

# **“OLDER WOMEN – THE UNUSED CAPITAL”**

**The “Women’s Career for a Lifetime”  
Project of the AWCDH Empowering Older Women**

***by Andrea Ferenczi,  
President***

***of the Association for Women’s Career Development in Hungary***

„Looking Back, Looking Forward: Economic and Health Issues  
for Girls and Women of All Ages Around the World”

Women Institute International Symposium

Fordham University School of Law

On the margins of the 59<sup>th</sup> Commission of the Status of Women  
New York, March 14, 2015

## **THE ASSOCIATION FOR WOMEN'S CAREER DEVELOPMENT IN HUNGARY (AWCDH) FOUNDED IN 2003**

### **OUR GOALS**

#### **- to help promote women's equality**

- by working with and fostering the cooperation between organizations dealing with women's issues
- by taking an active role in the formulation of a common platform
- and helping to promote equal opportunities for women
- active in all major sectors of life

#### **- to advance the dialogue**

- between legislation, government, the profit and non-profit spheres, higher education, and all potential stakeholders of AWCDH
- in order to meet economic, social, cultural and educational challenges.

#### **- Representation of the interest of special women's groups as employees such as:**

- integration of fresh graduates into the labour market
- inclusion and/or continued employment of women returning from maternity leave
- support of the careers of women above 50
- improving employment chances of women with disabilities
- women's employment in the ICT sector

## THE “WOMEN’S CAREER FOR A LIFETIME” PROJECT OF THE AWCDH SINCE 2009

### The issue of demographic ageing in Hungary

The proportion of older people is growing, and the state of their health is poor.

Life expectancy of women outstrips that of men by 6-7 years. (72-78,8)

***It is of paramount importance that we draw the awareness of women to the need to continue living active and healthy lives.***

### Older Women in Decision making

Compared to their number and their potential older women’s participation in economic and social decision-making is not significant.

The main reason might be that most of them consider themselves as losers of the change of regime of 1989-1990, their self-esteem has diminished.

The stakeholders have not paid attention to this group yet, who represent large reserves and potential in the long run.

***Their skills and competence need to be updated in order for older women to become a pull factor in society.***

## **Where do Older Women take an active role?**

### **In rural development:**

cementing rural communities, in boosting local economies, in helping to sustain development and in the preservation and proliferation of culture and traditional family values

**In small local governments** they have a chance to take up (non-lucrative) positions

In the family businesses and family decision making:

In the field of business in Hungary, in a large number of small and family businesses, these women can survive as active entrepreneurs or provide the background for the members of their families.

### **In the family:**

They have an important role in the family.

They care for their families, for their children, their parents and grandchildren.

They play an active role in family decision making,

especially in terms of family consumption, use of services, and household management.

Compared to average Hungarians, they are stable consumers.



## **THE AIM OF OUR *WOMEN'S CAREER FOR A LIFETIME* PROJECT**

**To give older women, the baby-boomers generation and tomorrow's older women the opportunity to:**

- **stay in the workforce and share their experience**
- **keep playing an active role in society, participation in volunteering**
- **to prepare consciously for a longer, healthier and more meaningful life.**

## **WHAT CAN WE DO?**

**To learn best practices, exchange of experiences**

**Activate, motivate**

**Honor and involvement, as long as possible**

**Networking**

**Cooperation of generations**

**Good media relations**

### **Our Events**

*Where 5 generations come together*

**We have so far organized 10 international conferences in the frame of the “Women's Career for a Lifetime” Project**

*The Themes:*

Employment, lifelong learning, the situation of rural women, cooperation between generations and communities, the importance of preserving women's wellbeing, health, women's self-care, sustainable lifestyles, life values, family models, the role of the media.

