



**CENTRAL
EUROPE**
COOPERATING FOR SUCCESS.



EUROPEAN UNION
EUROPEAN REGIONAL
DEVELOPMENT FUND

“CE-Ageing Platform”

- Project title:** Central European Knowledge Platform for an Ageing Society
- Akronym:** CE-Ageing Platform
- Program:** Central Europe, Priority 4 /4.2 Addressing the territorial effects of demographic and social change on urban and regional development.
- Duration:** 1st January, 2011 – 31st December 2013 (36 month)
- Funding:** 79,34 % ERDF (European Regional Development Fund), 20,66 % co financing through project partners.

Project aim:

The Central European (CE) Knowledge Platform for an Ageing Society, in short “CE-Ageing Platform”, aims to minimise negative effects and impacts of demographic change in CE. The project idea derived from a cooperation between various partners and their desire to jointly contribute to improved framework conditions in their regions in order to foster economic growth, regional development and social cohesion. It is built on the belief that challenges faced in the cross-cutting issue "ageing" can only be solved in working together. The CE-Ageing Platform aims to jointly develop a CE-Ageing Strategy enabling partners to adapt to demographic change, thereby integrating lessons learnt from previous activities on the one hand and results and lessons learnt of innovative actions implemented by the CE-Ageing platform on the other.

The CE Platform aims to

- o contribute to minimise negative effects and impacts of demographic trends on an ageing society & economy and to improve framework conditions (e.g. programmes, regulations) by adapting policies, governance processes and mechanisms to demographic change;
- o reduce regional disparities as well as spatial segregation of target groups by providing a platform for exchanging knowledge on practices between urban and rural areas, between national and regional levels as well as at the transnational level;
- o make better use of the existing endogenous potentials of an increasingly diverse and aging workforce by raising awareness on demographic change, developing ageing strategies as well as state-of-the-art training concepts; as well as
- o promote new service designs and up-grade skills and knowledge of the target group to meet the demands of SME's as well as to contribute to sustainable change by establishing a joint strategy.

Expected results:

- o Joint “Forum on Ageing in Central Europe” as well as development of an Central Europe Age-Strategy”;
- o Establishment of Regional Ageing Platforms; as well as
- o Implementation of innovative measures/services for SME's in the area of diversity management, life-long learning, work-life-balance and health.



Project consortium:

The core partnership comprises of minimum of one and maximum of three partners per country. Partners of the consortium are coming from the following: Austria, Germany, Italy, Czech Republic, Slovak Republic, Slovenia, Hungary, Poland. Additionally strategic partners and experts are actively involved in project implementation. The lead partner of the project is the Chamber of Labour Upper Austria (AKOÖ).

Austria

- **AKOÖ - Chamber of Labour Upper Austria, Linz**
- **ZSI – Centre for Social Innovation, Vienna**
- **Management Consulting BAB Ltd., Graz**

Germany

- **Ministry of Health and Social Affairs Saxony-Anhalt, Magdeburg**

Italy

- **ISFOL - National Agency for Vocational Training, Rome**

Poland

- **GIG - Central Mining Institute, Katowice**

Slovenia

- **Economic Institute Maribor, Human Resource Development Centre, Maribor**
- **Ministry of Labour, Family and Social Affairs, Republic of Slovenia, Ljubljana**

Slovak Republic

- **Regional Development Agency Senec-Pezinok, Bratislava**
- **Central Office of Labour, Social Affairs and Family, Bratislava**

Czech Republic

- **Regional Advisory and Information Centre – RPIC-ViP Ltd., Ostrava–Mariánské Hory**
- **Most ke vzdělání – Bridge to Education, Benecko**

Hungary

- **Central-Transdanubian Regional and Economic Development Nonprofit Company, Szekesfehervar**



Summary of Section 3: Work Packages

| WP1: Project management and coordination | |
|---|--|
| Strategic focus/main objectives | Sound project management and coordination |
| Responsible partner | Chamber of Labour Upper Austria |
| WP2: Communication, knowledge management and dissemination | |
| Strategic focus/main objectives | Ensure wide project promotion of output and results |
| Responsible partner | PP11: National Agency for Vocational Training |
| title of core outputs | Web-based CE- platform |
| WP3: CE Aging Platform & Strategy | |
| Strategic focus/main objectives | Development of a joint/transnational CE-Ageing Strategy on minimising negative effects of dem. change |
| Responsible partner | LP: Chamber of Labour Upper Austria |
| title of core outputs | CE-Ageing Strategy Age Steering Group |
| WP4: AGE-Partnership Actions | |
| Strategic focus/main objectives | Development of regional platforms for strategy development and training |
| Responsible partner | PP9: Most ke vzdělání - Bridge to Education, o.s. |
| title of core outputs | Regional Ageing Strategy Saxony-Anhalt / DE Regional Ageing Strategy Upper Austria / AT Regional Training Concept Senec-Pezinok region / SK Regional Training Concept Liberec region / CZ Joint Conclusion of Pilot Exchange & Policy Learning Seminars |
| WP5: AGE-SME Interventions | |
| Strategic focus/main objectives | HRD Development, Work-life balance and Age&Diversity management in SMEs |
| Responsible partner | PP5: Economic Institute Maribor, Human Resource Development Centre |
| title of core outputs | Cross-generational Competence Management in AT region Cross-generational HRD Strategy in CZ region Work-Life balance in PL region Age&Diversity management in SI region Age&Diversity management in HU region Joint Conclusion of Pilot Exchange & Policy Learning Seminars |
| WP6: Pilot and project evaluation | |
| Strategic focus/main objectives | Evaluation of major activities within the project |
| Responsible partner | PP13: Central Office of Labour, Social Affairs and Family |
| title of core outputs | CE-Ageing Evaluation Pilot Evaluation |