



AMaP newsletter

The AMaP Project – developing innovative solutions for an ageing workforce

Welcome

Welcome to the *third* edition of the AMaP NEWSLETTER. The past few months have been full of productive work and positive results. Partners have been involved in a number of activities focused on testing the AMaP Learning Model, distributing an age management questionnaire exploring attitudes of employers towards older workers and preparing content for seminars specifically designed for HR Managers and business owners. Finally, work has started on planning the final conference which takes place later in the year.

AMaP at the European Commission

From the very beginning of the AMaP project, the partnership agreed on a dissemination strategy that would aim to influence key stakeholders across Europe at the highest possible level. On 24th April, the project was invited by Whatif International, to present the project at a Networking Session prior to a Parliamentary Hearing in the European Commission attended by Commissioner Lazlo Andor, responsible for Employment, Social Affairs and Inclusion, and MEP Maria da Graca Carvalho, Rapporteur of Horizon 2020. This event ensured that the issues addressed as part of the AMaP project continue to influence and shape future policy making by the European Commission, in particular, emphasising the continued need for age and employability to be key elements of future research through the Horizon 2020 strategy.



Final Conference

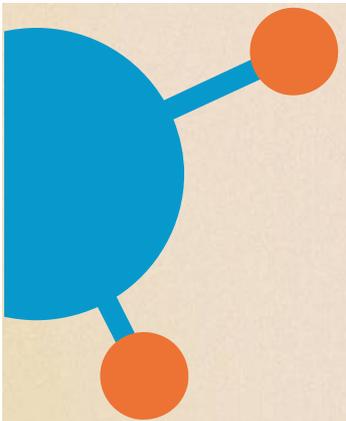
The 17th-18th October 2013 will see the project finale take place in Stockholm, Sweden, where project partners will present the findings and deliverables of the project. This event will be attended by key policy makers from each partner country as well as representatives of Chambers of Commerce and National Qualifications Authorities.



You can follow the developments of the project by visiting the AMaP project website

[http:// www.a-map.eu](http://www.a-map.eu)

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Learning Model for workers + 50 years old.

After a number of months developing and preparing materials, recruiting and selecting participants, the pilot of the AMAP-Age Management in Practice model, took place. A model of non-formal learning, based on the reflection of life experiences of workers + 50, the application of the model was designed to improve motivation levels of older workers through an innovative approach based on different models and experiences of the project partners.

Learning Model for Older Workers

PORTUGAL

In Portugal, the model was piloted with 15 volunteer participants aged 50+ from different SME's in the region of Barcelos, as well as also some unemployed older people. The six sessions of the model were successfully piloted, with extremely positive results achieved. Short-term analysis shows that all participants, having completed the programme, have signed up to attend further training programmes in areas that were, by the participants themselves, indicated as core competencies to be developed, particularly new technologies and the knowledge of foreign languages.



Participants showed increased self-esteem and self-confidence as the main consequences of the programme, as well as recognition of the need to improve skills, namely, the need to engage with CVET as a tool for personal and professional enrichment and also to improve competitiveness in the labour market.



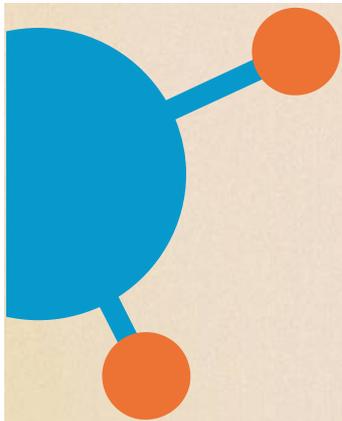
Arising from the piloting of the model, more people seem to be interested in going through this experience of reflective balance of their own lives, so Kerigma is now introducing the AMAP model as a tool for self-assessment prior to any CVET process within our institution.

The model also provides an impact evaluation methodology that we will do 6 months after the application of the model.

More information and the AMaP model are available on the project website for viewing and download.

POLAND

In Poland model testing has brought extremely positive results, with 36 participants aged 50+ attending the workshops, mostly from the Lower Silesia region. Workshops were conducted in two ways: 6 sessions at intervals and 6 sessions put in an intensive program over 5 days. The recruitment process and the beginning of the training was initially challenging, however, the design of learning programmes specifically for older adults is still not as popular in Poland as it is in other parts of Europe. However, the result of workshops was very positive in the form of increased self-awareness of participants and greater confidence leading to a sense of being ready to take action among many of the participants.



The 15th & 16th April saw the yearly meeting of the Demographic Network in Berlin (DDN).

In the network more than 350 companies and institutions, with HR responsibility of around 2 million employees, came together to play an active role in addressing demographic change.

The DDN was set up in March 2006 on the initiative from the German Federal Ministry for Labor and Social Affairs (BMAS) and the "New Quality of Work" initiative (INQA).

One strong point of discussion was "internationalisation" which should be influenced through projects like AMaP and other international projects in the future.

In just one month following the end of the motivational learning model, there are already a number of participants who have signed up for CVET, mostly soft skills training (communication, conflict management or working as part of a team) as well as language classes and computer courses.

