

## **AGE MANAGEMENT - EMPLOYING MORE OLDER PEOPLE IN GERMANY**

The Offensive für Ältere DP is working to reduce barriers faced by older people in returning to employment. The DP is developing an integrated concept that works closely with employers and addresses a range of issues that contribute to older people being disadvantaged in the labour market. Activities are focused on employment in services, in particular health, social, leisure and tourism sectors. The DP is providing new suggestions for reintegrating older people into the labour market and creating a dialogue around the topic of age and unemployment.

Research has shown that for older people the risk of becoming unemployed is relatively low, however once an older person has become unemployed the risk of remaining so is disproportionately high. Whilst it can be difficult for people aged 45 to find employment, it is seen as almost impossible for people aged 55. Long-term unemployment perpetuates skills loss and can result in psychological and health problems for the individual affected.

Older people are often disadvantaged in the labour market due to their perceived lesser employability suggested by images of less flexibility, lower efficiency or productivity, a reduced ability to (re)train and poorer health. These perceptions can stigmatise older workers, as employers may use age as a proxy criteria for these factors in order to assess potential employees.

These are the issues being tackled by the DP. In order to achieve an improvement in placing older people into work, an integrated concept is needed that comprises more than the re- or upskilling of older people, and also works more closely with employers. Other factors which can increase the risk of longer-term unemployment among older people are gender and qualification/skills levels. Some degree of differentiation is therefore necessary when addressing this aspect as women and those with lower qualification are affected to a greater extent.

DP activities targeted at older workers include the development of a qualification concept incorporating tailored qualifications, delivery of motivational programmes, developing accessible assessment centres, a placement service including training on the job, and effective ongoing support during a job placement.

Employers are also able to access a range of support including consultancy, advice, guidance and information, support materials, technical changes to the work place, work experience workshops, and other events.

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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](mailto:empl-equal-etg3@ec.europa.eu)