



AWCDH FOR AGE FRIENDLY ENVIRONMENTS

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COST Action CA19136 - NET4Age-Friendly

**INTERNATIONAL INTERDISCIPLINARY NETWORK ON HEALTH
AND WELLBEING IN AN AGE-FRIENDLY DIGITAL WORLD**

Congress Centre of the University of Szeged, Hungary

18th May 2022



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AWCDH AND AGEING

Background:

The Association for Women's Career Development in Hungary (AWCDH) founded in 2003, aims to promote women's employment while balancing the needs of family life – without age limit. We work together with the government(s), the corporate and non-profit spheres, and higher education, in cooperation with international experts and NGOs both on the UN and EU level.

We always look to adopt foreign best practices while we present exemplary Hungarian practices by utilizing our network within the European Union and the United Nations.

AWCDH has been granted the opportunity to cooperate in the work of UN/ECOSOC as the first Hungarian NGO in “Special consultative status with UN-ECOSOC”, awarded in 2009. This recognition adds strength to our work in the field of European relations and global issues like women's equality, women's rights, sustainability and demographic change.

Thanks to our “Women's Career for a Lifetime” project, and the recognition of our work in this area, we have been invited to work together with INPEA (International Network for the Prevention of Elder Abuse), Older Women' Network Europe and AGE Platform Europe for older women's advocacy and empowerment.

“WOMEN’ CAREER FOR A LIFETIME” PROGRAM OF THE AWCDH (2009-)

A HUNGARIAN INITIATIVE WITH UN AND EU COOPERATION

Demographic ageing is a universal problem, and the situation in Hungary is also serious.

Since the life expectancy of women outstrips that of men, we must encourage women 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 aim of the “Women’s Career for a Lifetime” program

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 a longer, healthier and more meaningful life.

Our Tools

We are calling special attention to the need of supporting the participation of women over 55 in the labour 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.

Our programs aim to activate and motivate.

We encourage women above 55 to do their share in creating the desired positive image by continued training, keeping themselves up-to-date, and appearing in active roles. **It is a “good outcome” of the pandemic that many older people improved their IT skills.**

Good media relations

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

Participation in international projects and networking

AWCDH FOR AGE FRIENDLY ENVIRONMENTS

PARTICIPATION IN INTERNATIONAL PROJECTS AND NETWORKING

2020-2024

Participation in the COST Action „NET4AGE-FRIENDLY” COST Action No. CA19136

2021-2022

“Women, Families, Careers – Effects of the Pandemic on Work/Life Balance in the Visegrad Countries”
(1st October 2021 to 30 April 2022)

We implemented the Visegrad Fund sponsored Project in V4 Partnership with the Pedagogical University of Krakow from Poland, the Business & Professional Women CR z.s. from the Czech Republic, and the Association of Business Women from the Slovak Republic. We examined the impact of the pandemic on four special groups of women (mothers with children, women who are planning a family, rural women and **women over 50**). We presented our findings at the multiplying event held in Budapest on 8th March 2022 in hybrid format and in the Research Study incl. recommendations for decision makers. (Website: www.visegradwomen.net)

2013-2018

Within the framework of EU adult education programs, (Grundtvig and Erasmus+), we have carried out research and training projects. Following this work, we have obtained references also in the field of international dissemination.

We are interested to join a new strategic transnational partnership for adult education as Partner with the aim of developing competencies of different groups by intergenerational cooperation.

OUR PROFESSIONAL NETWORK

UN: ILO, WHO, FAO, UNECE, UNESCO

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

NGOs:

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

In Hungary:

Parliament, Ministries, Local Governments, Hungarian Academy of Sciences, Hungarian Central Statistical Office (HCSO) Demographic Research Institute, Gerontology Science Coordination Center - Faculty of Health of University of Debrecen, Semmelweis University, Széchenyi István University, University of Szeged, Crime Prevention Department of the Hungarian National Police, Hungarian Red Cross, Chambers of Commerce and Industry, Embassies accredited to Budapest, etc.

MAJOR CURRENT EVENTS IN THE UN IN THE FIELD OF AGEING

THE UNECE MINISTERIAL CONFERENCE ON AGEING 2022

will take place in Rome, Italy, from 16 to 17 June 2022.

The Conference will complete the fourth review and appraisal cycle (2018-2022) and mark the 20th anniversary of the adoption of the Madrid International Plan of Action on Ageing and its Regional Implementation Strategy (MIPAA/RIS). A joint Forum of Civil Society and Scientific Research will precede the Ministerial Conference on 15 June.

AWCDH participates in the preparation and submitted their contribution to the Joint Declaration of the Forum of Civil Society and Scientific Research on Ageing.

Our (2) experts have received official invitation for participation in the events.

