

# The value is in us!

RÉV Project Results Communication Publication



SZÉCHENYI 2020



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The project was implemented as a complex program in collaboration between five consortium members with the goal to improve prospects of disabled people in the open job market.

Apart from the above, the major strategic goals are: establishing a **national professional and methodology centre**; establishing and operating the **National Labour Market Service and Support Network**, and a knowledge management network operating in a single framework.

This publication has been compiled by the experts of the RÉV project consortium.

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### Consortium partners:



## PREFACE

The government adopted a regulation on this key project funded by the European Union in the frame of the New Széchenyi Plan in 2012. The program's primary goal is to improve prospects of job-seekers with disabilities in the open labour market. In accordance with the government decision, this has been the first nationwide project in Hungary including thousands of disabled employees in basic and professional training.

Organizing the trainings posed a great challenge for all involved parties:

- the leaders of consortium members,
- the employees,
- the trainers,
- the communication specialists,
- the Policy Coordination Body,
- the project management.

Coordinated actions and commitment to the goal were required for the motivation and active participation of workers, the competency assessment, compiling the training material, finding training venues, organizing the events and press conferences, editing the publications, and informing the general public.

Even though recently we have frequently heard and read about disabled people, we know little about them and hardly know them. Who are they? Where do they live? How many of them are there? Can they learn? Are they able to work? These are the questions anybody could ask when seeing a disabled

child or adult in the street, on the bus or during shopping. Those, who are obviously different from the majority, are often feared and likely to be prejudiced against.

This can and must be changed. Against stereotypes and for the sake of acceptance, integrational sports events were organized with the participation of disabled and non-disabled secondary school students. The students competed in various sports, and they tried playing basketball in a wheelchair or table tennis blindfolded. The good atmosphere and shared experience can increase accepting and understanding the others.

One of the most important results of the project – apart from achieving professional goals – was the effective communication proving that people with disabilities are able to create and do valuable work if the necessary requirements are satisfied. Products we use every day are made by them. Therefore, they have every right to say proudly:

**“THE VALUE IS IN US!”**

Ildikó Bernáth  
President of the Policy Coordination Body





## GENERAL INTRODUCTION OF THE PROJECT

One in six people in the European Union has a disability that ranges from mild to severe; around 80 million people are often prevented from taking part fully in society and the economy because of environmental and attitudinal barriers. However, the full participation of disabled people in social and economic activities is essential to achieve the intelligent, sustainable and inclusive growth-oriented strategic objectives of Europe 2020.

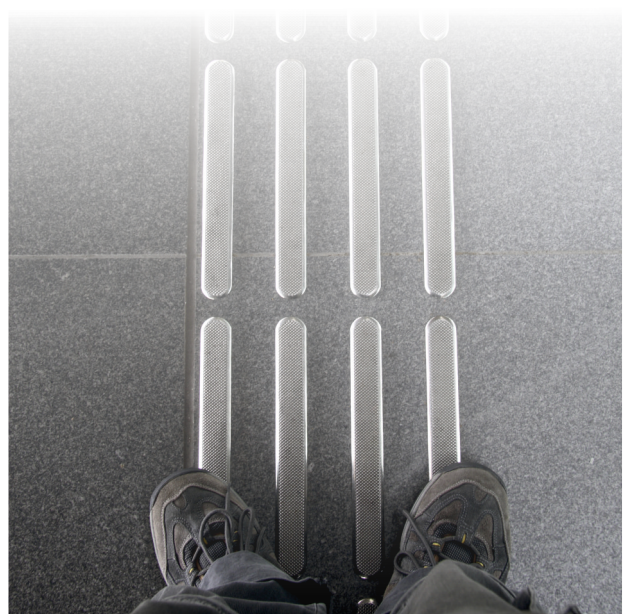
In 2010 the European Commission adopted the European Disability Strategy 2010–2020 in tandem with the EU 2020. The overall aim of this Strategy is to empower disabled people so that they can enjoy their full rights, and benefit fully from participating in society and in the European economy, especially in the frame of the Single Market. The Strategy focuses on eliminating barriers in eight main areas:

- accessibility,
- participation,
- equality,
- employment,
- education and training,
- social protection,
- health and
- external action.

The Strategy defines the support of integration into the open labour market as a key factor of social integration of people with disabilities. The Strategy states that the appropriate workplaces and positions increase the target group's economic independence, thus safeguarding them from impoverishment.

In order to achieve the key EU 2020 targets (e.g. 75% employment rate in Member States) the European Commission primarily requires barrier-free workplaces, the support of employment-assisting trainings, and increasing the transit rate of disabled people in sheltered employment programs to the open market. Since a large proportion of workers and job-seekers with disabilities require support, the Member States should step up the role of (both public and private) labour market service providers.

The goals and activities of the RÉV project closely follow the principles of the European Disability Strategy.





## BASIC INFORMATION\*\*

<b>Project name</b>	Rehabilitation - Value - Change (RÉV): System-level training and service development model program to empower disabled people in the labour market (code No: TÁMOP-5.3.8-11/A1-2012-0001)
<b>Project scope</b>	employment rehabilitation
<b>Participating organizations</b>	Fogyatékos Személyek Esélyegyenlőségéért Közhasznú Nonprofit Kft. ERFO Rehabilitációs Foglalkoztató Közhasznú Nonprofit Kft. FŐKEFE Rehabilitációs Foglalkoztató Ipari Közhasznú Nonprofit Kft. Kézmű Fővárosi Kézműipari Közhasznú Nonprofit Kft. Társadalomfejlesztési Módszertani és Szolgáltató Központ Nonprofit Kft.
<b>Long term and strategic project goals</b>	<p>The long term goal of the project is to improve employment prospects of people with disabilities in the open labour market.</p> <p>Strategic goals: Improving employment prospects of disabled people in the open job market.</p> <p>Establishing a national professional and methodology centre that facilitates and coordinates professional discourse among stakeholders of vocational rehabilitation (National Office for Rehabilitation and Social Affairs; NRSZH, alternative labour market service providers, policy makers); and supports the uniform-quality service standards of the labour market service providers.</p> <p>Establishing and operating a knowledge management network providing a new platform, by developing an integrated IT system in a single framework.</p>
<b>Project indicators*</b>	<p>Trained trainers: 351</p> <p>Employees participating in professional, skills and behavioural competency assessment: 5,854</p> <p>Employees participating in the training: 4,305</p> <p>Participants successfully completing the training: 2,883</p> <p>Competency assessment of potential workplaces in the open job market: 500</p>
<b>Project implementation period</b>	1 May 2012 – 31 October 2015
<b>Total project cost</b>	HUF 4,868,546,081

\*Indicator: assumed target value

\*\*Pursuant to the Funding Contract effective on 30 June 2015

## INTRODUCTION OF PARTICIPATING CONSORTIUM MEMBERS

### Fogyatékos Személyek Esélyegyenlőségéért Közhasznú Nonprofit Kft



Fogyatékos Személyek  
Esélyegyenlőségéért  
Közhasznú Nonprofit Kft.

