

Better Job for fifty plus



Education and Culture DG

Lifelong Learning Programme

LEONARDO DA VINCI



Provincia di Livorno



Provincia di Livorno Sviluppo s.r.l.

BETTER JOB FOR 50 PLUS Lifelong Learning Programme 2008 Partnerships



“Analysis Of The Project Activities And Practices”



Intel-act

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Introduction:

The context of the project and the partnership:

The European population is getting older; one of the key points to be tackled in order to avoid heavy economic and social repercussions such as a shortage of skilled labour and even a greater pressure being placed on social security system is to increase the rate of participation of the over-50yr old workers in the job market. An ageing population must remain economically active for as long as they can in terms of labour.

The impact of ageing on the European population will actually be extremely marked in the near future, due to increased life expectancy and the drop in fertility levels which has occurred over the last few decades.

This is the perspective of the project which, through policy transfer and policy learning processes, has aimed at improving the partner countries' participation in connection with the exchange of good practices that have been implemented for the education of the over 50s.

Education, in fact is a key factor to ensure elderly workers can remain in the job market for longer.

The goal therefore is to share learning experiences for the target group regarding the following topics:

- Demographic changes
- Active Ageing
- Integration of 50+ migrants
- Flexicurity
- Gender Equality

Lifelong learning is indeed, a decisive factor for the expected length of people's professional careers. In the countries in which the rate of active elderly workers is highest their participation in educational activities is also the highest.

Specific case-studies have been learnt, reserving particular focus to women workers and to the 50+ migrants. These targets are in a condition of particular disadvantage in the participant countries territories.

The project policy and management responsibilities were shared by all partners in a clear and shared way, stressing the implementing and operating duties and responsibilities connected to the exercise of the respective role.

In particular:

PROVINCIA DI LIVORNO (IT):

A leader in many EU programs who has gained substantial experience in the management of large partnerships and exchanges. Provincia di Livorno Sviluppo, an in-house company of the Province of Livorno has wide experience in the development of EU projects and is in charge of the management of several programs involving the Province of Livorno.

Provincia di Livorno is the coordinator of the project, and with the help of its partner Provincia di Livorno Sviluppo, it has coordinated the working group and supervised the planning of the activities.

Provincia di Livorno Sviluppo srl took care of the management coordination, the monitoring and self-evaluation of the project activities. It also performed the role of relationships facilitator within the partnership and the network.

In addition, it was responsible for:

- Opening workshop in Italy focus on “Demographic Changes” (19-20th January 2009); the first meeting offered the opportunity to develop the guidelines for the group, outline terms and concepts and discuss the problems that could arise in connection with transnational cooperation.

Later on, the partners kept regularly in touch by email.

- Presentation of local reports on case-studies;
- Rating of benefits of regional activities for the parties concerned;
- Final publication in English.

RTA (HU):

RTA has a lot of experience in the field of adult training and labour market services as a strategic partner for the Regional Training Centre in Békéscsaba since 2002. RTA contributed to the collecting of experience, analysis of study visits.

It was responsible for:

- Workshop in Békéscsaba focus on “Active Ageing” (12-13th March 2009);
- Presentation of a local report on case-studies;
- Rating of benefits of regional activities for the parties concerned;

VIDENSCENTER FOR INTEGRATION (DK):

VIFIN has completed several international projects related to integration, diversity management, identifying pattern breakers, flexicurity, ageing etc. VIFIN has experience in event management and are able to organise exchanges of experiences and study visits. VIFIN contributed to the project by identifying the initiatives taken in Denmark on different levels to make ageing people stay on the Labour Market.

It was responsible for:

- Workshop in Vejle focus on: “Integration of 50+ migrants”(24-25th September 2009);
- Presentation of a local report on case-studies;
- Rating of benefits of regional activities for the parties concerned;

OAKE EUROPE (UK):

Oake Europe has wide experience in the area of vocational and corporate education. Oake contributed to the collecting of experiences, analysis of study visits.

It was responsible for:

- Workshop in Manchester focus on “Flexicurity” (25-26th March 2010);
- Presentation of a local report on case-studies;
- Rating of benefits of regional activities for the parties concerned;

INTEL-ACT (Malta)

Intel-act is especially involved in hospitality, human resources and marketing. Intel-act consultants have a vast wealth of experience to share within this study having gained local confidence from public and private organizations alike offering the vital elements towards this project.

It was responsible for:

- Workshop in Malta focus on “Gender Equality” (17-18th June 2010);
- Presentation of a local report on case-studies;
- Rating of benefits of regional activities for the parties concerned;

1. The Background in each partner country

1.1 Italian Background (the Province of Livorno)

The distribution by age of the resident population in the province of Livorno in 2008 shows that the area is demographically older than both regional and (even more) the Italian one¹

The age structure of Livorno population, compared to that of the Tuscany Region and Italy, shows a substantial minority of the age groups up to 34 years, a substantial equality of central classes to 54 years, and a high proportion of even a larger amount of over 54yr old.

The regional 15-24 population is 8.2% (nationally 10.2%) and over 55 years is 37.7% (nationally 32.2%). Breaking down the average annual growth by age group is observed as the structure of the population follows the national trend of Livorno, but more dramatically. The younger age groups, up to 34 years, strongly decrease and in a greater degree than national and regional average. Class 25-34 drops of 2.3% per year. The central classes - those of people with 35-45 years - grow more than the national and regional average.

From a supply perspective of the labour market, these developments suggest a prospect of shortage compared to the expenditure for retirement. The new generation are growing at a rate much lower than the outgoing, and they are insufficient to maintain generational balance in equal proportions.

Istat (the Italian National Institute of statistics) forecasts for Livorno in 2051 predict

- a) the natural balance to worsen, people from the actual -1300 to -2000 people in twenty years, this is due to a reduction in births and to an increase in deaths, because of the elderly population and the average number of children per woman of childbearing age increased from 1.3 to 1.4 but remains low.
- b) a net migration to halve within 10 years. In this context, the participation of people from Livorno to the labour market is not only less than Tuscany, but also that of the national average. Looking at the composition of the labour force we can observe that the province of Livorno has in all core classes (25-54 years) employment rates lower than regional and higher than national ones. The two extreme classes have different trends: while for the older class (55 and over) is highlighted as a lesser than regional or national, for the youngest is the exact opposite.

When considering the balance of workers, more important differences emerge: while women in Livorno present employment levels higher than national average in almost all age groups (except for -1.1 in the class 45-54), males actually exceed the national levels only in the youngest and in the central classes, showing on the contrary an employment rate well below the regional and national levels for those over fifty five year olds.

Turning to comparatives and analysing the educational factors the employment rate has further peculiarities; in the Province of Livorno the employment rate of the province is lower than regional employment rates for all degree levels, while in comparison with the national data, there is an advantage for people with high school diploma and for people with junior high school qualification.

Among the population there are fewer graduates than in Tuscany and Italy, and nevertheless the graduates seem to have more employment problems than their counterparts from regional and national

¹ Source: "Annual Report on the labour market of the Province of Livorno. Year 2010"

territories. The limited presence of graduates is also highly restricted to the male component which also has levels of participation in the labour market less than the Italian ones.

With regards to the “inactive” (non-labour force), in 2008 they represent 51.8% of the population, against 48.2% of Tuscany and 50.7% nationally.

The low level of participation in the labour market is especially a characteristic for the male component of the population: throughout the observation period the male “non-labour force” was more than 20% of the resident population, while at regional and national level their consistency stands between 18.6% and 19.1% of the total residents.

With regard to women, on the contrary, the data on the population outside the labour force is generally in line with the national average, although it is much bigger than the same data in Tuscany.

1.2. Hungarian background

Between 1901 and 1949, the number of Hungarians aged 60 years and over increased almost two-fold, from 514 thousand to 1,073 thousand. Over the next 52 years, it has doubled again reaching 2079 thousand in 2001. This was much faster than the rise of the number of those in working ages or the growth of the total population. The number of young people under 20 even decreased, mostly and sharply after the 1960ies.

Population ageing means not the rising number of older people, but growing proportions of them, and, obviously, shrinking proportions of younger age groups. In Hungary proportion of those under 20 fell from 44,9 percent to 23,1 percent during the last century. Excess of young over the elderly has gradually disappeared. Share of people aged 60 and over increased from 7,5 percent to 20,4 percent.

Latest projections indicate that the population aged 60+ is expected to grow by about one million up to the middle of the century, to reach 2,941 thousand by 2050. This is expected to make up 33,6 percent of the total population projected. Large generations borne in the 1950ies and 1970ies will accelerate the process when enter the group of elderly people.

At present there are about as many elderly as children in Hungary, in terms of age groups 60+ and 0-19. By 2050, there are projected to be at least 80 percent more elderly than children. New phenomenon of shrinking labour force poses new challenges for the society. The share of those in working ages is expected to decrease below 50 percent, while their number will fall to a level back before World War I, only 4 million.

In Hungary challenges of population ageing are strongly connected with the challenges of the population decline. Population size has already decreased by 600 thousand since 1981. The decline is expected to continue, by 2050, there will be 8767 thousand inhabitants in Hungary, by almost 1.5 million less than now.

Population decline and ageing are in strong relationship in Hungary. One can say that the smaller the population size will be, the more developed stage the ageing process will reach. It means that population decline is not a solution of undesirable effects of ageing.

Population ageing has a very strong impact in many domains since it changes the dependency ratio. It is a fundamental economic issue that ageing alters the burden of transfers from those in work to the dependent population. In Hungary, old age dependency ratio almost doubled in the 20th century and it will happen also during the next 50 years. Nevertheless, the next period show an essential difference from the past regarding the total dependency. After a long period of low level caused mainly by below replacement fertility, Hungary will face to a sharply increasing total dependency ratio.

These estimations draw on the baseline variant of the 2001-based population projections for Hungary, which cover the period to 2050. This variant assumes that during the projection period, the life expectancy at birth for males will increase from 68,2 years to 76,5 years and for females from 76,6 years to 82.6 years. Concerning international movement, there will be a net migration gain of 12,000 persons per year.

Fertility also is assumed to increase to the medium level of 1.6 children per women.

Time series of population figures in the past and projected underline that ageing even takes place within the group of older persons. The fastest growing age group in Hungary are the oldest old, those aged 85 years and older. Compared to 1901 its size is 14-fold now and it will be 34-fold by 2050 according to the projection.

It is also clear that the working-age population is getting older. Even among young people under 20, the average age is now older than it was in the past.

Population ageing is determined by the long-term joint effect of its determinants, fertility, mortality and migration. In Hungary, mostly general trend of demographic transition influenced the ageing process to the middle of the last century. In the time of communist regime between 1950 and 1990 the mortality crises slowed down the ageing process, while below replacement fertility combined with massive emigration flows influenced the process to accelerate. As a consequence, Hungary's population is rated to be very old in worldwide context at the present.²

1.3 Danish background

Denmark, as well as countries in Europe, faces demographic challenges, posing a threat to the Danish welfare state and economy³. It becomes imperative therefore to retain seniors at the labour market for as long as possible. This requires among others, that supplementary training and organizing of work be designed to meet the seniors' needs.

There are several barriers to this concept and seniors' motives for wanting to leave or remain at the labour market are diverse and complex. Factors such as health, educational attainment, private economy, physical/psychological working environment and socio-cultural conditions among others, affect early withdrawal from the labour market. Research however, shows that one of the greatest challenges in keeping senior citizens employed is overcoming age discrimination. Denmark has implemented an anti discrimination law in 2005. In spite of this, research shows that many companies prefer to hire younger workers. Consequently dismissed seniors can experience difficulties finding a new job, attaining supplementary training etc. Such seniors might then seeing no alternative, choose to go on early retirement. In 2003, approximately one out of four of the seniors in voluntary retirement, retired because of unemployment⁴.

The main challenge to retaining seniors is that employers do not make an effort to hold on to this group. Research shows that if employers express their intention to maintain their elderly employees, people are willing to stay⁵. There is also a need to inform senior employees about their rights and opportunities, since many are not aware of the different initiatives that could be implemented.

Seniors constitute a differentiated group with different needs and wants, and with various motives for leaving or remaining in the work force. Strategies on maintaining seniors have to reflect individual requests. Among the most important and most frequently used instruments of postponing retirement in Denmark are: Supplementary training, senior interviews and reorganisation of work time and work assignments. Creating more flexible working conditions and establishing special senior jobs or flexible job arrangements, are central to good senior practices⁶. Examples of this are included below.

² Source: Demographics of population ageing in Hungary by László Hablicsek

³ The Danish Welfare Commission 2004:20-21: Analyserapport – fremtidens velfærd kommer ikke af sig selv.

⁴ Poulsen et al. 2006: *AMI rapport – arbejdsbetingelser og fastholdelse af seniorer. Status over en eksisterende viden*. Kbh.: Arbejds miljøinstituttet.

Jensen & Breidahl 2008: How to ensure that seniors stay in the labour market' in Federighi, Paolo & Torlone; Francesca (red.) *Seniors at work. Measures to prolong the working life in European cooperation between local stakeholders*. Italy: Province of Livorno.

⁵ Johansen 2010: 'Efterlønnere vil gerne arbejde', *DR Online*, 30. marts.

⁶ Larsen 2006: *Fastholdelse og rekruttering af ældre. Arbejdspladsens indsats*. København: Socialforskningsinstituttet. .Jensen & Breidahl 2008 (see above).

1.4 UK background

According to statistics by 2012 there will be more people in the UK aged over 65 than under 16. The number of younger workers coming into the labour market is dropping. The following is from data registered in 2004: there were 8.8m people between 50 and State Pension Age; 19.7m people aged 50+ increasing to 24.4m by 2020 and 27.4m by 2040; 6.1m 50+ workers; and unemployed people 50+ are more likely to be long term unemployed. There is no official retirement age in the UK. The age of 65, introduced by the age regulations, is not mandatory. "Working life" is traditionally defined as 16-62 years for women and 16-64 years for men. In fact the start of working life is shifting upwards.

There are some generic barriers facing older workers, for example: lower levels of qualifications; greater chance of redundancy or early retirement; the greater chance of being long term unemployed if they lose their job; their perception that their experience and competences is low in value; and, at the same time, the low recognition by the employers of their life skills, knowledge and competence.

Therefore the strategic objectives in the recruitment and retention of the 50+ worker would be to influence employers in recruitment and retention of the 50+ worker, to provide evidence for employees of their individual competences, and to create an integrated partnership. OAKE have, in partnership with the other project partners, been researching good practice in the UK and partner countries to identify how these objectives can be implemented.

1.5 Malta background

The active participation of older individuals in the labour market and in society has been on the agenda of the European Commission and many member states in recent years.

Changing demographic trends and economic and structural changes have together led to an increase in the number of individuals leaving the labour market on a permanent basis. In the European Union the average employment rate of older workers stood at 43.5% while the rate for Malta stood at 30.0% (European Commission 2007a). Leaving the labour market early may have direct consequences on the life situation of individuals as well as levels of productivity and competitiveness of Malta and likewise other European state.

As stated in the Maltese National Action Plan for Employment 2004 and upheld in subsequent National Reform Programmes, it is the Maltese government's priority to increase the labour market participation of older workers as well as their participation in lifelong learning opportunities. This is in line with the European Union's strategy to promote active ageing towards achieving the target set for 2010 to increase by 5 years the average exit age from the labour market (estimated at 60.9 in 2005). In the past years Government has introduced a number of measures to promote active ageing. It has launched a series of employment schemes targeting older workers wishing to find employment. It has also embarked on a pension reform with the aim of encouraging more people to remain at work. One of the reforms included the gradual rise in pension age from 61 to 65 years. Government has also bound itself to reduce early retirement within the public sector and review eligibility criteria pertaining to invalidity benefit on a regular basis.

2. Pan European and European added value and dimensions to the BJ 50+ project.

All partner countries have different structural systems, cultural practices and ways of addressing social issues. Such is the case in this project but rather than being a barrier this has in fact been of immense importance because it has enabled partners to improve their comprehension of the different institutional structures on which each partner country operates and to seek to implement them locally. Different models of society, different implementation of flexicurity and different kinds of societal problems (e.g., unemployment, discrimination, handling of immigration etc) result in diverse priorities and measures to combat potential problems.

However, despite dissimilarities the members of the partnership all face many similar challenges' in particular the demographic challenges in relation to ageing populations. These functioned as a common frame of reference as well as demonstrating the shared need for retaining seniors in the work force and the linked requirement for the provision of supplementary training.

Perhaps the most advanced system for supporting and retaining the 50+ in work is demonstrated by the Danish model. However, even within the Danish partnership they have been keen to see new methodologies and systems of implementing programmes of support for the 50+. In particular the Danish and Hungarian partners were interested in the ETC programme in Malta and the Valuing Older People programme in the UK which provides age-friendly employment, reintegration of older people into the labour market and also seeks to improve self-respect of aged people.

The Italian Partner, through the Province of Livorno, has presented a web tool (http://www3.iese.edu/ifrei/ifrei_italia/h0.asp) under the project "Work-Family Balance Assessment" promoted by the Department for Equal Opportunities. The web tool is designed to help companies identify if they are "family friendly". The possible expansion of this tool for all partners is being investigated in the UK and Malta.

Therefore, the partners' various training programmes and learning technology have been of great inspiration and informed improvements or the development of new programmes. An important aspect of the work has been the increased understanding and adoption of the flexicurity model developed by the EU. While all partners will maintain their own local structural interpretations and delivery, as a framework it is clear that Flexicurity can be a good strategic framework for all 27 members of the EU to work towards common goals.

In particular the Hungarian partner has agreed with Denmark to submit a common Grundtvig Learning Partnership Project in 2011 in order to adapt their experience in the topic of flexicurity.

3. EXAMPLES

This section presents examples regarding possibilities and best practices concerning seniors and present cases related to each of the following topics: demographic change, active ageing, integration of 50+ migrants, flexicurity and gender equality, per partner.

Some good practices in Italy:

3.1.1 Demographic changes: TOLL FREE NUMBER ON-LINE ADVISORY SERVICE FOR OVER 50

The measure of the Toll free number on-line is experimented as learning of policies and related instruments of implementation (policy learning) and the transfer of good practices (policy transfer) from a European reality to a sub-regional reality that allowed also to implement an integration model between different projects in the same territorial reality.

The desk, planned and agreed within the Livorno Partnership during the project “Equal – The Knowledge based coast”, has been implemented also by the Provinces of Pisa, Lucca, Massa Carrara and Grosseto.

It consists in a “Virtual desk” accessible by phone or via e-mail address or via dedicated toll-free number. The target population of the service (over 50), accessed to it through:

Telephone

Inbox devoted

Toll-free number

The operator shall verify compliance with the requirements of the target population to whom the service.

Operator with vocational guidance skills to analyze the requests and address the users to the operators of the territorial services.

The operator once the existence of the requirements analyzes the request checks whether the scope of responsibility and directs the request to the service of territorial jurisdiction

The measure is implemented in the service of on-line dedicated to people over 50, allows users to search of advice in the areas of law, the labour market, security, education, health. The measure is an instrument through which the population of over 50yr olds access the advisory service and include the exclusion of a disadvantaged group in the labour market. It is also a tool that encourages the active participation of the population over 50 in the economic, social, cultural in its territory.

The objectives of the measure were:

- a) Testing the integration between different projects working in the territory
- b) Overcoming the obstacles / constraints of time-distance costs to facilitate the access of disadvantaged groups to advisory services in the territory
- c) Building and consolidating a consulting network to which access through a single desk

The specific expected results were:

- a) Increased social inclusion for people over 50
- b) Limitation of economic, social, cultural employment problems in the territory of Tuscany Coast
- c) Information and awareness within the Tuscany Coast on consultancy services that contribute to improvements in the workplace and in everyday life
- d) Integration between economic, social, cultural, health and job centers

3.1.2 Active Ageing: BUSINESS CREATION

The measure, activated by the project Senior at Work, on business creating contributes to the development of a local labour market actually open to all ages. The business start-up represents a tool of returning to work, in an intergenerational view, as it is related to older workers with a strong motivation to self-entrepreneurship and a strong desire to support young entrepreneurs to whom to transfer know-how, skills, knowledge and professionalism.

The main goal was to accompany five business ideas (including inter-generational enterprise projects submitted by users over 50) for the start-up enterprise, involving unemployed (men and women) over 50, resident or domiciled in the territory of the province Livorno. Priority has been extended to subjects without any social security benefits who want to start a business. The local partnership of the project has enabled the procedure of public tender for the selection of five business ideas submitted to the application by users of the unemployed over 50 years of age, excluded from the production cycle and that, in Active aging, intended to be re-inserted in the provincial labour market. In view of the need to enhance the skills that this type of users acquire and develop participation, in the organization and management of activities related to the social economy and third sector, the public tender provided preferential support undertaking projects in these areas. The purpose of this line of action are multiple:

- recognition of higher attractiveness for commitments of employment – re-insertion of unemployed 50+ to combat inactivity in the segments of the elder population and offer of an employment.

An Evaluation Committee, specially constituted, selected five business ideas (out of 7 application, with an exclusion for non-compliance with the deadline provided in the tender) that were supported by advisory and assistance services for business start up in different sectors (business involving music articles and provision of working clothes for shops, bed & breakfast, daycare centre). The management of the action - the selection of business projects, training of future entrepreneurs, technical, administrative and law assistance - has been made possible thanks to the involvement of a structure, with a majority public capital, operating in the territory, in this case PST-BIC Livorno Srl, specialized in offering SMEs existing or of future constitution an advisory service, which allows users to expose their ideas, finding support for identifying most important features and information on the process of establishment or development of an enterprise, information on opportunities for access to incentives. In particular, the preparation of business plan, is developed in close collaboration with the entrepreneurs so that they can acquire and implement, progressively, an appropriate methodology to approach issues concerning the planning and management of future business.

3.1.3 Integration of 50+ migrants: TRIO (Technology, Research, Innovation, Orientation /Guidance)

The Tuscany Region has created a web distance learning system that provides products and training services completely free, easily accessible and open to everyone: the TRIO system (Technology, Research, Innovation, Orientation /Guidance).

Until now the services that TRIO offers are:

- A catalogue of over 1200 products including training modules on line, CD ROM, e-books and paper guides, available under the different thematic areas;
- An online tutoring service;
- The availability of virtual classroom, tools for a collaborative learning;
- A help desk through a dedicated toll-free number;
- 19 centres of distance learning are spread across the Tuscany Region, which are designed to ensure access to the TRIO system for citizens, businesses and organizations, with the necessary technological infrastructures, also offering the assistance of a tutor in person.

In the Province of Livorno there are 5 TRIO centres, among which one of them has been constituted within the Provincial Administration.

This new structure is able to permit, by the proximity to the Job Centre of Livorno a service "just in time" for the users intercepted by it.

In this way one person can decide to reach a TRIO Centre by himself or thanks to the Job Centre of Livorno.

In particular, in this way the new classroom TRIO could become the benchmark for disadvantaged people on the labour market as the specific utilities will be provided as ad hoc programs focusing on information technology and knowledge of the Italian language.

The tutors help the users to choose the course more suitable for them, and then they have access to that course on-line through a username and a password.

So, the Measure is a tool for the adjustment of the migrants' skills based on the Italian language and information technology; a tool for a better quality of the professional and social life of those who decide to live and work in a different country than their own.

The Measure, with a free simple approach facilitates the access to knowledge regarding the country in which migrants decide to live and adopt citizenship.

Therefore, it is also a tool of social inclusion, and can help migrants to enter or re-enter the Labour Market.

3.1.4 Flexicurity: ACTIVE POLICIES FOR THE SPECIAL WAGES GUARANTEE FUND (CIG)

The special wages guarantee fund is a welfare device (to provide income support) that enhances existing tools (wages guarantee fund, mobility and unemployment benefit) to workers who would not otherwise have access to these systems due to the current regulations. The special CIG involves companies from all sectors who are suffering from the employment crisis due to market conditions and a drop in orders, lack of raw materials and sudden and expected events. In practice employment is suspended and workers receive 80% of their pay for hours not worked. This fund is managed by the National Insurance Office.

On 23rd November 2009 the Tuscany Region local authority signed an agreement with social groups for the activation of procedures to manage the special CIG fund.

For a company to benefit from the special CIG fund the following procedures must be observed:

- consultation with trade unions;
- the company must present a request for special cig to the Tuscany Region local authority for the receipt of the fund;
- paperwork and authorisation must be issued by the Tuscany Region for payment of the fund;
- direct payment goes to the worker from the inps (national insurance office);
- activation of active employment measures by the local job centre;

Beneficiaries of income support are employees who have worked for a company in crisis for at least 90 days they must also fall into one of these categories:

- workmen/women;
- office workers;
- supervisors;

These include apprentices and supply on demand contracts not covered by ordinary CIG.

Once a beneficiary worker receives the letter from his/her employer saying that they have been put in CIG they must go to their local job centre within 48 hours.

Here the compulsory measures will be initiated and the voluntary ones suggested. Failure to fulfil the necessary requirements means that income support cheques will be stopped.

The compulsory measures are the following ones:

- a) Initial information and careers guidance consultation (registration with job centres);
- b) Well-structured information and group careers information (special cig);
- c) Distance training (languages –computer skills – food hygiene);
- d) Employment training (information seminars: types of contracts, preparing a CV – how to look for work);

The voluntary measures are the following ones:

- a) individual interviews and objective setting in the training and professional spheres;
- b) pre-selection and selection;
- c) permanent training courses;
- d) Internships;

Certification is issued for the measures implemented.

3.1.5 Gender Equality: EGO - ENTERPRISE GENDER ORIENTED (funded within the Lifelong Learning Programme 2007-2013) – Subprogramme Leonardo da Vinci -Transfer of Innovation

EGO project aims to adapt and transfer to other European contexts, the activities and products made with the previous project “ADO Enterprise gender oriented” based on a path that enables SMEs to obtain the quality certification as "gender oriented" (complementary to other standard certifications) and to become bearers of a management practice consistent with the culture of equality and social responsibility of the enterprises. EGO, through the transfer of certification - "gender oriented intends to promote gender equality within the workplaces and contribute to the European guidelines for equality between women and men.

The experimentation, involves 9 organizations located in Europe (4 IT, 1 BG, 1 PT, 1 CZ, 2 ES) to improve female workers needs within the workplace and to enhance the balance of life and work times and promote a broader representation of women in decision-making positions. The objectives of the project are also to develop specific vocational skills to meet the needs of the labour market and promote the learning of skills and knowledge about gender quality and equality and the needs of women workers in order to respond to the lack of women in labour market.

The project by the activation of an international network:

- involves Italian partners from two macro areas of the Country (Central and South-Islands) and foreign partners that cover a large European area;
- actively involves SMEs, broadly represented in the partnership and involved in the testing of training aimed to achieve the standards of gender quality "EGO". Moreover SMEs will be involved in the experimentation of training paths within their workplaces for employees and management, targeted to further growth of skills and knowledge related to the enhancement of gender perspective. These companies will receive at the end of their path a certification "gender oriented"
- that is under way to be officially recognised - to be supported by other officially recognized certifications, which will provide prestige to the enterprise and will produce a socio-working development;
- involves a network of institutional and political actors (category associations, trade unions) who will support project activities by participating in the mainstreaming committee and disseminating the results of the project.

Some good practices in Hungary:

3.2.1 Demographic Changes in Hungary: Adult Training as a Main Tool for Providing the Chances of the over 50 People in the Labour Market.

It concerns Training of the adult people who carried out of the obligatory education, except of students of the high level schools.

It aims at the improvement of the labour market reintegration of the people over 50 by traditional and special adult training courses. Vocational further training, IT training, language training.

The State Employment Service works out an action plan for the improvement of the labour market reintegration of the 50+ people. The National Institute for Vocational and Adult Training works out proposals for the development and introducing of adult training programmes to improve the labour market reintegration and self-employment of the able-bodied people over 50.

The Development Council of the South Great Hungarian Plain region works out an operational programme for the development and introducing of adult training programmes to improve the reintegration and self-employment of the able-bodied over 50 people.

The steps to be observed are the following ones:

- Definition of such traditional adult training programmes, which are suitable for the improvement of the labour market reintegration of the over 50 people;
- Development of special adult training programmes;
- Pilot introducing of new training programmes;
- Connection with the potential employers;
- Selection of the participants to be involved into the project;
- Implementation of the training;
- Follow up.

3.2.2 Active Ageing: Training courses for 50+ people

50+ people will play more important role in the labour market. Larger companies adopt to the ageing employees by educational and health care measures. The practical examples referred to is the **HUNGERIT Poultry Process Ltd.** in the food industry sector. In this particular branch of the market, there are several problems such as:

- Often changing work schedule in the field of live goods process;
- Work start at dawn;
- Work in cool and wet rooms;
- Work in high vapour and dirty places;
- The special work schedule and family life can harmonize with difficulty;
- The rate of the 50' employers is growing slowly but permanently;

Therefore, the Aim of the company is:

- Reduce the number the ones who leaves the company;
- Improve the fidelity to the company;
- Strengthen the professional qualification of the older employers.

In this sense, they want to improve the stability of the 45-50+ employers because they can accept the harsher features of the work better than other ages. The fact that they have low professional qualification can be faced by strengthening the self confidence by the means of training and information

The Measures adopted are:

- Guide on work easy to understand;
- Presentation of work fields by film at the job entrance;

The Establishment of flexible training possibilities in the company for all workers group are:

- vocational training;
- Machine minder training serving the professional advancement;
- Information training;
- Language education;
- Skill development training.

The company give to over 50 also “Health protection programmes” such as:

- Give up smoking programme;
- Swimming pool pass;
- Social events for employees and their family;

The training courses aim at:

- Establishing flexibility in the training
- Practical training fit for individual requirements
- Different practical training by persons both in time and branches

Moreover, the Responsible boss take part in the training to form direct connection with workers (strengthen the training level, the acknowledgment of the professional knowledge and the responsible work).

- Plus hours can be chosen: Information, language or professional ones.
- Skill development training: Job protection training 2007-2008
- Strengthen the out work connections

While in 2007 only 4 people undertook or participated in training, in 2008 that figure rose to 14.

3.2.3 Integration of 50+ migrants: Support of 50+ migrants to integrate into society

The measure deals with the training of people over 16, finished or stopped of the school system, either unemployed or employee. It is aimed at supporting the participants to integrate to the society and to the labour-market.

Mentoring: measures from skilled mentors in the framework of the adult training services. It is aimed at helping the students on learning and integrating.

An adult training programme is to be developed with special emphasis on the Hungarian language, legal issues and traditions of Hungary

Funded:

- payment of mentors according to the hours made by the employee as a mentor
- payment of the instructors according to the lesson hours

Average training duration: 6 months

Average mentoring duration: 6+12 months (6 months during the training and 12 months plus after it)

The final goal of the measure is to support the access to the labour market and to the society.

3.2.4. Flexicurity:

In Hungary the transition to capitalism and bourgeois democracy involve that about 1,5 million people became jobless. About 60% of the population have become losers of the systemic change, above all:

- unskilled workers
- population of small settlements
- families with children

- roma minority

Hungarian labour market flexicurity is a combination of flexible market arrangements and employment security.

Flexibility is usually discussed along the following dimensions:

- The ease of adjusting the labour force of a company (**numerical flexibility**)
- Adjusting working time (**temporary flexibility**)
- The possibility of changing workers' jobs or positions (**functional flexibility**)
- The **flexibility of wages**.

Numerical flexibility refers to hiring and firing legislation. These two types of regulation are interrelated, as obstacles to firing, influence hiring decisions and vice versa. If firm's managers know that it is costly to fire someone, they will take this into account in their hiring policy.

Hiring regulation is only positively influenced by the Hungarian legislation through active labour market policies (ALMPs) for disadvantaged groups.

Companies employing workers from disadvantaged groups have to pay only 15% of payroll during the first year and 25% during the second year of employment and they are exempt from the payment of the lump-sum social security contribution.

The target groups of the employment regulation are:

The First programme in 2005:

- long term unemployed
- Parents on maternity leave
- People taking care of disabled or ill relatives

The Second programme in 2007:

- Older people
- Low skilled
- Long term unemployed

Dismissal Regulation this has several parts, whether the parties involved have to provide a reason for the separation; cases when separation is not allowed; severance pay and length of advance notice.

In Hungary the most typical type of contract is the open ended one (the Labour Code also favours it)

In order to protect employees, the employer has to give a reason for separation (e.g. inadequate skills or behaviour)

There are two types of employees who can be laid off without a motive: pensioners and managers

Certain types of workers cannot be laid off, workers on sick leave and pregnant women

Older workers are quite heavily protected:

- 1) Long tenure = longer advance notice
- 2) Long tenure = higher sum of severance pay

The minimum wage is about 40% of the gross average wage. Its negative consequences:

- a threshold for employers in wage setting mechanism (decreases flexibility)
- High minimum wage means less employment opportunities for low-skilled workers (decreases security)

A second element of the rigidity of the wage setting mechanism consists of the wages in the public sector (about third of the Hungarian employees): taking into account neither market forces nor personal abilities.

Security means any regulation that makes workers feel more secure.

Security is the most important in the case of job loss.

The unemployment benefit depends on the earnings of the previous job

The active search for job is required should be provided by the labour offices.

3.2.5 Gender Equality: Broadband to Employment – Learning Programme for Inactive Women

In recent years many families have moved into the outskirts of Budapest. The small settlements cannot provide the necessary social services for the growing population, especially childcare therefore facilities are sparse.

Mothers with small children are not able commute to work and therefore cannot return to the previous employer. In many occasions they cannot find a job in their original profession. During the years of inactivity their knowledge and skills become outdated.

At the same time, due to the development of industrial techniques fewer unqualified jobs are available for women.

The GAK Social Diversity Program focuses on the labour market reintegration of disadvantaged groups, especially women, unqualified people and older workers (GAK is the project leader: in Hungarian: Gödölloi Agrárközpont Közhasznú Társaság; in English: Agrarian Centre of Gödöllő Association of Public Utility)

In the present project, an integrative approach was used in order to help women re-enter the labour market, primarily into the social sector, while creating a new social service.

The goals of the project are the following ones:

- the reintegration of inactive women into the labour market
- providing marketable knowledge and skills for the target group
- strengthening the mental health of the target group
- fostering typical employment
- creating a new childcare facility
- providing skilled manpower for the social sector

The products offered are the following ones:

- project assistant training for women with small children
- kindergarten nurse training for unqualified women
- psychosocial counselling, self-knowledge support group
- personal mentor service
- creating a playroom
- providing playroom childcare during training
- job counselling
- organization of local job fair

Some good practices in Denmark:

3.3.1. Demographic changes - Framework agreement on senior policies: Senior- and retirement agreements in the municipalities.

