



Welcoming BUDAPEST

Presentation of the project

Development and popularization of the
model of inclusive workplace in the
capital's organizations



Magyarország célba ér



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Introduction os the Welcoming Budapest project



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3.



Members of the partnership

		Budapest Public Employment Service Non-profit Company
		Összjáték Foundation
		Budapesti Transport Company Limited
		Budapest Zoo
		Jahn Ferenc Hospital

4.



The aim of the project:

The „WELCOMING BUDAPEST” wishes to create a functioning practice and obtain tangible results against employers’ prejudiced behaviour towards employees. **It wishes to elaborate and to introduce a human-political technique at “large” supplier companies in Budapest, for the inclusion of the disadvantaged people in terms of the labour market, help their integration and career, and for making employers more sensible for the chance-confirmatory arrangements.**

The law on equal opportunities codified in 2003 ordered the domestic employers to help the equal opportunities of their employees and their new workers methodically and with programs. Today only few employers realize the advantages that can be obtained by undertaking local social solidarity role, and by the mobilization of the mothers, roma people, older employees’ potential. Some of the multinational companies have already adopted the so-called “Corporate Social Responsibility” (CSR) mentality in the course of some programs organized in common with the local governments.

The Municipality of Budapest has been fighting for the improvement of the opportunities of the underprivileged groups since 2000, year of acceptance of the Equal Opportunities 2000 and the 40 + programs.



5.

Inclusion of new workers



6.



I. subprogram, Improving the labour market position of disadvantaged unemployed people

Under the subprogram we are implementing a project with complex education, mentor assistance, reference employment for the most disadvantaged members of the labour market. The goal of the project is firstly improving the individual opportunities of its participants, secondly is making the organizations participating in the employment as employers interested, and thirdly is achieving of further employment. During the program the participants will get trainings according to the employers' demands, and the employers can assume the disadvantaged people as supported employees, who will have the possibility to prove their suitability, and demonstrate their values. The program has a very important influence on the forming of employers' attitude, and on the establishing good practices.

7.



Supporting services in the I. subprogram

Job counsellor assistance: The social worker job counsellor gives assistance in the orientation among the social institutions. In addition, the mentor communicates regularly with the employer institution's coordinator, with the patron at the workplace, so in this way they act together for the good of the client in case of any integrational problem.

Personality development trainings: The long term unemployed people have to fight several difficulties while getting a job successfully. They have to get used again to a system in their lives, which is not set up by themselves but by the employer.

Trainings: the lack of education and the out-of-date- qualifications are typical of these groups. The goal of the project is that the participants should have a qualification which can help them to find a job at the welcoming organisations and improve their labour-market position.

Professional trainings: cash-register operator, bus- or tram-driver, hospital orderly, horticultural/light mechanists.

Reference employment: The goal of the reference employment is to give job-experience, professional experience and to provide for the employee the possibility to enter the primary labour market with a reference from a reliable company at the end of his or her employment.

The reference employment happens at the members of the partnership in the following scopes of activities: ticket seller, ticket controller, bus-driver, tram-driver, hospital orderly, laundry personnel, semiskilled gardener, light mechanist.

8.



Mentoring system at work

Foreign experiences prove that it is easier to be integrated into a workplace if a member of the old-basic group of workers helps the new arrival. In the organizations, that undertake to participate in the project and in the reference employment, we request patrons at work depending on the number of the supported workers.

The mentors are appreciated members of the team, and they feel vocation for helping the new arrivals. They know well the company's culture, the processions, they have good internal connections.

THE TASKS OF THE MENTORS:

- ★ Helping the new worker in the orientation in the organizational structure,
- ★ Presenting him/her to the other workers, introducing him/her into the organizational system,
- ★ Letting him/her know the workplace's formal and informal expectations,
- ★ Assistance and confirmation of the client, providing consultation for the client,
- ★ Assistance in carrying out his / her duties the best, The patron is a model at the same time.

THE MENTORS' TRAINING

The goals of the training for the patrons are to be aware of the basic rules of the assistance, to have appropriate communication skills which include the way and the technique of the diplomatic, but obvious feedback (criticism tool). It is important for them to be aware of their own limits, and not to want to solve the worker's problems, to perceive accurately their own role and place. It is important for them to be aware of the games which can develop at work and assistance connections, and of the possibilities to treat them.

9.



Life long learning



10.



2. subprogram, Improving the disadvantaged workers' ability to keep their job

The goal of the subprogram is the increase of disadvantaged workers' ability to keep their job and their participation in life-long learning. Fluctuation and cutbacks often affect these people and finding another employment is the most difficult for them, therefore it is so important to increase their employee value, and their adaptability to keep their job. These workers often can not attend professional upskilling or exchanges of professional experiences, so their knowledge can not keep up with the changes.

HELP THE PROMOTION OF THE DISADVANTAGED WORKERS AT WORK

For the members of the groups of people with disabilities it is more difficult not only to get an employment, but promotion at work as well. That is why it is necessary to organize such trainings, that are aimed at the acquisition of higher qualifications, and develop managerial skills. With this the members of these groups get such knowledge that can assure them advantage in the career system.

11.



