



# CAFU

Unemployed for years  
Didn't finish college  
Amateur actor

System admin at Budapest Bank  
High salary  
„Worker of the month" award



"Thanks to Integrom, the colleagues at HR were very helpful, they kept in touch with me, motivated me, and encouraged me to approach them with any questions. "

# MELINDA

Single mother of two  
Living in poor rural area  
Finished high school while working

Customer service at Telekom  
Stable job and salary  
New life in Budapest

~ 750 000

Roma in Hungary (and growing)

**Barely any**

Roma in corporate jobs

**BCG started Integrom Program in 2014  
to help Roma access corporate jobs  
through a network of civil organizations  
and large employers**

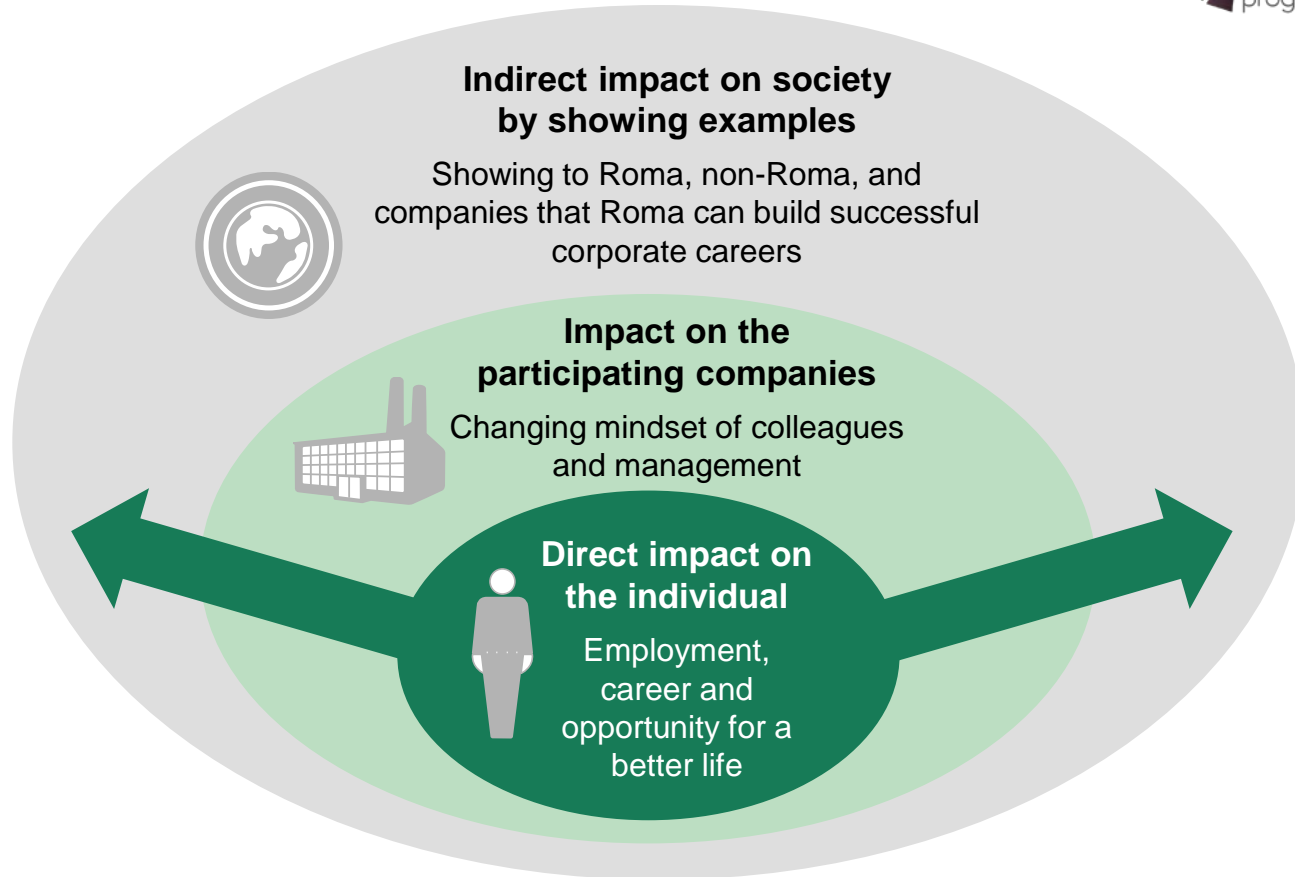
80% 

A horizontal bar chart showing 80% completion. The bar is composed of a long grey segment followed by a shorter green segment, representing the 80% figure.

of Roma not participating in workforce

**Very few**

initiatives exist to help Roma  
access the corporate sector



## CORE PARTNERS

Provide job opportunities  
and pay increased attention  
to participants  
after employment

