

Good Practice Example No. 2 - Hungary

TalentA Hungary:Empowering rural women in agribusiness through education, entrepreneurship, and community development

Industry:	Entrepreneurship development consultancy
Location:	Bács-Kiskun County, Csongrád-Csanád County, Hungary
Established in:	2013
Legal form:	Union of Hungarian Women Association
Business model:	B2B (Business to Business)
Core activity:	Educational grant program

TalentA Hungary represents an innovative approach to rural development that combines education, entrepreneurship, and social impact. Implemented in 2023 by the Union of Hungarian Women Association (UHW) in partnership with Corteva Agriscience, the program was designed to support women living and working in rural areas by providing them with practical knowledge, professional networks, and financial opportunities. The initiative recognized that the long-term sustainability of rural communities depends not only on agricultural production but also on the empowerment of local people, particularly women, who play a key role in family businesses, community development, and local economies.

Capacity building through lifelong learning and digital education

At the heart of the TalentA program was a comprehensive online training curriculum aimed at strengthening both entrepreneurial and personal competencies. Participants attended a series of expert-led lectures covering topics such as leadership, negotiation, financial planning, business development, marketing, agricultural innovation, digitalization, cybersecurity, sustainable agriculture, and food safety. The online format made the program accessible to women across the country, regardless of their geographical location, while recorded sessions ensured flexible participation. Beyond knowledge transfer, the program also created opportunities for networking, peer learning, and interaction with industry professionals, demonstrating how digital education can reduce barriers to professional development in rural regions.

From training to entrepreneurship: supporting local innovation

A distinctive feature of TalentA was its focus on transforming knowledge into practical action. Participants were encouraged to develop micro-projects addressing local needs and opportunities within their communities. At the end of the educational phase,

participants could submit project proposals and compete for financial support through a grant scheme. Projects were evaluated according to sustainability, community impact, implementation feasibility, financial planning, and long-term viability. This approach moved beyond traditional training programs by providing women not only with skills but also with resources to implement their ideas, encouraging entrepreneurship and innovation at the local level. With the support of the local branch of the Union of Hungarian Women Association in Bács-Kiskun County, the initiative successfully extended its outreach to rural communities across both Bács-Kiskun and Csongrád-Csanád counties, ensuring that women agripreneurs in remote areas could access training, networking opportunities, and entrepreneurial support.

Building stronger rural communities through women's leadership

The program reflected a broader understanding of rural development in which social capital is as important as physical or financial capital. Through mentoring, coaching, and community-building activities, TalentA sought to strengthen participants' confidence, leadership abilities, and professional networks. The emphasis on community-oriented projects encouraged participants to develop initiatives that generated benefits not only for themselves but also for their wider communities. By supporting women as entrepreneurs, community leaders, and innovators, the program contributed to the social and economic resilience of rural areas while helping to address challenges such as depopulation, limited employment opportunities, and unequal access to education and professional development.

Key lessons and practical implications

The TalentA Hungary program demonstrates that sustainable rural development requires investment in people as much as in technology or infrastructure. By combining education, mentoring, networking, entrepreneurship support, and financial incentives within a single framework, the initiative created tangible opportunities for rural women to develop businesses and community projects. The program illustrates how public, civil society, and private sector cooperation can generate meaningful social impact while promoting innovation, inclusion, and economic development in rural regions. For students, TalentA provides an excellent example of how human capital development and social innovation can become powerful drivers of sustainable agricultural and rural transformation.

Source:

<https://www.mnunio.hu/post/talenta-hub-n%C5%91k-a-v%C3%A1llalkoz%C3%A1sban-program>

<https://www.talenta.hu/>