**Fogyatékos Személyek Esélyegyenlőségéért Közhasznú Nonprofit Kft** fosters equal

opportunity, social integration and complex rehabilitation of people with disabilities and coordinates the actions of participants in the

complex rehabilitation. The organization reaches its goals as a tendering organization and an institution possessing an extensive professional knowledge base, generating methodology developments, operating workshops and providing adult education.

FSZK Nonprofit Kft established its organizational structure so that it covers the developments for disabled people's interest and complies with national and international legal requirements. The professional development schemes coordinated and implemented by the organization is funded by the New Széchenyi Plan, the National Disability Program, and budgetary resources identified in other laws and allocated to this field. The professional activities are based on the principles of the United Nations Convention on the Rights of Persons with Disabilities and the European Disability Strategy 2010–2020. We have implemented a number of flagship programs to improve employability, encourage entering the labour market, ensure quality education and general accessibility, and promote social acceptance and participation. We believe that these professional developments assist the lives of disabled people in nurseries, schools, workplaces, sports facilities and other areas of daily life.

More information: [www.fszk.hu](http://www.fszk.hu)

### ERFO Rehabilitációs Foglalkoztató Közhasznú Nonprofit Kft.



The primary employment policy goal of **ERFO Rehabilitációs Foglalkoztató Közhasznú Nonprofit Kft** is to ensure employment for people with

disabilities at workplaces adequate for their condition and disability, and to facilitate the highest possible level of vocational rehabilitation attainable with their capabilities, within the limits of value-generating manufacturing.

The company's seat is in Budapest, at District 7, Dózsa György u. 48.; but it has offices in Szeged, Pécs and their regions, as well. The vast majority of our workers are people with disabilities.

Disabled employees, apart from the general drawbacks at work, may face further disadvantages that require special

rehabilitation measures, such as extraordinary training and retraining due to health-related harm, as well as longer or more intensive training and monitoring.

As most of the tasks at our workshops do not require any qualifications, we employ a relatively high number of people who have accomplished only 8 or less years of primary education. At the same time we provide opportunity and job for people with secondary or higher qualification; we attempt to find the type of work with sufficient complexity to use their knowledge, and does not result in the degradation of their existing skills and competences in the long term.

More information: [www.erfo.hu](http://www.erfo.hu)

## Kézmű Fővárosi Kézműipari Közhasznú Nonprofit Kft.



Kézmű Nonprofit Kft is the largest state-owned light-industry company in Hungary. It has been a supplier of the garment and leather goods industries in and outside Hungary since 1953; but it also manufactures mixed products and sports equipment in bulk for domestic and foreign customers. As a state-owned company, we have 98 sites and employ more than 5,000 people. The

company underwent a significant change in 1980 when it was appointed as the company for the employment of people with disabilities. Rehabilitation employment policy has been a core value and feature of the company ever since. 75% of our workforce is disabled people who produce high quality products. Limited series and large-scale production are both characterized by modern handling, quality packaging and excellent storage. We offer full range service to our customers in every stage from computer-assisted preparation for manufacturing to finishing.

In the Mixed Product Department our main profile is supplying IKEA. As a result, our products are present on the market of nearly 100 countries worldwide, mostly in Europe, the United Kingdom, the United States and Canada.

We have extensive know-how and technical preparedness in our leather goods branch. Consequently, we manufacture practical and fashion goods in small and large amounts, such as folders, congress bags, binders, rucksacks, sports bags with a logo upon request, doctor's and nurse's

bags as well as gun cases. We also manufacture products of leading global brands. Selected references: Givenchy, Chloé, Semler shoes.

We offer a wide selection of working clothing and uniforms in our garment branch. The entire manufacturing cycle is covered, including initial sample approval, pattern design, computer-based preparation for manufacturing, cutting and sewing. Short and large-scale production series are both characterized by modern handling, quality packaging and excellent storage. Our customers are luxury fashion companies from Western Europe: Pollini S.P.A.: Moschino, Dama S.P.A.: Paul & Shark, Industries S.P.A.: Moncler

More information: [www.kezmu.hu](http://www.kezmu.hu)



## FŐKEFE Rehabilitációs Foglalkoztató Ipari Közhasznú Nonprofit Kft.



The fully state-owned FŐKEFE Közhasznú Nonprofit Kft is one of Hungary's largest employers.

This company has the highest number of people with disabilities among its workforce: 3,500 out of the total 4,000. We have 69 premises around Hungary; most of them are located in disadvantaged areas where often we are the most prominent employers and the only chance for job-seeking disabled people.

In 1949 the company was originally founded for the employment of visually impaired people in Budapest with a few hundred employees. Today the company employs people with visual or hearing impairments, with mental health condition, autistic people, neurology and internal medicine patients, and people with disabilities. As an active adult training institution, we are prepared to assist the rehabilitation of disabled people and facilitate their transition to the open job market. Currently, our strategic branches are manufacturing of ski bindings, lamps, office stationery, medical infusion kits and cleaning tools, assembly of automotive electrical products, packaging, vegetable cultivation and pickling (also for kosher market). A number of foreign partners, multinational companies and even market-leading companies can be found among our customers.

In the frame of a rationalization process of the past years, the company focuses its activities in manufacturing centres, and complies with the changes of the regulatory environment regarding people with disabilities. We strive to meet rehabilitation employment requirements and market standards. This year FŐKEFE has received non-profit status from the Registry Court as defined in the Non-Profit Organizations Act. This enables us to sign public service contracts with municipalities in the area of our establishments pursuant to the social and health service requirements of the Municipality Act. Under the public service contracts FŐKEFE undertakes rehabilitation employment and the facilitation of social equality for disadvantaged groups.

More information: [www.fokefe.hu](http://www.fokefe.hu)

## Társadalomfejlesztési Módszertani és Szolgáltató Központ Nonprofit Kft.



The mission of the Társadalomfejlesztési

Módszertani és Szolgáltató Központ (TMSZK) is to empower people with disadvantages, improve their outlook and quality of life in Hungary with the help of the most modern and effective technologies, methods and models. The programs we developed and implemented offer specific and viable solutions in the following areas:

**Work:** anyone wishing to work should have a meaningful and respected job.

**Health:** everyone should maintain the highest possible physical and mental health throughout their lives.

**Knowledge, education:** people should have up-to-date knowledge to be able to make the most of their experience with lifelong learning and training.

**Social involvement, equal opportunities:** everyone should be able to participate actively in social life and decision-making.

**Supportive environment:** support of the socio-economic environment for using the advantages derived from the practical experiences.

At the planning phase of our programs we consider developed countries' practice, combining it with the cultural and social features typical for Hungarians. Our primary consideration is sustainability so that we can provide long-term help for those in need.

