

Programme and Abstract book

COMPETENCE 50⁺ 2007

AGE AS AN OPPORTUNITY
A European Conference on Age Management

GÖTEBORG, 18-20 JUNE, 2007

LIFE COMPETENCE 50⁺



2007 - European Year of Equal Opportunities for All



Svenska ESF-Rådet

 EQUAL



EUROPEISKA UNIONEN
Europeiska socialfonden



REGERINGSKANSLIET

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CONFERENCE VENUE

Göteborg Convention Centre
Mässans gata 8, Entrance No. 8
Göteborg, Sweden

ORGANIZER

Livskompetens 50+

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WELCOME

WELCOME TO COMPETENCE 50+ 2007!

Europe will be facing many challenges over the years to come, one of which is demographic developments. An ever-smaller number of people will have to provide for an ever-growing population. There will be several different solutions for dealing with this dilemma. One solution is to take advantage of the competence of the older workforce.

Around 50 million people aged between 50 and 64 work in the EU. At the same time, more than 40 million people in the same age range are outside the labour market. They may be unemployed, on sick-leave or retired (source: Eurostat). Many of these want to return to the labour market in order to contribute to providing for themselves, to participate in working life or to promote their own personal development. But society also needs the input of the older workforce. They have skills and experience and can contribute to bolstering Europe's competitiveness in the global economy. Making Europe successful is one of the key factors that will be strengthened by the involvement of the older workforce. This has been established by the EU in its Lisbon strategy for promoting the development of the European labour market.

Around Europe, many different development activities are being carried out to strengthen the position of the older workforce on the labour market. Through EQUAL, the European Social Fund has supported more than 200 development partnerships aimed at older people and the labour market. The purpose has been to develop skills and methods in order to bolster the European labour market in the short and long terms.

Many research projects are also taking place, helping to build up a bank of know-how on the mechanisms that have caused older people to be prematurely removed from the labour market. It is of at least equal interest to identify the preconditions for success in making it possible for the older workforce either to retain their employment or to make it easier for those people who have been forced to leave the labour market for various reasons to return to employment.

WELCOME TO GÖTEBORG, SWEDEN

- You will have the opportunity to present your work at workshops and exhibition stands
- You will have the opportunity to study the research and development work that is carried out in Europe
- You will have the opportunity to learn about the conditions for the next programme period
- You will have the opportunity to make new contacts with people within a subject that is consistently gaining in importance with the passage of time
- You will have the opportunity to lay the foundations for a new EU-financed project

*Eva Bertilsson-Styvén, Mayor, Tjörns kommun
Folke Brolin, Development Partnership Coordinator,
Life Competence 50+*

COMPETENCE 50+

A CONFERENCE WITH MANY FACES

Our ambition is for people from different backgrounds to meet in order to work together on a common theme – the conditions for older people on the labour market. We hope that practitioners, researchers and decision-makers will learn from one another and together lay the foundation for working together in the future.

THIS IS BEING DONE THROUGHOUT EUROPE

Competence 50+ 2007 is a conference for anyone who wants to gain a broad picture of European developments within Age Management. At the same time, there will be opportunities to participate in seminars and workshops dealing with specific subject areas or highlighting individual development and research projects.

We will be focusing on reporting results and practical experiences in the hope that these will inspire other people to promote development work in Europe.

A SPRINGBOARD FOR THE FUTURE

Competence 50+ 2007 is a conference at which you will be given the opportunity to learn about the conditions that apply for future European investments to combat discrimination against older people on the labour market. The next programme period runs up to 2013 - the work can start in Göteborg.

UNEXPECTED MEETINGS - NEW IDEAS

Competence 50+ 2007 is the arena to give you the chance to meet new people. An important part of the conference programme is the contact seminar at which we hope you will meet many interesting people. We hope these meetings will be the start of new projects during the coming programme period.

SOMETHING NEW

Lots of work is currently taking place in Europe to improve the conditions for older people on the labour market, but there is no collective picture of everything that is being done. In parallel with the preparatory work for Competence 50+ 2007, soundings are being taken concerning the possibility of creating a European network within the field of Age Management. Who knows, we may have made enough progress in our work so that a joint collaborative organisation of some type might be born at Competence 50+ 2007.

We hope that you will learn a lot at Competence 50+ 2007, meet lots of interesting people and have a few pleasant days in Göteborg.

Wishing you a very warm welcome,



Anders Östebo, Project Manager, Competence 50+ 2007



PROGRAMME AT A GLANCE

SUNDAY 17 JUNE 2007

16.00 - 19.00	REGISTRATION
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MONDAY 18 JUNE 2007

09.00 - 12.00	REGISTRATION		
12.00 - 13.00	Welcome refreshment in the Exhibition Hall		
13.00 - 14.10	<p>OPENING SESSION</p> <p>Welcome to Competence 50+ and Göteborg</p> <p>Chairman of Life Competence 50+ -<i>Eva Bertilsson-Styvén</i>, Mayor, Tjörns Kommun <i>Sven Otto Littorin</i>, Minister for Employment, Swedish Government <i>Lenia Samuel</i>, Deputy Director General, EU Commission <i>Anne-Marie Guillemard</i>, Professor, Sorbonne</p> <p style="text-align: center;">Hall K2</p>		
14.10 - 15.00	Coffee break/Exhibition in the Exhibition Hall		
15.00 - 15.45	<p>DIALOGUE SEMINAR</p> <p>Workplaces in change 1 Energetic ageing - the Vattenfall process <i>Robert Käck (P)</i>, Sweden <i>Trude Furunes (R)</i>, Norway <i>Reidar J. Mykletun (R)</i>, Norway Moderator: <i>Nils Friberg</i>, Vattenfall AB, Sweden</p> <p style="text-align: center;">Hall K1</p>	<p>DIALOGUE SEMINAR</p> <p>Learning and Qualifications 1 Mentoring <i>Helle Bonde (P)</i>, Denmark <i>Paul de Haas (P)</i>, Netherlands <i>Kerstin Ljungström (R)</i>, Sweden Moderator: <i>Annemarie Särner</i>, Confederation of Swedish Enterprise, Sweden</p> <p style="text-align: center;">Hall K2</p>	<p>DIALOGUE SEMINAR</p> <p>Altered conditions and attitudes on the labour market 1 Union - employer - State. Three parts in one play <i>Mattias Thorns (D)</i>, Germany <i>Roland Gauthy (D)</i>, Belgium <i>Anne-Marie Guillemard (R)</i>, France Moderator: <i>Bernt Schiller</i>, Göteborg Univ., Sweden</p> <p style="text-align: center;">Hall K3</p>
15.45 - 16.00	Coffee break/Exhibition in the Exhibition Hall		
16.00 - 16.45	<p>DIALOGUE SEMINAR</p> <p>Workplaces in change 2 Health and work in an aging Europe <i>Per Erik Solem (R)</i>, Norway <i>Judith Sluiter (R)</i>, Netherlands <i>Claes Håkan Nygård (R)</i>, Finland Moderator: <i>Peter Westerholm</i>, University of Uppsala, Sweden</p> <p style="text-align: center;">Hall K1</p>	<p>DIALOGUE SEMINAR</p> <p>Learning and Qualifications 2 Skills transfer <i>Kerstin Alms (R)</i>, Germany <i>Robert Diez (P)</i>, France <i>Tarja Tikkanen (R)</i>, Norway <i>Thorbjörn Stockfelt (R)</i>, Sweden Moderator: <i>P-O Thång</i>, Göteborg University, Sweden</p> <p style="text-align: center;">Hall K2</p>	<p>DIALOGUE SEMINAR</p> <p>Altered conditions and attitudes on the labour market 2 Manager's attitudes to older employees in the local authorities <i>Carole Smith (D)</i>, United Kingdom <i>Leif Lindberg (D)</i>, Sweden</p> <p style="text-align: center;">Hall K3</p>
19.00	Reception hosted by the City of Göteborg and the Region of Västra Götaland at City Hall Börsen		

