



BeTheChange
Boosting entrepreneurship through
intergenerational exchange

**MAGYAR
NŐI
KARRIERFEJLESZTÉSI
SZÖVETSÉG**



**ASSOCIATION
FOR WOMEN'S
CAREER DEVELOPMENT
IN HUNGARY**



Erasmus+



"BE THE CHANGE" ERASMUS + PROJECT (2016-2018)
Encouraging entrepreneurship through knowledge transfer between generations
2016-2018

CLOSING EVENT

organized in cooperation by the Hungarian Women 's Career Development Association and the Women's Entrepreneurial Club of Győr-Moson-Sopron County Chamber of Commerce and Industry

Date and Time: 16 October 2018, 16:30 pm. – 20:00 pm.

Venue: Baross Hall, Győr-Moson-Sopron County Chamber of Commerce and Industry
(Address: 9021 Győr, Szent István út 10 / A)

Sponsors:

European Union Erasmus + Strategic Partnerships / Adult Learning Projects (Ka2) Program
Győr-Moson-Sopron County Chamber of Commerce and Industry

INFORMATION

Be an Entrepreneur!

This was the slogan of the Closing Event of the „Be the Change” Erasmus+ Project organised in cooperation by the Hungarian Women 's Career Development Association and the Women's Entrepreneurial Club of Győr-Moson-Sopron County Chamber of Commerce and Industry on 16 October 2018.

The Be the Change Project - *Boosting Entrepreneurship through intergenerational exchange*

On the basis of the successful tender submitted within the framework of the European Union Erasmus + "Strategic Partnerships" program, MNKSZ participated as a partner in the "Be the Change" project coordinated by the Italian partner. The project's aim is that older, experienced entrepreneurs and managers transfer their knowledge to young people (NEET). Within the partnership, MNKSZ is responsible for the research and dissemination tasks. The participating countries are: Italy - coordinator, as well as Germany, Hungary, Malta and Slovenia. (Detailed information enclosed).

The Multiplier Event

Due to the fact that MNKSZ has not carried out pilot trainings within the framework of the Project we put the focus of our multiplier event to a wider circle of 110 participants. We presented to them the main steps and achievements of the EU project. We also drew the stakeholders' attention to the topics covered by the project and to the exploitation of the completed training materials and special methods in Hungary.

MNKSZ appreciated that the closing event of the Be the Change Erasmus+ project could be organized in the building of the Győr-Moson-Sopron County Chamber of Commerce, with their support and in cooperation with their Women's Entrepreneurial Club.

The closing conference of the Be the Change project was organized in Győr, a significant place in the Hungarian economy, industry, science and education, and a most appropriate environment.

At the event the results of the Project were presented as well as the role of MNKSZ in the project. We invited distinguished experts and practitioners in relation to the EU project for presentations and participation in the panel discussion. So, the speakers coming from academia, education, corporate and social-civil sphere contributed to the success of the event with their professional knowledge and individual examples.

With their help we could overview the possibility for adapting the Be the Change training project in Hungary. This will encompass the characteristics and accessibility of the groups involved in the project, the chances of NEETs and young people to become entrepreneurs, as well as the formal and practical mentoring opportunities.

Cooperation for the Success of the Conference

The Hungarian Women's Career Development Association (MNKSZ) was established in 2003 as a public-benefit NGO and has been awarded the "UN-ECOSOC Special Consultative Status" in 2009. Our goal is to promote women's employment in line with the importance of family background.

The GYMSM KIK Women's Entrepreneurial Club was established in 2014 and has had a close and continuous friendly- working relationship with MNKSZ from the start.

The successful conference on October 16, 2018 can be considered as the highlight of our cooperation.