More information: [www.tmszk.hu](http://www.tmszk.hu)

## PROJECT SCOPE

In order to achieve its targets, the project addressed two major areas: the consortium performed training development and service development activities. The three employers focused on the development of the adult education system and the organization of trainings; whereas FSZK and TMSZK mostly carried out service development. The following section describes in detail the complex professional innovation implemented in the project.

### Training development activity

In accordance with the requirements of Hungary, the EU and the economic environment, the RÉV project targeted to reduce the gap between disabled employees and job-seekers in the open labour market. One of its primary tools is to provide trainings at workplaces not only to assist participants to know their way around in general, everyday situations, but also to provide a job-specific training that fosters continuous development. The ultimate goal is to facilitate leaving the rehabilitation employment and entering the open labour market. The target group of the trainings was disabled people employed at the three companies.

The trainings were preceded by technical and professional preparation. The training centres were established during this period; infrastructure investments and equipment purchases provided for the proper and

comfortable training environment. A total of 116 training venues were established at the three companies. Moreover, there were internal training venues which met the requirements of the Adult Education Act, where no investment had been made but the training was carried out (e.g. at institutions). In case of some professional trainings the participants attended the course at external sites (e.g. public education institution, community building, etc.) These enabled the training of 4,475 people with disabilities. In parallel, professional preparation was conducted with the following focus areas:

- skills, behavioural and professional competency assessment of disabled employees;
- train the trainers: preparing trainers, mentors, teaching assistants, supervisors;
- compiling the training material;
- developing administration software for the training and rehabilitation program.

The potential training participants received thorough preparation. The rehabilitation teams compiled questionnaires to assess the general skills and professional competence of disabled people. The three companies conducted the assessment of 6,358 people. Following the data assessment, the participants were selected.

The first step was the preparation of the organizations' employees who would be trainers in the basic and professional

trainings. Altogether 408 people were trained at the three companies. Experience showed that the participants' teaching and managerial skills improved significantly and their motivation greatly increased. Their personal attitude to disabled employees underwent qualitative changes. The complex organizational development initiated a positive tendency on corporate level as well; the middle management became more active.

At the accredited employers the adult education activities generated by the RÉV project and rehabilitation are supported by the KÉREM rehabilitation and education software, developed in this project. The operating owner, the professional departments, teams and disabled employees themselves have access to the system for information. The software can also be used to generate statistical reports.

#### **The KÉREM software in the trainings:**

Managing needs analysis questionnaires, application forms, adult education contracts, documents certifying qualifications; displaying training registers, timetables; online sign-up for exams. Harmonizing available trainings with applicants' training needs and individual training plans; quality assurance (course evaluation); generating statistics. The system enables career tracking: monitoring the employee's career within the organization: registering positions inside or outside the organization with regard to the

acquired or available competences. Supporting payroll processes: generating statistics about each participant (the number of training hours attended in the month/in a particular period). Extending contact and complaint features; direct online notifications.

KÉREM in the rehabilitation: annually evaluating personal rehabilitation plans, assessing needs on national level, assistance service planning procedures, fostering successful rehabilitation, recording transition action plans, facilitating transition processes, summary of job sample venues, scopes of work, findings.

#### **Basic trainings**

The development of the general employee competences was an essential part of the training. The project provided an excellent opportunity, following and based on the personal competency and needs assessment, to compile a methodology and a program customized to the employees' special needs so that they can develop their skills. The consortium's Project Team jointly prepared the final study material and methodology supplements.

- **Project name:** "Developing skills required for employment"
- **Number of contact hours:** 480 hours
- **Training intensity:** For 6 to 12 months, 2-4 hours a day in working hours



# THE VALUE IS IN US!

The training aims to mentally develop and prepare disabled employees in groups for employment in the integrated open job market, and to facilitate them in acquiring skills and competences for successful integration at workplaces and in society.



The training includes rehabilitation-based theoretical preparation for employment, and individual and small-group trainings with interactive sensitising elements, in the form of 20 successive, but independent training units.



## Content of the basic trainings

	Training unit	Description of the training unit
1.	Forming and development of personality	Connections between self-consciousness and personality. Risk factors in personality development. Possibilities of personality development in the socialization process.
2.	Self-awareness, self-definition, self-evaluation	Facilitating the achievement of the appropriate motivation level. Work motivation, loyalty to the employer. Facilitating realistic self-evaluation, accepting the disability or condition by the persons and their environment. Responsibility, will power.
3.	Controlling emotions and behaviour	Relation of the mind and emotions; emotions learnt during socialization. Emotional reaction in connection with diseases, disabilities; denial
4.	Definition, forms and rules of communication	The importance of communication at the workplace; impact of prejudices on the communication process; connection between communication style and effectiveness. Characteristics of creating and maintaining relations. Communication exercises.
5.	Definition and causes of conflict, means of avoiding it	Prejudices in conflict management and conflict solving, and their consequences. Conflicts at workplace and in private life, managing methods.
6.	Stress	Causes and circumstances of stress at and outside the workplace; options of handling stress. "Positive stress" and its effects. General stress-inducing situations and options of their processing.
7.	Crisis	Definition of crisis, psychological characteristics of crisis situations. Crisis situations and options of resolution at the workplace, labour market, in relationships and family.
8.	Work environment	Definition, forming options. The significance of work environment in relation to performance and quality requirements.

	Training unit	Description of the training unit
9.	Basic rules of team work	Norms, criteria, responsibility. Practicing appropriate behaviour patterns in simulated environment. Handling hierarchical relations. Methods of establishing roles, behaviour patterns and relationships in a group. Basic legal regulations, general rules of fire protection, health and work safety, environment protection; applying the acquired knowledge at the workplace.
10.	Seeking social support	Individual and group responsibility. Emotional reactions to diseases – denial, anxiety, anger, lethargy and depression.
11.	Aspects of burn-out	Exhaustion, lethargy, depression, decrease in performance. Physical symptoms of burn-out (headache, sleeping problems, sudden mood changes, noticeable muscle tension, dull pain, general weakness), possible treatment methods.
12.	Mental health	Techniques to protect mental health, to treat and resolve psycho-social problems.
13.	Healthy lifestyle, first aid	Health maintenance, personal hygiene, healthy eating, healthy lifestyle; choice of partner, marriage, family, having children. Possibilities of developing addiction, methods of prevention; smoking, alcohol consumption, drug use; stress in the family. First aid tips, techniques for resolving everyday situations.
14.	Social reintegration	Problems and questions in connection with the integration and reintegration of disabled people at the workplace and in society. Possibilities to spend and benefit from free time, sports, entertainment, other leisure activities.
15.	Independent thinking, free will	Use of basic civil rights. Active participation in public life. Rules of everyday life, civil rights and duties, introducing the Civil Code, Criminal Code, Social Care Act, the Fundamental Law. The significance of social responsibility. General administration knowledge



