



# AMaP Newsletter

The AMaP Project – developing innovative solutions for an ageing workforce

## Welcome

Welcome to the **AMaP** newsletter.

In this first issue we you bring contributions from individual partners plus news items illustrating the range and extent of project activity, achievements to date and indications of future plans.

**AMaP** takes a dynamic approach to the challenges of an aging workforce.

**AMaP** offers innovative solutions, for companies, employees, policy makers and key stakeholders to work productively and to capitalize on the potential benefits of this unique opportunity to invest in the older workforce.

## Constructive Connections - AMaP reaching out to local and national agencies and organizations

**AMaP** partners have been busy establishing constructive contacts with their Chambers of Commerce and their National Qualifications Framework organizations to ensure the promotion of AMaP and to encourage their involvement in the project.

At the invitation of Kerigma two members of the Portuguese Chamber of Commerce attended the second AMaP meeting in Athens, May 2012. Sérgio Ramos and Salvador Teixeira, both engineers, represented Associação Empresarial de Paredes (known as AE Paredes) <http://www.aeparedes.pt/>.

Sérgio and Salvador reflected on the AMaP meeting saying:

*'It was very interesting to participate in the AMaP meeting in Athens. We were introduced to this innovative AMaP project, where significant tools are being developed by a group, knowledgeable in the challenges and opportunities presented by an ageing working force.*

*Following our initial contact with Kerigma, we found the issues relating to the ageing workforce of great interest. Now, after participating in the meeting, we feel highly motivated to approach our associated companies, and to outline to them the relevance of employing older workers and the potential benefits for both parties, namely, workers and companies.*

*In addition, we wish to be involved in the AMaP questionnaire that is being developed and look forward to co-operating in its implementation. Furthermore, we want to know more about the AMaP learner model and how it can be linked to the model of validation of prior learning that currently exists in Portugal.'*

Chambers of Commerce will be invited to participate in the distribution of the AMaP questionnaire to companies and to nominate delegates to attend the final AMaP conference in October 2013.

## Collaborative Partnership

AMaP is a collaborative project of the European Union co-ordinated by the [University of Strathclyde \(UK\)](#) in co-operation with [GEB \(Germany\)](#), [Lifelong Learning Research Institute \(Greece\)](#), [Semper Avanti \(Poland\)](#), [Kerigma \(Portugal\)](#) and [Folkuniversitetet \(Sweden\)](#).



**Antonio Jorge Oliveira (Kerigma) and Sérgio Ramos and Salvador Teixeira (Associação Empresarial de Paredes) AMaP Meeting, Athens, May 2012.**



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

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

If you want to know more, please do not hesitate to contact us via email or telephone. We are happy to include you in our mailing list and to keep you informed about AMaP's activities.



*AMaP news from GEB,  
Germany*

*The European Network Meeting in Berlin, May 2012 (pictured above) was an ideal opportunity to promote AMaP at an event in Germany.*

# Scotland and Greece

AMaP HAS BEEN REGISTERED WITH **E.N.T.E.R.** (EUROPEAN NETWORK FOR TRANSFER AND EXPLOITATION OF EU PROJECT RESULTS) FOR DISSEMINATION AT EUROPEAN LEVEL

## University of Strathclyde, Scotland, UK

**AMaP dissemination has been an area of intense activity following the project launch.**

The AMaP promotional flyer was produced [AMaP Launch Flyer - UK.pdf](#) and distributed to national agencies and organisations.

Contact has been made with the Scottish Parliament and an agreement reached to introduce MSPs to the AMaP 'Talking Heads' DVD.

Discussions have taken place with the Scottish Credit and Qualifications Framework to explore the development of mapping strategies. In addition, discussions have also taken place with an associate, from Portugal, who is presently involved in the validation of Recognition of Prior Learning and the European Qualifications Framework.

To extend dissemination activity, AMaP has been registered with E.N.T.E.R. (European Network for Transfer and Exploitation of EU project Results).

Further dissemination activity is planned at the JVET (Journal of Vocational Education and Training) conference in England [www.jvetconferences.co.uk](http://www.jvetconferences.co.uk). This takes place at Worcester College, Oxford from the 5th to 7th July, 2013. Attendance at this conference would support a joint AMaP partnership dissemination opportunity to introduce AMaP to an audience of academics. In addition, a paper may be presented and an AMaP promotional stand organised.

## LLLRI, Greece

**Promoting AMaP to a wide range of agencies and organizations**, both locally in Greece and further afield in Spain, has been highly successful.

The Greek National Organization for the Qualifications Framework has been informed about the AMaP project and in particular the VET and EQF components. A representative of the organization was invited to give a presentation at the partnership meeting in Athens.

The ageing workforce, with a particular reference to the objectives of AMaP, was highlighted in an LLLRI article published in a major Greek newspaper. The newspaper has a distribution list of 70,000 copies. The article was in addition to an hour-long TV interview, about the ageing workforce and entrepreneurship, where the work of AMaP was outlined. The TV interview reached an estimated audience of 5,000. Furthermore, the Greek AMaP promotional flyer was emailed via the LLLRI database and reached over 8,000 recipients.

