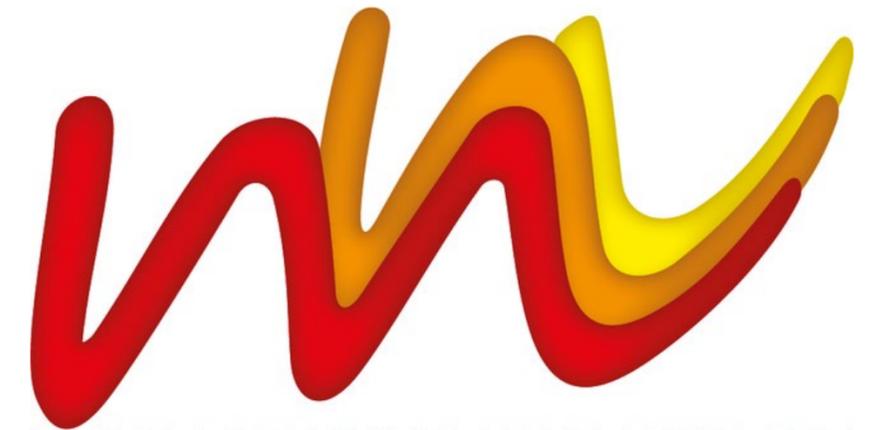


3rd March, 2026



UNION OF HUNGARIAN WOMEN

# Empowering rural women, strengthening families: Community-based solutions in practice

Collaboration between civil and private sector to support rural women in Hungary



BREAKFAST BYTES

Presentation of Margit Batthyány-Schmidt, president, founder of UHW  
& Viktória Szeri, international relations coordinator of UHW

# About us:

## THE UHW IN THE FRAME OF INNOVATION

Established our NGO, Union of Hungarian Women Association in 2013

- Formed to integrate successful national and international practices to help women in the countryside
- our mission is to create and maintain active communication channels between these women and policy makers
- mentoring, coordinating and advocating
- to encourage rural Hungarian women to embrace their role in the family and to inspire them to become entrepreneurs



# About us:

## THE UHW IN THE FRAME OF INNOVATION

### Our international relations:

- Member of the COFACE Families Europe
- Became a member of the Women Entrepreneurship Platform (WEP) -> Vice Presidency
- Annual participation in CSW since 2017– in 2026 for the 9th time
- Active participation in the Copa - Cogeca Women's Committee for several years
- Consultative status at United Nations Economic and Social Council (UN ECOSO C)
- Cooperation Agreement with FAO - joint guide book to empower rural women
- Cooperation with UNESCO– Hugonnai 100 memorial year (2022), Brunszvik 250 commemorative year (2025)

# Highlights of 2025



- Strong UN presence: **CSW69** (New York) & **UN World Social Summit Side Event** (Doha)
- **WUSME Strategic Cooperation Agreement** (Women Entrepreneurs)
- EU Projects: **GAEA Innovation Bootcamp** (Prague)
- **10th International Day of Rural Women Conference** (Tokaj-Hegyalja University)
- **Grapes of Change** (CERV–DAPHNE)
- **Copa-Cogeca Women Farmers Innovation Award** – Hungarian finalist (Top 5)
- Cultural Heritage Leadership: **Brunszvik Teréz 250 Memorial Year** & **“Angyalkert” Theatre Production**

# 2026 – Strengthening Our Regional Impact



## ÜKFP– TalentAHub

- Two- Year Regional Entrepreneurship Development Programme
- 7 regions across Hungary
- 25 women per region
- Blended learning (online + in - person)
- Regional project competition

## National Health Preservation Programme 202 6

Launched to support the physical and mental well - being of women  
— especially rural women — and their families.

