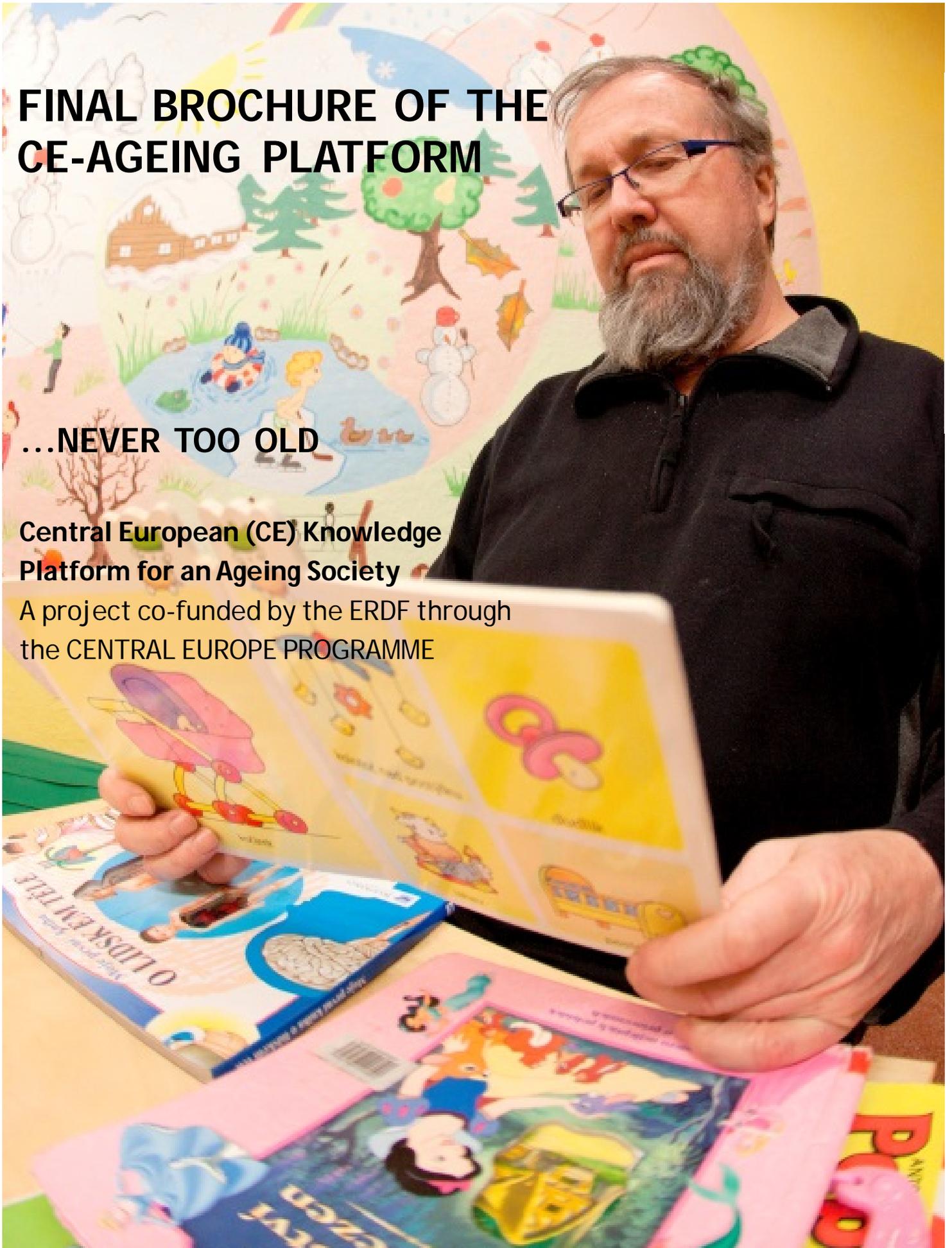


FINAL BROCHURE OF THE CE-AGEING PLATFORM

...NEVER TOO OLD

**Central European (CE) Knowledge
Platform for an Ageing Society**

A project co-funded by the ERDF through
the CENTRAL EUROPE PROGRAMME



IMPRINT

Published by the project Central European (CE) Knowledge Platform for an Ageing Society (CE-Ageing Platform), a project implemented through the CENTRAL EUROPE Programme co-financed by the European Regional Development Fund (ERDF).

www.ce-ageing.eu

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Graphic design: Valter Belliscioni

Vienna, Austria
December 2013

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This project is implemented through the CENTRAL EUROPE Programme co-financed by ERDF

www.central2013.eu

Foreword of the lead partner of the project "CE-Ageing Platform" - by the Chamber of Labour Upper Austria

Over the next 20 years, the European Countries' labour markets will face an increase of the average age of the working population and at the same time the number of people of working age will decline. Due to this demographic challenge the EU has set itself the target of increasing the employment rate of older people towards more sustainable economic and social development. These targets require a successful and effective co-operation of Governments, social partners and organizations on national and international level. On the one hand, the employability of older people while addressing motivation and working capacity has to be maintained, on the other working conditions has to be adapted to an age-diverse workforce. Age discrimination which is a huge waste of talent and negative stereotypes of older workforce must be tackled. Thus, multi-generational workforces represent opportunities and synergies utilizing skills and experiences regardless of age.

The project consortium of the "CE-Ageing Platform", consisted of 13 partners and eight strategic partners coming from eight Central European countries, is a unique composition of partners in CE, represented in the policy of interests, labour market and in the field of social, regional and economic development. This is also the reason why, this partnership enabled a joint contribution to improved framework conditions in our regions fostering economic growth, regional development and social cohesion. Thus, co-operation was also based on the partner's attitude that challenge faced in the cross-cutting issue demographic change can only be solved by working together and pooling of strengths and resources.

This final brochure of the project "CE-Ageing Platform" introduces in brief the overall project, the project consortium and the methods used in order to achieve the project's outputs. Good practice examples, results as well as conclusions and recommendations of the pilot activities, implemented in nine Central European regions are further provided. Moreover, this brochure showcases the transnational CE-Ageing Strategy aiming to serve as a joint strategic guideline for the Central European countries and regions in order to manage and adequately respond to the challenges of demographic change.

Josef Moser
Director



Johann Kalliauer
President



AK
Oberösterreich

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1. INTRODUCTION TO THE FINAL PROJECT BROCHURE

1.1. Aim of the Brochure/ How to use it

This is the final brochure from the CE-Ageing Platform project, whose 13 partner organisations in eight Central European countries cooperated together on finding adequate solutions to demographic change challenges in their own local context.

This brochure seeks to provide an overview about the CE-Ageing Platform project, its achievements and results gathered by implementation of the project itself and nine innovative pilots in the regions (Saxony-Anhalt/Germany; Upper Austria/Austria; Liberec region/Czech Republic; Slovak Republic; Styria/Austria; Katowice region/Poland; Podravje region/Slovenia; Central Transdanubian region/Hungary).

With its chapters, the final project brochure describes comprehensively the history of the project, the objectives, the project consortium, methods used and presents the major project achievements (CE-Ageing Platform Strategy) as well as joint conclusions and lessons learnt from nine pilots with the society's benefits and future prospects. We hope that you will find enough inspiration, ideas and useful tools for your daily work in this publication.

The brochure is produced in English and is made available on the project website (<http://www.ce-ageing.eu/>).





2. CENTRAL EUROPEAN KNOWLEDGE PLATFORM FOR AN AGEING SOCIETY (CE-AGEING PLATFORM)

2.1. The background information to the project

The Central European (CE) Knowledge Platform for an Ageing Society, in short "CE-Ageing Platform", aimed to minimise negative effects and impacts of demographic change in Central Europe. The CE-Ageing Platform project was approved under the Central Europe Programme (3rd Call for Proposal 2010) with the implementation period January 2011 to December 2013. The idea derived from cooperation between various partners and their desire to jointly contribute to improved framework conditions in order to foster economic growth, regional development and social cohesion. The platform was built on the belief that challenges faced in regard to the cross-cutting issue of "ageing" can only be solved by working, cooperating together.

The CE-Ageing Platforms' objectives focused on:

- Improving framework conditions (e.g. programmes, regulations) by adapting policies, governance processes and mechanisms to demographic change;
- Reducing regional disparities as well as spatial segregation of target groups by providing a platform for exchanging knowledge on practices between urban and rural areas, between national and regional levels as well as at transnational level;
- Making better use of existing endogenous potentials of an increasingly diverse and ageing workforce by raising awareness on demographic change, developing ageing strategies as well as state-of-the-art training concepts;
- Promoting new service designs and up-grade skills and knowledge of the target group meeting the demands of SMEs and contributing to sustainable change by establishing a joint strategy;
- Establishing joint "Forum on Ageing in Central Europe" as well as development of an Central European Ageing Strategy;
- Creating several regional ageing platforms; and
- Implementing innovative measures/services for SMEs in the area of diversity management, life-long learning (LLL), work-life-balance and health.

With its challenging objectives as listed above, the CE-Ageing Platform has been chosen to be labelled as a project belonging to and supporting the EU Strategy for the Danube Region (EUSDR)/ Priority Area 9 "To Invest in People and Skills." Next to this, the CE-Ageing Platform was presented many times as the various international conferences as good practice example.



The partnership consisted of 13 partners from eight CE countries (Austria, Czech Republic, Germany, Hungary, Italy, Poland, Slovak Republic and Slovenia), representing public, private and civil society organisations operating at the national, the regional as well as the local levels within CE and tackling a variety of policies such as labour market, social, regional and economic development. The partnership included several ministries, training and counselling institutions, regional development agencies, NGOs and research institutions. Detailed description of the project consortium is provided in the chapter 2.4.

Not easy role of the lead partner in management and coordination of the whole project was accomplished by the Chamber of Labour Upper Austria (AK OÖ).



2.2. Activities implemented and methods used within the project

During past three years, the project consortium generated several core outputs, implemented pilots at regional level and used tailored-made workshops and conference tools (see Figure 1) as follows:

- The joint transnational CE-Ageing Strategy - a core output of the project (see chapter 4);
- The web-based 'CE-Platform on Ageing' (www.ce-ageing.eu). The platform comprises a document database on active ageing practices, regional pilots and general information on CE countries in respect to ageing strategies, action plans and government resolutions. Developed eight country fiches inform about the present situation on ageing, list national programmes and active ageing strategies and introduce specific policy actions taken in order to (re-)integrate older persons into the labour market and keep them employed;
- Three thematic workshops, four peer reviews and three international CE-Ageing conferences (see chapter 5);
- Nine pilot actions (see chapter 3) implemented at regional levels including the development of:

- two regional ageing strategies (Upper Austria/Austria, Saxony-Anhalt/Germany) and two training concepts (Liberec region/Czech Republic, Bratislava region/Slovak Republic); and
- five regional pilots executed in direct cooperation with SMEs: cross-generational HRD strategies (Styria/Austria, Moravian-Silesian region/Czech Republic); work-life balance (Katowice region/Poland); age/diversity management (Podravje region/Slovenia, Central Transdanubian region/Hungary);
- Twelve pilot exchange and policy learning seminars;
- A wide range of dissemination events, regional demographic workshops, meetings and conferences aiming at awareness raising of ageing society/demographic change;
- One project and one pilot evaluation with an aim to examine partnership's overall performance and activities with a specific focus on sustainability of project results. SWOT analysis, participatory assessment workshops, interviews and online questionnaires were used during the evaluation process and findings were summarized in two final evaluation reports.