In 2008, a framework agreement on senior policies was agreed among the labour market stakeholders: the Government, the Local Government Denmark and the Regions. This was prompted by the need to cope with future challenges posed by demographic changes, to encourage senior political initiatives designed to maintain senior employees in the work force and to increase a focus on seniors' wishes and expectations for future work perspectives. The agreement includes: Right to senior days in the period 2009-2011, senior political municipal funds in 2009-2011 (e.g., funding for senior positions and retirement arrangements) and senior interviews in relation with employee development interviews.

At the municipal level, the collective agreement regarding senior politics focus on three types of arrangements:

a) Senior positions: It is possible to change the content in a certain work position or reduce work hours, and /or create a new senior position, for employees aged over 52 years. A maintenance bonus can also be rewarded, provided that the senior position will be resigned after the employee in question has turned 62.

b) Generational change arrangements: Executives who have turned 54 years of age may be retained in their position for up to another six years if management wishes. Incentives include: maintenance bonuses, retirement improvements or personal increment.

c) Retirement arrangements: An employee may be maintained for a specific period, or may be offered voluntary retirement option. Different retirement improvements, e.g., extra pay, can be arranged.

In terms of costs, 538m DKK (72 million Euros) have been earmarked to promote senior political initiatives, whose main purpose is to maintain seniors on the job market. Local budgets provide supplementary financing.

Read more about the agreement at:

Seniorpraksis.dk:

http://www.seniorpraksis.dk/da/Afklaring/Hvilke_rammer_er_givet_paa_forhaand.aspx

The Danish Association of Local Government Employees' Organisations (KTO):

http://www.kto.dk/aftaler/generelle_aftaler/Aftaler/5_Personalepolitik_aftaler/5_1_0.pdf

http://www.kto.dk/pjecer/pjecer_i_samarbejde/udgivelser/Vejledning_rammeaftale_seniorpolitik.pdf

3.3.2 Active aging – Senior policy at the private company Enemærke and Petersen A/S

Enemærke and Petersen A/S, a contracting firm in Ringsted (Sealand), actively promotes retention of seniors in their company. In 2009 it was awarded 'Best Senior Practice' for 'large companies' category, by the Danish Ministry of Employment, to recognize extraordinary effort towards maintaining and attracting senior employees and act as a role model for other companies.

The company has implemented senior policies designed to maintain and attract senior employees, while optimising the use of their competences and experiences, to benefit both the company and the senior in question. The company also seeks to create an appropriate basis for continuing an active work life together with creating an atmosphere where age is not taboo. The target group is employees who have reached the age of 55yrs of age. 102 people out of 500 employees are included in the senior policies.

The senior policy for 'Enemærke and Petersen A/S' contains:

- The possibility for flexible working hours plus as many possible arrangements for a flexible work life.
- An annual two-day senior seminar where they can talk about life plans, informal experience exchange and dialogue with different experts.
- Annual senior interviews about future perspectives.
- Exemption from demanding work assignments.
- Annual medical examination.
- Contribution to membership fees at fitness centres.
- Senior club – retired seniors are invited to company parties in order to maintain relationships with colleagues and tell about their experiences regarding being retired.

The company senior policies are developed in collaboration with management and senior staff, to enable employees to have ownership of the practice. In terms of effect evaluation, the company estimates that 10-20 % more seniors choose to stay longer in their jobs since the policies were implemented in 2002.

Read more about the senior policy here:

Company homepage: <http://www.eogp.dk/da/articles/6A28771182FDD049C1257663004C2A15>

Ministry of Employment:

<http://www.bm.dk/Beskaeftigelsesomraadet/Et%20godt%20arbejdsliv/Seniorer%20paa%20arbejdsmarkedet/~media/BEM/Files/Dokumenter/Pressemeddelelser/2009/Seniorpraksisprisen/enemaerke.ashx>

3.3.3 50+ migrants – The accessible/inclusive labour market

The accessible labour market policy is essentially for wage earners in ALL ages, and not exclusively a senior arrangement. Its key concepts are: retention, prevention, and recruitment/integration. The “inclusive policies” within the accessible labour market presents an important tool in helping seniors stay longer in the labour market. Likewise, some migrants in the 50+ group who have bad health can also benefit from the arrangements included in the accessible labour market. While the age of 50+ yrs are still considered prime working age based on Danish standards, the state of health of many senior migrants is comparable to above the age of 60yrs for ethnic Danes. This may be attributed to years of hard work and the process of migration.

The accessible labour market targets people with reduced working capacity. It enables them to use their abilities and be part of the labour market. The reduction of working capacity may, be due to illness or age: Factors that may make it even more difficult to find a new job. The State provides funding to enable employers to hire seniors. Moreover, different arrangements are available and offer further opportunities for both the employer and the employee, e.g., flex job (jobs for people with reduced working capacity), soft jobs (part time jobs, reserved for those who are already receiving disability pensions) and job training (enables unemployed workers to get a job for a limited period). Both private and public employers can avail of the facility. The job training is seen to strengthen the trainee’s chances of getting employed, and help him/her establish connection to the labour market.

Three employment arrangements are relevant for seniors:

- 1) The special arrangement on wage supplement gives the unemployed the right to find a “supplement” job in a private company. This rule applies to individuals over 55 years old.

- 2) The arrangement of jobs for seniors gives the unemployed the right to a job within the municipality. This applies only for people who are at most five years away from early retirement and who have run out of unemployment benefits.
- 3) Insured unemployed above the age of 60 have the rights and obligations to employment offers after six months of unemployment at the latest.

The state has provided funds that may be accessed by companies that will enable them to pay the salaries of staff belonging to his target group. Likewise, several components are made permanent, e.g. flex-jobs and soft jobs, included in the Law on active social policy and the Law on active employment effort.

Read more at:

The Working Environment Information Centre:

http://www.arbejdsmiljoviden.dk/Din_arbejdsplads/Virksomhedens_indsats/Det_rummelige_arbejdsmaerked.aspx

The Ministry of Employment:

<http://www.bm.dk/Beskaeftigelsesomraadet/Et%20godt%20arbejdsliv/Det%20rummelige%20arbejdsmaerked.aspx>

The Danish Knowledge Centre on Ageing: <http://www.aeldreviden.dk>

For more information on relevant legislation related to the accessible labour market visit the National Centre for Employment Initiatives at <http://www.cabiweb.dk/>

3.3.4 Flexicurity – The Network Locomotive – example of continued vocational training

Continued Vocational Training is an important function in the Danish flexicurity model and lifelong learning contributes to building a highly qualified, productive, and competitive work force. Studies conducted in Denmark show that competence development is among the most widespread tools for retaining seniors on the labour market. The Network Locomotive is a network of private and public companies, trade and educational institutions, The Public Employment Service, The Dyslexic Society and the Municipalities. The Networks efforts show how continued vocational training can be organized⁷.

The Network was founded on the members' conviction that attention and support is owed, and must be brought, to the employees who have difficulties with Core or key skills such as reading, spelling basic math or speaking the Danish language. Thus the Network is concerned with the needs of those who are not fully efficient in these basic skills.

The network Locomotive runs the following courses:

- Reading, spelling and numeracy for workers at companies who are members of the Network.
- Leadership and motivation for key personnel, managers and staff responsible for education and trade union representatives
- Writing for companies on how to write comprehensive information on: security, instruction manuals and other internal letters, so that they can be understood by the target group.

⁷ Bredgaard et al. 2009: Flexicurity på dansk. CARMA research paper, 2. Aalborg: Centre for Labour Market Research.

Jensen & Breidahl 2008 (see above mentioned reference)

- Danish as a second language for bilingual workers in Danish language and culture targeted at the needs of the individual workplace.

All participants are placed in classes which are designed for their level of ability. Potential participants are screened before enrolling in the courses to determine their competences.

The Network Locomotive is primarily funded by the State, with the current grant period running from 2007 to 2013. In 2009, network had a budget of 5m DKK (671.000 Euros). In 2009, the Network Locomotive had 1411 participants compared to 524 participants in 2008. Over one third of the participants in 2008 consisted of people over 50 years old; the numbers from 2009 have not been calculated, but indicative figures show that there was an increase in the number of seniors participating in the courses. Furthermore, there was an increase in companies interested in courses.

Read more at the homepage:

<http://www.netvaerkslokomotivet.dk/>

(http://www.netvaerkslokomotivet.dk/export/download/downloads_div/info_folder_uk.pdf)

3.3.5 Gender equality – Entrepreneurship programme for ethnic minority women: “New Women Danes as entrepreneurs”

In spite of increased employment rate for immigrants in the last few years, the rate is generally lower for this group than for ethnic Danes. Within the immigrant group, the employment rate is higher for men than for women (46% of women; and 61% of men from non-western countries had jobs in 2007). Migrant women aged 40-64 years old had the lowest employment rate (44%) compared to younger women (16-39 years old)⁸.

The project, “New women Danes as Entrepreneurs” is an example of good practice that can be implemented to include/retain women above the age of 50yrs who may have experienced extreme difficulty in finding employment or better and high-paying jobs.

The project aimed to empower migrant women by providing them with micro-entrepreneurial skills that will enable them to start their own business or improve their chances of getting a job or retaining their job. The primary target group is migrant women above the age of 25, who are residents of Esbjerg (West Jutland). Secondary target groups are migrant women from Region South Denmark. Overall, the programme enabled participants to develop their own enterprise idea while receiving education and guidance. The project provided learner-based training on: personal coaching, understanding of culture and society, planning, marketing, finance, production, import and export, security, hygiene, legislation etc.

The project was funded by The Ministry of Refugee, Immigration and Integration Affairs and is recognized by them as a ‘recommended project’. In terms of effect evaluation, the project has resulted in 3 enterprises and guidance on entrepreneurship such as: shops, hairdresser, gardening, cosmetician, cleaning, entertainment and elder care has been carried out. The project has been in contact with 190 migrant women, majority of who come from the Middle East, Iran, Bosnia and Vietnam.

⁸ Ministry for Refugee, Immigration and Integration Affairs (2009): *‘Tal og fakta – indvandreres og efterkommeres tilknytning til arbejdsmarkedet og uddannelsessystemet’*.

For further information see:

Project homepage: <http://www.pmn-esbjerg.dk/>

Ministry for Refugee, Immigration and Integration Affairs:

<Http://www.nyidanmark.dk/da-dk/integration/erfaringsbasen/2009/02/1499321.htm>

Some good practices in the UK:

3.4.1 Demographic changes

Obviously Government is the main driver behind these initiatives and therefore we have chosen a best practice that involves one of the UK Governments key strategies. Government plans suggest that this may not invoice full time work for every person but that people will be able to opt to do some part time work as part of a wider keeping healthy and active campaign.

There is a massive amount of information and documentation in the UK regarding Active Aging. The 2 main drivers for this seem to be the Health Department who want to keep active as this means less chronic illness and reduced costs for the health services. The second is the Governments drive to keep people working in order for them to contribute to the economy.

According to the Department of Work & Pensions (DWP) the strategy focuses on three key areas:

- **work and income** - to achieve higher employment rates overall and greater flexibility for over 50s in continuing careers, managing any health conditions and combining work with family (and other) commitments
- **active ageing** - to enable older people to play a full and active role in society
- **services** - that allow us all to keep independence and control over our lives as we grow older, even if we are constrained by the health problems which can occur in old age

Examples of good practices included:



Train to Gain is the UK National Skills Service that support employers of all sizes and in all sectors helping to improve the skills of employees as a route to improving your business performance. http://www.traintogain.gov.uk/Helping_Your_Business/

The Service offers skills advice on everything from basic skills, Investors in People, through to leadership and management training. For anyone who doesn't already have a full Level 2 qualification, funding is provided for literacy, numeracy and English language skills.

The Guardian newspaper reported in April 2010 and quotes minister saying 1m people gained qualifications through the scheme <http://www.guardian.co.uk/education/2010/apr/06/train-to-gain> The rationale is that skilled people are more productive, more successful and more innovative, and that leads to stronger businesses. A talented, skilled workforce is the key to this country's future success, and Train to Gain is one of the cornerstones of this government's skills policy.

3.4.2 Active Aging: Full of Life



www.direct.gov.uk/fulloflife

Looking at life in general, for all ages with a focus on the cultural learned & practical skills: **45- 54**, 55-64 & 65+ age groups:

Full of Life is a celebration of the opportunities, achievements, and aspirations of older people and their contribution to our society and economy. This is a long-term challenge that will need the support of everyone. Together, we need to change attitudes about ageing and older people, and do more to value the contribution that older people make.

Under the Full of Life banner, the government and other supporting groups are arranging a variety of activities. The main event is UK Older People's Day, which will take place on 1 October to coincide with the UN International Day for Older People. 2010 is the fourth year that UK Older People's Day has been celebrated in the UK and the theme for 2010 is 'getting and staying active in later life'.

The aim for 2010 is to build on the successes of previous years. In 2009 there were over a thousand events in local communities throughout the UK. These ranged from theatre projects to tea dances; from fitness and healthy eating classes to forums on ageing. These events helped tackle the outdated stereotypes of 'old age' by bringing different generations together, which was the main theme for last year.

3.4.3 Integration of 50+ migrants: InteGrant

One online example of good practice is the LLP Partnership programme Project called Integrant who have developed an online learning tool for newly arrived immigrants. See:



<http://www.integrant-point.eu/>



The project has been funded with support from the European Commission. This toolkit reflects the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained

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This provides an on line tool to help immigrants to settle in work in their adopted new countries. The document has been translated into Polish, German, Bulgarian and Italian and all versions have been adapted to suit the local situations in each of the countries.

3.4.4 Flexicurity: TRAIN TO GAIN

Best Practice example was produced by the Valuing Older People team from Manchester City Council. Its role is to support older workers in Manchester and improve the Employment Prospects in Manchester by having a positive and holistic impact.

http://www.manchester.gov.uk/a_to_z/service/1382/valuing_older_people

One of the key objectives is to increase the income and employment of Older People by focusing on three Main Areas,

- Age Friendly Employment
- Targeted Support for 50+ to get back to work
- Encouraging take up of Entitlements

Between August 2008 and December 2010, the number of unemployed people aged 50+ nationally was 137,000. As a percentage of the unemployed, the over 50s now represent 16.08% as compared with 14.4% in August 2008, an increase of 1.7%.

Valuing Older People has supported over 1300 older workers into employment and training. It does this through linking with a range of service providers to provide a holistic support that recognises the specific needs of each individual and places people in employment for which they are suited.

The Service offers skills advice on everything from basic skills, Investors in People, through to leadership and management training. For anyone who doesn't already have a full Level 2 qualification, funding is provided for literacy, numeracy and English language skills.

The Guardian newspaper reported in April 2010 and quotes minister saying 1m people gained qualifications through the scheme <http://www.guardian.co.uk/education/2010/apr/06/train-to-gain>. The rationale is that skilled people are more productive, more successful and more innovative, and that leads to stronger businesses. A talented, skilled workforce is the key to this country's future success, and Train to Gain is one of the cornerstones of this government's skills policy.

3.4.5 Gender Equality:

There are no national organisations or policies in the UK specifically aimed at women over 50. However the UK has a new piece of equalities legislation which came into law early in 2010. It covers seven equalities strands including age and gender. It will come into force gradually, starting from October 2010. It is not yet clear what impact this will have specifically on the experiences of older women in the labour market.

The new **Coalition Government** of the UK has a stated equality agenda which includes the following key objectives to: promote equal pay and take a range of measures to end discrimination in the workplace.

extend the right to request flexible working to all employees, consulting with business on how best to do so

undertake a fair pay review in the public sector to implement our proposed '20 times' pay multiple

promote gender equality on the boards of listed companies

The **Equality and Human Rights Commission** (EHRC), is the UK statutory body with the responsibility to protect, enforce and promote equality across the seven "protected" grounds - age, disability, gender, race, religion and belief, sexual orientation and gender reassignment. Every three years EHRC must publish a report that demonstrates

how far society is making progress in equality, good relations and human rights. The Triennial Review, which will be published in October 2010, aims to highlight critical issues that society is currently facing, which will help set the future EHRC agenda

An example of current best practice is:

The UK Resource Centre (UKRC) is the Government's lead organisation for the provision of advice, services and policy consultation regarding the under-representation of women in science, engineering, technology and the built environment. Launched in 2009, the UKRC's "SET Fair Standard" is the gender equality award for businesses and organisations in SET business sectors. It is the UK's first high profile award that gives public recognition for excellence in gender equality in SET sectors – sectors with long standing issues around the recruitment and retention of women. The first award was given in May 2010

See: <http://www.theukrc.org/for-organisations/set-fair-standard>

3.5 Some good practices in Malta:

ETC Schemes, Campaigns and Activities to help the Older Workers unemployed:

To help the employers to retain and to recruit older workers and to help the unemployed Older Workers to find work, various Schemes have been created, providing financial assistance to both sides and training and work exposure to the unemployed, like TEES, ETPS, RS, INT, BTG, SES, WSS-See below for details. In 2008 these Schemes are being rationalized and amalgamated in the light of new EU State Aid Rules under the new ETC ESF Project Name of Employment Aid Programme & Training Aid Programme. At the moment they are still being rationalized.

Training and Employment Exposure Scheme (TEES Over 40s) – A one year scheme, 6 months training 6 months work exposure with an employer, on a wage more than the national minimum wage, all paid by the ETC, 75% of which are ESF-EU funds. Between 2004-06, TEES Scheme spent 5 million Euros (LM1.7 million) on 460 Over 40s unemployed who were trained and undergone work exposure. The Scheme was 66% successful in achieving permanent employment to its participants. The employability of the other 34% was highly improved. Eligible were those who were over 40 years of age at the time. The Scheme's targets have not only been reached but also exceeded and recruitment in it has stopped.

Employment Training Placement Scheme (ETPS) – Over 40s unemployed who have been registering for more than one year; disadvantaged groups; single parents are placed with an employer and for the period of training, ETC subsidises by half of the National Minimum Wage for up to one year. At the moment entry in this scheme is suspended.

Redeployment Scheme (RS) – to assist employers avoid redundancies by providing for a period of retraining in new occupations in another company with an ETC subsidy of half the National Minimum Wage for 13 weeks. Further details from Michel Mifsud Tel 22201225 e-mail michel.r.mifsud@gov.mt (At the moment recruitment in this scheme is suspended)

Work Start Scheme (WSS) for adults who have been inactive for more than 5 years and adults with academic/vocational qualifications who have never worked in their line of their course. ETC offers an allowance and a 20-hour week work exposure for 13 weeks. Further details from Michel Mifsud Tel 22201225 e-mail michel.r.mifsud@gov.mt (At the moment recruitment in this scheme is suspended)

Bridging the Gap (BTG) – Particular help is given to people with special needs like, the disabled, reformed ex-convicts and ex-drug addicts to re-integrate themselves in the work force. Employers are found and a weekly allowance is given. Tel 22201550.

Supported Employment Scheme (SES)– Particular help is given to the disabled. Employers are found and the wage is subsidised by the ETC and EU ESF.Tel. 22201550. (At the moment recruitment in this scheme is suspended)

Iftah Negozju Tieghek (INT) – Training, Mentoring and a Financial Grant are given to those who are willing to open a business on their own. Tel. 21245778 / 9.

Publicity Campaigns – are held annually on Billboards, the print, voice and TV media, in favour of the older workers with the aim of selling to employers the good qualities pertaining to older workers, stressing the value of employing the Older Workers unemployed and also retaining those in employment.

Two other aims are to encourage older workers to take up the various opportunities for life long learning and to disseminate the ETC's services.

Various articles are written and published in the print media. Interviews on various Radio and TV stations are broadcast.

This is a continuously, ongoing campaign, but held with more force annually, particularly in the autumn/winter period. As a result a greater demand from employers for Older Workers is created.

Motivation Seminars for LTUs Older Workers – Two one-day Motivation Seminars were organised at Mt ST Joseph, Mosta for those who have been registering for more than one year (Long Term Unemployed), in which over 170 participated voluntarily. 11% of which found employment after.

Selective Weekly Education & Motivation Meetings – for about 160, Older Workers unemployed, illiterate and registering for less than 6 months, were organised by Victor Mifsud, Officer-in-charge, Older Workers Unemployed Programme.

The aim was to catch them early, before they fall into the rut of long-term unemployment and social assistance, educate and motivate them on:

- Work Ethics – Rights & Duties
- Job Search and Labour Market Trends
- Labour and Social Security Law,
- Advantages and Disadvantages of Regular and Irregular Work respectively,
- Continuing Education and Training and
- ETC Services.

Weekly Job Search Seminars for all newly registered, Older Workers Unemployed, started from January 2005 up to date – the aim is that in their first week of registration we will enlighten them on:

- How to search for jobs;
- What are the present labour market trends;
- Application, CV and Interview;
- The importance of updating educational and vocational skills;
- The Employment and Industrial Relations Act XX11 2002;
- Work Ethics: their rights and duties
- Motivational techniques;
- ETC services and
- The benefits and pitfalls of regular and irregular employment respectively.

These weekly, compulsory, Adult Job Search Seminars held since January 05, have an average of 60% attendance. Those who do not attend are struck-off the register unless they are justifiably excused. The latter are re-called for the following weekly seminar.

Seminars for the Older Workers unemployed

Two, one-day seminars were organised for this group on a voluntary basis. 244 were invited and 135 attended voluntarily. They were held at the Corinthia San Gorg Hotel, St Julian's on Wednesday 25th January and Wednesday 22nd February 06.

The theme discussed was: **Finding Employment: Challenges and Solutions.**

- ∅ A Psychologist proposed methods for raising their low self-esteem.
- ∅ A Social Services expert tackled their benefits' problems.
- ∅ Eures Representatives from the ETC explained the types of job opportunities in EU member states.
- ∅ Representatives of Employers and High Officials from the ETC offered and discussed solutions to their problems in finding employment.
- ∅ Unemployed Participants were asked to fill in an Evaluation Sheet about: the seminar, themselves and their problems, the employers' attitudes and the services offered by the ETC

- ∅ A report of the challenges met and solutions offered in trying to find employment was sent to the unemployed participants after the seminar, serving as an aid in their job search. It was also put on the Older Workers Section of Etc's website.
- ∅ An eight-page 'MANWAL' prepared by Victor Mifsud, Officer-in-charge Programme

There is an Older Workers Section of ETC's website. It contains all that an unemployed Older Worker needs to know to find employment as soon as possible.

Another such seminar was organized on the 30th November 2006 for all the Older Workers unemployed on Gozo. About 120 participated voluntarily. More seminars of this kind are planned by Victor Mifsud for the future, for the unemployed Older Workers.

Contents of the 'MANWAL' given to all Older Workers unemployed are:

Introduction

1. Statistics
2. Good Qualities of the Older Workers
3. Challenges met in trying to find employment
4. ETC Employment, Training & Support Services
5. Work Engagement Form & Work Termination Form
6. ETC Schemes to help the Older Worker
7. Important Telephone Numbers and Websites
8. Publicity Campaigns in favour of the Older Worker
9. Seminars
10. Job Searching Methods
11. Job Application, CV and Interview
12. Employment Barometer of present & future work opportunities
13. Employment Legislation and Trade Unionism
14. Social Security Legislation
15. Literacy, Numeracy and Computer Literacy
16. Lifelong Learning
17. Motivating Yourself
18. Advantages of Regular Employment
19. Disadvantages of Irregular Employment

Evaluation Sheet

An Evaluation Sheet is always given to the Over 40yr olds who attend the seminars to complete with the aim of discovering their personal situation and the challenges they meet in trying to find employment; what do they think of the employers and the services of the ETC and what did they like or dislike in the seminar.

The great majority of those who answered are very satisfied with the services given by the ETC, particularly the Employment Services Division. They found the seminars very useful; expect a better treatment and more appreciation from employers and wish to see more employment opportunities created to be able to find employment as soon as possible.

AFM-ETC Seminars - 8th & 22nd February 2007

On reaching the age of 55 years about 180 Armed Forces of Malta personnel will be leaving the force. Many of them are interested in finding employment after. So the Older Workers Section at ETC, on the request of the AFM, organized two seminars on the 8th & 22nd February 2007 to explain to them their pension rights and the Services ETC offers to them to re-employ themselves. An overview of the present

labour market opportunities was given together with an explanation of what should be the right approach and attitude to find work at that age.

EU Year of Equal Opportunities 2007

10th May 2007 & 25th October 2007 Older Workers Unemployed Seminars at NCC Hamrun.

To commemorate this important event, two voluntary seminars were organized on the 10th May 2007 and the 25th October 2007 for the Older Workers unemployed. The theme discussed was: ***“Do we have equal opportunities for the older unemployed in Malta?”*** About 150 in all, attended. They met and discussed the issue with Employers’ Representatives and ETC High Officials. It was generally agreed that the law provides for equal opportunities but in reality this does not exist in practice. Age discrimination is still an important challenge to be faced.

Motivation Seminars for Older Workers every six months

Other similar Motivation Seminars for Older Workers are planned every six months for the newly registered Older Workers in the previous six months.

Pre-Retirement Seminars

A successful novelty tried this year on the 3rd April 2008 was the organization of a Pre-retirement Seminar for those aged 59 to 61 years, to prepare them for the great change from the life of work to retirement. This is another service provided by the ETC for the Older Workers and which will be repeated every year. In the seminar, information is given and discussion takes place on their pension rights, the importance of remaining active in part-time or full-time work or in the voluntary sector and adopting a healthy life style.

Individual attention given by Adult Employment Advisors

Individual attention and vocational guidance are regularly given by the respective Adult Employment Advisor. On registering, the unemployed Older Worker is profiled, asked his job preferences, advised, matched and submitted to related job vacancies. He/she is trained or retrained, helped to make a PAP (Personal Action Plan) for job searching, attends job clubs for hands on job searching, attends selective meetings, seminars and courses. The aim is continuous activation whilst registering.

4. CONCLUSIONS

The project ran over the expected 2 years and during that time the partners countries tried to bring home significant information, methods and good practice on how to include and retain seniors in the labour market.

The partnership – in fact – covers a wide range of peculiar situations and carries significant past experiences in the arena of active ageing.

The partners have specific responsibilities in their local policies in the education of elderly workers.

Their participation in the project was specifically aimed at improving the strategies that will produce long-lasting results and at acquiring more experience in Europe-wide cooperation.

The partner countries in fact need at different levels, to adapt their educational systems to the requirements of over-50 workers.

Despite the cultural and linguistic diversity, that can obviously be a barrier in a partnership of different EU member States, the partners have managed to build strong working relationships and to identify a number of areas of commonality and good practice that was used to form an important source of inspiration for various groups of actors.

The partnership has intended to build a network to exchange good practices and experiences between bodies working in the educational systems of their countries which have found the same criticalities in terms of active ageing.

Therefore the project involved the progressive “appropriation” of many of the results of the participants’ activities in the field of the education of elderly workers, and this was mainly done through the transfer of experiences, information and good practices.

Through the exchange of good practices, they had the opportunity to increase their skills and their abilities in outlining an educational scheme for elderly workers that will meet the needs of such target group better and that will thus positively affect the extension of the professional careers of the recipients.

5. SIGNPOSTING

For more information on the mentioned senior policies, the below places are extensive knowledge bases for inspiration:

ITALY

www.provincia.livorno.it

www.plis.it

www.comune.livorno.it

www.italialavoro.it

www.progettotrio.it

<http://www.cnaservizi.org>

<http://www.tirocini.org>

www.cartapariopportunita.it

http://www3.iese.edu/ifrei/ifrei_italia/h0.asp

HUNGARY

www.csaba-college.hu

www.eunet.hu

www.parlament.hu/alkotmany/constitution.htm

www.eselyegyenloseg.hu/doc/1992-XXII-tv.doc

www.eselyegyenloseg.hu/doc/1993-LXXIX-tv.doc

www.eselyegyenloseg.hu/doc/2001-XVI-tv.doc

www.eselyegyenloseg.hu/doc/2003-XX-tv.doc

www.eselyegyenloseg.hu/doc/eselytorveny_2004122.doc

www.diverzitas.gak.hu

DENMARK

Borger.dk (citizen.dk)

- Extensive information on several aspects regarding work, health and rights etc.
- Website: www.borger.dk

CABI – Danish National Centre for Employment Initiatives

- Resource centre with detailed information about the accessible labour market. Extensive information on labour market legislation.
- Website: www.cabiweb.dk

DaneAge Association

- DaneAge is a direct membership organization, with membership representing 27 % of all Danes aged 50+. It provides information on the diversity of ageing, together with providing assistance, support and counseling on senior related issues.
- Website: www.aeldresagen.dk

Ministry of Employment

- Provides information on relevant labour market policies, advice on maintaining seniors and special legislation regarding this group.
- Website: www.bm.dk

Senior Practice.dk

- Provides information on clarification, development and implementation of senior policies together, with concrete tools and procedures for good senior practices.
- Website: www.seniorpraksis.dk

The Association of Unemployed Seniors in Denmark

- This is a voluntary organization composed of unemployed seniors, and funded by the Ministry of Employment. It is a network of 22 local associations and has 1.200 members. The members are active job seekers who help each other find employment. The long-term goal is to help as many seniors as possible to return to the labour market. In 2004, some 700 out of 1500 members returned to the labour market. Among the services it offers are: matching and finding work for members, examining members' needs on skills upgrading and organising courses on job search and CV writing.
- Website: www.seniorerhvervdanmark.dk

UK Weblinks

http://www.agepositive.gov.uk/publications/pdf/Opportunity_Age_Main_Report.pdf
http://www.agepositive.gov.uk/publications/pdf/Stats_Info_Booklet_Q2_2007.pdf
<http://www.agepositive.gov.uk/resource/publications.asp>
http://www.agepositive.gov.uk/publications/pdf/employers_guide_21_century.pdf
<http://www.thepensionservice.gov.uk/pdf/over50s/over50jan08.pdf>
<http://www.dwp.gov.uk/asd/asd5/rports2005-2006/rrep325.pdf>
<http://www.taen.org.uk/Publications/Defining%20Age%20Management.pdf>

6. ANNEXES

6.1 ITALY

Best practices:

6.1.1 La Costa della Conoscenza- The Knowledge-Based Coast

<p><u>General information on the measure</u> Measure (by <i>measure</i> we mean the device or tool through which the policies are implemented into interventions aimed to attain the starting objectives, in a preset time and with the suitable funding):</p>	
<p><u>Measure title:</u> TOLL FREE NUMBER ON-LINE ADVISORY SERVICE FOR OVER 50 PROVINCIA DI LIVORNO SVILUPPO SRL 2005-2007</p>	
<p>1. Main policies related to the measure Social Policies Lifelong Learning Policies Innovation Policies Employment active policies The measure involves the policies mentioned above as it foresees to facilitate access to work by removing barriers of cost, time, distance of the population over 50, in consulting services in health, employment, social life, law, that live on the Tuscan Coast. The conception of the virtual help desk comes from the dialogue and the exchanges with our transnational partners, who, in line with the benchmarks and indicators established by the European Council in Lisbon, have taken steps and measures specific for the over 50s. The desk interacts with the experiences of the area for the over 50s with the project of the Province of Livorno "Livorno: a knowledge province for Seniors at work", funded under Art. 6 of the ESF.</p>	<p>Comments</p>

<p>2. beneficiaries / recipients of the measure</p> <p>Beneficiaries:</p> <p>a) Job Centers b) Trade unions c) Labor Consultant d) Local Health Service: branches of the service of health care of all provinces partners of the project e) Arci Toscana through the network of “case del popolo” (houses of the people)</p> <p>Target: Workers employed in sectors in crisis in Tuscany Coast at risk to be excluded from Labour market due to inadequacy of their skills that will become worse with the age and facilitate marginalization processes.</p> <table border="0"> <thead> <tr> <th>Target Typology</th> <th>Number of people who test the Instrument</th> </tr> </thead> <tbody> <tr> <td>workers</td> <td>500 expected</td> </tr> <tr> <td>Women</td> <td>200</td> </tr> <tr> <td>Men</td> <td>300</td> </tr> <tr> <td>Migrants (M/W)</td> <td>10</td> </tr> </tbody> </table>	Target Typology	Number of people who test the Instrument	workers	500 expected	Women	200	Men	300	Migrants (M/W)	10	<p>Comments</p>
Target Typology	Number of people who test the Instrument										
workers	500 expected										
Women	200										
Men	300										
Migrants (M/W)	10										
<p>2. Abstract</p> <p>The measure of the Desk is experimented as learning of policies and related instruments of implementation (policy learning) and the transfer of good practices (policy transfer) from a European reality to a sub-regional reality that allowed also to implement an integration model between different projects in the same territorial reality.</p> <p>The desk, planned and agreed within the Livorno Partnership, has been implemented also by the Provinces of Pisa, Lucca, Massa Carrara and Grosseto.</p> <p>Proposal of intervention: July 2006 Planning of service: September 2006 Local consultation: October 2006 Presentation to Livorno partners: November 2006 Presentation and consultation with the partners of Pisa, Lucca, Massa Carrara and Grosseto: January 2007 Structuring of the service (formal contacts, structuring and territorial connection, etc.): February 2007 Activation March 2007</p> <p>3.1 definition of the measure</p> <p>The measure is implemented in the service of on-line dedicated to people over 50, allows users to search of advice in the areas of law, the labour market, security, education, health. The measure is an instrument through which population over 50 access to advisory service, include the exclusion of a disadvantaged group in the labour market. It is also a tool that</p>											

<p>encourages the active participation of the population over 50 in the economic, social, cultural in its territory</p> <p>3.2 objectives</p> <p>a) Testing the integration between different projects working in the territory</p> <p>b) Overcoming the obstacles / constraints of time-distance costs to facilitate the access of disadvantaged groups to advisory services in the territory</p> <p>c) Building and consolidating a consulting network to which access through a single desk</p> <p>3.3 Contents</p> <p>Virtual desk accessible by phone or via e-mail address or via dedicated toll-free number.</p> <p>Operator with vocational guidance skills to analyze the requests and address the users to the operators of the territorial services.</p>	
<p>4. specific expected results</p> <p>a) Increased social inclusion for people over 50</p> <p>b) Limitation of economic, social, cultural employment problems in the territory of Tuscany Coast</p> <p>c) Information and awareness within the Tuscany Coast on consultancy services that contribute to improvements in the workplace and in everyday life</p> <p>d) Integration between economic, social, cultural, health and job centers</p> <p>4.1 Institutional levels involved (national, regional, local) and their functions</p> <p>E. U. EQUAL: funder</p> <p>Ministry of Labour: National management authority</p> <p>Region of Tuscany: management authorities</p> <p>Province of Livorno development coordinator of the project area</p> <p>Job Centers of GR, LU, LI, MS, PI: active partners</p> <p>Arci Tuscany: partner</p> <p>Provincial Councillors of equal opportunity: partners network</p> <p>Departments for prevention, hygiene, safety in the workplace, Local Health Service (Usl) of MS, LU, Viareggio, PI, LI, GR: associated partners</p> <p>Job Advisor: Associated Network Partners</p>	<p>Comments</p>

