

**ERASMUS+ SMALL-SCALE PARTNERSHIP PROJECT
WOMEN, FAMILIES, CAREERS - DIGITAL SOLUTIONS IN ADULT LEARNING
FINAL CONFERENCE - 25TH JULY 2024**

AWCDH' COOPERATIONS TO SUPPORT THE DIGITAL TRANSFORMATION IN THE EUROPEAN UNION

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

The AWCDH has set itself the goal of recognizing, understanding, fostering and honoring the need for women's career development in the family and beyond. We help women find career opportunities by providing information, advice and training so that with their newfound knowledge, talent, and female values specific to them, they can make meaningful contributions to the business, academic and non-profit spheres.

The AWCDH is a public benefit non-profit civil society which in the pursuit of its objectives looks to adopt all positive foreign best practices within a Hungarian framework while at the same time it presents exemplary Hungarian practices abroad by utilizing its wide network within the European Union and the United Nations.

In recognition of its endeavors, in 2009 the AWCDH was the first Hungarian NGO to be awarded the Special Consultative Status with UN/ECOSOC, a recognition that has further enhanced our ongoing efforts to foster and bring changes in the field of women's equality, women's rights, sustainability and demographic change worldwide, to which we continue to be wholeheartedly committed.

We are a think tank-type organization with 75 members.

Our strength is the cooperation of generations, the voluntary contribution of our professional members and our well-established strategic partnerships.

AWCDH' COOPERATIONS IN HUNGARY TO SUPPORT THE DIGITAL TRANSFORMATION



The Best Workplace for Women Competition and Prize since 2007

Background

AWCDH has established a Platform of knowledge transfer with the participation of organizations interested in working for the enhancement of women's employment and the realization of women's equality (EU, government, academia, corporate and non-profit spheres, media) by the direct involvement of Hungarian employers. Since 2020 the pandemic forced many employers to fundamentally rethink their working practices and attitudes.

Aim of the Best Workplace for Women Award

On International Women's Day 8 March, the AWCDH announces every year (this year for the 17th time) the Best Workplace for Women Competition and Prize as a continuation of the successful initiative launched in honor of the "Equal Opportunities for All – European Year."

The Competition is open to organizations operating in Hungary who fall into one of two categories: 20-250 employees and over 250 employees.

Aspects of evaluation: fair working arrangements; career opportunities; promotion; opportunities to preserve health and well-being; skill development opportunities; reconciliation of work, private and family life.

The impact of the pandemic on employment and working methods.

(Website: www.bestworkplaceforwomen.com)

Database regarding women's employment

Since 2007 we have carried out surveys in connection with our "Best Workplace for Women" Award among employers and employees. Our special database regarding women's employment and women's well-being is available as a representative sample based on the opinion of more than 24 thousand questionnaires.

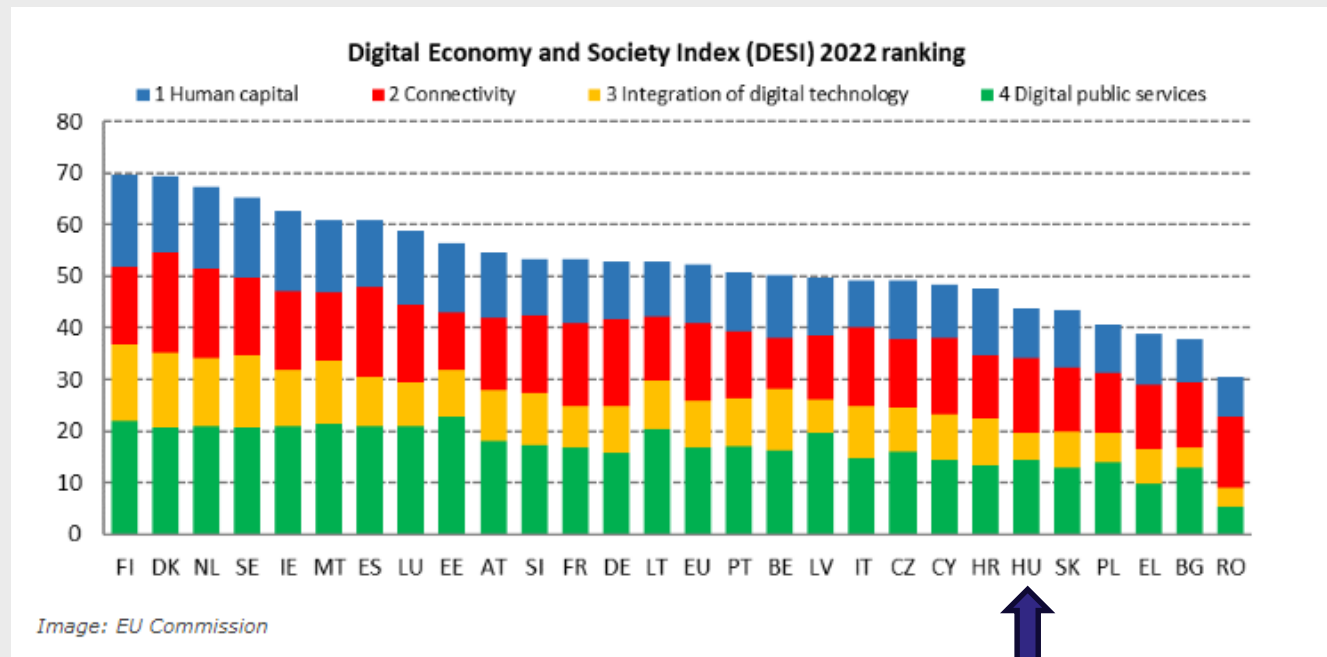
In our survey for employers, we ask whether they organize training and education (online courses, seminars or personal trainings, mentoring) to help with the digital transition for women, women returning from maternity leave, women over 55, women with disabilities. It is important that trainings focus on the digital skills needed for everyday work.

