

GOAL (TEAM: Focus on goals)

What do you want to tackle?

Gender inequality, androcentrism

What is the aim?

Attitude shaping, fight against sexism, educate people about gender roles, stereotypes, give other trainers, pedagogues BPs, so they can work on the topic in their own group, workplace too. Inclusive and sustainable activities, events.

How does it look like?

Not just in Hungary but all over Europe gender equality is still a huge problem - crazy, right? In the 21st century... It all starts with androcentrism, women do not get the same opportunities, they are not treated equally in many fields of life. In Hungary especially we have the traditional POV, which says that women should not go to work, should not have job, they should stay at home raising kids, do the housework etc. They should not get 'masculine' jobs, even in 'feminine' fields, for example education (in Hungary the majority of pedagogues are women) may be a male leader.

How to measure it?

social studies, statistics (female employees in different fields, self reports, women in higher positions (number, time), interviews on how children see the male-female roles every year

What would be the best use of it?

Raising awareness, attitude shaping

It is also related to the UN's 5th SDG: gender equality

REALITY

What is done so far about it?

Feminist activists, civil organisations, promoting on social media platforms, online advertisements

How to progress on a real scale?

In the first month I'd like to reach at least 120 people in Budapest

Second month we start to reach the bigger cities on the countryside (18 cities), 2 cities per week so at the end of the 3rd month we already visited all the bigger cities in Hungary.

From the 4th month we organize events every week in an other city/town (BUD and countryside too)

By the end of the year we interacted with 1000 ppl in person, reached much more online

At the end of every year we evaluate, measure and renew the programs

How does it impact society and me? (TEAM: Contribute)

Inequality is present in society, we can experience it everyday, in every field of our lives. I do not agree with the androcentric views. Women experience different treatments, and can feel held back and suppressed. We could shape attitude, raise awareness, and society will be more sustainable and healthier. We'd also like to shape men's mindset about women and female roles. Respect, equality, inclusion - these are the ethical principles, every team member should follow

If nothing changes, what to do?

Go bigger (reach more people, in every ages), change programs

What stops me from moving onwards?

Not seeing results, success

How to handle problems?

In team, more point of views and opinions

OPTIONS

What else could I do?

Organize conferences: professional quests from universities (different fields: psychology, sociology, gender studies), open to everyone. People get knowledge, build new connections, on the conferences we can promote our programs, get volunteers, build new partnerships.

online events: smaller talks, live streamings with professionals

contents: sharing articles, posts, videos related to the main topic

What actions in a similar context?

Feminist activists, civil organisations, promoting on social media platforms, online advertisements

What are your alternatives?

Online contents (live streamed talk shows, presentations, articles, videos), conferences (frontal, online), write books, guides for educators

What works, worked?

Nonformal education courses, small talks

Did you try something else out?

No

Who could enlighten you?

Educators, trainers, my professors, other professionals

If anything was possible, what to do next?

Go back in time, not let this views born

What if ...?

Money: fundraising, competitions

Capacity: volunteers

Team:

Skills: develop and educate ourselves

WILL

What options will you pursue?

Courses, interactive theater programs, sociodrama, TIE

When will you do X by?

Write the programs First 3 days

Find partners First 3 days

Go and act From the 5th day on

Evaluate Every week

Measure every year

Improve every year

What are your milestones?

First event: on the 1st week

Reaching all the bigger cities on countryside

500 participants

1000 participants

Who will need to do what?

Pres. leads and coordinates,

Trainers, educators: write the programs and accomplish them

Someone builds partnerships, holds contact

(social) media accountant

One responsible for contests, fundraising

What support do you need?

Partners who can give me places, spreading the word, financial

What is the first step?

Write the programs

...next ones?

Find partners,

go and act,

evaluate,

improve

Green approach (related to the 5Rs)

Every material should be in digital form, online available, or printed on recycled paper

Green traveling only

Sceneries, sets also reused or recycled

Eco-friendly and green places (partners)

Together Everyone Achieves More

Fair share

Communicate

Meetings, online platforms, place is given to share for everyone

Honest, direct

Support each other

Team-building, trust

Plan & organize

Timetable: visible and available for everyone, anytime

Diverse team members

Professionals from different fields (psychology, education, sociology, theatre)
LGBTQ+, international, disabled...

Lead with head & heart

I'm the leader.

Partnerships

Other organizations, youth centers, offices, hotels: giving place

Theaters

Public transportation: discounts?

Celebrate

Team buildings, parties, traveling

NET

Project/s management

- A. Non Formal education: planning and preparing exercises, find participants and partners, traveling
- B. Theater programs: actors, rehearsals, perform, Q&A

Financial management

Nonprofit (money from fundraising, competitions), affect on society and participants (see in GROW)

We need the money for the materials, traveling, rent (places), technology

Human resources

Trainers, educators,
Person responsible for communication, financials, partnerships (contact holder)
Actors

Communication plan

see in TEAM

Social media strategy

Instagram, Facebook
Posts about 'fun facts' and researches, events, articles
Promotion

Digital management

Digitalize the materials, make them available online

Technology

Computers (laptops), projectors, speakers, pendrives - that is all we need

Location

Hungary, programs all over the country

Marketing

Social media (see above), local press and media

Green impact, EXPO

- DIFFERENT TYPES OF PLASTIC – HOW TO RECOGNIZE WHICH ONE WE ARE DEALING WITH? - in the workplace and on events we only use the best ones
- 10 IDEAS FOR GREEN LIFE - segregation of the garbage on events and workplace
- ORGANIC FOOD – TRUTHS AND MYTHS - we also offer foods on trainings, conferences, events: only organic
- PLATES AND CUTLERY - GREEN SOLUTIONS YOU NEED TO KNOW - that kinda plates and cutlery are only allowed on events

- CLEANING THE HOUSE IN AN ECOLOGICAL WAY - we would like to clean the places we use

Green policy

Our green strategy is focused on re-attitude: reducing air-pollution by choosing green travel options, our printed materials are on recycled papers, but we also reduce paper waste by digitizing as much as we can. Reused textiles and other materials, objects used for the set of the events. We also look for partnerships with entrepreneurships and places with similar philosophy.

COST ITEMS	MONTHS	COST	REVENUE
Advertising/Marketing	12	-	-
Employee Salaries		-	-
Employee Payroll Taxes and Ben		-	-
Rent/Lease Payments/Utilities		€1 600,00	€1 600,00
Post/Shipping		-	-
Communkation/Telephsee		€127,00	-
Computer Equipmement		€716,00	€716,00
Computer Software		€61,20	€61,20
Insurance		-	-
Bank Sentke Charges		€10,60	€10,60
Supplies		€300,00	€300,00
Trawl & Entertainment		€1 300,00	-
Equipment		€928,00	-
Furniture and Fixtures		-	-
Leasehold Improvements		-	-
Security Depotlt(s)		-	-
Business Licenses/Permits/Gee		-	-
Professional Services		-	-
Consulting		-	-
General		-	-
Total Cost		€5 042,80	

REVENUE EU	REVENUES- COST
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