, and the fate of refugees. According to the town's experience, presenting stories connected to specific locations and individual experiences can establish a distinctive identity that complements museums offering a broader overview of the war. The Lijssenthoek Visitor Centre provides an example of this approach by presenting the history of wartime casualty clearing stations and the nearby military cemetery. According to Morisse, First World War heritage is one of the main reasons why people visit Poperinge, and the visitor centre attracts approximately 40,000 visitors annually. These experiences suggest that Mórahalom could also benefit from developing a clearly defined thematic profile based on its own local and regional historical characteristics.

Further development of the content and professional foundations of the concept. In his assessment, Stephen Lodewyck described the submitted document as a detailed, project-based summary and checklist that systematically identifies issues to be considered during implementation. However, in its current form, it does not yet constitute a strategic document establishing the foundations for the museum's comprehensive operation. Further development should therefore include a clear definition of the museum's central message and narrative, explaining the coherent story it intends to communicate to visitors. Particular attention should be paid to the interpretation of heroism and the historical foundations of national identity. The expert cautioned that the emphasis on heroism is not neutral and may, in certain circumstances, contribute to legitimising the continuation of war. A balanced approach grounded in critical historical analysis is therefore an important consideration for the museum's narrative.

The role of historians in developing the historical content should also be more clearly defined. In developing the collection, consideration should be given not only to material objects but also to intangible heritage, including customs, traditions and orally transmitted stories. Lodewyck considered the connections between the First and Second World Wars an interesting and useful additional perspective. It is also necessary to clarify how the museum will relate to the surrounding landscape and the region's First World War heritage. If these connections are limited, this should be explicitly addressed in the concept.

Operational model, governance and sustainability. The expert feedback indicates that the museum concept should go beyond exhibition planning and project implementation to establish the foundations for the institution's long-term operation. These should include collection development and care, registration, digitisation and access, research activities, exhibitions and public programmes, as well as visitor guidance, communication and marketing. Financing should not be addressed only at a later stage of the process. Early clarification of available and realistically obtainable funding is essential for determining the appropriate scale and feasibility of the project. In addition to cooperation with the local municipality, the concept should identify and describe potential administrative, institutional and professional links at regional, national and international levels.

Tourism integration and stakeholder engagement. Lodewyck emphasised that the museum's tourism strategy should be developed as part of the wider local and regional tourism offer. This includes clarifying the museum's relationship with Mórahalom's existing tourism attractions, particularly its spa and wellness offer, and assessing how the project could contribute to strengthening the identity of the region. Market research is recommended to establish the project's actual tourism potential, alongside a system for regularly monitoring visitor numbers. The target of 40,000 visitors per year included in the concept represents a significant ambition. According to the expert, achieving this target will depend on effective links with existing tourist flows. The planning process should therefore include a more precise definition of

target audiences and a strategy for involving local and regional history communities, historical societies, collectors and tourism stakeholders.

Conclusion. The experts' experience suggests that one of the key priorities for the development of the Mórahalom museum is to establish a clearly defined identity based on local and regional historical characteristics. Further work on the concept should focus on developing a coherent and professionally grounded narrative, strengthening historical research and collection development, planning the full range of museum functions, securing long-term financing, and establishing regional and international partnerships. Integration into the tourism sector, active engagement with target audiences and the systematic monitoring of visitor performance are also important conditions for ensuring that the museum develops not merely as an exhibition venue, but as a sustainable institution firmly embedded in the cultural and tourism life of the region.

The Belgian experts reviewed only the abridged English-language summary of the concept, not the full documentation; several of the points raised, in particular those concerning the operating model, financing and marketing, are therefore elaborated in more detail in Annex I (Chapters IX, X and XI). The feedback received will be used in the next phase of developing the concept, with particular attention to defining the museum's central narrative, carrying out market research and building regional and international partnerships.