R= Researcher, P = Practitioner, D = Decision maker

TUESDAY 19 JUNE 2007 - MORNING

09.00 - 09.45	SESSION 1 Sweden is the worst in the world promoting Senior Competence! <i>Hans Lindholm, Sweden</i>	SESSION 2 Evidence based concepts to reach the EU-Lisbon target for older workers <i>Juhani Ilmarinen, Finland</i>	SESSION 3 European network, <i>Arr. by GHK Consulting</i> <i>Helen Tubb, Belgium</i> <i>Pat Irving, Belgium</i>	WORKSHOP 1 Ageless at Work: choice or conflict <i>Jane Barmer, United Kingdom</i>	WORKSHOP 2 Health promotion for unemployed <i>Peter Kuhnert, Germany</i>	WORKSHOP 3 Enhancing Employability through Learning <i>Graham Smith, United Kingdom</i>	WORKSHOP 4 Management of all ages: The value of working life in all ages <i>Gregory Andronikos, Greece</i>	WORKSHOP 5 A new development model of mentoring <i>Satu Mäkinen, Finland</i>	WORKSHOP 6 Creative Approaches to Workforce Ageing <i>Tommy Isidorsson, Sweden</i>
	Hall K1	Hall K2	Hall K3	Room R21	Room R22	Room R23	Room R24	Room R25	Room R26
10.00 - 10.45	Coffee break/ Exhibition/Poster presentations 09.45 - 11.00			WORKSHOP 7 Flexible Working – the Way Forward <i>Mary McCarthy, Ireland</i>	WORKSHOP 8 Mutual learning <i>Marek Dornowski, Poland</i>	WORKSHOP 9 Changing male workers to nurses <i>Hanne Randle, Sweden</i>	WORKSHOP 10 New therapies for hospital employment <i>Herve Nardias, France</i>	WORKSHOP 11 Innovative Lifelong Learning <i>Corinne Merlino, France</i>	WORKSHOP 12 Be knowledge, be coach <i>Margarida Segard, Portugal</i>
				Room R21	Room R22	Room R23	Room R24	Room R25	Room R26
11.00 - 11.45	SESSION 4 The Economics of Age Management - The offensive versus the defensive model <i>Claes Malmqvist, Sweden</i>	SESSION 5 Understanding Learning in/for Work Implications for Older Workers <i>Tara Fenwick, Canada</i>	SESSION 6 Conditions of Work and Employment for Older Workers: Understanding the Issues <i>Naj Ghosheh, Switzerland</i>	WORKSHOP 13 GreenGrey-Motor <i>Ruud van Leest, Netherlands</i>	WORKSHOP 14 Staying in working life? Early retirement thoughts among public sector nurses <i>Sirpa Koponen and Monika von Bonsdorff, Finland</i>	WORKSHOP 15 Why should you open your eyes to 50+!? <i>Folke Brolin, Sweden</i>	WORKSHOP 16 Promoting the "Generation Gold" <i>Anne Meuer-Willuweit, Germany</i>	WORKSHOP 17 How to handle age management in SMEs <i>Michel Moriceau, France</i>	WORKSHOP 18 Empowerment by media production <i>Maria Anastasiadis, Austria</i>
	Hall K1	Hall K2	Hall K3	Room R21	Room R22	Room R23	Room R24	Room R25	Room R26
11.45 - 13.30	Lunch in Restaurant Estrad/Exhibition/Poster presentations								

TUESDAY 19 JUNE 2007 - AFTERNOON

INVITATION TO PARALLEL INFORMATION AND DIALOGUE - CONCERNING TRANSNATIONAL CO-OPERATION

13.30	<p>13.30 - 14.15 Opportunities for transnational co-operation in the new program period Moderator: Johannes Wikman, Swedish ESF Council, Sweden</p> <p>New possibilities within the new Social fund <i>Walter Faber</i>, Head of Unit at the Commission's Directorate General for Employment, Social Affairs and Equal Opportunities, Belgium.</p> <p>EU:s Action programme in the field of lifelong learning 2007-2013 <i>Anna Gudmundsson</i>, Head of Unit at The International Programme Office for Education and Training in Sweden.</p> <p>Hall K 2</p>	<p>13.30 - 14.15 Partnership - A model for sustainable change.</p> <p>A seminar about experiences and ways to a successful development work.</p> <p>Participating: The National Thematic Group (NTG) Partnership</p> <p><i>Leda Stott</i>, Consultant, Spain <i>Patrik Jonsson</i> Research Assistant, APeL R&D, Sweden</p> <p>Hall K3</p>	<p>13.30 - 16.30 Round-table dialogues about project ideas and possibilities to work together in the new program period.</p> <p>Round table dialogues about three topics: Workplaces in change, Learning and Qualifications, Altered conditions and attitudes on the labour market</p> <p>Exhibition Hall</p>
	<p>14.45 - 15.15 New European database search model</p> <p><i>Johannes Wikman</i> will inform about the new database search</p> <p>Hall K2</p>	<p>14.30 - 15.15 Partnership - A model for sustainable change.</p> <p>A seminar about experiences and ways to a successful development work.</p> <p>Participating: The National Thematic Group (NTG) Partnership</p> <p><i>Leda Stott</i>, Consultant, Spain <i>Patrik Jonsson</i>, Research Assistant, APeL R&D, Sweden</p> <p>Hall K3</p>	
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19.00	An evening of Entertainment and a traditional Swedish Midsummer dinner at Restaurant Trädgårn		

WEDNESDAY 20 JUNE 2007

09.00 - 09.45	SESSION 7 Good practice in age management: developments in companies in the EU <i>Robert Andersson, Ireland</i> Hall K1	SESSION 8 Lifelong learning and Vocational Education and Training <i>Robert Höghjelm, Sweden</i> Hall K2	SESSION 9 Turning Back the Clock: The Rebirth of Ageing Workers <i>Stylianios Mavromoustakos, Cyprus</i> Hall K3	WORKSHOP 19 Economics go 50+ services - cooperations - competencies <i>Ralf Kaufmann, Germany</i> Room R21	WORKSHOP 20 Active Ageing System Actions <i>Alessandra Corrias, Italy</i> Room R22	WORKSHOP 21 Realising the value of the older worker/ SWOOP Research Pilot ePortfolio for an older worker <i>Hilary Shipley & Anne Jennings-Bramly, United Kingdom</i> Room R23	WORKSHOP 22 Lifelong learning moves forward <i>Manuela Vollmann, Austria</i> Room R24	WORKSHOP 23 Ageing Assets -Older People and Work: Effective strategies for older people and employers <i>Irene Heller, & Lindsey St.John, United Kingdom</i> Room R25	WORKSHOP 24 Footloose-Mossfree <i>Judith Cerwenka, Austria</i> Room R26
10.00 - 10.45	DIALOGUE SEMINAR Workplaces in change 3 Production system and ageing work force <i>Holger Rademacher (R), Germany</i> <i>Markus Buch (R), Germany</i> <i>Karen Søgaard (R), Denmark</i> Moderator: <i>Roland Kadefors, Univ. of Göteborg, Sweden</i> Hall K1	DIALOGUE SEMINAR Learning and qualifications 3 Lifelong learning – different solution <i>Tara Fenwick (R), Canada</i> <i>Robert Andersson (P), Ireland</i> <i>Joana Figueiredo(P), Portugal</i> <i>Susanne Schade (R), Germany</i> Moderator: <i>Kenneth Abrahamsson FAS, Sweden</i> Hall K2	DIALOGUE SEMINAR Altered conditions and attitudes on the labour market 3 Political and financial control systems <i>Barbara Wagner (P), Germany</i> <i>Bernard Hazon (P), France</i> Moderator: <i>Lena Gonäs Univ. of Karlstad, Sweden</i> Hall K3	WORKSHOP 25 Initiatives for ICT- Professionals 50+ in Germany <i>Karl-Heinz Hageni, Germany</i> Room R21	WORKSHOP 26 Elderly plans Do they work? <i>Sandra Krabb, Austria</i> Room R22	WORKSHOP 27 Advancing Women's Employability <i>Alice Morton, United Kingdom</i> Room R23	WORKSHOP 28 Efficient Skill Transfer <i>Corinne Merlino, France</i> Room R24	WORKSHOP 29 Convincing employers to recruit older people <i>Anneleen Peeters, Belgium</i> Room R25	WORKSHOP 30 Age Management – an offensive approach in practice <i>Barbro Skoglund, Sweden</i> Room R26
11.00 - 11.50	Coffee break/Exhibition in the Exhibition Hall								
11.50 - 12.10	An Age Management Network - Time to establish an European Network now? Reports from the seminar on Tuesday and other initiatives. Hall K2								
12.10 - 12.30	Session 10 - Hall K2 One Challenge, two points of views, many solutions <i>Matthias Thorns, Business Europe, Germany and Naj Ghosheh, ILO, Switzerland</i>								
12.30 - 13.00	Conclusion - Hall K2 Chairman of Life Competence 50+ <i>Eva Bertilsson-Styvén, Mayor, Tjörn Kommun</i>								
13.00 - 14.00	Lunch in Restaurant Estrad								

