

## HIGHLIGHTS

Best Agers Newsletter

N 02 • 11.2010

### Labour Market and Employment

- A 17 Point Programme for sustained employability of Best Agers.....page 3
- Regional patterns of Best Agers (un) employment.....page 3
- Regional Demographic Profiles.....page 4
- How to Develop New Senior Policies.....page 5

## KEY FACTS

- Best Agers is a project which aims to form a cross-generational innovation environment, where Best Agers work together with different age groups in the fields of business and skills development to generate new ideas and share their expertise and experience.
- Part-financed by the European Union Baltic Sea Region Programme 2007-2013.
- Priority 1 - Fostering of innovations across the Baltic Sea Region.
- 19 project partners from 8 countries involved.
- Project duration: January 2010 - December 2012.
- Project budget: 4.423.070 EUR
- Lead Partner: Academy of Economics Schleswig-Holstein, Germany.



## DEAR READER

Much has happened in the Best Agers project since we published our first newsletter in July. First analytical reports have been drafted and the project partner institutions are starting local and trans-national pilot initiatives.

### International Events

Most notably, two events with inter-generational participation were organised by the project in September and October this year.

In a workshop in Norwich (UK), members of "Norfolk Knowledge" presented their network in which the know-how of retired and semi-retired managers, directors or business owners is made available to businesses and organisations in the county. They shared their experience with project partners from Latvia, Lithuania and Germany who want to establish or boost such networks in their regions (see page 9).

At "Q-Camp 2010" in St. Petersburg (RU), young innovation teams discussed with senior experts about business ideas and possibilities for intergenerational cooperation in entrepreneurship (see pages 6 and 7).

### Best Agers on the Labour Market

The Best Agers project deals with four main themes, and in each of

the coming newsletter issues we will put one of these themes in the focus. This issue concentrates on Best Agers on the labour market. Demographic trends lead to changes in the age composition of work forces in Europe, which in turn will have far reaching effects on economy, society, and of course also our personal lives. Work ability and age management are two keywords in this context which appear more and more often on the political and scientific agenda. You can read about our plans and first results with regard to Best Ager employment on pages 2,3,4 and 5.

I hope that you will enjoy reading this issue – and please spread the word!

Hartwig Wagemester  
Lead Partner



## WORK PACKAGE 3

In all countries in the Baltic Sea region populations are ageing. The pension systems are in trouble in several countries already. So the number of working people in relation to the number of people retired must not be allowed to continue decreasing. It is needed to find ways to encourage and make possible for people to work more years.

This is the background of the Best Agers Work Package "Labour market and employment."

The stated goal has been phrased: "It is a central goal of the project to identify instruments with which the partner cities and regions can influence the labour market participation of Best Agers, e.g. by improving the image of Best Agers as skilled professionals and encouraging businesses to provide incentives for employees not to go into early retirement."

It is interesting to note that work participation in the age group 50+ differs significantly between partner countries. If we wish to foster older people's possibilities to continue being active in working life, we need to understand the reasons behind these differences. It is not likely that the same solutions to the problem can be applied in the whole of the BSR, but that considerations must be given to the different cultural, economical and political realities in different countries. On the other hand, it is vital to see what can be learnt from successful approaches that have been applied: possibilities for benchmarking must be explored.

In the work package "Labour market and employment", statistics are being developed that document the employment patterns at a regional level in the partner countries.

## LABOUR MARKET & EMPLOYMENT

The employability of an older person is related to a set of more complex factors than is usually understood. Some of these are related to the individually oriented concept of employability but there is also a set of barriers which the individual cannot easily influence, in the workplaces and also in governmental authorities that people meet when they seek employment. Negative attitudes in the workplaces and in the society at large towards older workers affect the actual employability negatively.

There is ample evidence from this condensed review of scientific studies of ageing and work that even though we all are affected by physical and mental changes as we grow older, chances are that we can stay employable and retain our productivity at work for much longer time

than is generally considered feasible. Main barriers hampering continued employability are in the areas of health and competence. However, the inter-individual differences with respect to work ability increase with age, which necessitates a more individualised approach than is mostly seen in workplaces and in the labour market at large.

