Projects and Products Portal for Leonardo da Vinci

Mature@eu - Supporting Employers In Recruiting And Selecting Mature Aged Persons

A/06/B/F/PP-158.303

http://www.adam-europe.eu/adam/project/view.htm?prj=2506

Project Information

Title:	Mature@eu - Supporting Employers In Recruiting And Selecting Mature Aged Persons
Project Number:	A/06/B/F/PP-158.303
Year:	2006
Project Type:	Pilot Project, project with multiplying effect (2000-2006)
Status:	completed
Country:	AT-Austria
Marketing Text:	mature@eu - Supporting Employers Recruiting and Selecting Mature Aged Persons is directly concerned with providing an integrated support package to Business Leaders, Equal Opportunities Representatives, HRM, Trade Union Officers and Workers' Representatives based on open source e-learning environment and a toolbox of collection of innovative training materials which enable them to introduce age-diverse recruitment policies and practices. The ICT sector serves as pilot sector for content development and testing. mature@eu has been awarded with the "Keeping on [http://www.mature-project.eu/award.html Track Best Practice Project" Award], in June 2009.
Summary:	Age-diverse recruitment is a challenge, as many standard recruitment practices and selection criteria are age-related. mature@eu helps in implementing age-diversity in recruitment.
Description:	mature@eu responds to the low level of labour market participation of older employees in most of the European member states in general and to the existing structural barriers to be found in enterprises recruitment and selection policies in particular. Core objective of mature@eu is therefore, to enable HRM/ personnel recruiters to introduce age neutral recruitment procedures. mature@eu focuses on the ICT sector with its significant youth oriented culture and image. Specific aims of the mature@eu project are: n To identify existing tools for personal marketing, job search strategies, recruiting and selection of elderly persons, to identify shortcomings of existing tools and to develop enhancements. n To set-up a modular e-learning course, presented in eight languages. n To field-test and optimize the “mature aged hiring” e-learning modules together with members of the target group. n To disseminate and valorise the results into policy, training and practice. The consortium consists of 8 operative and of 8 “silent” partners, coming from 10 countries (AT, BG, DE, GR, HU, NL, SI, UK, Switzerland)
Themes:	** Labor market * Equal opportunities * Continuous training
Sectors:	
Product Types:	website open and distance learning modules others
Product information:	The main result of mature@eu is a modular e-learning course for HRM, who are in charge of recruiting and selecting staff. The e-learning course was tested in the ICT-sector and optimized according to test-results. The course enables HRM to introduce age-neutral recruiting strategies and –processes. The modules are presented in eight languages: Bulgarian, German, Greek, English, French, Hungarian, Dutch and Slovenian.
Projecthomepage:	http://www.mature-project.eu/

Project Contractor

Name:	Zentrum fuer Soziale Innovation
City:	Vienna
Country/Region:	Vienna
Country:	AT-Austria
Organization Type:	research institution
Homepage:	http://www.zsi.at

Contact Person

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Coordinator

Name:	Zentrum fuer Soziale Innovation
City:	Vienna
Country/Region:	Vienna
Country:	AT-Austria
Organization Type:	research institution
Homepage:	http://www.zsi.at

Contact Person

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Telephone:	0043 1 49 50 442-52
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E-mail:	schwarz@zsi.at
Homepage:	http://www.zsi.at

Partner

Partner 1

Name: Union Network International
City: Nyon
Country/Region:
Country:
Organization Type: trade union organisation
Homepage: http://www.union-network.org/

Partner 2

Name: New Bulgarian University
City: Sophia
Country/Region: Sofia Stolitsa
Country: BG-Bulgaria
Organization Type: university/Fachhochschule/academy
Homepage: http://www.nbu.bg/entrance.php

Partner 3

Name: Greek Research & Technology Network
City:
Country/Region: Attiki
Country: EL-Greece
Organization Type: public institution
Homepage: http://www.grnet.gr/

Partner 4

Name: Technologie- und Innovationsberatungsagentur in Bayern beim DGB e.V.
City:
Country/Region: Upper Bavaria
Country: DE-Germany
Organization Type: trade union organisation
Homepage: http://www.tibay-m.de/

Partner

Partner 5

Name:	Information Society Research and Teaching Group
City:	
Country/Region:	Közép-Magyarország
Country:	HU-Hungary
Organization Type:	university/Fachhochschule/academy
Homepage:	http://www.ittk.hu/itok/

