

HIGHLIGHTS

Motivation, Skills & Entrepreneurship

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KEY FACTS

Best Agers is a project in which older professionals 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

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DEAR READER



The Baltic Sea Region, like the rest of Europe, is ageing: The number of older people is constantly growing both in absolute and in relative terms. In our project we call these people aged 55 and above 'best agers' – for a reason.

Of course, not all members of this age group feel that they are experiencing their best years. Some who have experienced bad health or a strenuous working life might just be glad to be relieved of the pressures of our fast-paced world and go into well-deserved retirement. Some would like to keep working, but have trouble finding a job that suits them.

But as the number of older people grows, so does the number of individuals who are ready to make a change late in their professional career. Many do not any longer see retirement age as a fixed barrier that separates the active years from the inactive ones. They feel that they have, if not the best, then at least many good years still ahead of them.

It is nevertheless a challenge to motivate these people to continue to make use of all of their skills and competences. Our society needs to assure them that they are needed, that their contributions are appreciated. Those 'best agers' who ponder about starting their own business

need practical and moral support. Those who are ready to become mentors need training in pedagogical and psychological skills. Those who want to promote their ideas need networks and professional support.

These tasks are the focus of our Work Package 6, the final part of the project that we want to present to you in our newsletter. You can read about examples on pages 2-5.

As the Best Agers project approaches its end we would like to inform you about some events that will take place in the second half of 2012. Most importantly, we invite you to participate in our Final Conference which will take place in Kiel on 21 November (see page 10). All newsletter subscribers will receive an invitation letter to the conference soon. Don't miss this chance to learn about all the results of the Best Agers project, to discuss different approaches to proactive ageing with our partners and to talk to like-minded people.



I hope to see you there. But first, enjoy reading this newsletter!

Hartwig Wagemester,
Lead Partner

WORK PACKAGE 6

Motivation, Skills & Entrepreneurship

In this part of the Best Agers project the partners create mechanisms to support and facilitate human capital transfer between old and young. Such mechanisms are needed in many fields that are also covered by the project: knowledge transfer at the workplace, coaching for small and medium-sized enterprises and mentoring for students and young entrepreneurs.


Those older professionals who have knowledge and skills to pass on must be activated. Therefore, the partners have created toolboxes to motivate previously inactive retired experts and aged employees. The best agers' self-image and attitudes are analysed to identify methods to improve their motivation, and training curricula are developed to complement their existing skills with those needed to contribute to the intergenerational transfer or human capital.

The aim is to increase the number people aged 55+ who get involved and contribute to business and skills development in the BSR or improve their own entrepreneurial spirit. Innovation sources do not always have to be young people!

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BEST AGERS ON FACEBOOK

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OLD MINDS AND NEW IDEAS

Senior inventors from Latvia show that creativity and ideas do not diminish with age. After two years of establishing local and national networks, they now want to take their activities to the international level.

When thinking about inventors, Disney's highly productive Gyro Gearloose comes to mind quickly. He is able to find a technical solution to almost any challenge, yet in times of web 2.0 and smart phones he seems like an anachronistic species.

There are still plenty of inventors however, and because of the huge amount of information and specific technical knowledge, they can play an important role in the generation and realization of ideas.

Pilot initiative

In Latvia, a pilot initiative is carried out within the Best Agers project with the aim to analyse the current situation of inventors and develop a more favorable environment for