A prerequisite for continued work ability is that the technical and organizational conditions at work comply with the resources of older workers.

### For Further Information

Please contact  
Roland Kadafors, Ph.D  
[roland.kadefors@av.gu.se](mailto:roland.kadefors@av.gu.se)

Anders Östebo  
[anders.ostebo@av.gu.se](mailto:anders.ostebo@av.gu.se)



## A 17 POINT PROGRAMME FOR SUSTAINED EMPLOYABILITY OF BEST AGERS

### For Best Agers themselves

- Look for employers who have a good record with respect to work environment, competence development programmes, and a positive attitude to older employees.
- Take advantage of offers to join competence development programmes.
- Avoid as far as possible repetitive work, shift work, and physically strenuous work tasks. Listen to your own body.
- Try to establish a good relationship with your supervisors, so that they engage in your work and are aware of your accomplishments.
- Engage in your trade union and try to interest them to open discussions with the employer how to further principles of Age Management in the workplace.
- Engage in physical training in free time.
- Develop a CV that reflects the full range of knowledge that you possess, not only listing exams and jobs.

### For employers

- Develop the work environment so as to make sure that all employees are given work tasks that comply with their capacity, taking into account individual characteristics such as age and sex.
- Implement principles of Age Management in the work organization, in consultation with the trade unions.
- Develop work career plans for all employees, involving competence development programmes.
- Develop mentoring programs where older employees can use time for knowledge transfer to younger ones.
- Develop stepwise and flexible pension options in order to retain some older employees and their knowledge for a longer time, rather than applying strict compulsory retirement based on age alone.
- Work with the organization, in particular middle management, in order to develop a positive attitude towards older employees. This means recognizing the competence

of older employees and communicating that they are often able to achieve at least as good results as younger workmates, if they are given adequate working conditions.

### At the society level

- Revoke all sorts of age discrimination in laws and regulations.
- Build safeguards against age discrimination in the operation of governmental agencies having an impact on ageing and work.
- Implement an ombudsman function for appeals from people who consider themselves victims of age discrimination.
- Be trendsetters. Involve older people in parliamentary work and other visible governmental operations.

### For Further Information

Please contact  
Roland Kadafors, Ph.D  
roland.kadefors@av.gu.se

## REGIONAL PATTERNS OF BEST AGERS (UN)EMPLOYMENT

**The County of Pinneberg together with partners from Denmark, Lithuania, Poland and Sweden highlights the labour market and employment situation of "Best Agers".**

In the local authority of Pinneberg, a county at the northern rim of the metropolitan area of Hamburg in Germany three people are engaged in the Best Agers project and supervise the analysis of regional employment patterns: Andreas Thaler, Tobias Kuckuck and Jonas Meixner, the latter serving as contact person and local coordinator of the project.

On the one hand, our contribution consists of a broad data-based analysis which aims to summarize regional patterns of "Best Ager" employment and unemployment in Northern Germany and the Baltic Sea Region.

In the recent months, we set up a catalogue of indicators, in order to enable our Activity-partners to deliver similar studies in their respective region. At the present stage, the County Council of Norrbotten and the University of Gothenburg from Sweden as well as the Gdansk University of Technology in cooperation with

West Pomeranian Business School Szczecin from Poland will contribute to this task.

Together, we seek to complement the analysis, carried out by the University of Rostock by focusing on labour market trends at the regional level. Thus, the transnational picture and development of "Best Ager"-(un)employment patterns can be enriched and deepened with important insights from lower spatial levels.

Furthermore, the County of Pinneberg – together with the local Busi-

ness Development Agency WEP – is accomplishing a qualitative study of employers’ attitudes towards the employment of elderly workers. In this context, we will distribute more than 2.000 questionnaires among regional companies so as to gain a detailed overview on the impact of demographic change on local labour markets and entrepreneurial strategies.

