



## Uncovering the potentials of the 55+

Mid-Term Conference “Older Citizens in Modern Society”

Hauke Siemen, REM • Consult, Hamburg

St. Petersburg, Russia, 9 June 2011

## BEST AGERS – who is who?

Lead Partner	19 Project Partners
 <b>Wirtschaftsakademie Schleswig-Holstein</b>  <b>Wirtschaftsakademie Schleswig-Holstein (Germany)</b>	
Project Management	Funding
  <b>REM • Consult, Hamburg (Germany)</b>	   <b>Baltic Sea Region Programme 2007-2013</b>

## BEST AGERS – FACTS

- Project was approved in September 2009 as a strategic project under the Baltic Sea Region Programme
- Started in January 2010, ends in December 2012
- 19 partner organisations from 8 countries
- > 20 associated organisations
- Total project budget: 4.423.070,96 EUR
- Part-financed (75-85%) by the European Regional Development Fund



## BEST AGERS – THE HISTORY OF THE PROJECT

- Wirtschaftsakademie Schleswig-Holstein (Academy of Economics Schleswig-Holstein, WAK) and REM • Consult, Hamburg developed project idea together in 2007/2008
- Reasons for transnational cooperation:
  - The challenge is the same in the whole Baltic Sea Region
  - The Baltic Sea Region is particularly vulnerable to the consequences of demographic change
  - All sectors of economy and society are affected by demographic change
  - Involvement of older people in work life, innovation and entrepreneurship at different levels in different countries
- Idea: to compare and analyse, develop new approaches and test them

## BEST AGERS – DEFINITION

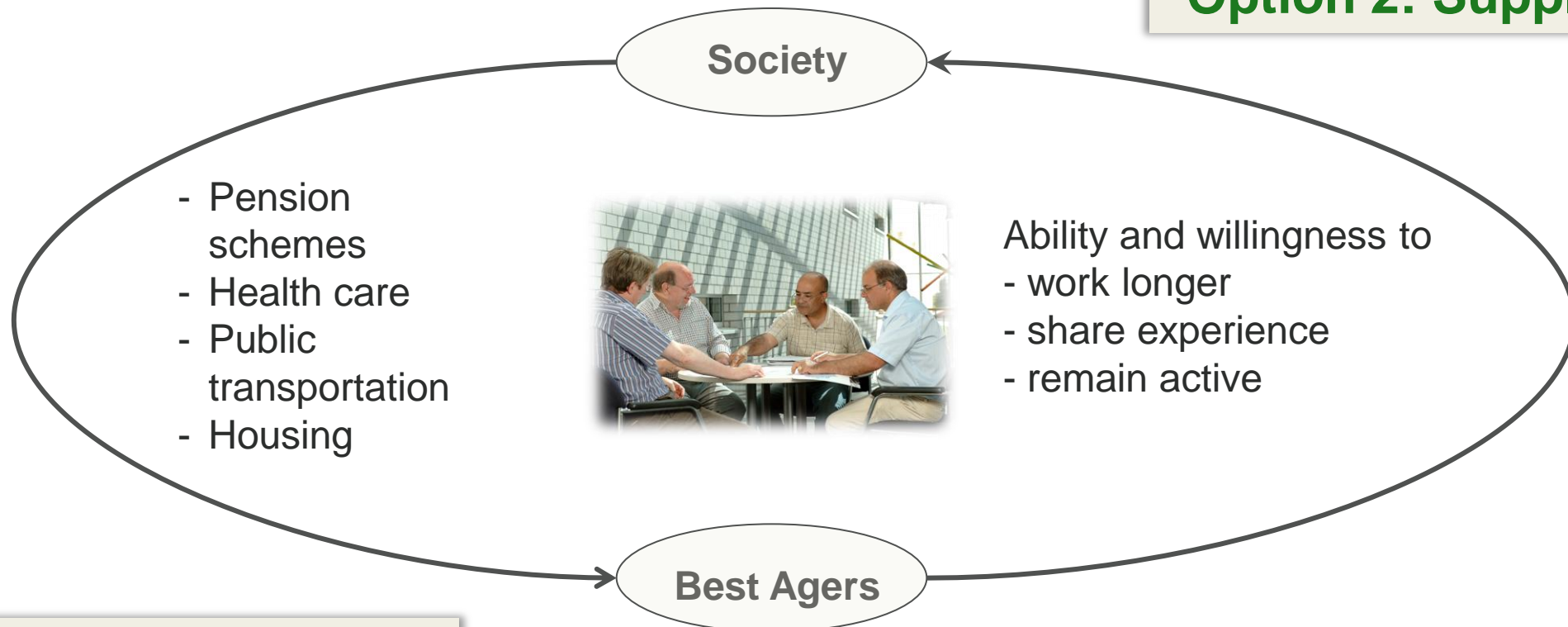
- Each individual defines his or her “best age” differently, and subjectively
- An age above 55 years is often not viewed as a productive age
- BUT: The 55+ are well-educated, motivated and healthier than ever
- BUT: The 55+ are the growing part of the working-age population, and we cannot afford to disrespect their potential and their readiness to share their experience and skills
- The 55+ remain of “best age” for economic activities for many more years, sometimes even well beyond retirement age.
- In this project, every person older than 55 years, woman or man, is defined as a “Best Ager”.



## BEST AGERS – THE PROJECT IDEA

There will be more old people and less young people in the future. What to do to adapt?

### Option 2: Supply



### Option 1: Demand

## WHAT CAN BEST AGERS DO?

**work longer**

**be mentors  
for students**



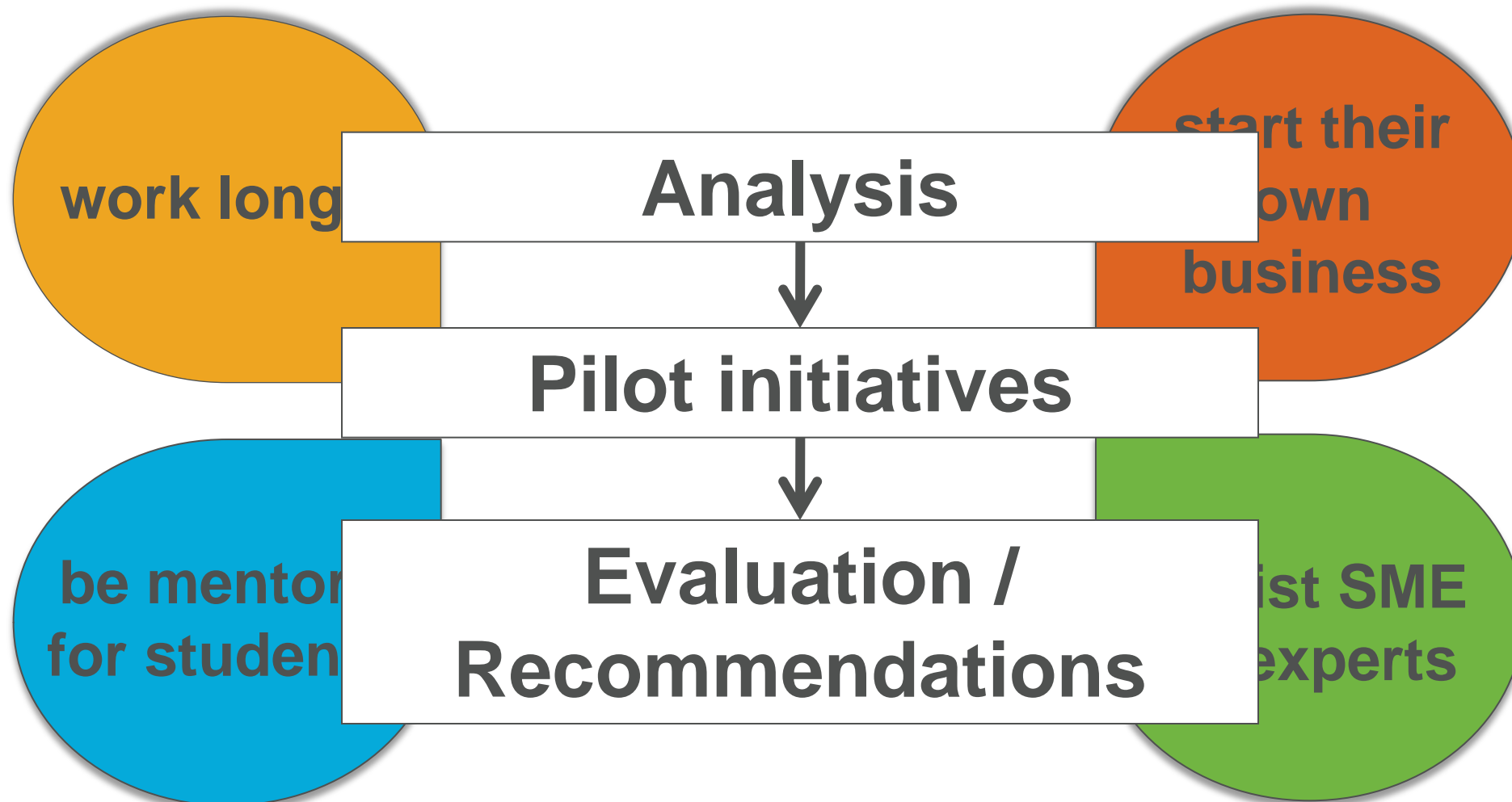
**start their  
own  
business**

**assist SME  
as experts**

## **BEST AGERS – THE OBJECTIVES**

- Identifying and highlighting the special skills of Best Agers
- Finding out how to motivate Best Agers to become active
- Raising the (voluntary) involvement of Best Agers in economic activities
- Help public and private organisations capitalize on the Best Agers special skills and knowledge
- Changing the (self-)image of Best Agers in a positive way
- Keeping the Best Agers in the centre of economy and society
- Making the Baltic Sea Region more competitive

