

New HR conditions towards an ageing and age-friendly working environment

Topic V: Influence of changing labour market opportunities:
Analysis of new scenarios, new ways of working and the labour market

InCounselling The logo for 'InCounselling 50+' features the word 'InCounselling' in a teal, sans-serif font. To its right is a circular graphic composed of three overlapping rings in yellow, green, and blue. The number '50+' is written in orange inside the central white space of the rings.



1. InCounselling
2. Survey results: Older adults
3. Survey results: HR and counselling practitioners
4. Implications for ageing-/age-friendly working environment
5. Conclusions



InCounselling partners



Germany



Lithuania



Poland



BOMBARDIER
the evolution of mobility

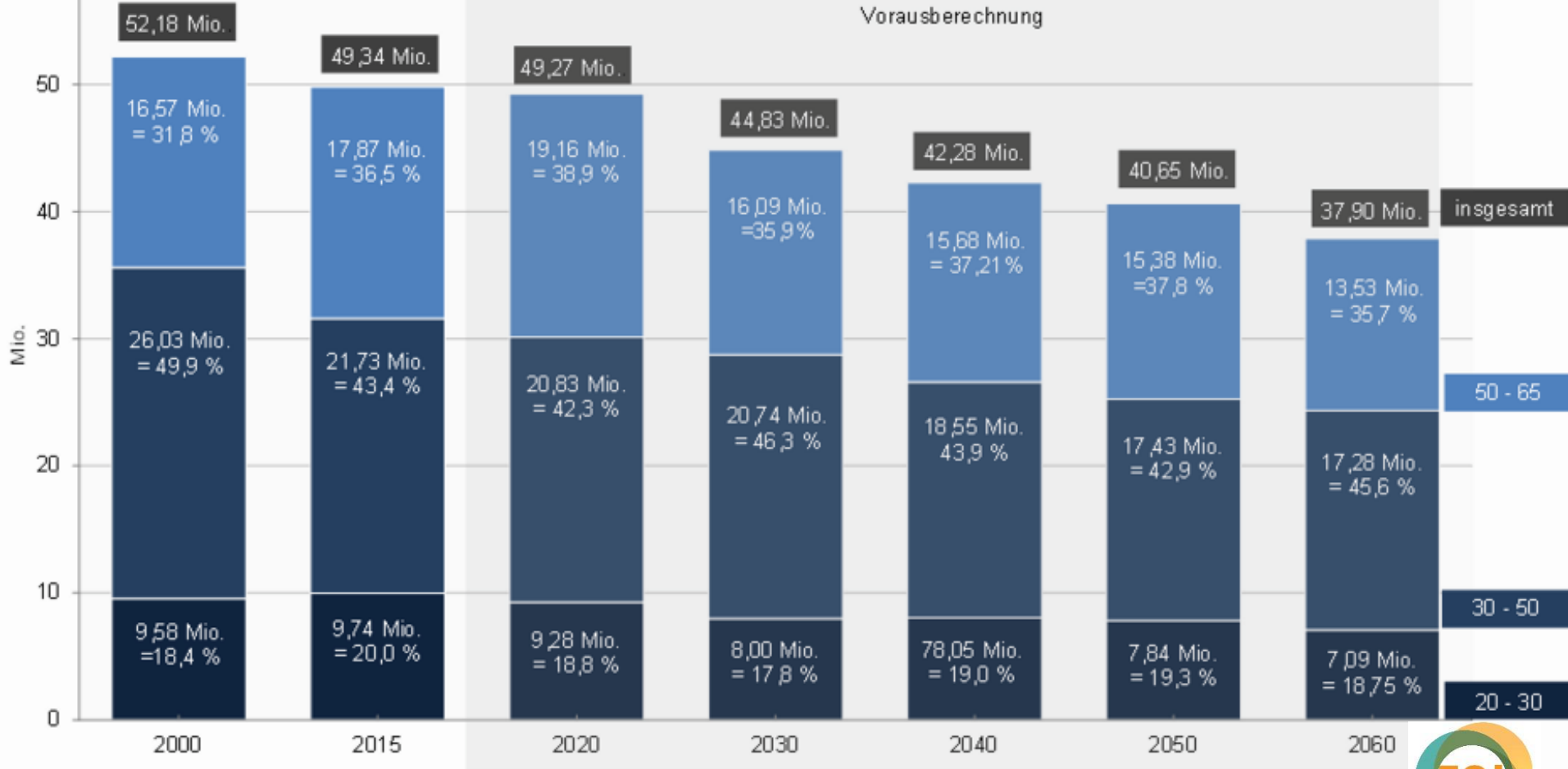
Croatia





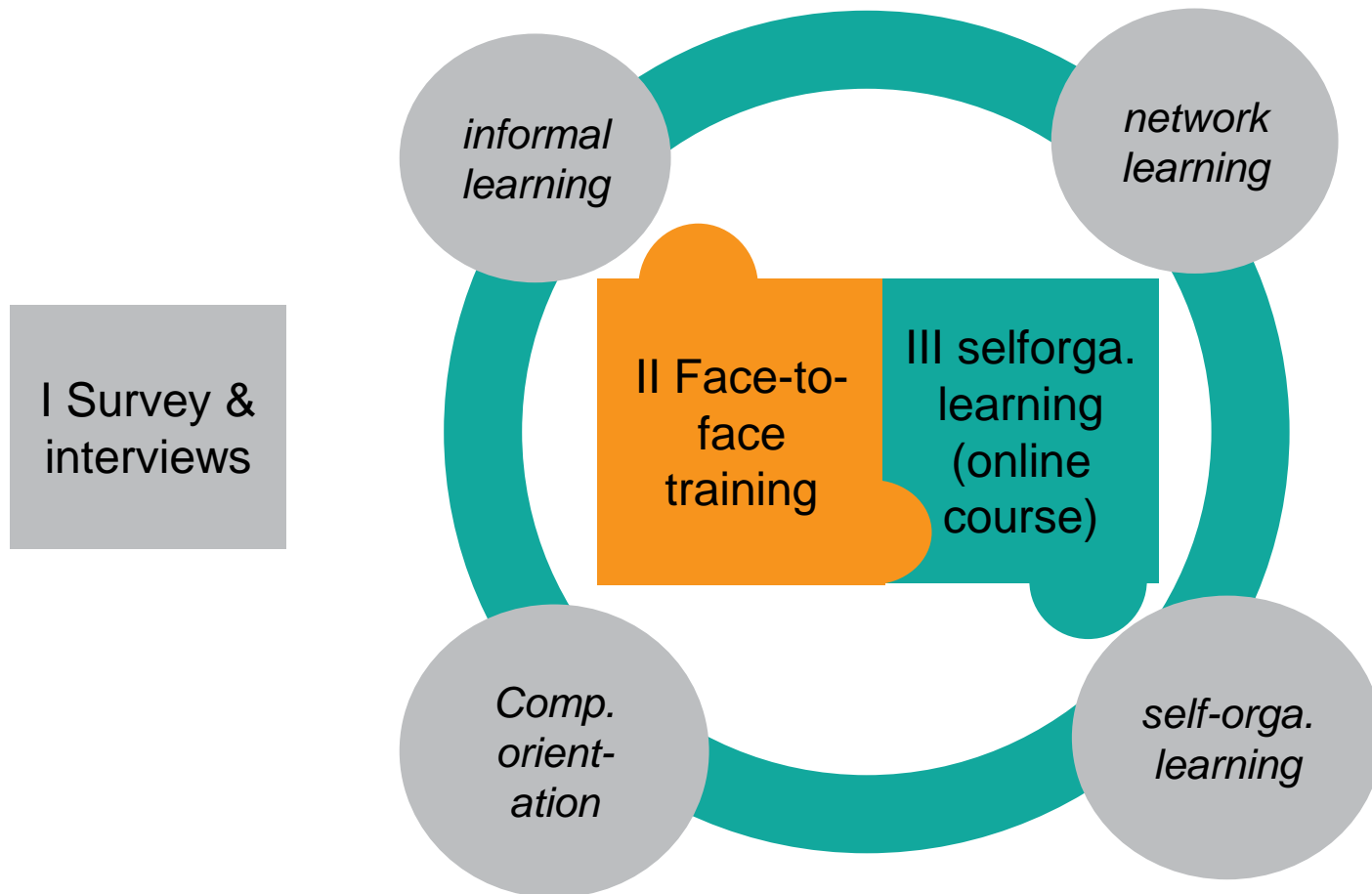
InCounselling50+ anchor

Working age population 2000 – 2060, absolute and percentage



Source: <http://www.sozialpolitik-aktuell.de/infografiken-sozialpolitik-soziale-lage-demografie.html>