### Online Lecture Series (Zoom)

📅 January 21, 2026 – 18:00

**Food intolerance and allergies** – new lifestyle challenges

📅 February 25, 2026 – 18:00

**Children’s common health issues** – what mothers and  
**grandmothers can do**

📅 March 25, 2026 – 18:00

**Menopause and andropause** – understanding life - stage changes



# Empowering Women for a Stronger Future

## UN CSW 70th SESSION

- Focus: Justice, Rights, and Women's Leadership for Inclusive Societies
- Global experts and NGOs united for action
- Advocacy for stronger protection and support systems

## Our Commitment: Expanding Women's Empowerment

- Expanded training: entrepreneurship, mental health & economic skills
- Strong women create stronger families and communities
- Women who are mentally strong can create added value and thrive

## Our Vision

- Skills + resilience for long-term success
- Personal and professional growth
- A safe, supportive community for every woman



# Helping women in agriculture and rural areas

## WHAT WE ARE WORKING FOR EVERY DAY

Several studies show that:

- women are key actors in the management of sustainability in their communities and their families
- not only take responsibility in households but on a higher social level as well
- women take a huge part in managing food production, agriculture, water supplies, and forestation



# Problems women face in agriculture & social status

ACCESS TO CONTROL OF  
RESOURCES

LACK OF RIGHTS TO OWN  
OR ACQUIRE LAND

POVERTY

more women live in poverty than man

ACCESS TO EDUCATION

and decision - making processes

ENAG

# Our Main Projects

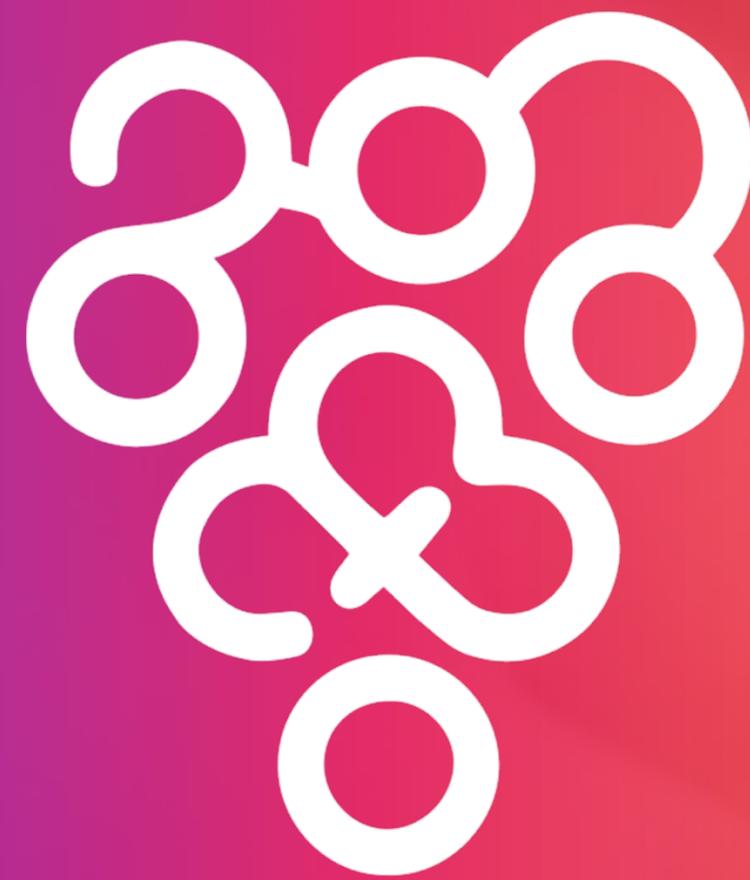
## ENAG – Cross-Border Digital Ecosystem for Women in Agriculture

- ENAG– Cross - Border Digital Ecosystem for Women in Agriculture
- Lead Partner: Union of Hungarian Women (UHW)
- Programme : Interreg VI- A IPA Hungary –Serbia
- Duration: June 2024 – March 2026 ( extension applied )

### Project Focus :

- Cross - border digital ecosystem
- Green & sustainable entrepreneurial models
- Competence development for unemployed and vulnerable women
- Support for educators , advisors & local labour markets
- Regions: Bács - Kiskun & Csongrád - Csanád (HU) Bačka region (Serbia)





# grapes of change

Cultivating equality



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# Meet Grapes of Change

Grapes of Change is a bold European initiative empowering women and men across the wine industry to challenge gender-based violence and workplace discrimination.