## SUPPORTING PARTNERS

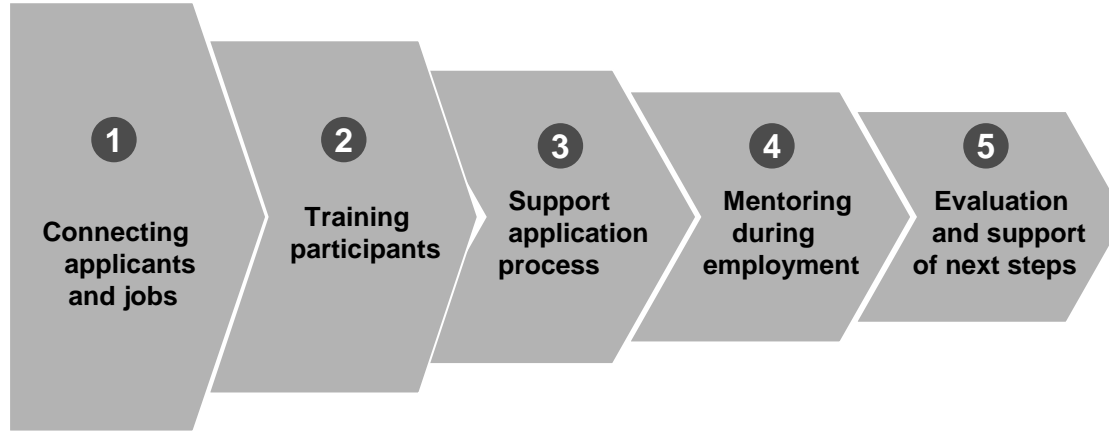
Contribute to the program  
in their own field of **expertise**, e.g.

- communication training,
- AC simulation,
- legal support, etc.



## RECRUITMENT PARTNERS

Recommend and encourage applicants  
to the program from their network



- Young Roma looking for work or for a better job
- With high school degree
- Motivated to learn



- ✓ Long-term employment
- ✓ Job role with potential to learn and develop
- ✓ Stable income and chance for a better quality of life

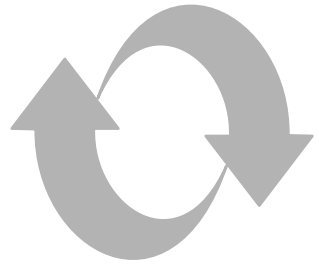




volunteer effort



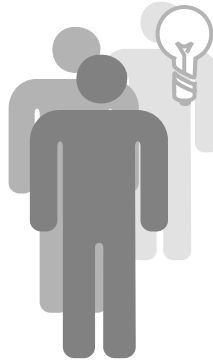
5



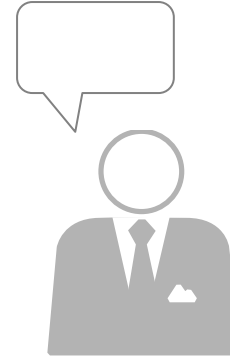
135



73



52\*



10\*



\*latest training round participants still to start interviews

## Hundreds of **Roma** participants each year

- Placing 30-40 Roma annually, training over a hundred
- Established and active Integrom alumni
- Recruitment centers in 8 areas of the country



## Well-known and respected social initiative in the **corporate** sector

- 30-40 corporate partners providing job opportunities
- Full industries line up behind the initiative



## Standalone entity and **institutionalized** processes

- Integrom managed by full-time employee team
- Established Integrom legal entity
- Well defined processes (e.g., follow-up, corporate mentoring)



## Fully engaged **volunteers**

- Personal element continues even if the program grows
- BCGers, corporate partners, volunteer trainers are active in training weekends, mentor applicants, support with advice



# **CORE PRINCIPLES TRANSFERABLE**

**Disadvantaged target group**

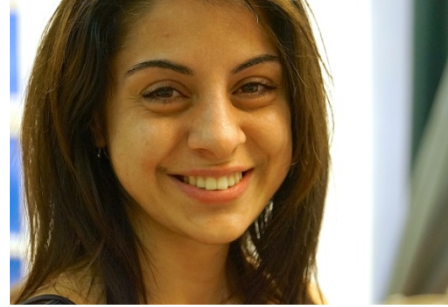
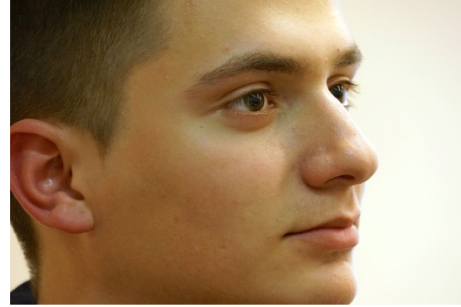
**Driven by corporate sector need**

**Coalition of trusted partners**

**Bridge building**

**Voluntary cooperation**

**Non-political, non-governmental management**



**Thank you, please approach me with any questions!**

Laszlo Juhasz, Managing Director, BCG Budapest