



Väestökehityksen haasteet Nordregio seminar

05.06.2012 in Lahti, Finland

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**Everybody talks about the demographic challenge –
but how can we manage it?**

The Best Agers-project highlights one aspect.

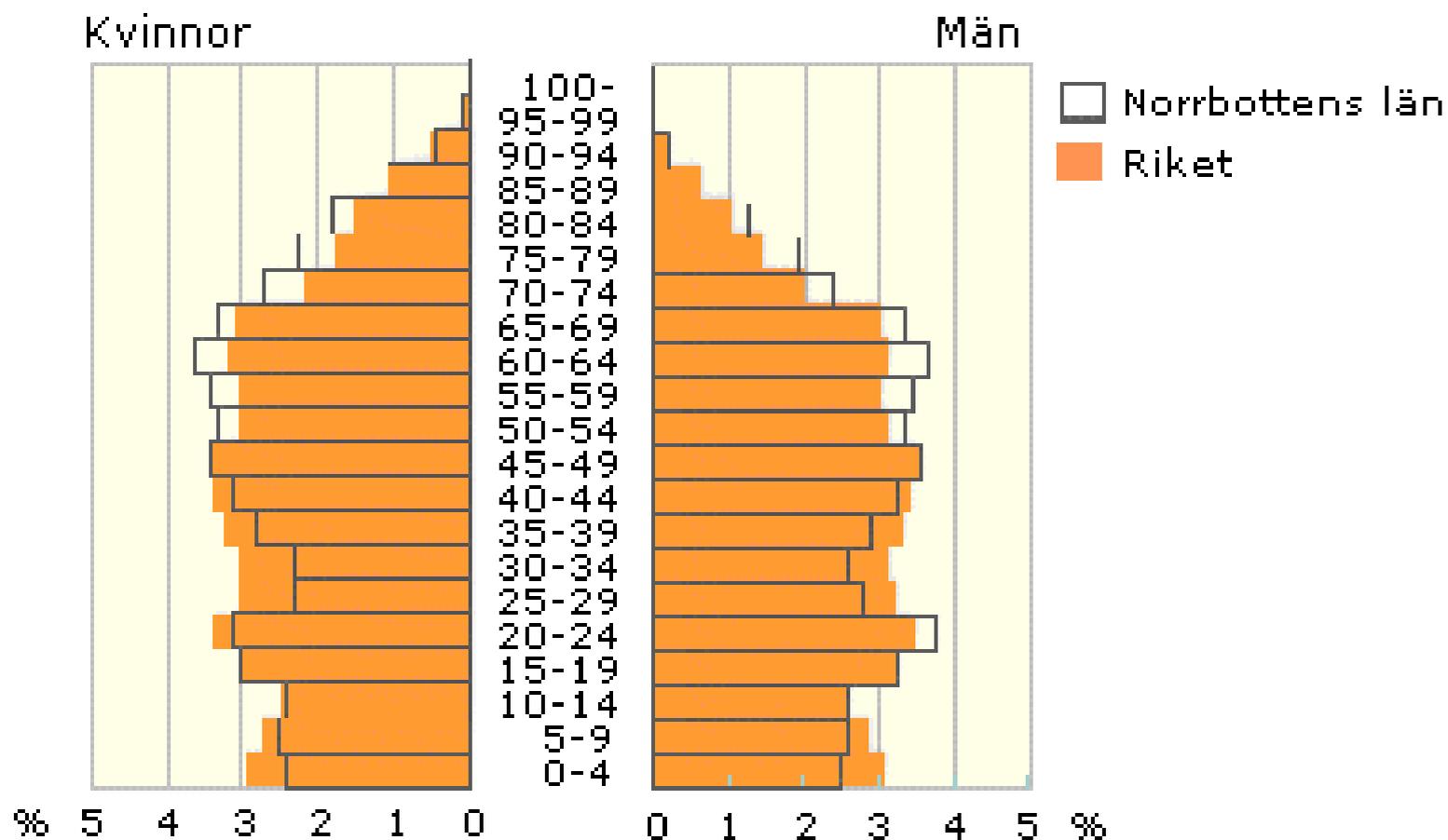
- **“best ager” = a person over 55**
- **an active part in economic life; in companies,
workplaces, organisations**