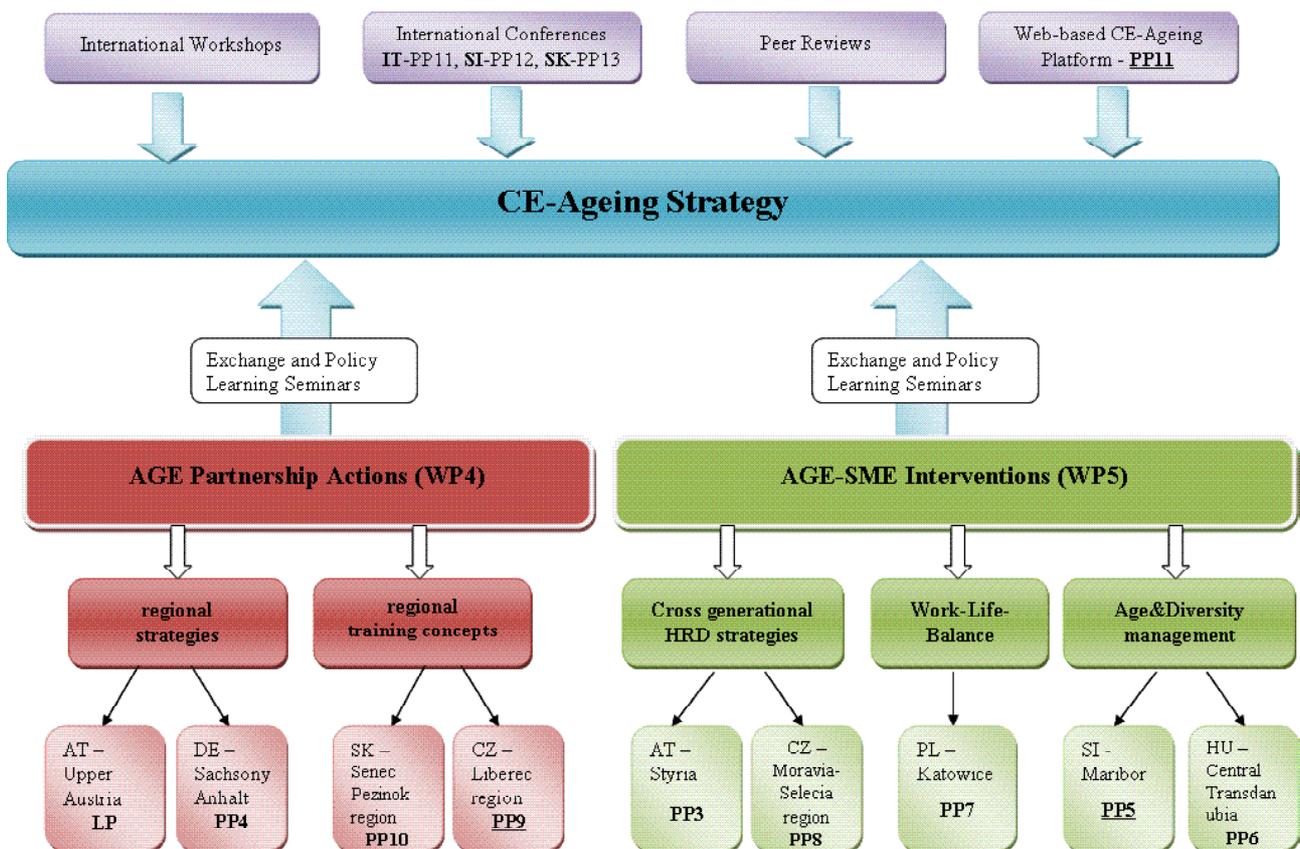


Figure 1: Activities implemented under the CE-Ageing Platform project

2.3. Project consortium and executed activities, pilots

All project aims were carefully followed by the unique partnership consisting of 13 partners from eight CE countries (Austria, Czech Republic, Germany, Hungary, Italy, Poland, Slovak Republic and Slovenia), representing public, private and civil society organisations operating at the national, the regional as well as the local levels.



The following institutions build a strong core of the platform (in partners' order) with a brief description of major activities performed within the CE-Ageing Platform. All products and outputs resulting from intensive three-year work of the project partners as well as consortium meetings, dissemination events are listed in the chapter 5 Calendarium and the chapter 6 CE-Ageing Platform's products.



LP/ Chamber of Labour Upper Austria (AKOÖ), Linz, Austria
www.ooe.arbeiterkammer.at

The Chambers of Labour in Austria represent the interests of 3.2 million Austrian workers and consumers. Its regional office in Linz/Upper Austria (AKOÖ, public equivalent body) has outstanding experience in demography topic, implements many collaborative projects and develops innovative age-employment frameworks.

The Chambers of Labour employ a staff of highly qualified experts who act as a think-tank for employees' interests, conducting studies on a wide range of relevant issues. The Chambers of Labour thus always have an up-to-date scientific basis for effective policy-making on behalf of employees.

Within the CE-Ageing Platform, the Chamber of Labour Upper Austria acted as a lead partner being responsible for the overall project management and coordination. Additionally, AKOÖ developed the "Regional Ageing Strategy Upper Austria" including tailored-made 'guidelines for companies' and the 'catalogue of measures and offers' promoting good and productive ageing in Upper Austrian companies. The pilot duration was 30 months (January 2011 - June 2013) and involved primarily regional SMEs, big companies, HRD managers as well as regional / local key players and stakeholders.



Centre for Social Innovation (ZSI), Vienna, Austria
www.zsi.at

The Centre for Social Innovation (ZSI, private institution) is an independent scientific institution established in 1990, asserting leadership in Europe to advance social innovation and foster an open and solidly united society.

The ZSI deploys socio-scientific research, education, advisory and networking services to reduce the gap between social needs and potentials of the knowledge based information society. By connecting its scientific basis with practical applications the ZSI provides an interface across scientific disciplines and sectors (trans-disciplinarity).

With its capacities and extensive knowledge, ZSI supported the lead partner (AKOÖ) in management and coordination activities as well as was responsible for the overall financial management (financial manager), external&internal communication activities (communication manager) and for the development of the core output of the project - the CE-Ageing Platform Strategy. All activities related to project and pilot evaluation were performed independently by ZSI department "Technology and Knowledge."



BAB Management Consulting Ltd., Graz, Austria
www.bab.at

Since 1996 BAB Management Consulting Ltd (private institution) has been actively involved in the European labour market policy and is specialised in the development of innovative measures, projects and strategies in the following areas: Organisation- & HR-Development; Diversity Management; Development and coordination of national and international networks; Programme monitoring and pilot projects; funding consultancy.

Main client is the public sector. In developing and implementing projects, BAB focuses on a professional analysis of existing and potential future circumstances in the labour market and in the working environment of businesses. BAB examines best-practice models with regard to their transferability, develops and adapts tools and methods in order to support sustainable improvements in enterprises specifically. Annually, 40 employees consult roughly 2,700 companies.

In the cross-generational competence management pilot, executed in three Styrian sub-regions in May 2011 - June 2013, BAB Management Consulting Ltd realized tailor-made consulting in 17 SMEs in order to implement cross-generational competence management, develop long-term cross-generational HRD-strategies and initiate an exchange among SMEs (especially for HRD managers/CEOs) about existing HRD strategies and programmes, competence management and best practices.



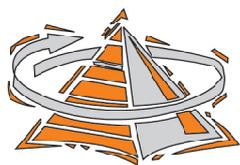
**Ministry of Labour and Social Affairs Saxony-Anhalt,
Magdeburg, Germany
www.ms.sachsen-anhalt.de**

SACHSEN-ANHALT

Ministerium für
Arbeit und Soziales

The Ministry of Labour and Social Affairs Saxony-Anhalt (public authority) is responsible for administration, legislation and coordination in the region in respect to labour, health, consumer protection as well as social affairs and administers inter-ministerial issues. The State Government's commissioners for migration and integration, for the disabled and for children are part of our Ministry.

In the period April 2011 - June 2013, the Ministry of Labour and Social Affairs was responsible for the development of the "Regional Ageing Strategy Saxony-Anhalt," addressing respective socio-economic changes in the region and identifying how rural areas can cope with demographic changes via a broad network. Additionally, the strategy aims to raise the awareness of regional and local decision makers and to improve regional framework conditions for the ageing society.



eim, **Center razvoja
človeških virov, d.o.o.**

**Economic Institute Maribor (eim)/Human Resource
Development Centre (HRDC), Maribor, Slovenia
www.center-rcv.org**

By creating conditions, programmes and services for development of human potentials, eim, HRDC (public equivalent body) contributes to economic and social development, dissemination of positive thinking and to higher quality of life in the region. This is realized by promoting and co-creating development policy, by partnership, by innovative transfer of good practices, by development of services and programmes for companies, organisations and societies, for unemployed, young and older people and by raising awareness on the development of human potential and lifelong learning.

HRDCs privilege is an innovative and competent team of professionals with years of experiences, which transfer modern approaches and solutions in HRD and labour market in Slovenian practice. As one of the few organizations in Slovenia HRDC is since 2005 holder of the "Investor in people" standard.

The pilot "Power of Age Diversity," implemented by the eim, HRDC in the period April 2011 - April 2013, focused to develop training activities for SME/HRD managers from the Podravje region in order to change attitude toward age diverse workforce and to promote its potential. Furthermore, the pilot sought to raise the awareness for employability of ageing population in order to make better use of existing potentials of diverse and ageing society in the CE-regions and to reduce regional disparities and spatial segregation of the target group.



**Közép-Pannon
Nonprofit Kft.**

**Central-Transdanubian Regional and Economic
Development Nonprofit Company (CTNC),
Szekesfehervar, Hungary
www.kprf.hu**

The profile of the Central Transdanubian Nonprofit Company (CTNC, public equivalent body) is oriented to project generation and implementation in the field of economic development, sustainability and human resource development.

The activities of the company are covering the whole Central Transdanubia region, and CTNC has close working relation not only with the local governments of the region but with HR institutions, clusters of companies and NGOs.

CTNC has been involved in several international partnerships. The involvement in several projects from different programmes established a firm base for cooperation with a wide range of territorial cooperation from all over Europe.

CTNC was responsible for the pilot implementation "Knowledge transfer through cross-generation co-employment in SMEs in the Central Transdanubian region" targeting primarily older employees (45+) of local SMEs, SMEs/HRD managers, training institutions and developed a cross-generational mentoring programme (February 2011 - February 2013) as well as the "Cross-generational Human Resource Development in Central Transdanubia Strategy".



**G Ł Ó W N Y
I N S T Y T U T
G Ó R N I C T W A**

**Central Mining Institute (GIG), Katowice, Poland
www.gig.katowice.pl
<http://ageingplatform.gig.eu/>**

The Central Mining Institute (GIG, public equivalent body) is recognized and acting in Poland and abroad as scientific and research institute, employing over 500 specialists. Scientific and research departments of GIG have realized numerous projects and research. GIG implemented projects co-funded by the Structural Funds. Projects and research are realized by specialists of applied sciences, economy, humanistic and social.

The Social and Economic Department of the Central Mining Institute (9 employees) is since many years involved in research works and consultancy activities relating to psychosociological as well as economic conditions and effects of restructuring of the mining industry sector and other branches of the heavy industry. The Department participates in many European Union's programmes such as Framework Programme, Leonardo da Vinci, etc. and sets actions in Poland and even abroad.

Within the "work-life-balance" pilot (March 2011 - June 2013), GIG conducted interdisciplinary research concerning the situation of workers 50+ on the labour market in terms of their

employability and joblessness aspects (literature review, statistical data survey, questionnaire investigation, in-depth interviews) and implemented several educational and promotional advisory activities, primarily for the SMEs/ HRD managers, training institutions, employees 50+, unemployed 50+ and local public authorities. Additionally, GIG hosted also peer review "Demographical changes - searching the new way of development."



EDUCATION

INNOVATION

CONSULTING

Regional Advisory and Information Centre (RPIC-ViP Ltd.), Ostrava-Mariánské Hory, Czech Republic
www.rpic-vip.cz

RPIC-ViP Ltd. (private institution) is an educational, innovative and counseling company operating in the labour market since 1999. RPIC-ViP Ltd. is dynamically developing company whose management has twenty-year experience in the field of human resources management. Together with Specialist Service, s.r.o., its daughter company, RPIC-ViP belongs among the strongest educational and counseling organizations with the exclusively Czech capital in the Czech Republic.

