

Documentary Script

Title: "Our Telecottage"

Introduction

– *Title, animated telecottage logo with music.*

What is a telecottage?

– NARRATOR *with inserts in the background:*

"A house – which is everyone's open window to the world.

A house – where one can use modern communication technology to access information, to learn, study or teach, to take care of business, or even just to have fun.

A house – where everyone's welcome, a place for close and distant relationships, a gateway to the future in small villages where opportunities are few and needs are numerous. Call it by any name, Tele-hut, Civil-house, Welcome house, its mission is the same: to improve the quality of life. The term we use: telecottage."

02.06

MRS. IRMA KISS-PÁSZTOR, Telecottage Manager, Szentpéterszeg:

"In 1992 I visited a community-house in France that very much impressed me. It was open to everyone, a place where people could conduct their daily businesses or just sit down and talk and even host their friends. Though cultural centers are open too, they have different functions and different capabilities. When I heard about a similar house – called a telecottage – in Csákerény (Hungary), I thought we should have one too, because it would

be a giant step forward for small villages like Szentpéterszeg. It can radically change life in the villages."

02.54

REPORTER:

"What would be your simplest definition of a Telecottage?"

03.00

GYŐZŐ KOVÁCS, President, Hungarian Telecottage Association:

"I have a definition that I stole from the Swedish: *it is the place where everything can be done that otherwise nobody could do on their own.* Telecottage managers are "missionaries" and the telecottages are "missions", somewhat like the houses built along the roads long time ago, which laid the foundation of American culture."

03.26

MÁTYÁS GÁSPÁR, Director, National Telecottage Programme:

"Since the idea is good: that in reality certain tasks (like information dissemination, distance learning etc.) have to be solved in small villages, but with the appropriate institutions missing, one option is to have a telecottage. In fact, telecottages will prove to be indispensable. Once they exist, it will be more risky to withdraw ministerial support than any administration could afford."

03.54

DR. LÁSZLÓ ÖRMÉNYI, Grant Manager, Democracy Network (DemNet):

"Tele-cottages were also created in a framework of democracy development, because we felt a growing necessity to keep the Hungarian countryside from falling further behind. This movement has led to a position, whereas we are no longer trying to catch up with (West-) European countries, but rather keep pace with them."

What is the role of a telecottage?

– Interviewees and inserts

04.16

REPORTER:

"How can a telecottage help a small village catch up with the cities?"

04.24

GYŐZŐ KOVÁCS, President, Hungarian Telecottage Association:

"It is very unfortunate that many efforts in the creation of an information society remain stuck in the cities. The big computer companies and government programs reach the big cities but not villages like Csákberény. Only telecottages can deliver what will make the entire country valuable in terms of information technology."

04.52

LÁSZLÓ DICSŐ, Mayor, Alsómocsolád:

"Within a few years the information boom will become enormous in its scale. A settlement, which cannot keep pace with this boom and cannot deal with the flow of information will become functionally illiterate. Opportunities will be there but they will not know about them and their present disadvantage vis-a-vis cities will increase ten-fold. By establishing a telecottage, this disadvantage can be reduced and yes: small villages *can* catch up with cities. Obviously, we cannot create jobs, but our aim is to provide opportunities."

05.37

SÁNDOR SZÉKELY, Telecottage Manager, Csákberény:

"There are certain unfair disadvantages here in Csákberény - and likely in every village. What we miss are primarily the technical facilities necessary to conduct normal business. The concept of a telecottage originated from our goal to try and bring the opportunities offered by a city and match them with our lifestyle, to offer equipment for photocopying, faxing and basic computational tasks."

06.18

– *Inserts and NARRATION:*

"The most important feature of a telecottage is its multi functionality. Its characteristics are always determined by the needs of the village. The many projects a telecottage may undertake make the life of the village much easier. These tasks can be information dissemination, education, office and communication services, consultation, business assistance, local business management, community service and last but not least social care. It's a chance to create equal opportunity for villages, to prevent out-migration. The greatest factor in residents deserting villages is growing unemployment. Job training, career counseling and telecommuting are some of a telecottage's most important and viable services."

