

Phase No 1

Leonardo da Vinci Program, 08/2006 to 07/2008

Phase No 2

Lifelong Learning Program, 10/2008 to 03/2010

mature@eu
Supporting Employers In Recruiting
And Selecting Mature Aged Persons

mature@eu is directly concerned with providing an integrated learning environment to HRM, Recruiters, Equal Opportunities Representatives, Trade Union Officers and Worker Representatives which enable them to introduce age-diverse recruitment policies and practices.

Products

Scientific justification of mature@eu products

The research within the project mature@eu is designed to shed light on crucial issues in hiring processes of older workers, in order to gain guidelines for the development of the mature@eu learning concept.

Healy & Schwarz-Woelzl (June 2007): Recruitment policies and practices in the context of demographic change. Critical issues in the ICT sector and recommendations. Available at: www.mature-project.eu/facts.html

Our findings indicate:

- **attitudinal approach:** attitudes towards ageing must be changed
- **persuading approach:** decision makers must be convinced of the advantages of an age-balanced workforce and to rethink the current recruitment policies.
- **supportive approach:** concrete support in implementing age-diverse recruitment policies.

mature@eu TOOLBOX

This Toolbox contains **over 400 documents:**

- assessment tools
- checklists
- guidelines
- multimedia tools
- good practices
- key figures & reports
- training concepts

A significant set of materials are available in 15 languages.

Visit: www.mature-project.eu/toolbox

mature@eu e-learning platform

Currently available in eight languages
-> with localised data:

- Bulgarian -> for Bulgaria
- Dutch -> for Netherlands
- German -> for Austria and Germany
- Greek -> for Greece
- English -> for United Kingdom
- French -> for Switzerland
- Hungarian -> for Hungary
- Slovenian -> for Slovenia

In autumn 2009, available in further eight languages -> with localised data:

- Czech -> for Czech Republic
- Spanish -> for Spain
- Italian -> for Italy
- Lithuanian -> for Lithuania
- Latvian -> for Latvia
- Polish -> for Poland
- Slovakian -> for Slovakia
- Turkish -> for Turkey

Realised by the free, open source CMS MOODLE. Free of charge for every user and ready for the export to the server of interested parties.

Module 1: Becoming aware of the drivers of change

- Unit 1: Understanding workforce demographic changes
- Unit 2: Understanding the EU-wide Directive
- Unit 3: Recognising the added value of age diversity
- Unit 4: Understanding ageing in the ICT sector
- Unit 5: Creating an age balanced workforce

Module 2: Building the Business Case

- Unit 1: Persuading decision makers of the necessity of an age diverse recruitment policy
- Unit 2: Analyzing the workforce age profile
- Unit 3: Analyzing recruitment policies
- Unit 4: Developing a formal policy statement

Module 3: Implementing age-diverse recruitment procedures

- Unit 1: Following general principles for age-diverse recruitment
- Unit 2: Training key persons and recruiters
- Unit 3: Creating age-neutral job descriptions
- Unit 4: Creating age-neutral job advertisements
- Unit 5: Re-designing application forms
- Unit 6: Understanding age-bias in traditional search strategies
- Unit 7: Ensuring age bias-free selection procedures
- Unit 8: Building an age-friendly employer reputation

The mature@eu partnership:

Information Society Research and Teaching Group | www.ittk.hu/itok
The Netherlands Platform Older People and Europe | www.npoe.nl
European Older Peoples Platform | www.age-platform.org
AGH - University of Science and Technology | www.agh.edu.pl
EU Business Centre Training and Consultancy Corp. | www.abigem.org
Fórum pre pomoc starším | www.forumseniorov.sk
University of Westminster | www.wmin.ac.uk
Wirtschaftskammer Österreich | www.wifi.at/ikt/info.html
Software AG | www.softwareag.com
DEKRA Akademie GmbH | www.dekra-akademie.com
The Employers Forum on Age | www.efa.org.uk
Latvian Adult Education Association | www.laea.lv
Security Technology Competence Centre | www.setcce.si
Greek Research & Technology Network | www.grnet.gr
Consejería de Trabajo Xunta de Galicia | www.xunta.es
Swiss Occidental Leonardo | www.s-o-l.ch
Union Network International | www.union-network.org
Vytautas Magnus University Centre for Vocational Education and Research | www.vdu.lt/prsc
Comitato Regionale dell'ENFAP del Friuli Venezia Giulia | www.enfap.fvg.it
RPIC-ViP s.r.o. | www.rpic-vip.cz
New Bulgarian University - Career Development Centre | www.nbu.bg
TIBAY | www.tibay-m.de
Arbeitsmarktservice Österreich | www.ams.or.at



What our testing partners have said:

... it makes it easy to address the decision makers and influencers inside an organisation. The content provided gives me many arguments and procedures to act on. ... (Manager Marketing & Business Development at Software AG Austria)

.. I like it very much! It gives us information about the problem and offers various solutions. I found it very well thought-out and useful. The summary, the execution, the design and the content are very well done. A big success ... (HRM at IBM Hungary)

... I found a lot of interesting stuff and in the toolbox there are many helpful resources... It is a very successful and professional website ... (HRM at Wienerberger AG)

Thus, it provides a complete package that will be very useful for every HR professional ... and it is user-friendly ... (HRM at Greek Research & Technology Network)

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www.mature-project.eu