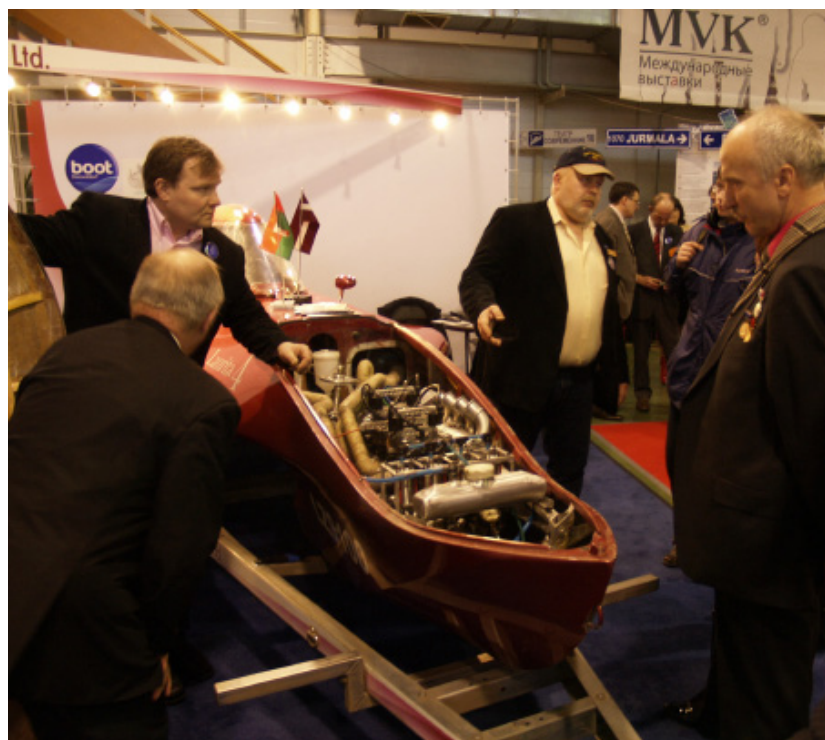
their activities. A cross-generational knowledge sharing platform can help senior inventors in particular to not only pursue their own ideas and reach their personal goals as entrepreneurs, but also to help other people, i.e. peer inventors, young people and companies.

Both groups, young people and seniors, gain not only from satisfaction of sharing technical knowledge, but also from a communication effect in the wider sense, strengthening solidarity between generations.

Best Agers partner CONNECT Latvia performed an analysis of inventors' networks from countries and regions around the Baltic Sea and collected useful information of how inventors' networks operate and ensure knowledge exchange between seniors and the society.

Besides networking, mentoring, financing and entrepreneurship programmes, a significant role is played by inventors' exhibitions, science and

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Latvian senior inventors present their ideas at an exhibition in Moscow.
Photo: Mareks Justs

educational centres, young inventors' competitions and the like.

International Contact

On March 20-23 2012, a group of Latvian inventors participated in the XV Moscow International Salon of Inventions and Innovation Technologies "Archimedes" in Russia. There were fourteen people in the Latvian delegation, seven of them senior inventors and entrepreneurs and one senior expert.

Through their participation they did not only receive feedback on their respective projects, but also new international contacts, experience in communication methods of inventions and a fresh impetus for progress.

Annual Latvian Inventors' Day

Learning from international experience CONNECT Latvia has in cooperation with Latvian Inventors' Association established a new concept in Latvia: an Annual Latvian Inventors'

Day, the first of which was organised in 2008.

Within the Best Agers project, several new initiatives have been introduced as activities of Latvian Inventors' Day, such as an Invention Exhibition and a Young inventors' competition.

Prototyping Workshop

On a permanent basis another initiative has been started: A prototyping workshop where senior experts work with inventors and other people who have business ideas by consulting them and making models and prototypes of their inventions or ideas.

Key Initiatives

As for the coming challenges within "Best Agers" project to develop Inventors' networks, there are two key initiatives:

- for the first time to organise an International Latvian Inventors' Day in Riga on 5-6 October 2012. The experience gained while or-

ganising two National Inventors' Day activities, international contacts established through the "Best Agers" partnership and participation at the international exhibitions stimulated the idea to take networking of inventors and society, especially youth, to the international level.

- to further develop the prototyping workshop into a Pre-Incubator facility, where inventors and young people would be able develop their ideas into feasible products and business models using the experience of senior inventors and senior business experts.

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THOUGHTS FROM AN INVENTOR - RIMS VAITKUS

"Some days ago I met with young inventors from Liepaja. Their idea was to create a device that can charge a cell phone from the movements of a walking person.

For myself it was immediately obvious how to realise this.

During the meeting the young inventors asked many, often quite simple, questions and I tried to answer them. At the end of our conversation, the young people were so happy and enthusiastic that they would talk about the solutions all the way home.