# The CERV-DAPHNE programme

Funding of large -scale, sustainable projects preventing and combatting gender -based violence and violence against children

Aims at long -term structural change, empowering victims, reducing violence, and promoting equality across EU societies

Supports prevention, protection, and victim support through integrated and systemic approaches

Addresses domestic violence, harmful practices, cyber violence, and gender stereotypes

Emphasizes intersectional, multidisciplinary, and transnational collaboration



# Our activities



Research & data



Awareness &  
prevention



Training &  
empowerment



Policy & standards

Creation of a permanent Observatory that monitors gender-based violence (GBV) in the wine sector, to collect data, analyse trends, and share policies and best practices.

### What We're Building

- **A knowledge hub** that gathers research, best practices, and resources on GBV in wine industry
- **Information pathways** that help women understand the problem and find empowerment resources
- **Evidence -based insights** that inform companies on creating safer workplaces
- **Research foundation** that feeds and tailors all training activities across the project



Research &  
data



EU-wide and national campaigns that challenge stereotypes, raise awareness of gender-based violence in the wine sector, and empower stakeholders to create safer, more inclusive workplaces throughout the supply chain.



**Awareness  
& prevention**

### What We're Building

- **Compelling narratives** that make people care about this issue
- **Practical resources** that make action feel achievable
- **Celebration of success stories** that inspires others to try



Programmes such as Empower Her Voice and HR capacity-building initiatives providing practical tools for companies and employees while creating a network of trained advocates and safe reporting mechanisms.



## Training & empowerment

### What We're Building

- **Interactive learning experiences** that stick with people
- **Practical skills** for bystanders to become active allies
- **Confident leaders** who can navigate difficult conversations
- **Workplace champions** who create ripple effects of change



National workshops and policy roundtables to turn findings into concrete industry standards, regulatory improvements, and best practices for sustainable cultural change.



## Policy & standards

### What We're Building

- **Shared standards** that raise the bar across the industry
- **Sustainable systems** that outlive our project funding



# Grapes of Change Associated Partners

## Who

Wide spectrum of actors, from wine cooperatives to public bodies, universities, and advocacy networks

## What

- Extend project's reach into local networks
- Anchor campaigns regionally
- Generate stories that drive awareness

## Why

- Early access to data and tools
- Committed community
- Strengthened capacities

## How

**Sign our commitment letter and join us in fighting all forms of discrimination in the wine sector and build a more inclusive environment!**





<https://grapesofchange.eu>



[contact@grapesofchange.eu](mailto:contact@grapesofchange.eu)



[@grapesofchange](https://www.instagram.com/grapesofchange)



[Grapes of Change](https://www.linkedin.com/company/grapesofchange)



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A close-up photograph of a person's hands holding a large bunch of dark blue grapes. The person has light-colored nail polish. The background is blurred.

Let's stay in touch!



In co-operation with Corteva Agriscience a new and innovative education and support program for women farmers started in 2021 implemented by UHW, first time in Hungary.

In 2023 we launched the Program for the 2nd time

April 2023 – July 2023

Total grant nearly 40.000 USD

**Get to know our TALENTAHU PROGRAM:**

Detailed information and application policy:

<http://talentahu.org/>



- Announced on the international Earth Day
- Online education program (16 lectures: creating communities, negotiations, business plan, presentation techniques, agricultural digitalization, cyber safety, food security, investors, etc., each 2 hours stages including Q and A session)
  - Zoom based
  - Questionnaire to receive feedback
  - Micro project competition at the end