	Training unit	Description of the training unit
16.	Social and welfare benefits	Hungarian and European Union institutions, basic EU knowledge. Possibilities to use benefits. Rights, benefits and social administration for people with disabilities in the frame of the relevant rules and regulations.
17.	Possibilities of job seeking	Techniques for job seeking, employment agency services, assessing possibilities, choosing the appropriate workplace; CV and cover letter writing and interview techniques. Rights and duties of employment, relevant documents, filling in forms.
18.	Aspects of equal opportunities	Disadvantages of various disabilities at workplaces and in society; implemented measures to tackle disadvantages. Questions and problems of accessibility. Disadvantages of various ethnical groups and nationalities at workplaces and in society; implemented measures to tackle disadvantages. Accepting otherness, the concept of tolerance. Disadvantages of otherness at workplaces and in society; possibilities to overcome disadvantages. Basic human rights.
19.	Learning, education, personal development	The significance of basic education, developing writing skills (with digital devices, sample forms), self-education, maintenance of knowledge. Individual motivation to participate in vocational courses and further trainings, NQR (OKJ) vocational trainings. The meaning and concept of "lifelong learning".
20.	Free association trainings	Discussion of topics suggested by the group (current situations, problems) with the involvement and active participation of attendees.

As for the processing of training units, the theoretical introduction was applied in situational exercises. The classes had a strict schedule and curriculum, and were conducted by rehabilitation trainers. Their work was supported by mentors and teaching assistants on the sites.

The entire training material and supplement materials are available at the project homepage at <http://revprojekt.hu/hu/kepzes/szakmai-anyagok>.

## Professional trainings

The selection of professional trainings implemented in the frame of the project was composed in accordance with the needs assessment carried out in the initial phase of the project among disabled employees. The Rehabilitation Working Group of FŐKEFE asked 3,024 employees what profession they would like to learn, what possibilities they see for further professional development and entering the open job market. Following data evaluation, the professional training list was established.

Completed professional trainings can be divided into two groups: NQR (OKJ) and other supported professional trainings.

### NQR (OKJ) trainings:

Trainings of 90-230 contact hours, twice a week, 5-7 classes per day.

- Garden worker
- Park maintenance worker
- Cleaning technology worker
- "Construction and material movement machine driver" training, "Fork-lift truck driver" specialization, the organization and conducting of the examination listed in the National Qualification Registry (OKJ) and the related official examinations for driving licences for the "sit-down", "standup" and "walk-behind forklift truck" groups.

### Other supported professional trainings:

Trainings of 50-300 contact hours, twice a week, 5-7 classes per day.

- Basic computer literacy and internet usage
- Semi-skilled precision mechanical assembler
- Semi-skilled non-medical masseur
- Semi-skilled paper product manufacturer (manual and machine operator)
- Semi-skilled textile worker
- Quality controller
- Use of data recording programs at work (call centre)
- Market research, product development employee
- Computer operator (basic and advanced)
- Security guard

As the result of the professional training, the participants' efficiency improves, and this experience significantly enhancing the employee's own value in the labour market for the employees themselves.

Though the basic principles of training were the same at all three companies, there were some differences in the organization and implementation. KÉZMŰ initiated a unique concept in the professional training.

The Kézmű Mastership is a modular education model. Its goal is to prepare workers with possibly different professional backgrounds for the tasks in the light industry; and/or to further develop competences of workers who already have some related expertise to perform more complicated tasks and to acquire more complex practical knowledge.

The course for certain industries (clothing, leather goods, packaging technology,

storage) starts with the simplest work processes (e.g. sewing, seaming) and gradually proceeds to the production of more complex parts and products; therefore, even participants with no or little professional knowledge are able to learn it. The training units, modules contain only minimal theory and a high number of contact hours concentrating on practical knowledge; thus offering effective learning for people with primary education or who left school decades ago. The participants/employees can join the professional modules based on their existing professional knowledge on the condition that they fill the level and competency assessment test and do some practical tasks.

In the frame of the RÉV project the professional content of an industry is divided into 20 modules. All attending employees with disabilities completed at least 5 modules, but there were some completing up to 10 modules. Each module has 60 contact hours, making up a total of 300 hours for the disabled employees. The participants were selected and allocated to modules of a particular topic based on the results of the preliminary competency assessments. The training covered the following areas:

- Basic computer literacy and internet usage
- Manufacturing leather footwear upper parts
- Manufacturing leather sports equipment
- Production and repair of leather items

- Manufacturing leather goods
- Manufacturing leather clothing
- Manufacturing basic garments
- Manufacturing household textiles
- Various packaging materials and their use
- Labour and labour law knowledge
- Warehousing, optimization, material handling
- Optimization of tailoring technologies, tailoring processes and tailoring layout
- Conveyor belt operator training
- Basic professional training

### Experiences, results

All three consortium members report successful implementation and progress in the basic trainings with disabled employees. In connection with the implementation the organizers emphasized that the participants – overcoming initial difficulties – showed a positive attitude and did not consider participation as an obligation. They looked forward to the classes, and they often discussed the materials outside the classroom. During the classes and in the frame of playful activities the trainers and participants alike learnt a lot and had the opportunity to get to know each other better. In the course of basic trainings the participants developed in various areas due to the new knowledge and experience. Let us see some illustrative examples:

### Internalization of learning as an activity:

During the training the participants not only acquired new knowledge, but learning as an old-new activity has become part of their



everyday lives, facilitating the need for continuous training and learning, which in turn forms the basis for lifelong learning, one of the most important education goals today.

### **Development of everyday skills:**

Due to experiences gained at the trainings certain skills of the participants also developed, necessary for everyday life; such as problem solving, administration without help, treatment of other people, etc. The participants reported that these new knowledge proves useful not only at the workplace, but also in their private lives.

### **“Strengthening” each other:**

During the training the attendees had a positive influence on each other; one of the most important features of integrated education was realized when the better performing participants motivated poorer ones.

### **Openness:**

Due to previous negative experiences, the participants had been much more reserved and reluctant to participate at the beginning of the training. Most of them, however, underwent a positive change; they became more open, more courageous, presented their opinion, ideas and thoughts with more self-confidence.

### **Conformity, acceptance, empathy:**

The attitude to attendees with different capabilities improved; since the training they have come to accept that not everyone is able to perform a task in the same way, but the

result might as well be just as good. Moreover, the participants got to know each other better and became more open to colleagues with different disabilities; their attitude to other colleagues and to the management has improved significantly.

### **Qualitative change in communication:**

As the result of the communication activities, the participants' vocabulary broadened considerably; they are able to use the newly acquired expressions in everyday conversations. This is clear evidence that they understand the training material easily and like it. The participants communicate with more confidence both in informal, ordinary situations and in formal administrative issues. Instead of complaints and negative thinking, their communication and speech are characterized by a more positive attitude.

### **More coherent groups:**

Team work and cooperation among participants improved. The group cohesion of people working in the same department strengthened; the effects of team building were tangible in and among departments, improving the general atmosphere at the workplace.

