

BRIEF REPORT ON

Results from Workshop III

“Regional Activities and Recommendations”

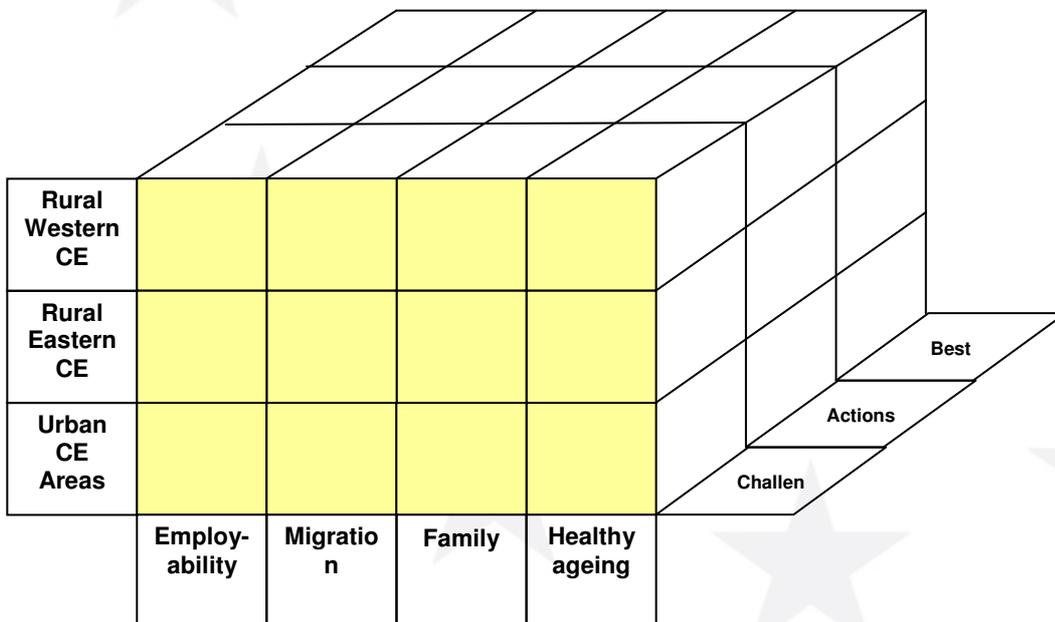
in Vienna, 17 September 2012

The third and closing Workshop (WS) on “Regional Activities and Recommendations” was held in Vienna on 17 September 2012 discussing and further elaborating the insights gained by the questionnaires completed by the external experts in prior to the workshop. The workshop participants contributed to the further development of the CE Strategy and amended valuable inputs on regional activities.

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

Discussion on CE-Ageing matrix and cube

The three dimensional cube was presented during the workshop visualising all dimensions of the matrix (localisation, fields of interest/actions and contextualisation).



The matrix and the cube were accepted by all participants but a few remarks were made:

- Infrastructure and mobility is not explicitly concerned in one of the four fields of actions (employability, migration, family and healthy ageing) – try to consider this important issue closely related to ageing and age-friendly environments when finalising the strategy
- Link the overall aims and objectives as stated in the vision 2050 with the four fields actions
- Bear in mind what to focus in terms of “migration” (stocks or flows – is the aim just to increase the rate of immigration?)
- Strongly focus on regional level in the CE-Ageing Strategy – illustrate what experiences were made on local level e.g. in terms of migration which is certainly a top down issue → nevertheless examine implications
- Missing the topic of appropriate age friendly work places and conditions and especially the question how it could be achieved and how to meet employee’s needs
- Considering the design of work places and the requirement of people – think about using the term workability instead of employability. The latter is strongly linked to labour market while workability overlapping the fields of actions

Regional Activities and Recommendations – Challenges and Actions

In the first working group session participants amended and discussed about the matrix filled by the external experts on every of the four fields of actions.

