



Executive Agency, Education, Audiovisual and Culture



**Career Mobility of Europe's Older Workforce:
Improving and extending the employability of an
ageing workforce in Europe through enhancing
mobility / CAMEO**

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Executive Summary

Demographic change over the last 30 years has resulted in the significant ageing of Europe's population. This has led to a steady rise in the number of adults over 50 who are seeking employment. Given this significant demographic change, it is important to consider what challenges lie ahead and devise strategies for supporting the career mobility of older workers. One important sector for special consideration is the Information & Communications Technology (ICT) Sector, which has amongst the highest salaries and is experiencing a significant skills gap of workforce. One distinctive example is the foreseen gap of more than 700.000 employees in EU within 2015. This industry is however, an industry in which older workers can often face barriers in gaining employment.

In the above context, CaMEO aims to 1) Improve the knowledge base for policy makers of attitudes to the mobility of older workers among employers and 2) Develop an e-Academy for older workers that they can use to benchmark their skills and experience against the EQF (European Qualifications Framework). The objectives of this project include the mapping of the EU market regarding mobility policies and the creation of two online platforms that can support the career mobility of older ICT workers: an online "e-Academy" and "Matching Database". The e-Academy will allow older ICT workers benchmark their skills and qualifications against the EQF while the Matching Database will allow older workers to connect with employers who are looking to overcome skills gaps within their organization.

The consortium in this project encompasses organizations from six different countries from across the North-South, East-West axes of the socio-cultural map of Europe. Together the consortium has extensive experience in research, policy development, in lifelong learning, age management practices, CVET and education technologies.

A number of major milestones have been achieved half way into this 27 month project. The research has been completed, including a literature review, and questionnaires conducted with European employers in public, private and small & medium enterprises (SMEs) in the ICT sector. This research yields insight into the policies, practices and attitudes of employers that may support or hinder the career mobility of older ICT workers. The design and installation of the e-Academy and Matching Database have also been completed.

In the second half of this project, e-learning material will be developed in a module format and integrated into the e-Academy. The e-learning material will be composed in a way that is specifically directed to older learners, and will help older ICT workers understand how to recognize or gain new skills needed for employment. Additionally, the partners will run focus tests and pilot the e-Academy and Matching Database, which will subsequently be officially launched. The Matching Database will allow employers to identify and recruit these workers for ICT jobs.

Dissemination and exploitation are important components to this project, as they will ensure that this project obtains impact beyond the end of the project. Hence, these two elements have been initiated early and will be continue to be carried out throughout the project. Examples of dissemination activities include a project newsletter in all partner languages, two press releases, and a project website <http://www.c-ameo.eu>. We invite you to join us on Facebook www.facebook.com/CameoLLP and LinkedIn <http://linkd.in/1F6sgpL>. A Strategic Advisory group meeting, organized for May 2015, will provide feedback into the project and will support the wider dissemination and exploitation of the project findings and tools. Furthermore, the project results will continue to be disseminated at national and European levels. Two more project meetings will take place: first in Athens, Greece, in July, and the final meeting in Glasgow, United Kingdom along with the final conference of the project.

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1. Project Objectives

Demographic change over the last 30 years has seen Europe's population age significantly as Europeans are living longer than ever before. This demographic change has led to a steady rise in the number of adults aged 50 and over who are either employed or seeking employment. Over the last 10 years, there has been a general increase in the employment rates of older adults across Europe. Further, there has been a shift to older ages in the age profile of employment rates over the last decade, and it is expected that 53.3% to 55.1% of older people (age band 55-64) will be working in 2020 (Medeiros & Minty, 2012). It is important, therefore, to understand what challenges will be presented by an ageing workforce and devise strategies for managing it in the future.

One important sector for special consideration is the ICT Sector. Within this industry there exists a skills mismatch. A 'skills mismatch' can include i) skill shortages (not enough people are available to satisfy the demand), ii) skills gap (the level of skills is lower than required), and iii) skills obsolescence (skills are no longer required or are less important) (Cedefop, 2010). Vacancies in this industry are growing. The number of ICT jobs is increasing and the demand for ICT practitioners is growing by around 3% a year. The ICT workforce in Europe is predicted to grow to 7.9 million in 2020, compared to a demand for nearly 8.7 million workers (empirica, 2014).