DECADE OF HEALTHY AGEING (2021-2030)

*The Decade focuses on what can be done for people in the second half of their lives.
It addresses four areas for action.*

Key facts:

Globally, in 2020, two-thirds of older people live in middle-income countries.

By 2030, 1 in 6 people will be 60 years of age or older.

By 2050, this proportion will have increased to 1 in 5 people.

Reference: Decade of healthy ageing: baseline report

As AWCDH we are contributing to the 1st action area of the Plan:

change how we think, feel and act towards age and ageing with our Programs for Age friendly environment and Combatting ageism

(Other areas - where we are not present- are: Integrated Care and Longterm care)

OUR ACCOMPLISHMENTS

Over 3000 participants in our 14 international conferences and local events in Hungary

5 generations - together

Hungarian and International Expert, Trainer and Speaker database

Over 30 presentations at UN conferences, about 10 in European events

Acknowledgments founded by the AWCDH:

„Women's Career Lifetime Achievement Award” founded in 2013 for the 10th Anniversary of the AWCDH

“Best Workplace for Women Award” founded in 2007

Think tank: videos, presentations, research and surveys

Internet networking

Presence in the media

PROMOTION OF THE NET4 AGE-FRIENDLY COST ACTION

We had the honor to invite Ms. Willeke van Staalduinen CEO AFEdemy; Vice-Chair and Grant Holder of the “Action For Smart Healthy Age-Friendly Environments”

to deliver her presentation at two online events of AWCDH dedicated to the UN Decade of Healthy Ageing:

on 17 March 2022 at the AWCDH parallel event at the NGO CSW66 Forum (New York), and

on 26 November 2021 within the framework of the Gerontology Days 2021 International Scientific Conference held in Nyíregyháza at the Faculty of Health at the University of Debrecen.



The AWCDH FOR AGE FRIENDLY ENVIRONMENTS

Katalin Hajós:
Keeping up in the World of Digitalization
The Role of the Media

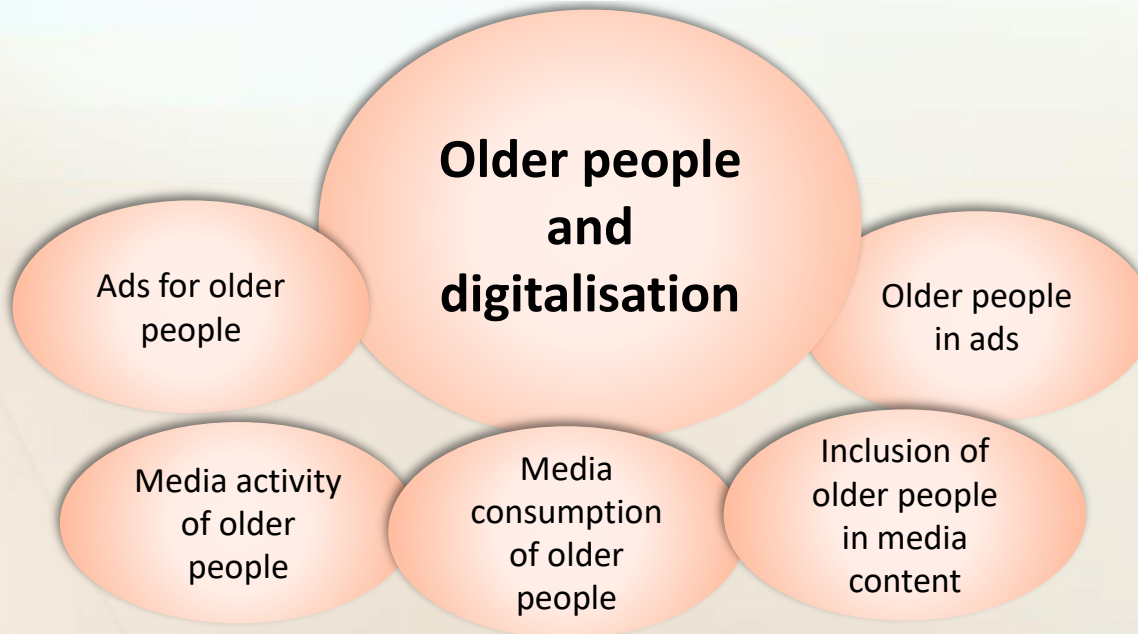
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Aspects of a relationship

The AWCDH drew attention to a number of national and international forums on the situation of the elderly, especially on the relationship between the media, the older generation and digitalisation. This relationship can be examined from many aspects. The Covid period strongly influenced the developments and shows that the digital literacy of older people has grown exponentially.



Older people as role models



Older people are authentic in media

Global picture

- The starting point is the same everywhere: ageism is a global phenomenon and the media often portrays the elderly in stereotypes. Some already treat the 50+ age group as elderly, and those over 65 are viewed as vulnerable, in need of support and to be guarded and helped.
- Older people are continuously underrepresented in media, mainly in television and print, and have minor or subordinate roles in major TV shows, and movies. This underrepresentation is common worldwide, even in Asian countries where seniors are treated with more respect than in the Western cultures.

