



## INFORMATION

13 November 2014

### WOMEN'S FORUM "BEST WORKPLACE FOR WOMEN 2013" AWARD CEREMONY AT THE PERSONAL HUNGARY EXHIBITION FOR HUMAN RESOURCE MANAGEMENT

Date and Time: 13 November 2014, between 16:30 – 17:45  
Venue: SYMA Event and Congress Centre (1146 Budapest, Dózsa György út 1.)  
Language of the event: Hungarian and English (no interpretation will be provided)

#### Sponsors:

BP European Business Service Centre Kft.  
Personal Hungary, HR Portál, Nők Lapja Café, Magyar Polgármester Online

#### Our Guest of Honor and Key-Note Speaker:

Mrs. Arni HOLE  
Director General, Ministry for Children, Equality and Social Inclusion, Norway  
European Union Agency for Fundamental Rights, Vienna

#### PROGRAM:

16:30 – 16:45 Registration  
16:45 – 16:55 Opening remarks: Mrs. Andrea Ferenczi President, AWCDH (Chair)  
16:55 – 17:15 Key-note: Mrs. Arni HOLE  
"Equality means business"  
17:15 – 17:45 "Best Workplace for Women 2013" Award Ceremony

#### DETAILED REPORT:

##### ***Andrea Ferenczi, President of the AWCDH***

Welcomed the Guest of Honor and the participants of the event, thanked the sponsors for their support.

In her opening remarks she introduced the Best Workplace for Women Award:

The Prize has been 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. The Association of Women's Career Development in Hungary (AWCDH) has issued a call for participation in the survey of "The Best Workplace for Women 2013" Award on 8<sup>th</sup> March 2014 for the seventh time as a continuation of the successful initiative launched in 2007 in honor of the "Equal Opportunities for All – European Year".

The AWCDH, which has received a consultative status at the UN („UN-ECOSOC -Consultative NGO Status") in 2009, aims to establish a platform of knowledge transfer with the participation of organizations interested in working for the enhancement of women's employment and the realization of gender equality (EU, government, economic sector, non-profit organizations, media) by the direct involvement of major Hungarian employers. This Platform can be the basis for the enhancement of women's employment market, its greater effectiveness and the strengthening of economic competitiveness.

The AWCDH is presenting its projects at EU and UN level as well, as Hungarian "best practices" and it is going to adopt all positive foreign best practices within a Hungarian framework.



Why is the women's career different? In a woman's life there are certain periods, cycles, and changes that are particular to her womanhood. Therefore it is required to ensure women more flexible working conditions and work-life balance.

Andrea Ferenczi introduced their Guest of Honor, Mrs. Arni Hole Director General, Ministry for Children, Equality and Social Inclusion, Norway, European Union Agency for Fundamental Rights, Vienna, whom she met at the Nordic Cooperation conference in Budapest earlier this year. Her speech attracted her attention and therefore she invited her to Budapest to deliver key-note speech at the Best Workplace for Women Award Ceremony.

**Arni HOLE Director General  
Ministry of Children, Equality and Social Inclusion**

The keynote speaker, who has 5 children and several grandchildren, had her first child 35 years ago. Since then the situation of women has substantially changed not only in Norway but also in Europe.

It is of utmost importance to direct the attention to the situation of women and their position in the labor market. The World Economic Forum in Davos has released the Global Gender Gap report, according to which total equality between men and women can be achieved by 2095, but we cannot wait that long.

Despite EU laws and regulations, national working environment laws, anti-discrimination laws and national family politics, it seems that there still exists different 'cultural and traditional' expectations to women and men.

Gender Analyses should be extended to both sexes, business executives, government and on gender based pay gaps, which is 17% in the EU but only 8% in Norway.

One can argue for Gender Equality from several perspectives:

- It is about Fundamental Rights
- It is about fairness and democracy
- It is about deeply embedded values in our cultures. Traditions and stereotypes are not good just because they are old.
- It is about smart economy; employing all talents in a given society – also those of women.
- Gender equality has proven, at least for the developed economies to sustain the birth-rates, given that fathers take part in child care and share responsibilities at home.

To utilize the competences of the female workforce in an optimal way, there has to be good family policies in place. At the same time, there is need to retain and keep competences of older workers and professionals.

The right to work part-time, to have flexible hours when suitable, home-office/teleworking when appropriate should be ensured when there is a small child in a family.