### **Improvement in the quality of work:**

The quality of work improved significantly; as the result of the positive feedbacks at the training the participants started to look for new tasks and challenges in their jobs.



It was a great success that the participants expressed the same opinion in the feedback, namely that they would like to attend similar trainings in the future.

Some personal opinions from the participants' feedback:

*"Everyone benefits from the training. Even those who loudly refuse to admit this. They are more open, confident, accepting, they tolerate other people better, and have higher personal ambitions than previously. They are more closely knit, pay attention to each other in and outside the workshop."*

Gergő (trainer)

*"I think every topic of the training was useful. It changed our attitudes and internal values."*

Marika (participant)

*"The work attitude has changed. It used to be like one working, the others watching but not any more. There's team work now, no disparities."*

Imre (participant)

## “Through the eyes of a trainer” – experiences, impressions

What difficulties did you encounter during the training?

*First of all, there was the lack of self-confidence and motivation. They didn't dare to open up; often they had no opinion at all about this or that topic. They were not motivated in learning and developing; this was difficult to change.*

Could the participants loosen up, did they become more active?

*For a start I had to persuade them to leave their comfort zone. They needed some time to find the courage to speak up and express themselves. During the training their vocabulary had to be extended so that they could answer in full sentences and understand the topic; for instance, segregation, integration, assertive communication.*

What changes did you see at the end of the training?

*They had the courage to think, form and share their opinions. Their communication, conflict and emotion handling abilities have developed a lot. Some of them are considering further education, for example to become a dietarian cook, a non-profit manager, or a metal worker.*

All in all, in what respect is this training useful?

*It teaches to know yourself and the others. It helps you understand how an organization works, and how to change a bad working atmosphere. It teaches logical thinking and to build a vision for the future. Finally, it teaches how to communicate effectively. I can tell you, the participants clearly underwent changes during the training. I'd support skills development in all our plants.*

## The training results in numbers\*

	ERFO	FŐKEFE	KÉZMŰ	Total
Number of workers participating in competency assessment	904	3,024	2,430	6,358
Number of training venues	14	52	50	116
Number of training groups	39	129	96	264
Number of realized contact hours	15,972	41,322	44,280	101,574
Total training participants	575	1,879	2,021	4,475
out of which participants in the <b>basic training</b>	446	1,371	998	2,815
out of which participants in the <b>professional training</b>	129	508	1,023	1,660
Number of participants successfully completing the training	548	1,747	1,284	3,579
Number of participants involved in the “train the trainer” training	55	127	182	364

\*The above data show the actual results of the project as per 30 June 2015

### Service development activity

The service development activity focuses on supporting the professionals providing vocational rehabilitation services. Besides disabled people working at companies, they are in the immediate target group of the project. The service development activity includes methodological innovation, promotion of networking, IT developments supporting rehabilitation services and institutional development.

### Unified Service Methodology

The public labour market organization started to create a vocational rehabilitation service system at the end of the 90s. In parallel, the domestic non-governmental sector slowly started to react on disabled people's increased demand for employment. In addition to their existing services – primarily satisfying social needs – they gradually initiated job market services for occupational rehabilitation.

In Hungary, there are five service models for people with disabilities: the Complex Job Market Program (KMP), the Supported Employment (TF) service, the Job Assistant Program, the 4M-program, and the Vocational Rehabilitation of People with Visual Impairment (LFR). These models have had special, mostly target group-specific methodologies, but they have been based on the same principles. In each case, the primary goal is to support persons with disabilities in finding permanent jobs on the open job market, by providing services to both the employees and their employers.

The Unified Service Methodology has been prepared with the uniformisation of the models implemented in Hungary, placing emphasis on good practices.

The resulting methodology contains seven service steps supporting the integration of people with disabilities in the open job market:

1. contacting and information, entering into a service contract;
2. survey;
3. preparation of an individual employment plan;
4. preparing the person for the employment;
5. job matching;
6. supporting the training and workplace integration of disabled people;
7. follow-up.

The five steps of the service process of the employees on the open labour market:

1. contacting and labour market information;
2. the general analysis of the employer;
3. the client-specific analysis of the actual workplace;
4. the preparation of the actual workplace for the employment;
5. regular contact with the employer, follow-up.

The handbook and the related practice-oriented training workbook are available on the homepage of the RÉV project.<sup>1</sup>

## **Transition service methodology**

The change of attitude that took place in the field of vocational rehabilitation and the related legislative changes resulted in a shift of emphasis in the rehabilitation activities of the accredited employers. In contrast to the previous practice, the focus of the activities became the placement of the workers – especially the ones with B1 and C1 qualifications – on the open labour market. The transition service methodology was compiled in response to the situation, based on the Unified Service Methodology and the experience gained during practical testing. The methodology is designed to support the placement of disabled workers in transit employment at the accredited employers onto the open labour market, and to provide both the accredited employers and the service providers with the necessary tools and resources.

The handbook and the related practice-oriented training workbook are available on the homepage of the RÉV project.

## **National Labour Market Service and Professional Support Network**

The civil organizations supporting the open labour market placement of people with disabilities were founded in the mid-nineties. Initially, progress was slow: it took almost ten years for the service models to spread throughout the country. However, the service providers did not form a professional network operating at national scale, so the local innovations and good practices were isolated and were unable to become mainstream. The information flow was inadequate, the experts of the services were unable to cooperate and share their ideas. The RÉV project has brought fundamental change to the area: a unique, nationwide organization was set up in Hungary called the National Labour Market Service and Professional Support Network with the participation of organizations supporting the vocational rehabilitation of disabled people and their employment on the open labour market. By its vocational rehabilitation services, this network of almost 70 organisations works to provide over 15,000 disabled people with an opportunity to be integrated into the labour market, ensuring equal access and social integration. The National Labour Market Service and Professional Support Network has been founded for:

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1. Methodology handbook: <http://revprojekt.hu/hu/modszertani-kozpont/szakmai-anyagok>



- ensuring the exchange of experience, information, good practices and improvements among the employment rehabilitation service providers on a national level;
- promoting uniform thinking and creating a professional platform and channels of collaboration;
- by the end of the programme, creating an active National Labour Market Service and Professional Support Network representing the interests of the organisations.

Membership in the network is an entitlement bound to the realization of certain projects in the RÉV project period. Based on the grant contracts with ESZA Nonprofit Kft and the cooperation agreements signed with the FSZK implementing the RÉV project, the organizations completing the following projects are considered members of the Network:

- Beneficiaries of TÁMOP-5.3.8.A2-12/1,2 (42 organisations, with the same number of projects and project locations).