– *Cut to interviewees, with inserts.*

07.12

REPORTER:

"To my knowledge, unemployment in Neszmély is fairly high. Which of your programs deals with that?"

07.18

ÉVA ZÉMANN, Education Associate, Neszmély:

"We attempt to tackle the problem several ways. One of them is the training center we have set up with the help of the County Employment Office. 17 unemployed have started preparing for basic computer and language exams. The Employment Office in the city of Tata also faxes job announcements to us every week so that people do not have to travel there. Our third program is called "I work again" which will eventually provide telecommuting opportunities when the students complete the course."

07.58

MRS. EMŐKE HOFFMAN SCHLEICHER, User, Máriakéménd:

"I am practicing word processing. I'm taking the training course and the exam is coming up soon."

08.07

REPORTER:

"What kind of exam are you going to take?"

08.09

MRS. EMŐKE HOFFMAN SCHLEICHER, User, Máriakéménd:

"I'll take the basic computer operation and word processing exam. The company I worked for closed down, so I have to find something new."

08.16

REPORTER:

"What is your job?"

08.17

ANDREA CSEMER, User, Hídvégardó:

"I am unemployed."

08.18

REPORTER:

"Would tell us why you started the course?"

08.20

ANDREA CSEMER, User, Hidvégardó:

"First of all because it gives me training. And I didn't want to just sit at home, I wanted to learn a profession so I can find a job later when I have finished this course successfully."

08.30

– *Inserts and NARRATION:*

"The facilities and services of a telecottage can also save precious time for its users."

08.37

REPORTER:

"What kind of opportunities do you think does the telecottage offer to the people of Nagydobos?"

08.42

MÓNIKA BOROS, User, Nagydobos:

"It is a great opportunity for me, because in school I could not get among those who studied information technology. However, we had to complete the senior project on a computer and I could learn the basics here."

08.58

REPORTER:

"If this telecottage had not been here, what would you have done?"

09.03

MÓNIKA BOROS, User, Nagydobos:

"Then I would have tried it in Vásárosnamény or Mátészalka."

09.07

PÁL TÓTH, Mathematics and Physics Teacher, Hidvégardó:

"I'm over 50, but since the school in Hidvégardó received two computers from the Soros Foundation and many kids have computers at home now, it was time for the school to prepare for teaching information technology. Lacking any better options, I decided to do the job myself. The computers at the school combined with those in the telecottage allowed us to start the courses."

09.56

GYÖRGY BALOGH, Education Associate, Jászkisér:

"I use the services of the telecottage quite often. I prepared my thesis here with the guys. We were able to make such good use of the facilities that the result was virtually a professional print quality, with color photos inserted etc. When it was sent out to the print shop for binding, they were amazed at the quality."

10.30

JÁNOS KOVÁCS, Telecottage Manager, Entrepreneur, Kisléta:

"Since this is an agricultural region, we tried to turn this into an agricultural telecottage, perhaps first of its kind in the country."

10.38

GYÖRGY NAGY, User, Nagydobos:

"I attended the parts of an agricultural training course dealing with practical issues that interested me and my fellow farmers. We in the country don't really understand the language of the law but here they "translate" it for us and then we discuss it."

11.05

JÁNOS KOVÁCS, Telecottage Manager, Entrepreneur, Kisléta:

"The agricultural extension officer receives 20-30 people at a time in the telecottage, where they can approach him with their various problems and we provide the computer technology for them. We can hardly wait until MATÁV (Hungarian Telecom. Co.) installs ISDN lines which will enable us to find solutions for agricultural problems with the Chamber and other consulting organizations."

11.39

MRS. TILDA KŐRÖSI, Program Officer, Bezenye:

"We had a very rich potato harvest last year that entrepreneurs could not sell and they had to store huge amounts of it. Somebody came up to me asking for help in selling the potato using our Croatian contacts. With the help of the telecottage we succeeded and the deal went through."