Looking at the feedback received from the participants of the AMaP workshop, we see the wisdom of such actions. In particular, the need is evident, although not always apparent among employers. What's more, the effectiveness of the model, not only for employees 50+, but also for the unemployed or those who are retired are



groups who could benefit from the programme. The motivational learning model seems to be a core tool in the way of increasing self-awareness and consciously creating a pathway for individual development.

Currently, in Poland less than 1% of people over 50 take part in CVET and one in four unemployed people is 50+. The main drivers of these two indicators are: low qualifications; and lack of motivation to learn. Dissemination of the Learning Model provides a good opportunity to improve the situation for older workers accessing and remaining in the labour market longer and later in life.

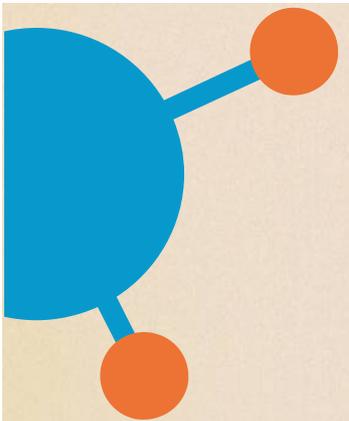
GERMANY

The AMaP training course is currently in the process of being tested with 25 older workers in the security industry in Berlin. During the course of the AMaP learning model, a teacher from Berlin University has become involved and tested the model from the perspective of an educationalist. Once the course finishes at the end of April, the results will be evaluated and discussed with the international AMaP project team to analyse the results.



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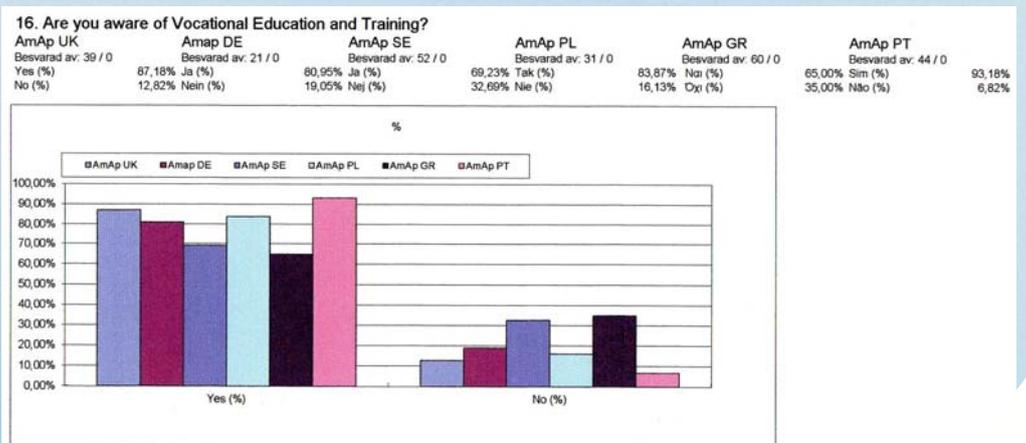
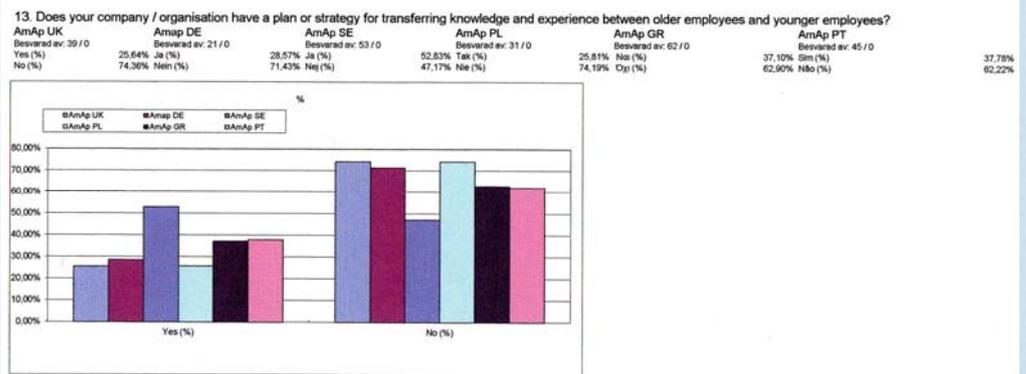
The AMaP questionnaire—attitudes of employers towards older workers

In February 2013, the AMaP project partners distributed a questionnaire to organisations in the UK, Germany, Sweden, Poland, Greece and Portugal. It focused on how companies managed their older members of the staff, explored the possibilities of developing older workers within the organisation as well as health and wellbeing in the workplace.

Around 350 responses were generated with the majority of companies being small or medium sized, less than 250 employees. Companies were based across a number of industry sectors including manufacturing, the public sector and the service sector.

This very brief summary highlights three areas of interest. The first graph below shows views on transferring knowledge and competence between the older workers and younger workers. The majority of organisations have no strategic plan for transferring knowledge. The second graph illustrates the awareness of *Vocational Education and Training*, with the majority of companies know about VET and hopefully also use VET as a tool in training. A third area of interest explored what companies think about specific plans for training older employees. There are very few companies with such plans.

A deeper analysis will be done over the coming months and between May and August 2013 partners intend to carry out seminars to present the results of the questionnaire, with CEOs and HR managers invited to participate. The output from these seminars will of course give us further point of views to add to our analysis.



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