InCounselling50+ methods

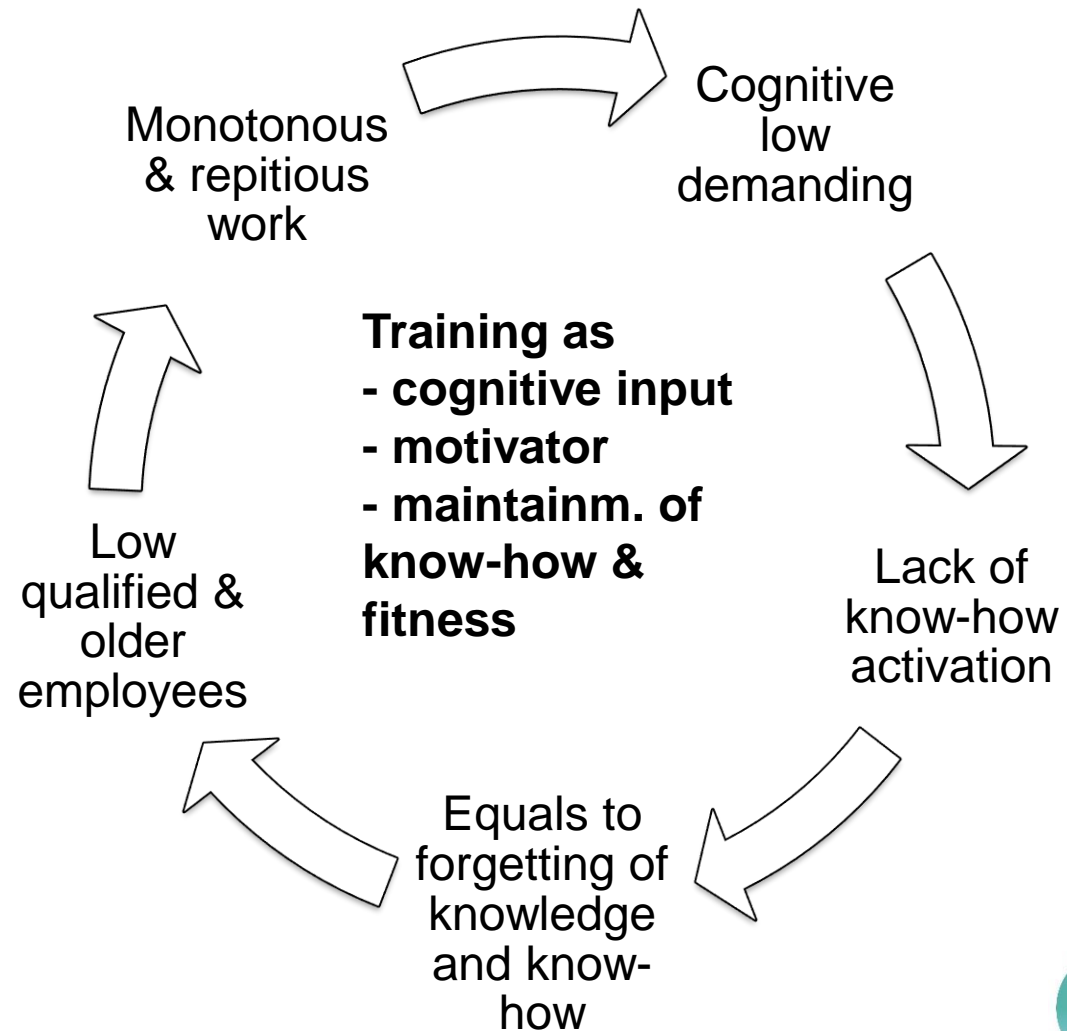


Survey results 50+

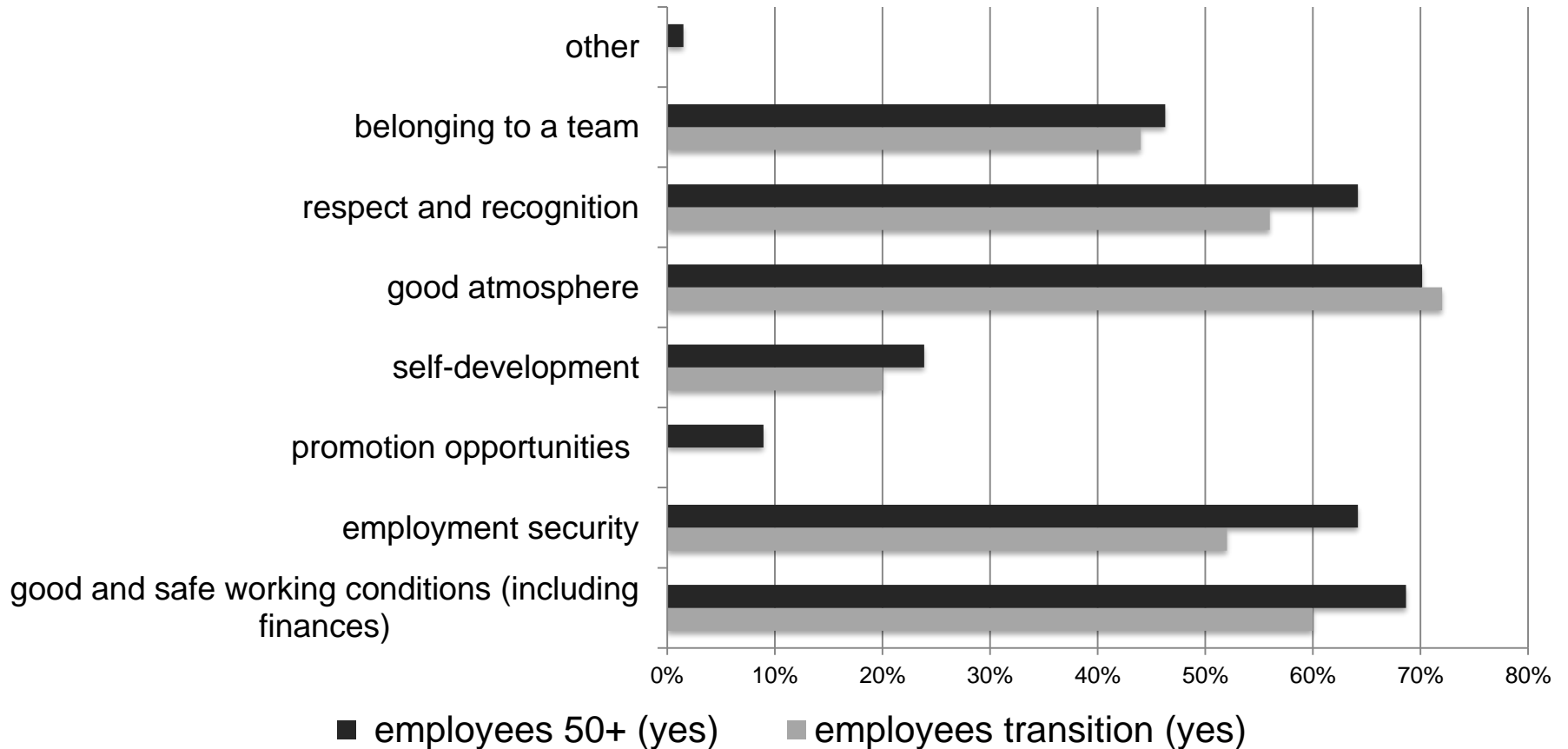
Survey:

- April - May 2017
- 75 respondents
- employees 50+ of SMEs in Southern Germany
- 75 % un-/semi- or skilled

	Empl.	Trans
age	54,74	60,56
M	# 25	# 14
F	# 28	# 8



Expectations on the job



Survey results 50+



Erasmus+

Needs / orientation

From career oriented...