European Year for **Active Ageing**
and **Solidarity between Generations 2012**



Folkmängd 2011-12-31 efter ålder och kön

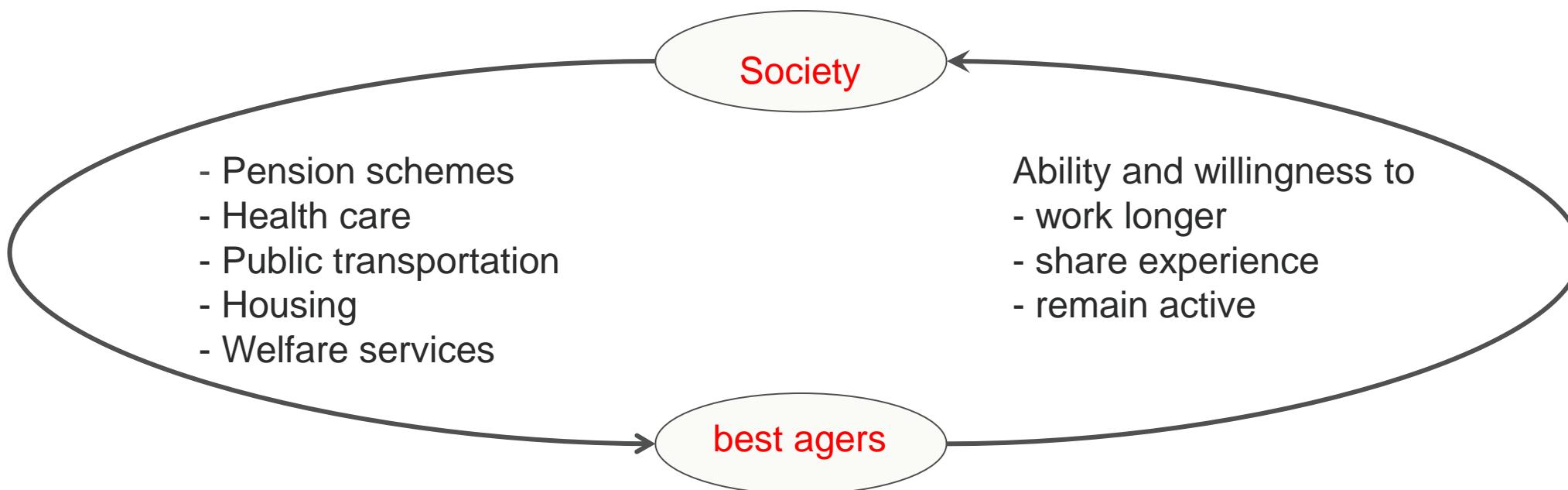


Källa: Statistiska Centralbyrån

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BEST AGERS – THE PROJECT IDEA

There will be more old people and less young people in the future. What to do to adapt?



BEST AGERS – THE OBJECTIVES

- Keeping best agers in the centre of society
- Changing the image of elderly people in a positive way
- Supporting cities and regions to utilize resources of best Agers
- Connect old and young people

BEST AGERS

Transnational cooperation:

- The challenge is the same in the whole Baltic Sea Region
- The Baltic Sea Region is particularly vulnerable
- Idea: to compare and analyse, develop new approaches and test them
- 2010-2012

BEST AGERS – THE PARTNERSHIP

Chambers of Commerce

Training institutions

Universities

Public authorities

Science Parks

NGOs



Research institutions

Associations of SME

DEMOGRAPHIC SITUATION

- Individual level – a success story
- Business level – an engine for growth?
- Society level – a challenge/chance

THEMES

- INCREASING THE **LABOUR MARKET PARTICIPATION OF BEST AGERS**
- SUPPORTING **SMALL AND MEDIUM ENTERPRISES** WITH SENIOR EXPERTISE
- PASSING ON THE **KNOW-HOW OF EXPERIENCED PROFESSIONALS** TO YOUNGER PEOPLE
- HARNESSING THE **BEST AGERS' HUMAN RESOURCE POTENTIAL**

Theme I - Labour Market & Employment

INCREASING THE LABOUR MARKET PARTICIPATION OF BEST AGERS

- Clarifying routes for political and public action based on facts – Recommendations to all countries
- Innovative solutions to keep retiring best agers' knowledge in the company
- Training for business executives: How to use the special skills of best agers?