RPIC-ViP Ltd. developed a cross-generational HRD Strategy in order to improve the employability of older workers in the SMEs by individual co-operation with SMEs (finally creating 15 tailored-made cross-generation HRD strategies for SMEs) and by providing soft competencies trainings in the companies developing their cross-generational understanding and respect. All innovative activities, targeted not only older workers 50+ in the companies, but also SMEs managers and younger colleagues (under 30 years old), were carried out in the period April 2011 - March 2013.



Most ke vzdělání - Bridge to Education, o.s.,
Benecko, Czech Republic
www.mostkevzdelani.eu

The civic association "Most ke vzdělání - Bridge to Education" is a non-profit organization, established in May 2005 as a voluntary association of independent, non-political, associating members on the basis interest. The main objectives of the "Bridge to Education" are to promote lifelong learning at national and European level, support adaptability and integration into the labour market, develop international cooperation and consultancy and training activities.

Bridge to Education deals primarily with experimental projects ("Krakonoš at the computer," Moms to "leave" etc.) whose main task is to test innovative ways of solving problems in education of adult and civil community. To this purpose the well experienced team was assembled includes experts from educational institutions, consultants from the labour offices, lecturers and own management team.

In the period February 2011 - April 2013, Bridge to Education o.s. (private company) developed and tested the impact of innovative training concept in selected SMEs in the Liberec region with a focus on life-long learning and benefits of high-educated staff for companies. Additionally, a methodology on how to effectively create networks of SMEs and training providers in the region was prepared. Finally, tailored made training courses were conducted partially in companies and partially in villages in order to remove barriers for the target group, such as missing transportation means in rural areas.



**Regional Development Agency (RDA) Senec-Pezinok, Bratislava,
Slovak Republic**
www.rrasenec-pezinok.sk

The Regional Development Agency Senec - Pezinok (RDA Senec - Pezinok, public equivalent body) is an interest association of legal entities engaged in regional development since 2002 in Bratislava region. It is a member of an integrated network of regional development agencies established by the Ministry of Transport, Construction and Regional Development of the Slovak Republic.

The main mission of RDA SP is to provide technical assistance for development of regional plans, strategies, projects and programmes. Next to others, the RDA Senec-Pezinok developed regional training concept targeting unemployed jobseekers 50+ leading to improved services for the target group and better quality of established training offers and up-graded skills and knowledge of the target group according to the needs of the labour market/SMEs.

Within the Regional Training Concept developed in the Slovakian pilot, a common platform on ageing in the country was established in order to strengthen the links between business sector, training and research institutions, decision makers and other actors and provides missing links between services offered by labour market institutions. Developed regional training concept targeting unemployed jobseekers 50+ (the pilot's target group) focuses on improved services for the target group and better quality of established training offers; up-graded skills and knowledge of the target group according to the needs of the SMEs; and to new services and state-of-the-art vocational training offers for the region/ target group.



**Institute for the Development of Vocational Training for
Workers (ISFOL), Roma, Italy**
www.isfol.it

ISFOL is public equivalent body acting on the national level, established in 1973, focusing on scientific research to support promotion and development of vocational training and labour policies. The institute employs more than 500 research and technical personnel.

ISFOL mission comprises study, research, policy evaluation and pilot projects realization on three main topics: IVET/CVET systems and lifelong learning; labour market; social policies. Within the CE-Ageing Platform, ISFOL was responsible for the project website development, preparation of corporate design including PR materials production and the organization of the final international ageing conference "At the hearth of an ageing continent: Perspectives and strategies for active ageing in Central Europe" (Rome, 10 October 2013). ISFOL was also actively involved in the development of the CE- Ageing Platform Strategy.



**Ministry of Labour, Family, Social Affairs and
Equal Opportunities, Ljubljana, Slovenia**
www.mddsz.gov.si

The Ministry of Labour, Family, Social Affairs and Equal Opportunities (public authority) performs tasks in the following sectors and directorates: Labour Relations and Labour Rights, Labour Market and Employment, Family, Social Affairs, Disabled, War Veterans and Victims of War, Equal opportunities and International Cooperation. The Labour Inspectorate of the Republic of Slovenia is a body within the Ministry. The experts create policies and participate in many domestic and international projects, working groups etc. A special attention at the Ministry is dedicated to issues related to the older population.

The Ministry of Labour, Family, Social Affairs and Equal Opportunities organized the second international ageing conference "Intergenerational Solidarity and Ageing" (Brdo pri Krajinu, 5 November 2012) and peer review entitled "Challenges and Paths towards Demographic Changes."



**Central Office of Labour, Social Affairs and
Family (UPSVar), Bratislava, Slovak Republic**
www.upsvar.sk

The Central Office of Labour, Social Affairs and Family (UPSVar, public authority) is a national public authority. Central office manages 46 regional Offices all over Slovakia. The main working areas of the institution are labour market, family and social affairs, including the work with elderly persons. Central office is responsible for all regional offices and distributes tasks to them related to these three main areas.

One of the main activities is making surveys and analyses of labour market, analyses related to social sphere and family. Regional labour offices provide counselling and vocational guidance for job seekers, disadvantaged job seekers, elderly people and others. UPSVar is a

state administration authority performing state administration powers in the area of employment services and social affairs.

The Central Office of Labour, Social Affairs and Family organized the first international ageing conference (Bratislava, 21 - 22 March 2012) and peer review focusing on practices dealing with active involvement and work after retirement.



-  Lead partner
-  Project partners
-  Strategic partners

2.4. Contributing institutions, support partners

Next to the core project partnership linking CE regions at different geographical scales and different backgrounds, the implementation of the CE-Ageing Platform was reinforced by numerous strategic partners (namely: European Age Management Network, Age Platform Europe, Austrian Federal Chancellery and the Federal Ministry of Labour, Social Affairs and Consumer Protection, Czech Ministry of Labour and Social Affairs, Hungarian Ministry for National Economy and University of Debrecen with its Faculty of Health, Medical and Health Science Centre) who contributed mainly at the three annual CE-Ageing conferences and thematic workshops dedicated to the CE-Ageing Strategy development and helped to a great extent with CE-Ageing Platform activities and results' dissemination.

The CE-Ageing Platform Strategy, the core output of the project, was drafted jointly with all project partners and with significant support of five experts of research and applied science and one expert group who followed the work of the CE-Ageing Platform in 2012 (listed in alphabetic order):

- Dr. Dragana Avramov (Population and Social Policy Consultants)
- Prof. Dr. Andreas Hoff (Zittau/Görlitz University of Applied Sciences)
- Dr. Dimiter Philipov (Vienna Institute of Demography)
- Prof. Dr. Reinhold Sackmann (Martin-Luther-University Halle-Wittenberg)
- Dr. Pieter Vanhuyse (European Centre for Social Welfare Policy & Research)
- Expert group led by Prof. Dr. Jürgen Wolf (h2/Hochschule Magdeburg Stendal)



In the development the CE-Ageing Platform Strategy (see chapter 4) and especially in the public on-line consultation process, a wide range of actors was involved in the project horizontally and vertically, such as citizens, policy makers, representatives of public authorities at the various geographical levels (e.g. governments, ministries, intermediary bodies, public employment services, local public authorities such as municipalities of cities, towns and villages), social partners, social welfare providers, directors and HRD managers of SME's and big companies, managers of area-based partnerships, local initiatives, agencies and NGOs, gender mainstreaming experts, research institutions as well as coordinators of national and international networks.

3. PILOTS' OUTCOMES AND ACHIEVEMENTS

At regional level, nine project partners were performing age related actions, innovative measures and services targeted mainly on policy makers, SMEs and employed and unemployed persons 45+. This intensive work was organized under two work packages ('Partnership Actions' and WP5 AGE-SME Interventions) and field surveys (questionnaires on e.g. management of age diverse workforce, good practices on knowhow transfer between young and older workers) among SMEs and regional labour offices, in-depth interviews as well as intensive individual consulting in the companies were conducted during the whole project duration (2011 - 2013).

All findings and results from the regional pilots and other actions (e.g. country fiches, desk research, related media work with press conferences) were integrated in the final output of the project - in the joint transnational CE-Ageing Platform Strategy.

As the activities, method used and target groups covered by the regional pilots varied significantly, project partners were meeting on regular bases (twice a year, in total twelve pilot exchange and policy learning seminars held) in order to discuss the latest development and lessons learn and share practical expertise from projects, studies and measures implemented in their regions and draw recommendations, conclusions together.



3.1. WP4 'Age-Partnership Actions'

The chapters dealing with WP4 and WP5 to combine with the pilot's participants statements in nice graphical layout (see pilots' testimonials) and with photos from pilots

'Age-Partnership Actions' covered two basic themes: 1) The development and realization of two regional ageing strategies in order to improve regional framework conditions for the ageing society; to better use of existing endogenous potentials of an increasingly diverse and ageing workforce; and to raise awareness on demographic change. The topics covered by regional ageing strategies developed in the rural area of Saxony-Anhalt region (Germany) and in Upper Austria (Austria) included all relevant policy areas and aimed to help to strengthen SMEs, big companies as well as regional authorities to better handle the effects of demographic change in the regions of Saxony-Anhalt and Upper Austria.

2) The development of two platforms establishing and implementing regional training concepts in the Liberec region (Czech Republic) and in the Slovak Republic. Established platforms seek to foster cooperation between SME's, training institutions and regional policy makers in order to survey, establish and finally to implement the regional training concepts targeting older workers (employed, unemployed 45+). Those innovative pilots demonstrated the necessity and main benefits of setting up complex/consistent regional training systems for older workers 50+ validated by regional authorities.



3.1.1. WP4 Regional activities/ actions/measures in details

Regional activities and events were organized on the basis of the following four areas.

Development of Regional Ageing Strategy Upper Austria

Maintaining work ability concerns everybody in the society (employees, employers, unions and other organisations). To be able to handle it, a holistic approach is needed. The ability

to work is a matter of balance between work needs and requirements of employees. This applies to individual resources like health, qualification, motivation, working conditions and working environment. The pilot's group, represented by 20 regional stakeholders, recommended an active use of existing measures and offers that are available in Upper Austria. Therefore a catalogue of measures containing 50 measures/offers targeting employers and employees was developed together with those 20 stakeholders. Further, also SMEs and big companies are involved in the Upper Austrian project activities.



Therefore, workshops with companies and stakeholders were organised for exchanging of best practice examples, know-how and experiences. Two regional demography conferences with participation of experts, employees, employers, employee representatives and regional stakeholders and further persons being involved in and interested for activities towards promotion of active ageing on regional scope were organised in Upper Austria.

Pilot's information available at www.wage.at



Development of Regional Ageing Strategy Saxony-Anhalt

The core output of the activities realised in Saxony-Anhalt was the creation of the regional strategy, which integrates different outputs, aspects, ideas and ageing concepts in rural areas. It includes a guideline, a manual a checklist as well as an action plan. A road map describes the main demographic challenges in Europe and Saxony-Anhalt and provides an overview over the measures and the goals of the strategy. The importance of including local stakeholders, academic knowledge, communal administration and

citizens in the implementation process was highlighted. The developed manual aims to increase awareness and shows how rural areas and cities/villages can react and cope with demographic change. It covers five action fields: social participation and civil engagement, cooperation and development of networks, housing and infrastructure, health and care services and mobility. In cooperation with the University of Applied Sciences Magdeburg-Stendal, a checklist was developed that is based on main action fields to improve quality of life in rural areas.

Pilots' testimonials

The network "Winning Age. Getting Future!" offers the possibility to share own best practice examples with partners in the network and on the other hand to learn from positive experiences of other companies."

Mag. Gabriele Vockenhuber
Head of the public transport (ÖPVN)
sabtours Reisebüro und Autobusbetrieb GmbH
Age: 52 years



"The added value of the network "Winning Age. Getting Future!" represents for me the access to extensive knowledge and experiences of other companies in the field of active ageing. Thus, it is possible to benefit from best practice examples as well as failed measures."