R= Researcher, P = Practitioner, D = Decision maker

CONFERENCE PROGRAMME

Sunday June 17, 2007

16.00-19.00 REGISTRATION

ABSTRACT/HALL/ROOM

Monday June 18, 2007

09.00-12.00 REGISTRATION

12.00-13.00 Welcome refreshment in the Exhibition Hall

13.00-14.10 OPENING SESSION

Hall K2

Chairman of Life Competence 50+ - *Eva Bertilsson-Styvén, Mayor, Tjörns Kommun*
Sven Otto Littorin, Minister for Employment, Swedish Government
Lenia Samuel, Deputy Director General, EU Commission
The ageing workforce in Europe and "age cultures"
Guillemard Anne-Marie, Professor, Sorbonne, France

OS-1a, OS-1b

14.10 Coffee break/Exhibition in the Exhibition Hall

15.00-15.45 DIALOGUE SEMINARS

Workplace in change 1 – Energetic ageing – the Vattenfall process

Hall K1

Moderator: Nils Friberg, Vattenfall AB, Sweden

Reduced working Hours (80-90-100) as a tool for company senior policy practice
Käck Robert, Sweden

DS-1

Managers' attitudes towards senior workforce
Furunes Trude, Norway

DS-2

Outcomes as measured by selected work environment indicators, changes in retirement ages and practices, and sick leave for different age groups
Mykletun Reidar Johan, Norway

DS-3

Learning and qualifications 1 – Mentoring

Hall K2

Moderator: Annemarie Särner, Confederation of Swedish Enterprise, Sweden

Mentoring - a tool to successful integration and retention of the workforce
Bonde Helle, Denmark

DS-4

The benefit of mentoring
de Haas Paul, Netherlands

DS-5

Mentorship based the mentee's needs and wishes
Ljungström Kerstin, Sweden

DS-6

**Altered conditions and attitudes on the labour market 1 – Union – employer – State.
Three parts in one play**

[Hall K3](#)

Moderator: Bernt Schiller, Göteborg Univ., Sweden

“Trade Unions, Employers and the State” at the Conference Competence 50+

DS-7

Thorns Mattias, Germany

Working after 50? Contradictions and antagonism

DS-8

Gauthy Roland, Belgium

A new management of ages in response to demographic ageing

DS-9

Guillemard Anne-Marie, France

15.45 Coffee break/Exhibition in the Exhibition Hall

16.00-16.45 DIALOGUE SEMINARS

Workplace in change 2 – Health and work in an aging Europe

[Hall K1](#)

Moderator: Peter Westerholm, University of Uppsala, Sweden

Health and work in an Ageing Europe

DS-10

Solem Per Erik, Norway

High-demand jobs may expect age-related diversity in work ability

DS-11

Sluiter Judith K., Netherlands

Title and abstract not available

DS-12

Nygård Claes Håkan, Finland

Learning and qualifications 2 – Skills transfer

[Hall K2](#)

Moderator: P-O Thång, Göteborg University, Sweden

Nova.PE - know-how transfer for SMEs

DS-13

Alms Kerstin; Riese Christian, Germany

Transfert des savoirs expérientiels©

DS-14

Diez Robert, France

Mentoring: mobilising, retention and appreciation of competence 50+

DS-15

Tikkanen Tarja, Norway

How to make use of the elderly?

DS-16

Stockfelt Torbjörn, Sweden

**Altered conditions and attitudes on the labour market 2 – Manager’s attitudes
to older employees in the local authorities**

[Hall K3](#)

Age Diversity in the Workforce

DS-17

Smith Carole, United Kingdom

Title and abstract not available

DS-18

Lindberg Leif, Sweden

19.00 Reception hosted by the City of Göteborg and the Region of Västra Götaland
at City Hall Börsen

Tuesday June 19, 2007

09.00-09.45 PARALLEL SESSIONS – SESSIONS 1-3/WORKSHOPS 1-6

Session 1

Sweden is the worst in the world promoting Senior Competence! Lack of competence needs changed behaviour for better integration of seniors in working life.

Lindholm Hans, Sweden

Hall K1

SE-1

Session 2

Evidence based concepts to reach the EU-Lisbon target for older workers

Ilmari Juhani, Finland

Hall K2

SE-2

Session 3

A European Age Management Network: The way forward?

Tubb, Helen; Irving Pat, Belgium

Hall K3

SE-3

Workshop 1

Ageless at Work : choice or conflict

Barmer Jane, United Kingdom

An informative workshop highlighting differing age management approaches from the Ageless at Work EQUAL partnership occurring in France, Finland and England.

A blend of presentation and audience participation will enable delegates to consider practical solutions that challenge barriers to 50+ inclusion and retention in the 'work' place and enable people aged 50 and over to have informed choice and opportunity in fulfilling their work aspirations, potential and economic contribution.

Room R21

WO-1

Workshop 2

Health promotion for unemployed

Kuhnert Peter, Germany

Health promotion for elderly unemployed is most needed but least developed. The aim of this workshop is to present and discuss possibilities focussing on resources instead of the impairments.

Room R22

WO-2

Workshop 3

Enhancing Employability through Learning

Smith Graham, United Kingdom

This workshop offers an overview of project activity carried out in Scotland aimed at encouraging older workers to reconnect and engage in lifelong learning to increase future employability. It will further provide an opportunity for delegates to discuss the issues and share experiences.

Room R23

WO-3

Workshop 4

Management of all ages: The value of working life in all ages

Andronikos Gregory, Greece

The aim of the workshop is to trigger a dialogue among participants so that approaches and points of view from other projects or initiatives concerning management of all ages can be emerged. The workshop will be considered successful when it is not limited in simple ideas exchange but presents practical and transferable solutions.

Room R24

WO-4

Workshop 5

A New Development Model Of Mentoring

Mäkinen Satu, Finland

For use in the health and social care sectors, the Jobsis Equal project (ESF) has created, developed and tested a Mentoring Model, which will be presented in this workshop.

Room R25

WO-5

Workshop 6

Creative Approaches to Workforce Ageing

Isidorsson Tommy, Sweden

Creative Approaches to Workforce Ageing (CAWA) is a project that aims to promote fresh thinking on the question of the ageing workforce, involving Swedish, British, Austrian, Spanish and Bulgarian partners. In the workshop case companies present their approaches and models to handle workforce ageing. There will also be a presentation of some preliminary results from the ongoing projects by experts from the countries participating in the CAWA project.

Room R26

WO-6

09.45-11.00 Coffee break/Exhibition/Poster presentations

10.00-10.45 WORKSHOPS 7-12

Workshop 7

Flexible Working - the Way Forward

McCarthy Mary, Ireland

The value of flexible working arrangements for older workers - results of a nationwide survey and exploratory pilot projects.

Room R21

WO-7

Workshop 8

Mutual learning

Dornowski Marek, Poland

The ability of IT based developments in a process of education for people over 50. How to build a wall from the bricks that new technologies throw at us? A good practice worked out by Mentoring through IT Partnership.

Room R22

WO-8

Workshop 9

Changing male workers to nurses

Randle Hanne, Sweden

The workshop will discuss how to create favourable conditions for developing new jobs for long-term unemployed men, by choosing to work in the public health sector. The topics will cover, project leadership, beating individual anxiety for nursing and learning, mentoring to boost self-esteem, workplace training, changing nurse's education, and collaboration between regional stakeholders.

Room R23

WO-9

Workshop 10

New therapies for hospital employment

Nardias Herve, France

Hospitals mission is to maintain health and life of patients. But this high objective is now depending of a new another crucial objective to "cure and care" workers all along their career with specially attention on the end of professional life.

