



WE ARE  
OPEN

# ANNUAL REPORT

20

25

# MESSAGE FROM OUR CEO



As we step into 2026, it is impossible to ignore **how profoundly the global conversation around workplace inclusion has shifted**. The term itself has become contested, particularly in the United States, where mainstream politics has reframed workplace inclusivity targets from a long-standing civil rights-driven effort into a topic of public debate, ultimately banishing it altogether.

These changes remind us that language evolves with world politics and that **any progress we have made in including disadvantaged or vulnerable groups in the workplace remains fragile**. These dynamics somewhat influence Europe as well, although **the EU remains committed to the value of diverse people working towards common goals in the workplace**.

While international conversations often highlight cases where diversity initiatives were pushed to extremes or became symbolic rather than substantive, **the Hungarian corporate landscape is fundamentally different**. Many organizations here are only now taking their first steps toward building inclusive cultures. Yet, even at this early stage, narratives from the U.S. are sometimes cited as reasons for hesitation. **This gap between local maturity and imported fears underscores the importance of grounding our work in Hungarian realities, EU frameworks, and evidence-based practices rather than in polarized global discourse**.

Despite all this debate, what we see in Hungary is that many decision-makers clearly understand the need to **invest in their workforce by creating organizational cultures grounded in psychological safety, trust, transparency, and diversity**. As a result, they either develop in-house capacities to secure this or partner with organizations like ours to accelerate meaningful and sustainable change.

In line with company demands, **psychological safety and neuroinclusion were our focus areas this year**. Both topics address the core of what truly inclusive workplaces require today: not only demographic diversity but environments where people feel safe to speak up, contribute ideas, and thrive in ways aligned with their cognitive strengths. **In both areas, we created comprehensive white papers and large-scale events to equip companies with practical, evidence-informed tools for change**.

We are also proud to have supported organizations in preparing for the upcoming EU Pay Transparency Directive, offering both awareness-building and methodological guidance through our white paper and our Gender Pay Gap Audit.

**In general, 2025 marks a turning point for us: WeAreOpen now focuses not only on campaigns and thought-leadership but offers a full range of organizational development services. We support companies through every stage: from grasping the problem to diagnosing it, and on to designing and implementing meaningful solutions.**

We firmly believe that our role is to help establish peaceful, discrimination-free, non-violent, and psychologically safe communication cultures in workplaces, cultures whose aggregated impact extends well beyond company walls. **Inclusive workplaces influence families, communities, and ultimately society as a whole**. As the world continues to wrestle with how we speak about diversity, belonging, equality, and safety, WeAreOpen remains committed to the basic human values behind these concepts.

Cheers to 2026!

**Nőra Várady**

# OUR YEAR IN NUMBERS

We provided services to 52 companies.

**52**

serviced companies

In 2025, our membership included 35 companies.

**35**

member companies

Our 2024/2025 campaign achieved a total media value of HUF 395 million.

**395M HUF**

overall media value of our 2024/2025 campaign

In May 2025, we organized the Open Conference with 150 participating decision-makers.

**150**

Open Conference participants

In 2025, the WeAreOpen extended team involved 34 experts, consultants, trainers, and facilitators.

**34**

experts in our team

# THE WEAREOPEN CORE TEAM

At WeAreOpen, we work with a network of 34 experts, supported by a core team that drives daily operations and shapes our strategy and vision.



Zsuzsa László  
Lead Trainer, Workplace  
Equity Expert



Andrea Vági  
Chief Client Officer



Ádám Kanicsár  
Social Media Manager,  
Project Manager, Speaker



Zsuzsanna Iricsek  
Head of Communications



Katalin Kápolnai  
Finance Specialist



Zsuzsanna Garaj  
Researcher, Project  
Manager



Nóra Várady  
CEO

# OUR 2024/2025 CAMPAIGN IN THE MEDIA

Our "Break the Silence!" campaign started in October 2024 and ended in February 2025. We worked together with famous actors like **Edmond Oláh, Adél Jordán, Zsolt László, and Angéla Eke** to bring real workplace discrimination stories to life. Our videos, co-created by Publicis Groupe Hungary and WeAreOpen, have dominated the media landscape during the campaign period.

30+ companies and 15+ media partners joined our initiative. The overall media value of the campaign was HUF 395 million.