Jürgen Bänsch
Project coordinator "Fit for the future"
STRABAG AG
Age: 33 years



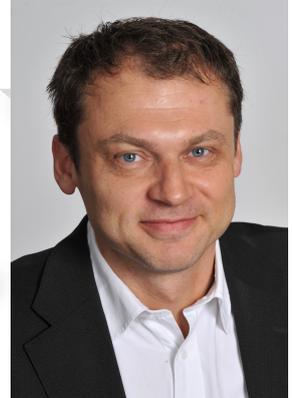
"In order to combine daily lived social engagement and highest quality, strong and innovative partners are needed for its implementation. The network "Winning Age. Getting Future!" represents immense contribution in particular for small and medium enterprises."

Mag. Stefan Haselsteiner
Managing Director
Pecho-Druck GmbH
Age: 46 years



"In this community, several interesting future key issues for Europe such as employability, health and productivity are dealt with. The best future has a past with experience. Instead of the common effort "to teach old dogs new tricks" this network has a self understanding to personally act resource-oriented, to take valuable personal experiences into consideration and offer good practice examples for the public."

Gerhard Zahrer
Head of department - product management
BFI vocational training institute Upper Austria
Age: 45 years



"The nursing management of the care facility Neutillmitsch-Gralla focuses on the improvement of process and interface management. One main interest for me is to integrate new colleagues efficiently into our company. In order to achieve this goal, Melitta Scherounigg (BAB Unternehmensberatung GmbH) encouraged me, on behalf of the CE-Ageing Platform project, to use the knowledge and experience of the more experienced employees of our facility. After our first conversation the idea of mentoring was developed. In the further workprocess mentoring was decided to be an ideal instrument for cross-generational learning. Mentoring enables the mediation of the corporate culture of our company as well as the transfer of professional competence to our younger employees. The programme improves the transmission of knowledge from the older generation to the younger one and is already successfully and independently performed by our employees."

Maria Kasper, MBA
Betreuungsheim Neutillmitsch-Gralla
Head of nursing department
Age: 49 years





The checklist identifies areas of concern and lines out necessary steps on how to deal with living and ageing in rural areas. Furthermore, it offers an instrument to analyse the situation within the region/ the city. Based on the checklist and the manual, a thematic guideline for elderly-friendly regions/cities was elaborated. Links to be followed:
<http://www.sachsen-anhalt.de/index.php?id=39339>
<http://www.sachsen-anhalt.de/index.php?id=28682>



Development of the Regional Training Concept and concept of education Bratislava - Senec - Pezinok

Training needs analyses were elaborated in English and Slovak language based on 46 questionnaires (72% feedback rate), distributed to the Offices of Labour, Social Affairs and Family in May 2011. Initial research phase was followed by 21 consultative meetings (originally 16 meetings were foreseen) with relevant stakeholders and target groups, where project ideas and results were consulted and mainstreaming assured.

Pilots' testimonials

"Within the "ageing project", it was an interesting exercise to follow up examples of good practices in our country and abroad as well as see how all are embedded in the Green Paper CE-Ageing Strategy. Personally, I welcomed the establishment of co-operation with Regional Development Agency Senec-Pezinok and we are looking forward out cooperation in the future."

Ing Bohdan Telgársky
Co-ordinator of the Council of Seniors of the capital of the Slovak Republic - Bratislava
Age: 66 years



"Courses, taking place in our village, brought a bit of excitement and anticipation among our citizens. Every training of older people is good, especially when it comes to the adaptation of new computer skills. If you come in the right time and with the perfect tutor then it is not a mistake! Everyone was looking forward to new lessons and attendance was almost 100%. And for me personally, what was the added value of the CE-Ageing Platform's pilot? There is another problem - many people are still asking me when there will be other courses?"

Lenka Malá
Mayor of Tatobity village
Age: 44 years



"After concluding the PC course, we can finally communicate with our grandchildren per email and see what they are doing and how they are. We can also use the internet and search for interesting places in the Czech Republic we are going to visit."

Ing. Pravoslav Valný (68 years)
Ludmila Valná (64 years)
Tatobity
Active pensioners interested in everyday life in the village





Národný program aktívneho starnutia

- Seberealizácia – príležitosť pre rozvoj svojho potenciálu, prístup k vzdelaniu, ...
- Dôstojnosť – zabrániť zneužívaniu, potreba slušného zaobchádzania
- V roku 2009 – aktualizácia Národného programu ochrany... – koncept aktívneho starnutia, odstupuje od prístupu založeného na potrebách a presahuje princíp založený na právach

A report - evaluation survey - was elaborated in January 2012 stemming from results from the questionnaires and based on those results the regional training concept was prepared. Pilot's information available at www.rrasenec-pezinok.sk



Development of the Regional Training Concept in Liberec region

Main activities in Liberec region included research survey in nearly 100 SME's (covering 2,500 employees of which 1,000 employees belonged to target group 50+). Based on the research done, positive findings were identified and it can be stated that at least 50% of enterprises in Liberec region are interested in employment of target groups and more than 80% of HR professionals believe that the employer has the primary respon-



Next to this survey, bilateral meetings with HR specialists, mayors, representatives of training centres and employment offices were carried out in order to design tailored made education concept for the target groups (citizens and employees 50+). In total, 10 accredited courses in 5 municipalities and 3 SME 's in the Liberec region were organised, accompanied by self-assessment survey assessing the level of education and knowledge of 105 course's participants. Finally, a methodology for creating networks of SME 's, training providers and municipalities was developed and can be further used in other regions.

Pilot's information: www.mostkevzdelani.eu

3.2. WP5 'Age-SME Interventions'

AGE-SME Interventions aimed at implementing pilots individually targeting the needs of SME's in 5 territories. The objectives of the pilots were to improve the employability of older workers by establishing cross-generational HRD strategies, by contributing to enhanced work-life balance as well as by implementing age/diversity management. The three topics covered were recognised by the partners as the most relevant in adapting to economic and social change: human resources development (Styria/AT and Moravia-Silesia region/CZ); work-life balance (Katowice/PL) and age and diversity management (Podravje region/SI and Central Transdanubia/HU).

3.2.1. WP5 Regional activities/actions/measures in details

Regional activities under WP5 were implemented within three main topics: The "Cross generational competence management Styria" focused on the SMEs and their employees. In collaboration with the strategic partner, the Styrian employment pact (STEBEP), the regions as well as branches were selected upon the assessment of affection by the demographic changes. As a result of this assessment, SMEs from tourism, metal processing and production branches as well as healthcare were involved in the individual consulting process. Firstly, thematic analyses were conducted in order to develop individual, tailor made consulting activities. By appliance of a structured interview guide and ASA (age structure analysis) tool, a thorough analysis of each company's current and future age structure were elaborated.



The analyses resulted in the identification of main approaches for actions such as: mentoring, work ability coaching and cross-generational collaboration/competence and knowledge management. All those topics were tackled with tailor-made consulting concepts involving meetings with employees, surveys, training programmes and coaching. The insights from the consulting process will be disseminated within the network of participating SMEs as well as among regional stakeholders for a cross-company/cross-regional exchange. Pilot's information available at www.bab.at/





The "**Cross-generational HRD Strategy in Moravia-Silesia**" pilot aimed at awareness rising of current risks of losing skilled workforce and know-how in relation to demographic changes on the one hand, and the importance of cross-generational HRD strategies on the other hand. The activity started with the comprehensive survey on employability of older workers in SMEs and future working prospects of employees 50+. The results showed that employers from the region mostly prefer younger people with families and graduates as far as recruitment is concerned. The study also revealed advantages and shortcomings of employees 50+ stressing practical experience as comparative advantage and the need for further



development as shortcoming. It is commendable that there was almost no age discrimination detected but on the other hand this also means that companies may not fully exploit the hidden potential of these workers. As a result, as far as individuals are concerned, it is necessary to enhance awareness of the importance of continuing education for their employability, as well as to take responsibility for their own development.

This calls for programming education / training taking into accounts the specifics of older participants (workers) as well as for change of approach of companies to older workers in order to accept their specifics leading to better exploitation of 50+ workers' potential. In order to address this topic more deeply several soft-skills training events for younger and older generation of workers from SMEs were organised resulting in development of recommendations for the "Powerful workplace", the workplace where employees want, are able and can perform the best. Through these events the evidence of validity of field

Pilots' testimonials

"Participation in the CE Ageing Platform course was very beneficial for our company. Due to this training the relationships among employees of different departments have improved and also there is an improvement in cooperation between the manufacture and the assembly department. Younger employees have realized the value of experience of older employees and on the other hand the older workers have convinced themselves that they can trust their younger colleagues and they can delegate them more demanding tasks."

Bc. Lukáš Ondřej
Business manager
PVC OKNA s.r.o.
Age: 33 years



"In relation to this training I appreciate mostly the fact that due to given assignment we could bring employees from the whole company into one group. There were employees from different departments working in different positions - from the production line operator to the company manager. Thanks to elaborated programme conception and a good job of the trainers this was unique opportunity to support open exchange of opinions, to get to know better responsibilities related to the job performance at individual positions and to appreciate experience of individuals from different age groups. For many of the course's participants, this was the first experience with similar innovative action and there is no doubt that it was a strong experience for them as well. Extending knowledge of themselves, enhancing teamwork with support of open and effective communication across the age spectrum are the main benefits that participants will also use in the practice to strengthen corporate culture and building positive relationships in the workplace."

Mgr. Tomáš Klvaňa
HR manager
Gates Hydraulics s.r.o.
Age: 37 years



"The outdoor training session at Sepetná has opened eyes in our women team. Learning more about yourself, your colleagues and reasons why we react in different situations in different ways have helped us to a great extent. The communication across generations has improved and our leaders have enhanced the communication skills with their subordinates as well. This is also evidence that also the company's management has noticed these positive changes."

Ing. Lenka Kudělová - Bednaříková
Head of marketing
OPTYS, spol. s.r.o.
Age: 31 years



"Teambuilding in Sepetná was a big success in our company. It has strengthened relationships in the team indeed and we have got to know each other better and also from other side. The biggest benefit for us was learning more about yourself and others, supported by the training exercises we have done. We were also pleased to find out that we are able to cooperate as a team in every age composition."

Ing. Dobroslav Janko
Director
Ing. Dobroslav Janko - projekční kancelář
Age: 48 years



survey results was acknowledged. The special treatment with older employees is not a reality in majority of SMEs and the mentoring and know-how exchange is mostly informal. It is not the age what matters, but simply the ability to perform the job well is the most important criteria for the human resource professionals.
Further information available at www.rpic-vip.cz/

Polish "**Work-life-balance**" pilot focused on research and promotion with stakeholders on the labour market as well as companies and employees. A wide range of promotional activities covered production of promotional materials (posters, leaflets), spots on targeted radio stations, presentation and discussion on international exhibition of innovation, expert panels and organisation of regional conference that brought together several expertises in the area of work-life balance as well as prominent guests representing most important stakeholders. Significant meaning to the promotion was made with the acquisition of the honorary patronage by one Polish member of European Parliament, Ms. Malgorzata Handzlik which showed the importance of issue in question. Ms. Handzlik is a member of European Parliament since 2004 and she has worked in the Commission of Internal Market and Consumer Protection.



In order to fully explore the work-life balance situation a comprehensive research activity was performed, covering desk as well as field research. The activity started with the interdisciplinary literature review concerning assessment, analysis and forecasts of the situation of people 50+ on the domestic labour market which gave the direction for the field survey and in-depth interviews. The survey with 3 types of questionnaires targeted unemployed 50+, employees 50+ and SMEs employers and addressed key areas related to the employment of 50+. Additionally interviews with SMEs employers and other key stakeholders on the labour market addressed these areas more deeply. The qualitative analysis was supplemented and enriched with the results of the five workshops attended by stakeholders who during discussions provide information and expertise on situation of people 50+ on the labour market.

The results of all promotional and research activities were summarised in the monograph on ageing population in CE that identified the determinants and challenges of population ageing with the reference to the work-life balance and revealed the final conclusions. A website dedicated to the Polish pilot: <http://ageingplatform.gig.eu/>

The "**Power of age diversity**" pilot, performed in Podravje region, Slovenia, started with the research on situation regarding the age diversity management activities in the SMEs.



