

1. Company ID

Company Name:	Csepel Education and Service Ltd. (Adu Education Centre)
Activity Sector:	Service Industry
Core Business / Main Activities:	Education / Adult Education
City/Country:	Budapest / Hungary
Year of Foundation:	1991
Number of Company Sites (2004):	1 H.Q. (Budapest-Csepel), 2 Regional Offices (Dunaújváros, Karcag), 5 Branches (Szolnok, Jászberény, Pécs, Kaposvár, Békéscsaba)
Website (if available):	www.adu-csepel.hu
Number of Employees (2004):	Full Time: 109, Part Time: - ; Women: 77, Men: 32
Annual Turnover in 2004 (€):	1.600.000

2. Responsible Business Practices – Main Topics

Broad Area(s) of CSR Good Practices:	<input type="checkbox"/> Business Ethics <input type="checkbox"/> Workplace <input type="checkbox"/> Environment <input checked="" type="checkbox"/> Marketplace <input checked="" type="checkbox"/> Community
CSR Issue(s):	<ul style="list-style-type: none"> ■ To address the real labour market need - integration of unemployed persons ■ To improve educational and vocational training infrastructure that can be accessible to every age group - disseminate Life Long Training ■ To sponsor the local community
Main Drivers to be Responsible:	<ul style="list-style-type: none"> ▪ Respond to the real labour market needs – ADU wants to be a training centre that trains experts according to the real market needs ▪ Be admired by their students as a role model of how a continuous development and success in the market can be achieved through an environmental and socially responsible behaviour ▪ Foster a good reputation within the local community
Some Examples of CSR Initiatives in the Broad Area(s) Identified:	<ul style="list-style-type: none"> ▪ Sponsoring the local community - create the possibility of work for the local community ▪ Cooperation with local non-profit organisations (Local Authorities, Foundations) to organise vocational courses for disabled and those who are in disadvantaged situations ▪ Opening E-Hungary points in several towns - ADU offers free internet access to the inhabitants
Are the Good Practices integrated into a broader Business Strategy? Yes/No? How?	No.
Business Benefits:	<ul style="list-style-type: none"> ▪ Good reputation ▪ Confidence growth ▪ Customer satisfaction and loyalty ▪ Build up good relations with the local community
Stakeholders/Beneficiary Groups addressed by the CSR Good Practices:	<ul style="list-style-type: none"> ▪ People with social disadvantages (uneducated, disabled, etc) ▪ Local Communities
Benefits for Society/Stakeholders:	<ul style="list-style-type: none"> ▪ Work opportunities for uneducated and disabled persons. ▪ Reduction of government expenses ▪ Local region development
To Whom and How did the Company Communicate their Actions:	<ul style="list-style-type: none"> ▪ Newspaper "Hír-Adu", published twice a year. It contains up-to-date information about the training possibilities ▪ Web site ▪ Participation at local and international conferences, exhibitions and

	other events (choice of career events)
Awards / Certifications / Marks of Honour:	<ul style="list-style-type: none"> ▪ 2004 - For the Csepel Award (to contribute to local community and improve the local possibilities) ▪ 2002 - ISO 9001: 2000 Quality Management System Certification ▪ 2001 - For the Capital Economy Award (for the high quality education) ▪ 1999 - ISO 9001:1996 Quality Management System Certification ▪ Arany Katedra Award - Ministerial Honour for Education ▪ Vocational Education Award - Honour of Hungarian Vocational Education Society
Difficulties Found in the Good Practices Implementation:	<ul style="list-style-type: none"> ▪ This activity does not have established traditions in Hungary ▪ Sometimes it is not so easy to find possibilities in the structure of the society
Sources of Further Information:	-

3. Responsible Business Practices – Description

Since 1991, ADU Education Centre has become one of the most significant private institutions in Hungary.

In the framework of adult education, courses giving state-approved qualifications are offered in the fields of finance, economics, commerce etc. The company organizes 150 different vocational training courses and has accreditation for 78 professions. The company's main principle is to disseminate Life Long Training in Hungary along with practice orientated and integrated vocational training.

The company has 2 major activities.

First is the educational activity. ADU has a technical college and a vocational school and maintains professional schools to train entrepreneurs in several regions in Hungary. (Educational activity occupies 38% of the training structure)

Second is the adult educational activity. (Adult educational activity occupies 62% of the training structure)

In addition to the courses organised for unemployed, they satisfy the demands of companies and individuals. Competence based education is offered to companies and special courses are provided for jobless people.

Basically it means the following activities:

- To train skilful labour according to the changing economic needs (it means training and re-training courses for unemployed people financed by the Labour Affair Offices and for employees financed by their own companies).
- To help unqualified employees to obtain their first qualification .
- To improve and develop language skills and computer skills.
- To build up and improve educational and training infrastructure that can be accessible to everyone (ADU accomplishes the knowledge based society requirement on a nationwide level).

Financing the courses and structure:

The local job centres provide financial support for the unemployed. Those who pay the costs of education at their own expenses can ask their employer's financial support.

59 % of the courses are financed by the Government or by job centres – Normative state financial support, tax allowances, preventive trainings, support the educational costs of registered unemployed and disabled.

41% of the courses are financed by the participants.

Main goals of ADU are:

- harmonize education with adult education.
- Vocational training can be accessible to every age-group - ADU trainings financed by the government and by competitions are accessible to every age-group and ensure life long training opportunities for everyone (distribution of the student age shows that 45% of the students are between 30-50 years old).
- Supply the real labour market needs – to train and replace experts required by the labour market, because the

most important task of adult education is to respond to labour market needs. So ADU collaborates with several labour organizations.

- Practice oriented trainings: ADU sets up practical training institutions and organises their trainings at the enterprises. The result is a marketable knowledge.
- To sponsor the local community: create the possibility of work for the local community , cooperation with local non-profit organisations (Local Authorities, Foundations), to organise vocational courses for disabled and persons who are in disadvantaged situations , to establish E-Hungary points in several towns - this means ADU offers free internet access to the inhabitants.
- Training for employees: ADU considers employee training important because it can be a tool for the company to become successful. 30% of the employees are in continuous training and the company ensures employees participation at 2 conferences concerning the profession. (other allowance for employees: grants for employees' children).

ADU established a consortium (name is e-FOK) with 13 Accredited Adult Education Institutions to expand adult education activities in Hungary. ADU has cooperation with Technical Colleges and Vocational schools, Practice Orientated Training Centres, Universities, Colleges, Training Companies, Employment Agencies (Labour Mediatory and Lender Companies). The e-FOK Consortium Program consists of:

- Establishing a dynamic portal in order to create a unified customer service system.
- Elaboration of a unified program and syllabus development system.
- Elaboration of an examination system in accordance with the central information system of the National Vocational Education Institute.
- Establishing a unified adult education information system in order to create a unified course-organizing system.
- Elaboration of a new adult education quality management system based on the adult education law.

4. Training Exploitation

A). Additional Relevant Information concerning the Exploitation of this Study Case in Training Situations (relevance criteria: broad area(s) of CSR good practices)

This case can be used as an example of CSR good practices in Marketplace and Community.

B) Pedagogical Suggestions concerning the Exploitation of this Study Case in Training Situations (relevance criteria: broad area(s) of CSR good practices)

MARKETPLACE

Topics for discussion:

- Good quality of training services

COMMUNITY

Topics for discussion:

- How can we increase the satisfaction of the community
- Importance to take part in community life
- Job opportunities for disabled unemployed