12.19

TAMÁS BALOGH, Telecottage Manager, Jászkisér:

"We receive orders mainly from local businesses. For example, there was this small family bakery which ordered bread labels from Jászberény before. For over 6 months now, we've been making the labels here in the telecottage."

12.40

– *Inserts and NARRATION:*

"Not only can villages travel down the information superhighway, they're also given a vital opportunity to expose themselves and their cultural assets. This exposure to rural life can make oft unexplored village tourism prosper."

12.55

MRS. MANYI BOÓR, Telecottage Manager, Óriszentpéter:

"We deal with village tourism too. Locals, and those involved in our region's lodging business asked us to provide this service and we were happy to do so. We offered the best possible exposure: to publish information about accommodation on the Internet, illustrated with pictures of the rooms and the environment. This project seems to be successful because we receive phone calls from Budapest and other cities every day that people would like to bring their families here for their summer vacation."

13.31

– *Inserts and NARRATION:*

"In the lives of villagers, local delivery of business consultation in various fields makes the transition from rarity to reality."

13.39

LÁSZLÓ BALOG, Deputy Mayor, Jászkisér:

"Every Friday a lawyer comes by from the neighboring town, so residents can have unlimited access to legal consultation, contract negotiation, or anything their need may be, free of charge."

13.53

MRS. ESZTER NÉMETH BAKSA, Agricultural Consultant, Óriszentpéter:

"Now people can freely come in, we have maps and data about which piece of land belongs to whom. This way they do not have to travel 30 kilometers to the Körmend Land Registration Office. They can look it up here to see where their piece of land is."

14.17

REPORTER:

"Would you tell us what kind of problem you have that the telecottage could solve?"

14.23

GYULA PÁTI, User, Óriszentpéter:

"They show me the good lands on the map, what is registered in the name of my children, and what the areas that I still have to assign to them are, so that this thing could be settled."

14.40

MRS. IRMA KISS-PÁSZTOR, Telecottage Manager, Szentpéterszeg:

"We offered a job to an unemployed man to help the elderly. He mows lawns, fixes fences, chops firewood or whatever is necessary. From June on, we will expand our social services. An unemployed lady will do the cleaning, painting and other work around the house for those who cannot do it themselves. We managed to contact a psychologist who will hold monthly courses for parents and personality development courses for 12-15 year old children. Our third psychological program is also aimed at the elderly."

15.36

– *Inserts and NARRATION:*

"Tele-cottages can offer solutions for social problems and they can facilitate village development. What is required is a type of sensitivity, which identifies local needs in order to ease people's isolation. Among the many tasks a Telecottage can host are community service and bus or carpooling services aimed at solving the transportational needs of those living under poor economic conditions. It's a gateway toward each other and toward the world outside. It offers a chance to establish connections with nearby villages as well as bigger cities, even beyond national boundaries."

16.14

REPORTER:

"Does this telecottage only service Óriszentpéter, or do you have contacts with neighboring villages too?"

16.19

MRS. MANYI BOÓR, Telecottage Manager, Óriszentpéter:

"We have contacts with our neighbors too. The Órség Region consists of 18 villages and I can proudly say that we have extended our services to all of them."

16.31

ERZSÉBET GÉCZY, Telecottage Manager, Máriakéménd:

"We are very happy that most of those who surf the Internet are actually from neighboring Szederkény. One group is from the Farmers' Coop. in Kátó. The Coop. pays its worker to come over and learn word processing, they pay our course fees too."

16.56

MRS. TILDA KŐRÖSI, Program Officer, Bezenye:

"We approached the National Croatian Minority Self-government and the National Ethnic Minority Fund with the idea of CroatianNet. We would like to link all the Croatian villages in Hungary and create an information network, which would be an inexpensive

way to exchange news about each other and maintain contact. It is important for us to have access to such information in order to help ethnic Croats maintain their identity, to stop assimilation."