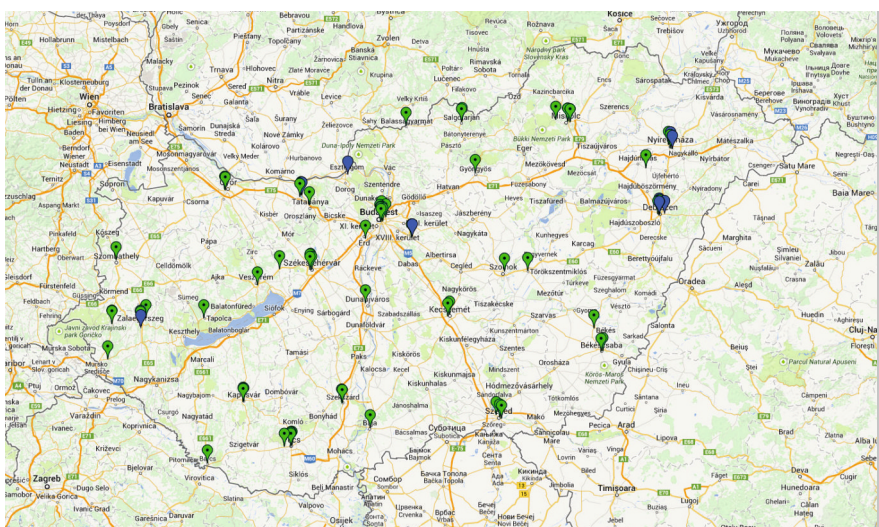
- Beneficiaries of TÁMOP-5.3.8.A3-12/1,2 (35 organisations, (35 projects, one location per project).
- Organisations implementing the Alternative Labour Market Service Program AMSZ 2013 (32 organisations, 34 projects and 44 project locations).

The RÉV project and the related project schemes made possible free-of-charge services by providers in 74 service offices (premises), ensuring nationwide coverage. The majority of the organisations also maintain customer service locations (mostly at partner organizations such as family support centres), whose addresses and office hours are available at the service offices operating in the given county.

Besides service providers, so-called accredited employers have also joined the network cooperation. These organisations employ a certain number of disabled people. In addition to employment, however, they also provide rehabilitation services to their disabled employees. Also they take the condition of their employees into consideration and aim to improve their

individual working abilities. Currently, there are 42 accredited employers in the RÉV project, on more than one hundred premises throughout the country.

For more information on the network membership see <http://revprojekt.hu/hu/halozati-tagsag>.



National Employment Rehabilitation Methodology Centre

A requirement of the National Disability Program is to expand and improve the system of trainings and the network providing support for employment-related services, and to create its national methodological center in order to increase the labour market opportunities of people with disabilities.

The National Vocational Rehabilitation Methodology Centre (OMK) is an organization operating within the FSZK, increasing the effectiveness of vocational rehabilitation with complex methodological tools, measurement and evaluation, serving as an efficient channel of policymaking. For more information on its activity, see <http://revprojekt.hu/>.

NATIONAL VOCATIONAL REHABILITATION METHODOLOGY CENTRE	
BASIC ACTIVITIES	ADDITIONAL ACTIVITIES
Management of the monitoring system	Research
Network operation	Innovation
Management of a knowledge centre	HR-development (professionals)
Communication activity	Communication activity

By its monitoring activity, OMK supplies information to the competent ministry through continuous data collection and analysis. The data gained nationwide are used to support planning processes and the harmonization of different areas of improvement (for example, the stabilisation of the relationship of vocational rehabilitation and the replacement strategy, reducing the dead-end nature of social employment, functionally linking state and civil services, forming a common case management system across sectors).

### **The Integrated Knowledge Management portal and the behavioural competency assessment tool**

The primary task of TMSZK was to develop an integrated IT system and a community space supporting the consortium-level project goals, and to realize a research program for the development of a behavioural competency assessment tool adapted to disabled workers employed at the sheltered organisations.

The test group of the new labour market analysis methodology developed in the research and development program of TMSZK was the group of disabled people employed at state-owned organizations specialized in rehabilitation. The professional and methodological content background was provided by the Hungarian regulatory environment, the “best practice” models of the European Union and the methodologies established by the professional organizations.

The freely accessible portal at <http://www.tovabblepes.hu> offers methodological support to disabled workers, in order to improve their chances of transit to the open labour market. Below we summarize the key aspects of the behavioural competence assessment conducted in the scope of the project.

TMSZK determined the actions necessary for project implementation, divided into four phases:

In **preparatory phase**, the staff to be involved in the project was selected and the project organisation was created following careful project planning.

In the **implementation of the competency methodology phase**, organizational agreements were made with the open labour market players. The establishment of the cooperation aimed at developing a common knowledge base of the integration necessary for transition to the open labour market, and also aimed at involving professionals of the organizations in contacting players on the open labour market. In the next step, in-depth interviews were conducted with the rehabilitation and training professionals working at the sheltered organizations and the behavioural competency methodological research and development process was started. It resulted in the development of a behavioural competency assessment tool. The measurement tool is in fact a self-assessment questionnaire by which employees can assess their own abilities, skills, competencies and aptitudes in competency dimensions relevant for the labour market.

Another key element of the model development was the creation of 500 job profiles which show the (nature and level) of market expectations in the dimensions the employees assessed themselves with the questionnaire. Thus, the potential disabled workers do not only receive feedback about their current skills and their assessment in the various dimensions, but they can

immediately compare their skills with the labour market requirements for that given position.

After the behavioural competency assessment of the 500 disabled employees selected with the help of professionals working at the sheltered organizations, the tests were evaluated. Then, knowing the results, the measurement tool was fine-tuned, which was followed by the realization of the main objective, the behavioural competency assessment of 5,000 disabled workers.

The first step of the **knowledge management network implementation phase** was to develop the methodology of the assessment based the pilot survey, in parallel with the development of the special features of the system.

The portal provides services to the users with an IT solution, an algorithm based on the above methodology. Using this algorithm, the system summarizes and organises the values of the questionnaire completed by the users, and provides users with an assessment of their skills and abilities to enable them to identify which areas need to be trained or improved.

Besides its special functions, the portal also operates as a knowledge management network. It encompasses the relevant terms, electronic know-how and professional contents as well.

Professional and IT training was also an important part of the project. TMSZK undertook a so-called “Train the trainer” task to provide methodology training to the professionals working at consortium partners so that they gain expert knowledge of the portal and can conduct competency assessments, and another task to train the network partners to conduct and analyse the competency test.

The activities of the TMSZK greatly promote the achievement of the main objectives of the project, namely supporting the heavily under-represented working-age disabled people in (re-)gaining access to the labour market, and improving their chances to use the modern, efficient and complex labour-market services.

**Új HR és informatikai eszköz a megváltozott munkaképességűek foglalkoztatásában**

A „Rehabilitáció, Érték, Változás” (RÉV) projekt keretében a Társadalomfejlesztési Módszertani és Szolgáltató Központ (TMSZK) munkae- és piaci portált és kompetenciaalapú mérőeszközt fejleszt.