### Based on 2023's data :

- 29 people's application were accepted (15 counties of HU out of 19, most of them were from the east part and above the age of 30 and have 2 or 3 children)
- Diverse background (producing healthy products, set up a herb farm, making cheese, offer countryside tourism services, growing veggies, drying fruits, etc.)
  - Award ceremony on the UN International Day of Rural Women
- 1st 2nd 3rd prize from 13 applications totally up to 10.000 USD support + private coaching



Moments from the International Day of Rural Women Conference





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PROJECT 10105627 **GAEA**  
**Granting Access  
to Employment &  
entrepreneurship  
in Agriculture  
for women**



**Project timeline:**

June 2022-June 2025

**Total support:**

1.5m EUR EU fund + 20%  
own resource for  
consortium

ERASMUS-EDU-2021-PI-ALL-INNO

PARTNERS:



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# About the GAEA

- GAEA is an innovative, forward-looking project aiming to improve the quality of entrepreneurship education in the agriculture for young women not in employment, not in training (NEETs) living in rural areas
- INSPIRE, MENTOR, EMPOWER, EDUCATE, TRAIN women in agriculture
- Transnational collaboration formulated by 13 partners (higher education, technological institution, representatives of farmers, NGOs and COPA-COGECA), partners are coming from **10 different countries** (Belgium, Cyprus, Czech Republic, Germany, Greece, Hungary, Netherlands, Norway, Slovenia, Spain)
- GAEA seeks to create a pan-European digital ecosystem for women starting their own businesses (entrepreneurship) or pursuing a career (intrapreneurship) in agriculture and the different field under this thematic area such as agrifood and agrotourism based on new greener, sustainable entrepreneurial models
- Map the needs of the target group, deliver a holistic training model
- Develop an innovative and interdisciplinary training and mobile app, deliver a digital platform
- Implement a bootcamp and form communities on national level
- Feedback on EU level



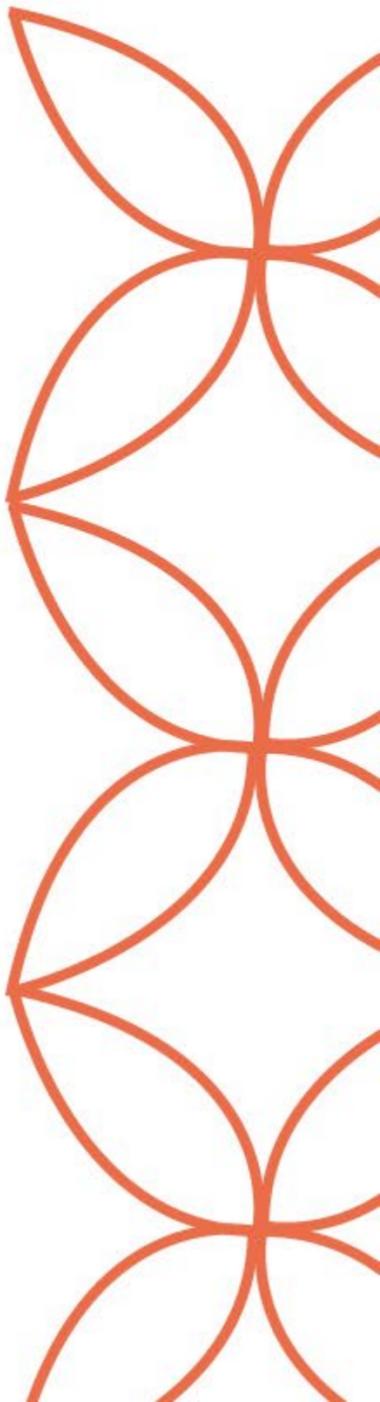


# Target group

- Women neither in employment nor in education and training (NEET situation) living in rural areas
- Women with a migrant background
- Higher education students (HE students)
- Higher education staff (HE staff) - Academia
- VET trainers and professionals providing career consulting services

A number of other target groups, will indirectly benefit from the GAEA project such as:

