The mature@eu Toolbox

Assistance in the implementation of age-diverse recruitment policies and practices

With a special emphasis on the ICT sector, the toolbox aims:

- To raise the **awareness** of HR Managers and recruiters
- To help HR Managers and recruiters build the **business case** for age-diverse recruitment
- To provide essential tools for **implementing** age-diversity in the recruitment process

It contains over 270 materials, like **assessment tools, checklists, guidelines, self evaluation tools, multimedia, lectures and speeches, training concepts and more**. The toolbox' numerous documents - **good practice** examples, **key figures** and **reports** - focus on:

Austria	**Netherlands**
Bulgaria	**Slovenia**
Germany	**Switzerland**
Greece	**United Kingdom**
Hungary	

Materials are available in Dutch, English, French, German, Greek, Hungarian and Slovenian and can be easily navigated.

The mature@eu project partners

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Sam Mercer | The Employers Forum on Age | www.efa.org.uk

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Line Pillet-Mévillot | Swiss Occidental Leonardo | www.s-o-l.ch

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mature@eu

The eu-project
which supports Human Resource Managers
in developing effective, age-diverse recruitment policies

AUSTRIA   BELGIUM   BULGARIA   GERMANY   GREECE   HUNGARY   NETHERLANDS   SLOVENIA   SWITZERLAND   UNITED KINGDOM

The background of mature@eu

When workers are needed, employers predominantly consider young job applicants. Mature jobseekers fail due to invisible age barriers.

In the light of demographic change, such practices are becoming unsustainable. Especially when the baby boomer generation will be starting to retire, there won't be enough younger workers to take their place. Economic survival in a time of a "war for talents" will depend on recruitment policies that aim to achieve a balanced age structure throughout the workforce.

Therefore, adopting policies of age-positive recruitment and talent retention will become crucial.

The aim of mature@eu

Firstly, many standard recruitment practices and selection criteria have a strong age bias. Employers thus need to examine all stages of the recruitment process with respect to age-discrimination.

Secondly, a significant re-appraisal of recruitment policy as a whole is needed, as recruitment strategies must cover an age span of 50 years or more.

For this reason, mature@eu is directly concerned with providing an integrated e-learning package to Business Leaders, HR Managers, Equal Opportunities Representatives, and Trade Union Officers to introduce age-diverse recruitment policies and practices.

The mature@eu e-learning platform

Learning to become effective in age-diverse recruitment

This e-learning platform:

____ has been tested by a broad range of experts throughout Europe,

____ is custom-designed,

____ provides clear guidance on all aspects and stages of age-diversity in recruitment,

____ is informative and free,

____ gives practical support and provides self-directed learning experiences,

____ is set-up on MOODLE, the open source e-learning system,

____ is available in eight languages:

Bulgarian	English	German	Hungarian
Dutch	French	Greek	Slovenian

That's what the mature@eu testers have said:

This is the first initiative available on the Web, and 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.

Günther Lang
Manager Marketing & Business Development at Software AG

Through its three modules, this e-learning platform provides a complete package that will be very useful for every HR professional ...and it is user-friendly.

Dimitra Kotsokali
HR Officer at Greek Research and Technology Network

If you deal with this matter regularly, I can really recommend this toolbox – for professionals (like job agents) and for persons who are just interested.

Sabine Joanowitsch
Job Agent at HILL International GmbH

I found a lot of interesting stuff and in the toolbox there are many helpful resources. It supports me very much in dealing with this topic in everyday practice. It is a very successful and professional website.

Wolfgang Weiss
HR Manager at Wienerberger AG

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.

Csilla Szokodi
People Manager & HCM Community Leader at IBM Hungary