Similarly, this work step proceeds in close cooperation with our Activity-partners, more precisely the University College of Lillebaelt from Denmark, the National Regions Development Agency in Lithuania as well as the Swedish partners from Norrbotten and Gothenburg. The results from employer-studies will be mixed with interviews with employed and unemployed “Best Agers” in or-

der to add views and impressions of the selected “target group”. This shall lead into a comprehensive analysis of essential barriers which hamper continued employment of older workers.

Based upon these findings, we hope to develop initiatives aiming to support the employment of elderly workers and to improve their role in the labour market, and last but not least sensitize public and employers’ opinions.

### For Further Information

Please contact  
Jonas Meixner, County of Pinneberg  
j.meixner@kreis-pinneberg.de

## SUBSCRIPTION

If you have not yet subscribed to Best Agers newsletter you can do so at [www.best-agers-project.eu](http://www.best-agers-project.eu).

You will then automatically receive a newsletter from the Best Agers project twice a year - directly in your mailbox.



## DEMOGRAPHIC PROFILES IN THE BALTIC SEA REGION

**University of Rostock, Rostock Center for the Study of Demographic Change is responsible for acquiring background information. The partner gives here a short presentation of the work so far.**

In 2010, we were calculating and picturing regional demographic change between 1990 and 2030 in the eight countries belonging to the Baltic Sea region: Denmark, Estonia, Finland, Germany, Latvia, Lithuania, Poland, and Sweden. This gives a total of 73 regional profiles (NUTS2 regions). We thereby differentiate between development of the total population and of the subgroup of the working-age population (aged alternatively 15-64 and 15-74 years) and pay special attention to the Best Agers group of 55+ year-olds. For a better understanding of population development, we add basic demographic information to our profiles for each region.

### Some Key Insights

Regional demographic development differs strongly, even within the same country. For example, population in the region of Hamburg (NUTS2: DE60), is likely to grow by 29% over the period of 2008-2030, while the population in Chemnitz (NUTS 2: DED1) is projected to shrink by 23% over the same period.

Additionally, ageing and shrinking differ between total population and working-age population. The latter is often shrinking while the former is still growing.

Furthermore, while the Best Agers subgroups are not expected to increase in all regions and countries, the subgroup of 70-74 year-olds gets stronger in numbers all over. The active share (defined as the share of age group 15-64 or 15-74 years in total population) is generally decreasing; the strongest decline may be registered in Brandenburg - Nor-

dost (NUTS 2: DE41): -13% for the 15-64 year-olds.

Labour participation of Best Agers is currently low in most regions. The highest value, calculated as current age-specific employment rates weighted by age-specific working-time, for the 55-64 was found in Småland med öarna (NUTS 2: SE21) the lowest in Slaskie (NUTS 2: PL22).

In a next step we look at labour participation rates of Best Agers by gender, education, part-time and full-time work, profession, branches, and nationality as well as regular and temporary jobs.

### For Further Information

Please contact  
Prof. Dr. Thusnelda Tivig  
tivig@uni-rostock.de

Dipl.-Geogr. Claudia Korb, M. Sc.  
Demography  
claudia.korb@uni-rostock.de

## INTERVIEW - HOW TO DEVELOP NEW SENIOR POLICIES

In Norway, senior workers have been in the focus of national policy-making already for several decades. The Best Agers projekt has invited Åsmund Lunde, former director of Center for Senior Policy (CSP) in Norway to share his views on the Norwegian experience with Senior Policy and its transferability to other Baltic Sea Region countries.

