

Good Practice Example No. 3 - Hungary

The power of knowledge and women's leadership: A good practice in sustainable business development

Industry:	Sustainability and corporate development consultancy
Location:	Csongrád-Csanád County, Hungary
Established in:	2011
Legal form:	Limited Company (Ltd.)
Business model:	B2B (business to business), B2G (business to government)
Core activity:	Training and educational programs

The “The Power of Water – The Voice of Women” program by Edit Gémesi, managing director and co-owner of Renewal-Hungary Kft., highlights the growing importance of lifelong learning and value-based leadership in today’s rapidly changing business environment. The core message is that knowledge is no longer simply an asset but a strategic necessity that enables entrepreneurs and managers to navigate complexity, make informed decisions, and maintain control over their organizations. In a world characterized by constant technological, economic, and social change, continuous learning becomes a key factor of resilience and long-term competitiveness.

Local innovation in water management and environmental responsibility

As a company based in Szeged, Csongrád-Csanád County, Renewal-Hungary Kft. has built its activities around innovative and environmentally conscious water treatment solutions for households, agriculture, industry and geothermal systems. Through its work in sustainable water management and resource efficiency, the company contributes to addressing one of the most pressing challenges of the region: the responsible use and preservation of water resources in the face of climate change and increasing environmental pressures.

Lifelong learning as a business strategy

A central theme of the “The Power of Water – The Voice of Women” project is that learning should not be viewed as a one-time achievement but as an ongoing way of operating. Successful entrepreneurs continuously invest in expanding their knowledge, adapting to new circumstances, and improving their decision-making capabilities. Knowledge creates confidence, reduces uncertainty, and allows leaders to respond proactively rather than reactively to challenges. The project emphasizes that organizations led by individuals who embrace continuous development are better positioned to innovate,

remain competitive, and achieve sustainable growth. Learning therefore becomes a strategic management tool rather than merely a personal development activity.

Ethical leadership and the value of women in business

The project also explores the relationship between leadership, ethics, and human values. According to the speaker, effective leadership is built on qualities such as integrity, transparency, empathy, self-awareness, and responsibility. Particular attention is given to the contribution of women leaders, whose strengths often include precision, emotional intelligence, collaboration, and strong interpersonal skills. These qualities support the creation of healthy organizational cultures where trust, open communication, and mutual support encourage both individual and collective success. The project argues that leadership effectiveness is not determined solely by technical expertise but also by the ability to build relationships, understand people, and make value-driven decisions.

Knowledge sharing and organizational resilience

Another important lesson is the role of knowledge sharing in strengthening organizations and partnerships. Learning is presented not only as an individual responsibility but also as a collective process that shapes corporate culture. Organizations that encourage employees to exchange ideas, learn from one another, and remain open to external perspectives are more adaptable and resilient. The project highlights that successful leaders actively learn from colleagues, partners, and customers, creating an environment where continuous improvement becomes part of everyday operations. Such organizations are better equipped to respond to uncertainty and maintain long-term sustainability.

Building resilient organizations through learning

This example demonstrates that sustainable business success depends on much more than financial performance or technical expertise. Lifelong learning, ethical leadership, and strong organizational values create the foundation for resilient and adaptable enterprises. The project highlights that women's leadership can contribute significantly to organizational development through empathy, collaboration, and responsible decision-making. For students and entrepreneurs, the key lesson is that continuous learning is not simply a pathway to acquiring new knowledge; it is a mindset that strengthens leadership capabilities, improves decision-making, and supports long-term organizational growth.

Source: <https://renewal.hu/>

Interreg



Co-funded by
the European Union

IPA Hungary - Serbia

ENAG