

AGE MANAGEMENT - WIDENING SKILLS IN THE AUDIO VISUAL SECTOR

The DP is focused on new communication technologies, specifically tied in with the advent of digital broadcasting and the related changes in required knowledge and skills of people working in the audio visual sector. Another major factor behind the work of the DP is the ageing workforce issue. Supporting older workers to follow a defined career trajectory is key, through access to learning and training in new technologies, and supporting transfer of knowledge between older and younger employees.

The DP is concerned with the support and training of target groups of employees in the audio visual sector. The target groups constitute those aged 50+, women, and employees with low skills levels. The organisations involved in the project are all based in the audio visual sector, and have all been modifying their HR procedures in order to support and motivate older employees to undertake learning throughout their career, and to encourage the transfer of knowledge between older and younger workers.



the DP activities.

Overall project purpose and objectives are based around the provision of access to learning and training for older workers in the sector, with the effect of raising their motivation levels and expectations of their professional development. Similarly, the supporting of women, and low-skilled workers to develop themselves and acquire wider skills outside their own discipline is fundamental to

Lifelong learning centres are being established in each of the 15 French regions, to allow people to study and train, and learn to use new technologies. These support people in a number of ways, promoting lifelong learning through creating bridges between different occupations, allowing people to develop wider competencies and skills. This development ties in with the organisational aims of building professional development trajectories for employees, and defining clear career development paths. The transfer of knowledge between employees of different age groups is also being facilitated through DP activity.

The overall desired impact is the realisation of the value of the skills and experience of older workers, and for appropriate changes in organisational procedures and HR policies to take place in order to recognise this and support transfer of skills. Also, the supporting and motivating of older workers in acquiring new technological skills within the audio visual sector is very important.

DP information

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Link to [EQUAL database description](#)

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