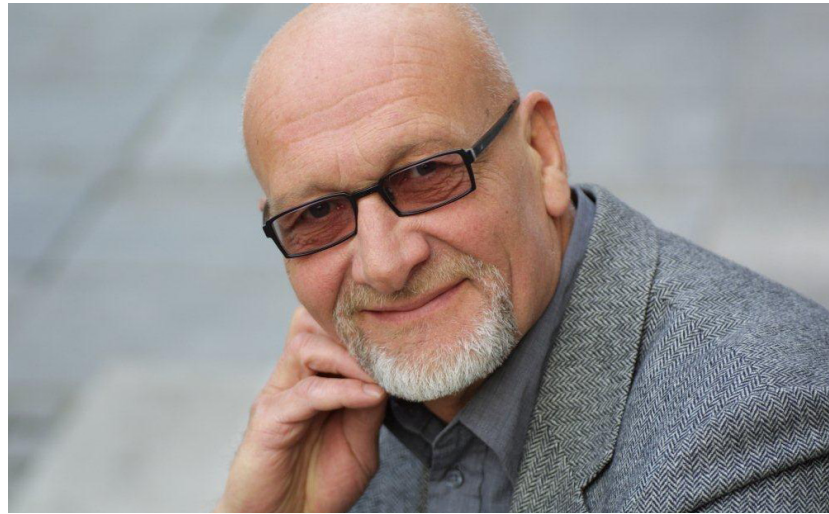
### What is Centre for Senior Policy?

The purpose of CSP is to make individuals, companies and politicians aware of the challenges following an increasing portion of the workforce being older workers. At the same time the CSP is a competence centre offering competence building for professionals/consultants in the field. The (430) consultants in the 19 so-called Working Life Centres in the Norwegian Labour and Welfare Service are especially important partners for CSP. These consultants are expected to have the professional competence to help the companies/enterprises to build up their Senior Policy or Age Management.

### Why was it started?

A research project in the Oslo industry in the second part of the sixties showed that older workers had little knowledge and few plans for their future as retired. As a result of this the Joint Committee on Preparation for Retirement was established in 1969. The partners of this new Committee were the Ministry of Social Affairs, the biggest Union, the biggest Employers Association and some Insurance Companies. A secretariat was established and in the course of the next 20 years a lot of seminars in preparation for retirement were organized within the companies/enterprises or external by private consultancies. Even today thousands of Norwegians attend such seminars.

On the other hand CSP made a turnaround in the beginning of the nineties from "helping older workers out



*Åsmund Lunde thinks that there has been a change in the attitude towards older workers during the last 10 years.*

of work" to keep them within working force by trying to make working life more inclusive.

### What sorts of organizations are supporting members?

The social partners (all the major Unions and Employers' Associations), 3 Ministries (Work, Education and Administration), The Norwegian Labour and Welfare Service are (supporting) members. In addition we find quite many NGOs, a work research institute etc. All are represented in the Annual Meetings. The main social partners are represented in CSP's board.

### In which areas has CSP meant a difference in the development of new Norwegian senior policies?

In 2001 CSP and the social partners worked out "The National Initiative for Senior Workers". This National Initiative lasted to 2005. Focus areas were: 1) Mobilization of and cooperation with and between the social partners. 2) Information and awareness raising. 3) Three national research supported test and development projects in private, municipal and government sector. 4) Establishing a research network connecting Norwegian researchers on senior policy. 5) Training and skills development, especially for professionals

within the senior policy area.

Many would say that the Initiative partly succeeded. And I think it is fair to say that there has been a change in the attitudes towards older workers during the last 10 years.

Similar to the way the Initiative was worked out, the CSP board undertook in 2007 an initiative to formulate a four year strategy plan for senior policy in the Norwegian worklife. The plan was developed by CSP in close cooperation with the Government and the social partners. The plan was presented to the Minister of Labour and was intended to serve as input for the cabinet ministers and as work tool for CSP and the social partners.

### Can and should the CSP approach be benchmarked to other European countries?

There are ideas, experiences, activities and measures in what we do in Norway that I think could inspire similar efforts in other countries. At the same time it is necessary to be aware of cultural differences and of different conditions in working life in other countries. A common challenge for most of Europe is, I think the necessity of work hard for changing the attitudes to older workers and even the older workers own attitudes.

