

AGE MANAGEMENT - NEW SKILLS IN THE PUBLISHING SECTOR

This DP is working within the printing and publishing sector, supporting employees and employers to adapt to new technologies. The sector is quite traditional and conservative in business terms, so a key aim is to create a core of firms and employees with new and updated skills to act as drivers for change. The training needs analysis undertaken in the early part of the project related to training and support mechanisms targeted specifically at women and older workers.

The printing and publishing sector is changing in the face of new requirements within the information society. Currently most of the industry's work is paper-based, but the sector is steadily moving into multi-media technology. As a result, firms and staff are having to adapt to these developments in order to remain competitive. This technological challenge will be greater for those employees with lower skills and from disadvantaged backgrounds.

The main aim to the DP is to develop ways in which employees and firms in the book industry can be supported to adapt to changes in new technologies. At the same time as developing tools for the industry to adapt to these changes, the DP is creating a small core of firms and employees with these skills that than work as driver to promote change from within the industry.

The DP is concerned with a number of activities within the sector. These include: supporting the creation of new companies and new business models; facilitating access to the digital economy and offering new opportunities for entrepreneurs and risk capital companies; and strengthening employment opportunities in the sector in general.

As regards supporting target groups, the project is underpinning the development of innovative training schemes specially designed for less favoured groups, using ICT. These help to support women to break barriers in relation to new technologies, and provide ways for them to acquire skills needed to remain employed or to integrate them in the labour market. In addition, training mechanisms for the less favoured groups such as the young and over 45s are also being established.

DP information

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Link to [DP website](#)

Link to [EQUAL database description](#)

All comments and information should be emailed to empl-equal-etg3@ec.europa.eu