17.42

REPORTER:

"What type of support is available for telecottages in Transylvania?"

17.47

LÁSZLÓ CSIKI, Telecottage Proponent, Baraolt (Barót), Romania:

"To the best of my knowledge the concept of a telecottage has so far been unknown in Transylvania. First of all I wanted to look around here and then think about it back at home. We will take concrete steps after that, I hope. Naturally, we would like to have contact with as many telecottages in the world as possible. Right now it is only me who got "bit by the Telecottage bug", but I will try to infect as many others as possible."

How to "build" a telecottage today in Hungary?

Resources

18.14

– *Graphics, figures and logos plus NARRATION:*

"The method of creating a telecottage is always defined by local conditions. There is no set recipe to follow. However, there are three fundamental questions that never change: How? With whom? and How to finance? Financial support can be gained through the grants of foundations and other organizations, or what we call the civic sector, with the help and donations of local entrepreneurs and citizens, or the private sector, but the governmental sector is normally a significant contributor as well. One method that has worked well was a local civic organization submitting grant proposals to various funding sources. Supporting civic initiatives was the primary goal of the United State's Agency for International Development, USAID's sponsorship of Hungary's Democracy Network, or DemNet. More than thirty Hungarian telecottages were established with the help of DemNet."

19.03

REPORTER:

"What was the role of the Democracy Network, or DemNet, in establishing the telecottage in Hangony?"

19.09

DR. PÁL FARAGÓ, Telecottage Founder, Hangony:

"To mock an advertising slogan, there would have been no Telecottage without DemNet. We received the computers from DemNet and support to cover the cost of utilities and operational expenses. We got 2 million Forints (10,000 USD) via a grant competition. That's about how much is needed to establish a telecottage with the most basic facilities. And that is what DemNet gave us."

19.38

DR. LÁSZLÓ PÁLFFY, Telecottage Founder, Notary, Nagydobos:

"First it was supported by a Ministry of Welfare grant last June, which was 4 million Forints (20,000 USD). We also received money from the Soros Foundation, the Office of Children and Youth Programs and of course from DemNet too."

20.04

LÁSZLÓ BALOG, Deputy Mayor, Jászkisér:

"The proposal was the result of a community effort: that is the local government, the Jászkisér Children's Foundation and the Jászkisér Agricultural Association assumed the responsibility to establish a telecottage."

20.17

ISTVÁN NAGY, Grant Officer, Neszmély:

"We won a grant issued by the DemNet program specifically for establishing and developing telecottages."

20.29

REPORTER:

"Who provided space for the telecottage, what kind of building are we in?"

MRS. MANYI BOÓR, Telecottage Manager, Óriszentpéter:

"This is an old mill, about 120 years old. It belongs to the Kulturiszt Ltd., they leased it to the Óri Foundation for long term use free of charge, earmarked for the establishment of a Telecottage and the creation of a community center."

20.55

ÁRPÁD KOVÁCS, Telecottage Founder, Hídvégardó:

"When we launched our telecottage program we needed the cooperation of numerous people in Cserehát as well as in Hídvégardó. I am referring to the local government, and several partners throughout the county."

21.16

REPORTER:

"What kind of relationship do you have with the local government?"

21.19

MRS. MANYI BOÓR, Telecottage Manager, Óriszentpéter:

"I would like to say that our relationship is good, unfortunately at the present moment I cannot say that. The best way to put it is that it's improving."

21.29

LÁSZLÓ DICSŐ, Mayor, Alsómocsolád:

"The Alsómocsolád local government applied to the Ministry of Welfare for the social elements of the telecottage. In addition, the local government strongly supported the first proposal submitted to DemNet by the Friends of Alsómocsolád, we basically prepared it together and the local government provided the space for it."

