

NEWSLETTER

June 2024

Issue #1

Activities & Results in 1st period

CONTENT

WHAT HAPPENED IN THE 1ST PERIOD- PROJECT MANAGER REPORT

LOOK BACK AT THE KICK-OFF CONFERENCE

CO-CREATION WORKSHOPS AT PARTNER COUNTRIES

COMPREHENSIVE ANALYSIS OF WORK-LIFE BALANCE FACTORS FOR 55+ EMPLOYEES

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

IntegrAGE IN A NUTSHELL...

We are a partnership committed to the promotion of Age Management strategies for a better integration of the senior employees in the labour market of the Danube Region.

We are thrilled to share the exciting progress and milestones achieved by IntegrAGE during the first project period. The core team of IntegrAGE is composed of 15 entities, aimed at fostering the integration of senior employees aged 55 and above into the labour market. The regional focus is on the Danube Region, as the project is part of the Danube Region Program, within Interreg Europe. As we reflect on our journey so far, it is evident that collaboration has been at the heart of these first months.

Our first step was kicking off our remote work in January, setting the groundwork for the upcoming months. In April, we had the privilege of gathering at the opening conference in the picturesque city of Kranj, Slovenia. This conference was essential for us to come together, share useful insights, and delve deep into the realm of age management.

Throughout the initial months, our focus has been on knowledge exchange and specific task allocation for the development of various deliverables. Among these, one standout piece is a comprehensive report on the increasing aging population, shedding light on the age-related measures currently in place



across different countries and the challenges faced by senior employees. This report not only serves as an informative resource, but it will also define the IntegrAGE Age Management approach and it will contribute to informed decision-making in our upcoming pilot actions and capacity buildings.

Moreover, we conducted specific research on different best practices at both national and European level. Active engagement with stakeholders was key for ensuring quality, with each country conducting interviews and hosting online/in-person co-workshops to gather firsthand input. By engaging with diverse companies, we gained in-sector insights into specific needs when it comes to implementing age management strategies, fostering a deeper understanding of the challenges and opportunities we will be facing.

Through direct interactions with senior employees, we have also understood some of the existing challenges faced by older employees, mainly regarding their adaptation to the digital environment, work-life balance, and role conditions. In the same way, we have understood the relevance of in-

cluding initiatives such as inverse mentoring, lifelong learning, and career-long age management in the company strategy and culture.

As we look ahead, the IntegrAGE project aims at creating a boarder network of collaboration that promotes a more inclusive and supportive environment for senior employees in the Danube Region.

**Stay tuned
as we keep
navigating on
this journey
together!**



KICK-OFF CONFERENCE

The kick-off conference of the IntegrAGE project was hosted in Kranj, Slovenia, in April 2024.

The event was opened by Franja Gabrovšek Schmidt, Managing Director of BSC Kranj, followed by a presentation of the project intervention logic by Irene Castillo Abad, Project Manager of the IP Center. In addition to learning about the project, the meeting provided an opportunity to learn about a number of good practices and initiatives from the partner regions, all aimed at the effective employment of the 55+ age group and the creation of a work-life balance for this generation. The participants were also



pleased to see one of the good practices in the field, the Slovenian transport company Sigr Bizjak Transport being an excellent example of the intergenerational transfer of knowledge and experience. The conference was organised in a hybrid format, allowing interested parties and stakeholders to easily connect online.



CO-CREATION WORKSHOPS

Important elements of the first period were the co-creation workshops, which were held in all partner countries and were essential for drafting national policy recommendations.

The workshops were attended by 8-12 stakeholders from all countries, who play a key role in the employment of the 55+ workforce and who formulated measures to help this generation to be more actively involved in the labour market. Thanks to the active involvement of all participants, a number of measures have been drawn and evaluated in each country, and will be used to develop national policy.



COMPREHENSIVE ANALYSIS OF WORK-LIFE BALANCE FACTORS FOR 55+ EMPLOYEES

In the first period of the project, a comprehensive analysis was prepared to understand the current labour market situation for individuals aged 55 and above in the Danube region, taking into account national differences. The topics covered include national age management concepts, working conditions, skill gaps, reasons for early retirement, and the link to the social economy. In addition to the analysis of obstacles and challenges, the document also includes a presentation of good practices and successful measures. The Comprehensive Analysis will be available on the project website soon.



Contact

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

