



Age Management in Practice (AMaP) Project

Project no. 518590-LLP-1-1-UK

DRAFT - Minutes of 5th Partnership Meeting – Wroclaw

Date: Thursday 21st & Friday 22nd March 2013

Venue: Semper Avanti, Wroclaw

Participants: Graham Smith & William Reid (UoS, UK), Gunther Ring (GEB, DE), Dimitris Raftopoulos & George Stefanis (LLLRI, EL), Dorota Kowalska & Paulina Wojcik (Semper Avanti, PL), Susana Oliveira & António Jorge Oliveira (Chamber of Commerce, PT), Ali Rashidi & Björn Engsten (FU Uppsala, SE)

In Attendance: Alan Hendry (Friday Film Productions)

Apologies: Iwona von Polentz (GEB, DE) & Yevgeniya Averhed (FU Uppsala, SE)

Day 1

Welcome and Introductions

Dorota Kowalska, (Semper Avanti, PL) welcomed the group to the meeting in Wroclaw. Graham Smith, University of Strathclyde, Scotland, UK opened the meeting and also welcomed the project partners. He thanked Dorota for hosting the meeting in Wroclaw.

The meeting moved to the agenda for Day 1 which included:

1. Lead partner update including:
 - o update on internal evaluation and review of interim report (Graham Smith)
2. Partner Updates from:
 - o Dimitris Raftopoulos on WP5 'Age Management Seminars'
 - o Gunther Ring, Dorota Kowalska, Paulina Wojcik & Susana Oliveira on WP2 'Learning Model for Older Workers'
 - o Bjorn Engsten on WP4 'Employer Attitudes to Older Workers'
 - o Graham Smith on WP3 'EQF for Older Workers'
3. WP6 'Dissemination and Valorisation'

4. Final Conference Arrangements
5. Close and Summary (Graham Smith)

1. Lead Partner Update

The lead partner update was led by Graham. He highlighted action points that resulted from the Porto meeting in October 2012 and then outlined the objectives for today and Friday's meetings:

- Review Internal Evaluation and address any emerging issues
- Go through Interim Report and agree strategy for addressing issues identified by Executive Agency
- Update on progress with Learning Model testing
- Update on EQF Mapping System
- Results of Employer Questionnaire and strategy for compiling report
- Agree theme and timings for 3rd Newsletter
- Agree all aspects of Final Conference
- Start videoing of project staff for DVD

Graham then discussed the internal evaluation completed by all the partners and went through an initial report that details partners' responses to the evaluation questions. He thanked the partners for the positive feedback given in the evaluation and that this report will be included in the Final Report to demonstrate that the structure and financing of this project has been taken seriously.

Graham again thanked the partners for submitting their financial details over the busy Christmas period for the interim report. He highlighted that the project finishes on 31st December and that all reporting documents must be with the Executive Agency by the end of February 2014, he asked the group to have all their financial details prepared to send to him in January 2014. Two issues were mentioned that could affect financial report submissions:

1. Deadline for applications of other projects may fall in January 2014
2. Discussion about continuation of the project or continuation of innovation should take place at the Final Conference in October

Graham asked the partners if they could start their financial reports in December if they will have a heavy workload in January 2014.

Graham then informed partners that the second pre-financing grant had arrived from the Executive Agency and that the same format for payment, as outlined in the Partner Agreement, would take place as in year 1.

The reporting period for year 2 is:

- December 2012 to March 2013 (Payment in April 2013)
- April 2013 to June 2013 (Payment in July 2013)
- July 2013 to September 2013 (Payment in October 2013)

2. Partner Updates

Dimitris Raftopoulos on WP5 'Age Management Seminars'

Dimitris presented an overview of the main themes to develop for the seminars:

- Value of age management practices and policies for organizations
- Strategic challenges of an ageing workforce (3LRI)
- Flexible Working Conditions (FU)
- Recruitment and retention strategies (UoS)
- Value of introducing lifelong guidance practices (3LRI)
- Health and Wellbeing Policies/ Practices (FU)

He also outlined what was expected of partners when hosting the seminars:

- Important to give participants contact information to establish networking and give them assurance
- Give them access to any reports produced electronically
- Focus on specific areas through the feedback given by participants

Dimitris then went on to discuss the marketing of the project in particular looking towards dissemination and valorisation (WP6) and the partners debated the best way to produce marketing material in relation to cost and reducing carbon footprint including:

- Creating e-flyers
 - It was highlighted that creating an e-flyer still delivers what was outlined in the project application.
- Investing on USB pen drives with the papers loaded onto them
- Each partner producing a one page executive summary with a link to the full document
- Including responses to the questionnaire in these documents.