E.5. Main Action 2. - Heritage Trail Development, Digital Tour of World War I Sites in Szeged

The city of Szeged boasts a significant World War I heritage, despite the fact that it remained a rear area throughout the war. The city served as the supply hub for several major military units, a legacy commemorated today by some 35 public statues and memorial plaques. Most of the buildings once used by the military (barracks, hospitals, field hospitals) still stand today, although they typically serve different purposes now. Szeged is home to numerous cemeteries and heroes' plots, and its intellectual and cultural heritage is also significant: many notable figures are associated with this era, whether as soldiers or as figures in public life or the arts.

The purpose of developing digital content is to:

- Help explore and preserve Szeged's World War I heritage;
- Serve an educational function for the general public by presenting the era in an accessible way;
- To help students and their teachers expand their knowledge of local history by offering an extracurricular program;
- It also serves as a tourist attraction, catering to both individuals and groups;
- It includes a quiz game that encourages learning and visits to memorial sites in an entertaining and marketable way.

Target groups:

- Upper-grade elementary and high school students, their classes and groups
- Adults, families, and individual travelers visiting Szeged who are interested in history
- Residents of Szeged and the surrounding area who are remembering their ancestors
- Fans of historical walks and quiz tours

Description of the project:

In Szeged, the built heritage from World War I is typically located along the city's tram lines and is accessible within a short walk. The goal is to design and implement a visitor route that can be explored using digital tools and the Szeged tram lines, and that is linked to a well-designed website optimized for mobile phones.

Requirements for the website and digital content:

- Ensuring accessibility to the heritage site and displaying its location on a map;
- A detailed and accurate description of the heritage site and its role in World War I;
- Accessibility both en route and on-site;
- Additional educational materials for preparation at home or at school, as well as for use in extracurricular clubs and classroom lessons;
- Historical and contemporary photographs, with the option to compare them;
- Related content, stories, and short audio clips;
- Access to the most important writings and articles related to the topic;
- An entertaining quiz to test the knowledge acquired;
- Presentation of World War I heritage sites in the towns and villages that belonged to Szeged during the war;
- At least one short animation to present the story and basic information.

The route starts at the "Anna-kút" tram stop, where you can catch trams 2, 3, and 4, as well as the HÉV (Line 1); the city's Tourinform office is a 5-minute walk from there. The most important information is available in multiple languages (English, German, and possibly Romanian and Serbian), while the more detailed, educational content is available exclusively in Hungarian.

The explanatory text for the Szeged thematic route, which can also be used in school education, is completely finished. IT specialists have completed the design of the digital material.

Significance of the Project

The World War I Heritage Walk created as part of this project is a unique pilot project that could become part of a European collaboration involving multiple countries and, subsequently, a World War I cultural route.

Organizations Participating in the Project

- Meritum Association, Szeged
- Municipality of Szeged
- Staff of the Móra Ferenc Museum, particularly Deputy Director Dr. István Tóth
- Teachers, schools, and teachers' organizations
- MNL Csongrád-Csanád County Archives
- Tourism professionals, the Szeged Tourinform Office, and tour guides
- Szeged Public Transportation Company
- Organizations preserving traditions related to military administration

- Digital content developers to be selected through a public procurement process

Availability of the development:

https://szeged1914-1918.hu/

E.6. Study tours to WW I battlefields – Gaining professional experience and applying it in education

As part of the GOV4PeaCE project, two professional study tours related to the history of World War I were organized for stakeholders involved in preserving the memory of World War I, including historians, archivists, heritage preservation specialists, and professionals working in local and national government. Among the participants were several practicing teachers, for whom the main objectives were to expand their historical knowledge, gain firsthand on-site experience, and enrich their methods for experiential history education.

The first study tour took place in **April 2025** to the Italian battlefields of World War I. An evaluation summarizing participant feedback, with a 100% response rate, showed complete satisfaction in all areas assessed: all participants rated the accommodations, meals, travel, and professional programs positively.