However, there are a number of barriers that can be prohibitive to the employment of older workers, particularly in the ICT sector. These barriers may include the attitudes of employers towards older workers and policies that may discourage the labour mobility of older workers in this sector. Another barrier to the employment of older workers is that older workers are likely to have accumulated skills which tend to be based on job experiences rather than education and training. This is particularly relevant in the ICT industry which experiences high skills obsolescence (Cedefop, 2010). The accumulated knowledge, experience and soft skills developed by older workers in previous careers may be harder to present in a CV (Haig, 2009).

In line with the European Commission's Employment Package (launched April 2012) where it is "called for extra effort to support job creation in the three fast growing sectors", this project aims to support the career mobility of older workers in Europe to help resolve "the several hundred thousand unfilled ICT-related vacancies" (European Commission, 2014a).

Specifically, the project aims to:

1. Improve the knowledge base for policy makers of attitudes to the mobility of older workers among employers in the Public, Private and SME (small-medium enterprise) sectors.
2. Develop an e-Academy for older workers to improve engagement with the ICT sector and to validate skills and experience by benchmarking them against the EQF.
3. Create a European Strategic Advisory Group to ensure effective dissemination and valorisation of project results.

To accomplish this, the objectives of this project are to:

1. Carry out a narrative inquiry, using online questionnaires, across 12 countries, geographically representative for different parts of Europe and different labour market and economic conditions. Respondents will include employers, HR Managers, Managing Directors or business owners in public and private organizations and SMEs in ICT sectors in each country.

2. Research and develop a platform and learning portal (e-Academy) for older workers. This platform will be user-friendly and will provide individuals with an opportunity to digitally map their skills, experience and qualifications.
3. Ensure the e-Academy has the functionality to be utilized in tandem with the existing systems or tools employers use for recruitment. This provides ongoing opportunities for use and adaptation to employers' needs.
4. Create a 'Matching Database' which allows older workers to register their skills, experience and current position on mobility and become 'matched' with employers. The Matching Database allows employers who are looking to overcome skills gaps within their organization to find skilled employees.
5. Formulate of a Strategic Advisory Group consisting of representatives and policy makers from Chambers of Commerce, Trade Unions, Lifelong Learning organizations and other targeted network groups to ensure effective dissemination and valorisation beyond the life-span of the project.
6. Publish project findings as an academic paper in the New Technology, Work and Employment Journal to ensure a global reach of project results.

To meet these objectives, a project work plan was broken into 8 work packages:

Work Package 1	Project Management
Work Package 2	Mobility Narrative Research
Work Package 3	Development of e-Academy
Work Package 4	Integration of 'Matching Database'
Work Package 5	Piloting of e-Academy
Work Package 6	Dissemination
Work Package 7	Quality Assurance
Work Package 8	Exploitation Strategy

It is expected that the research and platforms produced in this project will support older ICT workers in gaining career mobility, specifically within the ICT sector, and will also set the stage for the development of new policies that can better facilitate the mobility of older workers.

It is anticipated that the project outputs/products/results will be used and implemented by a range of stakeholders, specifically: Older workers; Employers (in public/private organizations and SMEs) within the ICT sector or with a critical mass of ICT workers; Trade Unions; Chambers of Commerce; National agencies involved in VET/CVET (vocational & education training / continuing vocation & education training); Social partners; Policy makers at a local, regional, national and European level; Lifelong learning institutes; Educational institutions (Universities and Collages).

2. Project Approach

In order to achieve its goals, the work of this project has been carefully structure. As such it has been divided into the following way: 4 work packages to invest in the issues under examination and 3 horizontal ones: 1 to guarantee the quality of the work, 1 to disseminate the results and 1 manage the project in an efficient and effective way. These work packages also clearly delineate the work across all partners to utilize the strengths of each partner, foster collaboration, and create mutually agreed upon roles where each partner is an important contributor. The sequential element to the project allows the consortium to build on the knowledge gained from the research and testing elements. This will eventually lead to the launch of the best products possible. The following work packages integrate knowledge and experience from the partners while also incorporating knowledge that is gained and developed with each step. The approach to each work package is described in detail below.

