



Report

on the

SEN@ER Workshop „Skills Development and Lifelong Learning for Older People“

Workshop for the development of European cooperation and project proposals for the submission to European Commission funding programmes

on

15 September 2010, 13:00 – 18:00 h

at the

Ministry of Health, Equalities, Care and Ageing of
North Rhine-Westphalia, Düsseldorf

September 2010

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1 Background and Introduction

The Ministry of Health, Equalities, Care and Ageing of North Rhine-Westphalia together with the “Silver Economy Network of European Regions (SEN@ER)” (www.silvereconomy-europe.org) – had invited to the “Skills Development and Lifelong Learning for Older People” workshop. The objectives of the workshops were:

- to presentate the public funded projects of North Rhine-Westphalia in the field of lifelong learning(LLL);
- to identify similar projects in the SEN@ER and other regions;
- against the background of the upcoming European Year for Active Ageing & Intergenerational Solidarity 2012 to identify areas for cooperation which may lead to the establishment of partner consortia and the development and submission of project proposals to European Commission funding programmes;
- to introduce relevant funding programmes of the European Commission .

These offer opportunities to different types of institutions in European regions for obtaining funding for a variety of different activities in the topic areas ‘Silver Economy’, and ‘Skills Development and Lifelong Learning for Older People’ which they may like to carry out with partners from other European regions. Project ideas and proposal can range from projects addressing quality criteria in the field of learning by and teaching of elders (e.g. at universities of the third age), European guidelines for the development of modules for learning of seniors (content development for learning offers) but also projects on ways to teach youngsters through seniors (transfer of knowledge and experience of seniors) and the development of special learning programmes or the better coordination of existing learning offers in regions to be better focussed and targeted towards seniors.

The framework conditions for trans-national cooperation of regions are good: The Commission strongly emphasis the need for high-quality education and skills development and is putting special emphasis on lifelong learning as a key issue for success. It is within this context that it needs to be ensured that older generations and seniors gain a maximum of skills and qualifications and through lifelong learning continuously update their knowledge and skills which allows them to remain in gainful employment as long as possible and also continue in gainful living as pensioners.

The European Commission in their working document on the future “EU2010” strategy emphasised that skills are the key element for Europe’s economic and productivity growth and for job creation. The European Digital Agenda adopted by the European Commission on 19 May 2010 the Commission will put strong emphasis on ‘e-skills’ and ‘digital literacy’ in the coming years with a new strategy for the implementation of a long-term e-skills and digital literacy policies.

The interest of the SEN@ER partners is to develop, implement and pilot new services addressed to elders’ family members and those groups offering the services which support an independent living at older age and a living at high quality standards.

The present report summarises the results from the workshop by briefly summarising topics in which the workshop participants have shown an interest and would like to proceed with the establishment of partner consortia from different European regions followed by proposal and project development for submission to relevant EU funding programmes.

2 Presentations

2.1 Presentations of Invited Speakers

The following presentations provided an overview of several regional, national and European project activities in the area of skills and lifelong learning for older people. Besides presenting past and ongoing activities the presenters also provided an overview of their future plans with a special focus on European activities. All presentations are available for download on the SEN@ER website at:

<http://www.silvereconomy-europe.org/workshop/index.php?page=skills/register>

Introduction of the topic	Dr. Claus Eppe, Ministry of Health, Equalities, Care and Ageing of the State of North Rhine-Westphalia
Learning at older age – Learning regions and networking in North Rhine-Westphalia: the example of “Generation Manager”	Rainer Overmann, Generationen Akademie Rheinland e.V.
EMIL, EAGLE & IANUS: European Intergenerational & Later Life Learning Projects: Experiences from the Past & Plans for the Future	Thomas Fischer, Institute for Learning Innovation (ILI), Friedrich-Alexander-University Erlangen-Nuremberg (Germany) & Lambrakis Foundation (Greece)
EZUS: European Centre for University Studies of Seniors	Dr. Dr. Paul Wolters, EZUS: European Centre for University Studies of Seniors
Further education of older people (underprivileged and/or without learning motivation)	Kathrin Hülsmann, German Institute for Adult Education (DIE)
European funding opportunities	Werner B. Korte, SEN@ER European Secretariat at empirica GmbH

2.2 Presentations of Workshop Participants

The present section provides an overview of the current activities and plans of the participants.