## The campaign in numbers

- 148 x on TV - TV spots on the channels of AMC and RTL
- 30+ press coverage - including PR articles, interviews, print media, podcasts, and radio and TV morning shows
- 20 x OOH - Digital citylight posters displayed in key urban areas
- 332,000 AV on Display banners
- 200+ posts and reposts on social media - on the channels of WeAreOpen, member companies, CEOs, media partners and other supporters

## Our media partners

ELLE

Forbes

NÖIVÁLTÓ

PHARMA  
TRIBUNE

MEDICAL  
TRIBUNE

RTL

HRPOWER

JCDecaux

Dívány

AMC NETWORKS  
INTERNATIONAL

Central  
MEDIAHOUSE

OOO Ringier

GYARTAS  
TREND

STORE  
insider

teleX

MEDIA  
FUTURE

kreatív



# OPEN CONFERENCE 2025

The 2025 OPEN Conference brought together leaders, experts, and advocates to explore how workplaces can break the silence around bias, psychological safety, and access to opportunity. Under the theme “Break the Silence!”, the conference created a vibrant platform for dialogue, learning, and collaboration, offering participants practical tools and fresh perspectives to drive meaningful change across industries.

## KEY HIGHLIGHTS

- **Inclusive Design methodology** – practical insights into embedding inclusion in everyday processes.
- **Gender pay gap** – WeAreOpen’s new white paper, co-produced with Diageo.
- **Speak-up cultures** – strategies for building psychologically safe workplaces where employees feel empowered.
- **Women in IT** – ways to tackle systemic barriers and share pathways to greater representation.



## SPACES FOR DIALOGUE

- Keynote speeches – thought leaders shared visionary perspectives.
- Panel discussions – sparking meaningful conversations across industries.
- Hands-on workshops – practical solutions to workplace challenges, with actionable takeaways.



## IMPACT

- Brought together companies, experts, and advocates committed to fairness and inclusion.
- Created spaces for dialogue and collaboration across sectors.
- Strengthened the visibility of corporate openness in the CEE region.



OUR FOCUS AREAS IN 2025

# INCREASING THE FEMALE BARGAINING POWER

## Leveling the field

A strategic framework to advance female bargaining power in the workplace

DIAGEO



### What is the problem?

Across workplaces, women consistently have less bargaining power than men, due to structural barriers, unequal access to information, social conditioning around negotiation, and organizational cultures that unintentionally disadvantage women in pay discussions. This imbalance directly contributes to persistent gender pay gaps and limits women's career progression.

### Why does it matter for business?

For businesses, inequitable bargaining dynamics undermine trust and engagement, increase turnover among high-potential women, create reputational and compliance risks, and weaken overall organizational performance. Companies that correct these imbalances gain stronger talent pipelines, improved retention, and more resilient leadership cultures.

### WeAreOpen's approach

WeAreOpen created a comprehensive white paper on female bargaining power and, in partnership with Diageo, launched a six-part workshop series to help women strengthen their negotiation capabilities through hands-on, practical exercises. The program piloted in 2025 represents a scalable approach to increasing women's bargaining power within organizations.

## OUR FOCUS AREAS IN 2025

# LEADING WITH TRUST



### What is the problem?

Many organizations struggle with low levels of trust between leaders and employees, driven by unclear communication, inconsistent decision-making, a lack of psychological safety, and organizational cultures that do not encourage openness or accountability.

### Why does it matter for business?

Trust is a cornerstone of high-performing organizations: it enhances communication, accelerates decision-making, strengthens engagement and retention, and enables teams to navigate change with resilience. Companies with trust-based leadership cultures are more adaptable, more innovative, and better positioned for long-term success.

### WeAreOpen's approach

WeAreOpen created the **Leading With Trust** strategic guide to help companies understand the core drivers of trust and provide practical frameworks for embedding trust into daily leadership practice. We supported organizations through leadership development consulting and trust-focused organizational diagnostics that help build transparent, psychologically safe, and future-ready workplace cultures.

## OUR FOCUS AREAS IN 2025

# CLOSING THE GENDER PAY GAP



### What is the problem?

The gender pay gap persists across sectors due to structural inequalities, opaque compensation systems, unequal bargaining power, and the undervaluation of roles predominantly held by women. Currently, the average pay gap is 17 % in Hungary.

### Why does it matter for business?

Addressing the gender pay gap is both a compliance requirement and a strategic advantage: transparent and fair pay practices strengthen employee trust, support retention, enhance employer reputation, and reduce legal and regulatory risks, especially in light of the EU Pay Transparency Directive.

### WeAreOpen's approach

WeAreOpen published a comprehensive analysis of the implications of the EU Pay Transparency Directive and provided companies with practical guidance on how to prepare. Our data analyst team delivers gender pay gap audits and root-cause analyses, helping organizations understand their pay structures, identify unjustified disparities, and build transparent, equitable compensation systems.

