

# NEWSLETTER

**June 2025 Issue #3    Activities & Results in 3rd period**

## SUMMARY OF THE ACTIVITIES IN THIRD PERIOD

*One major focus has been the translation and local adaptation of previously developed materials, ensuring that our resources are accessible and impactful across all partner countries.*

**In parallel, we have successfully tested the Train-the-Trainer programme with business support bodies in Slovakia, Bulgaria, Croatia, Serbia, and Hungary- equipping professionals with the tools to start conversations around age management practices and to build capacities among companies, mainly strategic and HR departments. In connection to this program, we have developed the IntegrAGE Age-Friendly Quality Seal. Drawing from our project experience, this certification recognises companies demonstrating strong commitment to age management and inclusive work environments.**

To further engage stakeholders, each country hosted a National Policy Roundtable involving at least ten participants from public, private, civil society, and academic sectors. These were complemented by Business Brunches that fostered dialogue between companies on the meaning and practical

application of age-friendly environments. We have also conducted 4 Peer Learning Sessions with over 40 participants from across the Danube Region. These sessions took place online, between March and June, and provided an extremely enriching opportunity to share project conclusions, key takeaways, and national perspectives.

In addition to capacity building and policy dialogue, we have expanded our online assessment tool for employers. This digital instrument already evaluated employee satisfaction, digital proficiency, workplace challenges, and strengths. The new feature is a Work-Life Balance Questionnaire, which has been created to help employers reflect on how to better support their staff's wellbeing and work-life integration.

Finally, we have begun designing a mentoring programme to be piloted within real companies. This concept focuses on pairing older and younger employees to facilitate

## CONTENT

**WHAT HAPPENED  
IN THE 3<sup>rd</sup> PERIOD -  
PROJECT MANAGER  
REPORT**

**PARTNER MEETING  
IN VIENNA**

**BUSINESS  
BRUNCHES AND  
NATIONAL POLICY  
ROUNDTABLES AT  
PARTNERS**

**CALL FOR  
MENTORING  
PROGRAM**



intergenerational learning, strengthen collaboration, and bridge skill gaps in the workplace. Together, these efforts mark a robust and innovative phase in our shared mission to foster inclusive, age-diverse workplaces throughout the region.

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

## EFFICIENT PARTNER MEETING IN VIENNA

On 25-26 March 2025, the third cross-border partner meeting was held in Vienna, hosted by ipcenter.at GmbH, with the participation of 15 partners.

The first day of the meeting focused on the review of the previous year, which was also attended by a representative of the Joint Secretariat. The project partners reported on the results achieved so far, as well as on ongoing activities.

On the second, the tasks ahead of the partnership were discussed with special regard to the action plans to be prepared in the third period and the preparation for business brunches and policy roundtables. Another important topic was piloting the completed learning materials and the mentoring program, which will be implemented in the next period.

These events are important not only for reviewing tasks, but also for strengthening personal relationships, thus creating more effective joint work.



## BUSINESS BRUNCHES AND POLICY ROUNDTABLES

Intensive communication with stakeholders took place during this period as well. Besides providing information about goals and progress of the project, raising awareness of the importance of the topic, reviewing and discussing action plans, and exchanging experiences were also important topics of the meetings.

Business brunches organized by partners provided an excellent opportunity for the participants to share their experiences in a more informal setting.

Before national roundtables, the partners filled out a questionnaire with invited participants to tailor the topics and format the meeting to their needs. The national roundtable was not only important for reviewing the proposed policy measures but also provided a great opportunity to share the experiences of pilot training.

The involvement of stakeholders in the project did not end there, there will be many opportunities for cooperation in the next period as well.



## CONTACT

BSC, Business support centre L.t.d., Kranj  
<https://www.bsc-kranj.si>  
[info@bsc-kranj.si](mailto:info@bsc-kranj.si)  
<https://interreg-danube.eu/projects/integrage>

## LIVING LEARNING LABS – CALL FOR ORGANIZATIONS



**Is it important for your company to utilize the knowledge capacity of older employees?**

Apply for our pilot mentoring program, in the framework of which we help your older employees to effectively pass on their knowledge to the younger ones.

If you are potentially interested, please contact the IntegrAGE project partner nearest to you!

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