2.2.1 Zentrum für Soziale Innovation / ZSI, Vienna (Austria)

Organisation:	Zentrum fuer Soziale Innovation / ZSI
Name:	Maria Schwarz Woelzl
Country:	Austria
Description:	Zentrum fuer Soziale Innovation / ZSI is a not-for-profit research institute, established 1990 as a private association under Austrian law. The ZSI deploys socio-scientific research, education, advisory and networking services to reduce the gap between social needs and the potentials of the knowledge based information society. Scientific expertise of the 63 employees encompass various fields, like labour market, governance and partnerships, migration research, technology enhanced learning and social relevant applications of information and communication technologies (ICT), European Research and Technology Development (RTD), science-technology-society studies, and impact analysis.
Projects:	<p>ZSI is caring out a number of projects both related to life-long-learning and to ageing society, such as:</p> <ul style="list-style-type: none"> o 'mature@eu – Supporting Employer Recruiting and Selecting Mature Aged Persons' (2006-2010, LLP) which set up an e-learning platform for staff recruiters in 16 languages to enable them to introduce age diverse recruitment policies o TEP_EQUAL_ELDERLY (EQUAL) development partnership of all Austrian Territorial Employment Pacts, consisted of two pillars: access to employment and retainment of elderly workers. o Transf-DeependenTIC (2008-2010, LLP) a learning environment for informal care givers of older people.
Areas of Interest in European Cooperation:	
	Active Ageing and Inter-generational Learning
	Lifelong learning and skills development for migrants
	Empowerment to Voluntary Working
	Work Ability of Seniors
	Business case of lifelong learning for older people
	OTHER (please specify):
Interest in leading and coordinating a European proposal development?	
✓	YES
	NO
	UNCERTAIN, because:
Brief description (abstract, outline) of the proposal:	
< please provide a brief description including a description of the type of partners requested and from	

which countries >

ZSi is interested in project proposals for submission to the Grundtvig and Leonardo programmes. Further specification needs to await the new priorities set by the new work programme and next Call for Proposals.

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2.2.2 EU-Fördermittelberatung der Caritas in NRW, Cologne (Germany)

Organisation:	Diözesan-Caritasverband für das Erzbistum Köln e.V.: EU-Fördermittelberatung der Caritas in NRW
Name:	Susanne Lynen
Country:	Germany
Description:	<p>Consulting service concerning EU-funding possibilities for the Caritas organisations in North Rhine-Westphalia</p> <p>The five Caritas umbrella organisations in North Rhine-Westphalia, located in Cologne, Aachen, Münster, Essen and Paderborn, aim to provide their clients (local and regional Caritas associations) with information about EU-funding possibilities in areas such as voluntary work, support for elderly and disabled people, children, youth and family support, social security, integration and migration.</p> <p>The subject "Life-long learning for older people" is a very important one in our daily work as it plays a significant role especially for voluntary workers (which often are people above 50+, 60 + etc.) who aim to improve their skills as well as for elderly people in general who e.g. want to start up a new business based on their knowledge and experience they have gathered in the passed years of working especially in the areas such as health, care etc.</p> <p>We are interested in setting up cross-border and trans-national contacts which might lead to cooperation possibilities on a European level.</p>
Projects:	<p>xxx:</p> <ul style="list-style-type: none"> • xxx • xxx • xxx
Areas of Interest in European Cooperation:	
✓	Active Ageing and Inter-generational Learning
✓	Lifelong learning and skills development for migrants
✓	Empowerment to Voluntary Working
	Work Ability of Seniors
	Business case of lifelong learning for older people
	OTHER (please specify):

Interest in leading and coordinating a European proposal development?	
	YES
	NO
✓	UNCERTAIN, because:
Brief description (abstract, outline) of the proposal:	
< please provide a brief description including a description of the type of partners requested and from which countries >	
We are interested in setting up cross-border and trans-national contacts which might lead to cooperation possibilities on a European level.	
.....	

