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## **INFORMATION**

7 NOVEMBER 2016

**“WORK-LIFE BALANCE FOR ALL AGES”**

**International Conference**

**at the 13th Personal Hungary Exhibition for Human Resource Management**

**Within the frameworks of the conference:**

**“BEST WORKPLACE FOR WOMEN 2015” AWARD CEREMONY**

**Date and Time: 17 November 2016, 13:00 pm. - 17:30 pm.**

**Venue: Personal Hungary Exhibition for Human Resource Management  
Millenaris “B” Building (H–1024 Budapest, Kis Rókus u. 16–20.)**

**Sponsors:**

**Nemzeti Együttműködési Alap (National Cooperation Fund)  
Personal Hungary**

**Language of the conference: Hungarian and English**

**Photos and video will be recorded at the conference**

**Participation is free for our Guests but registration will be required online.**

**Further information: [www.womenscareer.org](http://www.womenscareer.org)**

### **PROGRAM:**

**12:00-13:00 Registration**

**“BEST WORKPLACE FOR WOMEN 2015” AWARD CEREMONY**

**Venue: „Gyakorlati Fórum 1”**

**13:15-13:25 Opening, greetings:**

*Ms. Andrea Ferenczi*, President of the AWCDH, Chair

*Ms. Mónika Dunai*, MP, Chairman of the Subcommittee for Women's Dignity (Honorary Guest)

**13:25-13:45 “Best Workplace for Women 2015” Award Ceremony**

Evaluation and laudation: *Ms. Ildikó Modláné Görgényi*, chairwoman of the Evaluation Committee of AWCDH's Best Workplace for Women Award

Prize Giving Ceremony: *Ms Andrea Ferenczi*, *Ms Mónika Dunai*, *Ms. Ildikó Modláné Görgényi* and the Members of the Best Workplace for Women Award Evaluation Committee

**13:45-14.00 Technical break**

**“WORK-LIFE BALANCE FOR ALL AGES” INTERNATIONAL CONFERENCE**

**Venue: „Corporate Health Fórum”**

**14:00-15:30 Speeches**

**14:00 – 14:15 Welcome and Opening at the new venue**

**“Work-Life Balance for All Ages”**

*Ms. Andrea Ferenczi*, President of the AWCDH, Chair

**14:15 – 14:30 „Social Awareness Raising”**

*Dr. Attila István Simon*, Deputy State Secretary of Labour Market, Ministry for National Economy

**14:30 – 14:45 „Vocational Training, Employment, Demographics”**

*Ms. Ildikó Modláné Görgényi*, Expert for Vocational Education and Adult Education, former Deputy Director General, Hungarian Labor Inspectorate

**14:45 – 15:00 “Women at Work – Global Trends”**

*Ms Mariko Ouchi, Specialist on Conditions of Work and Employment/Gender equality, ILO (Honorary Guest)*

**15:00 – 15:15 „Rethink Your Choices - Redefine Your Joy”**

*Ms. Lynn Gardner Heffron, Co-founder and CEO of Diversity Spectrum (Honorary Guest)*

**15:15 – 15:30 „In Harmony with Ourselves”**

*Ms. Katalin Hajós, Founding board member of the AWCDH, former managing director of Aegis Media Kft., responsible for the „Be the Change” EU Erasmus+ project media relations*

**15:30-16:15 Panel discussion**

**Moderator:** *Ms. Ildikó V. Kulcsár, Journalist of “Nők Lapja”, recipient of the Knight's Cross of the Order of Merit of the Hungarian Republic*

**Speakers:**

*Ms. Maya Baráth, Commercial manager of Ridikül Magazin*

*Ms. Tünde Fűrész, Ministerial Commissioner, Ministry of Human Capacities*

*Ms. Kinga Joó, Member of the European Economic and Social Committee*

*Ms. Ivánné Lendvai, Mayor of Kunsziget*

*Ms. Melánia Tóth, President of Magyar Asszonyok Ligája (Hungarian Women’s League) Gúta, Slovakia*

*Ms. Liliana Zúgó, Economic Analyst, European Commission Directorate-General for Communication, Representation in Hungary*

**16:15-16:30 Comments, closing remarks**

**16:30-17:30 Discussion and Ildikó V. Kulcsár will autograph her latest book which can be purchased at the venue**

## INFORMATION

**Aims of the Conference:**

**To help promote women’s employment including women above 50 and 60** in harmony with the importance of family life. To foster a dialogue between the legislature, the government, the corporate and non-profit spheres, education, and the media, in cooperation with NGOs both on the cross-border and EU level.