The research was implemented by the questionnaire and results presented in the short report about the situation and linked to that about the training needs related to the age diversity management. The results were very much similar to the researches done in other regions, showing the low awareness about the possible activities responding to the workforce ageing. Also flexible working arrangements are not usually used to support work life balance of these or any other target group of employees. By recognising the need



to train their staff in topics of age management SMEs confirmed the importance of age friendly work life that brings results to both - employer and employees.

Following to these findings two training options were developed: one targeting broader public with the aim to raise awareness regarding the demographic changes and the labour market, and the second one focusing on HR managers and their practices in SMEs. According to the different target groups and objectives of the two programs also the way of delivery was distinguished. By the use of an on-line training programme the intention of reaching as wider public as possible was followed, whereas workshop approach was used for HR managers enabling interaction and exchange of information and experiences. The process was accompanied by a set of awareness raising materials.

Pilots' testimonials

"I can assess the workshop on managing age diverse workforce as very good and professionally delivered. Participants responded well, cooperated, and shared their opinions. As I work in the human resource department, the topic was suitable and useful for my work. Such workshops are always welcome and I will be happy to attend more of this kind."

Alojzija Osvald
JKP LOG d.o.o.
Head of HR department
Age: 54 year



"The training seminar offered me answers on how to manage employees in order to stay on the job as long as possible and maintain their work ability. Very useful was also exchange of opinions and experiences between the participants."

Petra Kuhar
Fundation PRIZMA
HRD adviser
Age: 41 years



Focusing more on the employee's side of the subject the "**Knowledge transfer through cross generational co-employment among SMEs in Central Transdanubian Region**" was



implemented. The pilot focused on older employees of local SMEs facing retirement with often less motivation, who became a personal mentors of a young graduate trainee in order to share his/her knowledge as well as work experience. Both groups benefited from this process: older employees with the reduction in workload and younger with gained professional experiences.

The mentoring pairs set up a work plan together with their HR manager and activity was supported by training sessions for mentoring pairs as well as training sessions for managers in order to assure management efficiency.

The mentoring activity was accompanied by the development of regional cross-generational HRD strategy by key regional stakeholders and selected group of SMEs. The methodology used included a field research and seminars with the regional stakeholders. Another important action was the promotion of age-friendly workplaces including overview on corporate health care and some good practices for age-friendly measures. Further information available at: www.kprf.hu/

3.3. Overall achievements/results of WP4 and WP5 pilots

All pilot activities have dealt with employment/unemployment of people 45+ but from different prospective. Apart from all delivered products and outputs as listed in the chapter 6, the pilots' highlights can be summarized as following:

- Two regional ageing strategies developed (Regional Ageing Strategy Upper Austria/AT; Regional Ageing Strategy Saxony-Anhalt/DE) supporting age-appropriate working places, good and active ageing;
- More than 350 stakeholders, experts were consulted during the project life time or participated at the demographic workshops and meetings in Saxony-Anhalt/DE;
- One regional survey regarding specific needs of older people in rural areas activating local majors by raising awareness of challenges in rural region with ageing and shrinking population (DE);
- Intensive involvement of key stakeholders of Bratislava self-governing region, Trnava self-governing region and Banska Bystrica self-governing region in discussions and active ageing round tables held across the Slovak Republic;
- Two training concepts for target groups (citizens and employees 50+) developed (CZ, SK);
- Two regional surveys and two thematic analysis regarding employment of 50+ and situation on the labour market made (PL);
- Two regional cross-generational strategies developed (Styria/AT and Moravia-Silesia/CZ);
- More than 20 training programmes for employees 50+ and HR managers/employers with the aim to support cross-generational understanding and respect as well as to improve employability developed (HU, CZ, SI);
- A set of instruments in the area of cross-generational competence management developed (Styria/AT);
- Almost 30 consultation processes with SMEs implemented (Styria/AT, Central Transdanubia/HU, Karowice/PL);
- Numerous presentations on international/national events given;
- Several conferences and similar events on national/regional level organized.



3.4. Pilots' recommendations and conclusions

From all regional pilots' implementation it is evident that it is important to present ageing issue to the companies (SMEs) focusing on specific benefits for themselves, especially from the perspective of work ability and knowledge management. All the measures should help to improve/transfer/share hard skills, soft skills and values. Special tools are recommended such as "staff age prospect" to provide the evidence of the importance of the issue to SMEs.

The responsible persons concerning issues of personnel development concordantly reported that the highest benefit can be achieved through customized solutions - adapted to the target group, branch and regional position. To enable this, needs analysis should be done in order to find out what companies really wish and need.

Since the transfer of knowledge is gaining in importance the different models of knowledge management should be promoted. Quite interesting among the applied tools was the mentoring tool. Mentoring - adjusted to the company structure - can be implemented in various forms and fosters the knowledge transfer within an organization. Derived from this tandem relationships occur and support cross-generational learning. As a result innovative ideas lead to more creativity and higher satisfaction.

As evident from the pilots' implementation, the creativity and innovative thinking does not "expire" with age. Companies and regions are recommended to use the potential of 50+ to strengthen the potential of economy and the region (of employed as well as of unemployed). To support their employment as long as possible and ensure the optimal transition to the retirement flexible work arrangements like part time work should be supported.

There is a strong need for increased support from governments, and especially from topic related ministries, in solving problems associated with an ageing population. In some countries (in case of the Slovak Republic), targeted activities for unemployed 50+ are difficult to implement, as there is no "official target group." Tailored-made education should be provided to labour offices' employees especially as job opportunities mediators and assuring time space for better work and find them targeting treatment.

To perform regular demography checks at regional and institutional level, including analysis of demography development or screening of available resources in a region, municipality, institution or organisation is strongly recommended by pilot's promoters. In this context, different tools such as guidelines, available measures and offers should be deployed. Additionally, a suggestion to change the system of financing from after pay re-foundation to pre-paid foundation was highlighted.

Creating effectively managed networks among labour offices, private sector, municipalities, education centres and public sector could help to break barriers and negative stereotype between employers and entrepreneurs to 50+ employed/unemployed.

Participants of one-to-one meetings suggested several further activities, such as the project on European senior passport, as current travel documents do not reflect retired status and in every country different pension age (even difference within the same country) between male and female retirees appear. The suggested senior passport could assure better access to discounts e.g. on travel, accommodation, entry fees etc).

The challenge encountered by most partners was the acquisition of SMEs to participate in the pilot. Therefore it is important to continue with intensive promotion and awareness raising on high level. During the pilots, different solutions to raise the responsiveness were used like call centres with personal contacts and offer of free analysis of companies' age structure that draw attention to the importance of the issue. It was evident that SME's interest raised as soon as they got involved and experience the first benefits. It is therefore recommended to use good practices and develop new incentives to enhance SME's participation. Networks are important to support sustainable cooperation in order to proceed



with awareness rising activities boosting age-appropriate working environment, age-friendly municipalities, good and active ageing. Thus, within networks it is also about exchange of information and experiences giving companies/municipalities incentives and showing the best-practise examples, as well as pointing out ways of financing of activities or possibilities of non-monetary incentives. Moreover, intergenerational cooperation and networking should be also strengthen.

Another challenge was that hardly any good practice examples specifically from SMEs could be found or are available/published (mostly bigger companies are dealing actively with this topic). It would therefore be appreciated to disseminate the existing results and good practice from the CE Ageing Platform project wider and use different ways and methods (like establishment of a think tank for international exchange, forum or web platform).

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3.5. WP4 and WP5 future prospects and sustainability

Sustainability of the CE-Ageing Platform project and its pilots can be supported by translation of the CE-Ageing Platform Strategy into national languages of project partners, so the results of the project can reach more targets as they are usually not equipped enough with language skills and able to learn on project results and topics if they are only available in English. The results of the CE-Ageing Platform should be reflected upon and mainstreamed in the national strategies for an ageing population.

The training and consulting processes pointed out that the demand on smart solutions regarding age management will grow as the issue of demographic change becomes more and more serious. Awareness raising activities will create a need to manage ageing workforce

and work ability (workplaces, flexible working arrangements, health promotion, lifelong learning). Lessons learned through the implementation of pilots can be used for strengthening of local/regional labour market strategies and improvement of consultation and training services.

In the future, the demand for consultancy will rise in order to work on individual solutions, especially for micro, small and medium sized enterprises. Large companies with more than 250 employees already deal with various issues related to the superordinate topic and develop individual solutions in their own departments for human resource development. These larger companies provide interesting approaches. First measures already pursue the goal to acquire large organizations as mentors for SME's.

However, the solutions developed by larger enterprises cannot be applied directly by smaller organizations due to different circumstances. Companies under 250 employees are partly not so flexible and therefore need to be constantly motivated. This is best achieved by reports and good practice examples from other (larger) companies.

The training programmes and consultation tools developed within the regional pilots can further on be used with companies or can be easily adapted to other countries according to their needs. As well can regional strategies be disseminated at regional level and used as a good example for other regions. Positive outcomes of training courses will be promoted and other municipalities, businesses in the region addressed and training courses offered. Further, regional and national politicians will be addressed and a network of training centres, SME and communities created.

As a result of good experience of working within the partnership and exchanging knowledge, the project partners agreed to expand the cooperation to further projects and activities. In this way they will be able to cross-fertilize expertise and knowledge merged and developed within the CE- Ageing Platform project.





4. THE CORE DELIVERABLE OF THE PROJECT - THE CE-AGEING PLATFORM STRATEGY

Based on the CE-Ageing Vision ("In 2050 we want to live in an integrative society in which human well-being has top priority and equity is a reality"), the CE-Ageing Platform identified current challenges and potentials in respect to demographic change, developed trends and scenarios for CE, and established recommendations for policy change; all of which are presented in the green paper "Central European Ageing Strategy". The Strategy covers a wide range of policy interventions aiming at sustainable economic growth and social cohesion. The recommendations link policies horizontally but also vertically, i.e. local and regional actions go hand in hand with policy changes at the national and international levels. Three matrixes are presented summarising project results in relation to:

- Major current challenges faced within the CE territories (The Challenge Matrix);
- Actions recommended (The Action Matrix; this matrix facilitates the planning of actions for meeting current challenges in the four areas of concern and within the specific CE regions); and
- Practices already implemented within CE and abroad (The Practise Matrix; this matrix presents successful examples).

By linking the matrixes to each other a three dimensional 'CE-Ageing Strategy Cube' is built (see figure below). A set of up to 200 practices are provided out of which CE regions shall choose those fitting to their particular requirements.



The CE-Ageing Strategy Cube



This project is implemented through the CENTRAL EUROPE Programme co-financed by ERDF

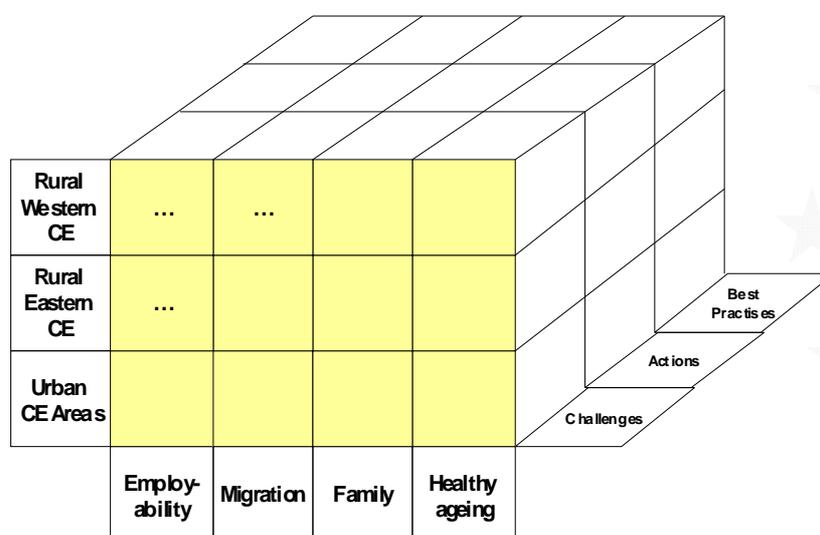


Figure 2: The CE-Ageing Strategy Cube

4.1. "Green Paper CE-Ageing Strategy" and on-line public consultation process



The CE-Ageing Strategy was published as "green paper" by the end of February 2013. Starting 1st March 2013, the Strategy was consulted online with broad public and during face-to-face meetings until 13 September 2013. Intensive promotion of the public on-line consultation process was assured via different media (websites, newsletters, mailing lists, press agencies) and selected international key stakeholders and ageing experts were contacted directly. All interested parties were invited to submit their views, opinions in response to the questions included in the consultation paper on Strategy's core aspects. In order to gather as much responses as possible, the consultation paper was translated in German, Slovak, Polish, Czech language. In total 23 face-to-face meetings at local, regional and national level were organised and finally, feedback from eight Central European countries was gathered.