Room R24

WO-10

Workshop 11

Innovative Lifelong Learning

Merlino Corinne, France

How can we help SMEs with the implementation of truly innovative solutions to help maintain a dynamic workforce regardless of age.

Room R25

WO-11

Workshop 12

Be knowledge, be coach

Segard Margarida, Portugal

How to enhance older workers in individual and organizational knowledge process? How to create new motivations for older workers and profits for SMES? Try to develop coaching methodologies and KM where older workers become the "greatest coaches" in SMES.

Room R26

WO-12

Session 4

The Economics of Age Management — The offensive versus the defensive model
Malmquist Claes, Sweden

[Hall K1](#)

SE-4

Session 5

Understanding Learning In/For Work: Implications for Older Workers
Fenwik Tara, Canada

[Hall K2](#)

SE-5

Session 6

Conditions of Work & Employment for Older Workers: Understanding the Issues
Ghosheh Naj, Switherland

[Hall K3](#)

SE-6

Workshop 13

GreenGreyMotor
van Leest Ruud, Netherlands

Young and old together repair the economic motor. A combined action of green and grey to solve the problem of shortages on the regional labour - market.

[Room R21](#)

WO-13

Workshop 14

Staying in working life? Early retirement thoughts among public sector nurses
von Bonsdorff Monika; Koponen Sirpa, Finland

Our study showed that Finnish public sector nurses had two kinds of early retirement thoughts, which were either related to their health, or more general and unspecific in their nature. Several factors related to employee health and to the hospital leadership and human resource management practices had an effect on nurses early retirement thoughts.

[Room R22](#)

WO-14

Workshop 15

Why should you open your eyes to 50+!?
Brolin Folke, Sweden

Members of Life Competence 50+ DP will tell you about our development of methods such as life competency analysis, network agencies empowered by older people; work integrated, tailor-made training, mentoring, research results concerning attitudes and rules and regulations on work places and as experienced by job seekers.

[Room R23](#)

WO-15

Workshop 16

Promoting the „Generation Gold“
Meuer-Willuweit Anne, Germany

In this workshop we shall present you our concept of networking and public relations designed to change the image of older employees within companies and society. The project „Generation Gold“ aims at the integration of longterm unemployed persons 50+ into the labour market. You will hear how we made our projects successful and we discuss with you our results and findings.

[Room R24](#)

WO-16

Workshop 17

How to handle age management in SMEs
Moriceau Michel, France

The workshop concerns the experimentation of methodologies of age management in SMEs and its transfer from larger SME (staff of 300 persons) to smaller ones (staff of 50 persons).

[Room R25](#)

WO-17

Workshop 18

Empowerment by media production
Anastasiadis Maria, Austria

This interdisciplinary method was developed during the Austrian EQUAL project U-Turn. It is an interlinkage between participative media production and empowerment as an upcoming method of social work. In this workshop we will present the results of the case study done with longterm unemployed people aged around 50 and we will refer to how this method can be implemented into the practice.

[Room R26](#)

WO-18

- 11.45 Lunch in Restaurant Estrad/Exhibition/Poster presentations
- 13.30-16.30 INVITATION TO PARALLEL INFORMATION AND DIALOGUE –
CONCERNING TRANSNATIONAL CO-OPERATION [Hall K2](#)
- 13.30-14.15 **Opportunities for transnational co-operation in the new program period**
Moderator: Johannes Wikman, Swedish ESF Council, Sweden
- Walter Faber, Head of Unit at the Commission's Directorate General for Employment, Social Affairs and Equal Opportunities will inform about the new possibilities within the new Social fund.*
- Anna Gudmundsson, Head of Unit at The International Programme Office for Education and Training in Sweden will inform about EU:s Action programme in the field of lifelong learning 2007-2013.*
- 14.45-15.15 **New European database search model** [Hall K2](#)
Johannes Wikman will inform about the new database search.
- 15.30-16.15 **Opportunities for transnational co-operation in the new program period** [Hall K3](#)
See 13.30-14.15
- 13.30-14.15 **Partnership - A model for sustainable change** [Hall K3](#)
A seminar about experiences and ways to a successful development work.
Participating: The National Thematic Group (NTG) Partnership
- Leda Stott, consultant, is specialising in cross-sector partnerships and development issues. Over the last ten years she has designed, developed and evaluated partnership programmes in Africa, Europe and Latin America with a wide range of international agencies, government departments, business and non-governmental organisations. She has recently co-authored Working Together, A Critical Analysis of Cross-Sector Partnerships in Southern Africa (2005) and the European Commission's EQUAL Guide for Development Partnerships (2004).*
- Patrik Jonsson, Research Assistant, APeL R&D, Sweden*
- 14.30-15.15 **Partnership - A model for sustainable change** [Hall K3](#)
See 13.30-14.15
- 15.30-16.30 **Partnership - A model for sustainable change** [Hall K3](#)
See 13.30-14.15
- 13.30-16.30 ROUND TABLE DIALOGUES ABOUT THREE TOPICS: [Exhibition hall](#)
Workplace in change, Learning and Qualifications, Altered conditions and attitudes on the labour market
- Round-table dialogues about project ideas and possibilities to work together in the new program period also based on the information given earlier

Blue mark – Competence

- Life long learning
- Mentoring/knowledge coaches
- Workintegrated learning
- Further developed pedagogical methods

Yellow mark -- Attitudes in workplaces are changing towards 50+ for instance by

- Flexible working conditions
- New reward systems.

Green mark – Restart/newstart centre for jobseekers

- Coaching
- Competence analysis

- Job market analysis
- Alternative career approaches

You can stay as long as you like in a specific dialogue but you are also free to leave for another round-table dialogue.

One person will be using a computer and will be responsible for writing down names and a short summary about the discussions and this summary will be sent to everyone that have indicated interest by giving his/her email-address.

19.00 Conference Dinner at Restaurant Trädgårn

Wednesday June 20, 2007

09.00-09.45 PARALLEL SESSION – SESSION 7-9/WORKSHOP 19-24

Session 7

Good practice in age management: developments in companies in the European Union
Andersson Robert, Ireland

[Hall K1](#)
SE-7

Session 8

Lifelong learning and Vocational Education and Training (VET)
Höghielm Robert, Sweden

[Hall K2](#)
SE-8

Session 9

Turning Back the Clock: The Rebirth of Ageing Workers
Mavromoustakos Stylianos, Cyprus

[Hall K3](#)
SE-9

Workshop 19

Economics go 50+ services - cooperations - competencies
Kaufmann Ralf, Germany

Only the combination of developing new markets and changing human resource development leads to an added value. For all participants, enterprises, entrepreneurs, employees and customers. Three Development Partnerships from northern Germany will present their experiences and examples to be discussed.

[Room R21](#)
WO-19

Workshop 20

Active Ageing System Actions
Corrias Alessandra, Italy

Skill3 is an experience of cooperation between private and public sectors to find solutions to active ageing in a preventive approach. During the workshop, the profile of Case Manager will be presented; Case Manager is an expert in reconfiguration processes who supports workers and enterprises facing change management analyzing the needs expressed and setting of individual or company development plans.

[Room R22](#)
WO-20

Workshop 21

Realising the value of the older worker/SWOOP Research Pilot ePortfolio for an older worker
Shipleay Hilary; Jennings-Bramly Anne, United Kingdom

A joint presentation between Skills Analysis and SWOOP (South West Opportunities for Older People). In response to an ageing population, two projects based in the South West UK are working towards improving the employability of older people. Both projects aim to influence employer attitudes to the employment of older workers. In addition, these projects are identifying the skills, abilities and experiences that older people may contribute to the workforce. This workshop will highlight results of the toolkit piloted by Skills Analysis and SWOOP's ePortfolio learning tool.

[Room R23](#)
WO-21a,
WO-21b

Workshop 22

Lifelong learning moves forward
Vollmann Manuela, Austria

The objective of the workshop is to present the successful outcome of the course "learning

[Room R24](#)
WO-22

moves forward” and of our consulting and workshops on age management for companies. We consider the combination of age-oriented didactics and project learning for women over 45 on the one hand and of activities to implement age management in companies on the other hand as vital for achieving sustainable solutions in this field.