Their expression showed that they were ready to immediately plunge into the realisation of this challenge.

I remembered an old teacher said once: Do you know what is the most

difficult task in the teaching? Find out what your student does not know yet, but what you already have

known for a long time!"



Rims Vaitkus. Board Member of Latvian Inventors' Association and/or Manager of Model and Prototype workshop. Photo: Mareks Justs

LATVIAN BEST AGERS LEARN ABOUT ENTREPRENEURSHIP

On 16 April 2012, twenty potential business founders from Riga and the Latvian regions gathered at the Stockholm School of Economics in Riga at the first day of the pilot course “Entrepreneurship for Best Agers”.

When applying for the course potential participants were asked to describe their business idea and their previous experiences. And who says that only young people have great ideas? Latvian best agers are willing to pursue their business in various areas starting from more traditional businesses such as making souvenirs, manufacturing furniture, bee-keeping to ideas related to e-commerce, oxygen bar, water tourism and poultry farming. Many of the applicants said that they have the resources (e.g. real estate, previous work experience and know-how, network of contacts etc.) but lack the knowledge necessary to start their own business.

On the first day of the course Dr. Arnis Sauka of the Stockholm School of Economics in Riga, partner in the Best Agers project, told participants about the need for creative thinking to become a successful entrepreneur. The participants got to know each other during different practical exercises.



*The potential entrepreneurs had ideas in various fields of business.
Photo: Stockholm School of Economics in Riga*

The next day concentrated on very practical, step-by-step development of a business plan – a pre-condition for talking to a bank or a potential investor. When evaluating the first module course participants said that they really appreciated practical examples and ideas that could be implemented in life. The potential entrepreneurs also appreciated discussions during the class that gave them an opportunity to communicate and learn about each other’s experience as well as lectures stressing the importance of networking in building up one’s own business. All participants of the course received a copy of the “Guide for New Entrepreneurs”

- a very practical guidebook for starting a business in Latvia published within the Best Agers project.

Taking the next steps

The participants met again in May to learn about team building and specifics of human resources management in a small company. The other modules included in the course programme are “Effective Presentation”, “Marketing and Sales”, “Basics of Financial Management and Strategic Management”. In all modules emphasis is put on adapting the contents to the specific situation of start-ups, and lecturers combine theoretical knowledge with real life examples. Participants are also required to work in groups with different assignments, which allow them to use their experience and to learn from others.

For more information

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The Guide for New Entrepreneurs (in Latvian) can be downloaded here:
http://www.sseriga.edu/files/content/celvedis_jaunajiem_uznemejiem.pdf



*Dr. Arnis Sauka emphasized the need for creative thinking.
Photo: Stockholm School of Economics in Riga*

WHAT DO YOU WANT TO DO THE REST OF YOUR LIFE?

Many best agers showed up at an Inspiration Day for 50+ entrepreneurs. The event had the theme "What do you want to do the rest of your life? Start-up!" and the aim was to encourage best agers that want to take the step to become entrepreneurs. The Day was arranged by the Best Agers project and EntreprenörCentrum in Luleå.

"We know that many best agers in Norrbotten dream of doing something else before the work life is over. One possibility is to run a business", says Ewa Hedkvist Petersen, Project Manager for Best Agers in Norrbotten.

"We hoped for twenty persons to show up at the Inspiration Day and sixty came! Maybe we opened a window of opportunity for interested best agers. Many have been working a long time in the same profession and have thought of doing something new in spare time, part-time or maybe full-time."

The Inspiration Day was also attended by unemployed persons and best agers that fear to be unemployed.

"They see entrepreneurship as an assurance in life and as a possibility to gain a better pension," Ewa Hedkvist Petersen believes.

Center for Start-up

EntreprenörCentrum is a center for start-up in Almi Nord. Their customers are mainly persons under 50.

"But we can see a trend where more and more best agers want to become entrepreneurs. It is an important issue for the region and we must meet the need", says Linda Hällerstrand, business advisor at EntreprenörCentrum.

Experiences from best agers

At the Inspiration Day three experienced best agers told about their journey to entrepreneurship and about running a business.