[AMaP Launch Flyer - Greece.pdf](#)

AMaP was highlighted at a meeting in Porto, Portugal and promotional flyers distributed. The vice-president of KEN (Knowledge Economy Network) has been involved in discussions and a short article about AMaP will be included in next KEN bulletin. (<http://www.knowledge-economy.net/>)



*Portal for 50+ "IdadeMaior" (Major Age) is the first Portuguese portal for people aged 50+. It provides information on topics such as leisure, health, family, finances and well-being.*

*<http://idademaior.sapo.pt/>*

AN ARTICLE ABOUT AMAP  
WILL APPEAR IN THE NEXT  
EDITION OF **KEN**  
(KNOWLEDGE EXCHANGE  
NETWORK—Greece)

# Poland and Portugal

At Government level, requests for meetings have been made to the Greek Ministry of Education involved in undertaking and organising activities relating to 50+ workforce qualifications. A bilateral meeting has been undertaken with KPMG in Greece, where AMaP and its objectives were discussed.

Finally, a meeting on the topic of the ageing workforce has taken place with a Director from *Accenture*. This organisation is interested in becoming involved in AMaP, as the topic of the ageing workforce will be a key issue for them over future years. <http://www.accenture.com>

## Semper Avanti, Poland

**Letting go of thought patterns and stereotypical views about older people** is one of the major challenges facing Poland today.

Of all the European Union countries, Poland has the lowest rate of employment for people in the 50+ group. Premature withdrawal from the labour market is affected by many factors, which include minimal or outdated qualifications, a resistance to the use of modern technology and learning, along with employers' stereotyping of the effectiveness of the work ability of people aged 50+. This is compounded by the personal barriers experienced by people 50+, which include a lack of self confidence in their capabilities and a deficit of professional development.

For several years now Poland has implemented various projects aimed at the 50+ group under the EQUAL Community Initiative. Despite increased offers of training only a small number of people aged 50+ have taken advantage of it. A 50+ political agenda has been constructed with the aim of implementing measures to activate the 50+ group.

Semper Avanti met with the Polish National Agency LLP to promote the AMaP project and in particular CVET. Contact has been made with IBE ([Institute of Educational Research](#)), an organisation responsible for implementation of EQF in Poland. Discussions around the AMaP learner model have taken place with the [Institute for Private Enterprise and Democracy](#) (affiliated to the [Polish Chamber of Commerce](#)). Further consultations have taken place with an expert in Active Ageing and an expert associated with vocational training in Poland from [KOWEZIU](#) (an institution organised by Polish Ministry of Education).

## Kerigma, Portugal

**Older workers and learning** Since 2001 Portugal has implemented a National System for Recognition, Validation and Certification which allows individuals to recognise their adult learning and validate their skills; since 2006 this process of skills recognition has been amalgamated with a project of vocational guidance; about 35% of the population who used this service were aged 50+; Following a diagnosis of training needs, the person is oriented to the type of training suitable to their needs and he or she can accumulate different modules of training and, at the same time, update his or her professional performance.

**The political agenda** Currently, all activities on the political agenda are related to the European Year 2012. One objective of this agenda, pertinent to AMaP, is the promotion of activities to combat discrimination on grounds of age, to overcome stereotyping and remove barriers in employability.

**Portal for 50+ "IdadeMaior" (Major Age)** is the first Portuguese portal for people aged 50+. It provides information on topics such as leisure, health, family, finances and well-being. <http://idademaior.sapo.pt/>

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# Sweden

SWEDISH POLICIES MAKE EMPLOYMENT MORE ADVANTAGEOUS. THIS IS ESSENTIAL TO INCREASE EMPLOYMENT LEVELS PERMANENTLY

## Folkuniversitetet, Sweden

**Meeting the challenge of an ageing population** is high on the Swedish political agenda. Sweden has the highest labour force participation amongst older workers aged 55-64 years in the EU. In 2007 the labour force participation for people aged 55-64 years old reached 70%. This can be compared to the EU-average of 45 %. Policies in Sweden have focused on increasing the supply and demand for older people in the labour market.

**Swedish policies** make employment more advantageous as this is essential to permanently increase employment levels. The future competitiveness of the EU depends on the employment of older people. The demographic change calls for a high priority in this area. Economic incentives are in place to encourage companies to employ older workers and to keep them in the labour market.

**Activation programmes** are available for people who are in the greatest need of support. Such programmes enable older people to improve present skills or develop new ones. Thus older people get better at adjusting to the changing demands on the labour market.

**Retirement age is flexible** and people have the right to stay in the workplace until the age of 67, instead of 65, which was previously the case. The system also allows the individual to combine pension and work and thus postpone the final retirement age. Partial retirement is possible from the age of 61. This not only encourages a longer working life but also facilitates a soft gradual transition into retirement.

*(Extract from a speech delivered by Sven Otto Littorin, Minister for Labour Market)*

*Retirement age is flexible and people have the right to stay in the workplace until the age of 67, instead of 65, which was previously the case.*