WP2 Mobility Narrative Research

In this work package, a literature review was conducted, which takes into account existing theory, empirical research and statistical data, along with state of the art findings on the mobility of older ICT workers in Europe. This helps to contextualize the project and will also help to inform the type of learning material included in the training modules in the e-Academy. In addition to the literature review, research was conducted with employers of ICT organizations or other organizations who have a critical mass of ICT workers. Online questionnaires were the methodological tool utilized for this component of the research. The benefit of the online questionnaire includes the fact that it allowed respondents to complete the survey at a time and place that was convenient to them, which was important given the busy nature of the respondents. Furthermore, the qualitative nature of the survey allowed for contextualized answers with greater depth than a quantitative tool would provide. It also allowed for significantly more variation between the answers. A total of 34 respondents in 11 countries completed the questionnaire. The final report that synthesizes the main findings of this research has also been summarized in an easy to read executive summary. It is presently being translated into 22 EU languages.

WP3 e-Academy

The goal of the e-Academy is two-fold; 1) to provide a user-friendly online environment where older workers will discover and digitally map their skills, experience and qualifications against the EQF, and 2) to provide older workers with appropriate resources that can help broaden their skills and competencies through continuing VET. This approach was taken to help older workers understand what competences and skills they have, which may be highly valued by employers, even if they are not officially or recently accredited. Older workers may have a great deal of skills that has been developed through years of experience, but not reflected in recent education. This platform will utilize the EQF to help older workers understand and validate their skills using this European system. The e-platform has been designed and installed by P4 (BETI: Baltic Education Training Institute) with extensive input from the partners, including hands-on testing and a live demonstration of the tools. In the second half of the project, learning modules will be integrated into the e-Academy. The platform will then be focus tested with older workers. Focus testing is an important component of this process, to take feedback directly from the target group who has hands-on experience in using the tools. Following this, an evaluation report will

document the outcomes of the test group, and any challenges will be recorded and reported.

WP4 Matching Database

The Skills Matching Database allows employers to identify potential employees who have relevant skills, competences and qualifications. As explained above, older workers register their skills and experience, linked to the EQF, in the e-Academy. The Matching Database then provides a tool for merging, filtering and mapping this data into an e-platform. This data can then be circulated to employers to quickly identify workers who meet important criteria. These platforms also integrate data that captures the mobility of employees; for example, employers will be able to identify workers who are willing to become geographically mobile. This is intended to facilitate the geographic mobility and job mobility of older workers while helping to resolve the skills gaps within the ICT sector. Employees may be in search of such highly skilled employees and this system aims to help fill that niche. No other database currently exists that specifically matches older workers who are interested in mobility with employers who are prepared to consider the skills and experience of an individual from a different region or country. These tools were designed to be easily adapted by employers and the existing procedures they use for finding and recruiting new staff. The Matching Database has also been designed and installed by P4 (BETI: Baltic Education Training Institute) with extensive input from the partners. In the second half of the project the Matching Database will also be focus tested, but in this case with employers.

WP5 Quality Assurance

In order to ensure the quality of this project throughout and ensure that the project processes, methods and results reach high quality specifications, a quality assurance plan was introduced at the early stages of the project. It contained a quality action plan, monitoring and self-evaluation process, and a risk management manual. Two internal evaluations were conducted and the three partnership meetings were evaluated. In the second half of the project there will also be an external evaluation. These tools are important to help the consortium to ensure their work is done in a timely manner and responds to expected milestones and results. In the second half of the project, user guidelines for the e-Academy and the Matching Database will also be created.

WP6 Piloting of E-Academy This work package does not begin until the second half of the project. However, the piloting is a very important component as it will help to ensure that the platforms are indeed ready to be launched. This includes the development to training methodology to be used in the piloting stage, where older workers will have an opportunity to pilot the platforms before it they are launched. This will enable to the consortium to make any last remaining changes before officially launching the platforms.

