"WOMEN´S CAREER FOR A LIFETIME"
A Hungarian Initiative with UN and EU Support

Project description

Demographic ageing is a universal problem, but the situation in Hungary is especially serious. Since the life expectancy of women outstrips that of men, we must encourage women to continue living active and healthy lives. Compared to their numbers and potential, the participation of older women in economic and social decision-making is insignificant.

The aim of the “Women’s Career for a Lifetime” project is to give older women the chance to:
- stay in the workforce and share their experience
- participate in lifelong learning
- keep playing an active role in society, including volunteer work
- prepare consciously for longer, healthier and more meaningful lives.

We hope to do this by calling special attention to the need of supporting the participation of women over 50 in the labor market while taking into account their role in the family. Popularly called the “sandwich generation”, these women must continue to care for their children, their parents, and grandchildren.

We hope to involve those women over 50 who are willing and able to continue their contribution to their respective fields of knowledge and competence. Their recognition, appreciation, proper remuneration and inclusion in economic and social development must be of top priority!

We recognize the importance of good media relations. We keep the media informed, especially our selected contacts, delivering first hand news that could indirectly affect domestic politics and the economy in the fields of ageing, employment, sustainability, cooperation of generations, and the plight of older women.

Our accomplishments

Over 2000 participants in our 9 international conferences in Hungary Hungarian and International Expert, Trainer and Speaker database 3 presentations at UN conferences, 10 at events in Europe "Women’s Career Lifetime Achievement Award", since 2013 “Best Workplace for Women Award”, since 2007 Think tank: videos, presentations, research and surveys Presence in the media.

How our Project contributes to realizing the potential of living longer

Our programs aim to activate and motivate. It is of vital importance that older women recognize that they have an indispensable role in the labor market, in society as a whole, and in the lives of their families. But the “feeling of usefulness” calls for lifelong learning, self-improvement, and motivation. We encourage women over 50 to do their share in creating the desired positive image by continued training, keeping themselves up-to-date, and appearing in active roles.

Timeline/duration of the project:

ongoing since 2009.

Lessons learnt

At AWCDH we know that we must do our utmost to enhance the lives of women over 50, not only with respect to employment, but other fields as well, such as lifelong learning, knowledge transfer, health, life in rural environments, art, culture, business and social services and the media. It is our aim to draw the attention of decision makers, stakeholders and various social groups to aspects of active ageing and its social benefits.

Relevance for the UNECE region

Older women are facing similar challenges all over the world. Therefore we hope to strengthen the general understanding, approach, acceptance and inclusion between participants of the UNECE conference, who will subsequently popularize and make use of the new information in their respective countries through formal as well as informal channels.

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Project location:
Hungary
Cooperation and support on EU and UN levels through partnerships and networking.

AGE Platform Europe, OWN Europe, NGO Committee on Ageing, Geneva European and US NGOs, including INPEA and AARP
In Hungary: