



Best Agers Lighthouses – the Project

Final Conference

Hartwig Wagemester, Riga, 16th September 2014



Baltic Sea Region
Programme 2007-2013

Part-financed by the European Union
(European Regional Development Fund)

Where do we come from?



BestAgers (2010-2012)

- 19 Partners from 8 Baltic Sea Region Countries
- Work Packages on
 - Labour market and employment
 - Coaches and experts for SME
 - Mentors for students and start-ups
 - Motivation, skills and entrepreneurship
- Final Conference in Kiel (11/2012)



www.best-agers-project.eu

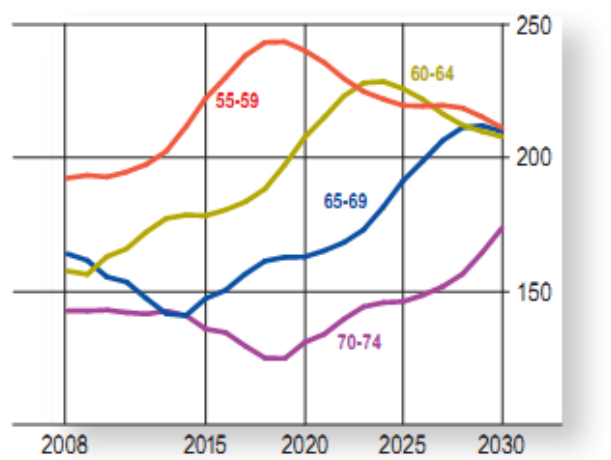
Where do we come from?

Lots of data about demographic change...

Change in Active Best Agers

2008 – 2030, by Age Groups

Thousand



...and needs for adaptation strategies in SMEs

Problem:

Lack of practical examples and models

“Best Agers Lighthouses” – Age management interventions in SMEs and public organisations

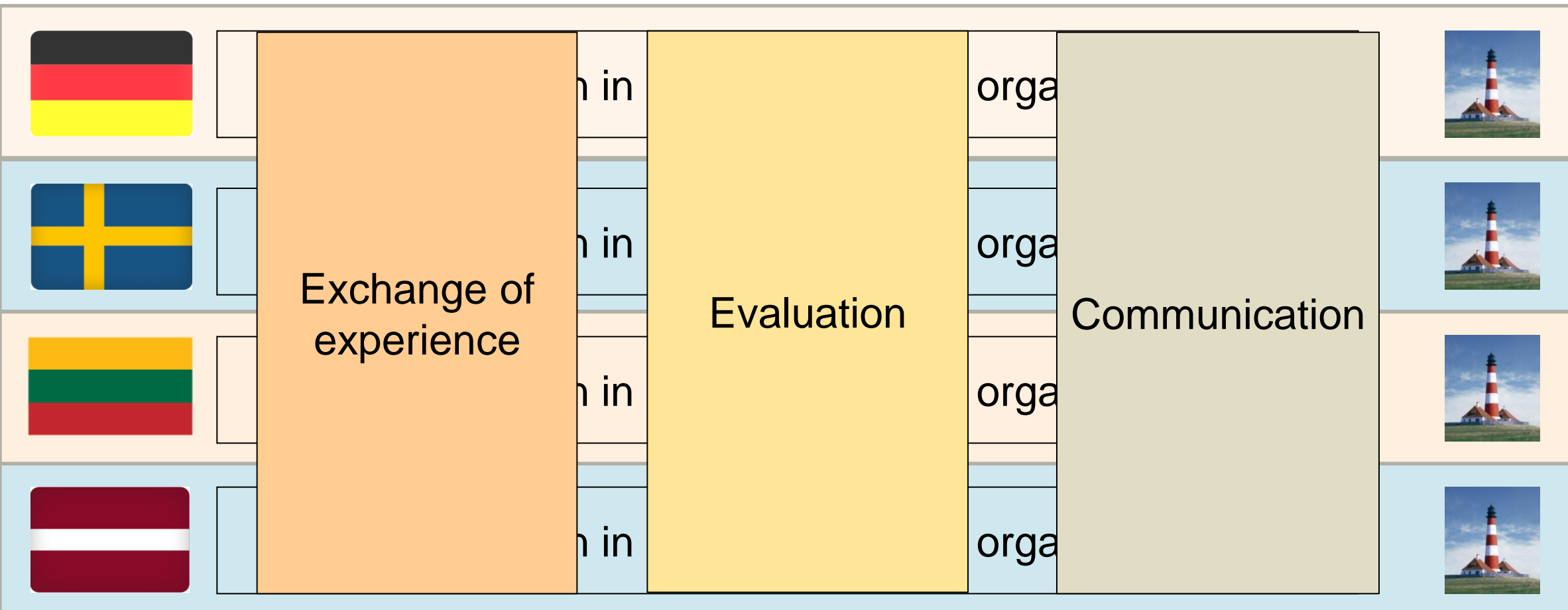
- “Extension Stage” of the project Best Agers
- Objectives:
 1. demonstrate practical approaches for companies and public employers to deal with an ageing staff
 2. allow for analysis of costs and benefits of implementing age management at the company level