"Networking is important. Imagine, create and customize your network after what you plan to do", Lennart Ohlsson advised the participants.

Hélène Goudin started up her business a year ago. She sells underwear at home parties and fairs."The advantage of starting a business after 50 is that you have extensive experience, trust yourself and have many contacts", she said.

Lars Karbin is a member of the advisory group to Best Agers and EntreprenörCentrum. He is also an experienced manager. His advice to the audience was: "Remember that

you cannot give a discount to your friends. You must distinguish between your personal friends and your company's friends".

Skills in Society and Economy

Entrepreneurship is an important research area at Luleå University of Technology. Håkan Ylinenpää, professor of entrepreneurship, stressed the possibility for best agers to use their skills in society and economy: "Entrepreneurship can result in running a business, but it can also result in becoming a social entrepreneur. When we are older we have a lot of experience, but do we use it the best way? We may need to embrace the idea of a career change in life to continue to develop as persons."

At the Inspiration Day information about different aspects as taxation and mentorship also were given. The best agers were invited to sign up for personal counselling at EntreprenörCentrum. There will also be special breakfast meetings and workshops during spring and fall 2012.

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For more information about EntreprenörCentrum see www.entreprenorcentrum.se/norrbotten



Participants at The Inspiration Day for 50+ entrepreneurs in Luleå, Sweden.
Photo: Norrbotten County Council

“WE MUST START SOME DAY!”

The Best Agers Project Fair, which took place on 15-16 November 2011 in Hamburg, was a showcase for projects and initiatives which support older people’s inclusion in economic activities. These examples served as a reminder for decision makers in politics and economy to take demographic changes serious as a current, not a future challenge.

“Perhaps politicians have so much to do with the current crisis, they don’t think in advance. They think they can wait until next month, concerning themselves with the demographic changes”, said Roland Kadefors, Professor of Work Science at the University of Gothenburg and Leader of the Work Package on Labour Market and Employment in the Best Agers project. “But we can’t do that anymore. We must start some day!”

The seventeen exhibitors at the Best Agers Project Fair have started already, and they were eager to present and discuss their approaches and the challenges they encounter. The fair was organised by the Best Agers project and took place alongside the conference “Working together towards sustainable labour markets” organised by the fellow EU project Baltic Sea Labour Network. Many conference participants used the opportunity to visit the exhibition stands from Germany, Latvia, the Netherlands, Norway, Poland and several other EU projects. The exhibitors presented their organisations and fields of work, exchanged experiences and established new contacts and networks with each other.

“This fair, on the one hand, lets these initiatives and organisations introduce themselves and what they are doing in daily life. And on the other hand, it is about getting to know each other, especially since this is a European project”, said Hartwig Wagemester from the Wirtschafts-akademie Schleswig-Holstein, the



Members of all generations visited the fair. Photo: Wirtschaftsakademie Schleswig-Holstein

Lead Partner of Best Agers. Another aim, Wagemester added, was to inform what is going on in the Best Agers project and what results have been achieved.

The Project Fair also included a small thematic programme. Alexander Frev-el of the association Arbeit und Zukunft e.V., Germany, gave a talk about “Creative age management strategies for small and medium-sized enterprises in the Baltic Sea Region”, presenting a preview of the results of a study which will be published by the Best Agers project soon. Kathrin Reichel of the Best Agers partner Research Association Mecklenburg-Vorpommern, Germany, introduced the idea behind “biiugi”, a matching portal for senior experts or advisors and their potential clients. This portal is a pilot action of the project and will be launched this summer.

Preparing the future for oneself

In three panel discussions partners from different countries and exhibitors discussed questions which revolve around the involvement of Best Agers in working life and innovation processes: What are the special skills of the “best agers”? Who can profit from their expertise, and how? And finally: How can the “best agers”

be motivated to use their skills – as volunteers, entrepreneurs, or in work life?