<p>5. description of access procedures The target population of the service (over 50), accessed through: Telephone Inbox devoted Toll-free number The operator shall verify compliance with the requirements of the target population to whom the service. The operator once the existence of the requirements analyzes the request checks whether the scope of responsibility and directs the request to the service of territorial jurisdiction. Comments: you attach the instrument through which the operator is checking the requirements</p>	<p>Comments:</p>
<p>6. Suppliers E. U. EQUAL funder Ministry of Labour: National management authority Tuscany region: interim management authorities Province of Livorno development coordinator of the project area Centers for the use of GR, LU, LI, MS, PI: professionals / experts Arci Tuscan: professionals / experts Provincial Councilors of equality: professionals / experts Departments for prevention, hygiene, safety in the workplace, companies Usl of MS Usl 1, LU Usl 2, Viareggio Usl 12, PI Usl 5 LI Usl 6, GR 6 Usl: professionals / experts Advisor to the job: workers / experts Toll free? Dedicated inbox?</p>	
<p>7. cost analysis The Region of Tuscany has made available the resources of the remaining funding for the project I- Equal Coast Revitalization Phase I Province of Livorno Development has earmarked the funding for the project-Equal Costa knowledge Phase II</p>	

B. Instruments

9. instruments of measurement

Policy Learning
Transfer Policy
Concerted cooperation
Information and promotion
Communication technologies

Information about the evaluation of the measure

12. the impact of the measure

The door is the instrument at the end of the trial can go to integrate the services of the territory be potentially implemented with employment services, but it is also transferable to other contexts involving the system of local actors

6.1.2 “PARI PROGRAMME” of Livorno Area

<u>A. General information about the measure</u>	
<p>Measure (by <i>measure</i> we mean the device or tool through which the policies are implemented into interventions aimed to attain the starting objectives, in a preset time and with the suitable funding):</p> <p>Local name: PROGRAMMA PARI AREA LIVORNESE (PARI 1)</p>	
<p>1. Main policy</p> <p>The main policy PROGRAMME PARI Livornese area (2007-2009) aims to support the long term insertion (contracts of more than 24 hours per week) of 50 Women between 40 and 55 years old in Enterprises, Foundations, Professional Studies and Professional Associated Studies in Livorno area participants in PARI Project. (to PARI 1 was added in 2008 the Program PARI 2: incentives for the long term hiring of 17 women between 40 and 55 years of age, looking for employment, registered in the 4 Job Centres of all Livorno area , as well as incentives for placements of 35 women (similar target) for the specific area Livornese.</p> <p>Specific aims of PARI Programme at Nazional level</p> <p>The Program supports and assists central and local institutions in order to transform the passive welfare system in active Welfare to Work. Its aim is:</p> <ul style="list-style-type: none"> - to implement actions aimed at job re-insertion and increasing employability of the target workers, building an integrated network of dedicated services, through the establishment of workfare desks at the Job Centers, - promote and support the improvement of services for the employment of the Regions, with their direct and active participation in the implementation of re-employment and transfer to operators of services, methodologies and tools for re-employment, - promote and support the link between public and private labor market operators in the implementation of re-employment actions and in the creation of integrated networks of actors and services for labour. <p>“PARI” 1 and 2 of Livorno Area are a local specialization of the PARI national level</p>	
Involved policies	
Overall objectives of the PARI Programme	

<p>It is divided into different and consequent phases aimed to:</p> <ul style="list-style-type: none"> - contribution to qualification of active policies for the work, experiencing actions of welfare to work, understood as combined action of active employment policies, income support and local development policies, aimed at social inclusion of disadvantaged workers, - contribute to increase Italian working population, by producing new jobs, by supporting the planning and implementation of LM insertion of workers of the most crucial basins in accordance with EU targets and social spending, - assist and support the Ministry of Labour in the management of activities of intervention and support to management corporate crisis and relocation of workers receiving social security or compensation and benefit related to the state of unemployment; - assist regions and local authorities (provinces and municipalities) in the definition of system actions, plans or projects of intervention, directed both to use resources locally available or to the activation of tools that facilitate the reintegration of target workers; 	
<p>2. Beneficiaries</p> <p>women between 40 and 55 years of age, registered in the lists of long-term unemployed (at least 24 months that already foresees an incentive for the companies that hire them) or Mobility - both with ordinary unemployment benefit or special unemployment subsidy - both with aid to the recruitment) of the Employment Centre of Livorno and domiciled in the towns of Livorno, and Collesalveti Capraia Island; the target should not receive unemployment benefits, mobility, redundancy; other requirements: must not exceed the ceiling ISEE indicator (economic income)</p>	<p>Comments:</p> <p>The Province and the Municipality of Livorno have chosen to involve in PARI P. the target shown as weak at both social and work level. A third edition of PARI is now in elaboration, which will involve different targets. Uo to now 219are subscribers to PARI 1 program for 50. interventions to be funded.</p>
<p>3. Abstract</p> <p>3.1.definition</p> <p><i>programme PARI LIVORNO AREA</i></p> <p>3.2. goals</p> <p>Recruitment of 50 women 40-55 year olds enrolled in the project (limited to recruitment for long term</p>	<p>Comments:</p> <p>The aim is:</p> <ul style="list-style-type: none"> - the use of the subsidy received by the worker or, if not possible, the prediction of a "dowry" with the function from one side to facilitate the activation of the worker in respect of its path professional, from the other to act as a tool cover the gap of the worker, making her more competitive and attractive for businesses - a process of re –insertion closely related to the employee and tailored on her specific

<p>period, lasting more than 12 months, either full time or part-time of no less than 24 hours per week)</p> <p>3.3. contents</p> <p>contribution up to a maximum of 4,500 Euro gross for Employers plus an additional 1.000 Euro gross to support and accompaniment and training of the worker at the workplace available with extremely simplified modalities and making use of resources within the same company. The company can also benefit ordinary State Aids (for long-term unemployment or mobility) (For PARI 2 Livornese AREA funded traineeship: € 450 for three months)..</p>	<p>characteristics that can accompany in her working path</p> <p>- skills updating path through a personal, training linked to a specific objective of re-entry or stay in labour market.</p>
<p>4. Expected specific effects and outcomes:</p> <p>The outcome was an increase of long-term employment for weak targets</p>	<p>Comments:</p>
<p>5. Institutional Levels involved and related functions (national, regional, local):</p> <p>Ministry of Labour, Region of Tuscany, Provincia di Livorno, Municipality of Livorno. The implementation of the program takes place exclusively through the Job Centres of the province. The Municipality of Livorno has intervened in the program with its own resources</p>	<p>Comments:</p>
<p>6. Access (description of the procedure)</p> <p>PARI 1 businesses Side: Companies define together with Job Centres the required profile. JC publicize the offer PARI, collect applications, organize the meetings for the selection of candidates follow the job insertion, ensure the bureaucratic aspects: from adhesion to the project, requirements assessment until completion of the contribution. The Company has full right to choose the person to be inserted; can also choose not to proceed if it does not consider valid any candidates.</p> <p>Worker side: workers after talks with the JC adviser subscribe in the project and present their application to JC.</p>	
<p>7. Suppliers:</p> <p>The program takes advantage of the technical support of the Society "Italia Lavoro" as a technical body of the Ministry of Labour</p>	<p>Comments:</p>

<p>8. Cost analysis:</p> <p>PARI 2007. Dedicated resources (bonus for recruitment + covering of expenses for training inside the firm and traineeships)</p> <p>Euro 141,326.49</p>	<p>Comments:</p>
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<p>B. Instruments</p>	
<p>9. Instruments of the measure Incentives for recruitment Training at work Traineeships incentive (PARI 2)</p>	

<p>Information about the context of the Measure</p>	
<p>10. Costs of the measure Euro 4,500.00 per each long term recruitment Euro1,000.00 for each person trained (450.00 euros per month for three months for incentivated traineeship)</p>	
<p>11. Complementary measures (if the case): Career guidance individual and in group</p>	

<p><u>Information about the evaluation of the measure</u></p>	
<p>12. Results and effects evaluations (please give an overview of the conclusions of the more relevant evaluation): On 50 interventions foreseen, up to today 13 were activated in the tertiary sector (not manufacturing). Our are as well suffers from the general crisis.</p>	<p>Comments:</p>
<p>13. Documentation (concerning previous points): Documents: “Synthetic information for employers” “Synthetic information for women” Public tender</p>	<p>Comments:</p>
<p>14. Research (references): www.provincia.livorno.it www.comune.livorno.it www.italialavoro.it</p>	<p>Comments:</p>

6.1.3 “BUSINESS CREATION”

<u>A. General information about the measure</u>	
<p>Measure(by <i>measure</i> we mean the device or tool through which the policies are implemented into interventions aimed to attain the starting objectives, in a preset time and with the suitable funding):</p> <p>Local name: “Creazione d’impresa”</p>	
<p>2. Main policy entrepreneurship, employment, integration policies</p>	
<p>Involved policies Social policies Lifelong Learning Policies Innovation Policies</p>	
<p>2. Beneficiaries Unemployed men and women over 50, resident or domiciled in the territory of the province of Livorno that want to start their own business</p>	<p>Comments:</p>
<p>3. Abstract 3.1.definition The measure activated by the project Senior at Work on business creating contributes to the development of a local labor market actually open to all ages. The business start-up represents a tool of returning to work, in a intergenerational view, as it is related to older workers with a strong motivation to self-entrepreneurship and a strong desire to support young entrepreneurs to whom to transfer know-how, skills, knowledge and professionalism.</p> <p>3.2. goals The main goal was to accompany five business ideas (including inter-generational enterprise projects submitted by users over 50) for the start-up enterprise, involving unemployed (men and women) over 50, resident or domiciled in the territory of the province Livorno. Priority has been extended to subjects without any social security benefits who want to start a business. The local partnership of the project has enabled the procedure of public tender for the selection of five business ideas submitted to the application by users of the unemployed over 50 years of age, excluded from the production cycle and that, in Active aging, intended to be re-inserted in the provincial labor market. In view of the need to enhance the skills that this type of users acquire and develop participation, in the organization and management of activities related to the social economy and third sector, the public tender provided</p>	<p>Comments:</p>

<p>preferential support undertaking projects in these areas. The purpose of this line of action are multiple: - recognition of higher attractiveness for commitments of employment – re-insertion of unemployed 50+ to combat inactivity in the segments of the elder population and offer of an employment.</p> <p>3.3. contents. An Evaluation Committee, specially constituted, selected five business ideas (out of 7 application, with an exclusion for non-compliance with the deadline provided in the tender) that were supported by advisory and assistance services for business start up in different sectors (business involving music articles and provision of working clothes for shops, bed & breakfast, daycare centre). The management of the action - the selection of business projects, training of future entrepreneurs, technical, administrative and law assistance - has been made possible thanks to the involvement of a structure, with a majority public capital, operating in the territory, in this case PST-BIC Livorno Srl, specialized in offering SMEs existing or of future constitution an advisory service, which allows users to expose their ideas, finding support for identifying most important features and information on the process of establishment or development of an enterprise, information on opportunities for access to incentives. In particular, the preparation of business plan, is developed in close collaboration with the entrepreneurs so that they can acquire and implement, progressively, an appropriate methodology to approach issues concerning the planning and management of future business</p>	
<p>4. Expected specific effects and outcomes:</p> <ul style="list-style-type: none"> - selection of 5 candidates eligible and drafting of a ranking that allowed 5 over 50 entrepreneurs to benefit from a start-up phase accompanied by the advice of experts, - participation of 4 out of 5 to the stage of drafting the business plan, - participation of the selected candidates after procedure with public notice in building the business plan, - creation of 4 companies owned by a 50+ - 2 to 4 companies have received funding to start up business (€ 10,000.00 + VAT) <p>These have been financed by the firm "Flavio Crippa" specialized in various services, including services of "chimney sweep", cleaning chimneys, and the</p>	<p>Comments:</p>

<p>company "L'Antica Fonte B & B of Gentili Lauro, a B & B at Campiglia Marittima, a little town in the province of Livorno. The companies above listed, after having participated in the training activities, wrote their business plan and submitted, by the due date (June 2008), all documentation necessary to receive the contribution for the business start up. By December 31 2008 they have submitted the financial statement of expenditures for the support received.</p>	
<p>5. Institutional Levels involved and related functions (national, regional, local): Province of Livorno: project leader Provincia Srl: partner PST BIC: sub contract for consultancy to start up business</p>	<p>Comments:</p>
<p>6. Access (description of the procedure) The local partnership project has enabled the public tender procedure for the selection of five business ideas submitted by users over 50 years of age, excluded from the production cycle and that in 'Active aging" view intended re-enter the labor market in the province of Livorno. The public invitation to tender was published on 2 November 2006 with deadline 20 December 2006. In October 2007 the Commission for drafting the ranking of applications received met in Livorno. In March 2008 business plans of four candidates out of five were admitted: of these four candidates, only two have, in the end, carried forward the creation of enterprises.</p>	
<p>7. Suppliers: Province of Livorno: project leader Provincia di Livorno Sviluppo Srl: partner and project manager PST BIC: sub contract for consultancy to start up business EU Art. 6 : funder</p>	<p>Comments:</p>
<p>8. Cost analysis: The project has funded the feasibility study, consultancy for the preparation of business plans, individual training. The Province of Livorno, via ESF resources, has granted the aid to beneficiaries.</p>	<p>Comments:</p>

B. Instruments	
9. Instruments of the measure Policy learning Information, promotion, counselling	

Information about the context of the Measure	
10. Costs of the measure	Comments
11. Complementary measures (if the case):	Comments:

<u>Information about the evaluation of the measure</u>	
<p>12. Results and effects evaluations (please give an overview of the conclusions of the more relevant evaluation):</p> <p>Strengths:</p> <ul style="list-style-type: none"> - Creation of an entrepreneurial spirit in people over 50 unemployed people who found the strength to return to the labor market, - Development of an initiative that will bring people over 50 who have received the start up support, to continue their work even after the end of project activities, - development of knowledge and entrepreneurial skills, thanks to support and advice of PST-BIC provided to future employers, - possibility to be accompanied in the business creation, highly personalized and based on specific needs - possibility to take advantage of free advice highly qualified. <p>Weaknesses</p> <ul style="list-style-type: none"> - Difficulty in finding unemployed 50+ who want to start up again and above all, through the creation of an enterprise - Difficulty in achieving the start up support activity given the limited availability of time that users put at 	Comments:

<p>disposal,</p> <ul style="list-style-type: none"> - Problems in drafting a business plan which also included a research activity by the beneficiary over 50, who had many difficulties to face the "tasks", - - Difficulty to implement certain activities that have made longer the timing . <p>Efficiency and effectiveness in enterprise creating in the project Senior at Work are linked to the availability of networks and support services to future companies in preparation phase of the business plan and knowledge of existing procedures to accomplish (eg procedures for the establishment or development of the business idea), in providing information on opportunities for access to incentives, in planning entrepreneurship. The more structured and easily accessible are these services networks, more sustainable will be the establishment of a service that supports over 50 in the definition and implementation of the plan and business development</p>	
<p>13. Documentation (concerning previous points): Public tender published by Provincia di Livorno Job Centres</p>	<p>Comments:</p>
<p>14. Research (references):</p> <p>www.provincia.livorno.it www.plis.it</p>	<p>Comments:</p>

6.1.4 “SICUR.IT – ITALIAN LANGUAGE AND SECURITY FOR IMMIGRANTS”

<u>A. General information about the measure</u>	
Measure (by <i>measure</i> we mean the device or tool through which the policies are implemented into interventions aimed to attain the starting objectives, in a preset time and with the suitable funding):	
Local name: SICUR.IT – LINGUA ITALIANA E SICUREZZA PER GLI IMMIGRATI	
1. Main policy	Training project at county level provided for the achievement of competences in the expression and understanding of the Italian language, as well as on the safety in the workplaces.
Involved policies	The project stems from a network of relationships established between the association Africa 's Children NGOs, the municipality of Livorno and the temporary employment agency “In Tempo”;they shared with the Prefecture of Livorno an overall strategy of integration and regularization of a group of non EU-citizens of Senegal.
2. Beneficiaries	Unemployed non EU-citizens of Senegal in Italy under the responsibility of the Prefecture and the Municipality of Livorno. N: 40 subjects
e) Abstract 3.1.definition 3.2. goals	Training course lasting 6 months with two levels: - a first level that provides basic vocabulary for the understanding of the legislation on safety in the workplace; - an advanced level (a technical and engineering one) for the sector of mechanic and construction industry. Providing Language skills and skills on security in the workplaces to enable the participants to take part in further training activities financed by the “Forma Temp Fund” aimed at incorporating them in mechanical and construction companies.
4. Expected specific effects and outcomes:	Facilitating the job inclusion of citizens belonging to the Senegalese community in Livorno and reach the regularization of these employees
5. Institutional Levels involved and related functions	Province of Livorno - Municipality of Livorno -

(national, regional, local):	Livorno Prefecture
6. Access (description of the procedure)	<ul style="list-style-type: none"> - identification of the subjects to be included in the path with the help of Municipality - Prefecture-network of supporters - Guidance in Group - Individual Meetings for skills assessment - Basic Training - Technical Training
7. Suppliers:	<i>PERCORSI SRL AGENZIA FORMATIVA</i> as a subject leader of a temporary consortium of business
8. Cost analysis:	<i>Euro 29.982.00</i> The project provides for only the public funding

B. Instruments	
9. Instruments of the measure	<p>Guidance in group and in individual meetings.</p> <p>The training path is divided in two levels: a first level that provides basic vocabulary for the understanding of the legislation on safety in the workplace and an advanced level (a technical and engineering one) for the sector of mechanic and construction industry.</p>

Information about the context of the Measure	
10. Costs of the measure	
11. Complementary measures (if the case):	<p>Additional training by the temporary employment agency with "Forma.temp" funds</p> <p>At the provincial level there's another project (Job Inclusion of immigrants), aimed at the self-employment by immigrants through entrepreneurial activities.</p> <p>The project contributes to the spread of the culture of legality in the work places by tackling the irregular work.</p>

	<p>This project provides training and personalized support to each participant providing a path of 180 hours, 8 of which are dedicated to individual skills assessment and the cv redaction.</p> <p>It's the model for the development of a laboratory of self-employment by immigrants.</p> <p>The Job Centres are involved in the early stages of information retrieval and selection of users.</p> <p>In particular it is expected that the 30% of the beneficiaries will be identified according to the Job Centres.</p> <p>There are now adhesions of 50 plus subjects. Enrolments are in progress.</p> <p>Soon to implement is the project IMIR which will have as beneficiaries 10 non-EU immigrants who hold microenterprise in the field of trade and tourism and non-EU immigrants with unauthorized commercial / tourist experiences wishing to start a business in order to regularize their own position.</p>
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Information about the evaluation of the measure

12. Results and effects evaluations (please give an overview of the conclusions of the more relevant evaluation):	Although not specifically dedicated to over 50, three subjects over 50 are enrolled in this training path, two of which are involved in short-term contracts in the field of agriculture.
13. Documentation (concerning previous points):	

6.1.5 TRIO (Technology, Research, Innovation, Orientation/Guidance)

<u>A. General information about the measure</u>	
<p>Measure(by <i>measure</i> we mean the device or tool through which the policies are implemented into interventions aimed to attain the starting objectives, in a preset time and with the suitable funding):</p> <p>Local name: TRIO (Tecnologia, Ricerca, Innovazione, Orientamento)</p>	
<p>1. Main policy employment, integration policies, inclusion policies.</p>	
<p>Involved policies Social policies Lifelong Learning Policies Innovation Policies</p>	
<p>2. Beneficiaries unemployed people with little knowledge of ICT, women who intend to return to work and immigrants.</p>	<p>Comments:</p>
<p>3. Abstract 3.1.definition The Tuscany Region has created a web distance learning system, that provides products and training services completely free, easily accessible and open to everyone: the TRIO system (Technology, Research, Innovation, Orientation/Guidance). Until now the services that TRIO offers are: - A catalogue of over 1200 products including training modules on line, CD ROM, e-books and paper guides, available under the different thematic areas; - An online tutoring service ; - The availability of virtual classroom, tools for a collaborative learning; - A help desk through a dedicated toll-free number; - 19 centres of distance learning are spread across the Tuscany Region, which are designed to ensure access to the TRIO system for citizens, businesses, organizations, with the necessary technological infrastructures, also offering the assistance of a tutor in person. In the Province of Livorno there are 5 TRIO centers , among which, one of them has been constituted within the Provincial Administration. This new structure is able to permit, by the proximity to the Job Center of Livorno, a service "just in time" for the users intercepted by it. In this way one person can decide to reach a TRIO</p>	<p>Comments:</p>

<p>center by himself or thanks to the Job Center of Livorno.</p> <p>In particular, in this way, the new classroom TRIO could become the benchmark for disadvantaged people on the labour market. For the specific utilities will be provided ad hoc programs focusing on information technology and knowledge of Italian language.</p> <p>The tutor helps the users to choose the course more suitable for them, and then they have access to that course on line by an username and a password.</p> <p>So, the Measure is a tool for the adjustment of the immigrants' skills based on Italian language and information technology; it's a tool for a better quality of the professional and social life of those who decided to live and work in a different country than theirs.</p> <p>The Measure, with a free simple approach, facilitates the access to knowledge regarding the country in which migrants decide to live and citizenship.</p> <p>Therefore, it is also a tool of social inclusion, and can help migrants to enter or re-enter the Labour Market.</p> <p>3.2. goals</p> <p>a) Adjusting the knowledge of migrants on the subject of Italian language and ICT.</p> <p>b) Facilitating the access to knowledge for migrants.</p> <p>c) Facilitating the access to the Labour Market.</p> <p>d) Facilitating migrants' social inclusion.</p> <p>3.3. contents.</p> <p>Definition of a system of lifelong learning, e-learning and integration of skills at a provincial level</p>	
<p>4. Expected specific effects and outcomes:</p> <p>a) Promotion of the integration of immigrant population and of the active participation to their social and cultural life.</p> <p>b) Support to the intercultural integration processes.</p> <p>c) More competitiveness of immigrant population in the Labour Market.</p> <p>d) Promotion of a system of adaptation of skills.</p>	<p>Comments:</p>
<p>5. Institutional Levels involved and related functions (national, regional, local):</p> <p>Tuscany Region: promoter of TRIO network.</p> <p>Province of Livorno: owner/holder authority of TRIO</p>	<p>Comments:</p>

<p>network. Provincia Sviluppo Srl: managing authority of TRIO network in the Province of Livorno.</p>	
<p>6. Access (description of the procedure) One person can decide to reach a TRIO center by himself or, in the Province of Livorno, thanks to the Job Center. The users can accede to the courses on line by the means of an user name and a password. The tutor in loco can suggest the course more suitable to the users' training needs.</p>	
<p>7. Suppliers: Tuscany Region. Province of Livorno (Job Center) Provincia Sviluppo Srl. Tutors</p>	<p>Comments:</p>
<p>8. Cost analysis: The Costs for the setting up of the TRIO network concern: <ul style="list-style-type: none"> - The upgrading of the equipment of 4 TRIO centres, - The creation of a new TRIO center (the one within the provincial administration). The Costs for the managing of each centre concern: <ul style="list-style-type: none"> - The maintenance of 1tutor, - The coordination, - The information and dissemination through publications and the production of information materials. </p>	<p>Comments:</p>

<p>B. Instruments</p>	
<p>9. Instruments of the measure Lifelong Learning policies; Information and promotion; ITC; Tutoring; Web site (www.progettotrio.it)</p>	

Information about the context of the Measure	
<p>10. Costs of the measure The costs for the setting up of the 5 TRIO centres amount to € 100.000,00 (about € 20.000,00 for each centre). The costs for the project managing for one year amount to € 125.000,00 (about € 25.000,00 for each centre).</p>	Comments
<p>11. Complementary measures (if the case): Connection with the Job Centre. Possible integration with blended paths/approach.</p>	Comments:

<u>Information about the evaluation of the measure</u>	
<p>12. Results and effects evaluations (please give an overview of the conclusions of the more relevant evaluation): Some data of the first six months of activity in the Province of Livorno:</p> <ul style="list-style-type: none"> - more than 3000 presences; - 640 users; - 163 people who have asked informations about the web distance learning system; - 100 people who have called the dedicated toll-free number; - Information technology and foreign languages are the most claimed courses. 	Comments:
<p>13. Documentation (concerning previous points): Posters and brochures.</p>	Comments:
<p>14. Research (references): http://trio.plis.it (reference for the local area) www.progettotrio.it (official site for the weblearning distance system) www.plis.it</p>	Comments:

6.1.6 “ACTIVE POLICIES FOR THE SPECIAL WAGES GUARANTEE FUND” (CIG)

<u>A. General information about the measure</u>	
Measure (by <i>measure</i> we mean the device or tool through which the policies are implemented into interventions aimed to attain the starting objectives, in a preset time and with the suitable funding):	
Local name: <i>POLITICHE ATTIVE PER LA CASSA INTEGRAZIONE IN DEROGA</i>	
1. Main policy	
COMBINED ACTION FOR ACTIVE EMPLOYMENT POLICIES AND THE PROVISION OF INCOME SUPPORT TO BENEFICIARIES OF WELFARE TOOLS	
Involved policies	
<p>These policies are implemented by Job Centres, agencies run by Provincial local government, that are responsible for managing Active employment policies in accordance with regional decree, DGR 569/09. This decree establishes the “Guidelines for the implementation of the Programme of anti-crisis actions in the ESF Operative Regional Plan for 2007-2013)”</p> <p>In particular: The special wages guarantee fund is a welfare device (to provide income support) that enhances existing tools (wages guarantee fund, mobility and unemployment benefit) to workers who would not otherwise have access to these systems due to the current regulations. The special CIG involves companies from all sectors who are suffering from the employment crisis due to market conditions and a drop in orders, lack of raw materials and sudden and expected events. In practice employment is suspended and workers receive 80% of their pay for hours not worked. This fund is managed by the National Insurance Office.</p> <p>On 23rd November 2009 the Regione Toscana local authority signed an agreement with social groups) for the activation of procedures to manage the special CIG fund. For a company to benefit from the special CIG fund the following procedures must be observed:</p> <p>1) CONSULTATION WITH TRADE UNIONS</p>	

<p>2) THE COMPANY MUST PRESENT A REQUEST FOR SPECIAL CIG TO THE REGIONE TOSCANA LOCAL AUTHORITY FOR THE RECEIPT OF THE FUND</p> <p>3). PAPERWORK AND AUTHORISATION MUST BE ISSUED BY THE REGIONE TOSCANA FOR PAYMENT OF THE FUND</p> <p>4) DIRECT PAYMENT GOES TO THE WORKER FROM THE INPS (NATIONAL INSURANCE OFFICE)</p> <p>5) ACTIVATION OF ACTIVE EMPLOYMENT MEASURES BY THE LOCAL JOB CENTRE</p>	
<p>Beneficiaries:</p> <p>Beneficiaries of income support are employees who have worked for a company in crisis for at least 90 days, they must also fall into one of these categories:</p> <ul style="list-style-type: none"> • workmen/women • office workers • supervisors <p>These include apprentices and supply on demand contracts not covered by ordinary CIG .</p> <p>-----</p> <p>Inasmuch as the beneficiary must give his/her immediate availability to attend a requalification training course and or accept work considered to be congruous by the Job Centre. Congruity is based on these factors:</p> <ul style="list-style-type: none"> • domicile, if in Tuscany • production plant where the person is employed if his/her domicile is outside Tuscany. 	<p>Comments:</p>
<p>f) Abstract:</p> <p>7.1. definition ACTIVE POLICIES FOR THE SPECIAL WAGES GUARANTEE FUND (CIG)</p> <p>7.2. goals to guarantee the provision of income support and to enable beneficiaries to deal with changes at work. ("flexisecurity")</p> <p>7.3. contents The active policies provide the following:</p> <ol style="list-style-type: none"> 1 – Rapid implementation 2 – Diversification of contents (with regard to needs and the employment and professional status of users) 3 – Range of duration (bearing in mind the length of time the worker is inactive) 4 – Modularity (that makes it possible to develop a fully integrated and interdisciplinary training course 	<p>Comments:</p>

<p>based on individual needs).</p> <p>Some actions are compulsory:</p> <ul style="list-style-type: none"> g) Initial information and careers guidance consultation (registration with job centres) h) Well-structured information and group careers information (special cig) i) Distance training (languages –computer skills-food hygiene) j) Employment training (information seminars: types of contracts, preparing a cv – how to look for work) <p>Other voluntary activities:</p> <p>launch project: individual interviews and objective setting in the training and professional spheres.</p> <ul style="list-style-type: none"> • pre-selection and selection, • permanent training courses • Internships. 	
<p>k) Expected specific effects and outcomes:</p> <p>New careers guidance is based on the importance of helping people before they become unemployed or at the moment they are laid off (hence the activities available aim to be preventative).</p>	<p>Comments:</p>
<p>l) Institutional Levels involved and related functions (national, regional, local):</p> <p>CENTRAL, REGIONAL AND PROVINCIAL GOVERNMENT JOB CENTRES.</p> <p>Provincial government is involved in the anti-crisis measures with its planning and management of measures for Active Employment Policies.</p>	<p>Comments:</p>
<p>m) Access (description of the procedure)</p> <p>Once a beneficiary worker receives the letter from his/her employer saying that they have been put in CIG they must go to their local job centre within 48 hours.</p> <p>Here the compulsory measures will be initiated and the voluntary ones suggested. Failure to fulfil the necessary requirements means that income support cheques will be stopped.</p> <p>Certification is issued for the measures implemented.</p>	
<p>11. Suppliers:</p> <p>Imofor a Tuscan cooperative company.</p> <p>The service is provided at Job Centres.</p>	<p>Comments:</p>

<p>12. Cost analysis: TENDER COSTS + USE OF OFFICES AND EQUIPMENT OF THE VARIOUS JOB CENTRES + CONSULTANT FOR THE LAUNCH PROJECT</p>	<p>Comments:</p>
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B. Instruments	
9. Instruments of the measure TRAINING/INFORMATION GROUP SEMINARS + INDIVIDUAL INTERVIEWS + DISTANCE TRAINING AND INTERNSHIPS	

Information about the context of the Measure	
10. Costs of the measure The people involved: 4 full-time external operators + 8 internal part time operators + one external part-time consultant	Comments
11. Complementary measures (if the case):	Comments:

<u>Information about the evaluation of the measure</u>	
12. Results and effects evaluations (please give an overview of the conclusions of the more relevant evaluation): from July 2009: N. 964 INDIVIDUALS HANDLED OF WHOM 235 WERE OVER 50 N. 56 COMPANIES INVOLVED 	Comments:
13. Documentation (concerning previous points): internal reports	Comments:
14. Research (references):	Comments:

6.1.7 “Project for on-the-job training”

<u>A. General information about the measure</u>	
<p>Measure(by <i>measure</i> we mean the device or tool through which the policies are implemented into interventions aimed to attain the starting objectives, in a preset time and with the suitable funding):</p> <p>Local name: PROGETTO TIROCINI</p>	
<p>1. Main policy The main objective of the project is to offer the inactive, unemployed, first-time jobseekers, those registered in the mobility lists, recipients of the special wages guarantee fund and immigrants work experience opportunities in the hope that they will be able to convert obsolete skills and acquire new ones that are more suitable for the needs of the labour market.</p>	
<p>1.1 Involved policies The policies developed have involved the various stakeholders in the province differently:</p> <ul style="list-style-type: none"> - Trade associations have contributed to the promotion of the activity with their member companies and in synergy with job centres to reach the targets agreed upon, - Municipal authorities and provincial health services have worked together to identify candidates for internships, - Companies in the area have offered to host interns, after an awareness raising campaign conducted by the local job centres. 	
<p>2. Beneficiaries</p> <ul style="list-style-type: none"> - the inactive, unemployed and first-time jobseekers - those registered in the mobility lists - recipients of wages guarantee fund - immigrants 	<p>Comments: Particular attention has been given to the over 50s who have a greater need of support from job centres in their attempt to return to work/adapt to the demands of the labour market. There is also focus on the age group of 40-49 year olds with a view to preventing job losses and favour permanent employment.</p>
<p>3. Abstract 3.1.definition Project for on-the-job training 3.2. goals The activation of 136 on-the-job placements with a</p>	<p>Comments:</p>

<p>minimum duration of 3 months and a maximum of 6 months of which:</p> <ul style="list-style-type: none"> - n. 43 Incentivised internships (Cat. A) promoted and activated directly by Job centres - n. 43 Incentivised internships (Cat. B) promoted and activated by Trade Associations working with local Job centres - n. 50 No incentivised internships (Cat.C) aimed at people identified directly by interested companies, also selected with the supply and demand service provided by Job centres. <p>3.3. contents The project foresees:</p> <p><u>For all categories of internship:</u></p> <ul style="list-style-type: none"> - the opening and payment of insurance policies required by law - the drawing up of an agreement and training project - the covering of costs for tutorage for the entire duration of the project <p><u>For categories A and B</u></p> <ul style="list-style-type: none"> - An incentive of a monthly maximum of € 600.00 (Cat. A1) or a monthly maximum of €450.00 (Cat. A2 e B) for each intern 	
<p>4. Expected specific effects and outcomes: The main objective of this project is that employment will follow on from the internship. A secondary objective is the revitalisation of the intern both through a motivational course, with the support of the job centres and the acquisition of experience in a business in which the intern will be able to use his/her professional assets as well as acquire news skills and knowledge.</p>	<p>Comments: In order to reach the fundamental objectives the Job centres are disseminating and promoting all the tools and incentives provided by national and local legislation to support the companies in the subsequent hiring of the intern.</p>
<p>5. Institutional Levels involved and related functions (national, regional, local): Provincia di Livorno, Municipal Authorities in the province, Health services in the province. The Provincia di Livorno authorities are funding the project and managing it through provincial job agencies.</p>	<p>Comments:</p>
<p>6. Access (description of the procedure) The project's beneficiaries will attend a well-structured course within the Centre and participate in information seminars, individual and group careers guidance interviews and counselling. Together with the Job Centres, companies define</p>	

the worker profile for the intern and this is then sent to the supply and demand database where the Careers Guidance service will match companies and interns and thus get the internship underway.	
7. Suppliers: A.T.I. (Associazione temporanea di impresa-Temporary Business Association) with CNA as Project Leader, handling the on-the-job training	Comments:
8. Cost analysis: <u>€607,859.60</u> + VAT at 20%	Comments:

B. Instruments	
9. Instruments of the measure Internships Incentives for interns Coverage of costs borne by companies for operating the on-the-job training.	