## **Our accomplishments:**

**About 700 participants in our international conferences**

**Hungarian and International Expert, Trainer and Speaker database**

**Acknowledgments, invitations**

(E.g. A.F.: Member of the National Level Steering Board of the National Smart Specialization (S3) Strategy)

**Videos, presentations, research and surveys**

**Operation and Development of Internet networking**

**Stronger presence in the media**

**Introduction of AGE Platform Europe and OWN Europe in the Hungarian media**

**Our professional network:**

**UN:** ILO, WHO, FAO, UNECE, UNESCO

**EU:** EP: Committee on Women's Rights and Gender Equality

AGE Platform Europe, OWN Europe, Polish, Slovakian and US NGOs

**In Hungary:**

National Assembly Committee on Employment and Labour, National Council on Ageing, Ministries, Local Governments, Hungarian Academy of Sciences, Hungarian Labor Inspectorate, EBH - Equal Treatment Authority, National Institute for Food and Nutrition Science, Hungarian Central Statistical Office (HCSO) Demographic Research Institute, Gerontology Science Coordination Center, Faculty of Health, University of Debrecen, Hungarian Scientific Association of Rural Health, Crime Prevention Department of the Hungarian National Police, Magyar Vöröskereszt (Hungarian Red Cross), MGYOSZ (Confederation of Hungarian Employers and Industrialists)

Embassies



## **GET IN TOUCH WITH:**

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# MAGYAR NŐI KARRIERFEJLESZTÉSI SZÖVETSÉG

SPECIÁLIS „CONSULTATIVE NGO” STATUSSZAL RENDELKEZŐ CIVILSZERVEZET  
AZ ENSZ GAZDASÁGI ÉS SZOCIÁLIS TANÁCSA KERETÉBEN



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ORGANIZATION IN SPECIAL CONSULTATIVE STATUS  
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*Knowledge, Experience and a Passion for Equality*

## Our Major Projects 2004-2014



## Our Awards:





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## **FACTS AND FIGURES**

**From the European Union and Hungary**

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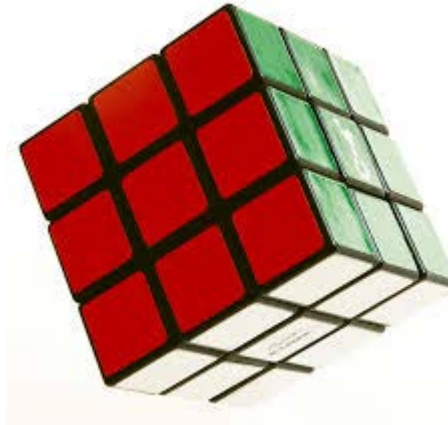
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**Hungary  
is member  
of the  
European Union  
since  
2004**



## Hungary is a proud nation

- Around 10 million people
- Budapest is the capital with 2 million people
- Popular tourist destination: as many tourists as inhabitants
- 13 Nobel prize winners born in Hungary
- Hungary is a thermal spring destination, has more than 1,500 spas
- Famous Hungarians in culture: Ferenc Liszt, Béla Bartók, Georg Cukor, Sandor Korda, Ede Teller, Joseph Pulitzer.....







## **Strategic Aims of Europe 2020, Translated to Hungary**

### **European Union**

- Employment rate 75% (age group 20 to 64)
- Increasing R+D expenditure to 3% of GDP in EU
- Increasing the rate of renewable energy to 20%
- Reduction of the rate of early school-leavers to under 10 %
- Rate of people with a degree in higher education in the age group 30 to 34 up to 40 %
- Reducing the number of people at risk of poverty with 20 million

### **Hungary - National Reform Program**

- Employment rate 75% (age group 20 to 64)
- Increasing R+D expenditure to 1,8% of GDP
- Increasing the rate of renewable energy sources to 16,4%
- Reduction of the rate of early school leavers to 10%
- Rate of people with a degree in higher education in age group 30 to 34 up to 30,3%
- Reducing the number of people living in poverty with 450 000



