



BRIEF REPORT ON
Results from Workshop II
“CE Ageing Strategy and Actions”
in Linz, 13 June 2012

The second Workshop (WS) “CE Ageing Strategy and Actions” was held in Linz on 13 June 2012 targeting on discussion on the insights of the questionnaires completed by the external experts in prior to the workshop together with the CE Ageing project partners. Moreover, the workshop participants further developed the CE Strategy within working groups on pathways of policy/program action and specific pilot actions.

This report serves as information for interested partners/experts that were not able to attend the workshop.

The following results were achieved during the WS II:

- **Remarks to the draft CE Ageing Vision 2050:**
 - Remove the third pillar “digital society” otherwise the vision will become too wide and imprecise
 - Allocate and include the content of pillar “digital society” into pillars “well-being” and “equality”
 - Add the more appropriate term “equity” to the pillar “equality”
 - Add the terms “productive” and “sustainable” to “stable economy” to highlight the requirements of an increasing competitive economic pressure
 - However, be careful with the term productivity because elderly are often not considered as economically productive
 - Recognition of differences of people’s talents should be added to pillar “equality”
 - The draft Vision was accordingly adjusted and sent out for feedback to the partners and experts

- **Remarks/addings to the analysis of the expert’s questionnaires:**
 - “Equality” is a horizontal issue and is a objective which requires certain tools in order to be achieved (e.g. digital society could be a tool to achieve equality or equity)
 - The vision is trivial; the key to reach our goals is active ageing on all ages.
 - Always consider the different target groups of the CE Strategy and adapt the way of communication to these different groups; governments are the main target group, secondary are civil society and economy; you can not communicate to all three different groups with the same “language”
 - In addition you have to consider the different levels of government structures (national, regional or local) when communicating

The first working group session was dedicated to possible **pathways of policy/program actions** (national level) which have to be taken in the field of human capital investment, social security systems and governance systems. Three working groups were built in order to work on each of the three fields. The following major results of the working group session were presented:

Human capital investment:

- Increase Lifelong Learning (LLL) measures for all professions and retired people
- National programmes have to support enterprises on LLL strategies for their employees
- Change corporate culture in order to enhance ageing plans at the work place
- Governments have to provide structures for better comparability of education on transnational level
- National investments on human capital should start on very early stage (childhood) in order to increase return rate into society
- Curricula of schools and universities have to consider labour market needs

Social security systems:

- Establish a monitoring system on efficiency and effectiveness of social security spending
- Ensure equality of distribution of social security benefits
- Benefits and grants for SME's hiring older employees
- Provide comfort structures for later retirement (e.g. incentives to reduce early retirement)
- Establish gradual retirement (3-5 years)

Governance systems:

- Experts' involvement at the top on pension and social security policies
- Provide effective communication processes and shift decision processes (decentralisation) from national to regional and local levels
- Importance of key stakeholders' involvement
- Involvement of enterprises (SME's) in governance process
- Considering internal and external factors which influence governance systems on all levels
- Implement monitoring systems of the effectiveness of policies

The second working group session dealt with concrete **pilot actions** and measures in order to reach the three pillars of the vision: Equality, well-being and digital society (the third pillar was still discussed during the workshop although it was agreed that this pillar will be removed from the vision). The session was organised as a brainstorming session where participants could bring in their experiences with best practices and actions knowing from their countries and beyond. Please find a summary of some actions and ideas which were presented at the workshop:

Equality:

- Promotion and providing equal access to education in rural areas (pilot project from CZ targeting on elderly and unemployed people)
- Establish exchange and network systems for knowledge and skill exchange of

unemployed and younger people (best practice from Italy focussing on unemployed managers 55+ and young people)

- Education for free (on all levels from compulsory school to tertiary education)
- Increase intensity of ECEC (Early Childhood Education and Care) pilot programs
- Equal opportunities for sabbatical for all employees independently of their profession

Well-being:

- Age-friendly cities (e.g. Slovak practice on public financed transport for senior needs)
- Establishment of a Well-being and a Work Climate Index (the Austrian Work Climate Index is a product of Chamber of Labour Upper Austria and the social research institutions IFES and SORA; it is based on an inquiry of employees conducted every 3 month)
- Healthy promotion and age management in companies and enterprises
- Monitoring of well-being at work (example from Poland: Central Institute of Work Protection gathers and presents data every year)

Digital society:

- Intergenerational (ICT) courses
- Increase ICT and knowledge participation by providing equal access and free internet infrastructure
- Telemedicine consultations (e.g. common in the US television)
- Information system on social services (national data set; best practice SINA from Italy)

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