Information about the context of the Measure	
10. Costs of the measure <u>Cat. A1 Interns:</u> a maximum €600.00 a month for a maximum of 6 months and coverage of insurance and tutoring costs (average monthly cost €1,477.39) <u>Cat. A2 and B Interns:</u> a maximum €400.00 a month for a maximum of 6 months and coverage of insurance and tutoring costs (average monthly cost €977.40) <u>Cat. C Interns:</u> coverage of insurance and tutoring costs (average monthly cost €195.06)	Comments
11. Complementary measures (if the case): <u>Interns:</u> - Individual and group motivational courses prior to the start of the on-the-job activity - tutoring <u>Companies:</u> consultancy on the support tools for employment provided by current legislation, at both national and local level to assist with the transformation of the work experience into a realistic employment opportunity.	Comments:
<u>Information about the evaluation of the measure</u>	
12. Results and effects evaluations (please give an	Comments:

<p>overview of the conclusions of the more relevant evaluation): The project is about to end and new funding is expected.</p>	
<p>13. Documentation (concerning previous points): The personal and professional details of the intern The intern's Curriculum vitae Training programme</p>	<p>Comments:</p>
<p>14. Research (references): http://www.provincia.livorno.it http://www.cnaservizi.org http://www.tirocini.org/</p>	<p>Comments:</p>

6.1.8 "TRIO (Technology, Research, Innovation, Orientation/Guidance) for people receiving benefit from a wages guarantee fund"

<p><u>A. General information about the measure</u></p>	
<p>Measure (by <i>measure</i> we mean the device or tool through which the policies are implemented into interventions aimed to attain the starting objectives, in a preset time and with the suitable funding):</p> <p>Local name: TRIO (Tecnologia, Ricerca, Innovazione, Orientamento) per i cassa integrati</p>	
<p>1. Main policy employment, integration policies, inclusion policies.</p>	
<p>Involved policies Social policies Lifelong Learning Policies Innovation Policies</p>	
<p>2. Beneficiaries unemployed people with little knowledge of ICT, women who intend to return to work and immigrants. In this particular period of crisis in the Labour Market: people receiving benefit from a wages guarantee fund (as part of the compulsory procedure set up by the Regione Toscana local authority to manage the special CIG fund - 23rd November 2009 agreement with social groups for the activation of procedures)</p>	<p>Comments:</p>
<p>3. Abstract 3.1.definition The Tuscany Region has created a web distance learning system, that provides products and training services completely free, easily accessible and open to everyone: the TRIO system (Technology, Research,</p>	<p>Comments:</p>

Innovation, Orientation/Guidance).

Until now the services that TRIO offers are:

- A catalog of over 1400 products including training modules on line, e-books and paper guides, available under the different thematic areas;
- An online tutoring service ;
- The availability of virtual classroom, tools for a collaborative learning;
- A help desk through a dedicated toll-free number
- 19 centres of distance learning are spread across the Tuscany Region, which are designed to ensure access to the TRIO system for citizens, businesses, organizations, with the necessary technological infrastructures, also offering the assistance of a tutor in person.

In the Province of Livorno there are 5 TRIO centers , among which, one of them has been constituted within the Provincial Administration.

This new structure is able to permit, by the proximity to the Job Center of Livorno, a service "just in time" for the users intercepted by it.

In this way one person can decide to reach a TRIO center by himself or thanks to the Job Center of Livorno.

For those people receiving benefit from a wages guarantee fund (CIG) TRIO becomes part of the compulsory steps to obtain the income support cheques.

In particular, in this way, the new classroom TRIO could become the benchmark for disadvantaged people on the labour market. For the specific utilities will be provided ad hoc programmes focusing on information technology, knowledge of languages and food hygiene.

The tutor helps the users to choose the course more suitable for them, and then they have access to that course on line by an username and a password.

So, the Measure is a tool for the adjustment of workers' skills.

3.2. goals

a) Adjusting the knowledge of **people receiving benefit from a wages guarantee fund** on the subject

<p>of languages and ICT.</p> <p>b) Facilitating the access to knowledge.</p> <p>c) Facilitating the access to the Labour Market.</p> <p>3.3. contents. Definition of a system of lifelong learning, e-learning and integration of skills at a provincial level</p>	
<p>4. Expected specific effects and outcomes:</p> <p>a) More competitiveness of people who are suffering the crisis of the Labour Market.</p> <p>b) Promotion of a system of adaptation of skills.</p>	<p>Comments:</p>
<p>5. Institutional Levels involved and related functions (national, regional, local):</p> <p>Tuscany Region: promoter of TRIO network.</p> <p>Province of Livorno: owner/holder authority of TRIO network.</p> <p>Provincia Sviluppo Srl: managing authority of TRIO network in the Province of Livorno.</p>	<p>Comments:</p>
<p>6. Access (description of the procedure)</p> <p>Once a beneficiary worker receives the letter from his/her employer saying that they have been put in CIG they must go to their local job centre within 48 hours.</p> <p>Here the compulsory measures will be initiated and the voluntary ones suggested. Failure to fulfil the necessary requirements means that income support cheques will be stopped.</p> <p>Certification is issued for the measures implemented.</p> <p>TRIO is part of the compulsory procedure: after the personal interview with the Job Center, the beneficiary worker has to attend a distance learning course aimed at retraining his/her own skills.</p> <p>1st step: INTRODUCTION</p> <p>The introduction to this course is designed to make participants feel comfortable.</p> <p>The type of beneficiary is of fundamental importance, as we are dealing above all with:</p> <ol style="list-style-type: none"> 1) People who have not been in the education system for an average of over 20 years. 2) In most of case there is a great digital divide: hardly anyone has email or broadband internet etc.. 3) Many are “obliged” to do distance learning course and so are lacking in motivation. They need to be empowered and supported. 	

2nd: SKILLS ASSESSMENT

A text is handed out to the participants: they must write it using a word processor (word, writer, etc...).

Based on the speed and ease with which they type out the document we can determine the user's familiarity with the machine (PC, mouse, monitor)

3rd step: If participants have never used (or accessed) a PC they will attend a basic computer course. Once they have acquired familiarity with the tools they are given writing and formatting exercises of increasing complexity.

If participants know how to use a mouse and have basic knowledge of a keyboard and internet, they are given writing and formatting exercises of increasing complexity.

4th step: ONCE THE GROUP HAS ACQUIRED A HOMOGENEOUS LEVEL THEY ARE REGISTERED ON THE "PROGETTO TRIO" LEARNING PORTAL OF THE TUSCANY REGION

They are given a username and password to connect to internet - this is already an exciting step for those who have never surfed before. The same applies to registration on the TRIO portal of the Tuscany Region. Here they fill in an online form – another novelty for first time users.

5th step: THE WORLD OF INTERNET – LEARNING HOW TO USE A BROWSER TO SURF THE NET

The first course that students are enrolled in is the basic Internet explorer 6.x course.

Here they learn the browser's basic functions for surfing. This is necessary for a proper use of the online courses.

Only upon successful completion of the final test will the student be certified as having done the 3 hours distance learning course.

6th step: THE TUTOR WILL DECIDE ON THE CONTENTS FOR THE NEXT COURSE : WINDOWS XP (BASIC, INTERMEDIATE, ADVANCED) OR BASIC EXCEL.

If students show that they have basic knowledge they can be enrolled in the basic Excel course or foreign languages. For example, in excel courses participants are given exercises developed by the tutor to ensure that they can perform the four basic mathematical operations (+-*/).

Alternatively, basic computer skills will be studied which familiarise students with the functions of the most common operating systems (in our case Windows XP™).

<p>7. Suppliers: Tuscany Region. Province of Livorno (Job Center) Provincia Sviluppo Srl. Tutors</p>	<p>Comments:</p>
<p>8. Cost analysis: The Costs for the setting up of the TRIO network concern:</p> <ul style="list-style-type: none"> - The upgrading of the equipment of 4 TRIO centres, - The creation of a new TRIO center (the one within the provincial administration). <p>The Costs for the managing of each centre concern:</p> <ul style="list-style-type: none"> - The maintenance of 1tutor, - The coordination, - The information and dissemination through publications and the production of information materials. 	<p>Comments:</p>

<p>B. Instruments</p>	
<p>9. Instruments of the measure Lifelong Learning policies; Information and promotion; ITC; Tutoring; Web site (www.progettotrio.it)</p>	<p>Comments:</p>

<p>Information about the context of the Measure</p>	
<p>10. Costs of the measure The costs for the setting up of the 5 TRIO centres amount to € 100.000,00 (about € 20.000,00 for each centre). The costs for the project managing for one year amount to € 125.000,00 (about € 25.000,00 for each centre).</p>	<p>Comments</p>
<p>11. Complementary measures (if the case): Connection with the Job Centre. Possible integration with blended paths/approach.</p>	<p>Comments:</p>

<p><u>Information about the evaluation of the measure</u></p>	
<p>12. Results and effects evaluations (please give an overview of the conclusions of the more relevant</p>	<p>Comments:</p>

<p>evaluation):</p> <p>From July to March people receiving benefit from a wages guarantee fund who have attended a distance learning course are about n° 171.</p>	
<p>13. Documentation (concerning previous points): Posters and brochures.</p>	<p>Comments:</p>
<p>14. Research (references): http://trio.plis.it (reference for the local area) www.progettotrio.it (official site for the weblearning distance system) www.plis.it</p>	<p>Comments:</p>

6.1.9 “Individual Vouchers for the reconciliation of work and family life to obtain services to help with work inclusion”

<p><u>A. General information about the measure</u></p>	
<p>Measure(by <i>measure</i> we mean the device or tool through which the policies are implemented into interventions aimed to attain the starting objectives, in a preset time and with the suitable funding):</p> <p>Local name: <i>voucher alla persona per la conciliazione tra i tempi di vita e i tempi di lavoro per l’acquisizione di servizi a favore delle persone in inserimento e reinserimento lavorativo</i></p>	
<p>1. Main policy Vouchers for the purchase of services to help individuals obtain support and care in order to support their work inclusion and return to work</p>	
<p>Involved policies These procedures are carried out by the Job Centres that are under the management of the Provincia government that is responsible for Active Employment Policies as determined by regional decree DGR 569/09 that establishes “Linee guida per l’attuazione del Programma di interventi anti-crisi POR FSE 2007-2013)” [Guidelines for the implementation of anti-crisis actions under the ESF POR for 2007-2013]</p> <p>They provide equal opportunity access to training courses and initiatives that are co-funded under the ESF.</p>	

<p>2. Beneficiaries:</p> <p>women who:</p> <ol style="list-style-type: none"> a. Have to care for children under the age of 13 and/or disabled, parents or relatives, at most twice removed, who are domiciled in the Province of Livorno. b. Are registered as being unemployed at a Job Centre in the Province of Livorno and do not currently have any type of employment contract. c. Have an ISEE (financial income index) no greater than euro 25.000 d. Participate in, or intend to take part in, active policy actions in their search for employment as identified together with the Job Centres. SEE SLIDES 	<p>Comments:</p>
<p>3. Abstract:</p> <p>Women who wish to be included in work or return to work but who are hindered in this by the care they have to give to elderly or disabled family members or children and may therefore apply for a voucher.</p> <p>Vouchers can be awarded for one or more of the following services</p> <ul style="list-style-type: none"> • Services for babies and children (0-13 years of age) • Care for the elderly or other people who are not self sufficient • Services for the disabled and/or unwell <p>The voucher can cover a maximum of 100% of the cost and will be provided in amounts of no more than 250 euro a month in proportion to the beneficiaries' ISEE and a minimum of 30% of the costs.</p> <p>The maximum period for the project is 8 months.</p> <p>2.1.definition</p> <p>see above</p> <p>2.2. goals</p>	<p>Comments:</p>

<p>To enable the beneficiary to find work or attend a course</p> <p>2.3. contents</p> <p>Sums are paid out in advances of € 500,00 and subsequent reimbursements to cover expenses borne and suitably documented by invoices/receipts, or documentation of an equivalent nature, that relates to work duly carried out.</p>	
<p>4. Expected specific effects and outcomes:</p> <p>Inclusion in work or a return to work</p>	<p>Comments:</p>
<p>4. Institutional Levels involved and related functions (national, regional, local):</p> <p>PROVINCIAL GOVERNMENT AND JOB CENTRES.</p>	<p>Comments:</p>
<p>5. Access (description of the procedure)</p> <p>The voucher is assigned after a contract has been signed and it has been established that the beneficiary fulfils all the requirements of the award.</p> <p>A table will be prepared by each Job Centre based on the ISEE coefficient. If two people have the same number of points the oldest will be given priority.</p> <p>The voucher is awarded subject to the beneficiary participating in a course of active policies arranged with the Job Centre.</p>	
<p>6. Suppliers:</p> <p>Managed directly by the Livorno job centre</p>	<p>Comments:</p>
<p>7. Cost analysis:</p> <p>LIVORNO € 146.000,00 BASSA VAL DI CECINA € 62.000,00 VAL DI CORNIA € 50.000,00 PORTOFERRAIO € 42.000,00</p>	<p>Comments:</p>

B. Instruments	
<p>8. Instruments of the measure</p> <p>SERVICE AGREEMENT in which the actions of active employment policies are formalised between officials from the job centres and the candidates.</p> <p>ACTIVE POLICY ACTIONS:</p> <ul style="list-style-type: none"> ● INDIVIDUAL MEETINGS ● SEMINARS ● CAREERS GUIDANCE ● DISTANCE TRAINING ● WORKSHOP FOR ACTIVE JOB SEARCHING <p><i>The total number of hours is 160</i></p> <p>NB: previously obtained credits of up to 48 hours with a personalisation (flexibility) of up to 100 hours.</p>	

Information about the context of the Measure	
<p>9. Costs of the measure</p> <p>VALUE of the VOUCHERS + THE COSTS FOR 5 FULL TIME STAFF</p>	Comments

<u>Information about the evaluation of the measure</u>	
<p>10. Results and effects evaluations (please give an overview of the conclusions of the more relevant evaluation):</p> <p>The call for candidates closed recently and the classifications have been drawn up.</p> <p>So the only data available is that pertaining to the number of applications and admissible requests:</p> <p>applications: n°71 of which 62 are admissible.</p>	Comments:

11. Documentation Call for proposals with attachments	Comments:
12. Research (references): <i>Dott. Aldo Bertani</i>	Comments:

6.1.10 **Project “EGO - ENTERPRISE GENDER ORIENTED” funded within the Lifelong Learning Programme 2007-2013 – Subprogramme Leonardo da Vinci -Transfer of Innovation**

<u>A. General information about the measure</u>	
<p>Measure(by <i>measure</i> we mean the device or tool through which the policies are implemented into interventions aimed to attain the starting objectives, in a preset time and with the suitable funding):</p> <p>Local name: <i>Progetto “EGO – IMPRESA ORIENTATA AL GENERE”</i> funded within the (Lifelong Learning Programme 2007-2013 – Subprogramme Leonardo da Vinci -Transfer of Innovation)</p>	
<p>1. Main policy The Project’s main policy is to contribute to the fulfilment of the Lisbon objectives concerning female employment via adaptation, the transfer and awareness-raising of a “gender oriented” quality certification system.</p>	
<p>Involved policies Equal opportunities Social Policies Lifelong Learning Policies Innovation Policies Employment active policies</p> <p>The gender certification model to be transferred is an important tool for businesses to transfer a high-quality model based on the understanding of gender differences within companies - this objective has been previously identified and tested with the project “A.D.O. - Azienda Donna Oriented” - for the training of human resources and management.</p> <p>Indeed, businesses must guarantee that their staff is provided with training courses of quality if they are to ensure better opportunities for growth, the right to Lifelong Learning and promote continued improvement within the workplace.</p>	
<p>Beneficiaries: <u>Direct Beneficiaries:</u> Company Managers, Managers and staff in Human Resources, workers in companies trying out the certification, staff in the partner organisations directly involved in the project. <u>Indirect Beneficiaries:</u> Local government bodies, trade organisations, companies potentially interested in testing gender certification and replicating the experience, staff from companies that have benefited from the dissemination products, training systems in the 5 partner nations, national organisations for developing the experience as a standard.</p>	<p>Comments:</p>
<p>2. Abstract: EGO aims to adapt and transfer to other European contexts, the activities and products made with the</p>	<p>Comments: There will be activated processes of policy</p>

<p>previous project “ADO Enterprise gender oriented” based on a path that enables SMEs to obtain the quality certification as "gender oriented" (complementary to other standard certifications) and to become bearers of a management practice consistent with the culture of equality and social responsibility of the enterprises. EGO through the transfer of a certification "gender oriented intends to promote gender equality within the workplaces and contribute to the European guidelines for equality between women and men.</p> <p>The experimentation, involves 9 organizations located in Europe (4 IT, 1 BG, 1 PT, 1 CZ, 2 ES) to improve women's demands within the workplace, to enhance the balance of life and work times and promote a broader representation of women in decision-making positions. The objectives of the project are also to develop specific vocational skills to meet the needs of the labour market and promote the learning of skills and knowledge about gender quality and equality and the needs of women workers in order to respond to the lack of women in labour market.</p>	<p>learning and policy transfer that favour the presence and professional growth of women.</p>
<p>3. Expected specific effects and outcomes:</p> <ul style="list-style-type: none"> • Check up of equal opportunity conditions in the target companies • Adapting of “ADO” products to the needs of Italian and European partners, in line with the various linguistic and multicultural requirements • Training of human resource and management personnel • Awareness raising of workers with regard to gender dynamics • Transfer of the model for gender certification • Implementation of new products • Management, coordination, monitoring • Policy learning and policy transfer • Transnational cooperation • “Gender oriented” certification • Dissemination and valorisation of the results • Mainstreaming at national and European level <p>Compared to the initial state will be produced the following impacts: 4 organizations in the partnership certificated "gender oriented" and 5 involved in peer review processes, awareness and corporate social responsibility; 1 parallel network of social partners involved in mainstreaming, 40 responsible for human resources and 20 managers trained on work/life Balance, Sharing and Diversity Management; 100 employees made aware of equal opportunities at</p>	<p>Comments:</p>

<p>work; increased skills of local and regional partner systems, 1 round table/protocol /agreement implemented in each Country; 1 Mainstreaming Committee on gender certification and gender quality.</p>	
<p>4. Institutional Levels involved and related functions (national, regional, local): Local level as Province of Livorno, the project leader, Trade Unions Representatives of local and regional level and Equal opportunity organisations as associated partners composing the <u>Mainstreaming Committee</u></p>	<p>Comments:</p>
<p>6. Access (description of the procedure) The project by the activation of an international network: - involves Italian partners from two macro areas of the Country (Central and South-Islands) and foreign partners that cover a large European area; - actively involves SMEs, broadly represented in the partnership and involved in the testing of training aimed to achieve the standards of gender quality "EGO". Moreover SMEs will be involved in the experimentation of training paths within their workplaces for employees and management, targeted to further growth of skills and knowledge related to the enhancement of gender perspective. These companies will receive at the end of their path a certification "gender oriented" - that is under way to be officialized - to be supported by other officially recognized certifications, which will provide prestige to the enterprise and will produce a socio-working development; - involves a network of institutional and political actors (category associations, trade unions) who will support project activities by participating in the mainstreaming committee and disseminating the results of the project.</p>	
<p>7. Suppliers: Managed directly by Province of Livorno through its Company in house, Provincia di Livorno Sviluppo</p>	<p>Comments:</p>

8. Cost analysis: Total Project Budget: €385,000.00 of which: ■ From government funding: € 288,750.00 ■ Quota of partner co-funding € 96,250.00 Breakdown of partners' budget			Comments:
ORGANIZATION	TOTAL BUDGET	PARTNERS CO-FINANCEMENT	
Provincia di Livorno	€ 55.000,00	€ 13.750,00	
Provincia di Livorno Sviluppo	€ 62.000,00	€ 15.500,00	
ANCCP	€ 50.000,00	€ 12.500,00	
CIVITA Srl	€ 45.000,00	€ 11.250,00	
ACZ spol s.r.o	€ 33.000,00	€ 8.250,00	
SPI	€ 45.000,00	€ 11.250,00	
AMECOOP	€ 30.000,00	€ 7.500,00	
UCMTA	€ 30.000,00	€ 7.500,00	
ECQ Ltd	€ 35.000,00	€ 8.750,00	

B. Instruments	
9. Instruments of the measure - Management and coordination - Analysis and adaptation - Transfer of innovation - Obtaining EGO certification - Monitoring and evaluation - Policy learning and policy transfer - Concerted cooperation - Dissemination and valorisation plan - Communication technologies	

Information about the context of the Measure	
10. Costs of the measure Total Project Budget: €385,000.00 of which: ■ From government funding: € 288,750.00 ■ Quota of partner co-funding € 96,250.00 ■	Comments
11. Complementary measures (if the case): The project promoting equality between men and women and contributing to combating all forms of	Comments:

<p>discrimination based on sex, racial or ethnic origin, religion or belief, disability, age or sexual orientation aims to contribute to combating all forms of discrimination based on sex, racial or ethnic origin, religion or belief, disability, age or sexual orientation</p>	
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Information about the evaluation of the measure

<p>12. Results and effects evaluations (please give an overview of the conclusions of the more relevant evaluation): The project is still in progress: started on October 2009 it will end on September 2011</p>	<p>Comments:</p>
<p>13. Documentation Call for proposals with attachments Lifelong Learning Programme 2007-2013 – Subprogramme Leonardo da Vinci -Transfer of Innovation</p>	<p>Comments:</p>
<p>14. Research (references): Maria Giovanna Lotti</p>	<p>Comments:</p>

6.2 HUNGARY

Demographic changes

<u>A. General information about the measure</u>	
<p>Measure(by <i>measure</i> we mean the device or tool through which the policies are implemented into interventions aimed to attain the starting objectives, in a preset time and with the suitable funding):</p> <p>Local name: Demographic Changes in Hungary. Adult Training as a Main Tool for Providing the Chances of the over 50 People in the Labour Market</p>	
1. Main policy	To keep and reintegrate the 50+ people in the labour market by adult training
Involved policies	<ul style="list-style-type: none"> - 2001.CI Law about the adult training - 123/2007 (V.31) decree about the detailed rules of the adult training normative support - 22/2004 (II.16.) decree about the accreditation of adult training institutes and of adult training programmes - 24/2004 (VI.22) departmental order (Ministry of Labour and Employment) about the accreditation system and requirement - 7/2002 (XII.6.) departmental order (Ministry of Labour and Employment) about the measurement of the accreditation fee of the adult training institutes and of adult training programmes 48/2001 (XII.29.) departmental order (Ministry of Education) about the registry system of the adult training institutes - 15/2007 (IV.13.) departmental order (Ministry of Labour and Social Affairs) about the detailed rules of the support to be financed the adult training from the Labour Market Fund - 13/2006 (XII.27.) departmental order (Ministry of Labour and Social Affairs) about the condition and rules of accounts of the employer who performs his vocational support payment by training his own employees
2. Beneficiaries Men and women over 50	Comments:
3. Abstract 3.1.definition Adult training: Training of the adult people who carried out of the obligatory education, except of students of the high	Comments:

<p>level schools</p> <p>3.2. goals Labour market integration of the target group by the possibilities of the adult training</p> <p>3.3. contents Improvement of the labour market reintegration of the people over 50 by traditional and special adult training courses. Vocational further training, IT training, language training. Training courses improving the self-employment.</p>	
<p>4.Expected specific effects and outcomes: Special effects:</p> <ul style="list-style-type: none"> - More number of able-bodied people over 50 will reintegrate to the labour market - One part of the 50+ people becomes self-employer 	<p>Comments:</p>
<p>5. Institutional Levels involved and related functions (national, regional, local): National: The State Employment Service works out an action plan for the improvement of the labour market reintegration of the 50+ people. The National Institute for Vocational Training and Adult Training works out proposals for the development and introducing of adult training programmes to improve the labour market reintegration and self-employment of the able-bodies people over 50</p> <p>South Great Hungarian Plain Region: The Development Council of the South Great Hungarian Plain region works out an operational programme for the development and introducing of adult training programmes to improve the reintegration and self-employment of the able-bodied over 50 people</p>	<p>Comments:</p>
<p>6. Access (description of the procedure)</p> <ul style="list-style-type: none"> - Definition of such traditional adult training programmes, which are suitable for the improvement of the labour market reintegration of the over 50 people - Development of special adult training programmes - Pilot introducing of new training programmes - Connection with the potential employers - Selection of the participants to be involved into the project - Implementation of the training - Follow up 	
<p>7. Suppliers: In the South Great Hungarian Plain Region:</p>	<p>Comments:</p>

<ul style="list-style-type: none"> - South Great Hungarian Plain Regional Labour Centre - Regional Training Centre of Békéscsaba - Regional Training Centre of Kecskemét - Csaba College Education Centre - Euro-Consult Adult Training Centre 	
<p>8. Cost analysis:</p> <ul style="list-style-type: none"> - Development of special adult training programmes: 5,000 EUR/programme - Introducing of new programmes: 3,000 EUR/programme - Selection of the participants: 100 EUR/person 	<p>Comments:</p>

<p>9. Instruments of the measure</p> <p>Financial resources:</p> <ul style="list-style-type: none"> - territorial and national application possibilities (mainly the regional operational programmes) - state support by the units of the State Employment Service (training centres and labour service) <p>Possibilities, contents:</p> <ul style="list-style-type: none"> - vocational knowledge renewing training courses for people over 50 - training courses according to the labour market requirements for the over 50 people - preparation training for self-employment for job seekers over 50 	
<p>Information about the context of the Measure</p>	
<p>10. Costs of the measure</p>	<p>Comments</p> <p>Duration</p> <p>Selection: 1 month</p> <p>Development of special programmes: 3 months</p> <p>Implementation of the training: 3-10 months</p>
<p>11. Complementary measures (if the case):</p> <ul style="list-style-type: none"> - evaluation: 2,000 EUR - dissemination: 5,000 EUR 	<p>Comments:</p>

Information about the evaluation of the measure

<p>12. Results and effects evaluations (please give an overview of the conclusions of the more relevant</p>	<p>Comments:</p>
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<p>evaluation): Results can be evaluated a number of levels:</p> <ul style="list-style-type: none"> - number of the training materials - number of the training courses - number of the people who passed the final exam - number of the people who got job and kept it one year after the training <p>Potential weaknesses:</p> <ul style="list-style-type: none"> - a great number of people who drop out from the training courses - less number of people who pass the final exam - job demand of the employers stops because of the changing market effects <p>Strenghtens:</p> <ul style="list-style-type: none"> - optimal number of training curricula according to the requirements of the market - less number of people who drop out of the training courses - number of the people who passed the final exam is over 90% - job demand of the employers are real, so the people who finish the training course can get job 	
<p>13. Documentation (concerning previous points):</p> <ul style="list-style-type: none"> - training programmes and curricula - training diaries - demo CD - www.csaba-college.hu 	<p>Comments:</p>
<p>14. Research (references):</p>	<p>Comments:</p>

ACTIVE AGEING

Employer's approach

- Persons 50+ will play more important role in the labour market
- Bigger companies adopt to the ageing employees by educational and health care measures

Advantages of older employees:

- experience
- fidelity to the company
- responsibility, reliability
- work experience
- Advantageous impact to the company culture

Strength of younger employees

- mobility
- flexibility
- knowledge of new technology
- attitude for team work
- higher qualification

Aim of the companies (approach of the employers' union):

- flexible transition between employment and retirement
- make profit by using the older workers' knowledge and experience
- getting more financial support for the education and training of the older employees
- incentives and tax allowances for the companies which employ older workers

Social approach

- If the life of an older person is loner, aimless, boring, he will become weaker by mentally
- Hungarian people are in worse condition by physically and mentally than their mates of the same age in West Europe
- The healthy and active old age can be influenced by forming new good habits
- Secret of the active old age is : life long companionship, exercise and mental liveliness
- Regular exercise is essential for the protection of physically and mental health

Active 50+ employees in the HUNGERIT Poultry Process Ltd.Co.

Features in the food industry

- Often changing work schedule in the field of live goods process

- Work start at dawn
- Work in cool and wet rooms
- Work in high vapour and dirty places
- The special work schedule and family life can harmonize with difficulty
- The rate of the 50' employers is growing slowly but permanently
- The proportion of ones above 50 years in the employment....

Aim of the company:

- Reduce the number the ones who leaves the company
- Improve the fidelity to the company
- Strengthen the professional qualification of the older employers

Statement:

- We can improve the stability of the 45-50+ employers
- They can accept the features of the work better than other ages
- But they have low professional qualification
- The most successful ways for strengthening the self confidence are the training and information

Measures:

- Guide on work easy to understand
- Presentation of work fields by film at the job entrance

Establishment of flexible training possibilities in the company for all workers group

- vocational training
- Machine minder training serving the professional advancement
- Informatic training
- Language education
- Skill development training

Health protection programmes

- Give up smoking programme
- Swimming pool pass
- Trips in the nature for employers and their family

Training statistics

- Age proportion of participants in vocational training
- The proportion of ones above 50 in the training

Summary about the training courses

- Establish flexibility in the training
- Practical training fit for individual requirements
- Different practical training by persons both in time and branches
- Responsible boss take part in the training to form direct connection with workers (strengthen the training level, the acknowledgment of the professional knowledge and the responsible work)
- Plus hours can be chosen: informatics, language or professional ones

Skill development training: Job protection training 2007-2008

- Strengthen the out work connections
- Promote the participation of 50+ (they undertake the 3 day training with more difficulty)

While in 2007 only 4 persons undertook the participation in training, in 2008 14 ones.
Staying in work – keeping 50 years took a part in a training his proportion

- Content elements of the training
- Work place motivation
- Conflict and stress handling
- Life management guidance

by Mrs Ildikó Szőke Vörös
Translated by dr.Lajos Kibédi-Varga

INTEGRATION OF 50+ MIGRANTS

<u>A. General information about the measure</u>	
<p>Measure(by <i>measure</i> we mean the device or tool through which the policies are implemented into interventions aimed to attain the starting objectives, in a preset time and with the suitable funding):</p> <p>Local name: Support of 50+ migrants to integrate</p>	
<p>1. Main policy</p>	<p>Socio-work inclusion Adult training and mentoring</p>
<p>Involved policies</p>	<ul style="list-style-type: none"> - Law XXXIX/2001 on the entry and stay of the foreigners - Law II/2007 on the entry and stay of the foreigners from the third countries - Law I/2007 on the entry and stay of the persons having the right of the free movement and stay
<p>2. Beneficiaries 50+ migrants having entry or residence permit</p>	<p>Comments: Most of them are of Hungarian origin from the Carpathian basin countries</p>
<p>3. Abstract 3.1.definition</p> <p><u>Adult training:</u> training of people over 16, finished or stopped of the school system, either unemployed or employee. It is aimed at supporting the participants to integrate to the society and to the labour-market.</p> <p><u>Mentoring:</u> measures from skilled mentors in the framework of the adult training services. It is aimed at helping the students on learning and integrating.</p> <p><u>Funded:</u></p> <ul style="list-style-type: none"> - payment of mentors according to the hours made by the employee as a mentor - payment of the instructors according to the lesson hours <p>Average training duration: 6 months Average mentoring duration: 6+12 months (6 months during the training and 12 months plus after it) Average training costs: € 1,000/month Average mentoring costs: € 600/month Other costs: Administrative and organizational costs.</p>	<p>Comments:</p>

<p>3.2. goals Support the access to the labour market and to the society</p> <p>3.3. contents An adult training programme is to be developed with special emphasis on the Hungarian language, legal issues and traditions of Hungary</p>	
<p>4. Expected specific effects and outcomes: Expected effects:</p> <ul style="list-style-type: none"> - a useful Hungarian speaking - knowledge and skills supporting the adaptability to the local society and to the labour market <p>Outcomes:</p> <ul style="list-style-type: none"> - activated 50+ migrants: 20/course 	<p>Comments:</p>
<p>5. Institutional Levels involved and related functions (national, regional, local): State:</p> <ul style="list-style-type: none"> - works instead of aid for the 50+ migrants <p>South Plain Region:</p> <ul style="list-style-type: none"> - provides for funding in ESF ambit aimed at financing the measure of the migrants' support <p>Local:</p> <ul style="list-style-type: none"> - makes available ESF resources to finance the measure - issues the calls for study - implements local planning and all of the actions for the measure managing - acts through the labour centres 	<p>Comments:</p>
<p>6. Access (description of the procedure)</p> <ul style="list-style-type: none"> - branches of the regional labour centre separate the participants - call for proposals for developing the curricula of the courses - implementation of the training courses - mentoring during and after the training courses 	
<p>7. Suppliers:</p> <ul style="list-style-type: none"> - county local authorities - regional labour centre - Csaba College Adult Education Centre - EUNET Foundation for European Cooperation Networks 	<p>Comments:</p>

<ul style="list-style-type: none"> - instructors - mentors - media 	
<p>8. Cost analysis: Instructor cost: € 10/h Mentor cost: € 8/h Coordination and management cost: € 300/month</p>	<p>Comments:</p>

<p>B. Instruments</p>	
<p>9. Instruments of the measure</p> <ul style="list-style-type: none"> - curricula development - selection of the participants - implementation of the training courses - continuous mentoring 	

<p>Information about the context of the Measure</p>	
<p>10. Costs of the measure</p> <ul style="list-style-type: none"> - total amount per year: € 86,000 - total number of beneficiaries per year: 100 	<p>Comments</p>
<p>11. Complementary measures (if the case):</p> <ul style="list-style-type: none"> - labour centres: support of the beneficiaries - EUNET Foundation: project management 	<p>Comments:</p>

<p><u>Information about the evaluation of the measure</u></p>	
<p>12. Results and effects evaluations (please give an overview of the conclusions of the more relevant evaluation): Monitoring results:</p> <ul style="list-style-type: none"> - overall monitoring: analysis of all project activities, innovating aspects, strength and weakness points of carried out activities, network creation - gender monitoring: equal opportunities impact - EUNET Foundation for European Cooperation Networks: survey on modeling of the developed best practises aimed at outlining 3 	<p>Comments:</p>

<p>strategic elements:</p> <ol style="list-style-type: none"> 1. evaluation from the idea to the project 2. organizational and coordination structure 3. integration of actions 	
<p>13. Documentation (concerning previous points):</p> <ul style="list-style-type: none"> - curricula - training report - mentoring reports - certificates <p>www.eunet.hu</p>	<p>Comments:</p>
<p>14. Research (references):</p>	<p>Comments:</p>

FLEXICURITY IN HUNGARY (By Benyik Mátyás)

Trade liberalization, offshoring and technological advances entail more volatility in labour markets and imply that the risks of workers increase. Flexicurity has become a buzzword aiming at both labour market flexibility and security. However, it seems impossible to have a flexible labour markets and workers' security if certain conditions are not observed. For many people flexibility in the labour market is synonymous with decreasing security, it might mean a relaxation in the regulation of hiring and firing and flexible forms of „atypical” jobs such as fixed-term jobs and temporary agency jobs. These developments look like a clear proof of a trade off between flexibility and security. For the IMF and the World Bank experts flexibility is the panacea to reinvigorate European labour markets and bring about more growth and employment while reducing unemployment. Flexicurity, however, needs some investment in labour market policies and social rights, requires also balancing of employer and worker oriented flexibility, internal and external flexibility, and on the process side, a genuine social dialogue. Some countries have succeeded in organizing their labour markets in a manner that combines flexibility with security with beneficial effects on decent work.