WP7 Dissemination

The project has employed a dissemination strategy in order to ensure that stakeholders, policy makers and end users are actively engaged and influence by the results, products and outcomes of this project. The dissemination strategy includes a number of tools:

1. Project website. The project website is available at <http://www.c-ameo.eu/> The project website provides information on the project and its progress.
2. Project newsletter, press releases and a project flyer.
3. Strategic Advisory Group. The Strategic Advisory Group (SAG) is an important element to the project in order to widen the scope of dissemination and exploitation of project results. Project stakeholders and influencers have been

invited to participate in a Strategic Advisory Group meeting in Brussels in May, 2015 where they can learn more about the project's research and platforms, and also provide important insight into the platforms themselves. A second meeting with the SAG will take place before the launch of platforms; at this meeting the SAG will be able to support the Business Development Plan through discussions of commercialization of the product

4. **Marketing and Communications Strategy.** This strategy document was created to outline the channels of communication to be used during the project period, ensuring impact with the target group. It also covered the branding of the project. A logo, power point templates, and document templates were created in order to have a consistent and professional branded element to the project.
5. **European Launch of e-Academy.** The launch of the e-Academy will be a public dissemination event at the end of the project, once it has been focus tested, piloted, and is fully functional and operational. The SAG will help guide this event to ensure the right audience is targeted.
6. **Presentation at a National Level.** One dissemination event per partner will take place, each which is designed to raise awareness of the project and its products, ensuring a good mix of policy makers, employers, and older workers.
7. **Presentation at a European Level.** These presentations are designed to raise awareness of the project and its products. These will take place at appropriate events/conferences, which will give exposure to the project on a European level.
8. **Academic Journal Submission.** A publication of the project findings will be submitted as an academic paper to the New Technology, Work and Employment Journal to ensure a global research in project developments and results.

WP8 Exploitation

The products produced by CaMEO have many economic benefits and present a potentially viable opportunity to be widely exploited and commercialized. An exploitation strategy has been written to analyse the viability for developing the outcomes and products of the project in a commercially viable way. This strategy analyses the expected social impact and economic benefits of project products, taking into account existing products and competition, as well as potential business partners and alliances. Towards the end of the project, a Business Development Strategy will be written, to explore appropriate channels and routes to market. A template will allow project partners to elaborate on their own individual business strategies and also consider the possibility of a joint plan within the partnership.

3. Project Outcomes & Results

Work Package 2: Mobility Narrative Research

One of the main outcomes from the first year of this project is the completion of Work Package 2, Mobility Narrative Research. A literature review has been researched and written, which provides background on the geographical, virtual and job mobility of older ICT workers in Europe, presenting empirical research, and theoretical concepts on this topic, as well as recent statistical mobility information to set the stage for this project's research. The literature review also explores existing EU policies and policy recommendations to help ensure that this project fits within existing EU strategic priorities while contributing new considerations for a mobility strategy. The literature review defines the various forms of mobility for the purposes of for this project and in order to operationalize the research terms.

The methodological approach, semi-structured questionnaire, and logistical plan of interviews were completed, which were all initial steps in planning the research component of this project. The questionnaire was integrated into an online format and pre-tested before dissemination. The consortium experienced some challenges in finding respondents who were willing to complete the qualitative questionnaire, however with perseverance, managed to obtain 34 completed questionnaires (just 2 shy of the initial goal of 36 respondents.) The respondents represented 11 different countries, and included employers from ICT organizations (or organizations with a critical mass of ICT workers). Respondents included representation from public institutions, private companies and SMEs (small medium enterprises).

The results were analysed and presented to the consortium for discussion at the partner meeting in Vienna. The results were then written into a final report. A summary of this report was written and this "Executive Summary." This deliverable may be accessed at: <http://www.c-ameo.eu/project-deliverables> This report has been translated and is available in 22 EU languages.

Work Packages 3 & 4: Development of e-Academy and Matching Database

The e-Academy was successfully designed, developed and installed. The development of the platform took into consideration technical factors including the compatibility of the platform with other systems as well as testing and feedback from the partners. A live demonstration was conducted at a partner meeting in Vienna. Partners also provided feedback through virtual communication.

Likewise, the Matching Database was successfully designed, developed, and installed. The consortium tested the system and provided feedback. Integration principles to integrate the Matching Database into the e-Academy have been created and integration is in progress.

The EQF Mapping System has been integrated into the platform. This allows the user (older ICT workers across Europe) to recognize and validate their skills, experiences and qualifications, using the EQF as a benchmark.

Development of E-Learning Materials will be completed in March 2015. This material will support older adults in understanding what skills they have to offer. To date, the partners have held a brainstorming session to discuss content, clarified what will be included, written a set of guidelines for the modules, and begun preparing the content.

The remaining deliverables will be completed as scheduled in the 2nd half of the project.