Workshop 23

Room R25

Ageing Assets - Older People and Work: Effective strategies for older people and employers
St. John Lindsey; Heller Irene, United Kingdom

WO-23

Prime Advantage and SWOOP are projects working with older workers and employers. Through these projects older people have been helped to gain confidence, to acquire new skills and assisted into jobs.

Workshop 24

Room R26

Footloose-Mossfree

WO-24

Cerwenka Judith, Austria

Innovative tool pack towards higher age mobility and better frame conditions dual approach:

- empowerment for female workforce 45+ in social economy

- relevant demographic consulting for their employers

10.00-10.45 PARALLEL SESSIONS – DIALOGUE SEMINAR/WORKSHOP 25-30

Workplace in change 3 – Production system and the ageing work force

Hall K1

Moderator: Roland Kadefors, University of Göteborg, Sweden

Assistance System for Age Differentiated Work Design and Employee Assignment

DS-19

Rademacher Holger, Germany

Age-based work systems in the German automotive industry

DS-20

Buch Markus, Germany

A new concept for improving work ability of elderly workers at Danish workplaces

DS-21

Søgaard Karen, Denmark

Learning and qualifications 3 – Lifelong learning – different solutions

Hall K2

Moderator: Kenneth Abrahamsson, FAS, Sweden

Lifelong Learning and Older Workers

DS-22

Fenwick Tara, Canada

Lifelong learning for an ageing workforce

DS-23

Andersson Robert, Ireland

Recognition, Validation and Skills' Certification — boosting qualifications towards active ageing

DS-24

Figueiredo Joana, Portugal

Empowering Women through Lifelong Learning — A Qualification Scheme for Middle-Aged Women

DS-25

Schade Susanne, Germany

Altered conditions and attitudes on the labour market 3 – Political and financial control systems

Hall K3

Moderator: Lena Gonäs, University of Karlstad, Sweden

Jobs for “best agers” - a regional employment pact as a key to success

DS-26

Wagner Barbara Anna, Germany

To lengthen professional life and senior efficiency : why and how

DS-27

Hazon Bernard, France

Title and abstract not available

Lunde Åsmund, Norway

	<p>Workshop 25 Initiatives for ICT-Professionals 50+ in Germany <i>Hageni Karl-Heinz, Germany</i> The Workshop will present the situation of German IT professionals over 50 years (above average unemployment) and an initiative 50+. We discuss a project, that addresses a new concept of advanced training, with the 'age-oriented learning' in practical projects, oriented at relevant IT-Profiles.</p>	<p><u>Room R21</u> WO-25</p>
	<p>Workshop 26 Elderly plans - Do they work? <i>Krabb Sandra, Austria</i> Hear the findings and learnings of the project "Experience has Future" that co-operated with SME in Vienna/Austria. Discuss the different experiences and challenges in that context.</p>	<p><u>Room R22</u> WO-26</p>
	<p>Workshop 27 Advancing Women's Employability <i>Morton Alice, United Kingdom</i> Women face significant additional barriers in accessing and progressing employment in later life. This workshop will consider the issues and offer an overview of pilot activity carried out in Scotland, aimed at assisting women aged 50+ overcome the challenges of advancing their employability.</p>	<p><u>Room R23</u> WO-27</p>
	<p>Workshop 28 Efficient Skill Transfer <i>Merlino Corinne, France</i> 12 ingredients for a success recipe</p>	<p><u>Room R24</u> WO-28</p>
	<p>Workshop 29 Convincing employers to recruit older people <i>Peeters Anneleen, Belgium</i> In our presentation we will discuss the main obstacles for the employment of older people and how firms can be influenced in order to be more willing to hire and retain 50+ jobseekers. Based on own research and practical project experiences, several strategies will be presented.</p>	<p><u>Room R25</u> WO-29</p>
	<p>Workshop 30 Age Management - an offensive approach in practice <i>Skoglund Barbro, Sweden</i> Experiences from successful Age Management training programmes for managers. Keys for success and how to meet the obstacles.</p>	<p><u>Room R26</u> WO-30</p>
11.00	Coffee break/Exhibition in the Exhibition Hall	
11.50	An age management network - Time to establish and European Network now? Reports from the seminar on Tuesday and other initiatives.	<u>Hall K2</u>
12.10	Session 10 One challenge, two points of views, many solutions <i>Thorns Matthias, Germany, Ghosheh, Naj, Switherland</i>	<u>Hall K2</u>
12.30	Conclusion Chairman of Life Competence 50+ - Eva Bertilsson-Styvén, Mayor, Tjörns Kommun	<u>Hall K2</u>
13.00-14.00	Lunch in Restaurant Estrad	

SOCIAL PROGRAMME

MONDAY 18 JUNE AT 19.00 RECEPTION AT CITY HALL BÖRSEN

All delegates are invited to attend the Welcome Reception hosted by the City of Göteborg and the Region of Västra Götaland. A light meal will be served.

Free of charge but must be indicated at the time of registration to obtain a ticket.



TUESDAY 19 JUNE AT 18.30 RESTAURANG TRÄDGÅRN

All delegates are invited to join us for an evening of entertainment and a traditional Swedish Midsummer buffet.

Price per person SEK 375.



REGISTRATION AND CANCELLATION POLICY

Registration should be carried out via the Conference website (www.livskompetens.com).

REGISTRATION POLICIES

- A registration will not be processed until full payment is received.
- Payment for registration fees must be made in SEK, either by credit card (VISA, Master Card and American Express) or by Remittance to IBAN (International Bank Account No.) SE25 5000 0000 0511 7102 4215/or Bank account 5117 10 242 15, BIC/SWIFT: ESSESESS, Bank: SEB, SE-106 40 Stockholm.
- Bankgiro (only Swedish participants) 5887-2797
- Plusgiro (only Nordic participants) 7738-8

Please clearly mark your name and Ref. Competence 2007. All expenses in connection with transferring fees must be paid by the delegate

- A confirmation notice of your registration will be sent to you within 10 business days of receipt of your completed registration and full payment.
- All receipts will be enclosed with the delegate package at the Conference.

REGISTRATION FEES

All fees are in Swedish Krona (SEK)

Swedish tax legislation requires participants to pay their registration fee either including or excluding Swedish VAT (Value added tax).

- **Delegates from a company/organisation within the European Union** must state company/organizations/hospital VAT registration Number to be able to pay the Congress fee excluding VAT. If no VAT registration Number is given the fee will include VAT.
- **Delegates from a company/organisation outside the European Union** pay the Congress fee excluding VAT.
- **Swedish delegates** must always pay the Congress fee including VAT. The VAT can be deducted by the company.
- **Hotels, social events** always include VAT.

Including VAT	After 31 March 2007
Members Equal projects	1725 (approx. €187)
Other delegates	4600 (approx. €500)

Excluding VAT	After 31 March 2007
Members Equal projects	1380 (approx. € 150)
Other delegates	3680 (approx. €400)

THE REGISTRATION FEE INCLUDE:

- Attendance at all seminars and workshops
- Attendance at the Welcome Reception
- Printed material of the Conference
- Luncheons and coffee/tea during breaks
- Reduced fee for banquet

CANCELLATION POLICY

Cancellation of registration must be made in writing and sent to e-mail competence2007@congrex.com or fax to +46 31 708 60 25

Refund of registration fees will be as follows:

- If you can not attend, your registration is transferable to another member of your organisation. Cancellation will be accepted until 5 April 2007, and the total amount will be refunded less a cancellation fee of SEK 300 (approx €35).
- No refund on cancellations received after 5 April 2007.

GENERAL INFORMATION

AIRPORT BUS/LOCAL TRANSPORTATION

The airport bus from Gothenburg Landvetter airport leaves every 15 min. and takes approximately 20 min. to the city centre. The bus stops outside the Göteborg Convention Centre (stop Korsvägen). The fee is SEK 70/€8 one way or SEK 130/€14 for return ticket.

From Gothenburg City Airport the bus takes approx 30 min to stop Nils Ericsonsplatsen (Central station). The fee is SEK 50/€5 one way. Please visit www.flygbussarna.com for timetables.

Tram No. 2 (location A) will take you from the Central station to Göteborg Convention Centre (stop Korsvägen).

The Convention Centre is located in the city center with walking distance to hotels and shopping area.

AIRPORT TAXI

Costs approximately SEK 350/€38. We recommend Taxi Göteborg, VIP Taxi or Taxi Kurir. Ask for fixed price.

