

Partners

- **AUSTRIA:** BAB Management Consulting Ltd., Graz
www.bab.at
- **AUSTRIA:** Centre for Social Innovation (ZSI), Vienna
www.zsi.at
- **AUSTRIA:** Chamber of Labour Upper Austria (AKOÖ), Linz
www.arbeiterkammer.com
- **CZECH REPUBLIC:** Bridge to Education, o.s., Benecko
www.mostkevezdelani.eu
- **CZECH REPUBLIC:** Regional Advisory and Information Centre (RPIC-ViP Ltd.), Ostrava–Mariánské Hory
www.rpic-vip.cz
- **GERMANY:** Ministry of Labour and Social Affairs Saxony-Anhalt, Magdeburg
www.ms.sachsen-anhalt.de
- **HUNGARY:** Central-Transdanubian Regional and Economic Development Nonprofit Company, Szekesfehervar
www.kprf.hu
- **ITALY:** Institute for the Development of Vocational Training for Workers (ISFOL), Roma
www.isfol.it
- **POLAND:** Central Mining Institute (GIG), Katowice
www.gig.katowice.pl
- **SLOVAK REPUBLIC:** Central Office of Labour, Social Affairs and Family (UPSVAR), Bratislava
www.upsvar.sk
- **SLOVAK REPUBLIC:** Regional Development Agency (RDA SP) Senec-Pezinok, Bratislava
www.rrasenec-pezinok.sk
- **SLOVENIA:** Economic Institute Maribor (HRDC), Maribor
www.center-rcv.org
- **SLOVENIA:** Ministry of Labour, Family and Social Affairs, Ljubljana
www.mddsz.gov.si

www.ce-ageing.eu



contacts

Project Coordinator/Lead Partner

Tanja Bogner, CHAMBER OF LABOUR UPPER AUSTRIA (AKOÖ)
email: bogner.t@akoee.at
phone: +43 732 6906 2445, fax: +43 732 6906 62445

Communication Manager

Jana Macháčová, CENTRE FOR SOCIAL INNOVATION (ZSI)
email: machacova@zsi.at
phone: +43 699 10932028, fax: +43 1 4950442-40



Central European Platform for an Ageing Society

OVER THE NEXT 20 YEARS, Central Europe will face different demographic challenges such as a greater life expectancy, ageing regions, a decreased fertility and enhanced migration. This will lead to changes and effects on social life. The CE-Ageing Platform project contributes to developing and finding solutions for the challenges of ageing society: increasing the societal inclusion of elderly and creating regional strategies for an ageing population.

Due to this demographic challenge, the EU has set itself the target of increasing the employment rate of older people towards more sustainable economic and social development. These targets require a successful and effective co-operation of governments, social partners and organizations at national and international level. On the one hand, the employability of older people while addressing motivation and working capacity has to be maintained, on the other hand working conditions have to be adapted to an age-diverse workforce. Age discrimination, which is a huge waste of talent and negative stereotypes of older workforce, must be tackled. Thus, multi-generational workforces represent opportunities and synergies utilizing skills and experiences regardless of age.

Project objectives

THE CENTRAL EUROPEAN (CE) KNOWLEDGE PLATFORM for an Ageing Society, in short "CE-Ageing Platform", aims to minimize negative effects and impacts of demographic change in Central Europe (CE). The project idea derived from cooperation between various partners and their desire to jointly contribute to improved framework conditions in their regions fostering in order to foster economic growth, regional development and social cohesion. It is built on the belief that challenges faced in the cross-cutting issue "ageing" can only be solved in working together.

THE CE-AGEING PLATFORM aims to jointly develop a CE-Ageing Strategy enabling partners to adapt to demographic change, thereby integrating lessons learnt from previous activities on the one hand and results and lessons learnt of innovative actions implemented by the CE-Ageing platform on the other.

The innovative actions implemented at the regional levels include the development of four Regional Age Platforms with which two Regional Ageing Strategies as well as two Regional Training Concepts are set up ("Age-Partnership Actions"). In other CE-regions 5 additional pilots, the "Age-SME Interventions", are implemented in cooperation with SMEs.

Project duration: 1 January 2011 – 31 December 2013 (36 months).

This project is implemented through the CENTRAL EUROPE Programme cofinanced by ERDF.

Activities and main outcomes

Joint 'Forum on Ageing in Central Europe'

- Annual CE conferences held in Slovak Republic, Slovenia, Italy

Development of a CENTRAL EUROPE Ageing Strategy

- Age-practice peer reviews
- Thematic workshops

AGE Partnership Actions

- Establishment of Regional Ageing Platforms in Upper Austria (Austria) and Saxony-Anhalt (Germany)
- Regional Training Concepts in Slovakian regions (Slovak Republic) and Liberec region (Czech Republic)

Implementation of innovative measures/services for SMEs (AGE - SME Interventions)

- Cross-generational HRD strategies in Styria (Austria) and Moravian-Silesian region (Czech Republic)
- Work-life balance in the Katowice region (Poland)
- Age&diversity management in the Podravje region (Slovenia) and the Central Transdanubian region (Hungary)

Target groups

The structural dimension of the project addresses key stakeholders of the region such as:

- Policy makers (e.g. elected governors/mayors, social partners)
- Public authorities on national and regional level (ministries, governments, public employment services, intermediary bodies, and others)
- Local public authorities such as cities, towns, villages
- Employers (especially human resources development (HRD) managers)
- Working age population (in particular older employees, women, migrants, unemployed, career starters as well as younger employees within life-cycle oriented programmes)
- Training institutions
- Other multipliers such as other networks, researchers, NGOs and individuals