Work Package 6: Quality Assurance

A number of steps have been taken in order to ensure quality in this project. A risk management manual was created. This tool provides a method of identifying potential risks and establishing routes to overcome them where needed. An online self-evaluation tool (survey) was created in order to examine project progress, determine the quality of communication and project management and to identify any problems as well as solutions. This evaluation tool was also designed to acknowledge achievements. Two self-evaluations were completed and results were shared with the partners.

An online evaluation survey was created to analyse the success of partner meetings and identify any challenges, problems, or changes that should be made, and ensure that the partnership meetings were achieving what they were intended to do. These online self-evaluations have been completed after every each of every partner meeting (three meetings in total). The results were then shared with the partners. An external evaluation will also take place in the second half of the project.

A template for submitting progress reports was also created. This document helps to keep the project management informed and also helps to ensure that payment is attached to quality completion of all the deliverables. All partners submitted completed progress reports. As well, deliverables were peer reviewed by two individuals from different organizations.

Work Package 7: Dissemination

The following dissemination activities were completed:

1. The Project website is developed and is fully operational URL: <http://www.c-ameo.eu>
2. Project logo was designed and is included on all project materials to ensure a unique and visual representation on the project.
3. A project Branding presentation had been created and used by the project partners in presenting the project
4. A document template had been created and used by all partners so to ensure a unique and visual representation on the project.
5. 6 Newsletters had been created, one in EN and one in every partner's language and circulated to networks in each of the partner's countries in English and in their own languages reaching almost 9.000 people in EU level.
6. The newsletter may be accessed at: <http://www.c-ameo.eu/project-deliverables>
7. A project flyer was created.
8. The Project has been disseminated through Project's Facebook page (<https://www.facebook.com/CameoLLP>)
9. The Project has been disseminated through Project's LinkedIn page (<http://linkd.in/1F6sgpL>)
10. ECWT is involved in the work of the Secretariat of the Grand Coalition for Digital Jobs. On the Commission website ECWT will be in March linked to <http://digitaljobs.ecwt.eu> where ECWT also flags for the CaMEO project and the Commission website will ensure strong visibility for the CaMEO project.
11. The project has been disseminated through the websites of the Project partners.
12. 2 Press releases describing the meetings and project events have been sent by all Project partners to local media and posted on social media also.
13. The EN Newsletter has been circulated via The European Network for Transfer and Exploitation of EU Project Results (E.N.T.E.R.), which has a membership base of over 850 organizations.
14. More than 300 decision makers and influencers on the subject of the project were informed about it

15. ECWT has presented the project to the DIGITAL JOBS CIP Project partnership functioning as the Secretariat for the Grand Coalition for DIGITAL JOBS
16. ECWT has presented and continuous reports CaMEO project to the other relevant projects ECWT is involved in: DIGITAL JOBS, DIGA- Digital Innovation for Growth Academy, LIST – Leveraging the ICT and Digital Competencies of Senior Women to Extenuate the Knowledge Divide
17. The following Norwegian organizations have been informed:
 - [Vox, Norwegian Agency for Lifelong Learning](#)
 - [The Norwegian Association for Adult Learning \(NAAL\)](#)
 - [Nordic Network for Adult Learning \(NVL\)](#)
 - [The Norwegian Directorate for Education and Training](#)
 - [Educational Association AOF Norge](#)
 - [Norwegian Folk High School Association](#)
 - [Flexible Education Norway \(FuN\)](#)
18. The project had been presented to the senior Advisor of the Norwegian Center for ICT Education, Frode Løbersli
19. The project had been presented to the Norwegian Delegation of OECD
20. The project had been presented to Lena Carlsson, Director of the Swedish Government Offices responsible for the Digital Agenda in Sweden
21. The project had been presented to Cecilia Bredenwall, Coordination e-Government Services of Sweden
22. CaMEO Austrian newsletter had been posted on the [ZSI FB](#) page
23. CAMEO Austrian newsletter has been uploaded on the [ZSI website](#)
24. Posted information about CaMEO and link to CaMEO website on the Centre for Lifelong Learning's website
25. SAN send information about the project to a dedicated HR webportal <http://hrstandard.pl/>
26. Publishing of information about project on:
 - a. IT skills webportal: <http://bit.ly/1MjVfIT>
 - b. web portal dedicated to wide understood education: <http://bit.ly/1FtVaOz>
 - c. Information about project on SAN organization website: <http://bit.ly/1KFshpu>
27. BETI presented the project on an e- facilities workshop at the 2015-02-05, Kaunas Hotel, Lithuania, with 16 adults/participants
28. BETI presented the project on LITMIS conference at 2014-12-16, Kaunas, Lithuania with almost 90 adults as participants
29. SAN distributed information about project to approximately 50 representatives of the target group
30. Distribution of information about project and its aims during workshops organised by SAN (PL) for work counsellors and HR specialists (additional 55 persons) – February-March 2015, Lodz, PL
31. Presentation of the CAMEO project at final conference closing the CPS Plus project – *Self-Learning and Assessment Tool for Senior People in Shapping Their Careers*, Bahcesehir University, Istanbul, Turkey, 13 Nov, 2014, title of the speech: Age Management in Poland – by Izabela Kolodziejczyk-Olczak, PhD – (approx 70 participants)
32. CAMEO Project was promoted at “*HR Stream. To Think & Discuss about 50+*” Conference organised in Lodz (PL) on 22 January 2015 within “*Fifty-Fifty Project - social franchise network model by counteracting digital exclusion as one of the barriers to 50+ professional activity*” - (approx 160 participants)
33. Presentation of the project to HR specialist at post-graduate studies of Labour Law and miniMBA run by SAN, 10 January 2015, Lodz (PL) – (25 persons)
34. 50 flyers were given at INTED2015, the 9th International Technology, Education and Development Conference, 2nd – 4th March, 2015 by ZSI.