The Strategy was regarded by consulting parties to cover all important issues with the major areas being well defined. The main target course of the paper was agreed by an overwhelming majority of respondents. The four major areas of concern, i.e. employability, migration, family and healthy ageing are regarded as being of great importance. Suggestions for improvement concern setting a shorter timeframe for the vision (2030 instead 2050), strengthening the importance of learning for the older generation and emphasising the role of employers in the

region and their importance for the well-being. Though some CE partners strongly endeavour to encourage the consultation of the green paper, too few contributions were received in order to publish a white paper. The Strategy, hence, will be published as "CE Ageing Platform Strategy" including the consultation results by the end of 2013.

4.2. Core aspects of the "CE-Ageing Platform Strategy"

The CE-Ageing Platform identified five top ranked current challenges faced by all CE regions. These refer to the low labour force participation of particular age groups, the need for modifications with regard to governance systems, in particular the pension, social and health and care systems, changes in family structures as well as the need for a better integration of migrants. The Platform, in addition, observed growing inequality across CE as well as within CE regions. Four major areas of concern are in focus in regard to actions to be taken by local and regional public authorities in particular. These comprise:

- **Employability:** Undisputable, employability is the key for labour force participation and social inclusion. Investment in human capital is regarded as the cornerstone for enhancing employability.
- **Migration:** Courageous and proactive migration policies both within CE regions as well as to CE together with measures enhancing the integration of migrants are central to responding to the demographic challenges faced.
- **Family:** Modifications in the field of work and care provision due to changes in the family structures and household communities pose challenges to manage work-life balance. These policies go hand in hand with 'Employability'.
- **Healthy ageing:** Promotion of healthy active ageing is essential for all CE regions in order to enable for longer, healthier and happier lives of CE citizens.

Core aspects of the Strategy concern counterbalancing inequalities, the adaptation of CE governance systems to change, the need for investments in human capital and making work-life-balance happen. The core aspects of the Strategy are described below.

Ad) Counterbalancing inequalities: The growing number of persons living in poverty and at-risk-of poverty draws an important picture of an unequal distribution of wealth within CE. The Strategy draws specific attention to social justice and cohesion (i.e. reducing regional disparities). Less favoured regions and socially disadvantaged such as low-skilled, disabled and other vulnerable as well as persons confronted with multiple disadvantages are placed at the centre of the strategy. Counterbalancing inequalities is regarded as 'the' big challenge in CE which has to be addressed by the public. The overall policy framework in CE should concern all issues related to reducing inequalities between groups of the society but also between territories, in particular in respect of pension, health, social security as well as care and long term care system/s. The public has to draw specific attention to CE's regional disparities (e.g. rural areas in Eastern CE are most affected as knowledge and human resources next to infrastructure and capital are concentrated in big cities and wealthy rural areas). Building age- and family-friendly (barrier-free) structures and environments and guaranteeing accessibility of the environment and the inclusion of vulnerable people into social life will enhance social and economic participation in all CE regions. In respect to social inequality 'active ageing across all ages' is recommended

Pilots' testimonials

"The Fejér County Organization of the Konszenzus Foundation is aiming at the labour market integration of people with altered working capacity and other disadvantaged groups. We believe that the goals of the CE-Ageing Platform project are completely in line with our activities, since we also have achieved some significant results in the past years, in the field of improving solidarity at workplace and cooperation between employees. So we appreciated very much the possibility to contribute to the implementation of the project by organizing local dissemination events. We wanted to show the project results and the Central European Strategy to a board public at local level, including the actors of employment policy, local companies and disadvantaged groups. An important result of these events was to define the next steps and common actions in order to sustain and improve the project's results. I'm convinced that the topic of CE-Ageing Platform is very much in focus nowadays in Hungary and the project partners can show not only "theoretic" results but some real benefits as well."

Zsuzsa Vargáné Tóth
Fejér County Organization of the Konszenzus Foundation
President
Age: 58 years



"The paper meets requirements set for the scientific nature work and contents included here are current, interesting and possible for implementation in an actual functioning social system."

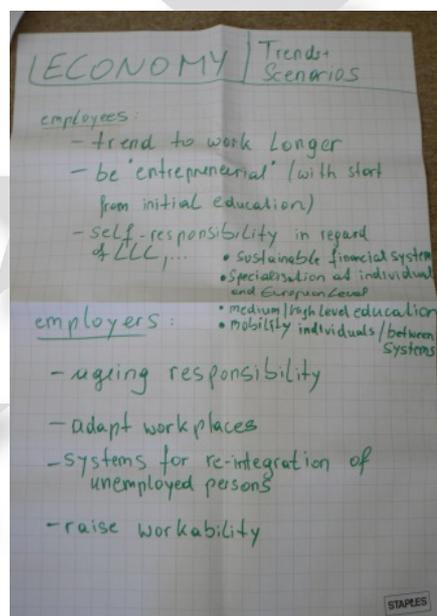
Prof. Maria Zratek
President of Katowice Division of Polish Gerontology
Society
Age: 65 years



including intergenerational solidarity and intergenerational justice of public policy regimes as well as the better activation of human capital. Fostering social innovation may assist in resolving societal challenges and, in addition, can help to overcome inequalities.

Ad) Adaptation of CE governance systems to change:

The CE-Ageing Platform stresses the need for the adaptation of CE governance systems to demographic change as an overall requirement. Courageous democratisation processes and participatory decision making need to be enforced and sustainable social security system/s build. Investments in staying healthy throughout live is regarded the basis. In regard to the pension policy system, for instance, flexible models (e.g. innovative part-time transition models) should be promoted which support persons willing to work to stay in the work force as long as possible. Policy change is also needed with respect to discouraging early retirement and towards less generous pensions relative to wages, for early retirement in particular.



Ad) Investments in human capital: The Strategy stresses that investments in human capital, i.e. all forms of education, training and life-long learning should have priority. The CE-Platform regards developing life-long learning skills so that everyone learns the skills required for acquiring new knowledge and new skills throughout the life course as the base for inclusion and participation in our knowledge and information society. Consequently, there is an urgency seen in rethinking and making major investments in human capital. Investments need to rise in particular also for high-quality (publicly subsidized) early childhood education and care service for the age group 1-6 years old. In addition, proactive employment and active ageing policies need to be undertaken in CE: Although economies in ageing societies will rely on an ageing workforce and older consumers for generating wealth (i.e. companies will have to be proactive to attract and keep older workers), efforts need to be made to overcome negative stereotypes about particular age groups of the society (older workers in relation to productivity and health problems for instance) and to combat ageing discrimination. Working conditions need to be adapted to workers needs (e.g. enhance possibilities for combining care-giving and learning with employment), employment, especially of particular groups of the society such as women and older persons, encouraged and multiple careers supported.

Ad) Making work-life-balance happen: Next to organizing permanent education and training the adaption of the work environment to the capabilities and aspirations of workers including facilities for flexibility and variation in work schedules is recommended. Making work-life-balance happen includes solving the conflict of "work for pay versus work for

family" as well as the expansion of work and improvement of health over the life span. Making work-life-balance happen is not only addressed to the public. Employers will need to be more flexible about how and where people work and how they are rewarded. To this end, solutions have to be offered in order to combine work with family and care. A paradigm shift with respect to organising and valuing work and private life is required and the conflict of "work for pay versus work for family" needs to be solved.



Since the Strategy was regarded by consulting parties as a "real reference point" and a "good basis for being developed even to a European Strategy", the CE-Platform hopes that CE regions (policy makers, employers, NGOs, etc.) make best use of the Strategy and implement the recommended actions. It is the CE-Platform's belief that the required policies changes should be implemented in cooperation with stakeholders: a multi-governance matrix is needed in which various perspectives are integrated and efforts as well as responsibilities jointly taken to build a desirable future. A sustainable socio-economic setting for CE and its various regions can be built by setting up bundles of measure at the local and regional levels, aligning regional and local actions with policies to taken at the national and international levels and, thus, together contributing to minimising negative effects of demographic change.

The agreed CE-Ageing Platform Strategy including all related materials, reports from expert thematic workshops and results on public on-line consultation process are available on the project website.

Pilots' testimonials

"An ageing population is a problem not only in our country but all over Europe. Changes, which we observe in recent years, require constant discussion in order to improve the living conditions of the elderly. There is also a need to work on the acceptance of seniors' world including how far it departs from youth world and using potential and experience of people in all ages."

Mirostaw Sekuta
Marshal of Silesia, former Deputy Minister of Finance
Age: 58 years



"Ensuring safe and effective development of European Union and its citizens have to originate in a search for the most effective solutions and right answers to the questions arising from ongoing process of European Union's ageing. A very important and useful tool for resolving common problems in this process is exchange of experiences, mutual learning among partners and collective action to promote employment on European labour market for people 50 plus."

Piotr Uszok
President of Katowice (since 1998), Head of Council of Upper-Silesian Metropolis
Age: 58 years



I do value project CE AGeing Platform positively mainly because it brings attention to the challenges triggered by the ageing population. I am involved in the social services area with focus on target group - ageing citizens - for nearly 24 years. During all these years from the side of organisation where I work (local municipal level), there is an attempt to create compact concept of programmes suturing needs of seniors, their free-time activities, care, education, intergation to the common life etc. The output is an elaborated network of social services for seniors in the town Banska Bystrica. The project CE-Ageing Platform did provide us with valuable information and with confirmation that our direction and politics towards seniors on local level as well as in public policy are correct. I do anticipate that initiation of complex national and European discussion and challenges brought by ageing society will be mirrored in development of policies on regional, national and European level and sufficient public sources for realization of such policies of active ageing will be allocated into the employment policies, further education, social services or legal provision elaboration. This project brought to me on personal level valuable examples from other CE countries and allowed for their mutual exchange.



Mária Filipová
Head of the Social services
Town Office Banska Bystrica, Slovak Republic
Age: 63 years

"In April 2013, a round table as a part of the CE-Ageing Platform project, was held in our agency in Žilina. The hot topics for the 60+ participants were traditionally health care, culture, common life. Additionally, new topics occurred, such as "seniors like a cheap work force" for young workers, micro-loans and legislation. Seniors here in Žilina are very active people interesting in modern technologies, European senior legislation and especially they are highly motivated to seek similar senior groups in the whole EU. During face-to-face meeting, they suggested to create an "European Senior Passport" in order to overcome differences among seniors in various countries. Personally, I was very impressed by their enthusiasm. Anyway, the project was very successful here and we are expecting to get all materials in Slovak language. Our seniors are looking forward to next similar activities!"



Adriana Mášová
Director
Agency for Regional Development in Žilina, Slovak Republic
Age: 42 years

5. CALENDARIUM

A variety of dissemination events, regional demographic workshops and conferences aiming at awareness raising of ageing society/demographic changes as well as of the role of human capital, promoting innovative actions for adapting cities/regions to the needs of older people, discussing framework conditions for knowledge development in the regions and presenting actual project/pilot results were organized by all project partners across their countries. More than 1056 participants were involved in intensive discussions and exchanges.