Naturally, the discussants did not have the same answers to these questions. What they could agree on, however, was the importance to talk about the issue, to raise awareness and work together on possible solutions. After all, demographic changes will sooner or later affect everyone. As Anita-Richert-Kazmierska, project partner from the Gdansk University of Technology, put it: „The topic is very important for me. I’m not 55+ yet, but in twenty years I will be. So I’m here and I am really involved into this project, because I know that in some time I will be a best ager and I wouldn’t like to be treated as this age group is treated now in Poland, in our companies. So I’m preparing the future for myself.”

For more information

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A documentation booklet with more impressions from the project fair was created and made available for download on the project website (www.best-agers-project.eu/).

Q-AGEING - QUALITY AGEING IN AN URBAN ENVIRONMENT

The Q-AGEING project focused on creating better conditions to enable active ageing by developing actions which really belong to the competences and legal responsibilities of local/regional authorities.

Therefore the actions concentrated on public services and urban living environment. The project aimed at improving the quality of the public services including adapting them to the needs of the elderly people and to establish a new urban environment considering the new needs related to the changing lifestyle and the ageing of the society. By supporting initiatives coming from the ageing generation the project involved them in the development and implementation of efficient solutions and processes.

In regard to the development of senior friendly conditions and public services the project further aimed at ameliorating territorial disparities and enhancing equal accessibility to public services and care facilities by paying attention to the different needs especially of older people.

Major themes of Q-AGEING comprised inter alia:

- Senior-friendly housing,
- access to public transport system,
- elderly in the labour market,
- elderly at life-long learning programmes,
- access to volunteer work,
- urban environment/infrastructure,
- access to public buildings.

Selected expected outcomes

For partner cities and for the society of these cities as a whole (senior citizens, businesses, health organisations, social institutions) concrete results of the project will have a longer term benefit because they were aimed at raising awareness about

turning the problem into a challenge, triggering policy development, establishing an institutional structure to further implement solutions found and last but not least at developing concrete tools and some small scale pilot investments which will remain after the lifetime of the project. By choosing this focus on public services and urban environment partners guaranteed a real implementation of the project because these aspects clearly fall within the scope of their legal responsibilities.

Selected activities and results

A transnational Ageing Resource Centre (ARC) as a core output is the methodological centre for community initiatives related to elderly and especially for active ageing mainly at municipal and regional level. Since the project is finished, the ARC as a separate website (www.q-arc.eu) provides the sustainability of the projects results.

The ARC also served as a model for partners' similar platforms (Strategic Regional Platforms (SRP)). SRPs were intended to provide a society based multi-sectoral and multi-stakeholder involvement locally, in order to guarantee a transfer of know-how. Other functions were to implement the Q-AGEING project based on the opinions and feedback of local stakeholders, to create recommendations for the appropriate project partner regarding the local implementation of the project and to serve as the main forum to involve local decision-makers.

Another main output of the project was a toolbox, which contains detailed descriptions of selected good practices promoting active ageing, each tested by one of the Q-AGEING partners. The toolbox was presented at the projects' final conference in Budapest and is available for download on the projects' website.

During the 3-years long cooperation

the partners have demonstrated the actual and potential contribution that older people can make to the society through a set of pilot projects tested in various central European regions.

Name

Q-AGEING

Programme

INTERREG IVB Central Europe Programme; Priority - Competitiveness.

Website

www.q-ageing.eu

Duration

12/2008 – 01/2012 (38 months)

Budget

Total budget : 1 832 171 EUR

Partners

- Hungary: Local Government & Municipality of District 11 of Budapest (Lead Partner)
- Slovenia: Municipality of Maribor; Municipality of Slovenska Bistrica; Economic Institute Maribor - Human Resource Development Centre
- Italy: Province of Treviso; Municipality of Genova; National Academy of Medicine
- Poland: Municipality of Sopot
- Germany: Centre for Developments in Civil Society, Freiburg



BEST AGERS IN PUBLIC SPRING 2012



Open Seminar in Sweden

On 30 May the Best Agers project organised an open seminar in Luleå in Norrbotten County, Sweden. Next to the project partners from throughout the Baltic Sea Region there were many local actors working in the field who presented their activities. Mentors and mentees told about their experience in entrepreneurship programmes. Viktoria Bergström of the Swedish Government Commission for Working Life and Retirement reported about the Commission's work and findings so far, which the participants discussed about animatedly.