The **most important outcome** of the study tour was the opportunity to gain firsthand, on-site experience. The participants unanimously reported that personally experiencing the battlefields, trenches, caverns, fortifications, and the landscape provided knowledge and understanding that cannot be gained solely from books, textbooks, or photographs. The development of a spatial perspective was particularly important: it was through this experience that the geographical features of the Isonzo Front and the Doberdò Plateau, the terrain, and the conditions of the battles became truly tangible for the participants. Participants were also able to study Italian and Slovenian practices in preserving World War I heritage.

The on-site experiences also had a significant impact on their historical perspective. Several participants emphasized that, following the study tour, they no longer view World War I solely as a series of military events, but also as a tapestry of individual human destinies and collective traumas. Monte San Michele and the Carst Region provided a particularly powerful experience, in part because these sites have a direct connection to Hungarian history: thousands of Hungarian soldiers fought and lost their lives here.

Another important outcome of the program from a professional standpoint was gaining familiarity with modern museum and museum education methods. The Kobarid Museum's exhibition practices-including interactive display tables, dioramas, short films, original artifacts, and personal stories-provided concrete examples of how to make historical knowledge more engaging and accessible for students. The participants considered these experiences applicable to their own work, professional lives, and teaching practices.

The results of the study tour were therefore directly reflected in opportunities for application in Hungarian museums, museum education, and teaching. Teachers planned to use their own photographs, personal experiences, and knowledge gained at the sites in their classroom instruction; to develop local history projects; to analyze memoirs and military diaries; and to incorporate digital and visual teaching materials. Several participants also raised the possibility of involving students in similar on-site programs in the future.

Another important benefit of the program was the shaping of attitudes toward war. Several participants emphasized that, having experienced the shared human fate of soldiers from different nations, the impartial and dignified maintenance of memorial sites, and the human consequences of war, the importance of peace and historical remembrance became even more evident to them. In this sense, the study tour served not only as professional development but also as a means of shaping a values-based perspective.

The 2025 program was followed in **April 2026** by a second study tour, which focused on eastern Slovakia and **southern Poland**. The participants visited emblematic sites of the Eastern Front of World War I, and the cemeteries including **Kraków, Przemyśl, Limanowa, and Gorlice or in Slovakia Stackcin**. The two study

trips thus complemented each other both geographically and historically: the first provided a firsthand experience of the Italian theater of war, while the second offered a firsthand experience of key locations on the Eastern Front.

Participants returned from the second study tour with similar experiences: gaining firsthand knowledge of historical sites, directly sensing the connection between the terrain and historical events, and visiting war memorials and museums once again significantly enriched the participants' professional experiences. The two programs complemented one another, helping to make the history of World War I more comprehensible from multiple battlefields and perspectives.

At the same time, the study tours had a community-building effect, bringing together public administration and tourism professionals, teachers, and members of civil society who are working to preserve Hungary's World War I heritage. According to feedback, participants found the joint program and the professional community that formed to be particularly valuable. An important benefit is that the knowledge gained reached many professionals, and through teachers, this knowledge will be passed on to approximately 3,000–5,000 students in the coming school years.

Overall, the two study trips facilitated professional development in which the expansion of historical knowledge, on-site learning experiences, the renewal of pedagogical methods, the shaping of perspectives, and the building of a professional community reinforced one another.

E.7. Other related activities

In addition to its main grant-related activities, the Hungarian partnership also carries out other activities:

WWI Memorial plaque program in Szeged

At the launch of the GOV4PeaCE project, the team decided to create and install three World War I memorial plaques in Szeged during the 2.5-year implementation period. The first plaque, planned to be in Italian, Slovenian, and Hungarian - which commemorates the Italian and Slovenian civilians who were resettled in Szeged from the battlefields along the Isonzo River at the start of World War I—was unveiled in May 2026. The commemorative plaque marking the former barracks of the Imperial and Royal 46th Infantry Regiment has been completed, and we are seeking an appropriate occasion for its unveiling. On December 5, 2025, however, we successfully unveiled a memorial plaque honoring Szeged's first Olympic champion, First Lieutenant Lajos Gönczy (who served in the Imperial and Royal 46th Infantry Regiment and fell in action on December 4, 1915, at San Martino del Carso, Italy; he won a bronze medal in the high jump at the 1900 Paris Olympics).

