



# *Network*

## *„Winning Age. Getting Future!“*

*by Chamber of Labour Upper Austria in cooperation with  
socialpartners and networkpartners*

*Mag. Mirna Prebanda, Chamber of labour Upper Austria*



## *Aims of the network ,Winning Age. Getting Future!‘*

- Joint creation of framework conditions at company and corporate level towards age appropriate workplaces and successful generation management in companies.
- Pooling of regional, national and international Know-How.
- Demonstration and recommendation of age-management tools and available products/offers towards active ageing in the region.
- Awareness rising activities about demographic challenges and its opportunities.

*This project is implemented through the CENTRAL EUROPE Programme co-financed by ERDF and BMASK.*



# *Target groups and beneficiaries*

- Companies with focus on SME
- Employees
- HR-Manager, Employee representatives and all interested persons out of companies and institutions/organisations
- Key regional players out of politics, economy, science and society
- Broad public



## *Driving factors of the network*

1) Stable network structure and synergies of network ,Winnig age. Getting future!' with over 60 partners.

Know-How of regional, national and international partners.

2) Concept of the ,house of work ability' by Juhani Ilmarinen.

3) Easily accessible activities, products and diverse offers for our partners.

4) Joint activities and cooperation on national and international scope.

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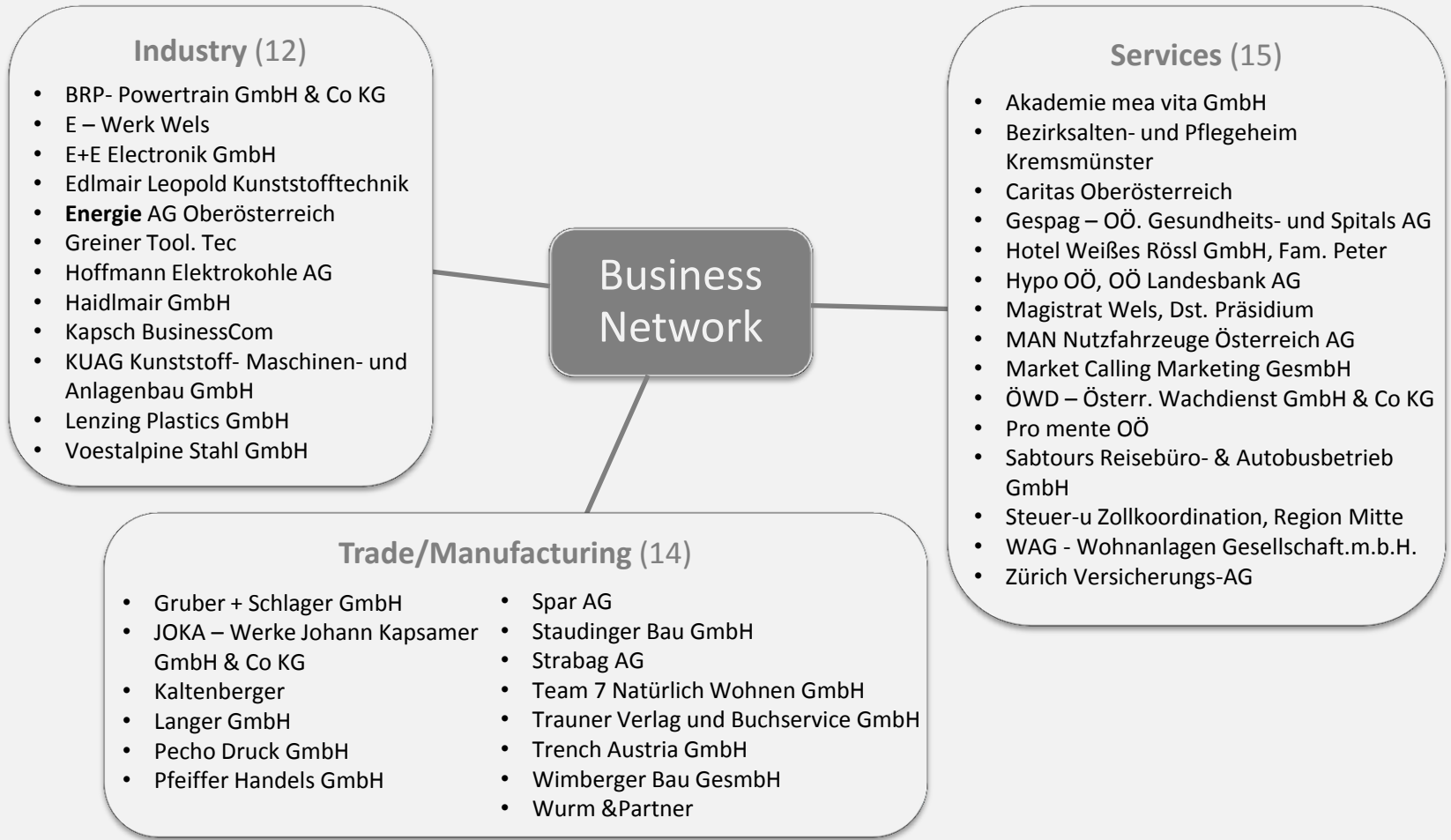