...to emotional driven

Cognitions

Physical, but no cognitive decline (Ng & Feldmann)

Experience-based know-how

Motivation

Less financial remuneration

More recognition, acknowledgment

HR activities

Adjust work place & conditions, health care

More mental work (also trainings), appropriate performance measurement

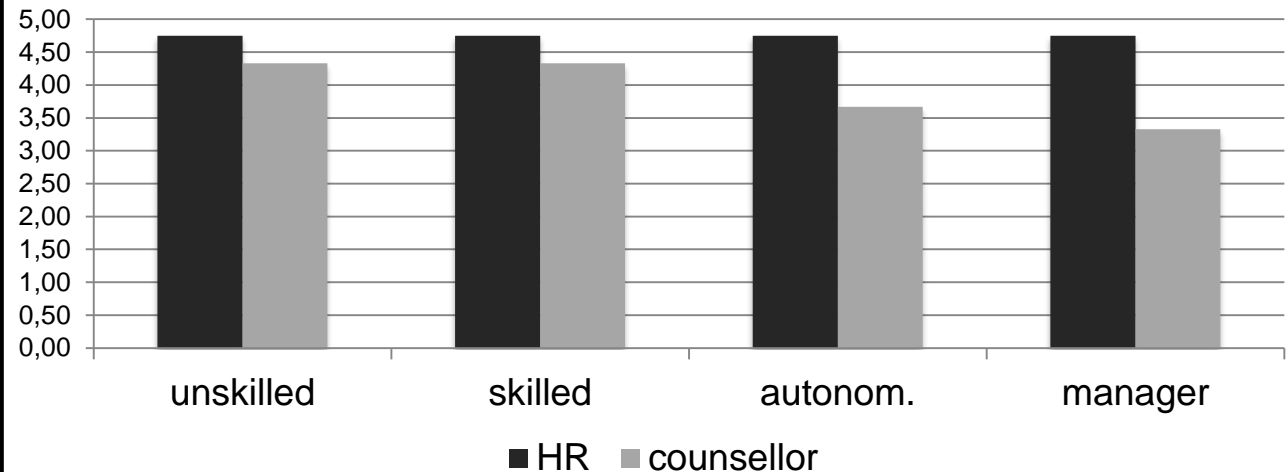


Survey results practitioners

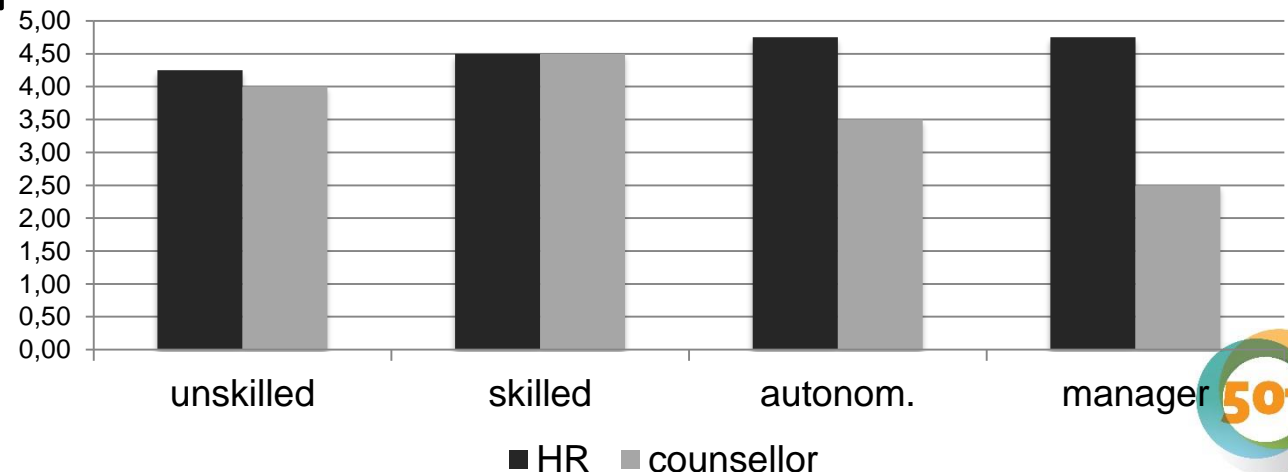
Survey:

- April - May 2017
- 4 HR practitioners
- SMEs in Southern Germany
- 5 Counselling practitioners
- Social Security, PES