During the project duration, three tailored-made thematic workshops, four peer reviews and three international CE-Ageing conferences were held in order to discuss latest project's developments and present best practice examples.

The tailored-made thematic workshops (Berlin/Germany - 17 April 2012; Linz/Austria - 13 June 2012; Vienna/Austria - 17 September 2012) played a key role in the Strategy's development and provided valuable inputs on policy frames, programme designs and specific pilot actions implemented. Project partners, civil servants of ministries and selected experts of research and applied science discussed findings achieved.



Photos from thematic workshops (Berlin April 2012, Linz June 2012, Vienna September 2012)

Peer reviews (Slovak Republic: 20 - 21 March 2012; Austria: 18 September 2012; Slovenia - 6 November 2012; Poland: 23 January 2012) were concluded in order to gain specific knowledge in selected countries. The so-called 'critical friend' review model was used with which visiting partners work together with their hosts as equals in a reciprocal relationship that promotes continuous learning. Each peer review included a series of presentations carefully selected by the host with an opportunity for in-depth discussion. Key lessons emerging were drawn and brief peer review reports published.



Photos from peer reviews (Bratislava March 2012, Vienna September 2012, Ljubljana November 2012, Katowice January 2013)

Finally, the CE-Ageing Annual conferences (Bratislava/Slovak Republic: 21 - 22 March 2012; Brdo pri Kranju/Slovenia: 5 November 2012; Rome/Italy: 10 October 2013) were important in regard to mutual learning and dissemination activities and gathered in total 530 key stakeholders such as policy makers, public administration, representatives of SMEs, training institutions and social partners.



Photos from the conferences (Bratislava March 2012, Brdo pri Kranju November 2012, Rome October 2013)

5.1. Project consortium meetings, events

2011

- 30 - 31 March: Kick off meetings of ASG, PSC and FAG (Linz, Austria), 28 participants
- 1 December: WP 5 Pilot Exchange and Policy Learning Seminar (Maribor, Slovenia), 10 participants
- 2 December: WP 4 Pilot Exchange and Policy Learning Seminar (Prague, Czech Republic), 12 participants
- 15 December: Project Steering Committee and Final Auditing Group meetings (Linz, Austria), 26 participants
- 16 December: Age Steering Group meeting (Linz, Austria), 26 participants



2012

- 20 - 21 March: Peer review Slovak Republic "Active involvement and work after retirement" (Bratislava, Slovak Republic) 30 participants
- 21 - 22 March: 1st CE-Ageing International Conference (Bratislava, Slovak Republic) 154 participants
- 16 April: WP4 and WP 5 Pilot Exchange and Policy Learning Seminars (Berlin, Germany), 14 participants
- 17 April: 1st thematic workshop WP3 (Berlin, Germany), 35 participants
- 13 June: 2nd thematic workshop WP3 (Linz, Austria), 22 participants
- 14 June: Age Steering Group meeting (Linz, Austria), 24 participants
- 15 June: Project Steering Committee and Final Auditing Group meetings (Linz, Austria), 20 participants
- 17 September: 3rd thematic workshop WP3 (Vienna, Austria), 24 participants
- 18 September: Peer Review Austria WP3 (Vienna, Austria), 22 participants
- 19 September: WP4 and WP 5 Pilot Exchange and Policy Learning Seminars (Vienna, Austria), 17 participants
- 5 November: 2nd CE-Ageing International Conference (Brdo pri Krajnu, Slovenia), 260 participants
- 6 November: Peer review Slovenia "Challenges and Paths towards Demographic Changes" (Ljubljana, Slovenia), 20 participants
- 12 December: Age Steering Group meeting (Székesfehérvár, Hungary), 16 participants
- 13 December: Project Steering Committee and Final Auditing Group meetings (Székesfehérvár, Hungary), 15 participants



2013

- 23 January: Peer review Poland "Demographical changes - searching the new way of development" (Katowice, Poland), 21 participants
- 24 January: WP4 and WP 5 Pilot Exchange and Policy Learning Seminars (Katowice, Poland), 11 participants
- 20 August: Project Steering Committee and Final Auditing Group meetings (Prague, Czech Republic), 21 participants
- 20 August: Age Steering Group meeting (Prague, Czech Republic), 19 participants
- 21 August: WP4 and WP 5 Pilot Exchange and Policy Learning Seminars (Prague, Czech Republic), 16 participants
- 10 October: 3rd CE-Ageing International Conference "At the hearth of an ageing continent: Perspectives and strategies for active ageing in Central Europe" (Rome, Italy), 116 participants
- 11 October: Project Steering Committee and Final Auditing Group meetings (Rome, Italy), 34 participants
- 11 October: Age Steering Group meeting (Rome, Italy), 34 participants



5.2. Project events organised under the regional pilots

2011

- 7 April: 1st Age Strategy workshop (LP, AKOÖ Linz, Austria), 13 participants
- 19 May: Regional demography workshop "How to handle the demographic change in the field of youths work in rural districts" (PP4, Haldensleben, Germany), 114 participants
- 9 June: Regional Kick-off meeting (PP3, Graz, Styria, Austria), 6 participants
- 14 June: Committee meeting Region Employment Pact South/West-Styria (PP3, Kaindorf, Styria, Austria), 10 participants
- 6 July: Regional meeting (PP3, Graz, Styria, Austria), 3 participants
- 19 September: 2nd Age Strategy workshop (LP, AKOÖ Linz, Austria), 16 participants
- 6 October: 1st Learning partnership workshop (LP, WKOÖ Linz, Austria), 21 participants
- 27 October: Regional workshop (PP6, TKKI Training Institute, Székesfehérvár, Hungary), 12 representatives
- 24 November: Personnel trainings: Opportunities and challenges (PP7, GIG Katowice, Poland), 16 participants
- 5 December: 1st Age Strategic Group Meeting (LP, AKOÖ Linz, Austria), 17 participants
- 6 December: Regional demography workshop "The demographic change and its consequences for the public administration" (PP4, Haldensleben, Germany), 8 participants



2012

- 16 January: 2nd Learning partnership workshop (LP, Gesundheits- und Spitals AG, Linz, Austria), 20 participants
- 15 February: Seminar for SMEs/employers (PP6, TKKI Training Institute, Székesfehérvár, Hungary), 37 participants
- 13 March: Tourism - young talent development center (PP7, Zywiec, Poland), 12 participants
- 28 March: 3rd Age Strategy workshop (LP, AKOÖ Linz, Austria), 12 participants
- 11 April: Seminar for NGOs (PP6, TKKI Training Institute, Székesfehérvár, Hungary), 13 representatives
- 9 May: 1st regional conference "Images of Ageing and Ethics" (LP, AKOÖ Linz, Austria), 65 participants
- 14 May: SME-Workshop (PP3, St. Veit am Vogau, Styria, Austria), 7 participants
- 15 May: SME-Workshop (PP3, Deutschlandsberg, Styria, Austria), 4 participants
- 30 May: SME-Workshop (PP3, Graz, Styria, Austria), 4 participants
- 30 May: Regional meeting with Styrian Employment Pact (PP3, Graz, Styria, Austria), 4 participants
- June: Completion of the CE-Ageing National Platform based on 21 meetings with representatives of labour offices and other key stakeholders (PP10, various cities, towns in the Slovak Republic), 59 participants
- 15 June: Seminar for decision makers (PP6, TKKI Training Institute, Székesfehérvár, Hungary), 10 participants
- 28 - 29 June: Indoor&Outdoor training for SMEs (PP8, Sepetná, Ostravice, Czech Republic), 12 participants
- 2 - 3 July: Indoor&Outdoor training for SMEs (PP8, Sepetná, Ostravice, Czech Republic), 12 participants
- 3 - 4 July: Indoor&Outdoor training for SMEs (PP8, Sepetná, Ostravice, Czech Republic), 12 participants
- 11 July: 3rd Learning partnership workshop (LP, Team 7, Pram, Austria, 14 participants)
- 12 July: 4th Age Strategy workshop (LP, AKOÖ Linz, Austria), 18 participants
- 19 July: SME-Workshop (PP3, Bad Radkersburg, Styria, Austria), 6 participants
- 1 August: SME-Workshop (PP3, Eibiswald, Styria, Austria), 4 participants
- 2 - 3 August: Indoor&Outdoor training for SMEs (PP8, Sepetná, Ostravice, Czech Republic), 12 participants
- 16 - 17 August: Indoor&Outdoor training for SMEs (PP8, Sepetná, Ostravice, Czech Republic), 12 participants
- 7 September: SME-Workshop (PP3, Bad Radkersburg, Styria, Austria), 7 participants
- 7 - 8 September: Indoor&Outdoor training for SMEs (PP8, Sepetná, Ostravice, Czech Republic), 12 participants

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- 9 10 September: Indoor&Outdoor training for SMEs (PP8, Sepetná, Ostravice, Czech Republic), 12 participants
- 26-27 September: Indoor&Outdoor training for SMEs (PP8, Sepetná, Ostravice, Czech Republic), 12 participants
- 1 Oct.-7 Jan.13 Training courses, 2 rounds (PP9, Koš?álov municipality, Czech Republic), 19 participants
- 3 Oct. - 19 Dec. Training courses (PP9, Tatobity municipality, Czech Republic), 12 participants
- 3 October: SME-Workshop (PP3, Neutillmitsch, Styria, Austria), 6 participants
- 10 October: SME-Workshop (PP3, Neutillmitsch, Styria, Austria), 6 participants
- 4 Oct.-24 Jan.13 Training courses, 2 rounds (PP9, Horní Branná municipality, Czech Republic), 19 participants
- 8 October: Thematic training (PP7, Jastrz?bie Zdroj, Poland), 20 participants
- 9 October: Thematic training (PP7, Jastrz?bie Zdroj, Poland), 16 participants
- 19 October: 1st Regional conference (PP7, Katowice, Poland), 100 participants
- 22 October: Thematic training (PP7, Knurów, Poland), 25 participants
- 23 October: 5th Age Strategy workshop (LP, Federation of Austrian Industries - Upper Austria/IV-OÖ, Linz, Austria), 19 participants
- 24 October: Thematic training (PP7, Bytom, Poland), 26 participants
- 24-25 October: Indoor&Outdoor training for SMEs (PP8, Sepetná, Ostravice, Czech Republic), 12 participants
- 25 October: SME-Workshop (PP3, Wildon, Styria, Austria), 10 participants
- 26 - 27 October: Indoor&Outdoor training for SMEs (PP8, Sepetná, Ostravice, Czech Republic), 12 participants
- 30 October: SME-Workshop (PP3, Wildon, Styria, Austria), 10 participants
- 7 November: SME-Workshop (PP3, Kapfenberg, Styria, Austria), 8 participants
- 9-10 November: Indoor&Outdoor training for SMEs (PP8, Sepetná, Ostravice, Czech Republic), 12 participants
- 13 Nov.-26 Feb.13 Training courses, 2 rounds (PP9, Roztoky u Jilemnice municipality, Czech Republic), 20 participants
- 21 November: Regional demography workshop "Living and housing in old Age" (PP4, Magdeburg, Germany), 88 participants
- 21 November: Innovative Intergenerational Platform (PP7, Katowice, Poland), 10 participants
- 27-29 November: Training for employees participating in the pilot (PP6, various companies in Székesfehérvár, Hungary), 50 participants/employees in 10 SMEs
- 30 November: Training for company leaders and HR managers (PP6, TKKI Training Institute, Székesfehérvár, Hungary), 10 participants
- 30 November: Thematic training (PP7, Katowice, Poland), 29 participants

- 3 - 4 December: Indoor&Outdoor training for SMEs (PP8, Sepetná, Ostravice, Czech Republic), 12 participants
- 5 December: 3rd Age Strategic group meeting with network partners and wider public (LP, Upper Austrian broadcaster/ORF Landesstudio OÖ, Linz, Austria), 42 participants
- 11 December: SME-Workshop (PP3, Neutillmitsch, Styria, Austria), 6 participants
- 12 - 13 December: Indoor&Outdoor training for SMEs (PP8, Sepetná, Ostravice, Czech Republic), 12 participants