## **How to achieve the same goals for all age groups?**

### **Proposal of Age Platform Europe for all member states**

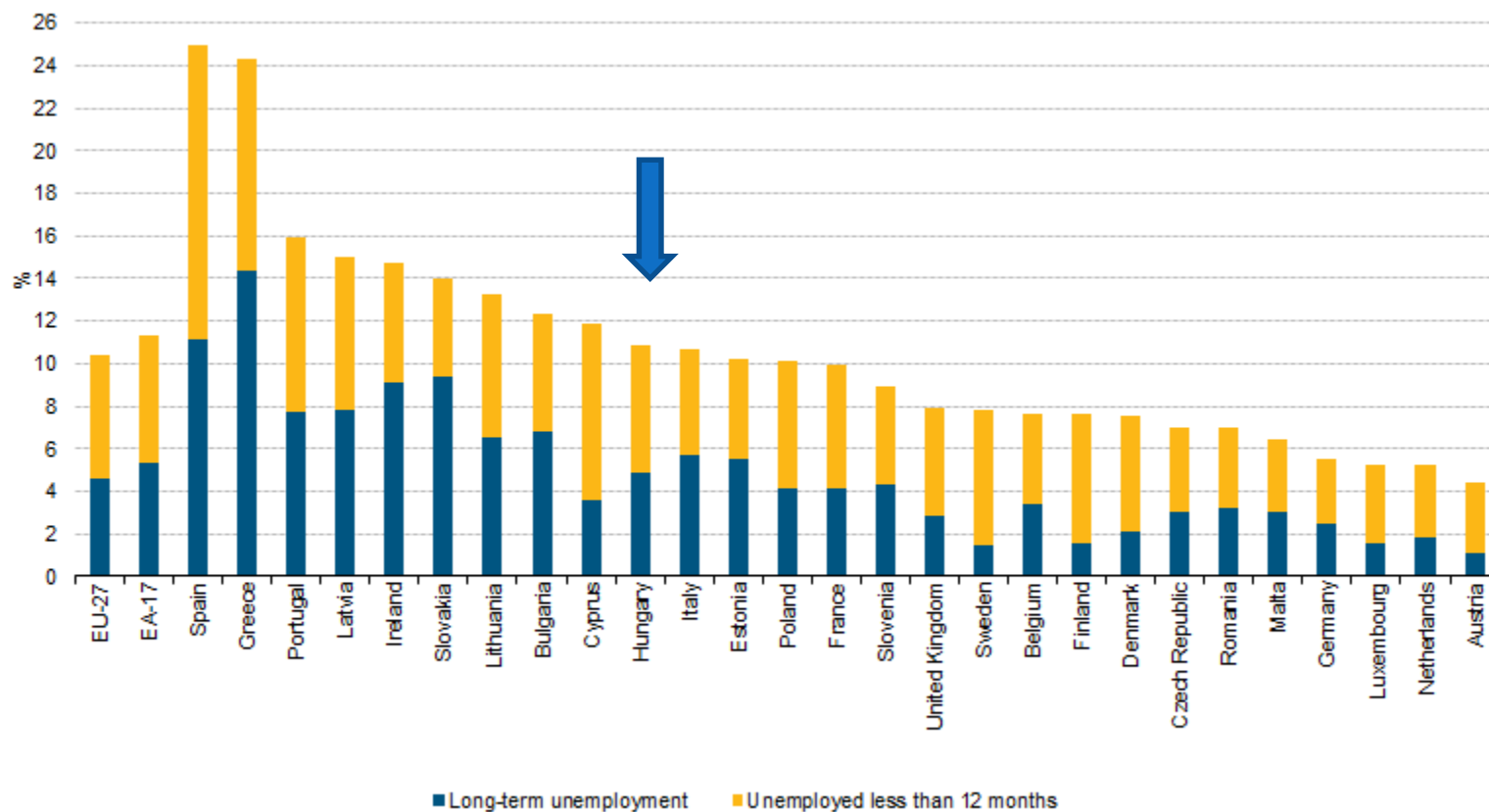
- To help understanding
  - the connections between work and family life
  - the employment of women, women's career
- Increase activity opportunities for the elderly
- Make educational offers for all age groups

### **Aims of employment policy in Hungary**

- Exploit the growth potential of domestic human resources
- Increase adaptability
- Encourage activity of all age groups
- Offer education and on-demand training
- Reduce unemployment