RESULTS – statistics

- Citizens within labour market decrease, outside labour markets increase
- Many governing documents deal with demography, fewer have concrete solutions
- Problems with generation shift in SME:s, especially in rural and sparsely populated areas

Sustained employability of best agers

- Obstacles: health and competence
 - Negative attitudes towards elderly in work life – structural problem
 - Differences between individuals increase with age
-
- 17-point programme to keep best agers in work life

More results

- No contradiction younger-elderly
- Expensive to retire all elderly in a work place and replace them with younger persons
- Best agers need good working conditions
- Age management reduces the impact of age and stresses the resources of individuals. Profitable

Employers attitudes

- Lack of competence expected
- Gap incitament-offers
- Best agers are professional, high social competence, reliable and loyal
- Early retirement – health, spare time, family

Best agers attitudes

- Important – laws and regulations, health, economy, competence and attitudes
- Especially important – discriminatory attitudes among leaders and managers
- Possibility to part time work is restricted in all countries

Pilot projects

- Implement Age management in work places
- Develop a certificate for companies/public employers in “Age awareness”

Theme II – Coaches and Experts for Businesses

SUPPORTING SMALL AND MEDIUM ENTERPRISES WITH SENIOR EXPERTISE

- Making the know-how of retired Best Agers available to SME in the need for assistance
- Study of creative age management strategies for SME in the Baltic Sea Region

Mentor programs

- Training best agers
- Start-up companies, unemployed
- Matching portal

- Transferring of family businesses

Theme III – Tutors for Start-ups, Students and Pupils

PASSING ON THE KNOW-HOW OF EXPERIENCED PROFESSIONALS TO YOUNGER PEOPLE

- Creating favourable conditions for transfer of knowledge and skills of best agers to young entrepreneurs, students and pupils
- Concepts for using Best Agers in vocational training and occupational orientation

- Young inventors are coached by experienced researchers and experts – virtual incubator and start-up training
- Training of best agers – preparation
- Exchange programs
- Exchange visits

Theme IV – Motivation and Skills

HARNESSING THE BEST AGERS' HUMAN RESOURCE POTENTIAL

- Improving the best agers' motivation and entrepreneurial spirit
- Developing training programmes for best agers to enhance their skill
- Curricula for best ager coaches and experts

- **Best agers entrepreneurship**
-toolbox for individuals that is tested and evaluated
- **Volunteers**
-toolbox for organisations to activate best agers
- **Curricula for best agers as mentors**



VAD SKA DU GÖRA RESTEN AV DITT LIV? STARTA EGET!

Är du 50 + och funderar på att starta eget - kanske på deltid eller fritid? Eller vill du stötta nystartade företag t.ex. som mentor?

Allt fler i mogen ålder väljer att bli företagare. Stor kompetens, brett nätverk och mer tid - perfekta förutsättningar för företagande.

Välkommen till en inspirerande halvdag med intressanta föreläsare som har stor erfarenhet!



Datum: 15/2

Tid: 10.00 - 15.00 inkl. Lunchbuffé

Plats: EntreprenörCentrum,

Adress: Stationsgatan 36, Luleå

Under dagen finns det möjlighet att ställa frågor och träffa rådgivare från EntreprenörCentrum och Skatteverket. Du kan delta under de pass du själv vill, hela eller delar av programmet.

Program

- 10.00 - 12.00 Att starta eget företag, föreläsningar om trender i företagande, två företagare som berättar om sina erfarenheter och mycket mer
- 12.00 - 13.00 Lunchmingel
- 13.00 - 15.00 Mentorskap, en mentorberättelse och en adeptberättelse, om styrkan med erfarenhetsutbyten

Medverkar gör bl.a. Héléne Goudin Qvinnofröjd, Håkan Ylinenpää LTU professor i entreprenörskap, Lennart Ohlsson Leoh, Lars Karbin erfaren i företagsamhet, Ewa Hedkvist Petersen m.fl. För mer information och anmälan vänligen kontakta:

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ADVOCACY - MOBILIZATION

- Seminars, lectures, fairs
- Round Table in Brussels, fall 2012 – Creative Age management Strategies for SME:s in the Baltic Sea Region
- Seminar in Lillestrøm September 20 – Generation shift on labour markets – demography and age management. Welcome!
- Documentary film about four active best agers
- Recommendations to each country and to EU
- Final conference in Kiel November 21, 2012

Conclusions

- 55+ persons are individuals
- Attitudes to elderly is a problem
- There is a need of the elderly in the work force
- It is profitable to use knowledge and competence of best agers
- Possibilities to shift career in the middle of life
- Co-handling and local level are important
- Entrepreneurship is an alternative
- Mentorship is interesting for many best agers



BEST AGERS – Contacts

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prenumerera på nyhetsbrev på projektets hemsida