Partner 6

Name:	The Netherlands Platform Older People and Europe
City:	
Country/Region:	Groningen
Country:	NL-Netherlands
Organization Type:	association/non-governmental organisation
Homepage:	http://www.npoe.nl/

Partner 7

Name:	Centre for Business Information, Organisation and Process Management, University of Westminster
City:	London
Country/Region:	Inner London
Country:	UK-United Kingdom
Organization Type:	university/Fachhochschule/academy
Homepage:	http://www.wmin.ac.uk/page-0

Partner 8

Name:	Security Technology Competence Centre
City:	
Country/Region:	Slovenija
Country:	SI-Slovenia
Organization Type:	research institution
Homepage:	http://www.setcce.si/

Partner

Partner 9

Name: Swiss Occidental Leonardo
City:
Country/Region:
Country:
Organization Type: others
Homepage: http://www.s-o-l.ch/

Partner 10

Name: Wirtschaftskammer Österreich/ Internationaler Know-how Transfer
City: Wien
Country/Region: Vienna
Country: AT-Austria
Organization Type: employers' organisation
Homepage: http://www.wifi.at/ikt/info.html

Partner 11

Name: Software AG
City:
Country/Region: Vienna
Country: AT-Austria
Organization Type: SME - small and medium-sized enterprise (up to 250 employees)
Homepage: http://www.softwareag.com/corporate/default.asp

Partner 12

Name: European Older People’s Platform
City:
Country/Region: Bruxelles Cap, Brussel Hof
Country: BE-Belgium
Organization Type: association/non-governmental organisation
Homepage: http://www.age-platform.org/

Partner

Partner 13

Name:	Arbeitsmarktservice Österreich
City:	
Country/Region:	Upper Austria
Country:	AT-Austria
Organization Type:	others
Homepage:	http://www.ams.at/

Partner 14

Name:	Employers Forum on Age
City:	
Country/Region:	Inner London
Country:	UK-United Kingdom
Organization Type:	association/non-governmental organisation
Homepage:	http://www.efa.org.uk/

Project Files

folder_small_20071210.pdf

http://www.adam-europe.eu/prj/2506/prj/folder_small_20071210.pdf

mature@eu Flyer

mature_brochure.pdf

http://www.adam-europe.eu/prj/2506/prj/mature_brochure.pdf

How to take age out of recruitment decision? ... our brochure gives advice. Belinda Pyke - Director of DG Employment, Social Affairs and Equal Opportunities, European Commission and many other experts have a say.

mature_final_report_2007.pdf

http://www.adam-europe.eu/prj/2506/prj/mature_final_report_2007.pdf

The research within the project mature@eu is designed to shed light on crucial issues in hiring processes of older workers, in order to gain guidelines for the development of the mature@eu learning concept.

Products

1 -

2 Herzlich willkommen zur e-learning Plattform für Alters-Diversität im Personal-Recruiting

3

4 A warm welcome to the e-learning platform for age-diverse recruitment

5 Soyez les bienvenus à plateforme de E-formation pour le recrutement lié à la diversification des

6 Szeretettel üdvözöljük az idskorúak munkába állításával, kiválasztásával foglalkozó eLearning-

7 Een warm welkom bij het trainingsplatform voor leeftijdsdivers wervingsbeleid

8 Dobrodošli v e–unem okolju za starostno neodvisno zaposlovanje

9 mature@eu TOOLBOX with innovative Trainingsmaterials

Product ' - '

Title: -

Product Type: open and distance learning

Marketing Text:
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Description: ... - . :

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... :

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- a mature@eu
... - .

Target group: All persons with an influence on recruiting decision.

Result: Open source e-learning platform available for free export to interested parties.

Area of application:

Homepage: http://bg.elearning.mature-project.eu/

Product Languages: Bulgarian

Product 'Herzlich willkommen zur e-learning Plattform für Alters-Diversität im Personal-Recruiting'

Title: Herzlich willkommen zur e-learning Plattform für Alters-Diversität im Personal-Recruiting

Product Type: open and distance learning

Marketing Text: Unser Anspruch ... dass Sie in Zukunft innovations- und wettbewerbsfähig bleiben, trotz:

* eines schrumpfendes Angebots an jüngeren Arbeitskräften,
* zunehmender Alterung der Erwerbsbevölkerung,
* eines daraus resultierenden und sich verschärfenden Fachkräftemangels,
* des gesetzlichen Altersdiskriminierungs-Verbotes.