35. 3L Research Institute send the flyer to 200 business and public sector executives
36. LP shared project information through networking with 10 people at The Gathering (Third Sector conference)
37. Executive Summary (Del 2.7) was send to 82 contacts (businesses, employers, employment services and other stakeholders) by the LP
38. LP distributed 50 copies of Executive Summary (Del 2.7) at Generations Working Together conference
39. 3L Research Disseminated the executive summary (Del 2.7)newsletter to 250 business and public sector executives
40. LP had a meeting with 5 people from the Renfrewshire Council to discuss older adults and unemployment and share information about the project
41. Personal contact with organizations dealing with HR and job seeking among seniors in Łódź region (5) as well as contacting representative of the Eurofound with the invitation to join CAMEO project SAG.
42. Lithuanian National association of distance education www.ndma.lt was informed about the project (20 institutions, ~70 individuals)
43. Lithuanian distance education network www.liedm.lt (79 institutions) was informed about the project

Work Package 8: Exploitation

An Exploitation Strategy has been written and considers exploitable economic benefits, unique selling propositions, market potential including potential business partners and alliances and opportunities for commercialization. In the 2nd half of the project, a business development plan will be created, whereby the partnership can consider in more detail potential plans for the commercialization of the platforms.

4. Partnerships

The consortium in this project encompasses organizations from six different countries from across the North-South, East-West axes of the socio-cultural map of Europe. Together the consortium has extensive experience in research, policy development, project management and European funded projects. The partners also have complementary experience in lifelong learning, age management practices, continuing vocational education and training and education technologies and each have extensive networks.

Internal

P1 – University of Strathclyde, Centre for Lifelong Learning / UoS (UK)

Based in Glasgow, the Lead partner is expert in all aspects of age and employability research. Moreover, the Centre for Lifelong Learning is a key provider in adult education for older adults aged 50 and over.

UoS is responsible for the overall project management (WP1) and the Exploitation Strategy (WP8) and is jointly responsible for playing a lead-support role in the Mobility Narrative Research (WP2).

P2 – Zentrum fuer Soziale Innovation GmbH / ZSI (AT)

Based in Vienna, Partner 2 is a trans-disciplinary social science research institute that conducts research on socially embedded innovation, by deployment of innovative research, education, advisory services and coordination of networks.

ZSI is responsible for the Mobility Narrative Research (WP2). ZSI is also jointly responsible for playing a lead-support role in the Piloting of e-Academy (WP 5) and is the lead-support in Quality Assurance (WP6).

P3 – Lifelong Learning Research Institute / 3L Research Institute (EL)

Based in Athens, the Greek partner develops and promotes ideas, programs, projects and activities which are related with the Information and Knowledge Society, with academic and vocational training, as well as education in all areas of technology, science, the economy and society.