Recently, older mannequins, ads for the older age group, and content focusing on old age lifestyles have appeared. However, these are mainly about how one can stay young. The culture of aging with dignity, of passing on life experiences, receives little emphasis. So controversially, the depiction of older age is also youth-centric.

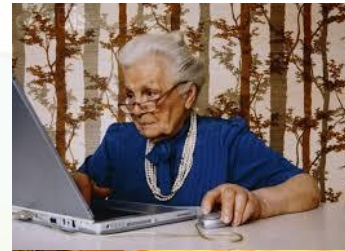


Did the media image of the seniors change during the pandemic?
How has the relationship between older people and the media developed?

From media consumption to media usage

-Hungarian experience

- The media consumption habits of older people have changed and many who earlier were only consumers of classic media have become active media users.
- The time spent watching TV continued to increase over four hours a day in Hungary. Seventy-six percent of Internet users in the sixties and 68 percent of people over the age of seventy use Internet with the same or more intensity than they do on TV.
- The only positive consequence of Covid is the development of digital literacy of the seniors.
- Their access to digital devices (computer, smart phone) is close to the family average.
- Many seniors are already using social media at a fairly high skill level, and as our society ages, this will increasingly be the case for retirees who previously worked with computers.
- The pandemic has forced many to acquire digital skills, spend more time online for communication or leisure purposes. More than half of the elderly Hungarian population already uses the Internet, which is a significant development, although this is still slightly below the European average.



How to become a digital citizen

- a Hungarian Example

The media has been playing a key role in communicating information and how interprets “official data” and facts.

Younger generations and immediate family members have a key role to play in how older members of society relate to the use of the Internet, social media sites, and in the level of awareness they have about online media use. A more active lifestyle, and an increasing openness to digital technologies and opportunities all indicate that today's older generations are becoming an increasingly integral part of our digital society.



Elderly people who started to network online mainly during the epidemic may not only have difficulty acquiring technical knowledge, but are unaware of the dangers of the new communication space.

Recognizing this responsibility in Hungary, The National Media and Infocommunications Authority has launched a program for elderly people titled

Up to the Net!

Up to the Net!- campaign for the elderly

- Aim of the campaign is to improve the digital skills of the elderly.
- Its central part is a website that serves as a knowledge base that is understandable and easy for senior internet users to understand. The primary aim of the initiative is to equip the most disadvantaged target groups in the digital field with the right information and knowledge to move confidently in the digital world. Started in May 2021, it was especially needed at a time when, due to forced isolation, the internet was one of the most important windows to the outside world, helping against loneliness.
- The website and FB page is continuously updated with fresh information so the digital advances could become so embedded in our daily lives that they will stay with us even after the epidemic is over.

NETRE FEL
NMHH-program

Kereső...

TUDÁSTÁR KÉSZÜLÉK-ELLENŐRZÉS KÉSZÜLÉKCSERE-TÁMOGATÁS GYIK SZUPERSEGÍTŐ LESZEK! **SEGÍTSÉGET KÉREK!**

Internetezzen bátran a mobilján!

A mobilnet könnyebbé teszi a mindennapokat és új ablakokat nyit a világra. Vágjon bele Ön is a Nemzeti Média- és Hírközlési Hatóság segítségével!

Bemutató videó megtekintése

Other initiatives

- DIGITAL WELFARE PROGRAM is a comprehensive strategic summary, the main objective of which is to develop digital competencies to prepare the public service, businesses and citizens for a digitalized environment, including areas that are important for the older generations, such as:
 - Useful practices against cyberbullying
 - Suggestions for remote, electronic management of finances

<https://digitalisjoletprogram.hu>
- Innovative functions in mobil phones from telco companies – one button SOS calls
<https://www.soskozpont.hu/>
- Recommendation and support how to buy mobile phone consciously
https://nmhh.hu/dokumentum/216270/NMHH_ajanlas_mobilkeszul_ek_2020.pdf
- Gondosóra program- a free emergency service for 65+ („Caringwatch”)
<https://gondosora.hu/>
- Local education programs by the municipalities
- Etc....

MAGYAR NŐI KARRIERFEJLESZTÉSI SZÖVETSÉG

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



ASSOCIATION FOR WOMEN'S CAREER DEVELOPMENT IN HUNGARY

ORGANIZATION IN SPECIAL CONSULTATIVE STATUS
WITH THE UN ECONOMIC AND SOCIAL COUNCIL

Szívvvel, tudással, törvénnyel az esélyegyenlőségért · Knowledge, Experience and a Passion for Equality

Our Major Projects 2004–2022

Our Awards:





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