Survey of World War I Heritage Sites in Hungary, Serbia, and Romania

We conducted surveys, documentation, and photography of a total of 20 heritage sites, each of which involved extensive research. During this project, carried out with the assistance of external experts, a significant amount of new information and documents was uncovered in the archives.

Battle Tales Grant Proposal

On December 15, 2025, the Municipality of Mórahalom, in collaboration with the city of Zenta (Senta) in Serbia, successfully submitted a grant proposal titled "Battle Tales" under the INTERREG Hungary-Serbia Cross-Border Cooperation Program. On the Hungarian side, the goal is to establish a small World War I visitor center - this is not yet the large-scale, planned project (the museum planned for the mill building), but rather a preliminary, smaller-scale project that presents the life story of a soldier from Mórahalom during World War I. As part of the project, heritage sites in the Hungarian-Serbian border region will be mapped, and a book will also be published. The Meritum Association is participating in the project as an ASP, with Mórahalom serving as the lead partner.

Active Remembrance

One of the most significant achievements of GOV4PeaCE in Hungary is the heritage preservation programme known as 'Active Remembrance', under which national defence organisations involve both schools and members of the public in the upkeep of war graves. (https://szeged365.hu/2026/10/15/szegedi-diakok-teszik-rendbe-a-belvarosi-temeto-hadisirjait-halottak-napja-elott-galeria/)

E.8. International partnership

One of the most important domestic outcomes of the GOV4PeaCE project is the initiation of international dialogue, which previously did not exist or existed only to a very limited extent - among various professional groups (historians, archivists, military personnel, public administration experts, local government representatives, tourism experts, and members of civil society).

- Hungarian-Romanian cooperation: Cross-border cooperation between Hungary and Romania likely would not have gotten off the ground without the "impetus" provided by the GOV4PeaCE grant. Hungarian and Romanian experts met for the first time on Oktober 30. Second time April 30, 2025, and again on October 2, 2025, in Szeged, fourth time 15 October 2026. The parties involved are constantly seeking opportunities for dialogue.
- The documentation of the Orthodox cemetery in Szeged was uncovered, revealing the burial sites of Romanian soldiers. At a meeting held in Timișoara on December 17, 2025, a decision was made to organize a joint exhibition in 2027 (in Timișoara and Szeged). The two museum directors to finalised the details of the joint exhibition in Szeged on 9 August 2026. Project leaders: on the Hungarian side, István Tóth Jr., historian and museologist; on the Romanian side, Zoran Markov, head of the History Department at the Banat Museum in Timisoara.
- Hungarian–Serbian cooperation: an extension of Hungarian–Romanian cooperation to include the Serbian side (Szeged and Mórahalom are key towns in the Serbian-Romanian-Hungarian border region); the Battle Tales project is the concrete manifestation of this cooperation.

E.9. Contribution of the Slovenian-Italian Functional Area and the Belgian Partner to the Implementation of the Hungarian Pilot Project

As outlined in the fact sheet, the pilot project implemented in the Mórahalom area could count on the support of partner organizations operating in the Slovenian–Italian Functional Area and the Belgian partner. The Slovenian experts, Masa Klavora, Vesna Kozar, Alex Klaric, and Zeljko Cimpric, visited Mórahalom in early October 2025, where they held on-site discussions with city leaders and the expert selected for the museum project, and inspected the planned project site—the old mill building located in the center of Mórahalom. We received advice, and the experts drew our attention to the opportunities and potential pitfalls. We translated an abridged summary of the document into English and sent it to the Belgian experts provided our design team with valuable information. The "In Flanders Fields" Museum proved to be an excellent professional resource.