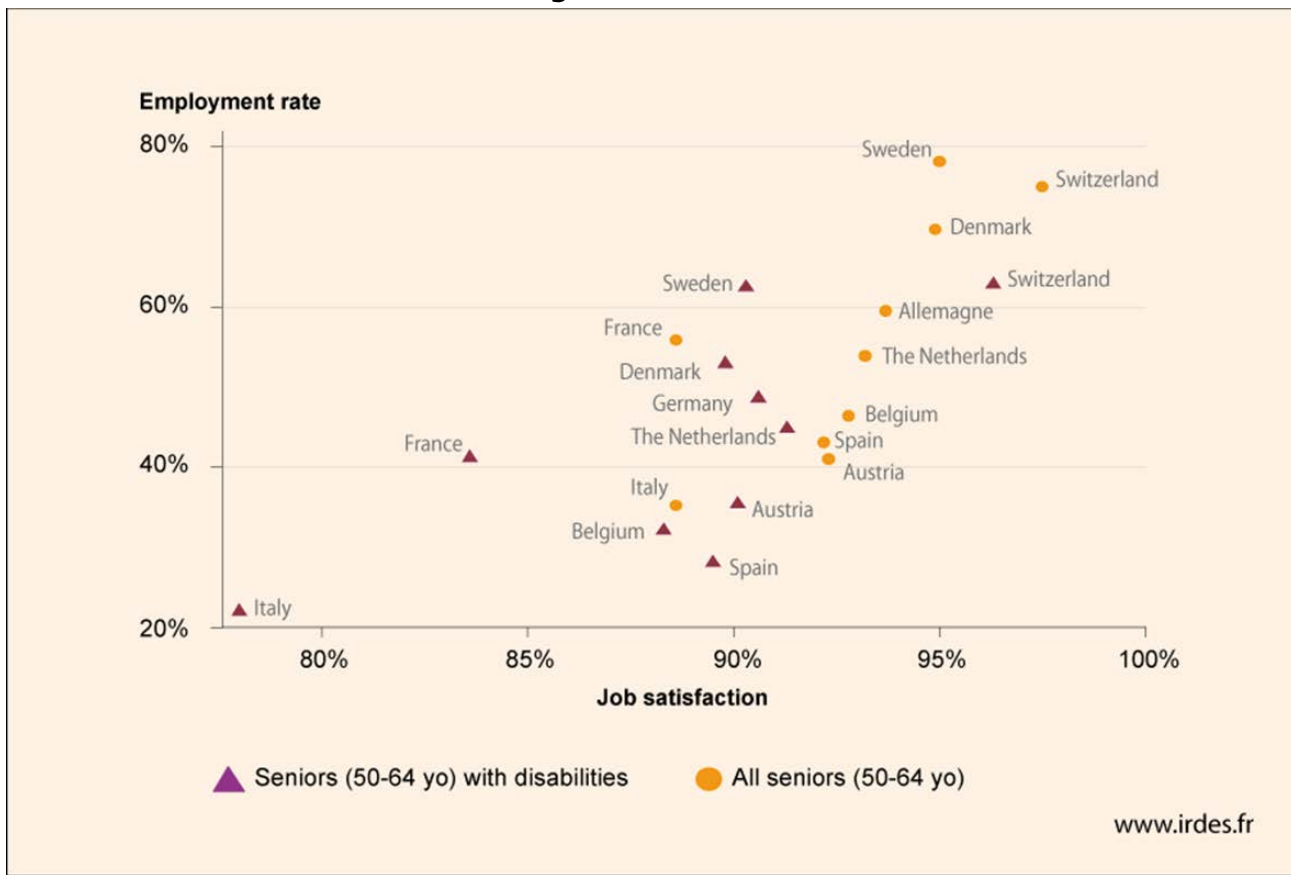


## Unemployment is a serious issue in all European countries





## Life and job satisfaction



Countries with higher employment rates have better quality of life for all age groups



## **Aims of the employment strategy in Hungary**

### **Target groups of high priority**

- People with low education level
- Career entrants
- People over 50
- Women with small children
- Other disadvantaged groups

### **Main areas of responsibility**

- Active labour market policies, labour market programs
- Direct support for job creation
- Programs for reconciliation of work and family life
- Support of obtaining competitive knowledge
- Creating and increasing adaptability



## **Education possibilities in Hungary**

- New education, vocational training, higher education and adult education law from 2011
- New registry of recognized qualifications in vocational training based on the economic environment
- Obtaining the first qualification in vocational training is free
- Supported adult education with guarantees
- Education is available for people over 50 as well
- Lifelong learning programmes: 2,7 % of the population 25-64 take part in education and training



**The Association for Women's Career Development in Hungary** supports all efforts that help women to build their active lives and to balance their family and professional ambitions. We motivate women of all ages to engage in lifelong learning and help them through networking and fostering cooperation between generations.