2.2.3 Paritätisches Bildungswerk Landesverband Nordrhein-Westfalen e.V., Wuppertal (Germany)

Organisation:	Paritätisches Bildungswerk Landesverband Nordrhein-Westfalen e.V.
Name:	Stefan Rieker
Country:	Germany
Description:	<p>Current planning for elderly migrants:</p> <p>Under the headline “Weiterbildungsoffensive 50plus”, the Paritätische Bildungswerk has started to established a couple of activities and projects, focused on further education and vocational training for people 50 plus.</p> <p>One of these activities will be especially sized for elderly migrants. For this, we will make use of an existing educational network in NRW, which is called “Bildungsnetz Parität”. It consists of 240 small and medium-sized organisations, concerned with different kinds of social work and self-helping issues.</p> <p>Currently, we are offering together with them more then 2000 training courses for a wide scale of end users (parents, elderly, people in need, people with addiction, migrants, etc.). Our aim is, to emphasize and support these organisations, in order to increase, improve and specify their offerings for elderly migrants.</p>
Projects:	<p>Recent projects include::</p> <ul style="list-style-type: none"> • Weiterbildungsoffensive 50plus • Bildungsnetz Parität
Areas of Interest in European Cooperation:	
✓	Active Ageing and Inter-generational Learning
✓	Lifelong learning and skills development for migrants
✓	Empowerment to Voluntary Working
	Work Ability of Seniors
	Business case of lifelong learning for older people
	OTHER (please specify):

Interest in leading and coordinating a European proposal development?	
	YES
	NO
	UNCERTAIN, because:
Brief description (abstract, outline) of the proposal:	
< please provide a brief description including a description of the type of partners requested and from which countries >	
.....	

2.2.4 City of Frankfurt am Main: Amt fuer Gesundheit (Germany)

Organisation:	Amt für Gesundheit Frankfurt am Main Gesundheit im Alter/ Prävention
Name:	Matthias Roos
Country:	Germany
Description:	<p>Amt für Gesundheit is a General Public Health Authority for the municipality of Frankfurt am Main with a special focus on health promotion for seniors. It started a new quality of life programme to address and involve older people in 2009 ("Gesundheit im Alter - den Jahren mehr Leben geben"). Following this program the "1. European Film Festival for Seniors – Silver Screen" was created and implemented in May 2010.</p> <p>Due to the long standing and continuing health promotion activities "Amt für Gesundheit" can provide scientific and practical expertise in setting up participation projects involving older people from a wide variety of social backgrounds.</p>
Projects:	<p>In August 2010 Amt für Gesundheit has been accepted for a GRUNDTVIG learning partnership funding:</p> <ul style="list-style-type: none"> • Health Education and Humour for Seniors in Europe (HAHAS), which will take a look on how humour and health education for seniors can best be combined to improve personal well-being and promote healthy ageing.
Areas of Interest in European Cooperation:	
✓	Active Ageing and Inter-generational Learning (Healthy and Active Ageing and Inter-generational Learning)
	Lifelong learning and skills development for migrants
	Empowerment to Voluntary Working
	Work Ability of Seniors
	Business case of lifelong learning for older people
✓	OTHER (please specify):