BADGES

Each participant will receive a name badge upon registration. For security reasons all participants are requested to wear their badge during all the Conference activities and social events.

BANKS

Banks are open between 09.30 and 15.00 on weekdays. Some banks in central Göteborg are open between 09.00 and 17.00.

CLIMATE

The weather in Göteborg at this time of the year is usually nice and sunny but showers can occur. For weather forecast please visit www.goteborg.com

CURRENCY

The official currency is Swedish Krona (SEK).

USD 1 = SEK 6,99 (June 2007)

EUR 1 = SEK 9,34 (June 2007)

DISCLAIMER

The Organising Committee and Congrex Sweden AB accept no liability for injuries/losses of whatever nature incurred by participants and/or accompanying persons, nor loss of, or damage to, their luggage and/or personal belongings.

LANGUAGE

The official Conference language is English. Translation will however be provided into French, German and Spanish at most seminars. If the number of delegates from any of these countries are low the translation of that language will be cancelled.

GÖTEBORG TOURIST INFORMATION

Please visit www.goteborg.com

MEALS

Coffee and lunches are included in the registration fee and will be served daily. Your name badge is your ticket.

ON SITE REGISTRATION IN GÖTEBORG

On site registration will start on 18 June, 2007 from 09.00 and will be open 19-20 June during Conference hours. The registration desk and Conference secretariat are located at foyer of the Congress Hall, Göteborg Convention Centre, Mässans gata 8, Entrance 8.

PROGRAMME CHANGES

The organisers cannot assume liability for any changes in the programme due to external or unforeseen circumstances.



MAP OF GÖTEBURG



- 1. Göteborg Convention Center
- 2. Hotel Gothia Towers
- 3. Quality Hotel Panorama
- 4. Hotel Liseberg Heden
- 5. Hotel Lorensberg
- 6. Hotel Spar Gårda
- 7. SGS Apartments (Hostel)
- 8. City Hall Börsen
- 9. Restaurant Trädgårn

Thorns, Matthias

BDA Bundesvereinigung der Deutschen Arbeitgeberverbände, Berlin Germany

Against the background of an ageing and declining work force, Europe's member states depend on the know-how and the skills of the older work force. A stronger labour participation of older workers is also in the very interests of the companies themselves. It is the only way to safeguard and render sustainable economic growth and the competitiveness of European business.

However, looking at the actual figures, we have to realize that until now Europe has not performed very well in integrating or re-integrating older workers into the labour market. In order to re-establish a culture of working after the age of 55 and to increase considerably a stronger labour participation of older worker, a political framework is needed, which gives workers incentives for staying longer in the labour force and which at the same time makes it easier for companies to employ especially older people. This means:

- The general framework for more employment has to be improved.
- Disincentives for workers to remain in the labour force have to be remediated.
- Public pension systems must be aligned towards an extension of the working life.
- Special privileges for older workers have to be acknowledged as obstacle for the employment of older workers.
- Lifelong learning has to be strengthened.

European business itself seriously tackles the demographic challenge. Companies extensively contribute to increasing quality in human resources. As long ago as 1999 European employers were spending 100 billion Euro on vocational training for their employees. In parallel, individual responsibility and the worker's own commitment to training and qualification – reflecting the potential benefit to the individual – must now also be boosted. Moreover, companies developed a broad variety of programmes to support their employees staying longer in the work force. The BMW Group for instance runs the programme "Today for tomorrow", including health management, qualification and flexible working time models for their employees.

Finally, the question concerning the employment of older worker has to be seen in the wider context of economic growth. Economic growth still remains an important engine for more and better jobs – for younger as well as for older workers. However, in the current circumstances, Europe still does not make full use of its potential. EU Member States therefore must step up the tempo of the necessary structural reforms. In the words of Commission President José Manuel Barroso: "The improved economic outlook is a unique window of opportunity to speed up, not an excuse to sit back and relax. There is no room for complacency".

Gauthy, Roland

ETUI-REHS, Brussels, Belgium

Conclusions: Adopting an integrated and multidisciplinary approach to managing demographic challenges is essential. To successfully implement such an approach, the main players must commit themselves to these objectives: governments, companies, preventionists, citizens, workers and the social partners must all work together to implement communication, information, training, regulatory and legislative measures that will help us to find the most appropriate solutions.

Background: Our reflection is based on the following issues

- the individual choice based on will, residual ability, economical aspects and incitement to retire
- the European so called "Lisbon's Strategy" (creating and improving employment must remain the key concern)
- the intergenerational gap
- the physiological effects of aging and the absolute necessity to compensate them when conditions such as arthritis, diabetes or cardiovascular disorders are cumulated with physiological aging
- the deleterious effects of work throughout one's life (due to consolidated exposures): younger workers exposed to overload do not perceive immediately the damages; at the contrary, their elders less exposed to overload or overexertion present symptoms that were acquired through cumulative exposures during their whole working life
- at the contrary, the perspective to construct one's health at work (seen as an instrument allowing to shape life in a positive way)
- the ergonomics perspective and the inclusive workplace approach

Instruments for actions are related to:

- labour market policies such as combined retirement and employment, innovative human resource policies, reconciliation work and family life
- social protection policies that do not penalize human intensive companies and that enable people to work instead of being assisted
- migration supported by better development of competences and a clear common European framework
- the situation of women, which a major challenge for demographics, but with a huge pressure put on women
- an intergenerational contract via active aging strategies, high quality education allowing people to adapt to changes
- the situation faced by young people
- the situation faced by older people

Kaufmann, Ralf; Rose-van Dijk, Marieke²; Sabisch-Schellhas, Susanne³; Meier-Ahrens, Thomas⁴

¹DP SEPARTH, clo Borsch & Partner GEB mbH, Neumünster, Germany; ²Schiff-gmbh, DP STAGE, Kiel, Germany; ³KWB, DP Potenzial 45plus, Hamburg, Germany; ⁴Wirtschaftsakademie S-H GmbH, DP SEPARTH, Kiel, Germany

Conclusions: only the combination of developing new markets and changing human resource development leads to an added value for all participants, enterprises, entrepreneurs, employees and customers.

Results: participants of the workshop will learn different aspects and approaches to the topic

1) Development of SME and markets

- sensitising SME for the demands of future markets - build up new services and possibilities for employment in SME in the sectors of tourism, gastronomy and elderly care
- implement and support new organisational networks and types of enterprises as associations or cooperatives

2) Management of human resources

- sensitising SME for the importance of competencies of older employees

- implementing age structure analysis in companies

- adapting personnel management to the needs of an aging workforce

- supporting recruitment by matching jobseekers and vacancies

- developing competencies of older employees or unemployed people that meet the needs of companies

- forming study circles as an adequate way of learning for elder people

- empowering participants

Background:

- New markets offer new chances for SME and their older employees

• older customers have other demands regarding products, services and customer relations

• market development works only through co-operation: members of networks are able to concentrate on their individual strengths and

• networks represent growth of knowledge for members

- necessity of increasing the readiness to invest and add/safeguard jobs for elder people

• a new group relevant to the market emerged: 50+, both as consumer and as value working-force

• the companies need experiences, not juvenileness

• lack of specialised staff is going to increase because of demographic changes

• Way of learning becomes different for older

- Strengthening of a coherent society becomes more and more important – organisation of participation of elder people in society and working life becomes necessary

• Respect to the majority of (elder) people demands new approaches in order not to loose them

Corrias, Alessandra

CSEA S.c.p.A, Torino, Italy

Background: The project Equal Skill3, promoted by the Province of Vercelli and CSEA, involving local authority, two training centres, employers' representatives and trade unions, is focused on a territory which is going through different processes of enterprises' reconfiguration and is based on the consideration that the risk of workers' exclusion from the enterprises is increasing, especially for over 50. Moreover the phenomenon of the ageing population shows that a certain number of working people risks to face situations as pre-retirement or rejection inside the enterprise.

Results: The first result achieved is the training of 15 Case Managers, experts in reconfiguration processes towards both enterprises and workers, belonging to the organizations partners of the DP. They support workers and enterprises facing change management with a preventive approach analyzing the needs expressed and setting of individual or company development plans.

