

Budapest, 31 October 2019

Online education for enhancing the work-life balance

Within the project titled CORD - Crossing the Bridges with the help of Ambassadors supported by the Interreg V-A Slovakia-Hungary Cooperation Programme, the Union of Hungarian Women Association (UHW) helps women to comply with their roles in both the society and the economy through an online education platform. The e-learning interface is particularly useful for start-ups.

Since 2013, the Union of Hungarian Women Association has been supporting women, especially women entrepreneurs, by preserving the traditional values and creating new ones. The Association is convinced that women who are mentally, spiritually and physically balanced make a significant contribution to the healthy development of the society and the economy. The focus of the UHW's extensive Hungarian and international activities is primarily on rural women. Through information, consultancy, training, the sharing of good practices, workshops and conferences, it seeks to strengthen the position of women, achieve equal opportunities for them, promote women in the workplace and in business and encourage communication between women's communities.

UHW has organized interactive business development workshops also within the CORD project and, based on the need of female entrepreneurs for flexible solutions, has created a web-based platform for specific educational content to complement the in-person skills development. The PowerPoint and additional educational curriculum presented on the e-learning interface is designed to develop women's entrepreneurial skills, encourage them to become entrepreneurs and support them in implementing their entrepreneurial ideas.

As previously reported, the research conducted in the CORD project had highlighted the difficulty for women entrepreneurs to fulfil their obligations related to family life and having children in particular. At the same time, according to UHW's experience, in many cases it is entrepreneurship that provides the ideal solution for women to fulfil their creativity and achieve financial independence and at the same time to comply with their family responsibilities.

To further support women's businesses, UHW has dedicated a separate module on the e-learning platform for the subject of work-life balance. The detailed content of the PowerPoint lecture and the 15-page supplementing pdf material was basically determined by the entrepreneurial information provided during the training workshops and other UHW professional events and conferences. Thus, the training module gives women entrepreneurs insight about career planning (housewife/entrepreneur/employee), atypical forms of employment, professional CV writing, entrepreneurial competences (creativity, project management, leadership, cooperation, legal, economic and financial knowledge, communication, assertiveness), business planning, branding, personality-based business development (Model 3B) and pitching.

Media contact:

Margit Batthyány-Schmidt, President, Union of Hungarian Women Association

mobile: 06-30-951-8100

e-mail: info@mnunio.hu

address: 1016 Budapest, Tigris u. 3.

The project has been supported by the European Regional Development Fund. The content of this article does not necessarily reflect the official opinion of the EU.