**MAGATARTÁS-ALAPÚ KOMPETENCIA MÉRŐESZKÖZ**

**A mérőeszköz**

- alkalmas a megváltozott munkaképességű munkavállalók felmérésére, az új munkae- és piaci portálon önállóan vagy segítő igénybevételevel ők maguk is használhatják
- 15-20 perc alatt kitölthető
- főleg magatartás alapú kompetenciákat vizsgál
- algoritmus alapján nagy tömegben képes munkavállalói kompetenciák és munkakörülmények értékelésére, kiértékelésére, ezáltal hatékonyan támogatja a humán erőforrás menedzsment tevékenységeket.

**Az eszköz az állami és piaci szektor munkavállalói, a megváltozott munkaképességűek, a munkaügyi ellátórendszerben regisztrált munkanélküliek körében is eredményesen használható az alábbiak szerint:**

- fejlesztendő területek meghatározása
- karrierterv, motivációs rendszer és teljesítményértékelési rendszer kialakítása
- toborzási, kiválasztási rendszer kiépítéséhez nyújtott támogatás
- humán és képzési szakvélemény, képzési terv készítése a munkaügyi ellátórendszerben lévő megváltozott munkaképességűek rehabilitációs tervéhez

**A mérőeszköz használatával**

- az adott munkakörbe felvett munkavállaló „beválási rátája” magasabb, csökkenthető a fluktuáció,
- a munkakörhöz való hosszabb távú illeszkedés költségmegtakarítást eredményez
- csökken a betanításra fordított költség, a kikapcsolódásból eredő többletköltség,
- hatékonyabb munkae- és piaci tervezési modell építhető fel pénzügyi szempontból is.

## COMMUNICATION CAMPAIGNS, RAISING SOCIAL AWARENESS

The communication activity in the project had a complex goal system. Special emphasis was placed on promoting the transformation of the unfavourable social approach towards employees with disabilities. The topic of disabilities is not easy to approach. In many cases, ordinary people are unwilling to accept that we are all different. It is no surprise that without adequate knowledge and mutual social relations it is the differences rather than the similarities that determine the way people are perceived. If we wish to live in a society where social relationships are fundamentally based on inclusion and acceptance, we must change the behaviour of the population and raise social awareness. The communication activity of the project aims at sensitising wide groups of society – mainly young people – to people with disabilities.

The primary target group of sensitisation is those who are in decision-making positions for the employment of people with disabilities, as the labour market integration of disabled people will be increasingly important for both social and economic reasons. Most employers do not consider them valuable participants in the workflow, although these workers are able to create significant added value similarly to their non-disabled colleagues. Consequently, one of the main objectives of the communication was to raise the awareness of employers to

values, benefits and challenges associated with the employment of disabled people.

It is important that those concerned be aware of their own values and useful role in the society; therefore, a part of the communication messages aimed at improving the self-image of the disabled people participating in the project and involving them in a community.

Another important consideration was to raise awareness of the employment of people with disabilities in the media, as well. To this end, paid advertisements were published and press releases were also promoted. For the latter, great attention was paid to continuously informing the press and persuading journalists to endorse this noble cause.

### The target groups of the communication

1. The first and most important target group was the approximately **5,000 disabled workers** participating in the project, employed by FŐKEFE, ERFO and Kézmű Közhasznú Nonprofit Kft.
2. **Civil labour market service providers**
3. **Possible employers** (CEOs, HR- and PR-managers)
4. **Accredited employers**
5. **Social and civil organisations**
6. **Young people of age 12–18**
7. **The Hungarian society as a whole**



### The communication tools used in the project

- Homepage
- The creation and management of a Facebook profile
- Facebook - Disabled Friend Questionnaire
- Production of viral videos and campaign
- Films, TV-spots, interview short films, educational/sensitising film for schools, making-of film

The homepage operates as the central information surface of the project. All public information related to the planning and implementation is available there. Visitors can access comprehensive information, understand the goals of the activities, and realize the need to further train disabled employees. The page has more than 4,000 users, and the number of returning users has exceeded 2,000. The page has more than 31,000 page views, the most visited menu items are the RÉV project, Gallery (Galéria) and Network (Hálózat) in this order.

There is a campaign page on Facebook with the aim of keeping the topic up-to-date, producing news items and incentivising the expression of user approval. The Facebook page is liked by more than 3,400 people. The number of people sharing news from the page exceeds 6,500. There are 17,189 active users interacting with the page through clicking on or creating news items. 80% of the followers are female, 20% are male, and most visitors are in the age group 35–65. More than 1,100 of them reside in Budapest. It seems that the topic has become a kind of hype on the internet and the users have formed it as their own. As a result, a larger number of people consider disabled people as equals.

The so-called Disabled Friendly test on the Facebook (the banner of the campaign led here) resulted in a deeper understanding of the campaign messages among Facebook-user visitors. Those having completed the tests can receive a visual representation of the number of disabled people in each county and can see how many people considering themselves “disabled-friendly” have filled in the tests and where they live. 311 people have filled in the test so far.

Imaginative, sensitising viral films were been made to be used on Facebook. The five viral films were viewed by 70,390 people in the period between 05.07.2014 and 03.08.2014. The videos were shared by 2,398 people, 42% of who also commented on the videos, so these films can be considered viral in the social media.

The seven “lyrical portrait” short films of the RÉV project have become successful on Facebook and YouTube, the biggest video sharing portal. These short films feature well-known and/or interesting people with disabilities (including a singer and a Paralympian) with interesting stories about their daily lives and thoughts, thereby promoting tolerance, acceptance and understanding of the unusual phenomena in the society. On Facebook alone 32,000 people have watched the short films on average. An educational film of youthful tone was also produced, primarily for secondary school students.

The making-of video of the project – presented at some events as well – provides the most comprehensive and detailed perspective on the philosophy of the project, its goals, task system, and the role of the consortium partners in the operating mechanism. It focuses on providing training to workers. Participants of the trainings, trainers, professional and production managers profess that people with disabilities are able to produce quality products and that integration in the workplace can greatly reduce the gap between disabled and non-disabled people. The necessity for a change in social awareness is emphasized by disabled people speaking together in a TV-spot in a concise and snappy way.

## Events

- Opening event
- Workers' forum
- Integrational sports events
- Project visits by employers
- Appearance at HR-conferences
- Press conference
- Closing event

In the opening event and through the related publicity all the target groups of the project were informed of its beginning and content. They realized that the services provided to persons with disabilities are essential in a fully developed democracy. The participants of the training were informed of the beginning and goals of the project in a workers' forum at the premises of the three companies, where attendees could take part in various team-building games and programmes. Thus, workers may have become more motivated for the trainings, and could internalise the prospect of participating in the open labour market.





The intention behind and the result of the three integrational sports events were that disabled and non-disabled students would learn from their own experiences and share the belief that cohesion and solidarity are common values, and there are opportunities for the two different groups of people to connect and operate as a team. At the Budapest venue almost 500 people had fun together at the sports games.

