

Project description

“Honfoglalás (Conquest) for Equal Opportunities”

Project aim

The project aims to disperse knowledge and raise awareness of subjects such as democratic rights, social knowledge, equal opportunities on the labour market, sustainability, and social solidarity through the Honfoglaló interactive quiz game and through the SzocHáló social science website.

Project background

The struggle against discrimination and prejudicial thinking and action is fought in our very best interest. **At some stage in our lives we are all affected by discrimination on grounds of gender and ethnic identity, religious disposition, disability, age, or any other form of discrimination.** Discrimination is harmful to society both in terms of psycho-sociology and production.

It is common knowledge that Hungarian adolescents do not have sufficient information about their civic rights and social processes in general. This lack of knowledge prevents young people from becoming autonomous citizens who **can make independent decisions, actively engage in social participation, while developing values such as solidarity or tolerance in adulthood since autonomous and responsible civic participation is not possible without knowledge of the system of institution and the law.**

Implementation

- The game
- Running successfully since 2002, Honfoglaló quiz is based on a series of general knowledge – mainly historical – questions where points are awarded for correct answers. Honfoglaló is a community portal where users are randomly paired and then answer quiz questions. The quickest correct response earns points. Since the questions are randomly recurring, active players will, in time, learn the correct answers.

The www.honfoglalo.hu website was awarded 1st prize in the Website of the Year 2007 competition in the category of “Education”!

The project idea stemmed from the recognition of the informative potential in the game: the one-month **competition is run in seven evenings**, and the usual general knowledge quiz is supplemented with **social knowledge questions** worked out by the Kurt Lewin Foundation and its partner organisations, while the articles published on the SzocHáló website, maintained by the Foundation, provide helpful tips and information helping players to identify the correct answers and is also an ideal source for more in-depth knowledge about the subject matters.

- SzocHáló
Created in and successfully running since 2002, SzocHáló is a website presenting social science-related information and social knowledge in an easy to understand language. In February SzocHáló dealt with the following subject matters from the perspective of the labour market: equal opportunities in the workplace, people living with disabilities or mental handicap, fresh career starters, the Roma, women, people over 40, sexual minorities and religious minorities.
- Questions
When working out the questions, the following subject matters were placed in focus from the perspective of equal opportunities and the labour law: people living with disabilities, women, and the Roma, fresh career starters, single mothers with small children, former convicts, the homeless, sexual minorities, refugees, young people leaving state care, equal opportunities in schools and in the workplace.

In line with the instructions of the implementing organisation of the contest, one-third of the 400 questions are multiple choice questions – i.e. contestants have four options to choose the correct answer from – and two-thirds of the questions contestants have to guess the correct answer to, which is usually a numerical figure such as a year, a percentage, or an absolute figure.

Example of a multiple choice questions:

Question:

Can an employer have a potential female employee sign a declaration stating that she would not give birth in the next two years?

Possible answers:

1. No, as this would violate personality rights
2. No, as this is ethically incorrect
3. Yes, as this would lead to insufficient labour force
4. Yes, as this information is needed to define future plans of the company

Example of guessing:

Question: according to latest census, how many people are living with disabilities in Hungary?

Answer: 577,006

Question: according to the latest census, how many people with disabilities are employed in Hungary?

Answer: 51,806

Project innovation

- The integration of a quiz game popular with the young in the project: quiz games are popular and at the same time they are an ideal means to impart knowledge effectively; they are interactive, unlike television quiz shows, which means that anyone can participate.
- Useful information that is largely neglected by school curriculum is placed in the focal point of a game that has so far mainly focused on general knowledge. The aim, in addition to raising awareness on equal opportunities and tolerance, is to disperse knowledge and positive practices and hence strengthen openness to specific subjects. In order to develop social sensitivity it is important to pass on information about the statuses and perspectives of the different social groups since prejudice can only be tackled through knowledge.
- Involvement of concerned civic groups in the compilation of questions and answers.
- The prizes and the grand prize are a motivation to participants to read and learn the background information available on the SzocHáló website.
- In the long run, the project will help inter-sectoral relations to develop since funding is planned to be obtained from company sponsorship rather than from grants, which will encourage civic organisations to cooperate with companies.

Project impact

The **long-term aim** of the project is to make the target group – mainly young people – open and sensitive to discrimination and other social issues. The information learned in the project can be used for interest representation and protection either at a personal or a community level. The positive models presented in the project will motivate people to actively engage in social responsibility, i.e. to become conscious and sensitive as citizens who reject discrimination, and are happy to expand their knowledge on the subject at a later stage in their lives.

The **project is likely to affect** not only the users of the SzocHáló website and the Honfoglaló quiz game but will **hopefully also have an impact on the players' immediate environments, families**

and friends, colleagues, and institutions in the long run. The material produced during project implementation will continue to be posted on the SzocHáló website and Honfoglaló therefore the information and the models will continue to be available in the long-run and for all those interested.

Financing

The project was financed from a grant of HUF 2.5 million extended by the National Employment Foundation as part of the 2007 - European Year of Equal Opportunities for All.

Sustainability

Future plans include the running of night-time competitions every quarter with focus on issues that do not receive the emphasis they deserve in education and hence disperse the most important information about the neglected subject and direct attention to specific crucial problems.

- Ideas for subject matters: developing financial culture; environment, energy saving; nature conservation; conscious consumer attitudes; education (different models, alternative teaching methods, integration); minority cultures and sub-cultures, home furnishing.
- The required knowledge base will continue to be provided by the SzocHáló website.
- The questions will be compiled by the concerned active and renown civic organisations. For example: legal aid organisations, nature conservationist, environmental protection, consumer interest protection, and minority group organisations.
- The costs of running the competition will be covered by sponsors engaged in activities relating to the selected subject matter. For example: commercial banks, energy service providers, education institutions, home furniture warehouses, clothe companies, the media.
- Cooperation is useful and beneficial to all four participating partners: Honfoglaló, SzocHáló, the sponsor, and the partner civil organisation because:
 - Increased interest in the Honfoglaló website; appearance in the SzocHáló and www.kla.hu websites; further publicity; CSR-value (CSR: company social responsibility); developing inter-sectoral relations.
 - Increased interest in SzocHáló website; media publicity; appearance in the Honfoglaló website; developing inter-sectoral relations.
 - The partner civil organisation will be able to disperse information and knowledge in relation to its activities; appearance in the Honfoglaló and SzocHáló websites; developing inter-sectoral relations
 - The sponsor/supporter can integrate the programme into their CSR-activities; PR; media publicity, appearance on the websites of all cooperating partners; developing inter-sectoral relations.