Erfolgreiche, alters-diverse Recruiting-Strategien sind heute wichtiger denn je.

Description: Unser Ziel ... Sie und Ihre Organisation in der Implementierung einer erfolgreichen, alters-diversen Recruiting-Politik zu unterstützen.

Diese E-Learning-Plattform:

* wurde auf Ihre Bedürfnisse hin maßgeschneidert entwickelt und bietet Ihnen konkrete Anleitungen für alle Aspekte eines alters-diversen Personal-Recruitings,
* ist informativ und kostenlos,
* bietet Ihnen praxisnahe Unterstützung und selbstgesteuerte Lernerfahrungen.

Unsere Zusage ... Sie können:

* unsere kostenlosen Informationsmaterialien herunterladen und speichern,
* sie für Ihre eigenen Lernerfahrungen weiter nutzen,
* und in Ihrer Organisation einsetzen.

Wir bitten Sie lediglich, das Projekt mature@eu als Quelle des Materials anzugeben.
Wir sind überzeugt … dass unsere e-Learning-Plattform Ihnen und Ihrer Organisation die Entwicklung und Implementierung einer erfolgreichen, alters-diversen Recruiting-Politik erleichtern wird.

Target group: Recruiters, HRM, Trade Unionist, Worker Representatives

Result: Open source e-learning platform available for the free export to interested parties.

Area of application:

Homepage: http://de.elearning.mature-project.eu/

Product Languages: German

Product ' '

Title:

Product Type: open and distance learning

Marketing Text: ... :

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- - .

Description: … , . :

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... :

* (download)
*
*

mature@eu .
… .

Target group: Recruiters, HRM, Trade Unionists, Workers Representatives

Result: Open source e-learning platform available for the export to interested parties.

Area of application:

Homepage: http://el.elearning.mature-project.eu/

Product Languages: Greek

Product 'A warm welcome to the e-learning platform for age-diverse recruitment'

Title: A warm welcome to the e-learning platform for age-diverse recruitment

Product Type: open and distance learning

Marketing Text: Our ambition ... helping you meet the challenges of:

* a declining labour supply of younger workers
* a rapidly aging workforce
* a continuing skills shortages
* coping with the age discrimination legislation

So now more than ever you need to have successful age-diverse recruitment strategies.

Description: Our goal ... to support you and your organisation to become effective in age-diverse recruitment. This e-learning platform:

* is custom-designed and provides you with clear guidance on all aspects of age-diversity in recruitment
* is informative and free
* gives you practical support and provides self-directed learning experiences

Our promise ... you can:

* download and save the free resources
* use them for your own learning experiences
* use them in your organisation

All we ask is that you acknowledge mature@eu project as the source of your material.
We are sure, that our e-learning platform will make it easier for you and your organisation to develop and implement effective age-diverse recruitment policies and practices.

Target group: Recruiters, HRM, Trade Unionists, Workers Representatives

Result: Open source e-learning platform available for free export to interested parties.

Area of application:

Homepage: http://en.elearning.mature-project.eu/

Product Languages: English

Product 'Soyez les bienvenus à plateforme de E-formation pour le recrutement lié à la diversification des âges'

Title: Soyez les bienvenus à plateforme de E-formation pour le recrutement lié à la diversification des âges

Product Type: open and distance learning

Marketing Text: Notre ambition ? Vous aider à relever certains défis :

* le fléchissement du nombre de jeunes actifs sur le marché du travail
* le vieillissement rapide de la population active
* la pénurie de main-d'œuvre continue
* le respect de la législation sur la discrimination fondée sur l'âge

Aujourd'hui plus que jamais, il est impératif de mettre en place des stratégies de recrutement efficaces en faveur de la mixité intergénérationnelle.