Challenges	Employability
Rural areas in Eastern CE	<ul style="list-style-type: none"> • Lack of attractive jobs (Low demand for labour, in particular in remote rural regions; increase labour force participation rates of especially youth, women and elderly workers); • Infrastructure does not encourage investment; • Lack of capacities in transition economies; • Increase human capital (need for life-long learning training); • Lack of ICT access <p>Amendments of participants:</p> <ul style="list-style-type: none"> • Look for competitive advantages of regions • Holistic approach – joint responsibility of employers, employee and stakeholders • No successful working conditions (for high qualified workers for example in Slovakia)
Rural areas in Western CE	<ul style="list-style-type: none"> • Lack of training opportunities (in particular for the use of ICT based services); • Provision of well-paid job opportunities (in particular good career prospects for young generation); • Challenge to increase productivity <p>Amendments of participants:</p> <ul style="list-style-type: none"> • Lack of skilled workers • Leaving the country sides (young people, skilled workers and employees) • Holistic approach – joint responsibility of employers, employee and stakeholders

Urban CE areas	<ul style="list-style-type: none"> • Lack of educational alternatives; • Attracting sufficient numbers of workers at all qualification levels; • Employability, particularly in small-size cities; • Polarisation of jobs; • Improving quality and accessibility of schooling <p>Amendments of participants:</p> <ul style="list-style-type: none"> • Lack (insufficient) entrepreneurial education (skills, incentives, promotions, pressures) • Missing programmes of know-how transfer from experienced to young people • Attract new investors (new work place) • Attracts experts for research/innovations • To overcome individualism as job culture • Mismatch between education and jobs • Holistic approach – joint responsibility of employers, employee and stakeholders
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Actions	Employability
Rural areas in Eastern CE	<ul style="list-style-type: none"> • Focus on strengths of region (e.g. increasing tourist attractiveness of rural areas); • Promotion of one-person firms or family firms (provide subsidies for SMEs via small-size credits, direct money transfer, tax reduction) • Investments (in infrastructure, high-speed broadband internet, alternative energy production); • Provision of active labour market training, training for life-long learning and qualification programs; • Improvements in education (increasing the quality of teaching in primary schooling; adapting secondary schooling curricula to the needs of the modern knowledge economy, focus on general skills such as European languages and mathematics); • Creation of new occupational patterns for cultural minorities (such as Roma); • Boosting the provision of early childhood education and care programs; • Massive expansion in long-term care homes and home care arrangements • Provision of expertise and consultancy in order to increase local knowledge and practice to deal with preparation of proposals and signing of contracts for EU funds; • Special municipal agency for job changes/ job entrance of elderly people; <p>Amendments of participants:</p> <ul style="list-style-type: none"> • Specific programmes for high qualified workers to be employed • Taking stock of local knowledge through networks • Need analysis and marketability (products and services) • Special evidence of elderly employed persons as well as unemployed • Differentiation of target group in Slovakia needed! • Building networks and partnerships • Holistic approach – joint responsibility of employers, employee and stakeholders
Rural areas in Western CE	<ul style="list-style-type: none"> • Focus on strengths of region (e.g. increasing tourist attractiveness of rural areas); • Provision of training for life-long learning and qualification programs; • Promotion of one-person firms or family firms (provide subsidies for SMEs via small-size credits, direct money transfer, tax reduction); • Creation of technological hubs via vocational schools on usage of ICT; • Investments (in infrastructure, high-speed broadband internet, alternative energy production); • Maximizing enrolment levels in early childhood education and care programs to near-universal, increasing relative wages of teachers in early childhood and primary schooling; earlier start with teaching of European languages; boosting and technologically modernizing vocational schooling streams; increases in active labour market training; expansion in LTC homes and home care arrangements • Special municipal agency for job changes/ job entrance of elderly people. <p>Amendments of participants:</p> <ul style="list-style-type: none"> • Attractive region-branding • Recognition of certificates/diplomas awarded through lifelong learning and further qualification programmes • Guarantee social protecting to avoid cherry picking and participation of workers • Holistic approach – joint responsibility of employers, employee and stakeholders