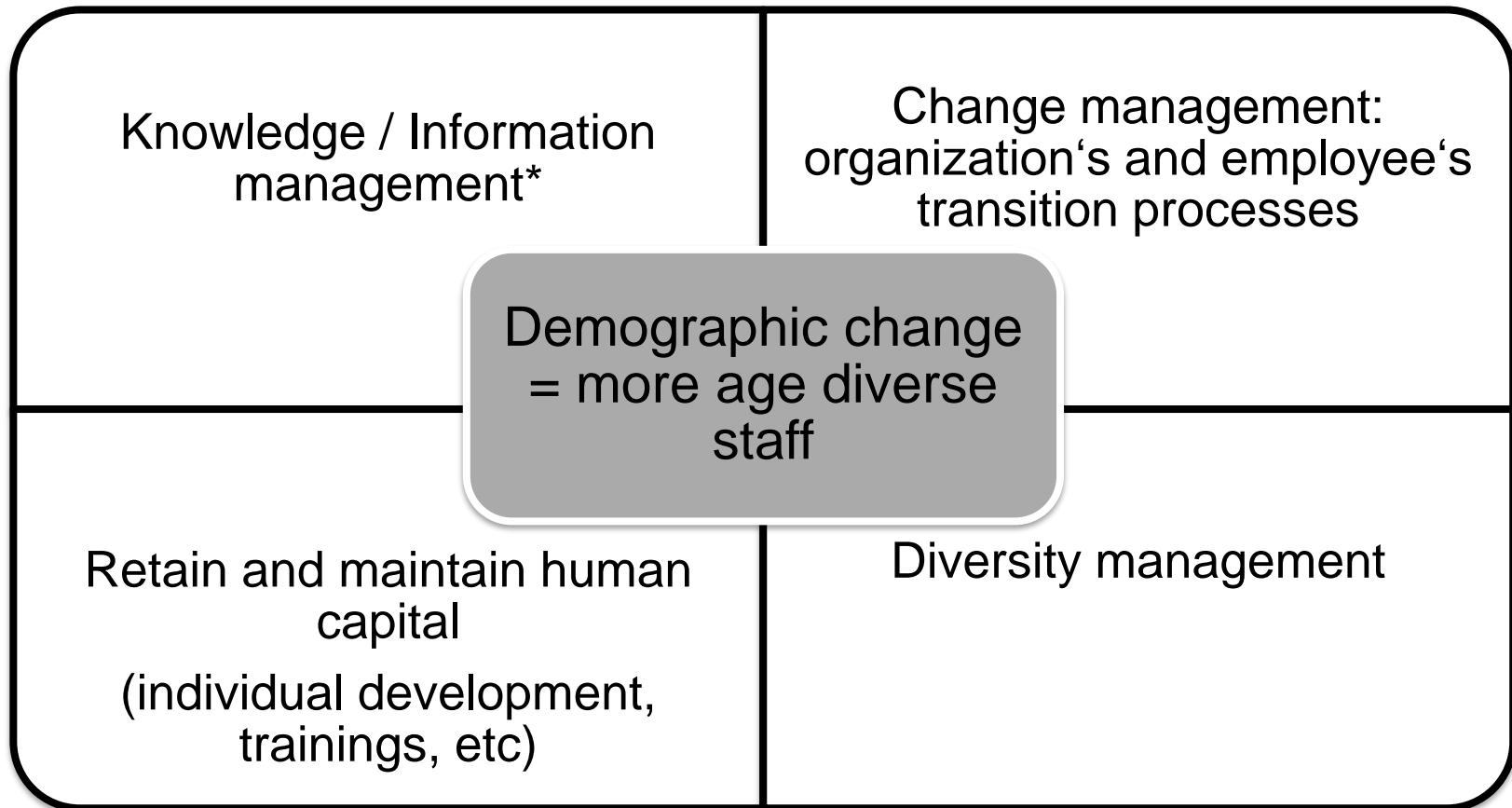
Motivator: Good atmosphere



Motivator: Recognition & Respect



Survey results practitioners



=> Growing workload for HR practitioners and department



- Training for employees, especially for older employees
 - Older adults' preconditions for learning
 - Integrate older adults' individual objectives
 - Leverages motivation
 - Maintains human capital
- Raise awareness in SMEs HR departments
 - => To establish and work towards an **ageing and age friendly** working environment



Support HR practitioners:

- a. through external counselling support (Cedefop, 2011)
- b. training/further education opportunities for HR practitioners
 1. Adapt methods and adjust already established tools / measurements
 2. Consider overall staff's and employees' needs
 3. Change leading style towards a more empathic manner & attitude



Thank you for
your attention!

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