MAGYAR
NŐI
KARRIERFEJLESZTÉSI
SZÖVETSÉG



ASSOCIATION
FOR WOMEN'S
CAREER DEVELOPMENT
IN HUNGARY



BeTheChange

Boosting entrepreneurship through
intergenerational exchange



Erasmus+



Thanks to our alliance and our network a very high number of participants, (110) came to the conference representing the government and local government, the corporate sphere, the academia and the social-civil sectors. What was very pleasing was that a large number of young people were present. Most of them came from the university, the local high schools and vocational training institute. Other young people were also represented, incl. NEETs. From the first feedback, they found the information they had gained at the conference useful and further to that they showed interest in the online training materials. According to preliminary feedback, the conference was "thought-provoking" for many people. We have been in contact with young women who have been "full-time mothers" for years; this group can be considered as NEETs. It is no small challenge for them to return to the labor market after several years of absence, and of course, they can count on our support and mentoring. Not only these women but young people in general can come to us for advice.

The Conference in the Media

The planning and delivery of the event attracted increased media interest, particularly from social media. The websites of the Project and of the Hungarian organizers have been continuously updated news and photos in line with the interest of the related groups, stakeholders and the dissemination strategy of the project.

Research and Evaluation

Based on the questionnaire survey conducted at the conference, we will examine to what extent the participants have understood the goal and results of Be the Change Project. The summary of the online survey will be published by mid-November.

Sustainability, further goals and tasks

MNKSZ endeavors to present exemplary Hungarian practices abroad by utilizing its network within the European Union and the United Nations. As the partner responsible for dissemination within the framework of the Be the Change Erasmus+ Project, MNKSZ will have the opportunity to present the messages of the closing conference within the high-level partner circle as well as at EU level. Based on the experience gained at the closing event, good ideas and initiatives may come up for further cooperation both in Hungarian and European projects.

Further information:

www.noikarrier.hu

<https://bethechange-project.eu/hu/home-4/>
[/www.facebook.com/bethechange.erasmus/](https://www.facebook.com/bethechange.erasmus/)

Encl.: Information on Győr

Why Győr?

Győr is an excellent city of knowledge transfer

The key to Győr's success is the close co-development of businesses, education, public administration and the resourcefulness of its workforce. Its educational institutions, the university, and the vocational schools play an important role in the transfer of knowledge.

Győr is an area of high employment. It needs both young and old workers, but especially mixed-aged, innovative creative communities.

Győr has, for a long time, had the reputation of being a lively centre.

Ballet Győr, RÁBA Holding, AUDI HUNGARIA - Menház Theater, Five Templar Festivals and an expanding industrial park are examples of its present diversity.

Győr is the center of a developing region

Győr is easily accessible by land, river and air. It is in the center of the "Golden Triangle", of Vienna, Budapest and Bratislava.

While formerly the high unemployment was a challenge for the city, there is now a shortage of skilled labour. The industrial developments in Győr and its surroundings have created many new jobs. The machine and the automotive industry are constantly looking for qualified personnel, especially for young professionals who are capable of learning the new technology and applying it creatively.

Vision of Győr: The Flow

Győr is competing for the title of European Capital of Culture in the knowledge that culture and the economy are inseparable from each other. The key message/ idea? of the application is "Flow" referring also to the rivers around the city.

Why the Chamber of Győr?

The operation of Győr-Moson-Sopron County Chamber of Commerce and Industry (GYMSM KIK), can be characterised as dynamic and open, where many professional communities are working together. The Chamber in Győr has more than 120 years of history. Its members come from the industry, service, trade and crafts. The Chamber represents the interests of entrepreneurs at county, city and district level. It plays an important role in helping business networking, accessing foreign markets, innovation, and professional recruitment. The Chamber has good relations with all stakeholders of the society, as well as broad social and government acceptance. Its activities are underpinned by quality, environmental awareness, and social responsibility.

The Chamber of Commerce of Győr is a regional and international meeting point for business life. It has one of the most modern and complex conference and services center and office building. It's conference centre is modern and well serviced.

The GYMSM KIK Women's Entrepreneurial Club was established in 2014 and has had a close and continuous friendly- working relationship with MNKSZ from the start.

The successful conference on October 16, 2018 can be considered as the highlight of our cooperation.