**To point out the importance of work-life balance for all ages.** For the younger generation of women the challenge to face is reconciliation of inclusion, employment and family responsibilities after returning from maternity leave. The government and the companies “family-friendly” measures primarily assist them.

**Since 2009 within the frameworks of our “Women’ Career for a Lifetime” program,** we have raised awareness of the need to support participation of women above 50 and 60 in the labor market. At the same time we call attention to the importance of the role of older women in the family as well, because these women, popularly called the “sandwich generation”, must continue to care for their children on the one hand, and their parents and grandchildren on the other. Therefore it is important that flexible working possibilities should be available for them and they should not have any disadvantages when retiring.

**Rationale:**

**Employment and the challenge of demographic change are important issues both in the European Union and in Hungary.**

**Situation in the European Union**

The Europe 2020 strategy has identified that the employment rate of the population aged 20 to 64 should increase from the current 69% to at least 75%. This increase assumes the greater involvement of women, older workers and the better integration of migrants in the work force.

## **Roadmap of the Commission titled “A new start to address the challenges of work-life balance faced by working families”**

In August 2015, the Commission published a Roadmap for the initiative ‘A new start to address the challenges of work-life balance faced by working families’ to replace the 2008 Commission proposal to revise the 1992 Maternity Leave Directive. The Commission also organized Public consultation on possible action addressing the challenges of work-life balance faced by working parents and caregivers. The consultation was open from 18/11/2015 until 17/02/2016. The AWCDH participated in the consultation as an invited organization registered in the EU Transparency Register.

### **European Parliament resolution of 13 September 2016**

on creating labour market conditions favourable for work-life balance (2016/2017(INI))

### **Situation in Hungary**

**Demographic ageing is a major problem** all over the world, but in Hungary the situation is especially serious. The proportion of older people is growing, and the state of their health is poor. However, since the life expectancy of women outstrips that of men, it is of paramount importance that we draw the awareness to women for the need to continue living active and healthy lives.

From an employment perspective, now and in the longer term, the biggest challenge for companies is to find, attract and retain a good and qualified workforce. Due to shortage of such a workforce it is necessary to mobilize and to develop “the reserves” of different groups in society. From these social groups “women” and “older workers” can mean the highest business value for companies; therefore specific strategies should be developed in view of the special aspects of their employability.

### **Themes of the Conference:**

Work-life balance policies in the EU and in Hungary  
Women live longer – women’s employment and careers will be longer  
Role of employers in creating age-friendly workplaces  
Health and well-being  
Lifelong learning  
Rural women and local municipalities  
Women entrepreneurs above 50  
Cooperation between generations  
“Best workplaces for women” - reconciling work, private and family life  
International best practices

### **Speakers:**

We have invited Hungarian and foreign speakers to contribute to the success of our conference with their expertise, personal examples, presentations and participation in the panel discussion.

Within the frameworks of the conference we will present governmental, strategic measurements and also practical measurements related to the workplace that can provide work-life balance without violating the employer’s interest. Through the panel discussion we wish to present role models and life situations as a guide for harmonizing family life and career.

### **Our Honorary Guests:**

*Ms. Mónika Dunai*, MP, Chairman of the Subcommittee for Women’s Dignity  
*Ms. Lynn Gardner Heffron*, Co-founder and CEO of Diversity Spectrum  
*Ms Mariko Ouchi*, Specialist on Conditions of Work and Employment/Gender equality, ILO

### **Participants:**

Our guests are welcomed from the following sectors:

Government, Parliament, local governments, NGOs, media, education, commercial chambers, companies, trade unions, EU and UN officials, diplomats, doctors, artists, women from all regenerations, visitors of the Personal Hungary event and all other interested individuals of both genders.

A special welcome to the members of the Thematic Workgroup on Women's Rights and of the Thematic Workgroup on Older People's Rights within the framework of the Human Rights Working Group (founded by the Hungarian government with the main purpose of monitoring the implementation of human rights in Hungary).

**The event is open for the press.  
Representatives of the Press and other Media are Welcome!**

***Please follow our website for further information about the conference!***

**Further information: Mrs. Andrea Ferenczi (+36 30 9827093)  
Email: [ferenczi@t-online.hu](mailto:ferenczi@t-online.hu)**

**Szervező: Magyar Női Karrierfejlesztési Szövetség  
Organizer: Association for Women's Career Development in Hungary**

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