

## Digital Single Market

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# The future of work for an ageing population: how innovation and technologies will transform organizations

18/12/2012

The European population is quickly ageing. With the retiring baby boom generation the number of people aged from 65 to 80 will rise by nearly 40% between 2010 and 2030. Governments are looking at the challenges associated with maintaining the current social welfare. One of the actions is increasing retirement age. Ageing workers are becoming an important part of companies and organizations. These people bring expertise and knowledge bringing important advantages to those that know how to keep them engaged. This session will present the findings of the Goldenworkers project, co-funded by the European Commission under the 7th research framework programme, on how organizations are adapting to this new reality. The session will address how technology will support the contribution of ageing people in organizations and which innovative technology solutions should be developed. These technologies can transform organizations making them more flexible, enabling the transfer of knowledge between generations, supporting lifelong learning, simplifying the integration of paid work and informal care, increasing the entrepreneurial possibilities for older workers, and matching skills and stimulating older workers innovativeness. Comments on the Goldenworkers roadmap are still open until 20 November.

Read more

[Website of the Goldenworkers project](#) [1]

[More information](#) [2]

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### Links

[1] <http://www.goldenworkers.org/>

[2] [http://www.goldenworkers.org/images/publication/final\\_conference\\_barcelona\\_agenda.pdf](http://www.goldenworkers.org/images/publication/final_conference_barcelona_agenda.pdf)