## BEST AGERS – THE APPROACH



## BEST AGERS – THE PARTNERSHIP

Chambers of Commerce

Training institutions

Universities

Public authorities

Science Parks

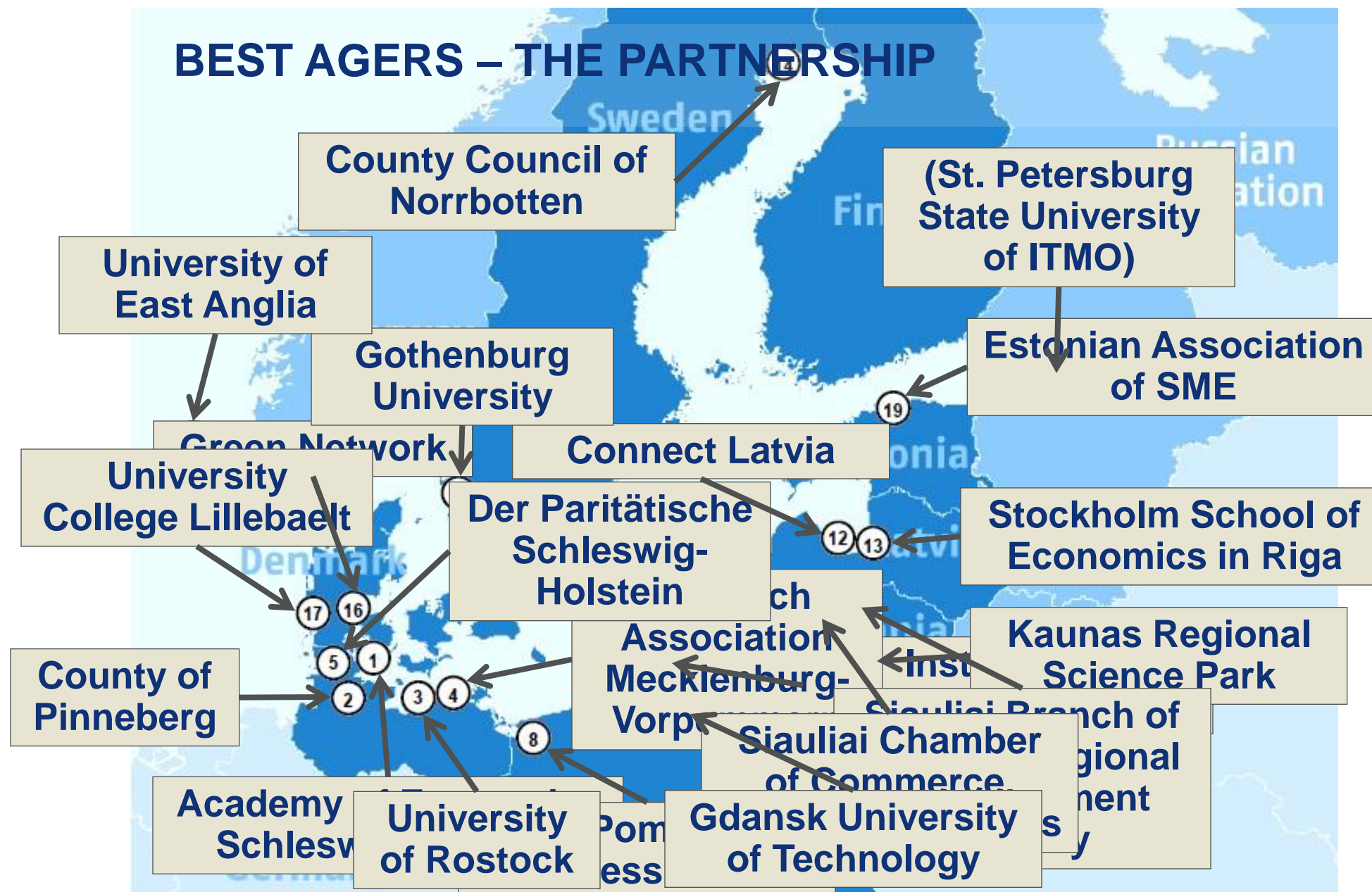
NGOs

Research institutions

Associations of SME



## BEST AGERS – THE PARTNERSHIP



## **BEST AGERS – SELECTED OUTPUTS**

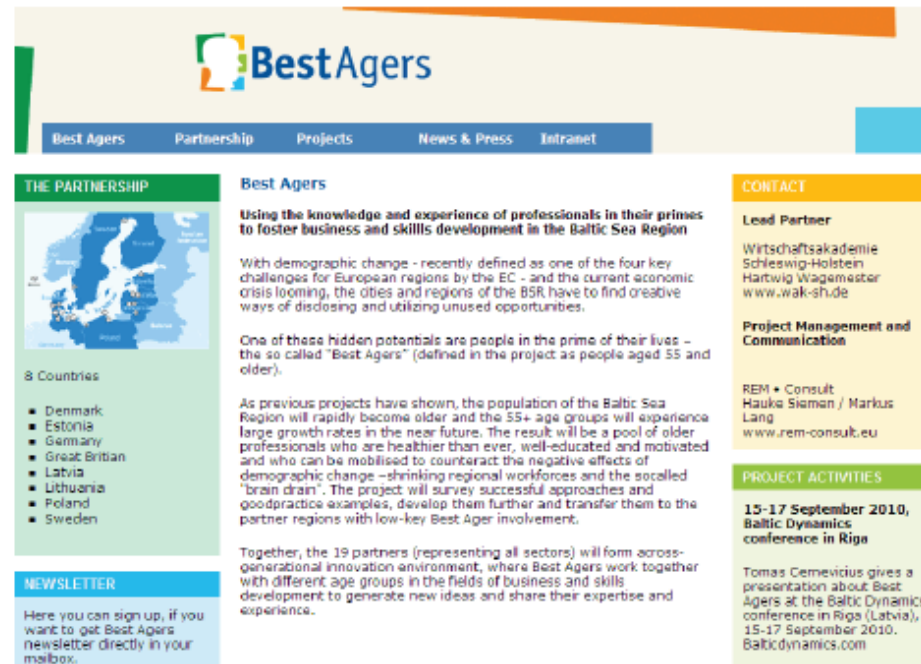
- **Toolboxes** for organisations (how to activate Best Agers) and for individuals (how to become an entrepreneur)
- **Senior adviser networks** in the new member states
- **Mentor Programme** in Denmark
- **Webinars:** Best Agers teach researchers how to bring business ideas to the market
- **Curricula** for Best Agers and company executives
- Study on **Creative Age Management** for SME
- Development of web-based **matching portal** for senior advisors and SME
- **Documentary film** about real Best Ager stories

## BEST AGERS – PROJECT EVENTS

- October 2010: Baltic Forum for Youth Entrepreneurship (Q-Camp) 2010 in St. Petersburg, Russia
- June 2011: Mid-Term Conference in St. Petersburg, Russia
- November 2011: Best Agers Project Fair in Hamburg, Germany
- Fall 2012: Final Conference in Kiel, Germany



## BEST AGERS – HOW TO STAY INFORMED



The screenshot shows the BestAgers website homepage. At the top is the BestAgers logo and a navigation menu with links for Best Agers, Partnership, Projects, News & Press, and Intranet. The main content area is divided into several sections:

- THE PARTNERSHIP:** Includes a map of the Baltic Sea region and a list of 8 countries: Denmark, Estonia, Germany, Great Britain, Latvia, Lithuania, Poland, and Sweden.
- Best Agers:** A central text block explaining the project's goal: "Using the knowledge and experience of professionals in their primes to foster business and skills development in the Baltic Sea Region." It discusses demographic challenges and the role of "Best Agers" (professionals aged 55 and older).
- CONTACT:** Lists the Lead Partner (Wirtschaftsakademie Schleswig-Holstein) and Project Management and Communication (REM • Consult).
- PROJECT ACTIVITIES:** Announces a conference in Riga on 15-17 September 2010.
- NEWSLETTER:** A sign-up box for the project's newsletter.

<http://www.best-agers-project.eu>

Sign up for the newsletter today!