

Overview presentations transnational workshop on labour market

Groningen – april 6th 2011



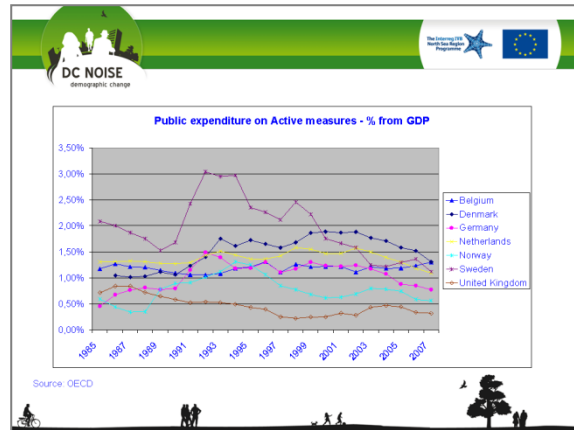
INTERREG IVB



Introduction: Ageing and the European Labour Market

Ullrich Schenck – Lawaetz Stf. Hamburg

Shifting from the Lisbon Strategy 2010 to the new EU policy on labour market “Europe 2020”, the Union generalized its objectives to an overall 75% employment rate. To achieve the EU objectives different policy instruments are developed, such as the ESF and PROGRESS. The presentation compares the different developments of the national labourmarkets in the NSR region. Secondly it focuses on three government models and the effects on labour market (Belgium, Denmark and Germany).



Actionresearch “Attention in Healthcare” – Taskforce Silver Economy

John Sas – Sasinerga/ City of Vlaardingen

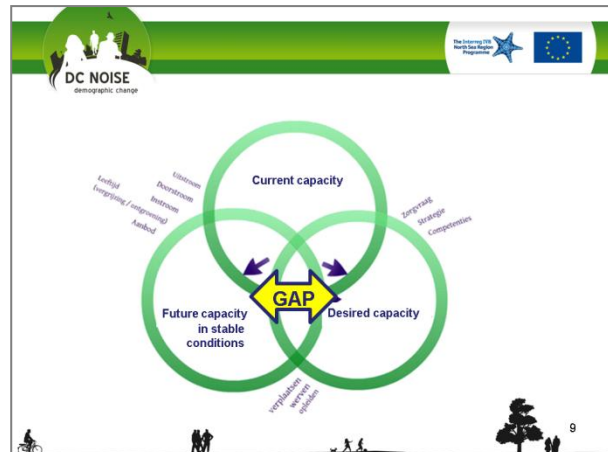


The presentation focuses on how to maintain the human capital we already have in care organizations, especially regarding care workers of older age. Action research is a good instrument to gain insight of the issues faced on the work space. Therefore action research method is subjective, representing the needs of particular groups of workers. Action research uses individual conversations and expert meetings. The balance between care giving and taking, avoiding stress and changing perspectives appear to be important issues in maintaining an older workforce.

Labour Market Strategies in the Health Care Sector in Eastern Groningen

Ellen Offer and Meta Kampen – Zorgplein Noord, Haren (Groningen)

The presentation explains how organizations can anticipate on a shrinking labour market by monitoring the future need for new workers by applying Strategic Personnel Capacity Planning. In the increasing competition for qualified workers it is important to focus on internal vertical labour mobility, so that less skilled workers gain skills to make place for new less skilled laborers. The newly developed model focuses on three fields of interest, each incorporating several relevant indicators: the current capacity, the future capacity in unchanged conditions and the desired capacity (as defined by organizational or policy goals).



The East-Flemish case: a healthy care for the health care sector

Pascal de Meyer – Province of East Flanders

The presentation focuses on the outcomes of research by Johan Surkyn (University of Brussels) on absenteeism and staff turnover in home care. Younger people tend to be more frequently absent for shorter periods. People of age seem to have a higher labor morale and less absent, but if they are this is for a longer period of time. The rate of absenteeism becomes higher when workers grow

older. Secondly, the annual turnover of new and young care workers is high, as most youngster do not meet their expectations in working in the health care sector. Often the intensity of the work compared to wages is regarded as imbalanced. Nonetheless, recruitment is successful regardless the age cohort: outflow and containment of personnel appear important areas of interest.