OUR FOCUS AREAS IN 2025

# CREATING NEUROINCLUSIVE WORKPLACES



## What is the problem?

Many workplaces are not designed to accommodate the diverse cognitive profiles of their employees, resulting in environments where neurodivergent individuals face barriers to communication, productivity, and belonging. A lack of awareness, rigid processes, and limited managerial knowledge often lead to unintentional exclusion and underutilization of valuable talent.

## Why does it matter for business?

Neuroinclusion enhances innovation, problem-solving, and overall team performance by enabling individuals with different cognitive strengths to contribute fully.

## WeAreOpen's approach

WeAreOpen developed a **guide to building neuroinclusive workplaces** and organized a high-impact event dedicated to this topic. Through consulting, audits, and tailored organizational development support, we help companies redesign processes, enhance awareness, and implement practical accommodations to ensure that all minds can thrive at work.

OUR FOCUS AREAS IN 2025

# ADVANCING PSYCHOLOGICAL SAFETY IN THE WORKPLACE



## What is the problem?

In many organizations, employees do not feel safe to voice concerns, share ideas, or admit mistakes without fear of negative consequences. This lack of psychological safety limits honest communication, reduces learning, fuels disengagement, and prevents teams from collaborating effectively.

## Why does it matter for businesses?

Psychological safety is a fundamental driver of high-performing cultures: it enables innovation, strengthens problem-solving, improves well-being, and supports faster, more effective decision-making. Companies with psychologically safe environments experience higher retention, greater trust, and stronger overall performance.

## WeAreOpen's approach

WeAreOpen created a dedicated white paper on psychological safety and organized a signature event to bring the topic closer to business leaders. Through organizational diagnostics, workshops, and culture-building consultancy, we help companies understand their current safety levels and implement practical, evidence-based interventions to foster open, trust-based communication.

# OUR SERVICE PORTFOLIO

In 2025, our service portfolio for companies continued to expand. Our most sought-after services are our **unconscious bias workshop**, the **inclusive leadership training**, and the **Employee Resource Group facilitation service**. You can find the full list of our services [on our website](#).



# SOME OF OUR ENGAGEMENTS AND RECOGNITIONS IN 2025



Our CEO, Nora Varady is a participant of [Hertie School's RARE](#) program (Recharging Advocacy for Rights in Europe), a two-year capacity- and alliance-building program for human rights defenders and civic space advocates across Europe.



Zsuzsanna Garaj, WeAreOpen's researcher participated at EPBN's Coalition Forum in London.



Zsuzsanna presented our research on Female Bargaining Power at "The Role of Ethics in Modern Organizations" conference, organized by the Hungarian Psychological Association (MPT) and the European Federation of Psychologists' Associations (EFPA).



Nora participated in a Train the Trainers session in the framework of the WISE project in Prague, Czechia.



Nora was a speaker at The Council of Europe's No Hate Speech Week in Strasbourg

# OUR FOCUS TOPICS FOR 2026



## No 1 Cross-generational cooperation

In 2026, one of our key focus areas will be cross-generational cooperation, addressing the growing tension between the expectations of Gen A and Gen Z in the labour market and the workplace norms shaped by employees approaching retirement. Many companies struggle to integrate these vastly different perspectives, resulting in communication gaps, misaligned expectations, and missed opportunities for knowledge transfer. Through our annual campaign and a dedicated event, we aim to help organizations understand these challenges and support different generations in learning from one another.



## No 2 AI and inclusivity

Our second focus topic for 2026 will be the intersection of AI and workplace inclusivity, highlighting how practical AI tools can actively strengthen inclusive cultures. We will showcase solutions such as Texthelp and other assistive technologies that support neurodivergent colleagues, as well as AI tools that enable practices like blind recruitment and bias-reduced communication – demonstrating how technology can become a powerful ally in building fairer, more accessible workplaces.



## No 3 Inclusion in Marketing

A third focus area for 2026 will be inclusion in marketing: exploring how brands can communicate in ways that authentically represent diverse audiences and avoid reinforcing stereotypes. We will help companies understand how inclusive storytelling, imagery, and language not only strengthen brand reputation but also create deeper, more meaningful connections with customers.

# THANK YOU FOR YOUR SUPPORT

Together, we are making an impact that changes the way people think about inclusion and workplace culture.

Thank you for your commitment, your support, and for leading with purpose.

## WeAreOpen Member Companies 2025

### FOUNDERS



### GOLD MEMBERS/STRATEGIC PARTNERS



# THANK YOU FOR YOUR SUPPORT

## BRONZE MEMBERS



## SUPPORTING MEMBERS



YEARLY REPORT 2025

DECEMBER 2025

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