



# Summary of ideas from the World café discussion

22 March 2012, Bratislava

(by Dušan Ondrušek, the world café moderator)

## Mapping:

- Age group 55+ is not separately earmarked in active labour market policy.
- Continual education is needed to keep people in the labour market. Such education should focus on skills reflecting the needs of the changing labour market. Requalification courses are tailored to the region and its specific condition.
- Indicators of the successful ageing programmes should take into the account:
  - expectancy of life;
  - expectancy of healthy life;
  - income and GDP.
- Medical gerontology is needed, but not developed enough. There are many examples, like the pharmaceutical overdosing, which not differentiating between the reasons of health troubles which elderly are facing (illness vs. special situation).

## Good practice vs. bad practice:

- There are a few examples of good practice – specially in the employment policy e.g.:
  - Austrian regional experience of SMEs employing women above 60 (in the specific professions and regions, where young people are not so interested), Self-employment efforts (it is a good idea, but connected with very limited implementation);
  - In Slovakia there was an effort to involved companies by providing them grants to educate the employees. Nevertheless the evaluation is missing;
  - In Italy, there are successful examples of housing care, without institutionalization.
  - Slovenia - including older people in the strategy development, so intergenerational aspect is highlighted („Older for older“ project as a good example);
  - In Austria – good achievements based on intergenerational learning – speaking to young generation (barrier diminish, mutual understanding, possibility to rebuild the intergenerational bonds).
- Lots of pilot projects need the strict evaluation of the outcomes – the data and tools how to do that professionally are missing
- There is a different situation in bigger companies. They have usually better policy, because of longer tradition and large financial foundation. The smaller companies are often the family type, where the care is based on the community values.
- Good practice should be shared also internationally.

## Agents of change:

- The issue of agents is rather complicated. It is visible that usually partnerships are needed for real sustainable change. It should be a tripartite or an involvement of the main

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stakeholders at the local level. Local governments or employers are important for change and should be involved.

- Involving the local level and top-down approach are crucial (involving also target groups, elderly, municipalities, universities, private companies, trade unions in further education at the regional level). Condition to make change requires combination of public order and personal interests.
- There is a good experience with the board of seniors - creating an advisory body to government
- The role of the media and family is forgotten and underused.

### **Innovative ideas:**

- Centrally planned strategies should be in place, but local actors and businesses have to participate in order to bring innovative ideas. Collaboration should be reflected in developing strong public-private partnerships. NGO agencies will never be equally successful and sustainable without support from public institutions.
- Stratification of ageing population is needed.
- Education at primary schools have to develop social competence, awareness on elderly and needs of ageing population (Notion „*Age is a normal development, we have to deal with and respect it*“).
- Intergenerational environment – involve and integrate all age groups and focus on the understanding active ageing, but do not start at 55+.
- Grandparents Day - day of public holiday (there are some positive experience in countries which celebrating that e.g. in Italy it is held once a year, with media and public institution events), in some of other countries it is labeled as Day of intergenerational solidarity.
- Employment issue – a lot of SMEs started to increase awareness, because they had to (there is a lack of skilled workers and qualified young workers).

*Proverb: “Ageing is like hiking into the mountain, there are some problems with breathing on the way up, but visibility on the top is better than from the bottom”.*

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