## BALTIC FORUM FOR YOUTH ENTREPRENEURSHIP Q-CAMP 2010

The Best Agers project wants to facilitate intergenerational and international exchange. The first Baltic Forum for Youth Entrepreneurship “Q-camp”, held in St. Petersburg from 6th to 9th October 2010, showed how this can be done.

The aim of the Forum was to develop new forms of interaction between experts from Baltic countries (mostly people aged 55+) with young people interested in innovation and technology entrepreneurship. In the course of the Forum various activities were implemented, aimed at stimulating international and interdisciplinary collaboration for creation and promotion of innovative hi-tech projects.

13 Universities and organizations from 6 Baltic Sea countries participated in the Forum. During the three days experts and members of youth teams were exchanging experiences, presenting their projects and discussing the opportunities for collaboration. Workshops and business-games were the forms of cooperative work

of older professionals and young people.

The Forum was organized by Saint-Petersburg State University of Information Technologies, Mechanics and Optics, which was represented by its two subdivisions – Inter-University student business-incubator “QD”, which has vast experience in developing youth hi-tech entrepreneurship and Department for project management development, which is constructing the University’ project management system.

### Business-game Romashka

On the first day of the Forum students got acquainted with the major areas of expertise of the “Best Agers” project partners. Hereafter participants were invited to test the practical methods of cross-generation interaction with the help of business-game “Romashka”.

The game consisted of 8 rounds. Each round was 15 minutes long and during these minutes the teams had to present their projects to the experts and receive feedbacks from the lat-

ter.

The presented projects were very impressive in their variety: from production of radio-controlled airship to new demolition technologies in Saint-Petersburg. During 3 hours the experts had time not only to evaluate and discuss the ideas of students but to build good contacts with the most perspective teams. Efficiency of such a form of interaction was revealed by confirmations of some experts that they were ready to support these students in the future.

### Round Tables

The second day of the Forum started from the round tables.

The first round table was “Cross Generation Innovation Environment. Interaction of generations as a stimulus of innovation development”. It attracted significant attention not only of the experts, but also of the young participants of the Forum.

The second round table “Youth Innovations: Infrastructure and State Support” was opened by two distinguished Russian speakers - Ivan Burtnik, Head of community “Futurussia”, Skolkovo (Moscow) and Igor Rozhdestvensky, director of business-incubator Ingria (Saint-Petersburg). The speakers touched upon the issues of integration of Russian companies in international innovative environment, participation in legislative initiatives on support of innovative progress, support and defense of innovative entrepreneurship, forming a demand for innovations in Russia.

The third round table was dedicated to the topic “Methodology of Interdisciplinary in Innovations”. David Melikdjanyan, Youth club “Etcetera” leader and Cyril Pshenichny, Geognosis Project, Project Leader presented their ideas. The participants of the round table discussed interaction between science and art in particular.



*During Q-camp young students interested in innovation and entrepreneurship developed new forms of interaction together with experts from Baltic countries.*

### Stimulating Innovative Development

The second part of the day was focused on working in micro groups, combining representatives of different ages and countries. The participants discussed the forms of cooperation of people of different age, their expectations and experiences of such communication. It was made obvious that not only delivery of experience to the young people is needed but also the feeling of being in demand, which is very important to the older people. Both factors stimulate innovative development of societies and economies.

The key result of the Forum “Q-Camp 2010” was information of international network of organizations, working in the field of innovative youth entrepreneurship development.

Participants are sure that further contacts, elaboration of new methods of inter-generation interaction will allow to take further steps to-

wards solution of social and economic problems caused by demographic crisis in the Baltic Sea region.

### Forum’s Contribution to the «Best Agers» Project

- The Forum presented to the European partners the Russian approach to development of hi-tech youth entrepreneurship in university and organization of respective interaction of young people with “best agers” (having the Inter-University student business-incubator QD as a pilot model).
- Forum has become an example of successful work of experts (55+) and young entrepreneurs in the sphere of presenting and evaluating project ideas.
- Russian and European experts shared their experiences in practice of consulting work with young entrepreneurs.