Through employers' project visits organized by the communication representatives of the sheltered companies, employers could acquire first-hand experience of the work done by the disabled workers. The leaders and HR-managers of the external companies showed interest in the ways of employment cooperation.

The project goals are also promoted with lectures and exposition booths at HR-conferences independent of the project. The professional delegates of consortium members gave presentations to the experts on the social and financial benefits associated with the employment of disabled workers.

A total of 24 press conferences were organised across the country during the project, mostly at training venues, with the participation of high-ranking government officials, town leaders, and members of parliament elected in the area. The press conferences were held to raise the awareness of the general public to the fact that the integration of people with disabilities in the labour market is an urgent public concern in Hungary. A great number of people in the society were informed that it was the first large-scale project in our country aiming at improving the employment opportunities of disabled people on a national level through effective training and focusing on the significantly disadvantaged regions of the country. The conclusions of the local trainings were also summarized at the press conferences which attracted the representatives of the local, regional and national press and the electronic media. The press releases and the presence of the Hungarian News Agency (MTI) resulted in an increased news flow about the press events. The closing event served the purpose of a clear and coherent dissemination of the implementation, successes and results of the project.

- Writing and sending out press releases
- News generation
- Copywriting
- Press review
- Media review

The communication background was based on constant PR activity to continuously keep the topic in the focus of attention. The good press relations resulted in a number of news reports which had a creative approach to the world of project participants, independent of the press conferences and the official communication. As a result of the public relations, the members of the professional target group could see that the subject is important for the professional press as well, which raised their interest in the background materials prepared by the project team.

The efficiency of the PR activities was measured by media monitoring which also served as a barometer of the media market, gauging the project-related media attitudes. About 300 news items appeared in the online and printed newspapers, as well as on TV and the radio.

It can be stated that the press and the media, including public media, political dailies, tabloids and HR-portals provided valuable support in reaching the communication objectives of the project

- Youth publication
- Professional publication
- HR-publication
- General leaflet
- Leaflet for the promotion of the trainings of consortium members
- Results communication publication

The youth publication is adapted to the tone and stylistic expectations of the young generation. Its mission is to transform the way young people think about people with disabilities, and to promote a more equal view. This publication was circulated at the integrated sports events and in cooperating secondary schools.

Another publication was prepared for employers and HR professionals, by which they had an opportunity to understand the material, moral and brand building opportunities of employing disabled people.

The professional publication provided information and insight to labour market service providers, rehabilitation professionals, advocates of disabled people; that is, the social and non-governmental sector, in a more official manner but avoiding the jargon.

The general flyer was meant to describe the project, its goals and tools, and also the desired vision in a concise, clear, easy-to-understand way for all target groups, and to sensitise the readers to the topic. The company flyers motivated cooperation among disabled employees participating in the training, and strengthened their

sense of community. As a result, the main target group members' enthusiasm and faith strengthened; their activity and interest in the project increased.

The result communication publication is a source of information on the conclusion of the project. It is published to give a clear and understandable description of the whole project, with the clarification of the logical interdependence, in order to raise awareness of the citizens and professionals of the public goals and achievements of the project, and to give a possible vision for the future.



Youth publication



- Letter campaign for employers
- DM letter
- Newsletters

The letter campaign, as an unusual tool for the participants of the training was very effective in raising attention and improving the efficiency of the trainings.

The DM letters and newsletters provided regular information to the professional target groups about the progress and milestones of the project.



- 360-degree media campaign (design of creative materials, procurement of public, online, printed and electronic media surfaces)

The objective of the advertising campaign with an unprecedented topic: to create a more tolerant and inclusive society that accepts deviations from the usual. The nationwide campaign took place between 1 January and 31 January of 2014 (printed posters and press releases were published in the relative proximity of the training locations). A total of 905 street billboards and posters, 173 TV spots, 90 radio-spots, 14 banners and 35 printed advertisements were purchased. According to the nationwide research of the market research company Szonda Ipsos, 25% of the total population received some information about the campaign (with a survey conducted on a test group of 400 people, representing the country with an accuracy exceeding 95%)



- Information boards (type “C” and “D”)
- Photo documentation
- Information boards, bulletins at the training locations
- Verbal information to the workers
- Posters at the training location
- Promotional items

The information boards of types “C” and “D” were intended to convey information to the workers concerned and the general public about the contribution of the European Union.

Obviously, photo documentation was also prepared in order to foster positive publicity of the project and its events. The photos were made available on the central project website, among others. The information boards, bulletin boards informed the workers participating in training of the time and place of the sessions and their trainers. It served the seamless implementation of the trainings, in coordination with the work performed. Verbal information to the workers about the practicalities of the project was also an important communication element. The key message of the direct, personal communication was that disabled people are important to everyone. The presence and personal tone of leaders, educational and rehabilitation managers increased the commitment of the employees.

The poster for internal communication is a promotional tool of the project to raise workers' awareness at the training venues. The employees regularly came across the creative manager of the project, increasing project visibility.



The promotional items conveyed the messages, experiences and the general attitude of the project. The useful, creative gifts reminded all participants that people with disabilities are important members of our society.






**Az érték bennünk van!**

Amit a megváltozott munkaképességű személyek elhelyezkedésének segítéséről tudni érdemes

Professional publication






**Az érték bennünk van!**

Előnyök és lehetőségek a megváltozott munkaképességű személyek alkalmazásában

HR publication

With large-scale and continuous communication reaching the whole society, it was the first time that the difficult situation of disabled people, the topic of increasing their chances and their integration into the open labour market have been in the centre of sustained public attention in Hungary.

A key factor of the success of the communication campaign – besides the ample financial resources – was the fact that this case and the project enjoyed the support of numerous celebrities and public figures, and that the moral and practical messages of the RÉV project were vividly and positively echoed in the national and local press and media.

The communications efforts of the RÉV project emphasized the intentions of the Hungarian State and the European Union to foster the employment of a larger number of disabled people on the open labour market through special trainings. Plenty of information was communicated to Hungarian employers, professional and interest representation organizations on the subject. In addition, communication has provided an effective help to recruit thousands of participants and maintaining their motivation during the courses, by which they were able to acquire marketable knowledge and greater appreciation of the society.

For more information  
on the project, visit

**[www.revprojekt.hu](http://www.revprojekt.hu)**



# THE VALUE IS IN US!



"It is a fantastic feeling  
to stand on the podium."

Zsolt Pál, waterpolo player  
with hearing impairment, Olympic  
Gold Medalist, European Champion

"I enjoy being a woman"

Andrea Oláh-Koppány  
accessibility advisor



"I am proud that my paintings  
are put on display"

Szilvia Kolonics-Nádasi  
government official,  
mouth painting artist

"I am a blind, black-belt  
aikido master."  
Dr. Vilmos Kátai-Németh  
lawyer



"I am the first blind  
motorcyclist."

Sándor Karvai  
radio host



"I sang in front of 80,000 people  
in the People's Stadium."

Gyula Deák Bill  
rhythm & blues singer