The invitation to be sent to participants has been developed and Dimitris encouraged the other partners to provide opinion.

Gunther Ring, Dorota Kowalska, Paulina Wojcik & Susana Oliveira on WP2 'Learning Model for Older

Workers'

Gunther reported back on his experience of using the AMaP learning model with employers.

- There are issues trying to deliver the programme over 6 sessions lasting 3 hours instead of full day sessions
 - Susana noted that having a time period between sessions give different results as it allows the participants time to reflect on their experiences
- Difficulty with employers
 - Convincing them about the benefits of AMaP when they have plenty of younger people ready to take on jobs.
 - Allow their employees leave to participate in training.
- Advised examining how professional trainers work with older people (as well as new mothers and long term sick) and how they use training to help ease them back to work.

Dorota and Paulina also shared their experiences of working with the AMaP learning model and described how it was implemented

- In total 36 participants were recruited, the majority of participants were female
 - 30 involved in an intensive course
 - 6 attended a session every two weeks
 - The group involved in the intensive course needed more time to open up and share their experiences with the group. Having time away from the group allowed them to reflect and when they returned they were able to share ideas more easily.
- It was highlighted the attitude with employers in general regarding AMaP was that they wanted a financial incentive for allowing their employees to participate in the learning model.
 - Some employers were also wary about sending their employees on training which may result in them wanting the change job.
- Dorota and Paulina noticed that participants over 50 years of age appeared to have difficulty with this type of learning model.
 - Their attitude to work (a job for life) and other generational influences were a factor in this.
 - Learning soft skills is still a “foggy” concept to some older workers
- The benefit of AMaP to unemployed older people was also discussed. It was agreed that it would be beneficial and should form part of the recommendations but delivering AMaP to unemployed older people is not part of the deliverables of this project.

Susana talked about the recruitment, approach and piloting of the AMaP learning model in and outlined strengths and weaknesses and what can be done to improve the learning model

- Main strength and weakness
 - The learning model helps participants redefine what they want to do in the future
 - However, the aim of the model is abstract where it

participants a while to understand what they are doing.

- Improvements
 - Adapt activities
 - Be given more time with participants
 - Emphasise on reflecting on past experiences to redefine their future
 - Susana noted that after the third session, participants acknowledged their weaknesses and admitted they needed to learn more.

WP6 Dissemination: Susana is meeting with a Portuguese MP attending the final conference to talk about AMaP. Dimitris noted that the partners need to get a commitment from their own national governments to highlight the importance of AMaP throughout all the partners' own countries and ensure we attract the most relevant delegates to the final conference.

Björn Engsten on WP4 'Employer Attitudes to Older Workers'

Björn discussed the results of the questionnaire where partners provided their opinion on how to best utilise the data as it was highlighted that the key findings from the questionnaire will be a main selling point in the final report. In particular, it was emphasised that the data collected from each partner country should not be collated together as it would provide a false representation due to the varied type of organisations that responded in each partner country.

Graham Smith on WP3 'EQF for Older Workers'

Graham pointed out that the mapping system is still in draft format. It will have to be translated and it will have to be tested in each partner country before final conference in October.

Action Point – Country Analysis

Graham Smith to circulate information on mapping system to show partners how to do country analysis with the questionnaire data. May 2013

3. WP6 'Dissemination and Valorisation'

Dimitris introduced the AMaP project at the European Commission Conference held over November and December 2012. Graham highlighted that the project was well received at this conference and that Christian Lettmayr from Cedefop mentioned that this project in

closely

related to their future strategy. Graham also pointed out that the project has been given high level exposure on the European Year of Active Aging website (<http://europa.eu/ey2012/>).

Partners discussed how the AMaP project has been promoted for example through other projects they have been working on and the questionnaires sent out.

Graham asked partners to send him a short summary of their dissemination for the project. Dimitris suggested using Google Docs which has been used during the project.

Action Point – Dissemination Summary

Partners to send short summary of their dissemination to Graham by end of April 2013.

4. Final Conference Arrangements

Delegates for Final Conference

Graham outlined that there should be a minimum of 60 delegates at the final conference, 48 invited from partners the remainder from the host partner.