Hungarian labour market flexicurity is a combination of flexible market arrangements and employment security. **Flexibility** is usually discussed along the following dimensions:

- The ease of adjusting the labour force of a company (**numerical flexibility**)
- Adjusting working time (**temporary flexibility**)
- The possibility of changing workers' jobs or positions (**functional flexibility**)
- The **flexibility of wages**.

Security is concerned with unemployment regulation that provides high enough benefits to workers to feel safe while they are jobless, but at the same time also helps to find a job quickly.

Active labour market policies (AMLPS) also considered influencing flexicurity, as they target the job chances of disadvantaged groups.

Numerical flexibility

Numerical flexibility refers to hiring and firing legislation. These two types of regulation are interrelated, as obstacles to firing, influence hiring decisions and vice versa. If a firm's managers know that it is costly to fire someone, they will take this into account in their hiring policy.

Hiring regulation is only positively influenced by the Hungarian legislation through ALMPs for disadvantaged groups on the labour market. The typical ALMP provides a tax exemption on the payroll of the employer if a disadvantaged person is hired. It gives preference to the long-term unemployed, people aged under 30 and parents with small children.

In 2005 the Hungarian government started to create a more transparent system of ALMPs. Firms hiring workers from disadvantaged groups had to pay only 15% of payroll during the first year and 25% during the second year of employment and they were exempt from the payment of the lump-sum social security contribution.

The first such ALMP aimed at increasing the probability of job finding of workers with little or no work experience.

In 2007 further programmes were launched. The first programme was in connection with identical tax regulations and eligibility periods for long term unemployed, parents on maternity leave and people taking care of disabled or ill relatives. The second one was to help older people, or the low skilled, long-term unemployed. These programmes apply only up to a gross wage equal to two times the minimum wage (i.e. HUF 62,500 = EUR 230 in 2006).

Firing regulation has several parts: whether the parties involved have to give reason for the separation; cases when separation is not allowed; severance pay and length of advance notice.

In Hungary the most typical type of contract is the open ended contract, but lately the fixed-term contracts have gained popularity despite the fact that it is very costly to fire somebody with a fixed-term contract.

The Labour Code favours open-ended contracts. In order to protect employees, the employer has to give a reason for the separation (the employee has never to do this). These reasons may be the inadequate skills or behaviour of the employee. Firm restructuring or switching the production unit to tasks needing more highly skilled workers, etc. It is the employer's responsibility to prove that the layoff was justified.

There are two types of employees who can be laid off without a motive: pensioners and managers. Employer can use exceptional layoff when there was a serious damage to the company. Typical reasons for exceptional layoff are: drunkenness, multiple unjustified absence of tardiness, crime against the employer or actions against the economic interest of the employer.

Certain types of workers cannot be laid off, e.g. workers on sick leave, workers who take care of their sick child or other relatives, pregnant women and those who gave birth in the last three months. Employees can take advantage of this regulation if they think that their chances of being laid off are high.

In case of separation both the employer and the employee are entitled to an advance notice between one month and one year. Besides advance notice the most important firing cost is severance pay. Older

workers are quite heavily protected, which is amplified by the fact that only they can have really long tenure, which is positively correlated with both the length of advance notice and the value of severance pay.

Public sector employees have different severance payment regulation and it increases faster in this sector compared to corporate workers. Workers with three or four years of tenure are entitled to the same one monthly salary severance pay as corporate workers, but longer tenures are associated with higher severance pay.

Regulation for mass layoffs should be treated differently for two reasons: firstly they are less or not at all related to individual worker characteristics or misbehaviour, secondly group firings typically affect workers who are on average from depressed regions or declining industries and thus job loss can lead to particularly severe conditions as chances of job finding are smaller.

Group layoffs are defined for companies with at least 20 employees. The employer has the responsibility to inform the workers at least 22 days beforehand otherwise the layoff is illegal. The advance notice should contain the reason, the number of employees to be laid off and their distribution by occupation as well as the sequencing of the layoff.

Wage flexibility

The minimum wage was abruptly increased in 1999 from HUF 25,500 to 40,000 and one year later with an additional HUF 10,000 and in 2006 reached HUF 62,500 with legal safeguards of continuous increase in the following years. According to the Labour Code the minimum wage should reach HUF 69,000 in this year. The minimum wage is about 40% of the gross average wage. Therefore, it is a real threshold for employers in their wage setting mechanism. Besides decreasing labour market flexibility, it has also negative consequences for security, as high minimum wage means less employment opportunities for low-skilled workers.

A second element of rigidity of the wage setting mechanism consists of the wages in the public sector. About one fifth of the Hungarian employment and somewhat less than one-third of the employees (abt. 800,000 people) are in the public sector. Wages in this sector are very rigid taking into account neither market forces nor personal abilities.

Security is defined very broadly, meaning any regulation that makes workers feel more secure. However, security is the most important in the case of job loss, which consists of characteristics that are policy related, such as the size and length of eligibility of the unemployment benefit and factors that depend mostly on the economic performance of the country, such as the length of the unemployment spells.

The Hungarian government modernised its unemployment legislation in 2005 which was an improvement for two reasons:

- First, the current system is more just as it ties the unemployment benefit to the earnings in the previous job.
- Second, it provides incentives to actively search for a job and states that assistance should be provided by the labour offices.

While the Hungarian legislation regulating unemployment benefit is adequate, two major concerns arise:

- First, it is unclear how efficient the monitoring of the job-search is and whether those who do not search are really punished by not getting the benefit;
- Second, it is not clear how the unemployed are assisted by the labour offices to find a job. More important is, however, that unemployment spells tend to be long.

After the parliamentary elections in 2006 the Hungarian government launched an austerity package to curb the high (10% of GDP) budget deficit. The main parts of this restriction package were:

- 10-20.000 public servants to be dismissed from the central and local administrations
- more primary schools were closed down or drawn together, therefore about 20.000 teachers were discharged from state financed schools (in 2006 90% of the educational institutions were financed by the state)
- salaries of civil servants were frozen
- the social contribution paid by the employees was increased by 3,5% in two steps
- the social contribution of the lowest wages was doubled
- the government stopped the price control of gas and electricity, therefore these prices increased by 50% within 5 months.

As a result of the „stabilisation package”, layoffs and unemployment rate have increased and also the possibilities of getting jobs declined as the economy slowed down significantly (close to 1,2% in 2007).

GENDER EQUALITY

<u>A. General information about the measure</u>	
<p>Measure(by <i>measure</i> we mean the device or tool through which the policies are implemented into interventions aimed to attain the starting objectives, in a preset time and with the suitable funding):</p> <p>Local name: Broadband to Employment – Learning Programme for Inactive Women</p>	
<p>1. Main policy employment, social affairs</p>	
<p>Involved policies Legal documents on gender equality in Hungary</p> <ul style="list-style-type: none"> - Hungarian Constitution, Act XX. of 1949 The general prohibition of discrimination men and women is stated in paragraph (1) of Article 66: “The Republic of Hungary shall ensure the equality of men and women in all civil, political, economic, social and cultural rights”. Article 70/B reflects the rule equal salary for equal work and equal treatment. More information: www.parlament.hu/alkotmany/constitution.htm - Labour Code, Act XXII. of 1992 The regulation of the Labour Code about discrimination is the following (Article 5): (1) “in connection with an employment relationship, no discrimination shall be practiced against employees on the basis of gender, age, race, national origin, religion, political views or membership in employee interest represent organizations or activities connected therewith, as well as any other circumstances not related to employment. Any differentiation clearly and directly required by the character or nature of the work shall not be construed as discrimination”. More information: www.eselyegyenloseg.hu/doc/1992-XXII-tv.doc. - Act LXXIX. of 1993 Law about public education. Any 	

<p>discrimination based on the basis of gender, age, race, national origin, religion, political views, origin, financial situation or patron of the school is prohibited in public education. More information: www.eselyegyenloseg.hu/doc/1993-LXXIX-tv.doc</p> <ul style="list-style-type: none"> - Amendment of the Labour Code, Act XVI of 2001 The amendment of Article 5 the Labour Code in 2001 introduced the concept of indirect discrimination and extended the prohibition of discrimination to the discrimination because of family or handicapped status. More information: www.eselyegyenloseg.hu/doc/2001-XVI-tv.doc - Amendment of the Labour Code, Act XX. of 2003 Amendment of Article 5: (1) "In connection with an employment relationship, no discrimination shall be practiced against employees on the basis of gender, age, family or handicapped status, maternity, national origin, race, religion, political views or membership in employee interest representation organizations or activities connected therewith, part-time employment, temporary employment as well as any other circumstances not related to employment". More information: www.eselyegyenloseg.hu/doc/2003-XX-tv.dic - Act CXXV. of 2003 Law about equal treatment and the promotion of equal opportunities. More information: www.eselyegyenloseg.hu/doc/eselytorveny_2004122.doc 	
<p>2. Beneficiaries women with small children</p>	<p>Comments:</p>
<p>3. Abstract</p>	<p>Comments:</p>

3.1.definition

In recent years many families have moved into the outskirts of Budapest. The small settlements cannot provide the necessary social services for the growing population, especially childcare facilities are scarce.

Women with small children are not able commute for work and therefore cannot return to the previous employer. Many times they cannot find a job in their original profession. During the years of inactivity their knowledge and skills become outdated.

At the same time, due to the development of industrial techniques, less and less unqualified jobs are available for women.

The GAK Social Diversity Program focuses on the labour market reintegration of disadvantaged groups, especially women, unqualified people and older workers.

In the present project, an integrative approach was used in order to help women re-enter the labour market, primarily into the social sector, while creating a new social service.

3.2. goals

- the reintegration of inactive women into the labour market
- providing marketable knowledge and skills for the target group
- strengthening the mental health of the target group
- fostering atypical employment
- creating a new childcare facility
- providing skilled manpower for the social sector

3.3. contents

- project assistant training for women with small children
- kindergarten nurse training for unqualified women
- psychosocial consueling, self-knowledge support group

<ul style="list-style-type: none"> • personal mentor service • creating a playroom • providing playroom childcare during training • job counseling • organization of local job fair 	
<p>4. Expected specific effects and outcomes:</p> <ul style="list-style-type: none"> • 28 women graduated from the 30 persons involved • 5 qualified kindergarten nurses • 23 trained project assistants • 19 women are in employment at the end of project • 1 playroom childcare facility for local families • 1 job fair with 16 firms and over 600 visitors <p>Future potentials:</p> <ul style="list-style-type: none"> • vocational training courses combined with psychosocial support • training courses combined with childcare • creation of family day care facilities • strengthening of social enterprises • transfer of program to other suburban areas 	<p>Comments:</p>
<p>5. Institutional Levels involved and related functions (national, regional, local):</p>	<p>Comments:</p>
<p>6. Access (description of the procedure)</p>	
<p>7. Suppliers:</p>	<p>Comments:</p>
<p>8. Cost analysis:</p>	<p>Comments:</p>

B. Instruments	
9. Instruments of the measure <ul style="list-style-type: none"> • project assistant training course • kindergarten nurse training course • psychosocial counselling • personal mentor service • creating a playroom • providing playroom childcare during training courses • job counselling • organization of local job fair 	

Information about the context of the Measure	
10. Costs of the measure Total amount of the project: Total number of beneficiaries: 30	Comments
11. Complementary measures (if the case):	Comments:

<u>Information about the evaluation of the measure</u>	
12. Results and effects evaluations (please give an overview of the conclusions of the more relevant evaluation):	Comments:
13. Documentation (concerning previous points):	Comments:
14. Research (references):	Comments:

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6.3 DENMARK

a) Country Report Denmark (By: *Tine Ravn, Videnscenter for Integration*)

I. Promoting inclusion of seniors at the Danish Labour Market

How can better and more flexible working conditions be created for seniors in Denmark, thereby encourage them to stay longer at the labour market? What kinds of initiatives, policies and legislation are available or can be pursued further to help seniors (re)enter the labour market or retain those who are already part of the workforce?

Denmark – like all the countries represented in the BJ50+ project - faces demographic challenges: the Dane's average life expectancy is steadily rising, while birth rate remains at 1.8%, while the number of younger generations entering the labour market decreases. This development poses a threat to the Danish welfare state and economy⁹. It is therefore necessary to retain seniors at the labour market. This requires, among others, that supplementary training and organizing of work be designed to meet the seniors' needs.

Current statistics show a decrease in the seniors' unemployment rate, and the 55-59 years age group now constitutes the least unemployed group with 4.8 % unemployment rate in 2009 compared to 9.7 % in 2005¹⁰. Although this is a positive development (e.g., changing attitude towards senior workers and greater focus on competences rather than age), there is still a great need to retain seniors in the workforce for as long as possible.

1.1 Barriers in recruiting and retaining seniors at the Danish labour market

Several barriers constitute a challenge to this, though, and seniors' motives for wanting to leave or remain at the labour market are diverse and complex. Factors such as health, educational attainment, private economy, physical/psychological working environment, socio-cultural conditions among others, affect early withdrawal from the labour market. Research, however shows that one of the greatest challenges in keeping senior citizens employed is overcoming age discrimination.

Denmark has implemented an anti discrimination law since 2005. In spite of this, research shows that many companies prefer to hire younger workers. Consequently, dismissed seniors can experience difficulties finding a new job, attaining supplementary training etc. Such seniors might then, seeing no alternative, choose to go on early retirement. In 2003, approx. one out of four of the seniors in voluntary retirement, retired from unemployment¹¹.

The main challenge to retaining seniors is that employers do not make an effort to hold on to this group. Research shows that if employers express their intention to maintain their elderly employees, people are willing to stay. Research conducted by the Danish National Centre for Social Research showed that only half of the workplaces investigated (500 out of 1000) make an active effort to retain their workers after the age of 60. Implementation of senior policies therefore needs to be expanded such that it should be more difficult to let seniors go¹². There is also a need to inform senior employees about their

⁹ The Danish Welfare Commission 2004:20-21.

¹⁰ Frandsen 2010.

¹¹ Poulsen et al. 2006; Jensen & Breidahl 2008.

¹² Johansen 2010; Larsen 2006.

rights and opportunities, since many are not aware of the different initiatives that could be implemented.

The current global financial crisis also affects the implementation of senior policies: It is quite difficult to convince management in affected industries that retaining seniors will ultimately be good for their bottom-line, especially if they are in a survival mode, i.e., confronted with downsizing and spending cuts. Worse, companies have dropped their senior policies.

Long term prognosis show however, that companies will be needing seniors to stay longer at the labour market simply because there will not be enough available labour force. Employers therefore need, at this point, to implement effective senior arrangements. Despite the current crisis and a possible reduction in pension savings, seniors hold on to their early retirement plans which means that the financial crisis does not seem to be causing a trend of senior retirement postponement. Furthermore, one out of six in the 55-59 years age group feels pressured by management to go on early retirement. This, combined with the fact that many seniors themselves wish to make use of the job release scheme¹³, simply stresses the importance of an increase in efforts to extend working lives.

There are no specific policies addressed to 50 + migrants. Policies aimed at 50+ employees apply to both immigrants and ethnic Danes. On a positive note, though, immigrants have not been affected by the financial crisis to the extent expected; they are actually more successful in holding on to their jobs than ethnic Danes¹⁴. Still, it must be underscored that the unemployment rate is higher for this group than for ethnic Danes; 46 % of women and 61% of men from non-western countries had jobs in 2007¹⁵. It is therefore necessary to implement initiatives to get this group to become a more integral part of the Danish labour market.

Examples of good senior practice will be presented after a short presentation of the characteristics of the Danish labour market.

1.2 The Danish Labour Market and Welfare Model – The Flexicurity Strategy

The Danish Institutional Structure is an important frame of reference in understanding the strengths and weaknesses of facilitating the postponement of retirement.

The Danish labour market is greatly decentralized: the labour market parties (i.e., labour unions and employers confederation) play a decisive role in shaping policies. The State, therefore, does not intervene in the regulation of salaries and working conditions as long as the partners can solve potential problems themselves. A precondition for this model is a strong labour market organization with a high membership rate, which is also the case in Denmark (80 % of workers are members of a trade union). This model is a special Danish construction which assists in creating a dynamic, competitive and flexible labour market. Since the government does not intervene in labour market policies - merely outlining framework conditions - companies are not obligated to implement a senior policy.

The Danish Flexicurity Model is widely accepted politically in Denmark. Flexicurity describes some important characteristics of the Danish labour market, often referred to as the Golden Triangle because it consists of three elements: a flexible labour market, income security and an active labour market policy. Flexibility and security are seen not as mutually exclusive, rather mutually supportive. Flexicurity

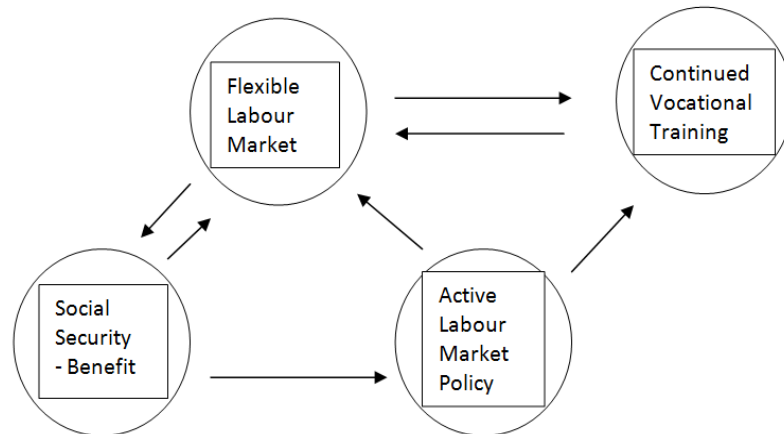
¹³ Ministry of Employment, Bræmer 2008, Bræmer 2010

¹⁴ Jørgensen 2010.

¹⁵ The Ministry of Refugee, Immigration and Integration Affairs 2009.

is combined in a contract between the government, the employers and the labour force and is regulated by law, mutual agreements and individual contracts.¹⁶

Figure 1. The expanded Danish Flexicurity Model (Bredgaard et al. 2009)



The Danish model can be seen as a historical development; for instance, the high degree of mobility and low employment protection can be dated back to 1899. As mentioned, the model or triangle traditionally consisted of three elements but has been expanded by a fourth perspective to a "Flexicurity Square" consisting of a high level of continued vocational training that support employment security. The four elements are:

- *The Flexible Labour Market* – flexibility enables employers to hire or fire employees according to the prevailing the labour market conditions. Employers can therefore easily adjust the number of workers to their actual production, while workers can easily change jobs.
- *The social security element* consists of the payment of generous welfare benefits to the unemployed – compensations that can constitute up to 80 % of their past incomes.
- *The active labour market policy (ALMP)* ensures that everyone is offered some sort of further activity, for instance career guidance, job or training/education offers that is focused on individual needs. However, jobs offered to an unemployed person are not optional – he/she is obliged to accept job offers, if he or she wishes to remain in the system.
- *Continued vocational training* consists of supplementary training and competency building, designed to ensure the employees' adaptability and employability.

1.3 Life Long Learning – An Important Retention Strategy

Continued Vocational Training is an important function in the Danish flexicurity model and supports the other elements in this model. It is assumed that continued vocational training increases mobility in the labour market regarding numerical and functional flexibility (adjustment of employees and work assignments) and for instance qualifies the unemployed to re-enter the labour market as their chances for employment are increased.

Moreover, life long learning contributes to building a highly qualified work force, high productivity and a high competitive power. Studies conducted in Denmark show that competence development, is among the most widespread tools for retaining seniors on the labour market. For instance, further training to

¹⁶ Bredgaard et al. 2009; Jensen & Breidahl 2008; Ministry of Employment.

improve senior employees' technological skills can be seen as an important retention strategy, as this would enable to keep up with new developments.

The Danish continued vocational training - wherein several institutions contribute to a high level of development of skills - is a special construction, especially seen from an international perspective.

The cost of education in Denmark is among the highest in the world. However, almost all types of education are free and funded by the State. Approx. 15 % of the workforce participates in public continued vocational training, for instance 'preparatory adult education' (FVU) which started in 2001 and includes training in reading, spelling and written presentation. FVU, together with several other options, is a formal qualifying education which is covered by Continued Vocational Training (VEU) and may be used as a means of qualifying persons who have been fired and helping them re-enter the labour market. While taking these courses, it is possible to receive 'adult educational support' (SVU) from the state which corresponds to the highest possible unemployment benefit rate¹⁷.

1.4 What can be done? – Good senior practices

As mentioned, seniors constitute a differentiated group with different needs and wants, and with various motives for leaving or remaining in the work force. Strategies on maintaining seniors therefore also need to reflect individual requests. Some of the most important and most frequently utilized instruments of postponing retirement are: supplement training, senior interviews and reorganisation of work time and work assignments. The creation of more flexible working conditions, the establishment of special senior jobs or flex job arrangements, are central to a good senior practice¹⁸.

Next part of this rapport will contribute with examples regarding possibilities and best practices concerning seniors but for more information on senior policies, the below mentioned places are extensive knowledge bases for inspiration:

- *Senior Practice.dk (www.seniorpraksis.dk):*
 - Provides information on clarification, development and implementation of senior policies together, with concrete tools and procedures for good senior practices.
- *Ministry of Employment (www.bm.dk):*
 - Provides information on relevant labour market policies, advice on maintaining seniors and special legislation regarding this group
- *The Association of Unemployed Seniors in Denmark (www.seniorerhvervdanmark.dk):*
 - This is a voluntary organization composed of unemployed seniors, and funded by the Ministry of Employment. It is a network with 22 local associations and 1200 members. The members are active job seekers who help each other find employment. The long term goal is to help as many seniors as possible to return to the labour market. In 2004, some 700 out of 1500 members returned to the labour market. Among the services it offers are: matching and finding work for members, examining members' needs on skills upgrading and organising courses on job search and CV writing.

¹⁷ Bredgaard et al. 2009; www.SVU.dk; Danish Ministry of Education.

¹⁸ Larsen 2006; Jensen & Bredahl 2008.

b) Best practices:

This section presents five relevant Danish measures in relation to seniors and the five different topics discussed at each partner meeting:

1. Demographic changes:

The first measure is a framework agreement on senior policies. It focuses on senior- and retirement agreements in the municipalities.

2. Active aging:

The second measure is an example of best practice (a contracting firm based in Ringsted in Sealand) on creating optimal conditions for seniors, i.e., flexible working conditions, which can contribute to maintaining seniors at the labour market.

3. 50+ migrants:

The third measure constitutes the accessible labour market. The overall vision is to include all citizens in the labour market.

4. Flexicurity:

The fourth measure is a case on the Network Locomotive (a network of companies based in 3 interlinking municipalities in South Denmark) which represents an example of how continued vocational training can be organized. The Network Locomotive, dedicated to life long learning, is related to the continued vocational training strategy included in the Danish flexicurity model¹⁹.

5. Gender equality:

The last measure represents an Entrepreneurship programme for ethnic minority women called “New women Danes as Entrepreneurs”. The programme is an example of good practice that can be implemented to include/retain women above the age of 50 who may have experienced extreme difficulty finding employment or find better and high-paying jobs.

Framework agreement on senior policies: Senior- and retirement agreements in the municipalities.

<u>A. General information about the measure</u>	
Measure: Name in Danish: Central rammeaftale om seniorpolitik Name in English: Central framework agreement for senior policy	
1. Main policy	
At the three parts agreements in 2008 between the Government, the Local Government Denmark and the regions it was agreed:	
<ul style="list-style-type: none"> • Right to senior days in the period 2009-2011 • Senior political municipal funds in 2009-2011 	

¹⁹ Jensen & Breidahl 2008

<p>(e.g., funding for senior positions and retirement arrangements (see 3.3))</p> <ul style="list-style-type: none"> • Senior interviews in relation with employee development interviews. 	
<p>2. Beneficiaries</p> <ul style="list-style-type: none"> • Local authority employees 	<p>Comments:</p>
<p>3. Abstract</p> <p>3.1. Definition</p> <p>Agreement encouraging senior political initiatives designed to maintain senior employees in the work force.</p> <p>3.2. Goals</p> <ul style="list-style-type: none"> • Maintenance of seniors. • Focusing on seniors' wishes and expectations for future work perspectives • Inclusion of and focus on seniors in the staff policies. <p>3.3. Contents</p> <p>At the municipality, the collective agreement regarding senior politics focus on three types of arrangements:</p> <p>a) Senior positions: It is possible to change the content in a certain work position or reduce work hours, and /or create a new senior position. Both initiatives apply to employees aged over 52 years. A maintenance bonus can also be rewarded, with the agreement that the senior position will be resigned after the employee in question has turned 62.</p> <p>b) Generational change arrangements: This arrangement can be utilized if management wishes to keep the executives in their position for up to another six years. This may applied to executives who have turned 54 years old.. This can provide maintenance bonuses, retirement improvements or personal increment.</p> <p>c) Retirement arrangements: this arrangement can be utilized to maintain an employee for a certain time period, or it can be organized in relation to voluntary</p>	<p>Comments:</p>

retirement. Different retirement improvements, as for instance extra pay, can be arranged.	
4. Expected specific effects and outcomes: The overall purpose is to increase the maintenance of seniors.	Comments:
5. Institutional levels involved, and respective functions (national, regional, local): All three institutional levels are included, even though the local authorities are responsible for using the possibilities within the agreement.	Comments:
6. Access (description of the procedure) The terms for the concrete initiatives regarding senior positions, generational change arrangement and retirement arrangements are agreed locally between the municipal council and local representatives for organisations entitled to negotiate. This means for instance that it is a local affair which specific kind of staff policy, each municipality which to employ.	
7. Suppliers: All three partners in the agreement.	Comments:
8. Cost analysis: 538 million DKK (72 Euros) have been earmarked to promote senior political initiatives, whose main purpose is to maintain seniors on the job market. Other sources for finance are local budgets.	Comments:

B. Instruments

9. Instruments of the measure Administration	
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Information about the context of the Measure

10. Costs of the measure No information available	Comments
11. Complementary measures: No information available	Comments:

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<u>Information about the evaluation of the measure</u>	
<p>12. Results and effects evaluations</p> <p>The rights to senior days and senior political municipal funds run to 2011. They have not been evaluated yet.</p>	<p>Comments:</p>
<p>13. Documentation</p> <p>Printed material</p> <p>Online sources</p> <p>Seniorpraksis.dk: http://www.seniorpraksis.dk/da/Afklaring/Hvilke_rammer_er_givet_paa_forhaand.aspx</p> <p>The Danish Association of Local Government Employees' Organisations (KTO): http://www.kto.dk/aftaler/generelle_aftaler/Aftaler/5_Personalpolitik_aftaler/5_1_0.pdf</p> <p>http://www.kto.dk/pjecer/pjecer_i_samarbejde/udgivelser/Vejledning_rammeaftale_seniorpolitik.pdf</p>	<p>Comments:</p>

6.3.2 Best practice –the private company Enemærke and Petersen A/S

Comment:

As an example of good practice, it is worth mentioning a firm of contractors from Ringsted (in Sealand) called ‘Enemærke and Petersen A/S’. In 2009 they won the award ‘Best Senior Practice’ for ‘large companies’ category, given by the Danish Ministry of Employment, to recognize extraordinary effort towards maintaining and attracting senior employees and act as a role model for other companies.

<u>A. General information about the measure</u>	
Measure:	
Name in Danish: Seniorpolitik ved ‘Enemærke og Petersen A/S’	
Name in English: Senior policies of the company ‘Enemærke and Petersen A/S’	
1. Main policy	
Overall implementation of senior policies designed to maintain and attract senior employees, while optimising the use of their competences and experiences, to benefit both the company and the senior in question.	
1. Beneficiaries	Comments:
<ul style="list-style-type: none"> • Employees who have reached the age of 55. 102 persons out of 500 employees are included in the senior policies. • New possible senior employees 	
3. Abstract	Comments:
<p>3.1. Definition</p> <p>Each company is responsible for implementing policies for seniors. Thus, policies and their implementation vary from company to company.</p> <p>3.2. Goals</p> <p>To contribute to an inclusive and accessible labour market, to create a work environment within the Danish flexicurity model and to maintain seniors in the workplace.</p>	

<p>3.3. Contents</p> <p>The senior policy for ‘Enemærke and Petersen A/S’ contains:</p> <ul style="list-style-type: none"> • The possibility for flexible working hours plus as many possible arrangements for a flexible work life. • An annual two-day senior seminar with the possibility of talking life plans, informal experience exchange and dialogue with different experts. • Annual senior interviews about future perspectives. • The possibility of being exempted from demanding work assignments. • Annual medical examination. • Contribution to membership fees at fitness centres • Senior club – retired seniors are invited to company parties in order to maintain relationships with colleagues and tell about their experiences regarding being retired. 	
<p>4. Expected specific effects and outcomes:</p> <ul style="list-style-type: none"> • Improvement of work environment • Creation of an appropriate basis for continuing an active work life, including improvement of flexibility • Creation of an atmosphere where age is not taboo 	<p>Comments:</p>
<p>5. Institutional Levels involved and respective functions (national, regional, local):</p> <p>No information available</p>	<p>Comments:</p>
<p>6. Access (description of the procedure)</p> <p>See. 3.3</p>	
<p>7. Suppliers:</p> <p>The company</p>	<p>Comments:</p>
<p>8. Cost analysis:</p> <p>No information available</p>	<p>Comments:</p>

<u>B. Instruments</u>	
9. Instruments of the measure	
<ul style="list-style-type: none"> Administration 	

<u>Information about the context of the Measure</u>	
10. Costs of the measure	Comments
No information available	
11. Complementary measures:	Comments:
No information available	

<u>Information about the evaluation of the measure</u>	
12. Results and effects evaluations	Comments:
<ul style="list-style-type: none"> The company senior policies are developed in collaboration with management and seniors. This method is effective because the employees have ownership of the practice. The company estimates that 10-20 % more seniors choose to stay longer in their jobs since the policies were implemented in 2002. 	
13. Documentation	Comments:
<p>Online sources Company homepage: http://www.eogp.dk/da/articles/6A28771182FDD049C1257663004C2A15</p> <p>The Ministry of Employment: http://www.bm.dk/Beskaeftigelsesomraadet/Et%20godt%20arbejdsliv/Seniorer%20paa%20arbejdsmarkedet/~media/BEM/Files/Dokumenter/Pressemeddelelser/2009/Seniorpraksisprisen/enemaerke.ashx</p>	
14. Research (references):	Comments:

6.3.3 The accessible/inclusive labour market

Comments:

The accessible labour market is essentially for wage earners in ALL ages, and not a senior arrangement. Its key concepts are: retention, prevention, and recruitment/ integration. Still, “inclusive policies” within the accessible labour market is an important tool when working with senior employees, as this group often experiences difficulties in working under normal conditions. Some senior migrants can, because of bad health, years of hard work and the process of migration, be compared to ethnic Danish citizens above the age of 60 years. In order to include this group at the labour market, they could benefit from the arrangement included in the accessible labour market.

The accessible labour market is targeted at people with reduced working capacity. It enables them to use their abilities and participate in the labour market. The reduction of working capacity can, for instance, be due to illness or age - factors that may make it even more difficult to find a new job. The State provides funding to enable employers to hire seniors. Moreover, arrangements such as light jobs, flex jobs and revalidation employment are available and offer further opportunities for both the employer and the employee.

<u>A. General information about the measure</u>	
Measure:	
Name in Danish: Det rummelige arbejdsmarked	
Name in English: The accessible Labour Market	
1. Main policy	
<p>The policies involved are social policy and labour policy.</p> <p>Relevant legislation concerning this measure:</p> <ul style="list-style-type: none"> - Executive Order of law on an active employment effort LBK nr. 1428 of 14/12/2009. -Executive Order on compensation for disabled persons in employment etc. BEK nr. 730 of 08/07/2009 <p>For more information on relevant legislation visit the Danish National Centre for Employment Initiatives at http://www.cabiweb.dk/</p>	
2. Beneficiaries	Comments:
<p>The target group is a comparatively large group who experience difficulties in maintaining a job or preserving a steady connection to the labour market due to different causes. Among those belonging in this group are senior workers and the long-term unemployed.</p>	

<p>Basically, the beneficiaries can be classified into two groups:</p> <ul style="list-style-type: none"> • People in employment who risk being discharged because of illness, complains or age; they may have difficulty finding a new job if they are fired. • People who are unemployed because of long unemployment, reduced working capacity, ethnic origin, etc. 	
<p>3. Abstract</p> <p>3.1. Definition</p> <p>The accessible labour market is a broad term; Its precise definition is still a matter of debate in Denmark.</p> <p>The concept of the accessible labour market is an initiative to get companies and employers realise that their employees' resources, diversities and unique personalities actually present possibilities, rather than problems or disadvantages.</p> <p>The accessible labour market is an initiative where various steps are taken to ensure that all kinds of people – including those with reduced working capacity - are actively engaged in the labour market.</p> <p>3.2. Goals</p> <p>The over-arching aim of the accessible labour market is to enable people with reduced working capacity to use their abilities and take part in everyday, working life. The measure is expected to ensure increase in the number of people active on the labour market, and reduce the amount of people receiving public transfer income.</p> <p>The key elements in the accessible labour market are maintenance, prevention, and integration:</p> <ul style="list-style-type: none"> • Maintain people at risk of being discharged from the labour market due to age or sickness. • Integrate the unemployed who have problems finding a job due to ethnic background, long-term unemployment, reduced working 	<p>Comments:</p>

capacity, etc.

- Prevent personal fatigue, workers getting “run down” and accidents at the workplace, by strengthening the working environment so that most people can keep full working capacity their entire life.

3.3. Contents

There are several components of the measure:

- Flex job: Jobs for people with reduced working capacity.
- Soft jobs: Part time jobs, reserved for those who are already receiving disability pensions.
- Job training: An opportunity for unemployed people to get a job for a limited period. The job can be with a private or a public employer. The job training is seen to strengthen the trainee’s chances of getting employed, and help him/her establish connection to the labour market
- On employment and special rules for seniors, three employment arrangements are especially relevant:
 - 4) The special arrangement on wage supplement gives the unemployed the right to find such a supplement-job in a private company. This rule applies to individuals over 55 years of age.
 - 5) The arrangement of jobs for seniors gives the unemployed the right to a job within the municipality. This applies only for people who are at most five years away from early retirement and who have run out of unemployment benefits.
 - 6) Insured unemployed above the age of 60 have the rights and obligations to employment offers after six months of unemployment at the latest.