# 1) Network Partners - key regional players (September 2012)

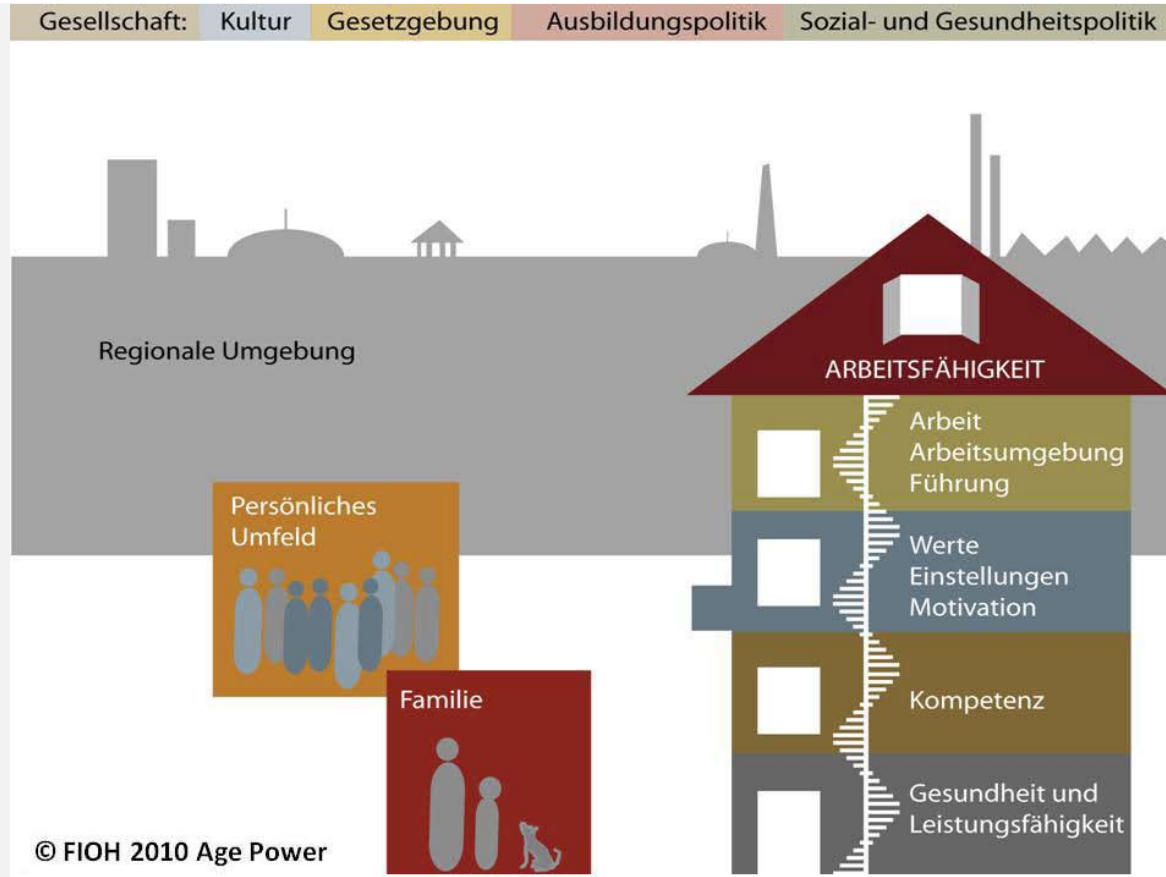


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# 1) Network partners – 41 companies (September 2012)