The second result is the creation of two centres, called Skill3 Centres and located inside Public Employment Centres, which represent the project's referring points on the territory for workers and companies which are interested in having information and taking part to the activities promoted.

The third result is a survey through the territory aimed to:

- analyze the main strategies each enterprise adopts facing personnel management

- understand both the knowledge and interest towards the issues of Work and Life Balance and CSR

- identify good practices carried out which are not given evidence

Conclusions: The Skill3 Centres recently opened and the Case Managers are dealing with the first contacts with enterprises. The Skill3 Centres' activities should be coordinated to replacement and enterprise supporting actions planned in the frame of the Regional Founding Programme. Furthermore a workshop focused on how enterprises face change management has been organized with 10 enterprises and with the participation of local authorities (Province and Region). A deep interest has been shown by transnational partners and Italian local authorities to the cooperation between private and public sectors to find solutions in a preventive approach.

*Skoglund, Caj; Skoglund, Barbro
Age Management i Sverige AB, Boden, Sweden*

Conclusions: Age Management training programme for supervisors should be an offensive tool for companies with an aging work force. However, it is essential that such programmes are evidence based, focusing on the relationship between leadership and its importance for the development of the employees work ability.

Results: The Age Management programme for Vattenfall Service Nord (VSN) resulted in a change in attitudes towards the older workers in the company. Not only the supervisors but also the employees themselves reacted positively. The programme has clearly demonstrated that it is possible to achieve understanding for the necessity of a longer work life as well as developing tools that supports this goal in the daily operations of the company.

Background: VSN main business activities are maintenance and reinvestment services in hydro power plants and the regional and local electricity networks in the northern part of Sweden. The number of employees is approximately 600 at 60 sites, covering a large geographical area. Many of the assignments demand physical strength in combination with technical skills. During winter the company's linemen are often confronted with a harsh climate i.e. cold weather and heavy snowfalls. As many other companies VSN is facing the challenge of an aging work force. Due to the demographic development two strategic questions had to be tackled. How to break the tradition and expectations of early retirement; "the golden handshake"? How should work be organised to promote or at least maintain the work ability of the growing number of older employees in order to maintain profitability? At an early stage the company identified managers and supervisors as key-holders for a successful process. A tailor-made Age Management programme (the BCS-method) was developed based on an interview study with supervisors as well as employees. The aim of the programme was to insure that front-line-managers had sufficient knowledge about the relationship between aging and its effects - positive as well as negative - on work ability. The training resulted in action plans that ensured that the concept of Age Management was applied in practice.

Corporate Citizenship in the UK health Service: Working for health and inclusion

PO-5

Haunch, Paul

Southport and Ormskirk Hospital NHS Trust, Learning Resource Centre, Ormskirk Hospital, Ormskirk, United Kingdom

Conclusions: People who are perceived as being from socially excluded groups benefit directly from pro-active measures to bring them into quality work environments that are linked to career progression. The benefits to participating individuals are seen in increased self-confidence, improved work and career prospects, the creation of a 'what's possible' vision and a feeling of inclusion in a wider spectrum of mainstream society. There is also a significant increase in their personal health and well-being. Organisations, their employees and their trade unions participating in Corporate Citizenship (CS) initiatives develop a greater understanding of the factors contributing to social exclusion and develop an ethos that underpins a more open and supportive approach to supporting excluded groups

Results: Participants gained valuable employability skills, experience of working in a major healthcare organisation and an opportunity to develop a personal strategy for improvement in their life style and ambitions. The healthcare organisation became highly committed to greater workforce diversity, increased its profile as a good or excellent employer and made a significant contribution to the debate about the ability of large, public sector employers to influence the reduction of social exclusion through 'best practice' models. The early results indicate that the model is fully transferable to other sectors, both private and public.

Background: The hospital Trust pioneered a radical programme to link pre-employment training with a 'guaranteed' job for the long-term unemployed. It then extended its vision to work with some of the most socially excluded groups in UK society, including, immigrants, lone parents, the mentally ill, homeless people and ex-offenders. The current pre-pilot activity with immigrants, including refugees involves work placements and is a pre-cursor to the main development phase that will include short-term accommodation for participants and their dependents expected in 2008. The project is a partnership between The Hospital Trust, a major further education college and UNISON the large public sector trade union.

3E-Quality

PO-6

Mossa, Adriana¹; Boogerd, Johanna²; Kostelansky, Jozef³

¹Trasversale Consulting, Sassari, Italy; ²Gemeente Terneuzen, Terneuzen, Netherlands; ³Partner Progress, s.r.o, Považská Bystrica, Slovakia

Conclusions: The results of course give a good view on the conclusions to be presented in Gothenburg: there we will have our final concluding meeting of 3E-Quality presenting 3E-Quality.

Results: 3E-Quality created an interactive website besides a vademecum based on research in the three regions. The Transnational Partnership created effective communication, within and outside EQUAL, in order to exchange ideas, concepts, results and good practice and established links and convergence between the results identified and the main European policy priorities. The project brought together, discussed and evaluated the most promising practices and outcomes of the work in Italy, Slovakia and the Netherlands, and prepared their dissemination and integration into policies and practice, in order to draw concrete and transferable results and to develop new policies and practices. Structured around a thematic focus, and with common objectives, this provides the crucial link across the Community - to ensure the validation, exploitation and long-lasting dissemination.

Background: Although the causes and experiences are different the Sardinian province of Sassari, the Tren, in Region in Slovakia and the Dutch province of Zeeland know many common problems: a peak in seasonwork and a growing shortage of workers because of a lack of young people and too many retiring workers. Therefore, new skills and new ways of working in the knowledge-based society are needed, it is necessary to be aware of the opportunities it provides. Besides opportunities it is fundamental to ensure that no groups or individuals get left behind in this working changing world. Common interest of the Transnational DP is to promote lifelong learning and inclusive work practices which encourage the recruitment and retention of those suffering discrimination and inequality in the labour market because of age, sex, background or whatever other aspect. Therefore, focus of attention is Age Management, which is concerned with supporting employability and keeping the workforce skilled, motivated and able-bodied. It is an answer to the inevitable demographic changes experienced across entire Europe.

Ohlsson, Björn

Göteborg University, Etnologiska institutionen, Göteborg, Sweden

Conclusions: The companys (VCT) project to create special work-stations (WSR) for workers in need of rehabilitation due to work-related injuries or long-term sickness, is an attempt to make rehabilitation work more efficient. An effect could be increasing possibilities to remain longer in employment, especially for senior workers. During 2006 the project wasn't successful for three main reasons: 1. Resistance from the production managers. 2. Negative attitudes from the local trade union. 3. Lack of sufficient support from the central management. The resistance depends on the rules of the WSR model, which demand that an ordinary worker must leave the team when a WSR is crewed, to avoid redundancy. This is in conflict with the existing, decentralized, organisational structure. Managers think it will be more difficult to reach their productions goals and that this will create dissatisfaction. The trade union representatives are against replacing members, due to the risk of conflicts and poor rehabilitation effects. Possible solutions: 1. The workers at the WSRs could be an extra resource. 2. The central management could better follow up the decision at every level and make strong efforts to explain it. The first is to prefer, if the company can take the extra cost. It creates better odds for successful rehabilitations and is likely to rise job satisfaction.

Results: The goal was to create and crew 30 WSRs at the end of 2006. Only one was achieved.

Background: During the last years it has become more difficult to find suitable workplaces for workers in need of rehabilitation and for senior workers. It depends on the development of the production, where working stations beside the assembly line have disappeared due to rationalization and outsourcing. The WSRs are temporary placements at work-stations within ordinary divisions and the work is at full performance. This study is made by participating at the meetings of the working group and through interviews. It will be included in my Ph. D dissertation in ethnology, presented in 2008, where I study elderly workers' attitudes and experiences of their working life, and their view of the coming retirement.