<p>4. Expected specific effects and outcomes:</p> <p>In relation to senior citizens, the aim is to keep them as a part of the work force, even in situations where their health may have declined.</p> <p>The more generally expected outcomes are as follows:</p> <ul style="list-style-type: none"> • Less people outside the labour market. • A labour market for those who, for some reason, cannot handle a normal job but are still able to contribute. • A labour market with space for people in need of help to become part of the work force • A modern, flexible labour market. 	<p>Comments:</p>
<p>5. Institutional levels involved, and respective functions (national, regional, local):</p> <p>There are several institutional levels involved:</p> <ul style="list-style-type: none"> • The State has made available funds that may be accessed by companies that will enable them pay the salaries of staff belonging to his target group. Likewise, the state has legislated permanent components, flex job, soft-job, etc., which exist at the accessible labour market. • The municipalities are involved in the measure, since they finance some of the components (e.g. Part of flex jobs). Moreover, they are governed by the laws on active labour and social policy. • The labour union can be involved in wage negotiations and working conditions for people at the labour market in general. • The companies are involved since they implement the measure and apply for money in the existing funds. 	<p>Comments:</p>
<p>6. Access (description of the procedure)</p> <p>The beneficiaries are a wide group, and in principle, they have no influence on the access to the measure.</p>	

<p>Instead it is the legislation and the companies that decide whether the beneficiaries can have access to the measure or not.</p>	
<p>7. Suppliers:</p> <ul style="list-style-type: none"> • Both public and private companies are involved in delivering the measures. • Municipalities are also involved, especially when it comes to financial resources. 	<p>Comments:</p>
<p>8. Cost analysis:</p> <p>There is no exact cost analysis for this measure, and it is not possible to find any exact calculation. It is a comparatively expensive measure.</p> <p>The lack of information about cost per unit is a result of the fact that people at the accessible labour market often receive wages consistent with collective agreements between labour union and employers. Moreover, the municipalities' support in wage grant varies on a case by case basis.</p>	<p>Comments:</p>

<p><u>B. Instruments</u></p>	
<p>9. Instruments of the measure</p> <p>The concrete components that can be found in action produced by the measure are:</p> <ul style="list-style-type: none"> • Financial resources involved. However, it is not possible to provide a concrete cost per unit. • Special tasks for many of the beneficiaries. • Need to inform ordinary employers on the purpose of the accessible labour market. • Implementation of the measure involves a lot of administration. 	

<u>Information about the context of the measure</u>	
<p>10. Costs of the measure</p> <p>There are no exact calculated or projected costs of the measure. In 2003, it is estimated to cost more than 5000 million DKK (671 million Euros), since the costs for flex jobs alone amounted to 4130 million DKK (554 Euros) in public grants.</p> <p>No precise calculations exist for the number of persons working under the conditions of this measure. Within the state jobs, however, it is reported that about 4.617 employees belong to the accessible labour market, which corresponds to 3.6 % of the total employees.</p>	<p>Comments</p>
<p>11. Complementary measures:</p> <p>Several measures are relevant in helping improve the accessible labour market (e.g., flex job and light job arrangements, which focus on the physical and the mental working environment.</p>	<p>Comments:</p>

<u>Information about the evaluation of the measure</u>	
<p>12. Results and effects evaluations</p> <p>A research of the accessible labour market says that economic and financial costs are among the largest barriers for development of a more accessible labour market.</p> <p>By comparison with cases where special arrangements are paid by workplaces' own financial resources, it is limited how accessible they can be. (Hansen; Ipsen & Juel 2002).</p>	<p>Comments:</p>
<p>13. Documentation (concerning previous points):</p> <p>Printed material</p> <ul style="list-style-type: none"> • Hansen, Henning; Ipsen, Sanne & Juul, Mette Maria (2002) <i>Rummelighed på kommunale arbejdspladser</i>. CASA 	<p>Comments:</p>

<p>Online sources</p> <ul style="list-style-type: none"> • The Danish Working Environment Authority: http://www.at.dk/REGLER/At-vejledninger-mv/Ovrige-omrader/At-vejledninger-om-ovrige-omrader/F5-Arbejdsmiljocertifikat-mv/F53-Det-rummelige-arbejdsmarked.aspx?sc_lang=da • The working environment Information centre: http://www.arbejdsmiljoviden.dk/Din_arbejd_splads/Virksomhedens_indsats/Det_rummelige_arbejdsmarked.aspx • The national Centre for Employment Initiatives: (http://www.cabiweb.dk/forside/generelt/lovstof/rekruttering/seniorer+-tre+besk%c3%a6ftigelsesordninger) www.retsinformation.dk. • The Danish Knowledge Centre on Ageing: http://www.aeldreviden.dk 	
<p>14. Research (references):</p> <p>Printed material</p> <ul style="list-style-type: none"> • Jørgensen, Martin Sonnefeld et al (2006) <i>Job på særlige vilkår – overblik over viden på området</i>. København: Socialforskningsinstituttet 05:06 • Poulsen, O.M et al. (2006) AMI rapport – arbejdsbetingelser og fastholdelse af seniorer. Status over den eksisterende viden. København: Arbejdsmiljøinstituttet. • Rosenstock, Maja (2005) <i>Virksomhedens sociale engagement</i>. Årbog 2005. Socialforskningsinstituttet <p>Online sources</p> <ul style="list-style-type: none"> • http://www.personaleweb.dk/perl/q?po=topic&rm=expand&id=4419441 	<p>Comments:</p>

6.3.4 The Network Locomotive – Continuing Vocational Training

<u>A. General information about the measure</u>	
Measure:	
Name in Danish: Netværkslokomotivet Name in English: The Network Locomotive	
1. Main policy	
<ul style="list-style-type: none"> The idea behind the founding of the Network is the notion that attention and support is owed, and must be brought, to the employees who have difficulties reading, spelling, performing basic math or speaking the Danish language. Thus, the Network is concerned with the needs of those who are not fully efficient in these basic skills. 	
2. Beneficiaries	Comments:
<ul style="list-style-type: none"> Skilled and unskilled workers with no or only a short education Migrant employees “Key personnel such as managers, to identify and motivate employees who could profit from courses. Seniors, to upgrade their skills and keep them up to date with technological developments. 	
3. Abstract	Comments:
<p>3.1. Definition</p> <ul style="list-style-type: none"> The Network Locomotive is a network of private and public companies, trade and educational institutions, The Public Employment Service, The Dyslexic Society and the Municipalities. The Network Locomotive has been in operation since 1999. <p>3.2. Goals</p> <ul style="list-style-type: none"> Raising awareness of the fact that in nearly all companies there are workers who have problems with reading, spelling and numeracy. 	

- Advocating and spreading the message that it pays to do something to help the workers who may experience such problems, raising employer awareness that the ability to read, write and handle math fluently is today a key prerequisite to high quality production.
- Courses in basic school subjects are one method of securing the workforce. All past experience shows that such courses create a happy and positive staff with a high level of self-confidence.
- If there is a need for further professional education, it is necessary that the workforce has basic schooling, so the company can reap the benefit of its training budget.

3.3. Contents

The Network Locomotive runs the following courses:

- Courses in reading, spelling and numeracy for workers at companies who are members of the Network.
- Courses for key personnel, managers, staff with responsibility for education and trade union reps. in how to find and motivate co-workers who could benefit from a course in general school subjects.
- Courses for companies on how to write comprehensive information on: security, instruction manuals and other internal letters, so that they can be understood by the target group.
- Courses for bilingual workers in Danish language and culture targeted at the needs of the individual workplace.
- All participants are placed in classes which are designed for their level of ability. Potential participants are screened before enrolling in the courses to determine their competences.

Background

Studies have shown that between 500.000 and 1.3 million adult Danes – many of whom are unskilled or have short education - experience difficulties in reading, spelling and basic math. Due to the development and direction of the Danish job market, such basic skills are now needed in all kinds of jobs, no matter how menial. Unlike 10-20 years ago, where

<p>a person could gain employment on craftsmanship or strength of his back alone, most workers are now expected to be capable of reading and writing fluently.</p>	
<p>4. Expected specific effects and outcomes:</p> <p>In 2009 the Network Locomotive focused on:</p> <ul style="list-style-type: none"> • Raising awareness on the option of 80 weeks of continued vocational training, the availability of which was unknown to a large number of HR workers and employers • Asserting the view that it is the companies that are the driving force needed for encouraging the unskilled and those with short education to make use of the continued vocational training, including the competence foundation. • Encouraging job centres to make use of the unemployment period to strengthen the skills and abilities of the unemployed person. 	<p>Comments:</p>
<p>5. Institutional levels involved, and respective functions (national, regional, local):</p> <p>The Network Locomotive operates both at the Municipal level (Vejle) and at a regional level (Region South Denmark).</p>	<p>Comments:</p>
<p>6. Access (description of the procedure) See. 1.0 and 3.3</p>	
<p>7. Suppliers:</p> <p>The Steering Committee is responsible for the network's activities, its finances and its focus. At present, it has six local work groups, tasked with the development and coordination of local activities such as the content, time, place of the local courses, general network development as well as raising local network awareness. Furthermore, the consultants take part in work groups, reaching across schools, trade organizations, communes, counties etc.</p>	<p>Comments:</p>
<p>8. Cost analysis:</p> <p>The Network Locomotive is primarily funded by the State. The current grant period runs from 2007 to 2013. In 2009, the total cost of the network was 5 million DKK (671.000 euros).</p>	<p>Comments:</p>

<u>B. Instruments</u>	
<p>9. Instruments of the measure</p> <ul style="list-style-type: none"> • In 2009, the Network employed 5 consultants and 2 administrative workers. The consultant is primarily tasked with outreach, awareness raising in companies, organisations etc. • Every consultant is responsible for a separate, geographical area. They also act as organizers to the local work groups, coordinating and brainstorming new initiatives etc. • The administrative workers are responsible for maintaining Network finances, secretarial business and administration as well as support on the 154 laptop PC's that the Network provides to FVU-courses. 	

<u>Information about the context of the Measure</u>	
<p>10. Costs of the measure</p> <p>See. 8.0</p>	<p>Comments</p>
<p>11. Complementary measures:</p> <p>No information available</p>	<p>Comments:</p>

<u>Information about the evaluation of the measure</u>	
<p>12. Results and effects evaluations</p> <ul style="list-style-type: none"> • While both the private and the public sectors have grown more interested in and aware of the possibilities for continued vocational training, the Network Locomotive is making a remarkable difference, in spite of the current financial crisis. • In 2008, the Network Locomotive had 524 participants compared to 1411 participants in 2009. Over one third of the participants in 2008 consisted of people over 50 years old; the numbers from 2009 have not been calculated, but indicative figures show that 	<p>Comments:</p>

<p>there was an increase in the number of seniors participating in the courses.</p> <ul style="list-style-type: none"> • The Network Locomotive has noticed an increase in companies interested in courses. 	
<p>13. Documentation</p> <p>Printed material</p> <ul style="list-style-type: none"> • The Network Locomotive (2009): <i>Evaluation of the Network Locomotive's activities 2009.</i> • Jensen, Johanne V. & Breidahl, Karen N. (2008) 'How to ensure that seniors stay in the labour market' in Federighi, Paolo & Torlone; Francesca (red.) <i>Seniors at work. Measures to prolong the working life in European cooperation between local stakeholders.</i> Italy: Province of Livorno. <p>Online sources Homepage for The Network Locomotive: http://www.netvaerkslokomotivet.dk/ http://www.netvaerkslokomotivet.dk/export/download/downloads_div/info_folder_uk.pdf</p>	<p>Comments:</p>
<p>14. Research (references):</p> <p>Printed material</p> <p>Online sources</p>	<p>Comments:</p>

6.3.5 Entrepreneurship programme for ethnic minority women: "New Women Danes as entrepreneurs"

Comments:

In spite of increased employment rate for immigrants the last few years, the rate is generally lower for this group than for ethnic Danes. Within the immigrant group, the employment rate is higher for men than for women (46% of women; and 61% of men from non-western countries had jobs in 2007). Migrant women aged 40-64 years old had the lowest employment rate (44%) compared to younger women (16-39 years old (Ministry of Refugee, Immigration and Integration Affairs 2009).

It is unfortunate therefore that there is very little – if at all there is - measures, initiatives and various programmes that aim to help more migrant women enter the labour market, and specifically addressed to the 50+ group. Initiatives for immigrants above 60 years old exist, but their objectives are to create social networks, include seniors as citizens or inform of the possibilities of elder care etc.

The 50+ group of women is included in general senior policies or initiatives that aim to help migrant women enter the labour market. Therefore, the measure being presented here is an Entrepreneurship programme for ethnic minority women called "New Women Danes as Entrepreneurs". While the programme addresses women above the age of 25, but was chosen anyway because it is a good example of what can be implemented to include/retain women above the age of 50 who may have experienced extreme difficulty finding employment or find better and high-paying jobs.

<u>A. General information about the measure</u>	
Project/Good practice	
Measure: Name in Danish: Nydanske kvinder som iværksættere Name in English: New Women Danes as entrepreneurs	
1. Main policy <ul style="list-style-type: none"> The objective is to provide participants with skills that will enable them to start a small business . The project also targets employed women, who would like to move on from their low-paying jobs. 	
2. Beneficiaries <ul style="list-style-type: none"> The primary target group is migrant women above the age of 25, who are residents of Esbjerg. Secondary target groups are migrant women from Region South Denmark. 	Comments:
3. Abstract 3.1. Definition <ul style="list-style-type: none"> The programme is designed to empower 	Comments:

<p>migrant women by providing them with micro-entrepreneurial skill that will enable them to start their own business or improve their chances of getting a job or retaining their job.</p> <p>3.2. Goals</p> <ul style="list-style-type: none"> • To teach migrant women new skills and optimise the use of their own resources, to help them enter the labour market and overcome their problems of: lack of language qualifications, lack of professional qualifications and lack of social networks which make it difficult for them to enter the labour market. • Inclusion of migrant women to the Danish labour market • Increase women’s self esteem and their understanding of the possibilities connected to the Danish labour market through entrepreneurship-building. <p>3.3. Contents</p> <ul style="list-style-type: none"> • Overall, the programme consisted of enabling participants to develop their own enterprise idea while receiving education and guidance. • Providing learner-based training on: personal coaching, understanding of culture and society, planning, marketing, finance, production, import and export, security, hygiene, legislation etc. 	
<p>4. Expected specific effects and outcomes:</p> <ul style="list-style-type: none"> • The project’s measure for success: Build the foundation for the establishment of 3-5 different enterprises. 	<p>Comments:</p>
<p>5. Institutional levels involved, and respective functions (national, regional, local):</p> <ul style="list-style-type: none"> • “Partners with new Danes” is responsible for implementing the programme (local level). They have worked together with organisations and companies in the Southern Region. The project is funded by the Ministry of Refugee, Immigration and Integration Affairs. 	<p>Comments:</p>

<p>6. Access (description of the procedure)</p> <ul style="list-style-type: none"> The association “Partners with New Danes” was responsible for recruiting participants. The programme was also open to all migrant women above the age of 25. 	
<p>7. Suppliers:</p> <ul style="list-style-type: none"> The Ministry of Refugee, Immigration and Integration Affairs (funding). The association “Partners with New Danes”. The object of the association is to enhance entrepreneurship among migrants, offer guidance to enterprises and companies run by migrants, enhance education and employment for migrants in the Southern Region and to enhance friendships and social networks among Danes and migrants. 	<p>Comments:</p>
<p>8. Cost analysis:</p> <ul style="list-style-type: none"> The project is funded by The Ministry of Refugee, Immigration and Integration Affairs but no information is available of the exact funding amount. 	<p>Comments:</p>

<p><u>B. Instruments</u></p>	
<p>9. Instruments of the measure</p> <ul style="list-style-type: none"> Administration Co-operation with Danes and Danish companies in order to extend the women’s personal networks. Continuous individual education and guidance in regard to each participant’s own project. Preparation of qualification scheme to clarify each participant’s business idea, qualification, economy etc. Preparation of information material in Danish, Arabic, Turkish, Somali and Bosnian. Outreach to potential participants. Dissemination on homepage (http://www.pmn-esbjerg.dk/) Evaluation and follow-up on each 	

<p>participants.</p> <ul style="list-style-type: none"> • Distribution of inspirational booklet about the project. 	
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<u>Information about the context of the Measure</u>	
<p>10. Costs of the measure No information available</p>	Comments
<p>11. Complementary measures: No information available</p>	Comments:

<u>Information about the evaluation of the measure</u>	
<p>12. Results and effects evaluations</p> <p>The project has resulted in 3 enterprises:</p> <ol style="list-style-type: none"> 1) K N catering – delivering of Lebanese and Asian food to canteens etc. 2) Ahlam Design – sewing enterprise which produces clothes as well as furnishing fabrics. 3) Office A-Z – account and administration bureau for smaller enterprises, especially ethnic companies. <p>Furthermore, one of the participants had been accepted as apprentice to a hairdresser and wishes to start her own hairdressing saloon later. Guidance on entrepreneurship such as: shops, hairdresser, gardening, cosmetician, cleaning, entertainment and elder care has been carried out. The project has been in contact with 190 migrant women, majority of whom come from the Middle East, Iran, Bosnia and Vietnam.</p> <p>The programme is recognized by the Ministry of Refugee, Immigration and Integration Affairs as a ‘recommended project’.</p> <p>Experiences learnt</p> <ol style="list-style-type: none"> a. The expected interest for the project has been realized. b. The contact is best established through network in the ethnic milieus in preference to written information. c. The husband’s role and values has to be 	Comments:

<p>included. For some women it can be an idea to start their enterprises at home.</p> <p>d. Co-partners and co-operation among the women are important.</p> <p>e. Contact to possible customers should be an important first stage in setting up an enterprise.</p> <p>f. In general, the women need information on social conditions and they need personal development to begin as entrepreneurs.</p>	
<p>13. Documentation</p> <p>Printed material</p> <p>Online sources</p> <p>The Ministry for Refugee, Immigration and Integration affairs:</p> <p>Http://www.nyidanmark.dk/da-dk/integration/erfaringsbasen/2009/02/1499321.htm</p> <p>The project homepage: http://www.pmn-esbjerg.dk/</p> <p>14. Research</p> <p>Ministry for Refugee, Immigration and Integration affairs (2009): <i>'Tal og fakta – indvandreres og efterkommeres tilknytning til arbejdsmarkedet og uddannelsessystemet.</i></p> <p>Available at:</p> <p>http://www.nyidanmark.dk/dadk/Statistik/SearchStatistics.htm?searchtype=statistics</p> <p>Ministry for Refugee, Immigration and Integration Affairs (2010): <i>Kvindeprogrammet – nydanske kvinders ressourcer i fokus.</i> Available at:</p> <p>http://www.nyidanmark.dk/NR/rdonlyres/CF3A701C-194C-4760-8B79-98B0D33E79B8/0/kvindeprogrammet.pdf</p> <p>(Overall women programme)</p> <p>http://www.nyidanmark.dk/dadk/Integration/puljer/puljebeskrivelser/kvindeprogrammet/programbeskrivelse.htm</p> <p>Lewinter, Myra (2003): 'Ældre kvinder og arbejdsmarkedet', i <i>Alderens nye sider</i>. The Danish Knowledge Centre on Ageing. 2003 6,(3). Available at:</p> <p>http://www.aeldreviden.dk/udgivelser/alderens.nye.sider/alderens-nyesider-3-2003.pdf</p> <p>The Danish Knowledge Centre on Ageing:</p> <p>http://www.aeldreviden.dk</p>	<p>Comments:</p>

UK

a) Detailed country situations:

The demographic 'time bomb' statistics predict that by 2012 there will be more people in the UK aged over 65 than under 16

In the UK the age at which people choose to retire from work has increased over the last decade, and with life-expectancy rising, this ultimately means that not only will people live for longer; they'll work for longer too. In stark contrast, the number of younger workers coming into the labour market is dropping.

A workforce that is age diverse has real benefits for any organisation. Harnessing the skills, experience and enthusiasm of people of all ages creates a working environment that encourages cooperation and has the potential to contribute to business at every level.

Businesses are increasingly recognising the value of older workers as they bring skills, ideas and experience with them. This can benefit younger workers who also gain by working in an age diverse environment where all members have something to offer.

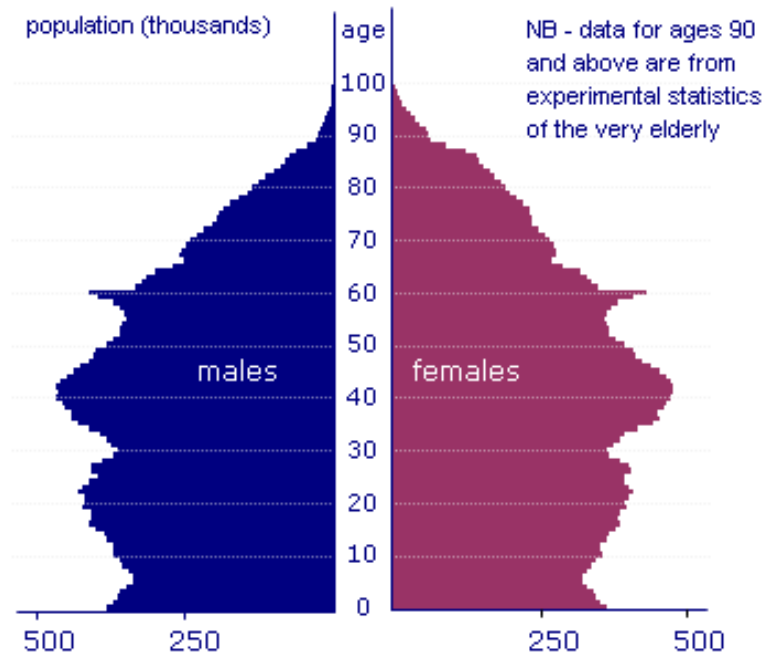
With many businesses facing skills shortages and tight labour markets it makes sense to recruit from the widest available talent pool, develop employees of all ages, and encourage older workers to stay within the business.

Demographics:

England is facing the demographic challenge of an aging workforce. This is further compounded by the lack of young workers joining the labour market.

- The Labour Force Survey 2004 identified:
- There are 8.8 m people between 50 and State Pension Age (SPA)
- There are 19.7 m people aged 50+, (42% of the population) increasing to 24.4 m by 2020 and 27.4 m by 2040
- There are 6.1 m 50+ workers
- Unemployed people 50+ are more likely to be long term unemployed

UK Statistics on population estimates



50-75yrs	2006	2008	2009	2010	2012	2014
Male	7,905,825	8,095,722	8,208,462	8,327,369	8,581,552	8,852,548
Female	8,391,501	8,571,929	8,683,143	8,804,413	9,074,984	9,370,152
Total	16,297,326	16,667,651	16,891,605	17,131,782	17,656,536	18,222,700
Changes +	128,363	219,089	223,954	240,177	266,870	287,949

UK National Statistics Office 2007

Employment & Age:

There is no official retirement age in the UK. Age regulations introduced a default retirement age of 65 but this is not mandatory. Employers do not need to set a retirement age at all. With no requirement for a retirement age, many employers are taking advantage of this to keep experienced skilled workers.

The pattern of working lives is shifting, especially in early and later years. “Working life” is traditionally defined as 16 -59 for women and 16-64 for men. In reality the start of working life is shifting upwards. There is a decade, around 16 to 25, of movement from education to work. At the other end, there is a decade or two of movement from work to retirement from 50 to 69.

The UK Department for Work & Pensions (DWP) employment information is often grouped in four age bands:

- 16 – 24 yr year olds Education to employment transistion
- 25 – 49 year olds The heart of employment
- 50 – SPA Early retirement to retirement
 - (State Pensionable Age)
- Post retirement

There are significant trends of the 50-54 yr olds & the 60-64 yr olds which need to be considered:

The EU Lisbon targets and EU country comparisons are based on a 55+ older persons employment rate. The Uk rate for the over 55 to 64 year old cohort is already 55.5%, compared to the EU target of 50% for 2010. The current EU average is 44%.

Barriers:

Generic barriers facing older workers are:-

- Lower levels of qualifications.
- Employees fail to recognise the value of their experience and competences.
- Greater chance of redundancy or early retirement.
- If they lose their job then they stand a greater chance of being long term unemployed.
- Employers do not always recognise their life skills, knowledge and competence.

The Strategic Objectives are:

- To influence employers in the recruitment and retention of the 50+ worker
- To provide evidence for employees of their individual competences
- To create an integrated partnership

Raise the aspirations of the 50 yr plus to seek new employment opportunities. Older workers have competencies that:-

- Are not readily evident, these skills and abilities gained over a lifetime of working that could be transferred into other jobs or need to be developed.

- There is also an issue of older people being made redundant or who retire early and their knowledge and expertise is lost to the business.
- Many older people fail to identify their transferable skills.

Flexible working

The demand for changes to work patterns fluctuates during different stages of life. For example, parents with young children may want to work during the school term and older workers may prefer to reduce their hours when they approach retirement or decide to continue working.

Employers are increasingly looking at ways to accommodate the growing demand. These include:

- flexitime
- shift work
- job sharing
- compressed hours
- part-time
- reduced hours
- temporary contracts
- seasonal work
- term time only
- home working
- unpaid leave.

When making decisions on flexible working, employers must not use age as a factor. Staff of all ages may have legitimate reasons for wanting to take advantage of flexible working arrangements. But bear in mind that some staff, including older workers, may not know how to go about asking.

It is important that staff, managers and supervisors are made aware of what options are available. They should also be made aware of how decisions are made when requesting flexible working and what criteria are used to make those decisions.

Decisions must be made on individual and business needs, not on age or personal views. A trial period is a good way for both parties to assess the benefits or any disadvantages before committing to different patterns of working.

Employees who are considering working differently as they approach retirement, or plan to continue working, consider the various options with their personnel or pensions.

Empowerment

Over 50yr+ workers are encouraged by many larger companies to consider their hidden competences, enabling them to make more informed decisions, through the formation of innovative working groups. Older workers are disadvantaged within the workplace by a culture of compulsory redundancy and early retirement.

Developing innovative ways to address the inequalities in the workplace with particular attention to the 50+, which is a core objective of the Better Jobs for the 50yrs+ project. Value will be added by utilising the experience and expertise of transnational partners in achieving the overall objectives of the work plans.

Developing an innovative approach to resolve the problem of knowledge and skills loss which can occur when older workers leave the company where they are employed. Value will be added by the piloting of an approach to mentoring and “buddying” younger workers by older workers enabling businesses to retain that knowledge..

Enhance the current level of cultural understanding, within the project partnership to develop closer links that will have a beneficial input to the achievement of the project

This will be done by the sharing of best practice, comparing different methodologies, comparison of results of different toolkits and working collaboratively in a strong partnership with robust systems and effective communications will contribute to the formulation of solutions to the problems faced by the 50+ worker.

b) Best Practices:

<u>A. General information about the measure</u>	
<p>Measure(by <i>measure</i> we mean the device or tool through which the policies are implemented into interventions aimed to attain the starting objectives, in a preset time and with the suitable funding):</p> <p>Local name: Demographic changes</p>	
<p>1. Main policy</p> <p>Demographic changes</p> <p>Government is the main driver behind these initiatives and therefore we have chosen a best practice that involves one of the UK Governments key strategies. Government plans suggest that this may not invoice full time work for every person but that people will be able to opt to do some part time work as part of a wider keeping healthy and active campaign.</p> <p>Unemployed people 50+ are more likely to be long term unemployed There is no official retirement age in the UK. The age of 65, introduced by the age regulations, is not mandatory. “Working life” is traditionally defined as 16-62 years for women and 16-64 years for men. In fact the start of working life is shifting upwards.</p> <p>England is facing the demographic challenge of an aging workforce. This is further compounded by the lack of young workers joining the labour market</p>	<p>In order to guage the effects of Demographics changes it must first be understood what effects and changes in recognising the effects of demographic change amongst the working population:</p> <p>The Labour Force Survey 2004 identified:</p> <p>There are 8.8 m people between 50 and State Pension Age (SPA)</p> <p>There are 19.7 m people aged 50+, (42% of the population) increasing to 24.4 m by 2020 and 27.4 m by 2040</p> <p>There are 6.1 m 50+ workers</p>
<p>Involved policies</p> <p>Equality Act 2010</p> <p>The Equality Act 2010 (previously referred to as the</p>	<p>The UK Government Strategic Objectives are to:</p> <p>Influence employers in the recruitment and</p>

<p>Equality Bill) is a modern, single legal framework, providing clearer, streamlined law that is more effective at tackling disadvantage and discrimination. On 8 April 2010 the Equality Act received Royal Assent after completing its parliamentary process on 6 April when MPs approved all the Lords amendments. (UK parliamentary process in law) The Act is a 210 page document</p> <p>1: SOCIO-ECONOMIC INEQUALITIES 2: EQUALITY: KEY CONCEPTS 3: EMPLOYMENT</p>	<p>retention of the 50+ worker</p> <p>Provide evidence for employees of their individual competences</p> <p>Create an integrated partnership</p> <p>Raise the aspirations of the 50 yr plus to seek new employment opportunities. Older workers have competencies that:-</p> <p>Are not readily evident, these skills and abilities gained over a lifetime of working that could be transferred into other jobs or need to be developed.</p> <p>There is also an issue of older people being made redundant or who retire early and their knowledge and expertise is lost to the business.</p> <p>Many older people fail to identify their transferable skills.</p> <p>The demographic forecast for the period 2006 – 2014 (by the UK National Audit Office) suggest the number of 50-75 yr olds will rise by over 1.9m. No statistics are available for the over 75yr olds, which a worrying fact given that the life expectancy of older people has risen significantly from 79-89 over the past decade</p>
<p>2. Beneficiaries</p> <p>All Genders</p>	<p>Comments:</p>
<p>3. Abstract</p> <p>It is unlawful to discriminate against employees, job seekers and trainees on the grounds of age.</p> <p>Generic barriers facing older workers are</p> <p>Employees fail to recognise the value of their experience and competences.</p> <p>Older workers have competencies that</p>	<p>Comments:</p> <p>The Employment Equality (Age) Regulations 2006</p> <p>Lower levels of qualifications.</p> <p>Greater chance of redundancy or early retirement. If they lose their job then they stand a greater chance of being long term unemployed.</p> <p>Employers do not always recognise their life skills, knowledge and competence are not readily evident, these skills and abilities gained</p>

<p>delivering the measures, including.</p> <p>Local authorities and National Health services who are involved, especially when it comes to specific programmes of how demographic changes effect the services provided now and in the future.</p> <p>AGE Concern Citizens Rights Centres</p>	<p>group.</p> <p>As the demographic swings realised in government reports suggest we are an ageing population and rights and welfare of this sector of the population have been and continue to be eroded.</p> <p>People past retirement age have created self help groups as they believe their rights and voices are going unheard by central government</p>
<p>8. Cost analysis:</p> <p>There is no cost analysis for the whole situation affecting the 50 + however there is significant data on how the demographic changes will affect certain aspects of health & Social Care.</p>	<p>Comments:</p> <p>£9 billion per year is spent on care services for older people; without careful planning this is predicted to double by 2026. In order to address the increasing demand on adult services nationwide, financial planning is paramount; not just at middle managerial level but more importantly at a strategic level right across an authority.</p>

<p>9. Instruments of the measure</p>	<p>In the UK we have had equal pay legislation for nearly 40 years but women’s pay still lags behind that of males.</p> <p>Therefore there needs to be a fundamental shift in people (employers and employees) mind sets if equal pay and employment opportunities are going to be achieved.</p>
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<p>Information about the context of the Measure</p>	
<p>10. Costs of the measure</p> <p>The only measurable cost analysis is the effect on ageing demographics has on the services which provide help and assistance to the older people</p>	<p>Comments</p> <p>A wide ranging document covering many causes and suggestions is the George W. Leeson report for the Oxford Institute of Ageing</p>

<p>These measures are well documented in the UK and run into many hundreds of reports</p> <p>Health care costs Housing & welfare costs Pension costs</p>	<p>“The Demographics and Economics of UK Health & Social Care for Older Adults”. Working Paper Number WP304</p> <p>Financial implications for local authorities of an ageing population a report by the UK National Audit Office. See links</p>
<p>11. Complementary measures (if the case):</p> <p>The first thing to say about an ageing population is that it has come about due to people living longer, which is a good thing in its own right. When the pension age was set at 65, it was envisaged that people would not live for much longer after that. Today, despite the pension age remaining at 65, the average Scottish man and woman can expect to live to 73.8 years and 79.0 respectively – a social and scientific achievement in its own right.</p>	<p>Comments:</p> <p>Speaking to the Lisbon Council on 28 September 2004, Berglind Ásgeirsdóttir, Deputy Secretary General of the OECD, stated:</p> <p>“There are few things more annoying than endlessly hearing about the “burden” which population ageing is putting on society. Increased longevity and better health are not burdens on society, they are extremely good news. Speaking of the ‘burden’ they impose will only be valid if we <i>fail</i> to restructure society and its institutions to reflect these new realities. Older people offer tremendous potential value to businesses, the economy and society. A modern social protection system has to help society in making the necessary adjustments. In particular, longer lives mean better opportunities to contribute to society over a longer lifetime. It offers better possibilities to enjoy an active life over a longer period.”</p> <p>Along with a decline in mortality, the other main reason for an ageing population is declining fertility. The average rate within the OECD is now 1.6 children per woman, well below the replacement level of 2.1. A population that is living longer, combined with a population where births are declining leads to a growing number and proportion of elderly people.</p> <p>An Ageing population is obviously not unique to Scotland. It is a global trend that is particularly</p>

	<p>stark in Europe. Some facts and figures:</p> <p>Worldwide, the population aged 60 and over is growing faster than any other age group</p> <p>The 60+ population is forecast to double to 1.2 billion by 2025</p> <p>By 2050, the 60+ population is forecast to reach 2 billion, which would be the first time in history that the over 60s outnumber those aged under 14</p> <p>The ageing trend is particularly pronounced in Europe which, by 2025 will have 8 of the 10 “oldest” populations – ie the highest % of people over 60 – among countries worldwide with at least 10 million people</p> <p>By 2050, it is estimated that 35% of the European population will be over 60 compared with 20% today</p>
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Information about the evaluation of the measure

<p>12. Results and effects evaluations (please give an overview of the conclusions of the more relevant evaluation):</p>	<p>Comments:</p> <p>Problems reduced</p> <p>Crime Dieing young / being widowed young Shortage of baby sitters/child minders/volunteers/playing fields Cost of educating young people Rush hour traffic congestion Lack of affordable housing</p> <p>Problems increased</p> <p>Paying for pensions/health care Shortage of bungalows Shortage of recruits for the military Greater reluctance to innovate or accept change</p> <p>But problems increased by less than expected</p> <p>Paying for pensions - don't pay generous</p>
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pensions/benefits so early and people will carry on working longer
Paying for health care - don't provide expensive health care to the non working and people will carry on working longer
Bungalows - poorer pensioners will sell their bungalows and move into flats
Military recruits – greater reliance on technology will reduce the need for personnel

Environmental benefits, immediate thoughts are:

“Targets to reduce fuel poverty in elderly people may see better energy efficiency, and so less energy use and emissions

Increased use of public transport, either through concession cards or necessity = less emissions and congestion

Is it appropriate to suggest that older people develop a different perspective on some environmental matters eg use of shopping bags rather than plastic bags as that's what they are used to? Perhaps this mindset will lessen in the future as people are used to a more throwaway society

Same goes for things like, hand-washing clothes - older people may do now, will they in the future?