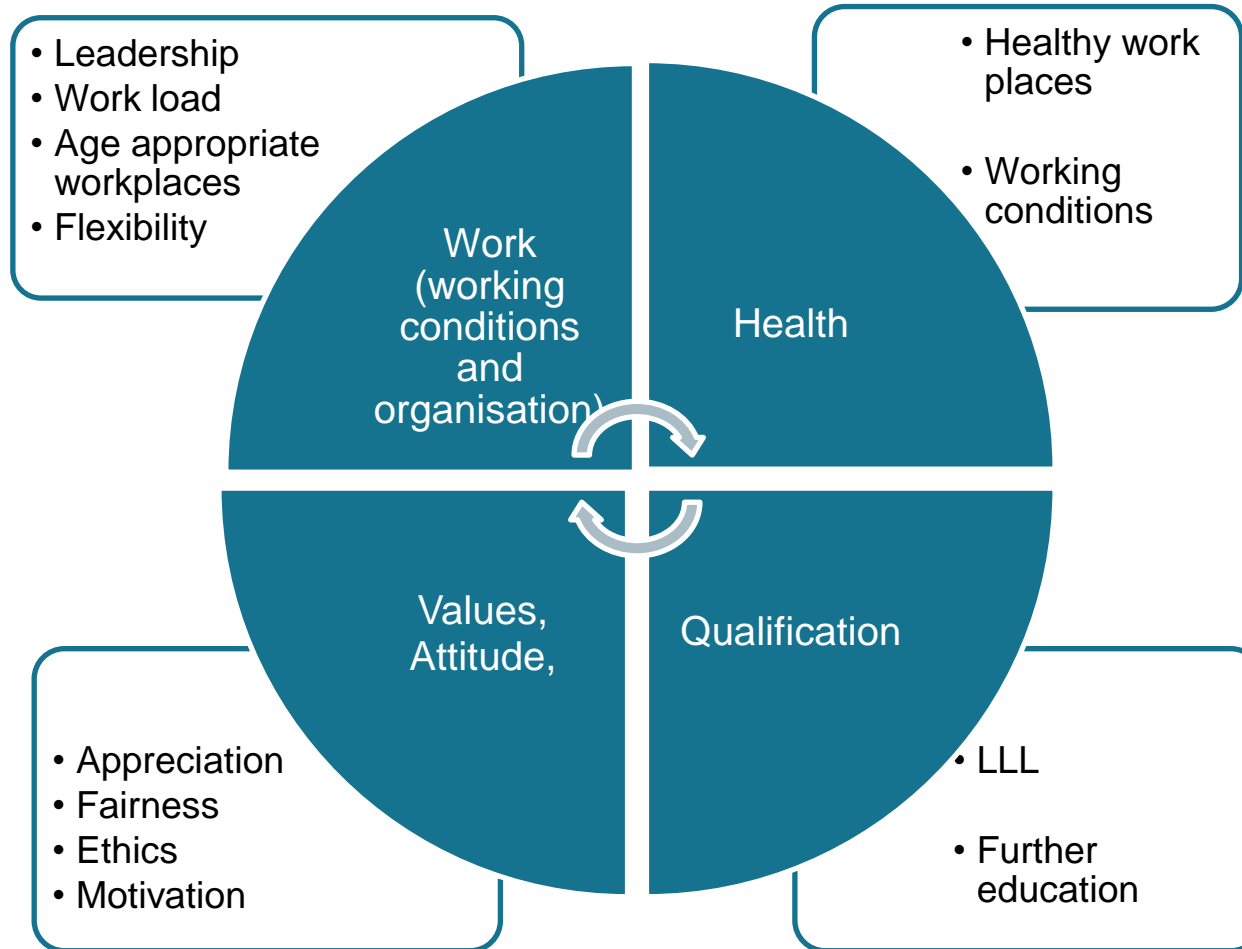


## 2) Maintaining work ability (by Juhani Ilmarinen)



„Work solely doesn't maintain the work ability“  
(Juhani Ilmarinen)

## 2) Promotion of work ability (by Juhani Ilmarinen)







### 3) Regional activities

- Structured Know-How and Knowledge exchange:  
*Health – Qualification – Values & Motivation – Working conditions – Needs of employees and employers – Current Studies.*
- Workshop for companies and network partners towards knowledge exchange.
- Regional plant visits with partners.
- Regional conferences with national and international experts.
- Awareness rising activities and products (*upcoming – Joint ORF Awareness Campaign ,Well Ageing‘*)

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### 3) Products and offers

- Homepage: [www.wage.at](http://www.wage.at) (with focus on services for employers and employees)
- Manifold brochures (best-practise-brochure)
- Touring exhibition ***„Winning Age. Getting Future!“***
- Video Clip – ***„Images of Ageing in Upper Austria“*** (see [www.wage.at](http://www.wage.at))
- Regular Newsletters
- Counselling models for companies in cooperation with our networkpartners.
- *Upcoming - Overview of latest offers and measures promoting „Active Ageing in Upper Austria“*

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## Regional Labour Market Strategy 2020



- **Pillar B (skilled personnel – Fachkräfteprogramm) – target group elderly**
  - The strategic aim is to keep people employed and to increase the labour force potential in Upper Austria.