Description: Notre objectif ? Vous assister, vous et votre organisation, afin de vous faire gagner en efficacité dans le domaine du recrutement en faveur de la mixité intergénérationnelle. Cette plateforme de formation en ligne :

* a été spécifiquement conçue pour vous informer précisément sur tous les aspects du recrutement en faveur de la mixité intergénérationnelle
* vous est proposée gracieusement à titre informatif
* vous apporte une assistance pratique et met à votre disposition des expériences de formation auto-dirigée

Notre engagement ? Vous permettre de :

* télécharger et sauvegarder les ressources mises gratuitement à votre disposition
* utiliser ces ressources dans le cadre de vos propres expériences de formation
* utiliser ces ressources au sein de votre organisation

Tout ce que nous vous demandons, c'est d'apposer à votre projet la source mature@eu sur chacun de vos supports.
Notre conviction ? Notre plateforme de formation en ligne est là pour vous permettre, à vous et à votre organisation, d'élaborer et de mettre en œuvre plus aisément des politiques et pratiques efficaces en matière de recrutement en faveur de la mixité intergénérationnelle.

Target group: Recruiters

Result: Open source e-learning platform available for free export to interested parties.

Area of application:

Homepage: http://fr.elearning.mature-project.eu/

Product Languages: French

Product 'Szeretettel üdvözöljük az idskorúak munkába állításával, kiválasztásával foglalkozó eLearning-platformon!'

Title: Szeretettel üdvözöljük az idskorúak munkába állításával, kiválasztásával foglalkozó eLearning-platformon!

Product Type: open and distance learning

Marketing Text: Szándékunk segíteni Önnek a következ kiívásokra adandó válaszban:

* a fiatal munker-utánpótlás csökkenése,
* rohamosan öreged munkaer,
* folyamatos hiány a megfelel képességekben,
* az életkori diszkriminációs törvények betartása.

A munkaer-politikában szükség van sikeres korsokféle munkaer-felvételi stratégiákra - jobban, mint valaha.

Description: Szándékunk segíteni Önnek a következ kiívásokra adandó válaszban:

* a fiatal munker-utánpótlás csökkenése,
* rohamosan öreged munkaer,
* folyamatos hiány a megfelel képességekben,
* az életkori diszkriminációs törvények betartása.

A munkaer-politikában szükség van sikeres korsokféle munkaer-felvételi stratégiákra - jobban, mint valaha.

Target group: Recuriters

Result: open source e-learning platform available for free export to interested parties.

Area of application:

Homepage: http://hu.elearning.mature-project.eu/

Product Languages: Hungarian

Product 'Een warm welkom bij het trainingsplatform voor leeftijdsdivers wervingsbeleid'

Title: Een warm welkom bij het trainingsplatform voor leeftijdsdivers wervingsbeleid

Product Type: open and distance learning

Marketing Text: Onze ambitie ... u te helpen om de volgende uitdagingen het hoofd te bieden:

* een krimpend aanbod van jonge werknemers
* een snel vergrijzende beroepsbevolking
* een groeiend tekort aan gekwalificeerd personeel
* omgang met wetgeving ten aanzien van leeftijdsdiscriminatie

Nu meer dan ooit is er de noodzaak tot het ontwikkelen van succesvolle leeftijdsdiverse wervingsstrategieën.

Description: Ons doel ... u en uw organisatie te helpen effectief te zijn in leeftijdsdiverse werving van personeel.

Dit trainingsplatform:

* is gebaseerd op de praktijk en geeft u een helder begrip van alle aspecten van leeftijdsdiverse werving
* is informatief en gratis
* biedt praktische ondersteuning en geeft u de mogelijkheid om persoonlijke leerervaringen op te doen

Onze belofte ... dat u:

* de gratis hulpmiddelen kunt downloaden
* deze voor uw eigen ontwikkeling kunt gebruiken
* deze in uw organisatie kunt toepassen

Wel vragen wij u om altijd mature@eu als bron te vermelden.
Wij zijn ervan overtuigd ... dat ons trainingsplatform u en uw organisatie in staat zal stellen om een effectief leeftijdsdivers wervingsbeleid te ontwikkelen en implementeren.

Target group: Recruiters

Result: Open source e-learning platform available for free export to interested parties.

Area of application:

Homepage: http://nl.elearning.mature-project.eu/

Product Languages: Dutch

Product 'Dobrodošli v e–unem okolju za starostno neodvisno zaposlovanje'

Title: Dobrodošli v e–unem okolju za starostno neodvisno zaposlovanje

Product Type: open and distance learning

Marketing Text: Naša ambicija je ... vam pomagati se sooiti z izivi:

* upadanja števila mladih kadrov
* hitrega staranja prebivalstva
* stalnega pomanjkanja delovne sile
* poznavanja zakonodaje, ki prepoveduje starostno diskriminacijo

Danes, bolj kot kdajkoli doslej, potrebujete starostno neodvisno politiko zaposlovanja.