Early retirement, perhaps opens up opportunities for volunteering - in environment and elsewhere”

Good role models for healthy lifestyles “Maybe healthy old people can provide (if that's one of the reasons why they've survived longer)

If the overall ratio of adults to children is greater, there is an opportunity for more

Nurturing of children and more adult time put into their care and development (childcare, coaching, teaching support etc)

More varied and satisfying careers over a longer healthy lifespan – eg women may have time to bring up children and then go onto a longish career. Captains of industry can achieve what they want to, and then use their experience elsewhere eg teaching etc

Consumer power, Older people may develop more articulate and effective, effectively being

	<p>in the vanguard of driving up consumer standards to the benefit of all consumers</p> <p>Working smarter Older people may be able to develop methods of rather than working harder, possibly having a more reliable and mature attitude to work</p> <p>An older population will have beneficial impacts on a variety of economic sectors (eg various care and health services, travel and transport services etc)</p> <p>Campaigning and volunteering Older people may become more involved</p>
<p>13. Documentation (concerning previous points):</p> <p><i>Guidance</i></p>	<p>Comments:</p> <p><i>The Strategy for Older People in Wales;</i> Welsh assembly Government jan 2003</p> <p><i>The Economic Contribution of Older People in Wales;</i> Welsh Assembly Government Oct 2004</p> <p><i>Winning the Generation Game;</i> UK Cabinet Office April 2000</p> <p><i>Securing Better Outcomes;</i> Developing a new performance framework. Office of the Deputy Prime Minister March 2005</p> <p><i>Older people;</i> – building a strategic approach February 2004 UK Audit Commission</p> <p><i>Realising Our Potential;</i> Department for Education & Skills, 21st century Skills, July 2003</p> <p><i>Opportunity & Security throughout life;</i> Department of Work & Pensions Five Year Strategy. UK Stationery Office</p> <p><i>Developing networks of services for older people;</i> Link-Age August 2004</p>
<p>14. Research (references): For information related to Employment Law see link:</p>	<p>Comments:</p> <p>http://www.agepositive.gov.uk/publications/pdf/Opportunity_Age_Main_Report.pdf</p> <p>http://www.agepositive.gov.uk/publications/pdf/Stats_Info_Booklet_Q2_2007.pdf</p> <p>http://www.agepositive.gov.uk/resource/publications.asp</p> <p>http://www.agepositive.gov.uk/publications/pdf/employers_guide_21_century.pdf</p> <p>http://www.thepensionservice.gov.uk/pdf/over50s/over50jan08.pdf</p> <p>http://www.dwp.gov.uk/asd/asd5/rports2005-2006/rrep325.pdf</p>

	<p>http://www.taen.org.uk/Publications/Defining%20Age%20Management.pdf</p> <p>http://www.auditcommission.gov.uk/SiteCollectionDocuments/AuditCommissionReports/NationalStudies/financialimpactsofanageingpoplitreview.pdf</p>
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<u>A. General information about the measure</u>	
<p>Measure(by <i>measure</i> we mean the device or tool through which the policies are implemented into interventions aimed to attain the starting objectives, in a preset time and with the suitable funding):</p> <p>Local name: Opportunity Age – Opportunity and security throughout life</p>	
<p>1. Main policy: Opportunity Age is the UK Government's strategy for an ageing society. The strategy aims to end the perception of older people as dependent; ensure that longer life is healthy and fulfilling; and that older people are full participants in society. It was first published in 'Opportunity Age: Meeting the challenges of ageing in the 21st century' in March 2005</p>	
<p>Involved policies: All Party Local Government Group, Never too late for living: inquiry into services for older people, 2008 Audit Commission, Don't stop me now: Preparing for an ageing population, 2008 Cabinet Office, Excellence and fairness: achieving world class public services, 2008 Department for Communities and Local Government, Communities in control: real people, real power 2008 Department of Health, Stronger Voice, better care: Local Involvement Networks (LINKs) explained, 2008 DWP, Opportunity Age: Meeting the challenge of ageing in the 21st century, 2005 Help the Aged, Senior citizens forums-a voice for older people, 2005 IDeA, Engaging with Older People-improving the quality of life for Older People Joseph Rowntree Foundation, Age and Change-models of Involvement for older people, 2000 Joseph Rowntree Foundation, Older People Shaping Policy and Practice, 2004 King's College London/BGOP, Strategic Approaches for Older People from Black and Minority Ethnic Groups, 2004 Local Government Centre University of Warwick, Making a difference: Better Government for Older People Evaluation Report, 2000 Ministry of Justice, A national framework for citizen engagement, 2008 Policy Studies Institute/BGOP, Beyond the tick box:</p>	

Older citizen engagement in UK local government, 2007

Wilcox, David, Guide to Effective Participation, 1994

Europe at work: Better life and opportunities for all – Four-year work programme 2009-2012

Eurofound's research and communication activities during the period 2009–2012 will be closely linked to European policy responses to the major drivers of change, analysing and anticipating their impact on living and working conditions. Eurofound will use its expertise in working conditions, industrial relations, living conditions and anticipation and management of change, and will continue research in these areas. The 2009–2012 research and communication activities are grouped into three broad focus areas: employment growth and supply of labour in changing labour markets; more and better jobs and higher productivity through partnership; and promotion of social inclusion and sustainable social protection.

Foundation findings - Drawing on experience: Older women workers in Europe

This issue of Foundation Findings deals with older women workers in Europe. Older women workers represent an increasing proportion of the workforce in the EU, especially in the 55–64 years age group. Employment rates for older women workers have been increasing in Europe. Foundation Findings provide pertinent background information and policy pointers for all actors and interested parties engaged in the current European debate on the future of social policy. The contents are based on Foundation research and reflect its autonomous and tripartite structure.

AGE has reacted to the Commission proposals in its draft Joint Employment Report (JER) in a letter addressed to Employment Committee (EMCO) members prior to their meeting on 16 February 2009.

AGE draws heavily on the work carried out by its Employment Expert Group last autumn, who made an assessment of how the age ground is considered in the National Reform Programmes 2008-2010 and who are now considering how the negative effects of the economic crisis on older workers can be mitigated.

The European Employment Strategy (EES) helps European Union countries to create more and better

jobs. Objectives, priorities and targets are agreed at EU level. Governments then coordinate their efforts to promote employment. In line with the Lisbon Strategy, the European Employment Strategy's three-year reporting cycle is based on the:

Employment Guidelines: proposed by the Commission following the Spring European Council conclusions, and adopted by the Council. They set out common priorities for Member States' employment policies.

National Reform Programmes: every Member State draws up a programme in which it is described how these Guidelines are going to be designed and implemented nationally.

Joint Employment Report: this is the Employment chapter of the EU Annual Progress Report as adopted by the Council.

Recommendations: the Council may decide, by qualified majority, to issue country-specific Recommendations upon a proposal by the Commission.

EU annual progress report: the Commission reviews progress made at both national and Community levels, based on regular monitoring and on evaluation of the implementation of the Member states national programmes.

The EES uses an 'open method of co-ordination', based on five key principles.

- Subsidiarity (balance between European Union level and the Member States),
- Convergence (concerted action),
- Mutual learning (exchanging of good practice),
- Integrated approach (structural reforms also extend to social, educational, tax, enterprise and regional policies)
- Management by objectives.

The strategy uses quantified measurements, targets and benchmarks, to allow for a proper monitoring and evaluation of progress. In this context, indicators are used to assess the performance and efforts by Member States in the field of employment policies and are a support for the analysis of the National Reform Programmes and in the EU annual progress

<p>report which will integrate the Joint Employment Report</p> <p>The European Interest: Succeeding in the Age of Globalisation" - COM(2007) 581.</p> <p>A Single Market for 21st Century Europe" - COM(2007) 724.</p> <p>Global Europe: Competing in the world – a contribution to the EU's growth and jobs strategy" - COM(2006) 567.</p> <p>"Towards common principles of flexicurity – more and better jobs through flexibility and security" - COM(2007) 359.</p>	
<p>2. Beneficiaries</p> <p>All persons over the age of 50. However under equal opportunities & discrimination acts this group cannot be a singular beneficiary</p>	<p>Comments:</p>
<p>3. Abstract</p> <p>Coordinated and led by the Department of Work & Pensions (DWP) Secretary of State, in his role as Champion for Older People, the strategy focuses on three key areas:</p> <p>work and income - to achieve higher employment rates overall and greater flexibility for over 50s in continuing careers, managing any health conditions and combining work with family (and other) commitments</p> <p>active ageing - to enable older people to play a full and active role in society</p> <p>services - that allow us all to keep independence and control over our lives as we grow older, even if we are constrained by the health problems which can occur in old age</p>	<p>Comments:</p>
<p>4. Expected specific effects and outcomes:</p> <p>End the perception of older people as dependent to ensure that longer life is healthy and fulfilling, and</p> <p>ensure that older people are full participants in</p>	<p>Comments:</p>

<p>society. There is an obvious issue about ageing and the onset of health related or other disabilities which will impact on work.</p> <p>Any strategy fits with the current economic climate of growing levels of unemployment / likely redundancies for all ages. Including the impact of this on the levels of pay being offered particularly amongst the most vulnerable groups - migrants, disabled people and possibly women (ie the recent equal pay report raised a number of issues re continuing gender pay inequalities).</p> <p>Outcomes can only be measured bu “take-up” of available financial resources from EU & UK governmental statistics (however these are construed).</p>	
<p>5. Institutional Levels involved and related functions (national, regional, local):</p> <p>It sets out the steps Government, at national and local level, must do in order to organise itself to deliver the strategy. In July 2008, the Government announced it would be refreshing its strategy for an ageing society.</p> <p>Within the next 20 years :</p> <ul style="list-style-type: none"> ➤ Half of the adult UK population will be over 50. ➤ One in four children born today will live beyond 100. <p>These are dramatic shifts that have far-reaching consequences for us all, and our ageing population will change our society in many ways. The first stage is a review in the Government’s strategy for meeting the challenges of our ageing society. The next step will be the publication of a more detailed set of ideas in Spring 2009. The DWP have provided the opportunity to tell them what is thought to be most important for a fulfilling later life.</p>	<p>Comments:</p>
<p>6. Access (description of the procedure)</p>	<p>Data collection</p>
<p>7. Suppliers: Mostly if not exclusively UK Government supported/funded:-</p>	<p>Comments:</p>

<p>Jobcentre Plus Age Concern Age Partnership group Colleges & training Institutions in receipt of ESF/UK funding</p>	
<p>8. Cost analysis:</p> <p>UK Government Office of National Statistics (ONS) do not provide a cost analysis. There does however remain in existence a grant of £1500 @ person over the age of 50 who is currently unemployed to retrain, enter employment. It is claimed that 50,000 people do not access this grant (£75,000,000).</p>	<p>Comments:</p>

<p>B. Instruments</p>	
<p>9. Instruments of the measure</p> <p>The list of indicators was drawn up in consultation with several Government departments, and with specialist external partners such as Help the Aged and the Audit Commission. The domains into which the indicators are grouped, and the questions and outcomes for which the indicators provide a measure, were chosen on the basis of research done before and leading up to the publication of Opportunity Age in 2005.</p> <p>The indicators are not targets for the strategy, either for central or local government (although some of the indicators used may, separately, be targets for particular departments), but taken together, they can show where there is progress and where more needs to be done.. They are not new measures and they utilise data that is already publically available. The latest trend data has now been collected as part of the Age Strategy Refresh and will be used in the consultation process. This strategy will aim to build on the well-being data that we have gathered and provide a broader strategy for the ageing society, and will be published in Spring 2009. The themes of the strategy reflect the well-being agenda and cover creating an age inclusive society, preparing for later life, greater participation in later life and providing greater protection from the risks in later life. Age & the Workplace (Employment Equality Age Regulations 2006)</p>	

Information about the context of the Measure	
<p>10. Costs of the measure</p> <p>EU-funded programmes in the UK have already extended opportunities for training, skills updating and access to work for older people, particularly in regions where unemployment is high.</p> <p>Between 2000 and 2006, the European Social Fund (ESF) will contribute around £4.5 billion in the UK for programmes to reduce unemployment and prevent social exclusion. The ESF has identified older workers as a priority.</p> <p>This important step is the result of EU legislation. The 1997 Treaty of Amsterdam gave the EU the power to legislate on age discrimination. In 2000, the member states of the European Union agreed the Employment Directive, which this new legislation will implement in the UK. (Age Concern)</p>	<p>Comments</p>

11. Complementary measures (if the case):	Comments:
<p>Younger workers teach “old dogs” new tricks – New research debunks traditional myths about age in the UK workforce The findings, which come as the UK celebrates the first anniversary of the Employment Equality (Age) Regulations 2006, lift the lid on the benefits of employing a diverse workforce for both employers and individuals. Across the board, the results show that working in a mixed aged workforce is important for both older (66%) and younger (65%) UK workers with all recognising the benefits of working with people of mixed ages. (Jobcentre Plus)</p> <p>On a national level both age groups agreed that whilst they enjoy working together there are key differences between them:</p> <p>In all sectors, younger workers stated that their older colleagues were more likely to be left in charge (60%) Over half of older workers believe their younger colleagues to be more likely to take risks, with 16% commenting that they are also more likely to be given manual tasks</p> <p>A higher percentage of younger workers (30%) thought older workers were more willing to work anti social hours than older workers (23%) did about their younger colleagues</p> <p>Jobcentre Plus, part of the Department for Work and Pensions, brings together employment and benefit services for people of working age and is a key element in the Government's objectives to help people based on ‘Work for those who can, support for those who cannot’. It provides a professional and modern service to meet the diverse needs of employers and those seeking work, including:</p> <p>Personal advisers to provide practical support and advice to help those in need find and keep work, including training provision and benefits guidance</p> <p>A dedicated service to support employers in filling their vacancies quickly and successfully, including the ability to place jobs online</p> <p>Ability to search for jobs both online and over the phone through Jobpoints in Jobcentre Plus offices, the Jobseeker Direct phone line and through the website</p> <p>Swift, secure and professional access to benefits for those entitled to them.</p> <p>DWP’s Age Positive initiative promotes the business benefits of an age diverse workforce. Age Positive provides free information to help employers update their employment practices, and understand their legal responsibilities under the Employment Equality (Age) Regulations 2006.</p>	

<p><u>Information about the evaluation of the measure</u></p>	
<p>12. Results and effects evaluations (please give an overview of the conclusions of the more relevant evaluation):</p> <p>Between October 2006 and February 2007 alone, Jobcentre Plus helped 89,438 people over the age of 50 into work and its team of advisers continue to offer support and advice to older workers across the UK in looking for employment. The Age and Employment Network, and BT for employers and individuals across the country, to enable older people to make the most of employment opportunities available. The website is accessible from the Jobcentre Plus homepage www.jobcentreplus.gov.uk, or directly through http://www.jobcentreplus.gov.uk/JCP/Aboutus/wisecouncil/index.html.</p>	<p>Comments:</p>
<p>13. Documentation (concerning previous points):</p> <p>Principle 1: <i>To ensure that the voice of older people can influence government at a national, regional and local level in order to provide services that meet their needs.</i></p> <p>This is to ensure that engagement is not just about listening but also about close working together and taking action in response to views and feedback. It is also to recognise that there are differences between non-lobbying groups and those with other alignments or political affiliation</p> <p>Principle 2: <i>To ensure that the voices of older people can be heard</i></p> <p>Older people should have access to effective engagement with all levels of government all around the country, and should be able to share their experiences and draw out common lessons</p> <p>Principle 3: <i>To ensure that a diversity of views can be heard</i></p> <p>Different approaches should be embraced to ensure the diverse views of all older people are heard, including Black and Minority Ethnic Community and Faith Groups, for example</p> <p>Principle 4: <i>To build on what is already working</i></p> <p>To ensure the good work in, for example, third sector, older people’s forums and groups and Forums on Ageing in some of the Government Office regions is not lost or ignored</p>	<p>Comments:</p>

<p>Principle 5: To ensure central government funding provides effective value for money</p> <p>To ensure the focus for funding is on areas which directly encourage and support engagement and recognises the changes in the relationships between the different tiers of government and in particular the evolving role of the Government Regions more information about Age Positive, visit www.agepositive.gov.uk.</p>	
<p>14. Research (references):</p> <p>Guidance</p> <p>20 key facts your business needs to know about age legislation (PDF - 49KB) Age and the Workplace (PDF - 563KB) Age isn't an issue - Employers' guide to your 21st Century workforce (PDF - 380KB) Are you over 50? (PDF - 619KB) Opportunity Age - Meeting the challenges of ageing in the 21st century (PDF - 2.56MB) Removing ageism: make it your business (PDF - 224KB) The impact of Age Regulations on pension schemes (PDF 1.1MB)</p> <p>Research</p> <p>Employer responses to an ageing workforce: a qualitative study (PDF - 800KB) Flexible Retirement: snapshot of employer practice 2006 (PDF - 227KB) Managing an ageing workforce in business services (PDF - 281KB) Managing an ageing workforce in construction (PDF - 201KB) Managing an ageing workforce in education (PDF - 272KB) Managing an ageing workforce in health and social care (PDF - 280KB) Managing an ageing workforce in hospitality (PDF - 261KB) Managing an ageing workforce in manufacturing (PDF - 235KB) Managing an ageing workforce in retail (PDF - 288KB) Managing an ageing workforce in the 'other community' sector (PDF - 277KB) Managing an ageing workforce in transport and logistics (PDF - 260KB) Survey of employer's policies, practices and preferences relating to age (PDF 464KB) Training participation by age amongst unemployed and inactive people (PDF - 426KB)</p>	<p>Comments:</p>

<p>What employers look for when recruiting the unemployed and inactive (PDF - 203KB) Statistical Information: Older Workers Older Workers: Statistical Information Booklet, Quarter Two, Apr - Jun 2007 (PDF - 286KB) Older Workers: Statistical Information Booklet - Quarter Four - Autumn 2006 (PDF - 269KB) Older Workers: Statistical Information Booklet - Spring 2006 (PDF - 287KB)</p>	
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<p><u>A. General information about the measure</u></p>	
<p>Measure(by <i>measure</i> we mean the device or tool through which the policies are implemented into interventions aimed to attain the starting objectives, in a preset time and with the suitable funding):</p> <p>Local name: Employment of immigrants who are 50 years old</p>	
<p>2. Main policy: Opportunity Age is the UK Government's strategy for an ageing society. The strategy aims to end the perception of older people as dependent; ensure that longer life is healthy and fulfilling; and that older people are full participants in society. It was first published in 'Opportunity Age: Meeting the challenges of ageing in the 21st century' in March 2005</p>	
<p>Involved policies: All Party Local Government Group, Never too late for living: inquiry into services for older people, 2008 Audit Commission, Don't stop me now: Preparing for an ageing population, 2008 Cabinet Office, Excellence and fairness: achieving world class public services, 2008 Department for Communities and Local Government, Communities in control: real people, real power 2008 Department of Health, Stronger Voice, better care: Local Involvement Networks (LINKs) explained, 2008 DWP, Opportunity Age: Meeting the challenge of ageing in the 21st century, 2005 Help the Aged, Senior citizens forums-a voice for older people, 2005 IDeA, Engaging with Older People-improving the quality of life for Older People Joseph Rowntree Foundation, Age and Change-</p>	

models of Involvement for older people, 2000
Joseph Rowntree Foundation, Older People Shaping
Policy and Practice, 2004
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Policy Studies Institute/BGOP, Beyond the tick box:
Older citizen engagement in UK local government,
2007
Scottish Executive, All Our Futures-Planning for
Scotland with an Aging Population, 2007
Welsh Assembly, The Strategy for Older People in
Wales 2008-2013, 2008
Wilcox, David, Guide to Effective Participation, 1994

**Europe at work: Better life and opportunities for all
– Four-year work programme 2009-2012**

Eurofound's research and communication activities during the period 2009–2012 will be closely linked to European policy responses to the major drivers of change, analysing and anticipating their impact on living and working conditions. Eurofound will use its expertise in working conditions, industrial relations, living conditions and anticipation and management of change, and will continue research in these areas. The 2009–2012 research and communication activities are grouped into three broad focus areas: employment growth and supply of labour in changing labour markets; more and better jobs and higher productivity through partnership; and promotion of social inclusion and sustainable social protection.

Foundation findings - Drawing on experience: Older women workers in Europe

This issue of Foundation Findings deals with older women workers in Europe. Older women workers represent an increasing proportion of the workforce in the EU, especially in the 55–64 years age group. Employment rates for older women workers have been increasing in Europe. Foundation Findings provide pertinent background information and policy pointers for all actors and interested parties engaged in the current European debate on the future of social policy. The contents are based on Foundation research and reflect its autonomous and tripartite structure.

AGE has reacted to the Commission proposals in its draft Joint Employment Report (JER) in a letter addressed to Employment Committee (EMCO) members prior to their meeting on 16 February 2009.

AGE draws heavily on the work carried out by its Employment Expert Group last autumn, who made an assessment of how the age ground is considered in the National Reform Programmes 2008-2010 and who are now considering how the negative effects of the economic crisis on older workers can be mitigated.

The European Employment Strategy (EES) helps European Union countries to create more and better jobs. Objectives, priorities and targets are agreed at EU level. Governments then coordinate their efforts to promote employment. In line with the Lisbon Strategy, the European Employment Strategy's three-year reporting cycle is based on the:

Employment Guidelines: proposed by the Commission following the Spring European Council conclusions, and adopted by the Council. They set out common priorities for Member States' employment policies.

National Reform Programmes: every Member State draws up a programme in which it is described how these Guidelines are going to be designed and implemented nationally.

Joint Employment Report: this is the Employment chapter of the EU Annual Progress Report as adopted by the Council.

Recommendations: the Council may decide, by qualified majority, to issue country-specific Recommendations upon a proposal by the Commission.

EU annual progress report: the Commission reviews progress made at both national and Community levels, based on regular monitoring and on evaluation of the implementation of the Member states national programmes.

The EES uses an 'open method of co-ordination', based on five key principles.

- Subsidiarity (balance between European Union level and the Member States),

<ul style="list-style-type: none"> • Convergence (concerted action), • Mutual learning (exchanging of good practice), • Integrated approach (structural reforms also extend to social, educational, tax, enterprise and regional policies) • Management by objectives. <p>The strategy uses quantified measurements, targets and benchmarks, to allow for a proper monitoring and evaluation of progress. In this context, indicators are used to assess the performance and efforts by Member States in the field of employment policies and are a support for the analysis of the National Reform Programmes and in the EU annual progress report which will integrate the Joint Employment Report</p>	
<p>2. Beneficiaries</p> <p>All persons over the age of 50. However under equal opportunities & discrimination acts this group cannot be a singular beneficiary</p>	<p>Comments:</p>
<p>3. Abstract</p> <p>Coordinated and led by the Department of Work & Pensions (DWP) Secretary of State, in his role as Champion for Older People, the strategy focuses on three key areas:</p> <p>work and income - to achieve higher employment rates overall and greater flexibility for over 50s in continuing careers, managing any health conditions and combining work with family (and other) commitments</p> <p>active ageing - to enable older people to play a full and active role in society</p> <p>services - that allow us all to keep independence and control over our lives as we grow older, even if we are constrained by the health problems which can occur in old age</p>	<p>Comments:</p>
<p>4. Expected specific effects and outcomes: end the perception of older people as dependent to ensure that longer life is healthy and fulfilling, and</p>	<p>Comments:</p>

<p>ensure that older people are full participants in society. There is an obvious issue about ageing and the onset of health related or other disabilities which will impact on work.</p> <p>Any strategy fits with the current economic climate of growing levels of unemployment / likely redundancies for all ages. Including the impact of this on the levels of pay being offered particularly amongst the most vulnerable groups - migrants, disabled people and possibly women (ie the recent equal pay report raised a number of issues re continuing gender pay inequalities).</p> <p>Outcomes can only be measured by “take-up” of available financial resources from EU & UK governmental statistics (however these are construed).</p>	
<p>5. Institutional Levels involved and related functions (national, regional, local):</p> <p>It sets out the steps Government, at national and local level, must do in order to organise itself to deliver the strategy. In July 2008, the Government announced it would be refreshing its strategy for an ageing society.</p> <p>Within the next 20 years :</p> <ul style="list-style-type: none"> ➤ Half of the adult UK population will be over 50. ➤ One in four children born today will live beyond 100. <p>These are dramatic shifts that have far-reaching consequences for us all, and our ageing population will change our society in many ways.</p> <p>The first stage is a review in the Government’s strategy for meeting the challenges of our ageing society.</p> <p>The next step will be the publication of a more detailed set of ideas in Spring 2009. The DWP have provided the opportunity to tell them what is thought to be most important for a fulfilling later life.</p>	<p>Comments:</p>
<p>6. Access (description of the procedure)</p>	<p>Data collection</p>
<p>7. Suppliers:</p> <p>Mostly if not exclusively UK Government supported/funded:-</p> <p>Jobcentre Plus</p>	<p>Comments:</p>

<p>Age Concern Age Partnership group Colleges & training Institutions in receipt of ESF/UK funding</p>	
<p>8. Cost analysis:</p> <p>UK Government Office of National Statistics (ONS) do not provide a cost analysis. There does however remain in existence a grant of £1500 @ person over the age of 50 who is currently unemployed to retrain, enter employment. It is claimed that 50,000 people do not access this grant (£75,000,000).</p>	<p>Comments:</p>

B. Instruments	
9. Instruments of the measure	
<p>The list of indicators was drawn up in consultation with several Government departments, and with specialist external partners such as Help the Aged and the Audit Commission. The domains into which the indicators are grouped, and the questions and outcomes for which the indicators provide a measure, were chosen on the basis of research done before and leading up to the publication of Opportunity Age in 2005.</p> <p>The indicators are not targets for the strategy, either for central or local government (although some of the indicators used may, separately, be targets for particular departments), but taken together, they can show where there is progress and where more needs to be done.. They are not new measures and they utilise data that is already publically available.</p> <p>The latest trend data has now been collected as part of the Age Strategy Refresh and will be used in the consultation process. This strategy will aim to build on the well-being data that we have gathered and provide a broader strategy for the ageing society, and will be published in Spring 2009. The themes of the strategy reflect the well-being agenda and cover creating an age inclusive society, preparing for later life, greater participation in later life and providing greater protection from the risks in later life. <i>Age & the Workplace (Employment Equality Age Regulations 2006)</i></p>	

Information about the context of the Measure	
<p>10. Costs of the measure</p> <p>EU-funded programmes in the UK have already extended opportunities for training, skills updating and access to work for older people, particularly in regions where unemployment is high.</p> <p>Between 2000 and 2006, the European Social Fund (ESF) will contribute around £4.5 billion in the UK for</p>	<p>Comments</p>

programmes to reduce unemployment and prevent social exclusion. The ESF has identified older workers as a priority.

This important step is the result of EU legislation. The 1997 Treaty of Amsterdam gave the EU the power to legislate on age discrimination. In 2000, the member states of the European Union agreed the Employment Directive, which this new legislation will implement in the UK.

(Age Concern)

<p><i>11. Complementary measures (if the case):</i></p> <p>Younger workers teach “old dogs” new tricks – New research debunks traditional myths about age in the UK workforce The findings, which come as the UK celebrates the first anniversary of the Employment Equality (Age) Regulations 2006, lift the lid on the benefits of employing a diverse workforce for both employers and individuals. Across the board, the results show that working in a mixed aged workforce is important for both older (66%) and younger (65%) UK workers with all recognising the benefits of working with people of mixed ages. (Jobcentre Plus)</p> <p>On a national level both age groups agreed that whilst they enjoy working together there are key differences between them:</p> <p>In all sectors, younger workers stated that their older colleagues were more likely to be left in charge (60%)</p> <p>Over half of older workers believe their younger colleagues to be more likely to take risks, with 16% commenting that they are also more likely to be given manual tasks</p> <p>A higher percentage of younger workers (30%) thought older workers were more willing to work anti social hours than older workers (23%) did about their younger colleagues</p> <p>Jobcentre Plus, part of the Department for Work and Pensions, brings together employment and benefit services for people of working age and is a key element in the Government's objectives to help people based on ‘Work for those who can, support for those who cannot’. It provides a professional and modern service to meet the diverse needs of employers and those seeking work, including:</p> <p>Personal advisers to provide practical support and advice to help those in need find and keep work, including training provision and benefits guidance</p> <p>A dedicated service to support employers in filling their vacancies quickly and successfully, including the ability to place jobs online</p> <p>Ability to search for jobs both online and over the phone through Jobpoints in Jobcentre Plus offices, the</p>	<p>Comments:</p>
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<p>Jobseeker Direct phone line and through the website</p> <p>Swift, secure and professional access to benefits for those entitled to them.</p> <p>DWP's Age Positive initiative promotes the business benefits of an age diverse workforce. Age Positive provides free information to help employers update their employment practices, and understand their legal responsibilities under the Employment Equality (Age) Regulations 2006.</p>	
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<u>Information about the evaluation of the measure</u>	
<p>12. Results and effects evaluations (please give an overview of the conclusions of the more relevant evaluation):</p> <p>Between October 2006 and February 2007 alone, Jobcentre Plus helped 89,438 people over the age of 50 into work and its team of advisers continue to offer support and advice to older workers across the UK in looking for employment. The Age and Employment Network, and BT for employers and individuals across the country, to enable older people to make the most of employment opportunities available. The website is accessible from the Jobcentre Plus homepage www.jobcentreplus.gov.uk, or directly through http://www.jobcentreplus.gov.uk/JCP/Aboutus/wisecouncil/index.html.</p>	<p>Comments:</p>
<p>13. Documentation (concerning previous points):</p> <p>Principle 1: <i>To ensure that the voice of older people can influence government at a national, regional and local level in order to provide services that meet their needs.</i></p> <p>This is to ensure that engagement is not just about listening but also about close working together and taking action in response to views and feedback. It is also to recognise that there are differences between non-lobbying groups and those with other alignments or political affiliation</p>	<p>Comments:</p>

<p>Principle 2: To ensure that the voices of older people can be heard</p> <p>Older people should have access to effective engagement with all levels of government all around the country, and should be able to share their experiences and draw out common lessons</p> <p>Principle 3: To ensure that a diversity of views can be heard</p> <p>Different approaches should be embraced to ensure the diverse views of all older people are heard, including Black and Minority Ethnic Community and Faith Groups, for example</p> <p>Principle 4: To build on what is already working</p> <p>To ensure the good work in, for example, third sector, older people’s forums and groups and Forums on Ageing in some of the Government Office regions is not lost or ignored</p> <p>Principle 5: To ensure central government funding provides effective value for money</p> <p>To ensure the focus for funding is on areas which directly encourage and support engagement and recognises the changes in the relationships between the different tiers of government and in particular the evolving role of the Government Regions</p> <p>more information about Age Positive, visit www.agepositive.gov.uk.</p>	
<p>14. Research (references):</p> <p>Guidance</p> <p>20 key facts your business needs to know about age legislation (PDF - 49KB)</p> <p>Age and the Workplace (PDF - 563KB)</p> <p>Age isn't an issue - Employers' guide to your 21st Century workforce (PDF - 380KB)</p> <p>Are you over 50? (PDF - 619KB)</p> <p>Opportunity Age - Meeting the challenges of ageing in the 21st century (PDF - 2.56MB)</p> <p>Removing ageism: make it your business (PDF - 224KB)</p> <p>The impact of Age Regulations on pension schemes (PDF 1.1MB)</p> <p>Research</p>	<p>Comments:</p>

[Employer responses to an ageing workforce: a qualitative study](#) (PDF - 800KB)
[Flexible Retirement: snapshot of employer practice 2006](#) (PDF - 227KB)
[Managing an ageing workforce in business services](#) (PDF - 281KB)
[Managing an ageing workforce in construction](#) (PDF - 201KB)
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[Managing an ageing workforce in the 'other community' sector](#) (PDF - 277KB)
[Managing an ageing workforce in transport and logistics](#) (PDF - 260KB)
[Survey of employer's policies, practices and preferences relating to age](#) (PDF 464KB)
[Training participation by age amongst unemployed and inactive people](#) (PDF - 426KB)
[What employers look for when recruiting the unemployed and inactive](#) (PDF - 203KB)

Statistical Information: Older Workers

[Older Workers: Statistical Information Booklet, Quarter Two, Apr - Jun 2007](#) (PDF - 286KB)
[Older Workers: Statistical Information Booklet - Quarter Four - Autumn 2006](#) (PDF - 269KB)
[Older Workers: Statistical Information Booklet - Spring 2006](#) (PDF - 287KB)

A. General information about the measure

Measure(by *measure* we mean the device or tool through which the policies are implemented into interventions aimed to attain the starting objectives, in a preset time and with the suitable funding):

Local name: Flexicurity

<p>1. Main policy:</p> <p>There are 2 main areas to consider when investigating flexicurity in the UK.</p> <ol style="list-style-type: none"> 1) That is to look and examine the practical laws and practices that are good practice or that are conversely barriers to the development of flexicurity principals. 2) The philosophical understanding of what we mean by flexicurity <p>There is no policy or legislation within the UK that specifically targets flexicurity</p> <p>The main areas of policy that cover the area of work are those related to Employment Law and those related to Anti Discrimination.</p> <p>For example the enforcement of law that gives part time workers who are doing the same work as a full time colleague the same rights and levels of pay (pro rata) are based on sex discrimination because the majority of part time workers are women</p>	
<p>Involved policies:</p> <p>Flexicurity is a new way of looking at flexibility and security on the labour market. It sets out from the awareness that globalisation and technological progress are rapidly changing the needs of workers and enterprises. Companies are under increasing pressure to adapt and develop their products and services more quickly. If they want to stay in the market, they have to continuously adapt their production methods and their workforce. This is placing greater demands on business to help their workers acquire new skills. It is also placing greater demands on workers with regards to their ability and readiness for change.</p> <p>At the same time, workers are aware that company restructurings no longer occur incidentally, but are becoming a fact of everyday life. Protection of the specific job they have may no longer be sufficient, and might indeed be counterproductive. In order to plan their lives and careers, workers need new kinds of security that help them remain in employment, and make it through all these changes. New securities must go beyond the specific job and ensure safe transitions into new employment.</p>	

Flexicurity is an attempt to unite these two fundamental needs. Flexicurity promotes a combination of flexible labour markets and a high level of employment and income security and it is thus seen to be the answer to the EU's dilemma of how to maintain and improve competitiveness whilst preserving the European social model.