The individual, whether woman or man, boy or girl, should have the right to choose his or her way of balancing work and family life, so that his/her choices are real.

In Norway, free of charge, all over the country, there are Family Counselling Offices with highly trained therapists and you can even receive parental training in your home. Research shows that it is easier to solve family problems this way, it is better for children, there are fewer divorces. Stereotyping of what men and women should be or do, is a real obstacle to the necessary changes. These are present in our culture, education, religion, and everyday life in a hidden form.

Awareness programs on gender equality within workplaces, should include and target both men and women.

Life-long learning measures, regarding extremely rapid changes in the labor market structures, should include workers and professionals over 50 as well.

Violence against women is still wide spread: 1 in 3 women has experienced violence at least once in her life.



There are programs to eradicate gender inequality not only within large companies but also on the ministerial level.

Two Norwegian examples to support gender equality:

Within the paid parental leave, 10 weeks are earmarked for the fathers to stay at home, which has changed the male (and female) roles and the gender based division of labor.

The proportion of 40% of women in the board of governors of companies has changed corporate culture and produced new images of women as competent decision-makers in the upper echelons of the economy.

Today Norway has 50 % women in the Government (Cabinet) including the Prime Minister. In Parliament 40 % women have their seats; in local elected bodies 38,9 % are women.

In Norway the basic values of equality are embedded in culture and these values are shared by all the political parties.

**After Arni HOLE's speech the Association of Women's Career Development in Hungary organized "The Best Workplace for Women – 2013" Award Ceremony.**

**The results of the competition and the laudation was presented by Ms. Ildikó Modláné Görgényi Chairwoman of the Evaluation Committee.**

**The awards were handed over by Andrea Ferenczi President of the AWCDH to the winning companies.**

### ***Companies employing more than 250 people***

#### **I. Legrand Zrt.**

The dynamically developing French multinational company Legrand Group has its Hungarian center in Szentes. Here are working 472 people, where from 234 women are 191 working as physical workers mostly mainly employed in the assembly workshop. The company demonstrates its commitment to equal opportunity: in 2013 in the Top Management of 6 people one woman and five men were employed, which was extended by 2 women in 2014. So now the company's top management consists of 5 men and 3 women. It is an important part of the company's strategy that the Group released an Agreement on equal opportunities for women and men, and developed the Code of Ethics, too. The three main pillars of sustainable development are the good corporate governance, the social responsibility and the environmental protection, which is also an important part of the responsibility strategy. They pay special attention to training women leaders and employees. They ensure flexible working arrangements for women during pregnancy. For women managers and staff sports possibilities and preventive screening tests are provided. All employees are covered by life and accident insurance. Older workers (20 years of service) will be awarded by "Way of Life' award. For the fresh entrant employers and the women over 45 high-quality learning and development opportunities are offered.

#### **II. Budapest Bank**

Budapest Bank is one of the largest financial institutions, which provides a full range of financial services by its 10 branches in Hungary for over 25 years, which has preserved its stability during the crisis, too.

The key element of corporate culture are: inclusive mentality, equal opportunities, career development and a healthy workplace. The development potential of women in the workplace, the family-career roles coordination is of paramount importance. In the interest of work-life balance employees can work also in atypical forms of employment. Employees may apply for flexible working; 6% works in 4 or 6 hour part-time, and nearly 500 employees choose occasionally the option of telecommuting. The returning mothers with small children are helped by atypical forms of employment, as well as by continuous support. Equal opportunities are provided for everyone in order to be successful according to ability and performance. They are founding and active member of the Employers Forum on Gender Equality founded in 2010. The implementation of ethical standards into practice is provided by 4 Ombudsman (2 of them female, 2 are men). Great emphasis is placed on the career development of the women employees. In 2010 the Women's Leadership Program was launched, which is a one-year complex training program for the female middle managers with the aim to become more and more top managers from them.



### **III. Tigáz Zrt.**

Tigáz Ltd. in Hajdúszoboszló is one of the leading gas supplier in the country and has a substantial effect on the economy and the employment situation of the area where the company operates. The company has 556 employees, among which 377 employees are women. They are present in county Pest and in the East and North-East Region of Hungary. In the process of their successor, career and promotion planning the company pays attention to the equal opportunities of employees to the greatest extent possible. The selection procedure for managerial positions exclusively depends on the work experience, education and competences of the applicant avoiding gender or age discrimination. In 2013 there were 3 men and 2 women in the group of 5 directors of the company. In the middle level managerial positions of 32, there were 18 women. The Collective Agreement of the company places great emphasis on the appreciation of the core team members: 32% of the core team members were women in 2013. Tigáz pays particular attention to the reconciliation of work and family life, so employees and naturally women employees can work flexible hours in most of the positions, in some cases they can even work from home. They also pay attention to the fact that women over 50 should be able to obtain their period of service of 40 years in this group of companies.