AUTHOR INDEX

A

Alms, Kerstin DS-13*
 Anastasiadis, Maria WO-18*
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* Presenting Author

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V

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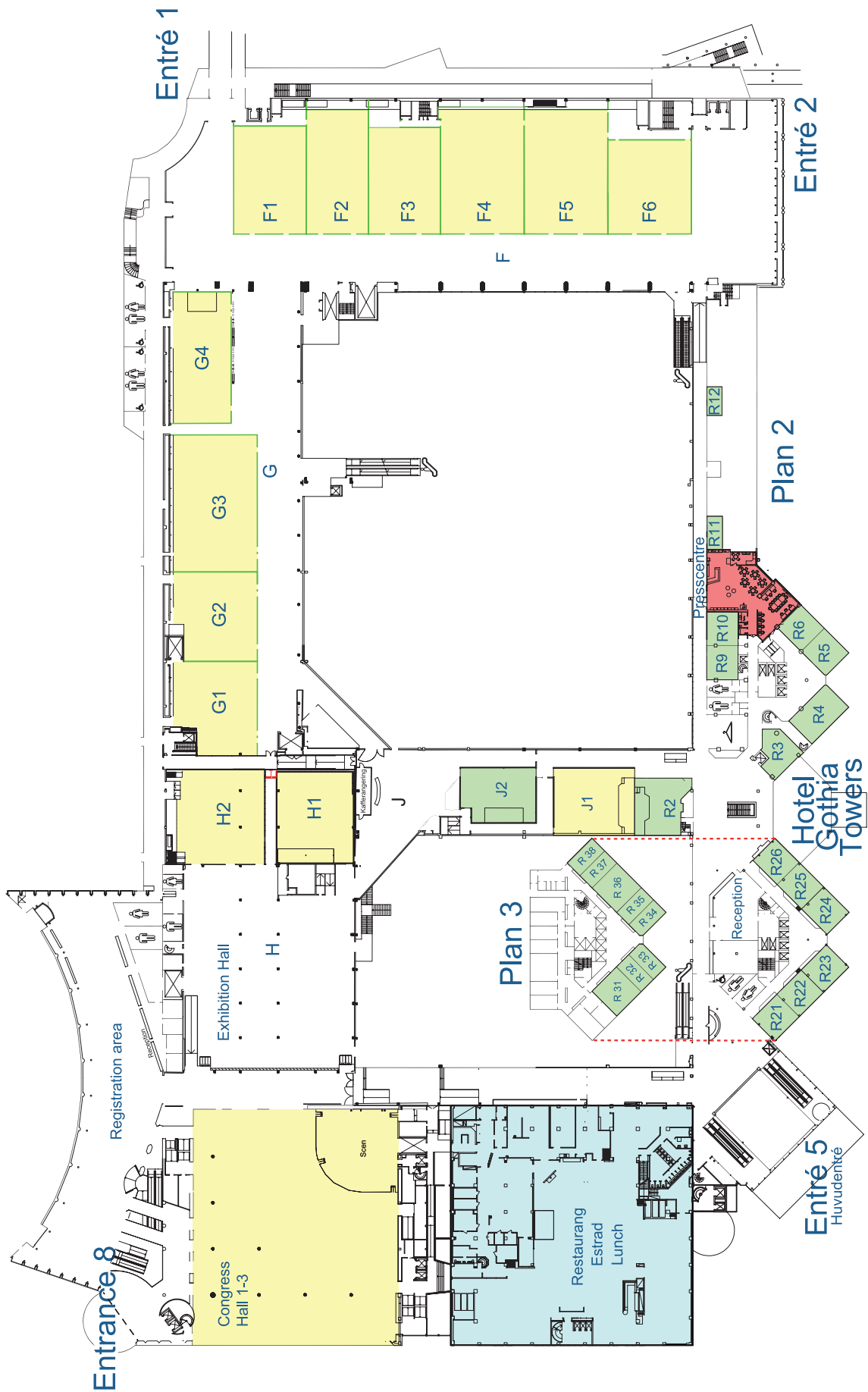
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Wagner, Barbara Anna	DS-26*
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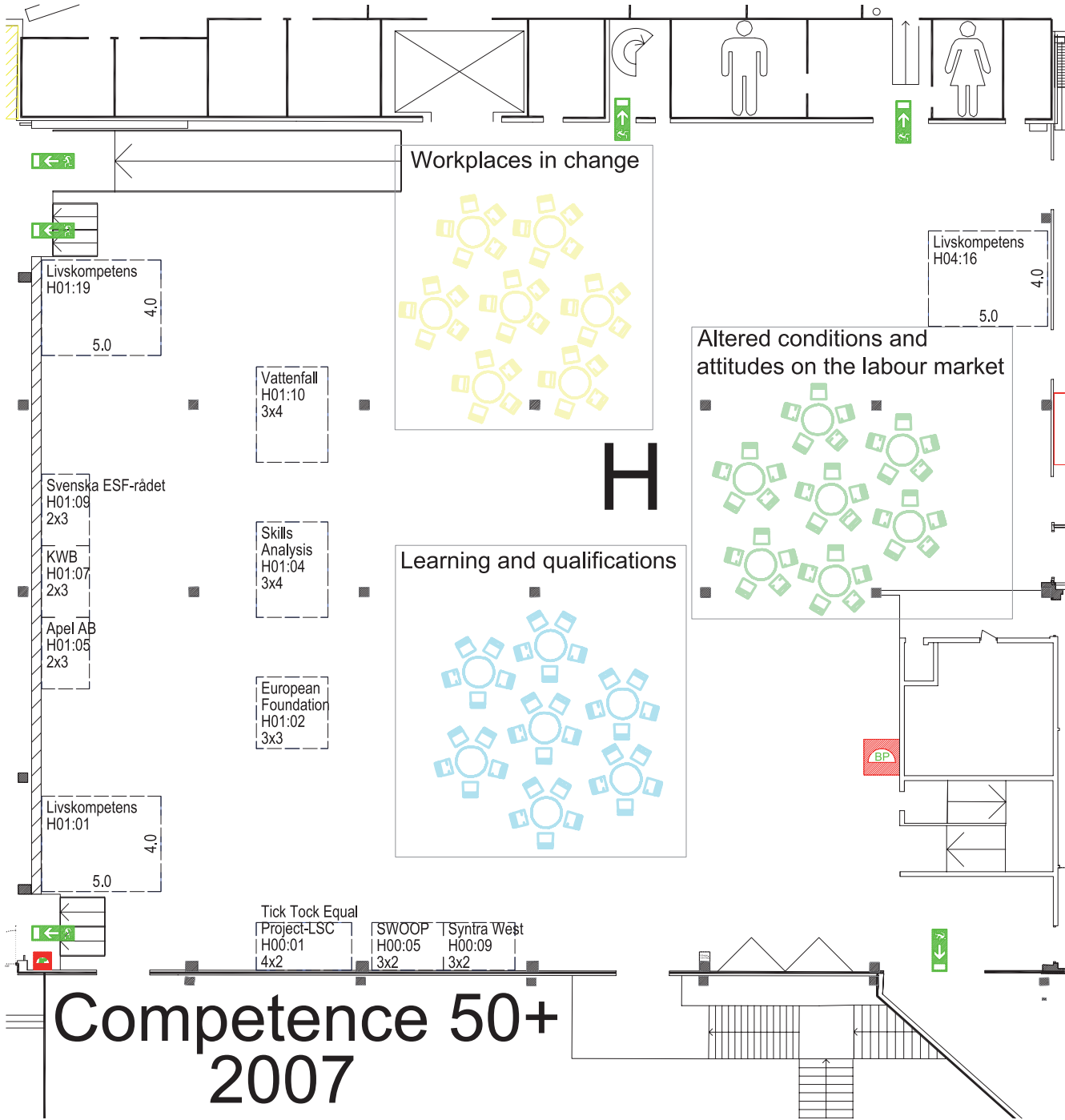
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VENUE OVERVIEW



EXHIBITION



LIFE COMPETENCE

50+

LIFE COMPETENCE 50+

Life competence 50+ is an EQUAL project focusing on better conditions for older people to enter or re-enter working life. One of the goals of the project is to develop a method that fully describes the older person's Life Competence; including the person's life situation, work, spare time, family situation, physical and psychological conditions, knowledge, abilities, skills, experiences, motivational factors and values. Another of its goals is to arrange this conference on age management, "Competence 50+ 2007". For more information about the project, click on the British flag on the website:

www.livskompetens.com

LIFE COMPETENCE 50+ DEVELOPMENT PARTNERSHIP



REGERINGSKANSLIET

Ministry of Industry, Employment
and Communications, Sweden



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Ministry of Education and Research