✓	Create new Cultural Activities to promote social inclusion and health education for seniors; like for instance “European Film Festival for Seniors”
✓	Empower Seniors to play an active role in such activities, e.g. to make their own movies, become script writers, actors, camera men or producers.
✓	Health Education to improve Quality of Life for older people
Interest in leading and coordinating a European proposal development?	
✓	YES
	NO
	UNCERTAIN, because:
Brief description (abstract, outline) of the proposal:	
<p>< please provide a brief description including a description of the type of partners requested and from which countries ></p> <p>Project Idea</p> <p>Silver Screen - European Film Festival for Seniors</p> <p>Objective</p> <ul style="list-style-type: none"> • To take a look at how ageing is depicted in contemporary European movies and discuss new ways to promote cinema as a common cultural activity in Europe. • To enable seniors to create and direct their own movies and share the results with others all over Europe. • Partners: • E.g. European Senior Organisations, Departments of Cultural Affairs, Video Clubs and Film Schools, organisations who promote cultural activities, health education and healthy and active ageing <p>Project description</p> <p>The general idea of the festival is to demonstrate that in European cinema images of “healthy ageing” are well represented. Introducing third age as a time of opportunity, to make new choices or pursue forgotten dreams seems natural to European film makers like Jan Svěrák (<i>Vratné lahve, TCH</i>), Andreas Dresen (<i>Wolke 9, D</i>), and Gianni Di Gregorio (<i>Pranzo di ferragosto, IT</i>). The German festival organisers from the Public Health Department from the municipality Frankfurt am Main and Heidelberg university in Germany hope that this picture will not stay hidden on the movie screen but can be widely spread and adopted by active seniors with the help of strong European partners.</p> <p>Outlook</p> <p>The example of the Frankfurt European film festival Silver Screen addressed to seniors in Frankfurt and its twinning partner cities organised last year with some smaller European funding had a very positive response. It was agreed that thought should be given to not only involve older people in a passive role as viewers of movies but also to involve them in active roles starting as script writers, actors in movies, producers and of course as viewers.</p> <p>Some of the film experts, directors and other stakeholders, who took part in the Silver Screen film festival last year, already expressed their interest to support such future European activities for seniors</p>	

as trainers.

For suggestions and more information please contact Matthias Roos, city of Frankfurt am Main, Germany:

Tel.: + 49-69-212-34502

matthias.roos@stadt-frankfurt.de.

2.2.5 Rhine-Ruhr-Institute for Social Research and Political Consulting (RISP) at the University Duisburg-Essen (Germany)

Organisation:	Rhine-Ruhr-Institute for Social Research and Political Consulting (RISP) at the University Duisburg-Essen
Name:	Katrin Jansen
Country:	Germany
Description:	<p>Project-Group Employment & Equal Opportunities (B&C)</p> <p>The Project-Group Employment & Equal Opportunities of the RISP works in the following fields: Integration of Migrants, Migration and Ageing, Equal opportunities of women and migrants (in various fields: e.g. education, in the labour market, entrepreneurship, scientific careers) and gender. The Project-Group has experience in the organisation and management of application-orientated projects and networks, as well as applied-oriented, interdisciplinary (secondary-) research. Dr. Ute Pascher is the Project-Group-Manager. She has several years of experience in applied/practical Research and Evaluation in the subject area "Migration and Job-Related Education". She was put in charge of, amongst others, arranging the nationwide network "IQ-Integration through education". A project, which was promoted by the Federal Ministry of Employment and Economy and the EU within the framework of the EQUAL II Initiative.</p> <p>Contact:</p> <p>Rhein-Ruhr-Institut für Sozialforschung und Politikberatung B&C Katrin Jansen Heinrich-Lersch-Str. 15 47057 Duisburg katrin_jansen@uni-duisburg-essen.de Tel. 0203/3634139</p>
Projects:	See above:
Areas of Interest in European Cooperation:	
	Active Ageing and Inter-generational Learning
	Lifelong learning and skills development for migrants
	Empowerment to Voluntary Working
	Work Ability of Seniors
	Business case of lifelong learning for older people
	OTHER (please specify):

Interest in leading and coordinating a European proposal development?	
	YES
	NO
	UNCERTAIN, because:
Brief description (abstract, outline) of the proposal:	
< please provide a brief description including a description of the type of partners requested and from which countries >	
.....	

