

*Age management: tools for breaking
age and gender stereotypes.
Examples of best practice from CR
and abroad.*

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Nikola Šimandlová
Alternativa 50+, o.p.s.
+420 777 564 332
nikola.simandlova@alternativaplus.cz
<http://alternativaplus.cz>



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ALTERNATIVA
50+

Alternativa 50+, o.p.s.

- non-profit non-governmental organization , since 2008/2012
- advocates for equal opportunities for people over 50 in the context of equal opportunities for women and men
- promotes and helps to implement age management strategies among employers – businesses and public administration bodies
- we provide expertise in age discrimination and age diversity issues
- we advocate for equal opportunities for young people and for inter-generational cooperation/cooperation among different age groups
- we provide legal and social counseling to people over 50
- diversity - the most effective instrument for the prevention of discrimination

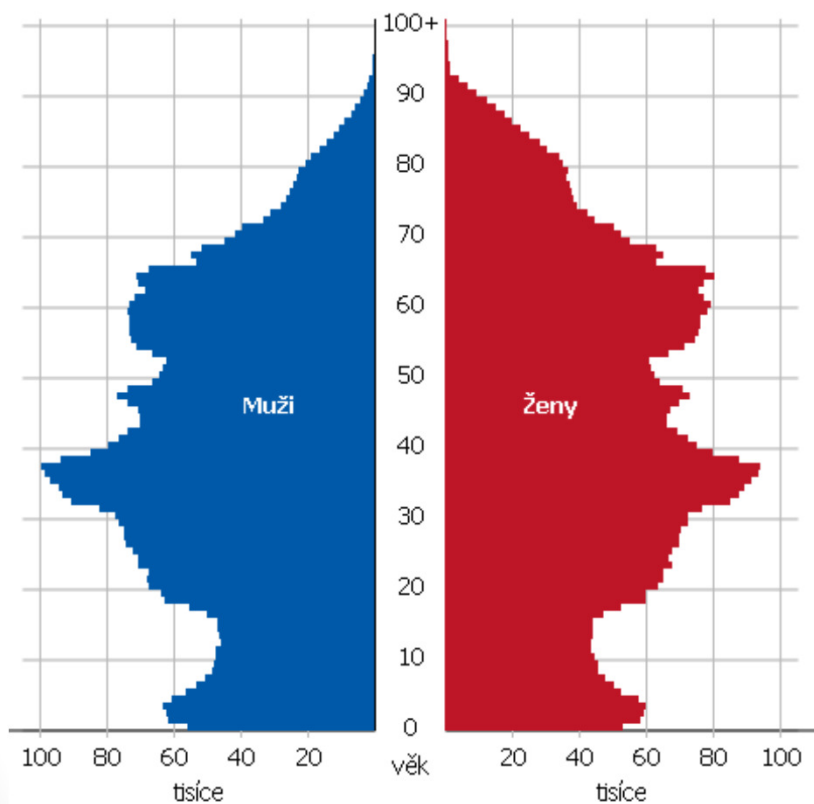
Our activities

- International cooperation (GB, Austria, France) – visit, seminars, workshops
- Exchange of tools and examples of best practice
- Educational workshops and seminars
- Educational materials and resources
- Social, legal, psychological counselling and other support services for people 50+
- Research among employers and people 50+

Population projection

(Czech statistical office, 2013)