### Development Perspectives of Q-Camp

- Transformation of the project «Q-

Camp-2010» into regular and periodic event.

- Conducting European research on conditions of youth hi-tech entrepreneurship progress in Baltic Sea countries in 2012.
- Development of an analogue of “Q-Camp” in the framework of Russian-Finnish cooperation.
- Launch of new international projects together with “Best Agers” projects’ partners, aimed at development of entrepreneurship education in Russia and EU countries.

### For Further Information

The full report on the Q-camp can be downloaded from the project website. Please visit [www.best-agers-project.eu](http://www.best-agers-project.eu).

Please contact  
Philip Kazin  
[philip\\_k@mail.ru](mailto:philip_k@mail.ru)



## DEMOGRAPHIC CHANGE: NEW OPPORTUNITIES IN SHRINKING EUROPE

Best Agers is not the only EU project dealing with the consequences of demographic change for the European economies and societies. In this and the coming newsletter issues we will present on-going projects with similar objectives with which Best Agers cooperates. The first one is the North Sea Region Programme project DC Noise.

The central aim of DC Noise is to make the North Sea Region ready to cope with its demographic future, especially in relation to labour market, service provision and housing issues. The priorities are raising awareness, monitoring and adaptation strategies for areas of significant population change.

The project includes the implementation of 24 demonstration pilots and 3 transnational pilots. The significant links to Best Agers are mainly to be found in the field of labour market policies.

### Selected Expected Outcomes

- New strategies to cope with demographic change, such as integration methods for elderly (50+), higher integration and employment rates, re-education and recruitment of economically vulnerable employees, including youngsters and immigrants
- 50+ employment: senior policy, a job-seeker instrument, change in mentality towards retirement age, innovative methodology to transfer company specific core knowledge of older employees
- Monitoring system on demographic change (DC): Regional level statistical monitoring system including demographic data and indicators
- Strategic document with best practices and advice to influence EU labour market policies

### Selected Activities and Results

- Transnational Housing Atlas: In the Atlas the partners document projects that show how the different regions deal with the challenges of demographic change in the field of housing. [www.housing-atlas.eu](http://www.housing-atlas.eu)
- Monitoring survey: A first selection of results from a small survey in each region is presented in the project website: they show Demographic characteristics of partner regions, Regional characteristics demography, Provision of services.
- Forums: a section of the project website is dedicated to the Forums, organized in 5 category of topics. Forums are public and new topics can be added. [www.dcnnoise.eu/Home/Forums](http://www.dcnnoise.eu/Home/Forums)
- Mentor program in Vennevla municipality (September 2010): As part of the "Senior policy" pilot, Vennevla conducted a community survey among 35 employees aged 55+. [www.dcnnoise.eu/download/DCNOISE05596.pdf](http://www.dcnnoise.eu/download/DCNOISE05596.pdf)
- DC NOISE Documentary (August 2010): The Province of West-Flanders made a documentary that explains the purpose of the DC NOISE project, and discusses the demonstration pilots of West-Flanders. [mms://stream2.ris.be/wvl/dcnnoiseenglish.wm](http://mms://stream2.ris.be/wvl/dcnnoiseenglish.wm)
- The Mid-term Conference was held in March 2010 in Hamburg. Presentations can be downloaded from [www.dcnnoise.eu/Home/Downloads/Midterm+Conference+Hamburg](http://www.dcnnoise.eu/Home/Downloads/Midterm+Conference+Hamburg)
- DC Noise partners such as Knutepunkt Sørlandet from Norway have produced several recruitment film to attract workers to their regions. You can find these films on YouTube (search for the channel "Krsreg") or on the DC Noise Facebook site.



### Project name

DC Noise Demographic Change: New Opportunities in Shrinking Europe.

### Programme

INTERREG IVB North Sea Region; Priority 4 - Promoting Sustainable and Competitive Communities; Area of Intervention 4.1: Tackling the needs of areas in decline.