2013

- 8 Jan - 21 Feb.: Training courses (PP9, Železnobrodské strojírny, Železný Brod, Czech Republic), 10 participants
- 18 - 19 January: Indoor&Outdoor training for SMEs (PP8, Sepetná, Ostravice, Czech Republic), 12 participants
- 7 Feb - 25 April: Training courses (PP9, Studenec municipality, Czech Republic), 17 participants
- 11 Feb - 27 March: Training courses (PP9, Neumatic and WASSA, B?lá u Turnova, Czech Republic), 8 participants
- 22 - 23 March: Indoor&Outdoor training for SMEs (PP8, Sepetná, Ostravice, Czech Republic), 12 participants
- 9 April: Training seminar "Power of Age Diversity" (PP5, Maribor, Slovenia), 7 participants
- 11 April: Round table for ageing population (PP10, Zilina, Slovak Republic), 14 participants

- 12 April: Training seminar "Power of Age Diversity" (PP5, Maribor, Slovenia), 7 participants
- 15 April: 6th Age Strategy workshop (LP, Public Employment Service Upper Austria/AMS OÖ, Linz, Austria), 21 participants
- 19 April: Regional demography workshop "Innovative solutions in (intergenerational) participation" (PP4, Haldensleben, Germany), 89 participants
- 24 April: Local dissemination event of the CE Ageing Strategy (PP6, Konszenzus Foundation, Székesfehérvár, Hungary), 25 participants
- 29 May: Round table for ageing population (PP10, Banska Bystrica, Slovak Republic), 14 participants
- 5 June: 4th Learning partnership workshop (LP, Chamber of Labour, Wels, Austria), 13 participants
- 26 June: 2nd Regional Conference (PP7, Katowice, Poland), 100 participants
- 15 August: Regional demography workshop "The demographic Change in Saxony-Anhalt" (PP4, Magdeburg, Germany), 8 participants
- 30 October: 2nd Regional Conference (LP, Siemensforum Linz, Austria), 67 participants
- 8 November: Regional demography workshop "Age-friendly city administration" (PP4, Magdeburg, Germany), 42 participants
- 21 November: 7th Age Strategy Workshop (LP, AKOÖ Linz, Austria), 25 participants (an estimation)





6. CE-AGEING PLATFORM PRODUCTS

Major products listed including language indication.

Output 2.2.8 **eNewsletter**: In total 12 electronic newsletters, published and distributed regularly via subscribers list and on the project website, were informing about current results and project's progress, dissemination activities, upcoming events as well as good practice examples in active ageing. (EN)

Output 2.2.11 **Country fiche**: Specific fiches inform on recent developments and future prognosis on demographic challenges and present good practice examples on "active ageing" in Austria, Czech Republic, Germany, Hungary, Italy, Poland, Slovak Republic, Slovenia. (EN)

Output 3.1.1 **Central European Ageing Platform Strategy**: The Strategy serves as strategic guideline for CE-countries/regions in order to adequately respond to demographic change and covers a wide range of policy interventions aiming at sustainable economic growth and social cohesion. (EN)

LP/Chamber of Labour Upper Austria (AKOÖ), Austria

Output 4.1.8 **Regional Ageing Strategy Upper Austria**: The strategy comprises a guideline and a catalogue of measures containing recommendations, measures and offers in the fields of working conditions, work-life balance, lifelong learning values, knowledge-transfer, motivation and health for SMEs as well as big companies. (DE)

Output 4.1.15: **GUIDELINE - 'Building your own house of work ability'**: The guideline contains recommendations in the fields of working conditions, qualification, knowledge-transfer, motivation, health, analysis of age structure and the resources in the company. (DE)

Output 4.1.17: **Catalogue of measures including additional summarizing brochure**: This catalogue, based on the concept of the house of working ability by Prof. Juhani Ilmarinen, comprises over 40 offers and measures aiming to support in the long run a sustainable working ability in the companies. Additionally, published brochure is summarizing the current measures and offers which foster good and productive ageing in Upper Austrian SME and institutions/organisations. (DE)

PP3/BAB Management Consulting Ltd., Austria

Output 5.1.1: **10 Good-practice instruments of cross generational Competence Management:** In line with the Styrian pilot, good practice instruments of cross-generational competence management were applied during the individual consulting process with the participating companies. This publication provides an overview about the 10 good practice instruments (DE, EN management summary).

Output 5.1.2: **Summary of analysis of participating SMEs:** For a profound consulting process, an age structure analysis has been conducted in the participating companies. In this publication the used analysis instruments are cited and the overall analysis results divided by branches are summarized. (DE, EN abstract)

Output 5.1.5: **Training programme:** The programme refers to the instrument "mentoring". Mentoring reached the greatest agreement among all applied tools during the individual consulting. In order to implement mentoring in an appropriate way within a company, this training programme provides a guideline for the process and drafts for each singular step. (DE, EN management summary)

Output 5.1.6: **Executive summary of recommendations:** This summary draws a conclusion of the Styrian pilot with recommendations for the further implementation of the cross-generational competence management at regional level. (DE, EN management summary)

Output 5.1.7: **Information package - awareness raising in the region:** The package for regional stakeholders and decision makers comprises a short description of the CE- Ageing Platform, the Styrian pilot and its main results as well as the complete description of applied good practice instruments. Furthermore, the provision of the training programme is offered to be delivered on demand. (DE, EN management summary)

PP4/Ministry of Labour and Social Affairs Saxony-Anhalt, Germany

Output 4.1.1: **Regional Ageing Strategy Saxony-Anhalt:** The strategy aims to raise the awareness of regional and local decision makers and improve regional framework conditions for the ageing society. (DE)

Output 4.1.2: **Instrument for socio-spatial planning:** This instrument aims to give an overview how to develop and strengthen the integrated socio-spatial planning for the ageing society. (DE)

Output 4.1.3: **Thematic Guideline:** The guideline for elderly friendly municipalities aims to increase awareness of what seniors need to maintain active, healthy and productive lives within their communities by identifying action fields of age friendly rural communities. (DE)

Output 4.1.4: **Checklist:** The checklist for elderly friendly municipalities is an instrument to analyse the local situation in seven different fields of activity. (DE)

Output 4.1.6: **Manual:** The manual has the objective to create and influence a friendly environment for an ageing population. It can set up the basis for the development and implementation of age-friendly (rural) areas by identifying or explaining necessary and supporting fields of actions and activities. (DE)

Output 4.1.7: **Action Plan:** The plan describes the demographic change in Saxony-Anhalt and offers an overview about the measures and activities of the CE-Ageing Platform project in Saxony-Anhalt. (DE)

PP5/Economic Institute Maribor (eim), Slovenia

Output 5.3.2. **Regional age and diversity management report:** The report describes the background and findings of the training needs analysis carried out in the project pilot. The results of the survey were used for the development of training programmes. (SI)

Output 5.3.3. **Curriculum:** The curriculum for the training seminar defines the content and methodology for delivery of the training session aimed at enhancing competences needed for effective management of age diverse workforce. (SI)

Output 5.3.4. **Training seminar:** The seminar is aimed at managers and supervisors from the SMEs involving topics on population and workforce ageing, work ability, age profiling, understanding and managing different generations, age management, and communication and motivation. (SI)

Output 5.3.5. **Brochure:** The document provides information and tips on how to manage age diverse workforce, including work ability, age profiling, age discrimination and stereotypes, intergenerational cooperation and age management. (SI)

Output 5.3.5. **Leaflet:** The leaflet provides short information about discrimination and stereotypes that are present regarding age diverse workforce as well as recommendations how to foster intergenerational cooperation. (SI)

Output 5.3.6. **e-Programme:** On-line training course focuses at awareness raising about demographic changes and impacts they bring to the labour market and society. The course deals with dimensions of population ageing, age diverse workforce, work ability, understanding and managing different generations as well as active ageing. (SI)

PP6/Central-Transdanubian Regional and Economic Development Nonprofit Company (CTNC), Hungary

Output 5.3.7: **Final report on the pilot project:** A summary of the local implementation of the pilot entitled "Knowledge transfer through cross generational co-employment among SMEs in Central Transdanubia Region," targeting 10 SMEs. (EN)

Output 5.3.8.: **Cross-generational human resource development in Central Transdanubia Strategy:** The main goal of the strategy is to promote the local implementation of the Central European Ageing Platform Strategy, by defining local objectives and existing good practices. The Strategy draws a local, small-scale action plan in order to deal with the negative social effects of ageing and to help the local actors (municipalities, NGOs, other institutions) formulate their ageing strategy and action plan. (EN).

PP7/ Central Mining Institute (GIG), Poland

Output 5.2.2.: **Initial analysis Poland:** Based on the interdisciplinary review of relevant literature and publications, this document describes the situation of people over 50 on the Polish labour market (PL; EN)

Output 5.2.3.: **Publication on research/methodology findings in Poland:** Research findings informing about diagnosing situation of workers over 50 in terms of their employability (EN)

Output 5.2.13.: **Declaration:** Drawn declaration confirm the will of jointly contributing to minimize negative effects of demographic change in the region (PL; EN)

PP8/Regional Advisory and Information Centre (RPIC-ViP Ltd.), Czech Republic

Output 5.1.8: **Cross-generational HRD Strategy for SMEs in Moravian-Sileasian region:** Developed strategy provide answers to the following questions: Does age matter? What are the pros and cons of -30 and 50+ at workplace? How can they benefit from each other? (CZ)

Output 5.1.9: **A methodology of surveying SMEs and their employees with regard to issues of cross-generation HRD:** This document describes a methodology of 2 surveys in selected CZ regions of the partners of the CE Ageing Regions project, namely among employers (small and medium enterprises) and employees 50+. (EN)

Output 5.1.12: **Soft-competencies trainings:** Produced manual introduces the soft-competencies trainings for groups of 50+ employees with their younger colleagues to develop cross-generational understanding and respect and to improve employability in their firms. The content was developed based on the outputs of the desk research and empirical data gained through questionnaires, trainings and focus groups (CZ)

PP9/ Most ke vzdělání - Bridge to Education, o.s., Czech Republic

Output 4.2.9: **Regional concept of education in the Liberec region.** The presented training concept for selected target groups aims at elimination of uneven status in the access to life-long education (EN).

Output 4.2.11: **Methodology:** The developed methodology offers a detailed description on how to create partnership or networks of SMEs, communities and training providers in the region. (EN)

Output 4.2.12 : **Training courses:** The courses focusing on IT skills and the benefit of high-educated staff for companies were realized in companies and rural villages with the aim to remove barriers in education (CZ).

PP10/Regional Development Agency Senec - Pezinok, Slovak Republic

Output 4.2.1.: **Regional Training Concept Senec-Pezinok Region:** This training concept includes guidance on how to build up ageing platforms (in 8 NUTS regions in the Slovak Republic), aiming to strengthen the link in between the business sector, training/research institutions, decision makers and other actors and ensuring links in between service providers represented by labour market institutions and the innovative system of actions. (SK)

Output 4.2.2.- **Training needs analysis:** The analysis includes the results of the on-site research, results of the questionnaires, research of relevant legislation and covers also outcomes of the brainstorming session (World Café at the 1st CE-Ageing International Conference, 21 - 22 March 2012) and personal meetings with stakeholders. (EN, SK)

All CE-Ageing Platform products such as developed strategies, training curricula, manuals, catalogue of measures, checklists and methodologies, concepts, analysis and surveys are available and downloadable for free from www.ce-ageing.eu

...being a great team...

CE-Ageing Platform





ACKNOWLEDGEMENTS:

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This Publication has been made possible thanks to the joint work of all the CE-Ageing Platform project partners.

LAYOUT:

Valter Belliscioni - Pietro Checcucci (ISFOL)

IMAGES:

Images were provided by the partners of the CE-Ageing Platform project and participants involved in pilots' implementation.