3L Research Institute is responsible for Quality Assurance (WP6) as well as a lead support partner in exploitation (WP8). 3L Research Institute is also jointly responsible for playing a lead-support role in the Piloting of e-Academy (WP3).

P4 – Baltic Education Technology Institute / BETI (LT)

With professional expertise in the field of ICT and education technology, BETI implements activities in higher education and vocational training in the field of ICT enhanced training, learning technologies and the development of web applications.

BETI is responsible for the development of the E-Academy and integration of the Matching Database, as well as jointly responsible for playing a lead-support role in the Piloting of e-Academy (WP3).

P5 – European Centre for Women & Technology / ECWT (NO)

Based in Norway, ECWT is recognized as the main knowledge hub on the issue of women and technology in Europe with a high level of experience in European projects focusing on women and technology and the gender dimension of e-skills activity. ECWT is responsible for Dissemination (WP7).

P6 – University of Social Sciences / UoSS (PL)

UoSS is one of the leading private universities in Poland. Research fields are directly connected with vocational guidance, eLearning and ICT education.

UoSS is responsible for Piloting the e-Academy (WP5) and jointly responsible for playing a lead-support role in the Mobility Narrative Research (WP2).

The added value of this multi-country partnership brings to the table a variety of skills and expertise needed to successfully complete the project. However, the consortium also covers a geographic area that reflects a variety of employment policies from across a wide spectrum; specifically: Socio-democratic (Norway), Conservative (Austria), Liberal (UK), Post-socialist: conservative (Poland), Post-socialist: liberal (Lithuania), and Mediterranean (Greece). This means that the consortium will each be able to fully participate in helping to develop and share mobility strategies that reflect and are adapted to a full range of employment policy.

The diverse background of the consortium partners has also allowed this project to conduct mobility narrative research across this policy spectrum. Questionnaire respondents were situated in at least one of each of the above policy orientations. The project partners will also be able to disseminate research findings and adapt the exploitation strategy to meet the needs of this diversity.

External

In addition to the core consortium, a range of external partners are engaged in supporting the project with expert knowledge. This engagement has been extremely beneficial to the shaping of the project as it is directly influenced by some of the key organisations who will be suitably placed to ensure the project products continue to be used beyond the life-span of the project. The list below reflects partnerships that are cultivated throughout the consortium, bringing together a wide range of important partners throughout the countries.

- *KEN – Knowledge Economy Network*
- *ENLL (<http://www.enll.eu/>)*
- *Age Platform Europe*
- *Silver Economy Network of Regions in Europe*
- *European Age Management Network (EAMN)*
- *TAEN - The Age and Employment Network, UK*
- *50 plus Hellas*
- *European Inclusion Initiative*
- *E.N.T.E.R. - the European Network for Transfer and Exploitation of EU Project Results*
- *TEL Europe.eu <http://www.teleurope.eu/>*
- *The Austrian Computer Society*
- *EATEL <http://www.ea-tel.eu/>*
- *the European Foundation for Quality in eLearning*
- *National association of Distance Education www.ndma.lt*
- *Lithuanian Association of Adult Education <http://www.lssa.smm.lt/index.php?id=108>*
- *Social Innovation Fund <http://lpf.lt/en>*
- *Lithuanian Women Entrepreneurs Network <http://www.verslomoters.lt>*
- *Lithuanian Distance Education Network <http://www.liedm.lt>*

5. Plans for the Future

To complete the objectives and deliverables outlined in the project application, the second half of the project will aim to address the remaining elements of the work packages, detailed below.

Work Package 1 – Project Management

- The fourth partnership meeting is scheduled to take place in Athens, Greece, in 3-4 July, 2015
- The final partnership meeting will take place in Glasgow (exact date to be determined).
- Progress monitoring will continue throughout the second part of the project with partners submitting progress reports and financial documentation.

Work Package 3 – Development of E-Academy

- The development of the e-learning material will be completed by the end of March and then translated in April 2015.
- The e-Academy will be focus tested with older workers in May 2015.
- An evaluation report will be compiled in June 2015.