21.57

JÓZSEF ILLÉS TÓTH, Regional Notary, Gáborján/ Szentpéterszeg:

"In places where we see well-functioning telecottages the local government helps, but they cannot 'take them over.' Nor can any civic organization take them over, they have to operate independently. The local government's job is entirely different: first, it has to think in terms of the village population as a whole, and secondly, it is an authority. The Telecottage is not an authority. This is a place that anybody can enter to "do their thing". That is why it has to be run by a civic organization."

22.27

LÁSZLÓ HANGONYI, Mayor, Hagony:

"The essence of a civic organization is that it cannot be created nor dictated by force. It forms when it wants to. And when it is ready, its conditions are given here."

22.38

Inserts and NARRATION:

"In a small village the quality of community life plays a crucial role. At the dawn of the 21st century, as folk traditions disappear, people's cooperative strength is endangered by alienation and indifference. Telecottages offer a revival of

community life, a place where people can get together again, using today's state of the art technology. It is a community house for every citizen regardless of their age."

23.07

REPORTER:

"What methods could be used to attract the older generation to the telecottage? How can we make them understand that this is a positive thing, a good opportunity?"

23.16

GYŐZŐ KOVÁCS, President, Hungarian Telecottage Association:

"One method to raise their interest is via their children. For example, in Dunavarsány, when they finally managed to get adults inside the telecottage, somebody had the funny idea to search for lost relatives scattered around the world. They searched for about 40-50 names on the Internet, and they actually found some 20 matches. And when they sent e-mails to Australia and everywhere around the world, they received 10 replies right away. Well, this was such a local miracle, which in the old days would have surely been added to the book of miracles. Anyway, it was good for them to see what that thing was good for."

24.11

ZSOLT DOBRONYI, Telecottage Manager, Nagydobos:

"They received it with some reluctance as it was a completely new thing, largely unknown to people. But children started coming right away, and through them, parents became approachable as well. Kids played computer games, high school and college students did their homework on the computers. And, of course, everybody uses the photocopier and the fax machine."

24.40

JORDÁNKA DONÁTH, Telecottage Manager, Protestant Minister, Nagyszékely:

"The telecottage is in the youth club room and it will stay there for now because we do not have space elsewhere. Therefore it has become natural that what they walked in and out of when it was a camp, they walk in and out of now, except that it's now called a telecottage."

25.05

REPORTER:

"How long have you been learning computer usage?"

DUSMÁTA ROTT, User, Máriakéménd:

"For several years now."

REPORTER:

"And you're really good at it now, aren't you?"

DUSMÁTA ROTT, User, Máriakéménd:

"Yes."

REPORTER:

"What would you like to be when you grow up?"

DUSMÁTA ROTT, User, Máriakéménd:

"A graphic artist."

REPORTER:

"Have you already tried something in this field?"

DUSMÁTA ROTT, User, Máriakéménd:

"Yes, I copied all kinds of pictures."

REPORTER:

"Was it difficult to learn how to use the computer?"

OTTO ROTT, User, Truck-driver, Máriakéménd:

"Yes, it was very difficult. But I signed up for the course because my daughter already knew more about computers than I did."

25.36

DR. PÁL FARAGÓ, Telecottage Founder, Hangony:

"This is the time when people explore the telecottage. More and more people visit us, younger and older. We organize presentations and we'll fill the house, it will find its place in the village. It has to become a regular part of people's lives, like the spinner room or any other communal work area used to be in the old days."

FUTURE PLANS

25.57

– *Inserts and NARRATION:*

"Whether telecottages will become profit or non-profit oriented depends on market demand. Many services delivered by telecottages, however, relieve the burdens of governmental institutions, yet their revenue will not allow them to become self-sufficient. They require continuous support from civic and governmental organizations, as they are a long-term investment, the value of which cannot be measured by money alone."

26.26

GYŐZŐ KOVÁCS, President, Hungarian Telecottage Association:

"We would really like telecottages to make a profit, but at this point the reality is that they are fighting for survival and cannot be profit oriented. The central government has no contact with villages like Csákberény in the form of an electronic link. But they can easily reach a telecottage and disseminate via its activists. These telecottages could become the far-reaching arm of the central government that would give rather than take away."