Projekce obyvatelstva k 1. 1. 2012
Česká republika



Projekce obyvatelstva k 1. 1. 2050
Česká republika

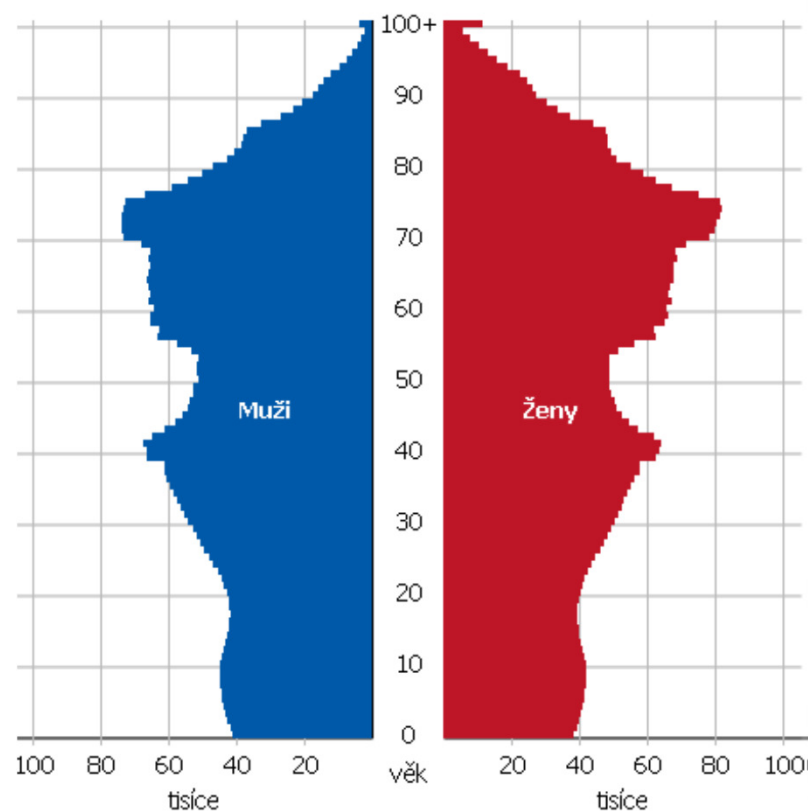


Table: Number of job seekers in the years 2011 and 2012

| | k 31. 12. 2011 | | k 31. 12. 2012 | | meziroční rozdíl | |
|-------------------|----------------|--------------|----------------|--------------|------------------|-------------|
| | v tis. | v % | v tis. | v % | v tis. | v % |
| Celkem | 508,5 | 100,0 | 545,3 | 100,0 | 36,8 | 7,2 |
| 15 - 19 let | 23,1 | 4,5 | 24,2 | 4,4 | 1,1 | 4,8 |
| 20 - 24 let | 68,9 | 13,5 | 74,5 | 13,7 | 5,6 | 8,1 |
| do 25 let | 91,9 | 18,1 | 98,7 | 18,1 | 6,8 | 7,4 |
| 25 - 29 let | 56,5 | 11,1 | 59,9 | 11,0 | 3,4 | 6,0 |
| 30 - 34 let | 58,2 | 11,5 | 60,2 | 11,0 | 2,0 | 3,4 |
| 35 - 39 let | 62,9 | 12,4 | 67,9 | 12,4 | 5,0 | 7,9 |
| 40 - 44 let | 51,8 | 10,2 | 56,0 | 10,3 | 4,2 | 8,1 |
| 45 - 49 let | 54,8 | 10,8 | 58,0 | 10,6 | 3,2 | 5,8 |
| 50 - 54 let | 59,9 | 11,8 | 59,9 | 11,0 | 0,0 | 0,0 |
| 55 - 59 let | 62,4 | 12,3 | 69,3 | 12,7 | 6,9 | 11,1 |
| 60 - 64 let | 9,6 | 1,9 | 15,0 | 2,8 | 5,4 | 56,3 |
| nad 65 let | 0,3 | 0,1 | 0,4 | 0,1 | 0,1 | 33,3 |
| nad 50 let | 132,3 | 26,0 | 144,6 | 26,5 | 12,3 | 9,3 |

Source: MPSV (Ministry for Social Affairs), Analysis of employment and unemployment in 2012

Research I

- Statistics: people 50+ one of the most vulnerable groups at the labour market (disabled persons, people until 25, parents after parental leave, people with low level of education etc.)
- AGE: 25- and 50+ most vulnerable groups
- Specific group: care persons (mostly women)

Research II

Who are people 50+? Challenges and obstacles they face

- Age discrimination as the most often one (f.e.: old 48 years)
- Combination of more handicaps: age + health problems
- Low offer of flexible forms of work (part-time jobs only 5 % in CR)
- early retirement as a solution (→ worse for women, lower income)
- Care persons: problem of the sandwich generation (f.e.: women, 52, widow, 2 children at the University, ill father)
- Willing to work – but no jobs offer
- Difference between Prague /bigger cities/ and smaller cities
- Low or no help from the state/Labour Offices

Research III

Employers point of view

- Programmes for people 50+: no specific programmes (usually a bigger offer for all employers); in case of existing programme for 50+ → young people discriminated, older people feel bad by labelling them as seniors
- Special programmes for special age group: parents with small children (women)
- Pros and cons of people 50+ (loyalty, contacts, experience x PC skills, language, no learning of new things...)
- 50+ as endangered group at the labour market
- Individual needs, individual perspective

Examples of best practice I

Czech Republic

- **Allianz** – Guide for people before retirement age – for people 55+ but also for younger employers (parents)
 - Database of retired employers – in case of need: part time job without training
- Interest in some companies to implement diversity policy (women in IT department; younger to team of older workers; hire older people to call centre – better understanding with older customers)
- Awareness, enlightenment + using rational arguments (women 50+ = 13 years work)
- **Česká spořitelna (Erste Corporate Banking)** – programme Diversitas: flexible forms of work, mentoring, PC for free for elderly workers → higher motivation, lower fluctuation
- **Škoda Auto, a. s.** – complex strategy of age management
- **Big differences between small and big-sized companies + Prague vs. regions**

Examples of best practice II

Austria

- problems with early retirement – worse for women /at risk of poverty/
- programme Fit 2 work (health)
- programme FiT for women (Frauen in Handwerk und Technik)
- better network of public counselling centres
- anonymous CV as prevention of discrimination

France

- Contract between generations (mentoring, people 55+ and 25- financial support from the state, 4000€/year – 3 years)

Great Britain

- Diversity support (experiment B&Q, 1989, do-it-yourself store, only people 50+; 2 years after: profits 18 % higher; today: 22 % employers 50+)

Invitation

- International seminary: Employing people 50+ : age management tools in Czech and abroad
- 15th October 2013
- Prague, Nad Štolou 3 – Ministry of Interior CR

THANK YOU FOR YOUR ATTENTION

Your questions, recommendations...

Nikola Šimandlová
Alternativa 50+, o.p.s.
U Průhonu 7a, Praha 7
+420 777 564 332
nikola.simandlova@alternativaplus.cz
<http://alternativaplus.cz>
Facebook: alternativa50plus

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