- Higher Education Institutes (HEIs)
- VET providers, other training organizations
- Enterprises involved in agribusiness (agriculture, agri-food, agro-tourism)
- Agribusiness associations
- Organizations supporting agribusiness
- Policy makers and national agencies promoting sustainability
- Regional and local authorities
- Organizations dealing with environmental issues
- Local communities in rural areas





# Quantitative result

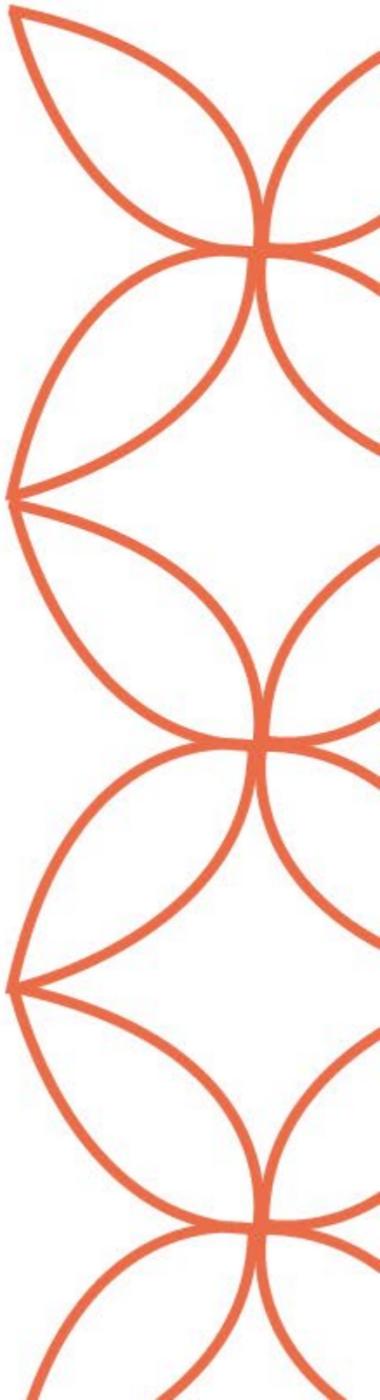
- 2 curricula developed, one for HE students and one for VET learners
- At least 5 different stakeholders involved in need analysis
- 10 modules developed
- At least 40 women participating in bootcamps
- At least 26 professionals - working in partner organizations (agribusinesses, HEIs, VET providers, etc.) acquire new competences
- At least 2000 visits to the project's digital platform
- At least 120 agribusinesses and/or organizations active in the field of agriculture, agri-food and agro-tourism and/or training directly reached through the project activities.
- The extensiveness of media coverage (outlet, content, length)





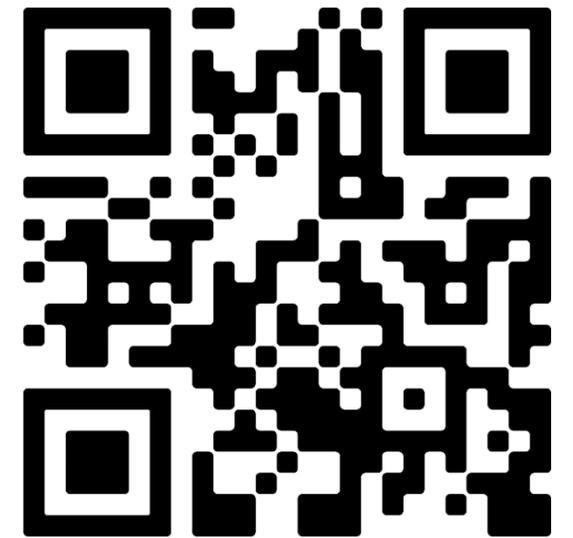
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# Thank you for your kind attention!

The ultimate goal: humanitarian aid and the establishment of peace



SCAN TO SEE OUR CSW70 PARALLELEVENT  
& ZOOM LINK



# Let's keep in touch!

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