Urban CE areas	<ul style="list-style-type: none"> • Improve education and training (addressing early school leaving via second and third chance schools; creating lifelong learning culture and infrastructure; valorising non-formal and informal learning; promoting enterprise education); • Improving quality and accessibility of kindergartens and early schooling; • Local measures for empowering those without life-long learning skills to acquire these (local measures) and for empowering long-term unemployed to return to work; • Attract large-scale enterprises; • Elaborate working places which are appropriate for old-age people; • Special municipal agency for job changes/ job entrance of elderly people; • Provide affordable housing and infrastructure for workers and their families; • Investment in public transport, in modern industrial zones/ high tech hubs, but also in green spaces and modern social and cultural offer to attract/retain human talent); <p>Amendments of participants:</p> <ul style="list-style-type: none"> • Integration of soft skills to education system • 50+ to 30- programmes in key sectors (technology knowledge transfer) • G4G: greying for growing → 50+ start ups • Easy commuting transport from suburbs • To prevent “burn out” • Development of services for HR management • Holistic approach – joint responsibility of employers, employee and stakeholders
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Challenges	Family
Rural areas in Eastern CE	<ul style="list-style-type: none"> • Lack of social structures to support the elderly (long-term care provision; social inclusion of lonely older people); • Commuting families (Work-life balance); • Family structure is characterized with the incidence of old-age families and single-person households; • Infrastructural challenges (service centres are allocated at a distance); • Few education infrastructure (schools, pre-school) <p>Amendments of participants:</p> <ul style="list-style-type: none"> • Early childhood education and care (ECEC) investments
Rural areas in Western CE	<ul style="list-style-type: none"> • Lack of social structures to support the elderly (long-term care provision; social inclusion of lonely older people); • Commuting families (Work-life balance); • Family structure is characterized with the incidence of old-age families and single-person households; • Infrastructural challenges (service centres are allocated at a distance); • Few education infrastructure (schools, pre-school) <p>Amendments of participants:</p> <ul style="list-style-type: none"> • Early childhood education and care (ECEC) investments
Urban CE areas	<ul style="list-style-type: none"> • Family-friendly infrastructure for all generations (insufficient childcare facilities); • Reconciliation of employment and care for children/older people; • Isolation of older people without family support, in particular widows (family life is concentrated on the atomic family with lower contacts among relatives); • Work-life balance. <p>Amendments of participants:</p> <ul style="list-style-type: none"> • Early childhood education and care (ECEC) investments • Family friendly working conditions and organisation • To overcome “familism” culture beyond traditional nuclear/core family concept

Actions	Family
Rural areas in Eastern CE	<ul style="list-style-type: none"> • Public support for family and informal carers (financial transfers; lifelong learning for care giving); • Provide job opportunities and infrastructure; • Establish visiting services to provide older people with information; • Provision of regular public transport and provision of public transport for older people with special needs; • Support family cohesion via travel subsidies, • Promote usage of ICT for the elderly (provision of cheap computers by local communities and teaching on new media); • Promote gender mainstreaming in firms; <p>Amendments of participants:</p> <ul style="list-style-type: none"> • Transfer of Knowledge (ToK) for informal learning about care provisions • Family friendly infrastructure without barriers • Awareness raising in order to strengthen competence of family members
Rural areas in Western CE	<ul style="list-style-type: none"> • Public support for family and informal carers (financial transfers; lifelong learning for care giving); • Provide job opportunities and infrastructure; • Establish visiting services to provide older people with information; • Provision of regular public transport and provision of public transport for older people with special needs; • Provide incentives for parental care; • Organize social cultural events for elderly; • Promote gender mainstreaming in firms; <p>Amendments of participants:</p> <ul style="list-style-type: none"> • Extend voluntary help/support in neighbourhoods • Promote inter-generational justice/inter-generational use of infrastructure/public services • Flexible careers (e.g. entitlement for long term care leave or sabbaticals) • Caring credits to be considered when claiming pension
Urban CE areas	<ul style="list-style-type: none"> • Creation of more child-friendly urban environments (e.g. childcare facilities); • Public support for family and informal carers; • Providing affordable high-quality, long hour and flexible childcare and long-term care facilities; • Provide family-friendly infrastructure and opening hours; • Social inclusion measures aiming at isolated older people; • Apply incentives to encourage old-age parents to live with their families; • Promote gender mainstreaming in firms; <p>Amendments of participants:</p> <ul style="list-style-type: none"> • Combination with age care facilities for generational cohesion • Providing services to enterprises to improve the management policies (work life balance policies) • Create structures for age friendly cities • Big family incentives/tax cuts