Inclusive workplaces



3. subprogram, Development and popularization of the welcoming workplace's strategy

One of the biggest obstacles of the integration of underprivileged groups is employers' attitude and the lack of knowledge. Today there is already an act to oblige most of the employers of the public sphere to consider the aspects of equal opportunities while developing their human resources' strategy (equal opportunities plan). Unfortunately an act obligation can not achieve efficient results without correct professional background, educations and publicity.



12.



13.



Parts of the 3. subprogram

BUDAPEST SURVEY ON EQUAL OPPORTUNITIES AT WORK

The goal of the survey is to elaborate a comprehensive image about the employers and workplaces in Budapest. It is necessary to survey the organizations belonging to the Budapest Municipality and the market based enterprises as well. The emphasis is on the quality of workplaces, on the situations of segregation and discrimination at work, on the examples, chances and difficulties of the equal opportunities' promotion. The survey must contain also the examination of the employers' attitude because making sensible activity can not be planned without it.

DEVELOPMENT OF STRATEGIES/METHODS AIMED AT EQUAL OPPORTUNITIES AT WORK

Working out the practices of the welcoming workplace in some areas of the employment is an indispensable task. Other organizations can also learn from these strategies, and the members of the partnership can support their own systems as well. The elaboration of this innovative methodology is assisted by the international activities, and the experiences and results of the forums on innovation.

Subjects to be elaborated:

- ★ Employers' practices and strategies for the promotion of equal opportunities
- ★ Employers' tools for helping the disadvantaged workers' integration
- ★ The promotion of life-long learning among the disadvantaged workers (education/upskilling)
- ★ Women in special situation as fully efficient man-power
- ★ The possibilities of the promotion of equal opportunities in the public administration

14.



INFORMATION FOR THE EMPLOYERS, FORMING AN ATTITUDE

Forming the employers' attitude is an important part of the project, since today in the public administration and at market based enterprises as well employers don't pay attention to the promotion of equal opportunities and diversity

It is part of the project to draw employers' attention to our activity and to the importance of the equal opportunities at work. It is also important to provide correct tools for them to build aspects of equal opportunities in their human resources' strategy.

For employers we are planning referred publications and a conference, the goal of which is commanding attention and giving information for the employers about the chances of the promotion of equal opportunities at work.

ESTABLISHMENT OF THE „WELCOMING WORKPLACE” -PRIZE:

This kind of award can attract attention and can have a motivating effect for the employers and the public. In this way the employers in the public sphere and in the market sphere would have the possibility to appreciate and announce their efforts made in the interests of equal opportunities at work. The award would be given in several categories in both spheres.

15.



The INTERFAIR International network

It is one of the EQUAL program's characteristics that the winner programs of the single countries help each other in the framework of international cooperation. The main goal of the INTERFAIR partnership is popularizing and assisting the practice of welcoming workplace, finding and testing the good practices and models in this field.

The secretariat of the partnership is run by the **Dublin Employment Pact**, which is an organisation responsible for the employment policy of the capital of Ireland. After 2002 they could start again their EQUAL project in 2005 under the name of „EQUAL at Work“. The main goal of the project is the elaboration of the practice of welcoming workplace for employers in public administration.

The Nuremberg based „FAIR Plus“ project, whose main goal is to work out technologies of welcoming workplace for the local enterprises, has joined the partnership.

The „South of Madrid“ project, which was started by the public employment service of Madrid, focuses on women's integration at work.

To our greatest pleasure the „Equal Chances for All“ project, which is managed by one of the **Solidarity's** regional organizations from another new EU member state, Poland, has joined the network, of which the „Welcoming Budapest“ project has been a member from the beginning.

The work will be run in thematic groups bi-annually, at meetings organised in different places.

The thematic groups:

- ★ Employers' practices in terms of diversity and integration
- ★ Life-long learning, further education of workers
- ★ Giving employment to people with disabilities, supporting systems
- ★ Older workers' difficulties, supporting tools

18.



The leader of the partnership is the Budapest Public Benefit Employment Service

The **Budapest Public Benefit Employment Service** was founded by the General Assembly of Budapest in 1996, its basic task is the support of the unemployed people in the capital by organizing public employment. The high priority public benefit Service is member of the Non-profit Human Suppliers' National Association, and participates actively in the program of development of the professional standards in human service.

The goal of the Service

- ★ The increase of the chances to find an employment and the improvement of the living conditions of the unemployed who appeal to the Service. For this scope, operation of personalized supported workplaces and supporting services..
- ★ For the local governments in Budapest organisation of services which help harmonise the tasks of social and employment politics in a personalized way. In the interests of this, operation of a professional coordinating, developing and consulting service.
- ★ Assuring the external and internal stability of the Service, organization of business services in favour.

The Service's activity

It currently organizes six districts' complete public employment. Its competencial venue covers 430 thousand inhabitants, among which annually more than 2 thousand people is registered as client. Skilled mentors assist the clients back to the world of labour with personal case work, programs supported by the EU, employment and social tools. The Office for Methodology of Equal Opportunities of Budapest operating within the framework of the Service practises professional coordination in the improvement of the employment system of Budapest.

17.



Supporters of the project



Ministry of Employment and Labour
HRDOP and EQUAL Managing Authority
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National Employment Foundation
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Budapest Transport Company
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European Social Found



The Municipality of Budapest