### Website

[www.dcnnoise.eu](http://www.dcnnoise.eu)

### Duration

01/06/2008 - 30/06/2011

### Budget

Total budget : 6 134 000 EUR.

### Partners

- The Netherlands: Region of Twente (Lead Partner); Province of Zeeland; Province of Groningen.
- Belgium: Province of West-Flanders; Province of East-Flanders.
- Norway: Knutepunkt Sørlandet.
- Germany: Freie und Hansestadt Hamburg; Kommunalverbund Niedersachsen/Bremen.
- United Kingdom: University of Abertay Dundee.

### Upcoming Events

2. December 2010: Dutch National Policy Forum on Demographic Change, The Hague.

27. September 2011: Final Conference, Belgium.



## IF ONLY NORFOLK KNEW WHAT NORFOLK KNOWS



### Best Agers partners exchange experience with senior advisor networks in the United Kingdom

On 8 September 2010, representatives of five Best Agers partner organisations from Latvia, Lithuania, Germany and the United Kingdom and members of the “Norfolk Knowledge” network gathered for a workshop in Norwich to exchange their experience with senior adviser networks. Creation of and cooperation between such networks is one of the focal points of the Best Agers project. The networks’ purpose is to match retired or semi-retired executives and professionals with business or organisations seeking expert help or advice.

#### Wealth of Human Resources

“Norfolk Knowledge” is one of these senior advisors networks. Initiated, funded and operated by Norwich Business School at the University of East Anglia (UK) and Norfolk County Council, its aim is to make the county’s businesses more competitive by giving them access to the experience of other Norfolk residents. “For retiring people, Norfolk is a very attractive place. Many people aged 60 and older settle down here after their work life”, Daniel Cox, Leader of Norfolk County Council explained at the workshop. But Norfolk residents and business are only beginning to realize that there is a wealth of human resources coming in to their county. This is reflected in the network’s slogan: “If only Norfolk knew what Norfolk knows...”.

Nikolaos Tzokas, Professor for Marketing at Norwich Business School and his team members Louise Cutting and Luke Spanswick explained how the project was planned and is being operated. The matching of experts and those seeking help is facilitated through a website (<http://www.norfolkknowledge.co.uk/>).

A code of conduct ensures that both requestors and experts are aware of their responsibilities and adhere to the rules. Promoting the network after its launch in 2009 and attracting members was not an easy task – but luckily Norfolk Knowledge was able to capitalize on the experience of one of its own experts: Barry Dennis, who looks back on a long and successful career in journalism, knew how to get the attention of the local media and public.

#### Challenges for New EU Member States

Best Agers partners from Germany, Lithuania and Latvia listened carefully to the experiences shared by Norfolk Knowledge members and organisers. In the new EU member states only very few senior advisor networks exist, and even fewer have an approach as general and open as Norfolk Knowledge - which welcomes experts from a wide array of professions and matches them not only with startup businesses, but also with NGOs and even public institutions. Elmars Baltins, who represented CONNECT Latvia at the workshop, spoke of the challenges he and his colleagues encountered in their at-

tempts to promote senior expert services.

“People in Latvia often do not believe that a service which is free of charge can be of high quality”, he explained. Because of the young history of market economy in Eastern Europe, there is also a lack of retired entrepreneurs and businessmen, whereas engineers and inventors are much more numerous.

Other challenges discussed by the workshop participants were sustainability and funding of the networks and measuring their performance by using suitable result indicators. Meanwhile, motivation of retired experts has not been a major problem for the initiators of Norfolk Knowledge. So far they have managed to attract 71 so-called “critical friends” who can help requestors with their business experience and contacts, covering no less than 33 different branches of economy. When asked about their reasons for joining Norfolk Knowledge, the “critical friends” were quick to mention that their motivation was not only altruistic: Many of them miss the ‘buzz’ of working in a large company. They want to keep being involved in working life, but work only when they want to. Norfolk Knowledge allows them to do just that.

