



# EY2012 Awards

## Social Entrepreneurs



**National Finalist**

**EU Second Place**

**Country: Denmark**

**Title: Your Third Career.**

**Empowering People to Tackle the Challenges in the Third Age**

**Submitted by: En3karriere**

**(<http://www.en3karriere.dk>)**

**Original submission sent in English**

### **Summary:**

Your Third Career. Empowering people to tackle the challenges in the third age. To retire from working life is one of the most difficult changes and transitions in life and one of the most important social challenges to address in all EU member states.

Many people do not think that leaving the working week behind them and getting ultimate freedom will be a problem. In addition, there is a general lack of public awareness of all the radical changes retirees will have to go through in the transition process of retirement. Ways of spending retirement may be as flexible as careers before retirement. Consequently there is a need to empower seniors to make the best decisions: about when and how to retire, and in a way not just following fixed retirement ages or standard retirement patterns. Not only for one's own welfare, but for the needs of society as well. Retirement patterns contribute to make contributions to the state of economies and welfare of all EU member states.

Empowering seniors to tackle the challenges of the third age, I have developed and organized pre-retirement workshops with the overall purpose of supporting active ageing and solidarity between generations. During the last year I have organized workshops at the local level for 220 seniors.

Evaluation schemes from these workshops shows that

- 44% of the participants decided to spend more time participating in voluntary work
- 39% of the participants decided to improve their health habits and keep physically fit
- 38% of the participants decided to stay longer on the job



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



These workshops mark a breakthrough for the majority of participants in rethinking new third age careers filled with purpose, passion and - maybe - a paycheck. Instead of traditional retirement where you just observe from the side-line, a growing number of the new 60+ generation of healthy and better-educated seniors decide to continue being a part of the game and keep on contributing - at workplaces and in voluntary work. A new life stage with a career in the third age is emerging.

The workshop model has been successfully disseminated in many different ways at local, national and European level. During the last year, I have been invited to present the model at European Conferences in Brussels, Copenhagen, Berlin, Milan.

In 2010, I formed a Grundtvig Learning Partnership on what I called 'Pre-retirement counselling – a shortcut to active aging' with partners from Poland, Germany, Italy and Greece. I attach our final report (155 pages).

In 2011, I designed a five-day 'Train-the-trainer' workshop on pre-retirement counseling for partners from all member states. Unfortunately it was canceled. I attach the programme.

At national level, articles on my workshops and activities have been published in newspapers and magazines (23 articles) and in radio (1 hour) and TV (1 hour in October 2012).

See also [www.en3karriere.dk](http://www.en3karriere.dk) (in Danish) and [www.seniorforce.dk](http://www.seniorforce.dk) (the Grundtvig LLP in English).  
[http://www.youtube.com/watch?feature=player\\_embedded&v=G-5B\\_FSESHw](http://www.youtube.com/watch?feature=player_embedded&v=G-5B_FSESHw)  
[http://www.youtube.com/watch?feature=player\\_embedded&v=CPvB3Hx2qDs](http://www.youtube.com/watch?feature=player_embedded&v=CPvB3Hx2qDs)