Senior experts at EU Garden Festival in Riga

On 12 May CONNECT Latvia presented activities concerning senior experts and the initiative "Work & Live in the countryside" (www.gribustradatlaukos.lv) at the EU Garden Festival in Riga, Latvia.

Speaker at the Welfare Day

Anita Richert-Kazmierska of Gdansk University of Technology was invited as a speaker about intergenerational learning to the German Welfare Day on 9 May in Hannover.



Stand at the fair SenNova

On 3-5 May the Best Agers had a stand at the fair SenNova 2012 which took place alongside the German Day of Senior Citizens. During the event German Chancellor Angela Merkel and President Joachim Gauck gave speeches about ageing.

Gauck highlighted both the demands and needs of the growing number of older people and the contributions they can make to society:

"We all know how happy it makes us to put our skills to use and achieve something, to make the most of all our strength and responsibility. I am convinced that we have to shape things in order to be happy. And I strongly believe that we humans are able to learn and be enthusiastic well into old age. Hannah Arendt once said 'Understanding begins with birth and ends with death.' This is the mindset with which we should walk through our lives!"



10th Parliamentary Forum for the South Baltic Region

Best Agers Partners from Poland and Germany presented the project during the 10th Parliamentary Forum for the South Baltic Region on 10 March in Kiel. The Forum dealt with creating a regional development strategy for the Southern Baltic Sea area.



Two Best Agers pilots presented as good practices in Vienna

Two pilot initiatives of the Best Agers project were presented at the "Central European Good Practice Fair – Promoting Ageing at the local level" organised by the Q-Ageing project (see page 7) in Vienna on 2 March 2012.

The presentations held at the fair can be viewed here: <http://www.q-ageing.eu/news.html>.

NEWSFLASH

Education for excellence: Two more webinar series in July and October

In our previous newsletter we reported about the webinar programme "Best Agers Education for Excellence", which aims at bringing together young professionals, students and scientists who share an interest in business planning as well as insights in the labour market and business from a professional perspective.

After the successful completion of two webinars about business planning - the second of which had around 100 participants - the Research Association Mecklenburg-West Pomerania is planning to conduct at least two more webinars:

A webinar scheduled for July 2012 will be organised in cooperation with the Academy of Economics Schleswig-Holstein and addresses prospective mentors and coaches who are interested in online-activities and technologies. The usage of Web2.0 tools requires basic knowledge about computers and internet options. Since the trainers are already experienced in the professional as well as social and pedagogical field, the webinar aims at the transfer from the interaction in the seminar room to the virtual room, where some rules slightly differ and sometimes special approaches are needed to conduct successful webinars.

For October 2012 a third webinar mainly for postgraduate students will be organised. Derived from our last experiences and evaluations, it can be assumed that especially among this group a considerably high number is eager to learn about Business planning and how to start up a business.

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Biiugi – Matching Portal and Virtual Business Incubator is now launched

"Biiugi" is the latin word for carriage and pair – two horses joining their

force to pull a coach or a chariot. It is also the name of a new web-based portal that matches (senior) experts with companies, organisations or individuals needing their help. The biiugi portal connects two or more persons who share the same vision and helps them to combine their efforts, knowledge and experience to achieve a common objective. The platform was created in the Best Agers project, and its features have been described in detail in our Newsletter issue no. 4.

The platform www.biiugi.eu has been launched on 2 July 2012. At the moment it is accessible in English only, but different language versions will follow. The matching portal allows mentees and mentors to create profiles, find a person that suits their needs, initiate contact and discuss possible ways of interaction and cooperation. If they agree to continue and deepen their cooperation, the users can take the next step and use the second feature of the portal, the virtual business incubator. Several tools, such as a task management system further enhance the cooperation in a more professionalised approach.

In order to use the portal, both parties must agree that all services will be provided on a voluntary basis.

Based on the idea to enable and improve the opportunities for senior professionals to stay active and at

the same time to bridge the inter-generational gap of knowledge and experience biiugi.eu serves as forum for ambitious, motivated and determined persons eager to develop themselves constantly further.

