Volunteering Equality Rights Action VERA 2025
Co-funded by the European Union
Project Number: 101194233
(Revealing European Values in Volunteering in Europe - REVIVE Project No. 101051131)

CsütörtÖKA Program Series Summary

Digital training for civil organizations and volunteers!

Volunteering Hungary (ÖKA) has launched a series of events focusing on the opportunities provided by Artificial Intelligence (AI) and continuously evolving digital technologies within the framework of the framework of the following project: Centre for European Volunteering Volunteering, Equality, Rights, Action - VERA project nr. 2025 101194233. co-funded by the European Union.

Format: in person trainings and workshops presented by professionals from various fields such as AI, digital technologies, volunteer engagement, DEI in volunteering, corporate, pro bono volunteering
Venue: Budapest (Hungary); Ferencvaros Cultural Centre (1096, Budapest, Haller str. 27)
Time and date: 5 events on Thursdays between 6th November – 4th December
Total number of participants: 209

Our goal is to help non-profit organizations and their volunteers to:

- Develop their knowledge in the use of modern digital tools.
- Make their daily work and advocacy more efficient.
- Promote inclusive volunteering, ensuring it is accessible to everyone.

During the programs, we explored current and future digital possibilities through best practices and practical tasks. NGO's and their volunteers had the opportunity to join us to discover together how technology can serve our cause.
The "CsütörtÖKA Program Series was a five-part initiative designed to empower non-profit organizations (NGOs) and their volunteers in Hungary to embrace digital transformation, particularly focusing on **Artificial Intelligence (AI)** and strategic growth.

The program successfully created a crucial platform for the civil sector to **Inspire, Connect, and Improve** its operations:

Opportunity Highlights

1. **Inspire (Vision and Strategy):** The series provided a forward-looking vision, demonstrating how AI, digital tools, and skill-based (pro bono) volunteering can be strategically used to enhance social impact and ensure long-term sustainability. It moved organizations beyond basic digitalization toward strategic efficiency.
2. **Connect (Cross-Sectoral Partnership):** The events, including the "Together for Greater Impact" Conference, successfully bridged the civil, consulting, and corporate sectors. This provided NGOs with invaluable access to real business professionals—experts in AI, IT, and strategy—who shared their knowledge and demonstrated a willingness to support the non-profit world.
3. **Improve (Practical Skills and Inclusivity):** Workshops delivered practical, high-value training in areas like using digital tools for communication, effective AI integration, and, critically, fostering a culture of **inclusivity and diversity** to break down barriers to participation.

Event #1: 6th November
Title: AI for nonprofits and volunteers
Presenter: Hajnalka Fülöp, digital advisor, trainer (Diverzitas Alapítvány)
Nr of participants: 33
Content: Digital skills development within an interactive training session focusing on Artificial Intelligence, online safety, and social media content creation tools (Canva, CapCut).

Event #2: 13th November
Title: Online volunteering and digital progress
Presenter: **Petra Istenes**, founder and Digital Economy Special Award winner (Énprojekt)
Gergely Kiss, director, career guidance counselor (Miénk a Pálya)
Nr of participants: 14
Content: Digitalization case studies and practical implementation in NGO's. They presented real, inspiring case studies and provided concrete tips on how NGO's can launch or develop digital processes within their own civil organization. Showed insight into the diverse and growing world of online volunteering, automation opportunities to help in the digital space, and how to involve virtual volunteers.

Event #3: 20th November
Title: AI and Digital velopment for Non-profits
Presenter: András Schenkerik, AI and IT Business Development Expert, Founder Zenosyne Technologies
Nr of participants: 13
Content: Overview of the current state of AI users and the level of efficiency in Hungary overall and with focus on NGO's. Introduction of **the technological trends and digital platforms that can help civil organizations develop their operations in a more conscious and long-term sustainable manner.**
Participants will received guidance on:

- Which **AI solutions** hold genuine value for the non-profit sector.
- What development paths and **integration possibilities** exist.
- How to strategically think about the role of technology in **increasing organizational efficiency**.

The goal of the workshop was not merely to introduce tools but to foster a **strategic mindset** that supports civil organizations in finding their own digital development path.

Event #4: 27th November
Title: The experience of belonging – Inclusivity and Diversity in volunteering
Presenter: Olivia Kiraly, managing director, PCC, PsyBA (PolariTeam Consulting Kft)
Nr of participants: 9
Content: The true power of volunteering lies in diversity—where different life paths, experiences, and viewpoints meet for a common goal. However, openness alone is not enough: a psychologically safe and inclusive environment is needed where everyone feels their presence, opinion, and contribution matter. This interactive presentation supports participants in consciously examining their own organization's operations from the perspectives of inclusivity, diversity, and equity, and recognizing how to make volunteering accessible and value-creating for everyone. During the program, participants worked on their own organizations and communities through concrete examples and self-reflection tasks. The topic

covered various dimensions of diversity—such as age, gender, cultural background, sexual orientation, disability, social status, or life situation—as well as how to break down visible and hidden barriers to participation. The program inspired participants by presenting domestic and international best practices while inviting them to think and act together on how to create a community culture where difference is not a challenge, but a resource.

Event#5: 4th December
Title: 'Together for Greater Impact' Conference
Presenter: Various presenters from NGO's, corporate sector (see participants list for details)
Nr of participants: 140
Content:
'Together for Greater Impact' Conference – Focusing on professional, knowledge-based volunteering with corporate and non-profit participants with focus on digital technologies enabling NGO's to make a bigger impact. Through panel discussions and presentations, we jointly examined how to achieve even greater social impact and the benefits of collaborations for both companies and non-profit organizations. The program included presentations and panel discussions on the following topics:

- Value creation in the light of SDG's
- Short term and long term opportunities for NGO's in collaboration with companies to explore implenting strategy in their structure on fields like AI, digital tranformation, marketing, finance, etc.
- Business Knowledge in the service of social good from the point of view of business consulting firms

Conclusion and Future Need

The program series achieved its goal of professionalizing the sector. The high level of interest and the positive feedback from participants clearly indicate a **great and urgent need to continue such programs and workshops.**

NGO's require ongoing opportunities to stay current with rapidly evolving digital technologies and to hear directly from genuine professionals who live in the world of AI and technology but are committed to helping the civil sector navigate this complex landscape. The series proved to be a vital model for connecting technological expertise with the sector's mission-driven needs.