#### ***Companies employing under 250 people***

##### **I. Díj Tutti Élelmiszeripari Kft. Rábapatona**

Tutti Food Ltd. can be found in nice natural surroundings in county Győr-Moson-Sopron, along the main road. The company is presently 100% Hungarian-owned, founded by 4 individuals in 1986. The company manufactures and sells powder food. Their main motto is that man was born to create. The most important pillars of the company are quality, innovation, economic stability, honest business behavior, hard work, trust in success and ethical behavior with employees. They have a gender equality action plan. They support women, employees over 40 and career entrants. Tutti Food Processing Ltd. Co. respects the human dignity, the uniqueness and human values of their employers, especially those of women during their employment and training programs. They support women with medical care facilities, extra benefits, sports facilities, since the proportion of women employees is relatively high (54%). The company is family-owned and despite the fact that today it is a middle-sized company, the family friendly attitude is still one of the most important pillars of their ethics. Most of their employees are relatives but several married couples and parent-children are also working for them. There are 15 senior managers and middle level managers working for the company with 6 women among them. The proportion has been improving for years if we add the two women supervisors as well. Supervisors have most of the responsibilities at the company, since they have to supervise and coordinate the work of almost 50 factory workers. The company helps improve their managerial skills with training and coaching with the help of an HR expert. The general appreciation of women is also proven by the fact that the „Employee of the Year” Award has been received by more women than men in the last 9 years, since the award was founded.

##### **II. Magyar Fejlesztési Iroda Zrt. (MAPI) MAPI Hungarian Development Agency Corp.)**

The Hungarian Development Agency Corp. is a family-owned solely Hungarian enterprise. The management has created a work-life balance for its employees. The Agency's team is aged under 30 on average with an over-representation of young women. Their consultants provide complex development assistance with a strong focus on EU-funds. In recent years an Equality Plan, a Health Program and a Career Scheme has been established. In order to meet the needs of young female employees the firm is supporting them to become young mothers by providing a working environment allowing them a balanced private life. Besides such measures MAPI encourages its employees to lead healthy life-styles in many ways. Both the management and the employees stand for a friendly atmosphere which gives motivation to work. Numerous programs provide information on ideal life-styles, the work-life balance and self-assessment. 53% of the 15 people in mid and high level management are women. Among the 8 female top managers, one is above 45 years with two children, one of the women top managers became a mother of two children while she has been in this high position. Currently 5 employees are on maternity leave and their return will be managed to the satisfaction of both partners.



### III. Európa Terv Kft. Debrecen

The firm was established in 2007 and started its operation in a rented office. After two years of operation the firm defined its strategy, showed dynamic growth and built up its internal policies, among them also an equality plan. The diverse service structure ensured a sound basis for expansion which was reflected in the opening of a new office in Debrecen, and an outreach to Budapest, the Southern Great Plain and the Transdanubian region. The proportion of female employees in Debrecen is 75%. There has always been a big ambition to create security for the employees and encouraging them to become parents. It is an equality principle to provide the same support both men and women. Family support trainings, team buildings, wellness programs, psychological consultation and gym use contribute the work-life balance of managers and employees. The company is proud of their good secure working climate. The employees have altogether 13 children, among them 3 babies were born in 2014

#### Encls.:

Press Release on Best Workplace for Women 2013 Award

**Further information: Mrs. Andrea Ferenczi (+36 30 9827093)**  
**Photos: [www.bestworkplaceforwomen.com](http://www.bestworkplaceforwomen.com)**

**További információ: Magyar Női Karrierfejlesztési Szövetség**  
**Further information: Association for Women's Career Development in Hungary**

---

H-1118 Budapest, Ugron Gábor u. 28. • Telefon: (36-1) 319-5245 • Fax: (36-1) 319-2017  
E-mail: [awcdh@t-online.hu](mailto:awcdh@t-online.hu) • [www.legjobbnoimunkahely.hu](http://www.legjobbnoimunkahely.hu) • [www.bestworkplaceforwomen.com](http://www.bestworkplaceforwomen.com)