



CaMEO Project officially has launched on February 2014 in Lodz, Poland and its multi-stakeholders partnership will attempt to re-define mobility by linking 3 distinct areas: job mobility, geographic mobility and virtual mobility, focusing on the employment of older workers. Currently this is one of the hottest topics of ageing Europe, since the impact of demographic change across Europe, corresponds on one hand, to a decline in the number of younger people and increasing numbers of older people and on the other, to a steady rise in the number of adults aged 50 and over in employment or seeking employment.

Demographic change in Europe over the last thirty years has seen Europe's population age significantly. The widely acknowledged drivers of increasing life expectancy and lower rates of mortality mean individuals in Europe are living longer than ever before. This combined with fertility rates that are lower than those required for countries to naturally re-populate means that older people are becoming an increasing segment of the society. Over the last 10 years, there has been a general increase in the employment rates of older adults across Europe. The increase in employment rates of older adults is projected to continue in the future, presenting significant challenges for older workers remaining in the workplace. Barriers such as employer attitudes have to be overcome and changes to legislation, which may force individuals to re-consider their point of exit from the labour market will have to be factored in.

What has emerged as a result of demographic change and an ageing workforce is a shift in policy among governments across Europe. It is therefore important to consider what these shifts are and the impact on individuals and employers. Additionally, the ageing workforce is a development that has significant implications for employers and their approaches to human resource management as well as training and development. It is important for employers to have a strategy in place for managing the ageing workforce in order to remain competitive particularly through periods of economic downturn, where often older workers are targeted. However, actions taken to encourage older workers to remain active in the labour market later in life should consider the differences and challenges of individual industry sectors as well as cultural differences that exist across Europe.

CaMEO - ***Career Mobility of Europe's Older Workforce*** (539099-LLP-1-2013-1-UK-LEONARDO-LNW) is a 27 month project funded by the Lifelong-learning program of the European Commission, implemented by five experienced organizations, representing all the different stakeholders of society. The project will launch an e-Academy for older workers to improve engagement with ICT and benchmark and validate skills and experience against the EQF, thus improving their mobility opportunities. CaMEO will be also supported by a Strategic Advisory Group including key stakeholders related to the Digital Jobs Agenda linking also to the Digital Jobs Thematic network project of the Commission (i.e. the Grand Coalition for Digital Jobs initiative).

The project consortium is constituted by the University of Strathclyde, Centre for Lifelong Learning – UK, Zentrum fuer Soziale Innovation / ZSI – AT, Life Long



Learning Research Institute / 3L Research Institute – EL, Baltic Education Technology Institute / BETI – LT, European Centre for Women and Technology / ECWT – NO and University of Social Sciences / UoSS – PL.

If you are a stakeholder, a decision maker, an HR manager or generally an individual interested in finding more about the project and how you can benefit from EU mobility opportunities either in corporate or personal level, please visit our website [www.c-ameo.eu](http://www.c-ameo.eu) or e-mail the project Coordinator Mr Graham Smith [graham.smith@strath.ac.uk](mailto:graham.smith@strath.ac.uk)