Challenges	Migration
Rural areas in Eastern CE	<ul style="list-style-type: none"> • Attractiveness of region (overcome negative economic and social effects); • Outmigration in poor regions (attract immigration and prevent younger generation from by job opportunities); • Provide job opportunities and infrastructure; • Low demand for labour and low supply of services as push factor; • Insufficiency of health services, facilities for cultural life and sports, and shops; • Needs for seasonal migrants to assist elderly agricultural workers; <p>Amendments of participants:</p> <ul style="list-style-type: none"> • Balanced work migration

Rural areas in Western CE	<ul style="list-style-type: none"> • Attractiveness of the region; • Needs for immigrants; • Provide job opportunities and infrastructure; <p>Amendments of participants:</p> <ul style="list-style-type: none"> • Lack of skilled/qualified workers → unclear rules for their recognition or not unified explanation
Urban CE areas	<ul style="list-style-type: none"> • Attracting sufficient numbers of migrant workers at all qualification levels; • Insufficient educational integration of descendents of immigrants; • Incomplete integration of immigrant women; • Integration conflicts <p>Amendments of participants:</p> <ul style="list-style-type: none"> • Restricted opportunities for realisation of personal abilities and knowledge • Work segregation of immigrants women (within society and their own family) • Overcoming “familism” as community culture

Actions	Migration
Rural areas in Eastern CE	<ul style="list-style-type: none"> • Improving the legal framework to address needs for third country nationals; • Provide job opportunities and infrastructure attractive for younger generation to prevent them from leaving; Attract immigration to fill gaps left by emigrants; Encourage seasonal work; Welcome culture strategy of an immigration/ integration network <p>Amendments of participants:</p> <ul style="list-style-type: none"> • Strengthening skilled competences and languages for all people/employers • Strengthening the civil society • Strategy for and encouraging re-immigration (returning migrants) • List of professions in demand (concerning seasonal work) • Attract immigrants with incentives (tax exemptions, provide housing, etc.) • Intercultural (culture sensitive) services
Rural areas in Western CE	<ul style="list-style-type: none"> • Personalized mentor- and sponsorship by local families and social networks for each newly arrived immigrant; Immigration promotion programmes (encouragement via provision of interest-free credits for acquiring a house or land or a small-medium production unit); Aligning schooling to the needs of children of immigrants (special languages courses, local culture and folklore); • Welcome culture strategy of an immigration/ integration network; <p>Amendments of participants:</p> <ul style="list-style-type: none"> • Sponsorship – deposit system: used in case of immigrant being in burden of social security (get funds out of deposit until receiving citizenship) • Civil/society improvements • Keeping the balance not to exclude but rather integrate • Encouraging re-immigration • Intercultural (culture sensitive) services
Urban CE areas	<ul style="list-style-type: none"> • Early assistance for the newly arriving immigrants; • Specific educational and training programmes for badly integrated youth with immigrant background development; • Provide affordable housing and infrastructure for migrant workers and their families; • Effective social inclusion measures targeting immigrants; • Welcome culture strategy of an immigration/ integration network; <p>Amendments of participants:</p> <ul style="list-style-type: none"> • Adjustments of health care and elder care services to the needs of migrants • More melting pot than “multi-cultural” policies • Links with associations for ethnics • Multicultural festivals/events • Develop community oriented services • Provide lists and website for assisting newly arrived migrants • Intercultural (culture sensitive) services