27.04

MRS. ERIKA NAGY, Telecottage Manager, Alsócsomolád:

"I think that the government will realize the true potential of telecottages: that especially in small villages, it can be a real breakthrough."

27.15

DR. LÁSZLÓ ÖRMÉNYI, Grant Manager, Democracy Network (DemNet):

"The Democracy Network program actually operates in the framework of the Foundation for the Development of Democratic Rights and this foundation will, of course, support telecottages beyond the duration of the DemNet program, as it will support other DemNet projects too. A group of 30 telecottages represents a great power in itself. This think-tank equipped with DemNet's integration will have long term effects not yet assessable."

FAITH AND DEDICATION

28.01

REPORTER:

"In a world in which people have become a bit too indifferent toward each other, what do you think is needed for someone to start a telecottage movement today in Hungary?"

28.14

MÁTYÁS GÁSPÁR, Director, National Telecottage Programme:

"Well, it appears to me that those who make telecottages belong to a new species, so to speak: they are community entrepreneurs. What they devise is not a commercial enterprise but a community enterprise, inventing new things for the community."

28.31

LÁSZLÓ DICSŐ, Mayor, Alsómocsolád:

"I think it takes a strong commitment to the cause and a broad perspective."

28.38

MRS. IRMA KISS-PÁSZTOR, Telecottage Manager, Szentpéterszeg:

"I think the most important thing is to understand where the problem is, to have a social sensitivity."

28.44

LÁSZLÓ BALOG, Deputy Mayor, Jászkisér:

"I think it takes patience, and good will is very significant."

28.52

JORDÁNKA DONÁTH, Telecottage Manager, Protestant Minister, Nagyszékely:

"The types of people we have the fewest of today in Hungary are those who are not interested in self actualization but rather in serving others."

29.04

MRS. MANYI BOÓR, Telecottage Manager, Óriszentpéter:

"You really have to love what you do, and you have to believe in the success of what you get into. And the only way to succeed is to do it whole-heartedly."

29.12

JÁNOS KOVÁCS, Telecottage Manager, Entrepreneur, Kisléta:

"You have to have faith in it. That's the secret!"

29.16

MRS. TILDA KŐRÖSI, Program Officer, Bezenye:

"You need a type of craziness too, I mean, determination,... credibility are most important."

29.23

MÁTYÁS GÁSPÁR, Director, National Telecottage Programme:

"...and you need an unlimited optimism, that this is going to work, that it'll work in the future too, that you will have the support two years down the line too. It all depends on these optimistic and determined people, without a doubt."

ENDING

29.39

– *Inserts and NARRATION:*

"Pioneers – examples of faith and perseverance. They represent a movement, which is greatly needed today in Hungary. This new approach offered by the information age is available and obtainable in order to preserve our values and dreams. As the motto of the telecottage in Szentpéterszeg quotes Péter Veres:

**'let us bring the world here,
let us bring all that is good, beautiful, noble
and that which is valuable.' "**

– *cut, music*

THE FILM REVISITED IN 2000

“Since the production of the original film in 1998, the Telecottage Public Purpose Corporation has been established, owned by the Hungarian Telecottage Association. By the turn of the millennium there are over 150 operating telecottages with 30 satellite offices. The initial success of telecottages led to an increasing number of governmental, business and civic sector participants utilizing and supporting them for public service and business purposes.

The Hungarian telecottage movement received international acclaim in the West as well as in the Central-Eastern European region. Telecottages are being established in surrounding countries (Romania, Yugoslavia, Slovakia) and there is notable interest toward them everywhere. The movement accomplished its initial goals of establishing telecottages. Further opportunities and tasks – sustainability, network business, telework, distance learning, public services, quality and technological development – present an ever-increasing list of challenges.”

CREDITS

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**SPECIAL THANKS TO ALL
WHOSE
HELP AND COOPERATION
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FURTHER INFORMATION

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