

the partnership

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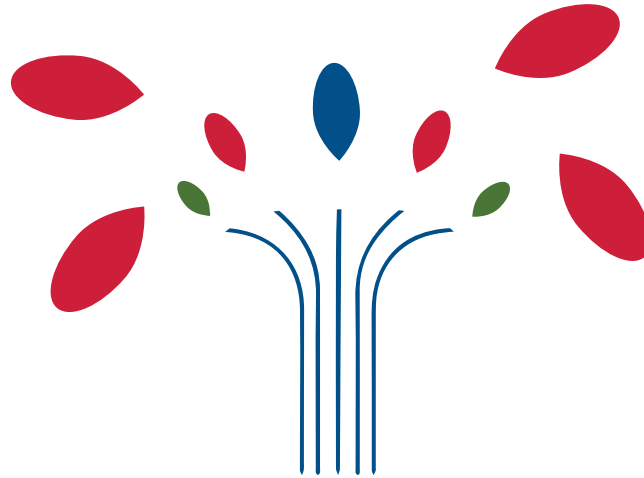
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improving social inclusion of older workers



beOLD
BETTER WORK IN OLD AGE
SUPPORTING OLDER WORKERS
AND ORGANIZATIONAL ENVIRONMENT
IN COPING WITH AGE TRANSITIONS
AND WORK REQUIREMENTS

the project

The BeOLD project focuses on improving social inclusion of older workers, by using innovative training tools.

In particular, the project will deliver two innovative educational programs:

1) Vocational counseling program for older workers

It will aim to set new professional motivations, offer opportunities to meet the arising needs related to age and life transitions, improve self-esteem and develop new skills to stay competitive in the labor market.

2) Training program for Human Resources managers

The program will offer resources to promote cross generational workplaces, combating ageism, eliminating social stereotypes on older workers and facilitating mentoring of young workers. This educational program, constructed in an intergenerational approach, will include 2 face-to-face workshops and 2 e-learning modules, in which the participants will confront, reason, integrate and modify their perception regarding old age in work environments and will explore and identify new ways to create intergenerational and age-friendly working environments.

objectives

BeOLD aims to improve older workers' social inclusion by using innovative training tools. The main goal of the project is to increase their professional and personal development opportunities.

The project also wants to raise awareness on age management, age discrimination and ageism at work and how to create age-friendly working environments and conditions.

MORE SPECIFICALLY, THE PROJECT'S OBJECTIVES ARE:

- to propose an integrated approach for enhancing older persons participation at work through counseling and education.
- to combat ageism at workplace
- to foster intergenerational learning and mentorate activities in companies
- to develop educators' competences in this area
- promote age-friendly policies

OUR PROJECT WILL TARGET:

- older workers (55+ years old)
- HR managers

outputs

THE PROJECT WILL DEVELOP FOUR OUTPUTS:

- E-book:** the output will provide the background to develop the other outputs. In particular, it will provide background information on the support, at organisational and societal level, which is provided to older workers in the countries of the project (Romania, Cyprus, Italy, Spain, and Greece).
- Vocational counselling methodology for older workers:** the output will provide trainers, vocational counselors and adult educators with resources and methodologies to improve older workers' employability and opportunities to develop new career paths.
- Training program:** the output will be a training package targeting human resources managers, managers, coordinators, directors of organizations / institutions employing a multigenerational staff. The training will provide resources to adapt the organizational environment to all generations, as well as to fight stereotypes on older workers and to organise intergenerational mentoring programmes.
- Guidelines:** the guide will summarise the other outcomes of the project and the lessons learnt. It will target relevant stakeholders in the project's countries (namely: trade-unions, third-age associations, employers' associations, VET agencies, employment services, policy makers) and it will contribute to better active ageing policies across EU.

