Age-diverse recruitment practices
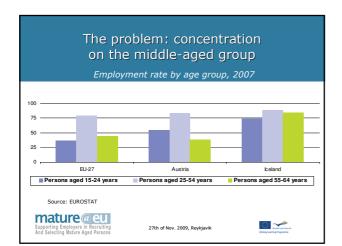
mature@eu provides support

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The problem: concentration on the middle-aged group

Employment rate by age group, 2007

	EU-27	Austria	Iceland
■ Persons aged 15-24 years	■ Persons aged 25-54 years	■ Persons aged 55-64 years	

Source: EUROSTAT

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The intervention: by mature@eu

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

Funded by: **LdV Program** (Duration: 8/2006 to 7/2008) & **LLL Program** (Duration: 10/2008 to 3/2010)

The consortium: **25 organisations**, coming from **17 countries**: Austria, Belgium, Bulgaria, the Czech Republic, Germany, Greece, Hungary, Italy, Latvia, Lithuania, Poland, the Netherlands, Slovenia, Spain, Switzerland, the United Kingdom and Turkey

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mature@eu e-learning platform: scientific basis

"What is crucial in age-diverse recruitment": **survey** conducted among 18 experts.

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.

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mature@eu e-learning platform: three modules

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

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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

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Unit 2: Analyzing the workforce age profile

'There is no wrong or right age profile but organisations should understand what has influenced their workforce profiles' (Sam Mercer, EFA) .

mature@eu e-learning platform:

self directed learning

Understanding your current situation is the first step in making the change. An **age profile analysis** is prerequisite in helping you develop an age diverse recruitment policy because:

- it provides the base line for developing a re-focused recruitment strategy;
- reveal how changing demographics will affect your company;
- can act as an early warning system providing evidence of future skills gaps.

— Try to answer the following briefing notes (I)
— Try to answer also these briefing notes (II) how to recognise early inhouse age structure problems
— Key benefits of age profile analysis

Tools and further readings

— Age profiling - The essential tool for HR professionals
— This guide is intended to give you advice on how to carry out age profile analysis of the workforce
— Guidance on forecasting and planning for future talent deficits

<previous unit — next unit>

1 Tasks and creative projects
- Creating a checklist for age profile analysis
- Age profile analysis
- Age profile of my organisation
- Fulfil an age profile analysis!
- Self Created Glossary

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mature@eu e-learning platform:
available in sixteen languages -> with localised data

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

- **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.**

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mature@eu e-learning platform: **custom-designed**

What our testing partners have said:

- … I found a lot of interesting stuff and there are many helpful resources. It supports me very much in daily practice. It is a very successful and professional platform … (HRM 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 … (HRM at IBM Hungary)

- … This is the first initiative available on the Web, and it makes it easy to address the decision makers and influencers inside an organization. The content provided gives me many arguments and procedures to act on … (Marketing Manager at Software AG Austria)

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

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23. Ernst Winter | Arbeitsmarktservice Österreich

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You are invited to ...

... consider **setting** up the open source **e-learning platform** on your **own server** free of charge

... Visit us at **www.mature-project.eu/**

Thank you for your attention!

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