Challenges	Healthy ageing
Rural areas in Eastern CE	<ul style="list-style-type: none"> • Insufficient awareness about the importance of healthy life styles and life course behaviours; • Inadequate health structures and lack of focus on preventative medicine; • Health care provision; • Life style is traditional (food diet is rare; alcohol and smoking are widely spread; life expectancy of males is still very low); <p>Amendments of participants:</p> <ul style="list-style-type: none"> • Joint responsibility of employees, employers and stakeholders • Small support for alternative medicine (preventive and complementing medicine) • Positive view on healthy ageing • Big information campaigns – awareness raising
Rural areas in Western CE	<ul style="list-style-type: none"> • Persistent health inequalities of the population between regions according to the level of regional development; • Health care provision (but health care from near cities can become available in short time due to mostly good infrastructure); • Traditional life styles; • Net of medical infrastructure is getting thinner; <p>Amendments of participants:</p> <ul style="list-style-type: none"> • To integrate social and health services • Joint responsibility of employees, employers and stakeholders • Positive view on healthy ageing
Urban CE areas	<ul style="list-style-type: none"> • Persistent health between different educational and socio-economic categories; • Multi-morbidity; Healthy ageing of particular workers (among blue-collar pensioners); • Quality of food consumption and physical activity is low; • Care potential may get weaker. <p>Amendments of participants:</p> <ul style="list-style-type: none"> • To integrate social and health services • Huge cuts in the services because of the financial crises • Joint responsibility of employees, employers and stakeholders • Positive view on healthy ageing

Actions	Healthy ageing
Rural areas in Eastern CE	<ul style="list-style-type: none"> • Youth and adult educational campaigns to favour healthy life styles; • Mobile medical teams to promote preventative medicine; • Assist long-term care and health care providers with establishing visiting services; • Provision of affordable transport services to/from medical services; • Promote improved healthy ageing within family links; • Promote E-medicine and mixed profession approach; <p>Amendments of participants:</p> <ul style="list-style-type: none"> • Promote healthy work places for all ages • New subject in school/kindergarten on “well being” • Promote healthy living style (sports, health care, etc.
Rural areas in Western CE	<ul style="list-style-type: none"> • Youth and adult educational campaigns to favour healthy life styles; • Promote affordable ICT based cognitive training to slow down the onset and progression of degenerative diseases associated with ageing (e.g. dementia, Alzheimer’s, etc.); • Assist long-term care and health care providers with establishing visiting services; • Provision of affordable transport services to/from medical services; • Improvements in regards to healthy diet, physical exercising, and reduction of drugs; • Provide practical exercising to older people by the community and/or volunteers; • Promote E-medicine and mixed profession approach; <p>Amendments of participants:</p> <ul style="list-style-type: none"> • Promote healthy living/ageing from age zero (e.g. sport clubs free of charge for kids) • Integration of frail/old people into the community to meet their social needs • Flexibility on work-pension • Promote healthy work places for all ages

<p>Urban CE areas</p>	<ul style="list-style-type: none"> • Promote affordable ICT based cognitive training to slow down the onset and progression of degenerative diseases associated with ageing (e.g. dementia, Alzheimer's, etc.); • Promote Ambient Assisted Living AAL (e.g. "intelligent homes"); • Provision of free-of-charge or affordable meeting places for civil society; • Provide adequate conditions for learning and information about healthy diets, physical training and decreased consumption of drugs; • Promote E-medicine and mixed profession approach <p>Amendments of participants:</p> <ul style="list-style-type: none"> • Integration of frail/old people into the community to meet their social needs • Healthy life style workshops at work place for awareness raising • Promote healthy work places for all ages • Provide national and regional platforms for the promotion of E-medicine
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In the second working session several best practices were collected covering all four fields of interest. The examples will be reviewed and listed in the overall CE-Ageing strategy

ZSI, 27 September 2012