Partners discussed the stakeholders who will attend from country where reassurance was being sought as stakeholders are enquiring if people of a similar position in other countries will be attending. Also, raised was whether the focus should be inviting 'end users' who work directly with training older adults instead of aiming at stakeholders. However, it was decided that inviting stakeholders to the final conference will create more credibility for the product as they will approve AMaP and pass it onto 'end users' to apply the learning model and other deliverables in their own countries.

Susana is meeting with a Portuguese MP attending the final conference to talk about AMaP. Dimitris noted that the partners need to get a commitment from their own national governments to highlight the importance of AMaP throughout all the partners' own countries and ensure we attract the most relevant delegates to the final conference.

Content

Graham indicated that the content covered during the final conference should be split into three key areas:

1. *Impact of an aging population*
2. *Create awareness that older people can and should be encouraged to retrain*
3. *What the AMaP learning model offers*

The group debated how to address these areas and how to most effectively engage with the stakeholders. It was highlighted that the mapping

and

system
DVD

should be utilised during the conference to cover these key areas.

Location

Graham asked the partners what they thought about moving the location of the final conference to Västerås in Sweden. Ensuring reputable delegates attended from the host country was a main reason for considering moving to Västerås. Ali could guarantee attracting stakeholders at a national level to the conference where there was doubt regarding the type of delegate that would be represented if it was held in Berlin. Another benefit would be saving costs on administration as Ali is already hosting a conference in Sweden in September.

It was agreed in principle to host the final conference in Västerås after Graham had spoken to the Executive Agency. Partners would be split into working groups tomorrow to decide the logistics of hosting in Västerås.

5. Close and Summary (Graham Smith)

Graham thanked partners for the attention and participation throughout today's meeting. He reminded the group that Alan Hendry will arrive late morning to go over the filming of the Talking Heads DVD. Partners will provide their view on older workers and VET/CVET and older workers. A list of questions has been emailed to all partners so they can prepare answers.

Day 2

The meeting moved to the agenda for Day 2 which included:

1. Strategic Planning of Final Conference
2. Journal Submission and dissemination at JCVET conference, Graham Smith (UoS)
3. WP6, Bi-annual newsletter – Dorota Kowalska
4. WP6, Talking Heads DVD with Alan Hendry
5. Parallel Sessions:
 - o Filming of Partners and Polish Experts for DVD
 - o Finalising details for Final Conference
6. Close and Summary (Graham Smith)

1. Strategic Planning of Final Conference

Graham confirmed that the final conference will be held in Västerås and partners were split into following working groups to plan for the final conference*:

- Travel – *Dorota Kowalska, Paulina Wojcik, Gunter Ring & William Reid*
- Budget and Agenda – *Graham Smith, Susana Oliveira & António Jorge Oliveira*
- Venue and Accommodation - *Dimitris Raftopoulos, George Stefas, Ali Rashidi & Bjorn Engsten*

*Findings from each working group were discussed during the Parallel Session.

2. Journal Submission and Dissemination at JVET conference, Graham Smith (UoS)

Graham confirmed that the project will hold a promotional stand and present a paper at the JVET conference at Worcester College, Oxford from the 5th to the 7th July 2013 www.jvetconferences.co.uk.

3. WP6, Bi-annual newsletter – Dorota Kowalska

Third newsletter is scheduled to be distributed by end of April 2013. Covered in the newsletter will be:

- Results of implementing the learning model
- Results of the questionnaire
- Details of the final conference

4. WP6, Talking Heads DVD with Alan Hendry

Alan Hendry from Friday Film Productions provided information on his production company and given an overview of the storyboard that he will be following as he films partners and Polish experts for the Talking Heads DVD

5. Parallel Session

- *Filming of Partners and Polish Experts for DVD*

Alan filmed Dorota, Paulina, Gunter, Susana and Dimitris as they gave their opinion of the AMaP project and their views on older workers and VET/CVET and older workers. Two Polish experts were also filmed regarding the project. Ali and Graham are to be filmed for the DVD at a later date.

- *Finalising details for Final Conference*

While Alan was filming the partners discussed their findings from the working groups and Ali went through the following action points that will need addressed before the final conference:

Action Points for Final Conference:

1. *Invitations, agenda, registration template etc. to be finalised by Graham by 28th March*
2. *Ali to finalise the venue by end of March*
3. *Conference information to be uploaded to the website by end of April*
4. *Ali to book 40 rooms for delegates by end of April*

5. *A list of all delegates attending from each partners country to be sent to Ali by all partners by 30th May*
6. *Flights to be booked by all partners by 10th June*

Graham thanked all partners for their contribution and concluded the partnership meeting.