2.2.6 Bürgerhaus Bennohaus, Münster (Germany)

Organisation:	Bürgerhaus Bennohaus
Name:	Benedikt Althoff
Country:	Germany
Description:	The civil media centre Bennohaus (AKO e.V.) is a socio-cultural and media-pedagogical facility which is open for all citizens - especially for children, youngsters and seniors. Cultural meeting point, art gallery, educational institution and a media competence centre - the Bennohaus has a broad sphere, in the local district as well as in a European framework. The educational institution is an accredited advanced training institution. Interested citizens, participants of occupational media qualifications as well as teachers and media pedagogues educate themselves occupationally through seminars or in the frame of qualification kits. Versatile interdisciplinary and generation spanning projects offer possibilities of self-activity. The Bennohaus organises and boosts cultural and media pedagogical workshops with children, youngsters, seniors and „multipliers“ which are aligned on a city, national and international level. In addition in the Bennohaus a Eurodesk service point, ICT-education, local citizen television and radio station is situated.
Projects:	<p>"Volunteer Europe TV" – is an international project for the promotion of Volunteering of Young and Old, intercultural dialogue, political education and media literacy in the European Union. Results of the project will be a media training network for old and young volunteers in Europe, creating international web-TV magazines about the manifold facets of volunteering and of active aging offers and LLL. There will be an online platform of media, where the views, the opinions, the aspirations, interests and creativity of young and old volunteers will be represented.</p> <p>Volunteers from 7 countries will be intensively trained in “video journalism and cross-medial journalism”. By online Learning and Face to face training courses they will be educated to Peer-Media trainers and get involved in creating media reports about different kinds of volunteering, active aging issues and LLL in their countries. Together they will produce the tv-magazine "Volunteer Europe TV", which will be broadcasted in about 20 Open TV channels in Europe and via internet (www.europeanweb.tv)</p>
Areas of Interest in European Cooperation:	
	Active Ageing and Inter-generational Learning

	Lifelong learning and skills development for migrants
	Empowerment to Voluntary Working
	Work Ability of Seniors
	Business case of lifelong learning for older people
	OTHER (please specify):
Interest in leading and coordinating a European proposal development?	
	YES
	NO
	UNCERTAIN, because:
Brief description (abstract, outline) of the proposal:	
< please provide a brief description including a description of the type of partners requested and from which countries >	
.....	

2.2.7 XXX

Organisation:	xxx
Name:	xxx
Country:	xxx
Description:	xxx
Projects:	xxx: <ul style="list-style-type: none"> • xxx • xxx • xxx
Areas of Interest in European Cooperation:	
✓	Active Ageing and Inter-generational Learning
✓	Lifelong learning and skills development for migrants
✓	Empowerment to Voluntary Working
✓	Work Ability of Seniors
✓	Business case of lifelong learning for older people
✓	OTHER (please specify):
Interest in leading and coordinating a European proposal development?	
	YES

	NO
	UNCERTAIN, because:
Brief description (abstract, outline) of the proposal:	
< please provide a brief description including a description of the type of partners requested and from which countries >	
.....	

2.2.8 XXX

Organisation:	xxx
Name:	xxx
Country:	xxx
Description:	xxx
Projects:	xxx: <ul style="list-style-type: none"> • xxx • xxx • xxx
Areas of Interest in European Cooperation:	
✓	Active Ageing and Inter-generational Learning
✓	Lifelong learning and skills development for migrants
✓	Empowerment to Voluntary Working
✓	Work Ability of Seniors
✓	Business case of lifelong learning for older people
✓	OTHER (please specify):
Interest in leading and coordinating a European proposal development?	
	YES
	NO
	UNCERTAIN, because:
Brief description (abstract, outline) of the proposal:	
< please provide a brief description including a description of the type of partners requested and from which countries >	
.....	

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3 Initiatives and Topics of Interest

During the workshop discussions a large spectrum of potential proposal topics were discussed. The following topics emerged as the key topics in which the majority of participants showed an interest and around which European project proposals could most likely be developed successfully:

1. Active Ageing and Inter-generational Learning
2. Integrated active ageing concepts for neighbourhoods
3. Lifelong learning and skills development (specific target groups e.g. older men and migrant elders)
4. Empowerment to Voluntary Working
5. Work Ability of Seniors
6. Business case of lifelong learning for older people.

These are further described in some more detail below.