In our survey for employees, we ask, whether their digital competence has been constantly being developed and evaluated.



Benefits of Digitalization for Women

- Creates new jobs
- Develops women's businesses
- Promotes new skills
- Requires ongoing education
- Increases the competitiveness of women
- Supports their careers
- Helping the economy, society and families to operate during and after Covid





AWCDH' COOPERATIONS TO SUPPORT THE DIGITAL TRANSFORMATION PARTICIPATION IN INTERNATIONAL SCIENTIFIC COOPERATIONS COST (European Cooperation in Science and Technology) Actions

We are one of the few Hungarian civil organizations that are present on an international level almost on a daily basis, and not only in civil networks, but also in scientific collaborations because we see that it is necessary to adequately represent the civil sector and the gender perspectives.

Through our references and the “Women's career for a lifetime” awareness raising program (since 2009) we have gained knowledge, experiences and an international network enabling us to participate in international cooperations in the UN and the EU.

Research interest: Career development, 55+ women in the labor market, age-friendly environment

Expertise: Gender equality, advocacy, employment, entrepreneurship, life-long learning, digitalization, work-life balance, age-friendly environment, ageism.

Activities: country reports and comparisons, dissemination through our Hungarian and international collaborations in the UN and EU, utilizing the research results, etc.

At the moment we participate in 4 COST Actions:

International Interdisciplinary Network on Health and Wellbeing in an Age-friendly Digital World. (NET4AGE-FRIENDLY).

Work inequalities in later life redefined by digitalization (DIGI-net)

Network to leverage the Multi-Age Workforce” (LEVERAGE)

Participatory Approaches with Older Adults (PAAR-net)



LeverAge





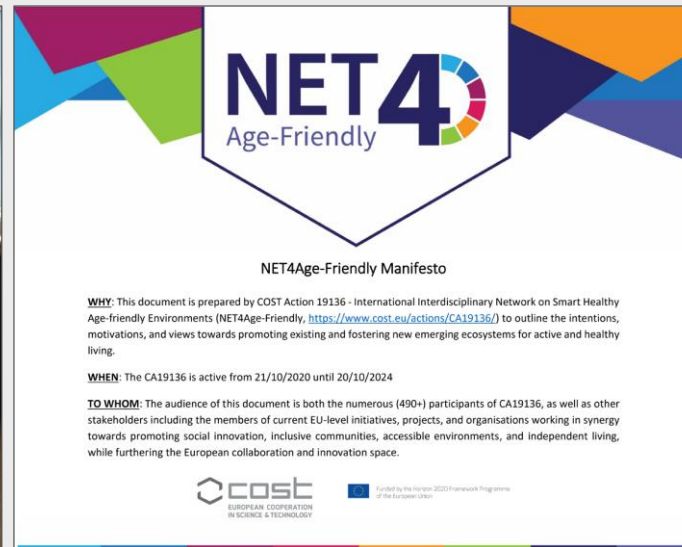
COST Action No. CA19136 2020-2024 International Interdisciplinary Network on Health and Wellbeing in an Age-friendly Digital World.

“NET4AGE-FRIENDLY”

AWCDH participation:

in 3 Working Groups, 1 MC

Invited for the Final Conference in the panel to talk about social inclusion for women through digital skills improvement





COST Action No. CA21107 2022-2026

Work inequalities in later life redefined by digitalization “DIGI-net”

AWCDH participation:
in 5 Working Groups, 2 MC





HUNGARY

Computers:Internet coverage of households94% in 2022

Skills match: Basic general digital skills 28% 2021

Training:Reducing the digital divide (training 260,000 older adults in 2021)

Biggest challenges: Cost optimization, finding profitable digital developments, rightskillig

Businesses affected: The entire area of the economy, particularly the manufacturing industry, the electrical industry, agriculture, and adult education.

Employer responses: Providing the right work and digital environment in order to retain the workforce and ensure efficiency

Trade union responses:Support employees to receive the appropriate digital training needed for their work.

Good practice: Projects of the Association for Women's Career Development in Hungary (AWCDH)

"Women's Career for a Lifetime" Awareness Program – since 2009 ,Best Workplace for Women Competition and Award – since 2007. Established to point beyond the need for equal employment opportunities to the economic advisability and advantages of making more and more women part of the work force and to present good examples that other employers can also adopt. Annual surveys about women's employment and women's wellbeing (incl. 50+ women). Special database is available as a representative sample reflecting the opinion of about 24 thousand employees and several hundreds of HR managers. <https://bestworkplaceforwomen.com/> **Digital Success Programme** *Digital Success Programme of Hungary - A breakthrough in digital developments* <https://digitalisjoletprogram.hu/en/about>



CHAPTER FOR THE SPRINGER BOOK

The mirrors of digital gender balance

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Abstract

The gender gap has been reduced through the transformative digital era, it is lately stated. Still, the challenges of the population aging and the working life deserve comprehensive and actual analysis using "digital lens" for the work-life balance, of the professions often associated with gender in research, education, health, and caring, but also in entrepreneurship. This chapter will aggregate regional statistics and policies on the inter-influences of gender, aging, and digitalization in organizations illustrated by national data from Great Britain, Hungary, and Romania and mirrored into the work-life balance. Gathered and analysed statistics will be later confronted in interviews with some representatives of related national and international organizations from education, health, caring, and entrepreneurship, including policy leaders. The results will illustrate how digitalization is connected to the existing challenges of gender and age in the working life, possible opportunities, risks, and ways forward.





THANK YOU FOR YOUR ATTENTION!