

IntegrAGE project

NEWSLETTER

December 2024

Issue #2

Activities & Results in 2nd period

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A PRACTICAL
APPROACH
TO SUPPORT
THE HEALTHY
ADAPTATION AND
INTEGRATION OF 55+
WORK FORCE INTO
THE LABOUR MARKET

PERIOD 2
OVERVIEW

It has been almost one year since we started this incredible journey of learning and contributing to the topic of age management with a special focus on employees over 55 years old.

The IntegrAGE project has achieved significant milestones in its second implementation period, advancing efforts to promote age management and sustainable workforce practices across project countries.

Key deliverables include:

- **Policy Recommendations:** We conducted validation workshops in each country, in which we discussed different types of measures with stakeholders. This allowed us to develop tailored policy recommendations on age management addressing unique national contexts.
- **Train the Trainer Curriculum:** A comprehensive curriculum designed to equip business support bodies with the skills and knowledge needed for effective age management education.
- **Age Management Toolbox:** Practical tools and resources that can be adapted to support companies on implementing

age-friendly practices.

- **IntegrAGE Curriculum for Employers:** A dedicated curriculum focusing on empowering employers to adopt age management strategies within their organizations.
- **Work-Life Balance Campaign:** Launch of a communication campaign to raise awareness about the importance of work-life balance and its impact on workforce sustainability (D.3.2.2).
- **Regional calls to share ideas with senior employees:** We had an online forum in which senior employees gave their opinions on what is essential for a good age management approach.
- **Country Personas Analysis:** Creation of clustered country-specific personas to better understand the challenges and dynamics related to age management in the Danube region. These will be essential to guide our actions in future periods.

We cannot wait to put all these materials into practice and start exchanging ideas and resources with relevant stakeholders.

**Stay tuned
for further
updates on
our progress!**



PARTNER MEETING

In addition to regular online meetings, the consortium also meets in person once every six months. During this period, the Czech partners hosted the partnership in Ústí nad Labem.

Creation of a joint Strategy & Action Plan to enhance the healthy integration of older working generations into the labour market is one of the most important activities of the project. In the workshop at Ústí nad Labem, Project Partners worked together to jointly define the structure and key elements of the Strategy in order to prepare a document that will form the basis of the country's group-by-group action plans also serve as a guide for decision-makers in the future. Other main topics on the meeting on 26-27 November were the evaluation of the Self-Assessment Tool prepared within the framework of the project and the presentation of the content of Age Management Toolbox and Curriculum in addition to reviewing the current status of all tasks. The excellent hosts of the meeting were the Jan Evangelista Purkyně University in Ústí nad Labem (UJEP) and the Innovation centre of the Ústí region (ICUK).



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THE SELF-ASSESSMENT TOOL IS UNDER TESTING

The Self-Assessment tool is an online survey tool, designed to help employees over the age of 55 assess their own skills, identify their stronger and weaker areas, and track their progress of improvement. The tool focuses on three areas, which are: technological proficiency, workplace integration, well-being and job satisfaction. These three areas are measured by three independent questionnaires, with varying number of questions ranging from 30 to 59. After the completion of each questionnaire, participants receive detailed feedback of subskills in each area, as well as recommendations on how to develop. Participants can create their own profiles, which saves all test results, and can be used to compare previous scores, making it easy to track progress.

Try out our Self-Assessment tool here:
<https://satool.ujep.cz/>

EUROPEAN CATALOGUE OF GOOD PRACTICES

As part of the IntegrAGE project, we have published the EU Catalogue of Best Practices, focusing on integrating the 55+ workforce into the labour market. The catalogue features examples from across Europe, showcasing initiatives in training, workplace adaptation, and intergenerational cooperation. This resource provides useful insights for employers, policymakers, and other stakeholders working to address the challenges of aging workforces. By sharing these practices, we aim to support better age management and healthier work environments across the Danube region and beyond.

For Catalogue please click here:

<https://interreg-danube.eu/projects/integrage/library>

STAKEHOLDER MEETINGS

After the co-creation workshops at the first period, the partners continued the communication with the stakeholders in relation to the policy recommendations and as part of the Strategy and Action Plan process.

This series of meetings fostered professional discussions, knowledge sharing, and the development of effective age management policies and practices in the Partner Countries and the broader Cluster regions, which were also created in this period in accordance with the characteristics of the labour market situation of the 55+ age group. One of the meetings was dedicated to develop a modular and customizable Action Plans for the Clusters, which can be easily adapted to the fast-changing and volatile environment. The workshops and meetings fostered collaboration and underscored the importance of inclusive strategies for age-diverse and sustainable teams and labour market.