### **Governance aims and objectives:**

- Reducing direct transition from unemployment into retirement and actively organise the transition procedure.
- Increasing the participation share in further education of employees aged 45 to 64.
- Maintaining health and work ability of labour force on a high level.
- All partners of the network ‚Winning Age. Getting Future!‘ are actively reaching and acquiring companies with their offers/measures.

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## *Regional Labour Market Strategy 2020*

- Involvement into development of the latest Upper Austrian „Labour Market Strategy 2020“:

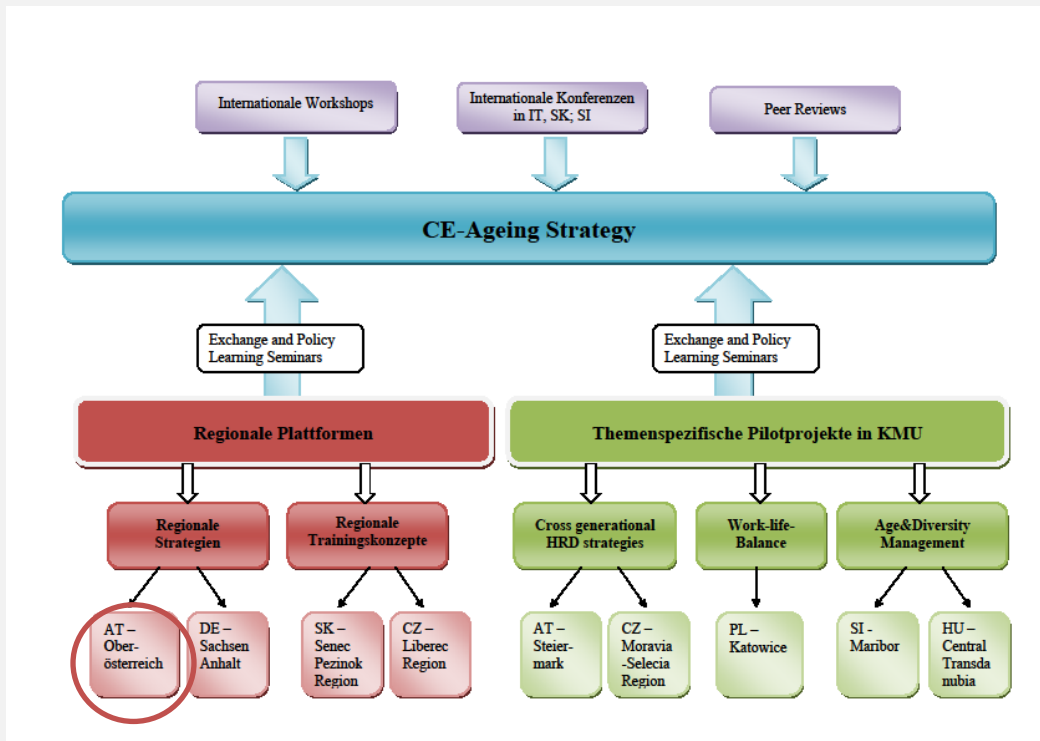
„Network ‚Winning Age. Getting Future!‘ being used as an established and sustainable structure for the implementation of the regional strategy with focus on „demography and ageing work force in Upper Austria“.



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# International activities



- Joint development of measures and guidelines towards ‚Active Ageing‘ in Pilot Projects
- Sharing and gaining knowledge and experiences with/from international partners
- International Workshops,
- Exchange and Policy Learning Seminars,
- International Events,

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# Challenges

- Values and Attitudes: ‚What are the Images of Ageing in a society?‘
- Linkage between Top-Down and Bottom-Up approach on national and regional level.
- Reaching companies with offers and measures.
- Establishment of age appropriate workplaces/generation management in companies.
- Awareness of holistic approach.

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*Thank you for your attention!*

*Mag. Mirna Prebanda, Chamber of Labour Upper Austria*