Flexicurity can be defined, more precisely, as a policy strategy to enhance, at the same time and in a deliberate way, the flexibility of labour markets, work organisations and labour relations on the one hand, and security –employment security and income security – on the other.

The flexicurity concept takes us from a job security mentality to an employment or employability security mentality. It is a policy approach geared less towards the protection of jobs, and more towards the protection of people. Encouraging flexible labour markets and ensuring high levels of security will only be effective if workers are given the means to adapt to change, to stay on the job market and make progress in their working life. For this reason, the flexicurity model also includes a strong emphasis on active labour market policies, and motivating lifelong learning and training, improving customized support to jobseekers, supporting equal opportunities for all and equity between women and men.

The basic principles behind the flexicurity approach are very much in line with the central elements of the [EU strategy for growth and jobs](#). The revised Lisbon Strategy promotes an active response to the challenge of globalisation. Flexicurity relies on a high level of workforce training, another priority in the updated strategy. In particular, Guideline 21 of the [Employment Guidelines](#) stresses the need to promote flexibility combined with employment security and reduce labour market segmentation, having due regard to the role of the Social Partners.

All Party Local Government Group, Never too late for living: inquiry into services for older people, 2008

Audit Commission, Don't stop me now: Preparing for an ageing population, 2008

Cabinet Office, Excellence and fairness: achieving world class public services, 2008

Department for Communities and Local Government, Communities in control: real people, real power 2008

Department of Health, Stronger Voice, better care:

<p>Local Involvement Networks (LINKs) explained, 2008 DWP, Opportunity Age: Meeting the challenge of ageing in the 21st century, 2005 Help the Aged, Senior citizens forums-a voice for older people, 2005 IDeA, Engaging with Older People-improving the quality of life for Older People Joseph Rowntree Foundation, Age and Change-models of Involvement for older people, 2000 Joseph Rowntree Foundation, Older People Shaping Policy and Practice, 2004 King's College London/BGOP, Strategic Approaches for Older People from Black and Minority Ethnic Groups, 2004 Local Government Centre University of Warwick, Making a difference: Better Government for Older People Evaluation Report, 2000 Ministry of Justice, A national framework for citizen engagement, 2008 Policy Studies Institute/BGOP, Beyond the tick box: Older citizen engagement in UK local government, 2007</p>	
<p>2. Beneficiaries</p> <p>All persons over the age of 50. However under equal opportunities & discrimination acts this group cannot be a singular beneficiary.</p>	<p>Comments:</p>
<p>3. Abstract</p> <p>Employees - to achieve higher employment rates overall and greater flexibility for over 50s in continuing careers, managing any health conditions and combining work with family (and other) commitments Employers: to provide a more flexible and skilled work force</p>	<p>Comments:</p>
<p>4. Expected specific effects and outcomes:</p> <p>End the perception of older people as dependent to ensure that longer life is healthy and fulfilling, and ensure that older people are full participants in society. There is an obvious issue about ageing and the onset of health related or other disabilities which will impact on work.</p> <p>Any strategy fits with the current economic climate of</p>	<p>Comments:</p>

<p>growing levels of unemployment / likely redundancies for all ages. Including the impact of this on the levels of pay being offered particularly amongst the most vulnerable groups - migrants, disabled people and possibly women (ie the recent equal pay report raised a number of issues re continuing gender pay inequalities).</p> <p>Better economic growth by UK industry by being able to maintain a skilled and active workforce.</p>	
<p>5. Institutional Levels involved and related functions (national, regional, local):</p> <p>There is no legislation or legal requirements to adopt flexicurity. At present its just a framework within which the EU can hope to create the flexibility and security of employment for both business and citizens.</p> <p>At present it seems more of a way to change people/employers mind sets in relation to employing older workers. Plus a framework to change people/employees mind sets to want to undergo training at an older age.</p>	<p>Comments:</p>
<p>6. Access (description of the procedure) Few UK publications refer to flexicurity</p>	<p>Data collection</p>
<p>7. Suppliers:</p> <p>There is nothing in the UK that is specifically supplying flexicurity</p>	<p>Comments:</p>
<p>8. Cost analysis:</p> <p>There are no cost analysis details available for flexicurity.</p>	<p>Comments:</p>

<p>B. Instruments</p>	
<p>9. Instruments of the measure</p> <p>There are no specific instruments at the moment in rhe UK. The concept of flexicurity is not well known and although planners and practicioners in the filed of emplyment were intereted in the concept at present it remains very much a phliosophical concept.</p>	

Information about the context of the Measure	
<p>10. Costs of the measure</p> <p>EU-funded programmes in the UK have already extended opportunities for training, skills updating and access to work for older people, particularly in regions where unemployment is high.</p> <p>Between 2000 and 2006, the European Social Fund (ESF) will contribute around £4.5 billion in the UK for programmes to reduce unemployment and prevent social exclusion. The ESF has identified older workers as a priority.</p> <p>This important step is the result of EU legislation. The 1997 Treaty of Amsterdam gave the EU the power to legislate on age discrimination. In 2000, the member states of the European Union agreed the Employment Directive, which this new legislation will implement in the UK.</p> <p>(Age Concern)</p>	<p>Comments</p>
<p>11. Complementary measures (if the case):</p> <p>For information related to Employment Law see link: http://www.businesslink.gov.uk/bdotg/action/layer?topicId=1073858787&tc=000KWBL204940114436</p> <p>Choosing the right type of flexible working http://www.businesslink.gov.uk/bdotg/action/layer?topicId=1074468912</p> <p>On line tool to understand issues of job sharing and if you have a right to have it.</p> <p>Calculating holiday entitlement in UK http://www.businesslink.gov.uk/bdotg/action/layer?topicId=1079427399&r.s=p&r.pp=12&r.l1=1073858787&r.lc=en&r.li=1083379326</p>	<p>Comments:</p>

<u>Information about the evaluation of the measure</u>	
<p>12. Results and effects evaluations (please give an overview of the conclusions of the more relevant evaluation):</p> <p>Between October 2006 and February 2007 alone, Jobcentre Plus helped 89,438 people over the age of 50 into work and its team of advisers continue to offer support and advice to older workers across the UK in looking for employment. The Age and Employment Network, and BT for employers and individuals across the country, to enable older people to make the most of employment opportunities available. The website is accessible from the Jobcentre Plus homepage www.jobcentreplus.gov.uk, or directly through http://www.jobcentreplus.gov.uk/JCP/Aboutus/wisecouncil/index.html.</p> <p>However it should be noted that non of this is done under the banner of Flexicurity as the name means little if nothing to people working in Job Centre Plus.</p>	<p>Comments:</p>
<p>13. Documentation (concerning previous points):</p> <p>Principle 1: <i>To ensure that the voice of older people can influence government at a national, regional and local level in order to provide services that meet their needs.</i></p> <p>This is to ensure that engagement is not just about listening but also about close working together and taking action in response to views and feedback. It is also to recognise that there are differences between non-lobbying groups and those with other alignments or political affiliation</p> <p>Principle 2: <i>To ensure that the voices of older people can be heard</i></p> <p>Older people should have access to effective engagement with all levels of government all around the country, and should be able to share their experiences and draw out common lessons</p> <p>Principle 3: <i>To ensure that a diversity of views can be heard</i></p> <p>Different approaches should be embraced to ensure the diverse views of all older people are heard, including Black and Minority Ethnic Community and Faith Groups, for example</p>	<p>Comments:</p>

<p>Principle 4: To build on what is already working</p> <p>To ensure the good work in, for example, third sector, older people’s forums and groups and Forums on Ageing in some of the Government Office regions is not lost or ignored</p> <p>Principle 5: To ensure central government funding provides effective value for money</p> <p>To ensure the focus for funding is on areas which directly encourage and support engagement and recognises the changes in the relationships between the different tiers of government and in particular the evolving role of the Government Regions for more information about Age Positive, visit www.agepositive.gov.uk.</p>	
<p>14. Research (references):</p> <p>Guidance</p> <p>20 key facts your business needs to know about age legislation (PDF - 49KB) Age and the Workplace (PDF - 563KB) Age isn't an issue - Employers' guide to your 21st Century workforce (PDF - 380KB) Are you over 50? (PDF - 619KB) Opportunity Age - Meeting the challenges of ageing in the 21st century (PDF - 2.56MB) Removing ageism: make it your business (PDF - 224KB)</p> <p>The impact of Age Regulations on pension schemes (PDF 1.1MB)</p> <p>Research</p> <p>Employer responses to an ageing workforce: a qualitative study (PDF - 800KB) Flexible Retirement: snapshot of employer practice 2006 (PDF - 227KB) Managing an ageing workforce in business services (PDF - 281KB) Managing an ageing workforce in construction (PDF - 201KB) Managing an ageing workforce in education (PDF - 272KB) Managing an ageing workforce in health and social care (PDF - 280KB)</p>	<p>Comments:</p>

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<u>A. General information about the measure</u>	
<p>Measure(by <i>measure</i> we mean the device or tool through which the policies are implemented into interventions aimed to attain the starting objectives, in a preset time and with the suitable funding):</p> <p>Local name: Gender</p>	
<p>1. Main policy: Support for women who are 50+ to find or retain work.</p>	
<p>Involved policies:</p> <p>Legal documents on gender equality in UK</p> <p>Equality Act 2010 The Equality Act 2010 (previously referred to as the Equality Bill) is a modern, single legal framework, providing clearer, streamlined law that is more effective at tackling disadvantage and discrimination. On 8 April 2010 the Equality Act received Royal Assent after completing its parliamentary process on 6 April when MPs approved all the Lords amendments. (UK parliamentary process in law) The Act is a 210 page document</p> <p>1: SOCIO-ECONOMIC INEQUALITIES 2: EQUALITY: KEY CONCEPTS 3: EMPLOYMENT</p> <p>The Equal Pay Act 1970 also regulates discrimination by implying an equality clause into the contract of employment, but equal pay matters are not covered in this factsheet. See out factsheet on equal pay for more information on that topic</p> <p>Gender reassignment legislation</p> <p>Outside the employment context, from 4 April 2005, the Gender Recognition Act 2004 has ensured that transsexual people who have successfully registered with the gender recognition panel will be recognised, can marry, and be given a new birth certificate all using their acquired gender.</p>	

<p>Sex discrimination legislation</p> <p>The principal legislation governing sex discrimination in the UK is the Sex Discrimination Act 1975 (SDA) which makes discrimination unlawful on the grounds of sex and marital status, and gender reassignment. Some of the provisions of the SDA stems from the Equal Treatment Directive (76/207/EC) which makes provisions for equality between men and women in terms of access to employment, vocational training, promotion and other terms and conditions of work. There is no qualifying period for employees: protection under the SDA begins from day one of employment.</p> <p>After numerous high profile cases, the SDA was amended by the Sex Discrimination (Gender Reassignment) Regulations 1999 (SI 1999/1102 to make it entirely clear that transsexual men and women are expressly included in the SDA where they suffer discrimination because they have undergone, or are about to undergo gender reassignment.</p> <p>Gender reassignment is defined for the purposes of the SDA as a 'process which is taken under medical supervision for the purpose of reassigning a person's sex by changing physiological or other characteristics of sex, and includes any part of such a process'. The provisions cover employment-related and some vocational training matters.</p> <p>The Press for Change Employment Working Group has produced a <i>Code of Practice</i> as part of the work of the UK Parliamentary Forum on Transsexualism. It covers various employment matters, particularly recruitment and medical treatment during employment</p>	
<p>2. Beneficiaries All people in the UK who are women – however there is no specific legal or structural support for women over the age of 50.</p>	<p>Comments:</p>
<p>3. Abstract Coordinated and led by the Department of Work & Pensions (DWP) Secretary of State, in his role as Champion for Older People, the strategy focuses on three key areas:</p>	<p>Comments:</p>

<p>work and income - to achieve higher employment rates overall and greater flexibility for over 50s in continuing careers, managing any health conditions and combining work with family (and other) commitments</p> <p>active ageing - to enable older people to play a full and active role in society</p> <p>services - that allow us all to keep independence and control over our lives as we grow older, even if we are constrained by the health problems which can occur in old age</p>	
<p>4. Expected specific effects and outcomes: end the perception of older people as dependent to ensure that longer life is healthy and fulfilling, and ensure that older people are full participants in society. There is an obvious issue about ageing and the onset of health related or other disabilities which will impact on work. Any strategy fits with the current economic climate of growing levels of unemployment / likely redundancies for all ages. Including the impact of this on the levels of pay being offered particularly amongst the most vulnerable groups - migrants, disabled people and possibly women (ie the recent equal pay report raised a number of issues re continuing gender pay inequalities). Outcomes can only be measured by “take-up” of available financial resources from EU & UK governmental statistics (however these are construed).</p>	<p>Comments:</p>
<p>5. Institutional Levels involved and related functions (national, regional, local):</p> <p>It sets out the steps Government, at national and local level, must do in order to organise itself to deliver the strategy. In July 2008, the Government announced it would be refreshing its strategy for an ageing society. Within the next 20 years :</p> <p>Half of the adult UK population will be over 50. One in four children born today will live beyond 100.</p> <p>These are dramatic shifts that have far-reaching consequences for us all, and our ageing population will change our society in many ways. The first stage is a review in the Government’s</p>	<p>Comments:</p>

<p>strategy for meeting the challenges of our ageing society. The next step will be the publication of a more detailed set of ideas in Spring 2009. The DWP have provided the opportunity to tell them what is thought to be most important for a fulfilling later life.</p>	
<p>6. Access (description of the procedure)</p>	<p>Data collection</p>
<p>7. Suppliers:</p> <p>Mostly if not exclusively UK Government supported/funded:-</p> <p>Jobcentre Plus Age Concern Age Partnership group Colleges & training Institutions in receipt of ESF/UK funding</p>	<p>Comments:</p>
<p>8. Cost analysis:</p> <p>There is no cost analysis</p>	<p>Comments:</p>

<p>B. Instruments</p>	
<p>9. Instruments of the measure</p> <p>The list of indicators was drawn up in consultation with several Government departments, and with specialist external partners such as Help the Aged and the Audit Commission. The domains into which the indicators are grouped, and the questions and outcomes for which the indicators provide a measure, were chosen on the basis of research done before and leading up to the publication of Opportunity Age in 2005.</p> <p>The indicators are not targets for the strategy, either for central or local government (although some of the indicators used may, separately, be targets for particular departments), but taken together, they can show where there is progress and where more needs to be done.. They are not new measures and they utilise data that is already publically available.</p> <p>The latest trend data has now been collected as part</p>	

<p>of the Age Strategy Refresh and will be used in the consultation process. This strategy will aim to build on the well-being data that we have gathered and provide a broader strategy for the ageing society, and will be published in Spring 2009. The themes of the strategy reflect the well-being agenda and cover creating an age inclusive society, preparing for later life, greater participation in later life and providing greater protection from the risks in later life. Age & the Workplace (Employment Equality Age Regulations 2006)</p>	
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Information about the context of the Measure	
<p>10. Costs of the measure EU-funded programmes in the UK have already extended opportunities for training, skills updating and access to work for older people, particularly in regions where unemployment is high.</p> <p>Between 2000 and 2006, the European Social Fund (ESF) will contribute around £4.5 billion in the UK for programmes to reduce unemployment and prevent social exclusion. The ESF has identified older workers as a priority.</p> <p>This important step is the result of EU legislation. The 1997 Treaty of Amsterdam gave the EU the power to legislate on age discrimination. In 2000, the member states of the European Union agreed the Employment Directive, which this new legislation will implement in the UK.</p> <p>(Age Concern)</p>	<p>Comments</p>

11. Complementary measures (if the case):	Comments:
<p>Younger workers teach “old dogs” new tricks – New research debunks traditional myths about age in the UK workforce The findings, which come as the UK celebrates the first anniversary of the Employment Equality (Age) Regulations 2006, lift the lid on the benefits of employing a diverse workforce for both employers and individuals. Across the board, the results show that working in a mixed aged workforce is important for both older (66%) and younger (65%) UK workers with all recognising the benefits of working with people of mixed ages. (Jobcentre Plus)</p> <p>On a national level both age groups agreed that whilst they enjoy working together there are key differences between them:</p> <p>In all sectors, younger workers stated that their older colleagues were more likely to be left in charge (60%) Over half of older workers believe their younger colleagues to be more likely to take risks, with 16% commenting that they are also more likely to be given manual tasks</p> <p>A higher percentage of younger workers (30%) thought older workers were more willing to work anti social hours than older workers (23%) did about their younger colleagues</p> <p>Jobcentre Plus, part of the Department for Work and Pensions, brings together employment and benefit services for people of working age and is a key element in the Government's objectives to help people based on ‘Work for those who can, support for those who cannot’. It provides a professional and modern service to meet the diverse needs of employers and those seeking work, including:</p> <p>Personal advisers to provide practical support and advice to help those in need find and keep work, including training provision and benefits guidance</p> <p>A dedicated service to support employers in filling their vacancies quickly and successfully, including the ability to place jobs online</p> <p>Ability to search for jobs both online and over the phone through Jobpoints in Jobcentre Plus offices, the Jobseeker Direct phone line and through the website</p> <p>Swift, secure and professional access to benefits for those entitled to them.</p> <p>DWP’s Age Positive initiative promotes the business benefits of an age diverse workforce. Age Positive provides free information to help employers update their employment practices, and understand their legal responsibilities under the Employment Equality (Age) Regulations 2006.</p>	

<u>Information about the evaluation of the measure</u>	
<p>12. Results and effects evaluations (please give an overview of the conclusions of the more relevant evaluation):</p> <p>Between October 2006 and February 2007 alone, Jobcentre Plus helped 89,438 people over the age of 50 into work and its team of advisers continue to offer support and advice to older workers across the UK in looking for employment. The Age and Employment Network, and BT for employers and individuals across the country, to enable older people to make the most of employment opportunities available. The website is accessible from the Jobcentre Plus homepage www.jobcentreplus.gov.uk, or directly through http://www.jobcentreplus.gov.uk/JCP/Aboutus/wisecouncil/index.html.</p>	<p>Comments:</p>
<p>13. Documentation (concerning previous points):</p> <p>Principle 1: <i>To ensure that the voice of older people can influence government at a national, regional and local level in order to provide services that meet their needs.</i></p> <p>This is to ensure that engagement is not just about listening but also about close working together and taking action in response to views and feedback. It is also to recognise that there are differences between non-lobbying groups and those with other alignments or political affiliation</p> <p>Principle 2: <i>To ensure that the voices of older people can be heard</i></p> <p>Older people should have access to effective engagement with all levels of government all around the country, and should be able to share their experiences and draw out common lessons</p> <p>Principle 3: <i>To ensure that a diversity of views can be heard</i></p> <p>Different approaches should be embraced to ensure the diverse views of all older people are heard, including Black and Minority Ethnic Community and Faith Groups, for example</p> <p>Principle 4: <i>To build on what is already working</i></p> <p>To ensure the good work in, for example, third</p>	<p>Comments:</p>

<p>sector, older people’s forums and groups and Forums on Ageing in some of the Government Office regions is not lost or ignored</p> <p>Principle 5: To ensure central government funding provides effective value for money</p> <p>To ensure the focus for funding is on areas which directly encourage and support engagement and recognises the changes in the relationships between the different tiers of government and in particular the evolving role of the Government Regions</p> <p>more information about Age Positive, visit www.agepositive.gov.uk.</p>	
<p>14. Research (references):</p> <p>For information related to Employment Law see link: http://www.businesslink.gov.uk/bdotg/action/layer?topicId=1073858787&tc=000KWBL204940114436</p> <p>For information about the UK Anti Discrimination Act and its links to employment see: http://www.businesslink.gov.uk/bdotg/action/layer?topicId=1073858787&tc=000KWBL204890114418</p> <p>Age discrimination – but this is linked with all forms of discrimination and valuing diversity. http://www.businesslink.gov.uk/bdotg/action/layer?topicId=1073858787&topicId=1074003268&r.l2=1073877851&r.s=sm</p> <p>Guidance</p> <p>20 key facts your business needs to know about age legislation (PDF - 49KB)</p> <p>Age and the Workplace (PDF - 563KB)</p> <p>Age isn't an issue - Employers' guide to your 21st Century workforce (PDF - 380KB)</p> <p>Are you over 50? (PDF - 619KB)</p> <p>Opportunity Age - Meeting the challenges of ageing in the 21st century (PDF - 2.56MB)</p> <p>Removing ageism: make it your business (PDF - 224KB)</p> <p>The impact of Age Regulations on pension schemes (PDF 1.1MB)</p> <p>Research</p>	<p>Comments:</p>

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c) UK SWOT ANALYSIS OF PROJECT:

Strengths

Partnership

The partnership was strong and brought together people from a wide and diverse set of communities. This was particularly interesting and helped to forge a bond between the partners who have all learned from the project.

Part of the strength of the partnership was its ability to be able to achieve the stated outputs of the project while at the same time retaining the flexibility to respond to the reality of local situations in each partner country. For example this allowed the project to experiment with setting up a social networking style web platform to aid communication.

While it was agreed that the system could be a possible additional output it was difficult for some partners to use because of firewalls in their IT systems. The new system was developed and deployed at: www.oake-europe.co.uk/BJ50plus/

This was tested by partners but it was found to be insufficient for our needs. We therefore, after suggestions from the Danish Partners, developed a Basecamp account and have been satisfied with this as a project management tool. <https://oakegroup.basecampHQ.com/clients>

Subsidiarity

While it is clear that all partners have different social and legal structures and that these mean that we have little consistency across the partnership. It is clear that the different approaches are something that is important to the individual EU countries. We can learn from each other and accept that we still have different cultural and structural infrastructures.

Development of a UK wide partnership of volunteers and experts who added value to the research and outputs of the project was facilitated through OAKE Associates. This partnership provides experience and advice, both paid and volunteered to many of our existing projects and programmes.

Weaknesses

Partnership

The breadth of the subject matter was very hard to encapsulate easily in a small Partnership project. It is clear that many countries have different legislation and policies that made it sometimes difficult to cross reference the reports and grids. It also highlighted that there is a lack of any coherent EU-wide patterns that provide information about how to support immigrants.

In fact the term immigrant itself is used in different countries to mean different things.

Inflexibility of large bureaucracies to use Facebook and other social networking sites means that if small NGO's or SMEs choose to use the systems they are effectively cut off from their main and chosen communication tool with the large public authorities.

There appears to be no national policy related to 50+. The needs of this group are all covered by various other policy and laws. For example part time working is addressed within the Sex Discrimination Act. However, this results in a lack of a comprehensive strategy for this growing population in the EU.

Subsidiarity

Because there are no EU wide policies it was hard to have a more coherent strategic flow of information.

The use of the elegg system as a communication tool was of little success because people wanted to use something they understood and were familiar with – that is Facebook – not another new system. The development of the Basecamp system has gone part way to solving this issue.

Opportunities

Lack of any EU wide patterns allowed the partners to create a new partnership to investigate the issues of employment for the 50+. A new partnership was created with some of the existing partners. In particular Denmark are now partners with OAKE in an LOI project.

We also have developed work with Malta and have agreed an exit strategy with Italy to develop some new work/research based on BJ50+ from issues that have arisen out of the project. The new areas of work to explore are based on the following:

- a) The role of NGO in the area of flexicurity
- b) The issues for local people faced with large scale immigration. For example - What are the conflicts that arise? Are these issues the same for the “indigenous populations” across all partner states? and How can we identify how to alleviate these issues?

Threats

It was clear that most of the partners were very impressed with the Danish system for supporting older workers to:

- a) To stay in work
- b) To manage their retirements plans

However the cost of implementing this system would be prohibitive in all the other countries without a fundamental shift in the political will. This would require higher taxes and the development of support structures to help provide a better benefit system allowing people to retrain and/or reduce their working week.

The different social, political and economic realities of the partners made it difficult to produce a coherent set of conclusions and strategies.

7. CONCLUSIONS of each country of about lessons learnt and new perspectives for the future.

HUNGARY:

As a new EU member state the Hungarian partnership consider they have learnt a lot of things during the implementation of the project.

Demographic changes: in all of the partner countries the ageing is a big problem. It was a common opinion that the training and further training are the most important and useful tools to maintain the 50+ workers in the labour market or reintegrate them.

- in the UK not the certified qualification but the real knowledge is valuable in the labour market
- in Denmark there is a lack of manpower as the unemployment rate is under 2%
- in Malta the experience is more important than the age of the employees

Active ageing: all of the partners agreed that both for the labour market and the employees over 50 is needed to find any solutions for the problems in the field of the labour market. They accepted the point of view that the main tool is the adult training.

- in the UK active ageing means to enable older people to play full and active role in society
- in Denmark there is a measure named "Legislation against differential treatment at the labour market because of age". It aims to fight differential treatment and hereby make it easier to maintain and recruit seniors at the labour market.
- in Malta there are measures of Employment Aid Programme aimed at jobseekers that are in a disadvantaged situation due to their life circumstances. It is managed by the Employment and Training Corporation.
- in Italy there was a successful project named "Business creation". Beneficiaries are unemployed men and women over 50 who want to start their own business.

Integration of 50+ migrants: problem of migration is very different in the partner countries.

- in Malta there is a lack of manpower in the tourism so migrants have the chance to get job.
- in Denmark the legislation about people 50+ refers both for Danish and migrant employees.
- in the UK there is an evaluation system for the existing competences of the aged workers.
- in Italy knowledge of the Italian language is a basic skill for the migrants to get job.

Flexicurity: The Danish partner has the biggest knowledge, practice and experience in this field. The Danish model is often referred to as the 'Golden Triangle' as it consists of 3 elements; flexible labour market, ensured salary and active labour market policy.

Practice of the flexicurity is written in an agreement between the government, the employers and the manpower. Common or individual job agreements are regulated by the law.

Over 13% of employees participate in further training annually.

Manchester City Council in the UK have an interesting programme aims the age-friendly employment, reintegration of the people over 50yrs of age to the labour market and to improve self-respect of aged people.

Perspectives for the future

The RTA decided to operate only in the Carpathian basin. Most of its experts joined to the EUNET foundation to continue the common work.

- 1) In February 2010 the Foundation for European Cooperation Networks (EUNET) submitted a Leonardo Partnership application named "Better Job for Disadvantaged People BEJ+D", involving Austrian, Turkish, Italian, Greek and Romanian partners.
- 2) Aims of the project are:

- exchange of good practices and experience
 - to know the relevant education system of the partners
 - to develop a common method
 - to research how the media can help the people over 50 to ensure equal chances in the world of the work
 - to establish a European cooperation network obtaining the project results for a long time.
- 3) In February 2010 the EUNET Foundation for European Cooperation Networks submitted a Leonardo Mobility Project to study the Disadvantaged Older People's tourism improvement involved also Provincia di Livorno Sviluppo (IT).
 - 4) During the Manchester international meeting we agreed with Danish partner Videnscenter for Integration to submit a common Grundtvig Learning Partnership Project in 2011 in order to adapt their experience in the topic of flexicurity.

DK:

To a great extent, the objectives of this project have been to share experiences and draw inspiration on good practice regarding senior policies. As true explorers, participants from each partner country have set out on eventful expeditions in order to bring home new information, methods and good practices on how to include and retain seniors in the labour market. These study visits enable insights in national and local conditions by visiting organizations, institutions and companies as well as learning from local experts – rewarding information which further exchange of knowledge which would have been difficult to attain otherwise.

As always, when visiting other countries different systems cultural practices and individual characteristics influence one's way of addressing certain issues. Such is the case in this project, and this has enabled partners to improve their comprehension of the different institutional structures on which each partner country operates. Different models of society, different implementation of flexicurity and different kinds of societal problems (e.g., unemployment, discrimination, handling of immigration etc) result in diverse priorities and measures to combat potential problems.

Despite dissimilarities the members of the partnership recognized many of the same challenges within the mentioned areas. The demographic challenges also function as a common frame of reference as well as a shared need for retaining 'seniors' in the work force and provision of supplementary training. The partners' various training programs and learning technology have been of great inspiration on how to improve or invent new programmes in a Danish context.

A case in point is the visit of the Danish delegation to the 'Employment and Training Corporation' (ETC) in Malta. ETC is a public corporation set up by an Act of parliament in 1990. It is primarily responsible for providing public employment service, managing state-financed vocational training schemes and providing labour market information. The Corporation is a member of the World Association of Public Employment Services. ETC runs a number of projects partly financed by the EU with the purpose to combat unemployment. The projects, financed by the European Social Fund, supports vulnerable groups such as long time unemployed persons, persons over 50 years and registered disabled persons in order to increase the employment rate of these target groups.

ETC has a training division that teach disabled persons to facilitate access to employment and upgrade their skills and in that way achieve greater social cohesion, among others. It also educates employed persons to retain them in the work force, and train self-employed and individual persons in micro enterprises through employment education and training programmes by constructing detailed personal action plans for each individual who lack job search experience and this focus on each individual's competences, needs and wishes serves as very useful inspiration.

ETC plans to start using an electronic face recognition system wherein unemployed claiming benefits have to register every day. This procedure would not be necessary in a Danish context due to a different system. Still, the Dane's were inspired by ETC's electronic recognition system: the Danish delegation is now considering initiating a communication system among dyslexic persons. The system could have some of the same facilities as 'Facebook'.

Thus, some methods and initiatives exchanged can be more or less directly adopted whereas others can inspire to new developing processes in order to improve existing working conditions.

The different kinds of measures presented by each partner country form an important source of inspiration for various groups of actors, as for instance seniors who wish to learn more about their possibilities, job consultants, educational personnel and management who wishes to attain inspiration for implementing senior policies etc.

Another practice that provides inspiration is the Manchester City Council Ageing Strategy. Launched in 2009, its vision is to make Manchester a great place to grow older. This programme includes 'Valuing Older People' (VOP), launched in 2003 with the key objective to increase seniors' income and employment while combating social isolation and discrimination. The unemployment levels among the over 50s in Manchester is on the increase. Surveys have shown that a large percentage of seniors have

experienced age discrimination in one form or other. These are barriers which the VOP project addresses as it acknowledges that good health, good housing, active leisure time, social relations and adequate skills, among others, are factors that influence seniors' work life. The City Council, in collaboration with private and public organizations endeavours to address all these areas. Initiatives include assistance with company contact, provision of supplementary training, supplement to clothes and transport expenses in connection with job interviews and counselling on entrepreneurship for those who wish to set up their own business.

The programme has also initiated 13 different intergenerational projects to engage younger and older people in working together. The projects include: health and well-being, cooking classes, age-friendly urban designs and a community allotment project. Local networks, task groups, newsletters and a Board of Seniors are other initiatives set up in order to improve senior conditions. More information and inspiration are available at <http://www.manchester.gov.uk/vop>.

Perspectives for the future

There is still a great need to encourage more companies to implement senior policies, and to do advocacy work on retaining seniors in the labour market.

Unfortunately, the current global financial crisis has prompted some companies to shelve their senior policies. Moreover, the unemployment rate has increased as the number of jobs available has decreased. Consequently, more jobs are being filled through social networks, and around 75 % of all positions in the private sector are never officially advertised²⁰. This makes great demands on establishing personal networks and perhaps especially so for a senior generation not accustomed to using, for instance, digital social fora. The Association of Unemployed Seniors in Denmark is one example of an efficient network, but projects on how to advance social network formation in order to exchange possible job notices could be carried out. This will help in the recruitment process as well as exchange best practices regarding senior policies.

Apart from social network formation, related aspects such as the extent of age discrimination, senior motives for staying in the labour market or initiatives for promoting continued vocational training, are perspectives relevant for further illuminative studies. Pilot projects focusing more directly on the implementation of good senior practices, for instance by collaborating with specific companies, could also be the objective for further efforts.

The work life balance principle is another perspective worth examining as this is related to enhancing quality of life by creating balance between one's work life and private life. VIFIN is already doing research in this area but an increased focus on work life balance especially for senior workers would make for an interesting and gainful future prospect.

²⁰ TV2 Finance

UK:

The project ran over the expected 2 years and during that time we accomplished all the stated outcomes and outputs. The general feedback from the UK is as follows:

Lessons learned from the topic

There is a wide variety of custom and practice from member states of EU countries. But at the moment there is little possibility of closer practice taking place because of differences in cultural, political and economic infrastructures in the different countries.

But the framework provided by the concept of Flexicurity does allow us to build a knowledge base that can be used to develop more coherent strategies in the future.

Perspectives for the future

The partnership built a strong working relationship and overcame barriers such as language and the different intercultural dimensions to each of our organisations. Despite the vast differences in the custom and practice in relation to the employment of people who are 50+ experienced by the partnership. We did manage to identify a number of areas of commonality and good practice that was used to inform the development of the project. In particular this work identified areas of work that needed more investigation and the partnership have discussed the possibility of applying for funds to continue our work.

The future collaboration planned between partners was discussed and 2 specific items were identified as areas in which the partnership could further investigate. These are:

a. Exclusion within the populations

Common issues faced by local people in face of large scale immigration into traditional areas. How does this express itself in different countries in EU – can we have a plan to counter act extremism. Plus conflicts that arise and see if understanding can help to challenge it.

b. Flexicurity in the NGO Sector

Security seems to only be in place in public service sector and large corporations –but, little in the SME's and NGO sector.

Additionality:

The UK Partners managed to build a strong partnership of associates who helped to inform the development of the project. The link to these associated has helped OAKE to further develop our profile and for example we now have some potential work with other organisations including Microsoft UK and also new potential partners in Slovakia and Slovenia.

Partnerships and Associates Volunteers, UK networks and partnerships in the UK have established and brought a wide range of experiences to the project. This was facilitated through the Associates of the company and involved the following associates who had the related skills and experience sets:

Tina Elliott: an Associate who specialised in working and support work with disabled people.

Len Simm: a retired College Lecturer with a particular interest in training older people and adult returners. Len also holds many years experience working with disabled adults

Lewis Smith: a drugs worker with an interest in how BJ 50+ could help inform the understanding of how older ex drug users could be reintroduced into the world of work

Manley Campbell: an area based youth and community worker with a wide experience of working with the established immigrant communities from Afro Caribbean communities.

Tony Hall: an employment specialist from the SME sector in Devon and Cornwall. His main role is assessing skills shortages within companies within the food and drink sector, advising, arranging and conducting training.

Bill Fryer: a director of an SME in the West Midlands. He works with those groups that are most excluded in society and has a wide experience of developing new and innovative programmes of work that help to get people active in local community engagement.

Valorisation – and links to other programmes has been important. A lot of people are interested in the topic and we have stronger links with Manchester City Council who are the largest employer in the North West of the UK. One of the leading Councillors Cllr Con Keegan elected member for Crumpsal Ward, heads up the Valuing Older people programme has asked if he can be more involved in the project and wishes to attend the final meeting to make a presentation.

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