Work Package 4 – Integration of Matching Database

- The Matching Database will be translated into partner languages by April 2015.
- The Matching Database will be focus tested with employers in May 2015.
- An evaluation report will be compiled in June 2015.

Work Package 5 – Piloting of e-Academy

- Training Methodology for the e-Academy will be developed by August 2015.
- Older workers will be recruited to participate in the piloting of the e-Academy in October 2015 and then the e-Academy will be piloted in December 2015.
- An evaluation report will be compiled in February 2016.

Work Package 6 – Quality Assurance

- Project Monitoring / Self-evaluation will take place on July 2015 and January 2016.
- User guidelines for the e-Academy will be developed by April 2015.
- User guidelines for the Matching Database will be developed by April 2015.
- An external evaluation will be completed near the end of the project by February 2016.

Work Package 7 – Dissemination

- The project website will continue to be updated and will remain live beyond the end of the project.
- A project newsletter will be completed for June 2015 and at the end of the project in March 2016.
- The Strategic Advisory Group meeting will take place in May 2015 and February 2016, which corresponds with the European launch of the e-Academy, which will also take place in February 2016.
- Presentations at a national level and European level will take place between March 2015 and the end of the project, with the exact times and dates depending on opportunities available.
- Press releases will be released in June 2015 and January 2016.
- A submission will be made to an academic journal by March 2016.

Work Package 8 – Exploitation

The business development strategy will be created by March 2016.

6. Contribution to EU policies

Across Europe, policy interest in the older workforce has increased over the past ten years, mainly due to the economic and social implications of increasing life expectancy and declining fertility rates. Current demographic trends suggest that individuals will have to work longer and later in life due to increasing pressures on pension funds and other public services. Workforce ageing is a key issue across all member states with many countries implementing policies and reforms that encourage older adults to work longer in later life. Moreover, the employment rate of older workers is expected to increase significantly over the next decade. Action and interventions are required to support older adults update their skills and knowledge, and to help them re-engage with learning and enhance their employability to ensure both economic and personal needs are met.

There are a number of barriers that can be prohibitive to the employment of older workers, particularly in the ICT sector. These barriers may include the attitudes of employers towards older workers and policies that may discourage the labour mobility of older workers in this sector. Another barrier to the employment of older workers is that older workers are likely to have accumulated knowledge and skills which tend to be based on job experiences rather than education and training. This is particularly relevant in the ICT industry which experiences high skills obsolescence (Cedefop, 2010). The accumulated knowledge, experience and soft skills developed by older workers in previous careers may be harder to present in a CV (Haig, 2009).

The platforms created by this project will respond to those barriers by creating a system that will allow older ICT workers across Europe to recognize, validate and benchmark their skills, experience and qualifications against the European Qualifications Framework (EQF). This will build confidence among older workers as they are more readily able to recognize the relevant skills they have, even if they are experience driven and not accredited. Benchmarking their skills will not only allow employees to understand their own employability, it will also make it easier for employers to identify skilled employees who may be a good match for their organization.

Furthermore, this project addresses workforce ageing at European level by influencing future policy around mobility strategies to ensure a competitive European economy in the future. Older workers have a key role to play and this project will create innovative solutions to engage and inspire older workers and prolong employability in later life.

Some examples of how this project directly works towards contributing to EU policy are as follows:

- The narrative research component of the project provides scope for comparative analysis of views and attitudes across Europe, offering the possibility of looking for regional trends and understanding what solutions may be most effective in different regions. In each section in the literature review, existing EU policies are considered. Considerations for new directions for EU policy are provided for job mobility, geographic mobility, and virtual mobility.
- In the questionnaires, employers were asked about policies (locally, regionally and at a European level) that they thought might be helpful in supporting the mobility of older workers in the ICT sector. This has also helped to bring the voices of employers into the discussion on a new mobility strategy in ICT in Europe. The

research also tackles some of the reasons that inhibit mobility, such as the attitudes of employers.

- The Strategic Advisory group, comprised of key stakeholders invested in the learning and employment of older workers and their mobility, will also help to clarify suggestions and strategies for EU policies that can promote the mobility of older workers in ICT.

Finally, the partnership offers an opportunity to influence policy at a European level by seeking to broaden the definition mobility for older workers. This project pulls together concepts around geographic, job and virtual mobility to support the development of new mobility strategies that holistically address skill deficits faced as a result of demographic change