Description: Naš cilj je ... podpreti vas in vašo organizacijo, da postanete uinkoviti v starostno raznolikem zaposlovanju. To okolje za e-izobraževanje:

* je prilagojeno vam in vam nudi jasna priporoila na vseh podrojih starostne raznolikosti v zaposlovanju
* je informativno in brezplano
* vam nudi praktino podporo in omogoa samostojno pridobivanje izkušenj.

Naša obljuba je ... da lahko una gradiva:

* naložite in shranite brezplano
* uporabite za vaše une potrebe
* uporabite v vaši organizaciji

Vse, kar vas prosimo, je, da navedete mature@eu kot vir gradiva.
Prepriani smo ... da bo naše okolje za e-izobraževanje olajšalo vam in vaši organizaciji razviti in implementirati uinkovito starostno raznoliko politiko in prakso zaposlovanja.

Target group: Recruiters

Result: Open source e-learning platform available for free export to interested parties.

Area of application:

Homepage: http://sl.elearning.mature-project.eu/

Product Languages: Slovenian

Product 'mature@eu TOOLBOX with innovative Trainingsmaterials'

Title: mature@eu TOOLBOX with innovative Trainingsmaterials

Product Type: material for open learning

Marketing Text: The mature@eu toolbox contains over 411 DOCUMENTS in fifteen languages, which will assist in the implementation of age-diverse recruitment policies and practices.

Description: With a special emphasis on the ICT sector, the mature@eu Toolbox aims:

keyboard

* To influence the AWARENESS of HR managers and recruiters of the added value of different age groups; the predicted shrinking labour force and that age-discrimination is unlawful in all European countries;

* To help HR managers and recruiters develop the BUSINESS CASE for age diverse recruitment;

* To provide essential tools for IMPLEMENTING age diversity in the recruitment process.
This toolbox contains over 411 MATERIALS, like assessment tools, checklists, guidelines, self evaluation tools, pod casts and others, all of which will aid those with an influence on or are involved with personnel recruitment.
A significant set of good practice examples, key figures and reports focus on Austria, Bulgaria, Germany, Greece, Hungary, Netherlands, Slovenia and United Kingdom.
Simply enter a reference in one or more fields to search the database.

Please inform us about any other innovative material that you think should be included into the toolbox schwarz@zsi.at

Target group: all with an interest in the ageing workforce issue.

Result:

Area of application:

Homepage: http://www.mature-project.eu/toolbox/

Product Languages: Bulgarian
Czech
Greek
English
German
French
Dutch
Lithuanian
Latvian
Italian
Hungarian
Spanish
Slovenian
Slovak
Polish
Turkish

Events

Age-Diverse Recruitment: Dynamische IT-Profis ab 50? Die Antwort auf den Fachkraeftemangel?

Date	11.09.2008
Description	Panel discussion: Dr. Martin Gleitsmann, Leiter der Abteilung fuer Sozialpolitik und Gesundheit der Wirtschaftskammer Oesterreich Prof. Ing. Peter Kotauczek, Praesident des Verbandes Oesterreichischer SoftwareIndustrie, Vorstandsvorsitzender der BEKO Holding AG Mag. Manfred Prinz, Vizepraesident des Verbandes Oesterreichischer SoftwareIndustrie, CEO Austria and Eastern Europe der CSC - 22.
Target audience	Mitglieder des VÖSI, JournalistInnen
Public	Event is open to the public
Contact Information	
Time and place	11.09.2008, Wien

Vorstellung von mature@eu im Europäischen Parliament

Date	01.07.2008
Description	hilip Bushill-Matthews MEP and AGE host reception to present results of mature@eu project. Over 35 key players were attending this reception.[http://www.mature-project.eu/attach/1Presentation_European_Parliament.pdf]
Target audience	Key players
Public	Event is open to the public
Contact Information	
Time and place	01.07.2008, Brüssel

Events

Démographie et emploi: quelle place pour les seniors dans l'entreprise de demain?"

Date	29.05.2008
Description	Abschlusskonferenz von mature@eu in Genf. Über 170 Personen besuchten die Konferenz. [http://www.klewel.com/first-rezonance-mai2008.php]
Target audience	
Public	Event is open to the public
Contact Information	
Time and place	29.05.2008, Genf