For More Information on Webinar and Biiugi

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Communication in mentoring

On 6th March 2012 the Faculty of Management and Economics at Gdansk University of Technology, jointly with the Institute of European Initiatives, organised the workshop "Communication in mentoring". Thirty workshop participants learnt and practiced methods and tools of communication in the process of mentoring. The participants represented various institutions involved in professional activation of people aged 55 + from Pomeranian region. The training was conducted by Katarzyna Stankiewicz, Ph.D, an experienced trainer of psychology and communication issues.

The main issues which were trained and then discussed were advanced communication skills, especially how communication processes could lead to discover, understand and use the

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Learning about communication in mentoring in Gdansk. Photo: Joanna Oleszek

NEWSFLASH

strengths of mentees.

A study conducted among participants of the workshop confirmed that the institutions responsible for elderly professional activation, both in their internal operations as well as statutory activities, use the method of mentoring very rarely. The main limitations are barriers in communication in multigenerational teams, the lack of candidates for mentors and the lack of training offers for potential mentors.

A special guest of the workshop was Jörg Stolzenburg from the network Mentoren in Schleswig-Holstein e.V., who shared his personal experience from the scope of mentoring in Germany.

All of the workshop's participants declared to join the regional network of institutions promoting mentoring as the important tool in the processes of professional activation which Gdansk University of Technology is

creating in Pomeranian region.

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Business mentoring – workshops for students

The Faculty of Management and Economics at Gdansk University of Technology has developed a curriculum and implements a series of six workshops under the heading Business mentoring. The target group for the workshop are students of Gdansk University of Technology (including doctoral students) who through cooperation with business practitioners aged 55 + (mentors) have the opportunity to learn how to establish and run their own businesses. So far, two workshops were held: on 20th March 2012 on the theme of Idea Generation - Concepts' evaluation, and on 24th April 2012 on the theme of Business planning.

The next meetings will be dedicated to such issues as: management of the company's development, business in-

cubation, the regional business' support system and IT mentoring. The workshops have proven to be very popular among students who appreciate the knowledge and experience of business practitioners. During the workshop the students have the possibility to present their business concepts and receive the mentors' remarks and comments.

Mentors at the workshops are retired employees of the Faculty of Management and Economics at Gdansk University of Technology with experience in business as well as invited entrepreneurs, managers and professionals aged 55 plus from Pomeranian region.

For Further Information on Workshops

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CALENDAR

ProActive Ageing – Older people help to shape the future of the Baltic Sea Region – Final Conference of the Best Agers Project in Kiel, Germany, 21 November 2012.

The Final Conference of the Best Agers project will focus on the highlights of our activities in the last three years. The main focus of the conference will be on the transnational pilot initiative that have been carried out in the fields of labour market, mentoring and entrepreneurship. The results of these pilots will be presented in an interactive way and put into a larger perspective through research results and inputs from external experts.

Registration will open soon at www.best-agers-project.eu

Demography and Age Management—Generation shift on labour markets – Seminar in Lillestrøm, Norway, 20 September 2012.

This seminar, organised in cooperation with BSSSC, is targeted at representatives of Baltic Sea regions who want to be informed about and exchange views on the challenges that demographic changes pose to regional labour markets. Experts from Nordregio, practitioners from Norway and partners of the Best Agers project will present different approaches and views concerning age management and senior policy. The seminar is a side event of the BSSSC Annual Conference and Baltic Sea Region Programme Conference and is meant to be a starting point for increased networking of Baltic Sea regions on the topic of age management.

Register at: www.bsssc.no

Northern European Congress „Active Ageing and Solidarity between Generations – Ageing and Civil Society” - Conference in Kiel, Germany, September 17-18 2012.

This conference is co-organised by the Ministry of Social Affairs of Schleswig-Holstein and Der Paritätische Schleswig-Holstein, a partner in the Best Agers project. It is part of the programme of the European Year of Active Ageing 2012. The Best Agers project will make contributions to the forum "Transition from Working Environment to Retirement". Registration deadline is 3rd August 2012.

More information: <http://tinyurl.com/cr8fhzw>