



Identification, Dissemination and Exchange of good practice in
Local Employment development and promoting better governance

LABOUR MARKET REINTEGRATION OF UNEMPLOYED WOMEN IN ZALA COUNTY- EXPERIMENTAL PROJECTS, EXPERIENCES, LESSONS LEARNED- HUNGARY

General details

Organisation	Association of Villages in Zala county
Name of Contact	Gombás Ágnes
Address	H-8900 Zalaegerszeg, Kosztolányi u. 10.
Telephone no.	36-92-511-260
Fax	36-92-511-270
Email address	zalafalu@axelero.hu

Details of activity

Background to the case study	<p>Aims and objectives</p> <ul style="list-style-type: none">• The establishment of a subregional incubator service model, with a virtual incubator, which contributes to the improvement of employment of women living in small villages• strengthening the circle of social and human services in the small villages• To assist 40 unemployed women to find their place at the labour market• Develop and implement an educational program with innovative elements for unemployed women to reinforce their labour market knowledge and skills <p>Brief rationale</p> <p>There are various aspects for women being pushed out from the labour market in the country. Young and middle-aged women in small village regions are even more overqualified than in urban regions. The situation of career-starter women with higher education qualification with small children is especially difficult, as well as of those middle-aged women who have become unemployed in recent years, and had to stay at home.</p> <p>Implementing organisation</p> <p>Association for the Villages of Zala</p>
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European Commission

	<p>SEED –Small Enterprise Economic Development Foundation</p> <p>Funders Ministry of Employment and Labour Phare Programme</p> <p>When activity started / end date? May 2003. – October 2004.</p>
Description of activity	<p>Outline of programme / activities and approaches used</p> <ul style="list-style-type: none"> • Recruitment, selection • Development of educational modules, based on the needs and background of the participants • Training programs • Employment at NGO-s and local municipalities • Self- employment • Job seeking • Mentoring • Evaluation supported with a study among participants, employers, other stakeholders • dissemination <p>Origins – how it came about – bottom up / top down, grew from previous initiative (if so what)</p> <p>In December 2002, there were more than 600 women on maternity leave in the area of the project: in the statistical region of Zalaszentgrot, and some neighbouring villages of Zalaegerszeg sub-region and Gőcsej sub-region. Of the 605 women, living in 38 villages of the region, 182 intended to return to work, but only every second could count on a problem-free return. After the end of receiving some kind of home childcare benefit, the biggest problem the women returning to work must face is commuting</p> <p>Beside external circumstances, traditions are also strengthening the phenomenon of middle-aged women being pushed out of the labour market and staying at home. At the same time, however, these women may become a reliable workforce in public services in the long run, due to their work and life experiences.</p> <p>Who was involved in the design, management and delivery of the programme</p> <p>Association for the Villages of Zala SEED –Small Enterprise Economic Development Foundation</p>



	<p>Recognition – has the programme been recognised as good practice? If so, by whom?</p> <p>There is a huge media interest in the program, as well as a surprisingly strong follow-up interest – how one can enter the program, whether there will be a new one etc. Both NGOs and the Job Center pay attention to our program, we are invited to several conferences, and other NGOs working in similar fields request an exchange of views on our experiences.</p>
<p>Policy context within which the programme operates</p>	<p>Is there an explicit relationship between policy priorities / local activities? Yes, as part of the preparation to accession of Hungary to the EU –as it was when the project had started –the problem of unemployed women, support of different disadvantaged groups of unemployed people, including women with small children and women over 40 was part of employment policy. It is still so, even more after Hungary became an EU member in 2005.</p> <p>Is the policy context supportive / prohibitive?</p> <p>From the above written it is clear that policy context is very supportive on national level, and so is on local level, however local policy makers are less enthusiastic about dealing with the problems of women exclusively. They argue that there are other, more problematic groups at the labour market.</p> <p>Has the policy context changed during the life of the activity</p> <p>No</p> <p>Which came first – local activities or policy priorities (i.e. is activity leading or following policy priorities)?</p> <p>Local activities came first, the Association had initiated programs for women, especially for unemployed women earlier. Then policy priority came, and because the Association was one of the few organizations with experience on the field, it was easy to get the support, and to become part of an experimental program.</p>
<p>Geographical focus of the case study</p>	<p>Statistical region of Zalaszentgrot, and some neighboring villages of Zalaegerszeg region and Gőcsej region</p>
<p>Impact</p>	<p>Outputs – scale and scope of people reached through the programme</p> <p>From 1 November 2003, 11 persons have worked at local civil organizations and municipalities in the framework of experimental employment. Currently, 16 persons are employed in the open labour market and 4 persons started a business. The</p>



	<p>women have developed a very positive opinion about the program and its elements. With regard to the self-knowing training, the participants said they learnt new characteristics about themselves, and gained useful information. They stepped out of their everyday rural lifestyles, and had the opportunity to prove themselves their capabilities. They found the training methods useful, gathered new information, had the possibility of exploring new areas, and were strengthened in their determination</p> <p>Outcomes: at local level – what difference at local level and at regional and / or national level – what difference made?</p> <ul style="list-style-type: none"> ➤ It became more accepted that women as target groups have specific problems and require specific, supported solution ➤ Idea of complex assistance for unemployed women/people (training programs, mentoring, etc.) will be widely accepted ➤ The participants of the project who were employed by local governments and NGO-s initiated significant changes in the lives local communities, villages, in the lives of disadvantaged groups ➤ The content of the training program and the lessons learned were disseminated nationwide ➤ The experiences of the project initiated two similar new programs for the sake of the target groups <p>• Any impact at European level? The experiences are disseminated to our Austrian connections, similar NGO-s supporting women.</p>
Partners' details	Labour Office of Zala County SEED –Small Enterprise Economic Development Foundation

Theme-Specific Questions

Who was targeted by the programme?	Women over the age of 40 Women after maternity leave
Which levels of government were involved, informed or consulted?	Local governments
Sustainability	The Association agreed to a one-year further employment. The women established the basis of their future at the employer



	<p>organization during their one-year work. As a result of the successful and effective cooperation, the employer organizations take up the costs of their further employment.</p>
<p>Successes / lessons learned</p>	<p>What contributed to the programme's success?</p> <ul style="list-style-type: none"> ➤ The professional and motivated participating organizations/project team ➤ The former experiences and commitment of the project team toward the project and the target group ➤ The high level of professionalism, understanding and openness of the trainers ➤ The innovative complex content of the project which was changed/modified flexible based on the needs during the implementation of the project ➤ The coming EU accession which opened other financial opportunities which were able to extend the employment of those who were employed by the project ➤ The enthusiastic, gifted participants who highly appreciated that first in their lives they found support outside from their family, support of project ,management and other team members <p>What lessons have been learned</p> <ul style="list-style-type: none"> • there is a need for more detailed, and first of all more personal face to face information for the applicants • information flow has to be permanent, every project element/module of the project have to be clear for every participants all the time • if a project can not provide job every participant, the planned selection criteria, the assistance for those who are excluded from them, has to be very clear • we have to reinforce the self-entrepreneurship element of a similar project, if this is among the goals, maybe even with some change in the selection criteria. <p>If you would do it again, what would you do differently?</p> <ul style="list-style-type: none"> ➤ Selection of those who became employed ➤ Telework training module would include more communication with local businesses ➤ Project management has to be financially stronger