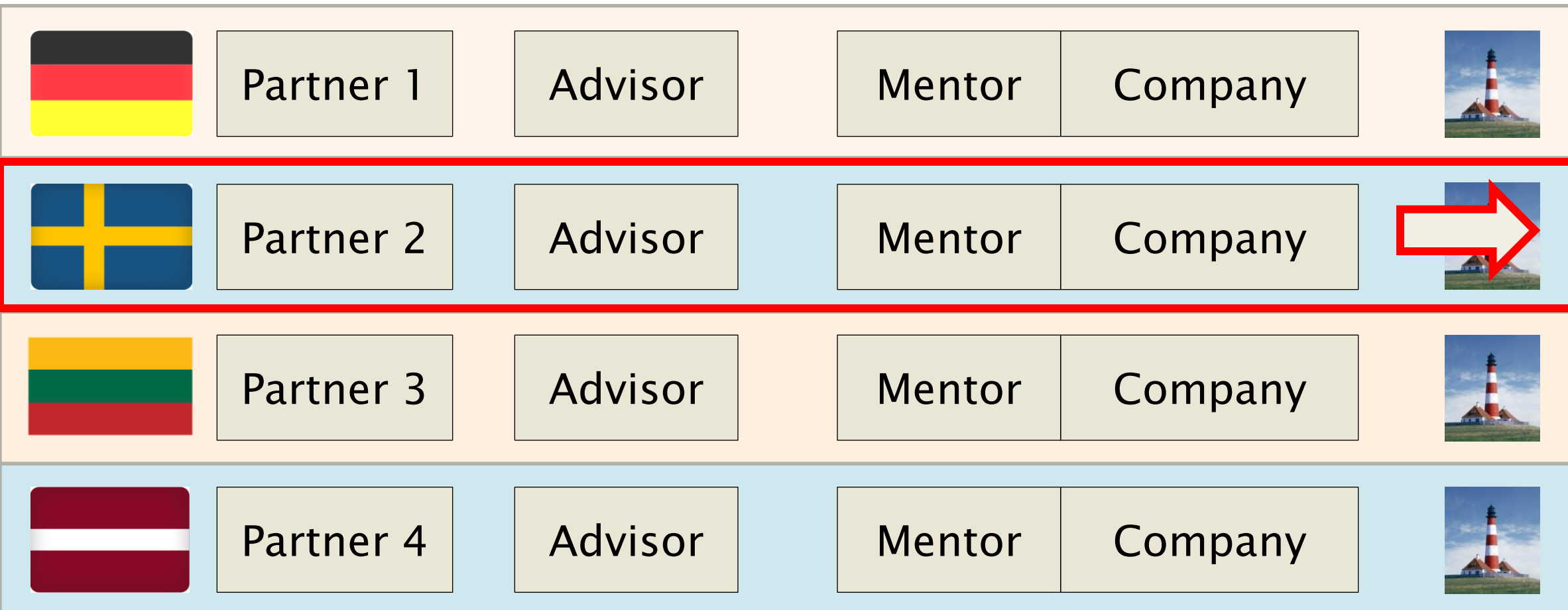
BEST AGERS LIGHTHOUSES (2012-2014)

Lead Partner	12 Project Partners
 <p>Wirtschaftsakademie Schleswig-Holstein</p> <p>Academy of Economics Schleswig-Holstein (Germany)</p>	 <p>The „Best Agers Lighthouses“ Partnership</p> <ul style="list-style-type: none"> • Germany • Poland • Lithuania • Latvia • Finland • Sweden
Project Management	Funding
 <p>REM • Consult, Hamburg (Germany)</p>	  <p>Baltic Sea Region Programme 2007-2013</p>

Local Age Management Partnerships = LAMPs



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K.I.S.S. • Keep It Simple, Stupid → Only Seven Simple Steps

- 1. Detect 1 - 3 success-critical function areas in your organization**
- 2. Analyse the age structure of your employees in these areas**
- 3. Select and train 2 - 3 internal mentors for interviews with the 50+ employees**
- 4. Use the input of these mentors and adapt your HR program**
- 5. Use the mentors to feed back about adaptations**
- 6. Communicate about the defined adaptations & implement them**
- 7. Use the mentors to supervise the implementation**



Lighthouse – Forum

Age Management Intervention Experiences



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