3.1 Active Ageing and Intergenerational Learning

'Active ageing and inter-generational learning' turned out to be a topic of large interest among the workshop participants. Inter-generational learning activities seem to already exist only in a few regions and are unknown in others.

Inter-generational learning was seen as a suitable means to support and foster social cohesion in neighbourhoods and workshop participants showed an interest in developing a project proposal on this topic.

It was felt that it would be worthwhile to carry out a stock-taking exercise to capture existing activities and measures in this area in different European regions according to the categories developed by the EMIL project (EMIL partners: MENON EEIG, Lambrakis Foundation etc.) which could be used as a starting point for proposal development:

- Learning from each other
- Helping and supporting each other
- Living together (inter-generational housing)
- Experiencing together (multi-generational learning centres)
- Playing, acting and performing together.

This would help to identify existing gaps and barriers and develop project proposals to help developing a comprehensive approach, closing the identified gaps and removing existing barriers to achieve the objectives.

3.2 Integrated active ageing concepts for neighbourhoods

In several European regions a multitude of activities and actions of different types are underway all of which aimed at the target group of older citizens. It was proposed to carry out a stock-taking exercise of such activities and identify opportunities for a sensible integration of activities which could then be provided to the target groups as a one-stop at neighbourhood level.

3.3 Lifelong learning and skills development for migrants

a) Existing education and training courses for older citizens are dominated by women as participants. Men seem to be less open to further education and training. It appears necessary to thoroughly check existing training and further education courses with respect to their attractiveness and appropriateness for male target groups, modify and refine these where necessary and try to attract older men as participants through targeted marketing activities.

b) Migrants have been identified as a target group for lifelong learning and skills development at older age. It needs to be acknowledge that these groups also come up with different types of knowledge, skills and competences. However, it appears that existing courses do not seem to be sufficiently attractive and appealing to older migrants. Several workshop participants (e.g. RISP, DIE) showed strong interest in developing approaches and solutions on how best to tackle relevant issues and develop suitable advertisement and marketing concepts to address this target group in projects at a European level. One element of learning and skills development could be inter-cultural learning between the different groups of elders. It became apparent that such projects and activities may have to start at rather the level of requirements specification since very little is known about possible differences in this area relating to migrants as opposed to the non-migrant population at different education levels. The DIE project on "Further education of older people (underprivileged and/or without learning motivation): An analysis of their situation in selected urban districts and model regions (NRW)" could provide some orientation as to the possible methodologies to be used in such an activity.

3.4 Empowerment to Voluntary Working

Voluntary work is seen as a means to also provide older people with some sort of meaningful engagement and employment. This not only contributes positively to communities and society and the people addressed directly but also to the improvement of the quality of life and healthy ageing of those providing the voluntary service.

However, and to implement voluntary work at a broader scale many more people need to be encouraged and empowered to provide voluntary services and those providing such services already may be supported in providing the services in an even more effective and efficient way to the mutual benefit of all actors concerned, i.e. those in demand of the service, service providers and society in general.

Empowerment to voluntary work could take place in many different areas and domains. At the workshop the culture domain was taken as an example and discussed in some depth using the example of the Frankfurt European film festival addressed to seniors in Frankfurt and its twinning partner cities organised last year with some smaller European funding. It was agreed that thought should be given to not only involve older people in a passive role as viewers of movies but also to involve them in active roles starting as script writers, actors in movies, producers and of course as viewers.

3.5 Work Ability of older people

The Work Ability Index (WAI) has been developed by Juhani Ilmarinen at the Finnish Institute of Occupational Health (FIOH) (<http://www.juhaniilmarinen.com/veroeffentlichungen/?lang=de>). The WAI is an instrument used in clinical occupational health and research to assess work ability during health

examinations and workplace surveys. The index is determined on the basis of the answers to a series of questions which take into consideration the demands of work, the worker's health status and resources. The worker completes the questionnaire before the interview with an occupational health professional who rates the responses according to the instructions. WAI is a summary measure of seven items.

The work ability index is widely used in occupational health care. Since the beginning, the use of Work Ability Index (WAI) both in research and practice has widened to various countries, and the index has been translated into 24 languages.