For the professionals involved in the Hungarian pilot project, the Slovenian–Italian region served as a model and provided a stable foundation, as it is a mature area in professional terms. Over the course of the project's two and a half years, the Hungarian professionals visited the Slovenian–Italian border region on several occasions. These visits did not actually begin now, during the project, but nearly two decades ago, and have been regular ever since. PromoTurismoFVG served as a good example for us, offering the tourism model developed in the region as a model for our Hungarian colleagues, with whom it had previously

collaborated due to their shared history of the Isonzo Front. The staff of the Walk of Peace Foundation, who serve as the WP3 coordinators, not only visited Mórahalom but also consistently answered our questions as they arose, and the Kobarid Museum, which they operate, proved to be a stable and exemplary resource.

Meanwhile, the Museo della Grande Guerra in San Martino del Carso, Italy, has been a shining example for a decade and a half of how even a small community can create an excellent museum. Their experiences were also incorporated into our work, even though this collection did not participate in the project collaboration.

E.10. Summary: results

- **Museum Concept**: The project documentation for the Mórahalom Museum has been completed; construction of the center can proceed if funding becomes available
- **International assistance: Support from Slovenian, Italian, and Belgian experts**
- **Heritage Trail Developed**: The text content for the digital World War I walking tour in Szeged has been completed.
- **Memorial plaque program:** partially implemented: two plaques unveiled; one completed and awaiting unveiling
- **New heritage sites documented**: 20 new sites (HU, RO, SRB)
- **International cooperation has begun**: Hungarian–Romanian and Hungarian–Serbian partnerships, the Battle Tales competition. A new Hungarian–Romanian World War I competition is in the works
- **Study trips:** Gaining experience, expanding knowledge, and bringing our team closer together
- **Professional programs, conferences, round tables:** Experts on preserving the legacy of World War I in Hungary and the region finally sat down at the same table

F. Format for future cooperation

F.1. Institutional Anchoring

The key to the long-term operation of the planned visitor center in Mórahalom is its connection to international, national, and local cultural and heritage tourism resources, as well as to the region's museums and private collections. Therefore, it is important that the organizations and experts collaborating on the GOV4PeaCE project—who represent best practices in international remembrance—support initiatives aimed at showcasing the region's World War I memorials, including the creation of the planned exhibition space.

The Szeged-based Meritum Association has been working for 18 years to preserve, nurture, and promote the memory of World War I in the region. The work carried out as part of the GOV4PeaCE project fits seamlessly with these activities, and organizing the continuation of these efforts following the project's conclusion may also fall to them.

F.2. Multi-level cooperation framework

In connection with this project, it is clear that international cooperation is one of the most important outcomes.

Planned/proposed elements for continuation:

This list outlines the planned future activities, which are at various stages of preparation but are all intended to further the results of the GOV4PeaCE project after the grant application phase.

- Continuation of the project's outcomes, collaboration with partners, and part of the partnership within the framework of international cooperation projects.
- Continuing professional cooperation, establishing a professional roundtable, and organizing it annually with the participation of the relevant parties.
- Establishing a nationwide umbrella organization that can create the Hungarian Walk of Peace based on the Slovenian model. A declaration of intent to this effect may be adopted at the project's closing conference in Hungary, which could formalize the professional commitment of the organizations involved in its establishment.
- Continue cooperation with partners participating in the GOV4PeaCE project.
- Further develop cross-border cooperation between Hungary and Romania and extend it to the Serbian side.

F.3. Mobilizing Funding Sources

- INTERREG Hungary–Serbia and Romania–Hungary Cross-Border Cooperation Programs
- EU programs: Interreg, Creative Europe, CEF (Connecting Europe Facility)
- National heritage funds (Culture and Ministry of Defense)
- Municipal and regional funds
- Other international partnerships

F.4. Conclusions

- The pilot project in Hungary demonstrates that the CEWoP governance model can be applied even in a functional area at an early stage of development that does not yet have an established institutional framework. The key success factors are:
- The Meritum Association as a potential umbrella organization and institutional anchor.
- The planned exhibition space in Mórahalom as a potential coordination hub.
- The digital heritage walking tour in Szeged as a concrete, tangible outcome.
- The emerging Hungarian–Romanian and Hungarian–Serbian cross-border cooperation.

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G. Annexes

I. Museum Concept