

Recruitment as usual? No, it is time for age-diversity.

The EU-project mature@eu extends its geographical scope to further eight countries.

Press release No 4, January 2009

To compete in a shrinking and ageing labour market, age-diverse recruitment has become a key priority at HRM level. Employers have to rethink their recruitment policies and their attitudes towards older people. To become effective in this young HRM-discipline, the mature@eu EU-project provides a free e-learning platform in eight languages.

Because of the remarkably high level of public interest in this tool, the e-learning platform will be translated into a further eight languages.

“Supporting employers in recruiting and selecting mature aged persons” is the long title of the project www.mature-project.eu and highlights its objectives: namely, to promote the business case for an age-balanced workforce and to encourage employers to rethink their current recruitment policies. It gives practical support on all aspects of age-diversity in recruitment via a comprehensive toolbox of innovative materials and an open source e-learning platform.

It has already been successfully implemented in [Austria](#), [Bulgaria](#), [Germany](#), [Greece](#), [Hungary](#), [Netherlands](#), [Slovenia](#), [Switzerland](#), [United Kingdom](#) and is available in eight languages. With the financial support of the European Commission, the [mature@eu](#) e-learning platform will be translated into further eight languages soon and implemented in [Czech Republic](#), [Italy](#), [Latvia](#), [Lithuania](#), [Poland](#), [Slovakia](#), [Spain](#), [Switzerland](#) and [Turkey](#).

In autumn 2009 you will find the [mature@eu](#) e-learning platform in 16 languages from here:
www.mature-project.eu/e-learning/

There is significant empirical evidence that recruitment policies are heavily biased towards young applicants. According to a Eurobarometer Survey 2008, a job candidate's age are seen as THE factor most likely to put them at a disadvantage. 42% of Europeans see discrimination on the basis of age as widespread. EU-wide only 44,5% of older workers (55+) are still on the labour market and when applicants are urgently needed, employers simply consider younger applicants. Companies are forced to adjust their recruitment policies if they want both to compete in a diminishing labour market and to protect applicants against age discrimination.

Since many standard recruitment practices and selection criteria have a strong age bias, [mature@eu](#) is concerned to provide HRMs with a clear understanding and guidance on a) the drivers for change, b) how to build the business case for age-diversity and c) how to implement age-diversity in recruitment policies.

Contact the mature@eu project coordinator for further information. We are also ready to present personally the project on your request.

Contact details Zentrum fuer Soziale Innovation / ZSI
 Maria Schwarz-Wölzl
 Phone: +43 1 49 50 442-52
 Mail: schwarz@zsi.at

Note for editors:

mature@eu - Supporting Employers In Recruiting And Selecting Mature Aged Persons consists of two phases:

Phase 1: funded by the Leonardo da Vinci programme, duration: 2006–2008

Phase 2: funded by the Lifelong Learning programme, duration: 2008-2010

The consortium of Phase 2 consists of 15 organisations coming from 12 countries:

- *AGH - University of Science and Technology*
- *Comitato Regionale dell'ENFAP del Friuli Venezia Giulia*
- *Consejería de Trabajo Xunta de Galicia*
- *DEKRA Akademie GmbH*
- *Izmir ABIGEM*
- *European Older Peoples Platform*
- *Fórum pre pomoc starším*
- *Latvian Adult Education Association*
- *RPIC-ViP s.r.o.*
- *Software AG*
- *Swiss Occidental Leonardo*
- *Union Network International*
- *Vytautas Magnus University*
- *Wirtschaftskammer Österreich/Internationaler Know-how Transfer*
- *ZSI - Zentrum fuer Soziale Innovation*