The interest of participants at the workshop (e.g. Province of Limburg) was in developing the Work Ability Index in the field of care services provision (through older people) and make it an integral part of the development of an 'online employability platform' in which individuals make available their ePortfolio to position themselves towards potential employers.

It was recommended to identify the possible links and relationships of such a potential proposal activity to the Europass initiative of the European Commission (http://europass.cedefop.europa.eu/europass/home/hornav/Introduction.csp?loc=en_GB). Europass provides several means to make ones skills and competences clearly understood irrespective of whether an individual is planning to enrol in an education or training programme, looking for a job, or getting experience abroad.

Europass is a way of helping people to:

- make their skills and qualifications clearly and easily understood in Europe (European Union, EFTA/EEA and candidate countries);
- move anywhere in Europe.

Europass consists of five documents:

- two documents (Europass curriculum vitae (CV) and Europass Language Passport) to be filled in by the individual; and
- three other documents (Europass Certificate Supplement, Europass Diploma Supplement and Europass Mobility) filled in and issued by competent organisations.

Europass is supported by a network of National Europass Centres.

3.6 Business case of lifelong learning for older people

Lifelong learning and skills development is said to provide benefits to all actors concerned, i.e. those active as learners thereby improving their employment and job opportunities, employers investing in these activities and aiming at reaping benefits from a more productive workforce and regions, regional and national governments and society in general through increasing the share of highly educated citizens with improved skills increasing their job opportunities and less likely to become unemployed and then depending on transfer payments by the government.

When it comes to skills development and lifelong learning of the older generation (50+ and 60+) employers but also public authorities (both acting as investors for related training activities) often question whether there will be a return of investment of training activities.

There are strong doubts as to whether there is a business case for lifelong learning activities of these kinds of target groups.

This becomes even worse when referring to skills development at older age, for e.g. 65+ old people and pensioners, which are not aimed at the development of skills needed for and then applied in a job,

since the persons concerned have retired and develop these skills just for self fulfilment or use in voluntary work.

What is needed is the development and demonstration of a business case of these type of activities for the labour market actors (e.g. employers) on the one hand and policy decision makers in the regions on the other since these normally are the actors who have to take the investment.

It is against this background that a joint proposal may want to address the development and application of a cost-benefit and impact analysis methodology which can demonstrate that benefits outweigh the costs in quantitative and qualitative terms. Ideally the methodology offers an option to also allocate monetary values to qualitative benefits and costs.

4 Next Steps and Dates

Due date	Task	Notes
24 September 2010	All participants to deliver to SEN@ER Secretariat (werner.korte@empirica.com): Organisation description, contact name, list of projects, areas of Interest in European Cooperation, interest in leading and coordinating a European proposal development, brief description (outline) of a possible proposal	
1 October 2010	SEN@ER Secretariat to develop and distribute: Workshop minutes / report	
Mid-November 2010	Next workshop for concrete discussion of and agreements on proposal outlines to be further developed to proposals	Likely host and venue: Province of Limburg, Maastricht (Netherlands)

5 SEN@ER Online Partner Search and Proposal Submission Facility

The SEN@ER network provides access to a 'project ideas and partner search' tool to facilitate the building of partnerships and the development of proposal ideas and outlines. This tool acts as a matchmaker for organisations with common interests and objectives. Organisations from European regions are invited to publish their project ideas. They can also search the online knowledge base for project ideas and outlines per theme or display all the project ideas. The themes addressed are as follows:

- T1: Active employment opportunities for older people 50+ / 60+
- T2: Skills development and life-long-learning for older people
- T3: Ageing well at home
- T4: Regional strategies to prepare for demographic change.

To access the project ideas and partner search online knowledgebase one needs to visit the following website: <http://silvereconomy-europe.org/tool.htm> which provides the possibility of inputting new and viewing existing cases: http://kb.empirica.biz/kb_senwinet/search.do.

Proposal submission is possible by clicking on 'Submit your project idea or proposal'.

CONTACT:

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6 List of Workshop Participants

see separate file