#### For Further Information

If you would like to know more about Norfolk Knowledge, please contact Louise Cutting [louise.cutting@uea.ac.uk](mailto:louise.cutting@uea.ac.uk).

## CALENDAR

### 24.-26. November 2010

Next Best Agers project meeting will take place in Gdansk, Poland.

Tuesday, 23 November and the morning of Wednesday, 24 November, are organized as conference open to the interested public with the purpose to present the Best Agers project activities and first results to Polish officials and organisations.

The project meeting itself with all project partners starts on Wednesday, 24 November, 14:00 o'clock.

The Project Steering Group meeting precedes the plenary session.

For further information please see [www.best-agers-project.eu](http://www.best-agers-project.eu).

### 30. November – 1. December 2010

The Best Agers project will be represented at the Baltic Sea Region Programme conference "The power of the Baltic Sea macro-region" in Jyväskylä, Finland.

### June 2011

Best Agers Mid-Term Conference in St. Petersburg. More information will follow.

### Stay Updated

Please visit Best Agers website for updated project activities: [www.best-agers-project.eu](http://www.best-agers-project.eu)

Is your best ager-activity missing on the activity list? Send an e-mail to [bestagers@rem-consult.eu](mailto:bestagers@rem-consult.eu).

## NEWSFLASH



### Best Agers at Euregia

On 25 – 27 October 2010, Best Agers representatives participated in euregia 2010 in Leipzig. This year, the conference on local and regional development had the motto "Global Changes - Regional Solutions".

Project leader Hartwig Wagemester gave a presentation about Best Agers in the session about perspectives for European Territorial Cooperation. He participated in the panel discussion: "The INTERREG Idea' – Implementing European Policy locally".

In addition, a Best Agers information stand was set up, at which Hartwig Wagemester together with colleagues from The Paritätische Welfare Organisation in Schleswig-Holstein and the County of Pinneberg, both also Best Agers project partners, informed about the project idea, objectives and partnership.

For the Best Agers project, euregia offered an excellent opportunity to present concepts, strategies and projects – both at the expert fair and at the congress and to share views with experts from many countries.

Read more about euregia at [www.euregia-leipzig.de](http://www.euregia-leipzig.de).

### Best Agers in Public

In September 2010 the project was presented at several occasions.

- Roland Kadefors from the University of Gothenburg presented Best Agers project at the conference "Supporting longer working lives – Guidance and counselling for ageing workers" in the Netherlands.
- Ilya Berezovskiy presented the

project at the St. Petersburg International Innovation Forum in Saint Petersburg (Russia).

- Ewa Hedkvist Petersen presented the project at the CPMR-conference "Are EU innovation and research policies making a difference in regions of the Baltic Sea Area?", in Lahti (Finland).
- Tomas Cernevicus presented the Best Agers project at the Baltic Dynamics conference in Riga (Latvia).

## CONTACT

### Lead Partner

Hartwig Wagemester  
Wirtschaftsakademie Schleswig-Holstein  
Hans-Detlev-Prien-Straße 10  
24106 Kiel, Germany

P: +49(0) 431/3016-138  
F: +49(0) 431/3016-182  
E: [hartwig.wagemester@wak-sh.de](mailto:hartwig.wagemester@wak-sh.de)  
W: [www.wak-sh.de](http://www.wak-sh.de)

### Project Management and Communication

Hauke Siemen  
REM • Consult, Hamburg, Germany

P: + 49 (40) 657 903 78  
F: + 49 (40) 657 903 77  
M: [siemen@rem-consult.eu](mailto:siemen@rem-consult.eu)  
W: [www.rem-consult.eu](http://www.rem-consult.eu)

### Newsletter Responsible

Ditte Bjerrisgaard Bundesen  
University College Lillebaelt  
Vejle, Denmark

M: [dbbu@ucl.dk](mailto:dbbu@ucl.dk)  
W: [www.ucl.dk](http://www.ucl.dk)