Best Agers developed a certificate for companies which have good age management

Cities in Balance developed a book with examples of containing and facilitating senior employees

Career Centre Twente

Frans Coenen – University of Twente

It is stressed that most regions with population decline are geographically peripheral situated. Regional cooperation therefore is important to create enough gravity to attract specialized employees. The containment and attraction of skilled laborers is essential to keep companies in the region. In Twente over 50 companies cooperate in a private funded Career Centre to both attract and exchange employees. The Centre

was successful in attracting 80 skilled employees, who moved from the economic core regions to the region of Twente. The Centre also addressed HRM challenges due to ageing in the near future and raised awareness among companies to maintain knowledge of older workers. As a result of this, companies, the university and local governments intend to start with a Knowledge Centre to prevent brain drain.

DGM1 – Project Outcomes

Undiscovered Best Practices

- Definiton: Best Practices which are not identified and not specified
- Recognizing new patterns in worker – work process relationships
- 3 Steps:
 1. Recording
 2. Evaluating
 3. Identifying and specifying best-practice
- KM-Tool used for recording – example: hypervideo

Logos: European Union, The Innovating SMEs, Provincie Zeeland, DC NOISE, de grijze massa (INZICHT IN KENNIS)

The Quest for lost Knowledge

Herbert Dettingmeijer – Province of Zeeland

Companies in Zeeland experience a loss of knowledge due to retirement by older employees. In-company knowledge is often not contained in detail and exists only in the mind and experience of workers. Acceptance of this issue shows how valuable senior employees are for companies and production processes. It is often also difficult to transfer this knowledge to apprentices. To contain this knowledge a hypervideo has been developed: the work process has been recorded and digital explanatory content was

added to the video by the senior worker afterwards. This successful experiment was handed over to the private sector and the project has been prolonged and funded by companies. The project proved being a successful public offspring, overtaken by the market when it became mature.

Cities in Balance: Silver Economy and Silver Inclusion

Roger Horam – Edinburgh Chamber of Commerce

The presentation focuses on the role of people age in economy. People engaged in business start-ups are mostly between 25 to 35 years of age. Older people are underrepresented but have key economic potential: experience, knowledge and a network. The Chamber of Commerce succeeded in assisting over 150 start-up enterprises of older people. It helps with supporting the start-up itself and the companies keep getting support afterwards, involving mentoring, marketing, accounting, assistance on tax return, etc. The Chamber succeeded in this by maintaining a strong network and business-experienced volunteers. One success factor is the principle of self supporting senior user groups.

Edinburgh HI HO SILVER

Thinking of starting a new business?


Training testimonials

- "I have discovered an opportunity..."
- "I have benefited from a great training programme..."
- "I have benefited from a great training programme..."
- "I have benefited from a great training programme..."

Successful business startups


- Life Coach
- Artist
- Janet
- Language Teacher
- Homecare
- IT Coach
- Course
- Gardener
- Builder

Logos: Edinburgh Chamber of Commerce, European Union, etc.



Senior policy – sub projects

- Survey among workers over 55
- Mentor arrangement
 - Visualize and appreciate the experience of senior workers
 - Make it possible to perform additional tasks for seniors
 - Retain important knowledge
 - Systemize transfer of experience
- Senior conversation
 - From age of 57
 - Based on the intentions in the senior policy concept
 - Consider motivation, continued work, incentives and a possible mentor future



DC NOISE Senior Policy

Svein Øderud - Knutepunkt Sørlandet

Early retirement is quite expensive for society. Later retirement is cheaper and provides the opportunity to use and keep knowledge of senior employees for a longer time. More attention for older workers leads to company awareness of the value of senior employees. This awareness make feel senior more appreciated. Even when working less or after retirement, seniors often feel involved and are eager to keep in touch and help former employers. This approach of senior workers appeared to be a forerunner model for Norway.

The model tries to empower senior workers by gaining insight in their situation by surveys, mentoring, senior conversations and systemizing their knowledge.

Ageing and shortages in the labour market: Are you prepared?

Brigitte Smessaert -ERSV West-Flanders

The Province of West Flanders aims to prepare organizations to anticipate on the demographic process of an ageing and declining workforce. In its policy the three main actions involve awareness, strengthening the economic position of unemployed 50+ and matching needs of employers to this group. In Belgium 75% of 50+ people are economically inactive. Several tools are developed to tackle this, for example an age-

scan for



organizations to visualize the consequences of an imbalanced workforce and the Diversity REMIX-binder with tools for human resource departments. The age scan involves a questionnaire to be answered by either the HR-manager or a working party maximum 2 times a year. It compares the outcomes with a general benchmark and provides a full report including qualitative descriptions, prognoses etc.

