



„Perspectives on Best Agers' employment in the Baltic Sea Region"

**Project results from an international employers' survey
County of Pinneberg/Germany**

Mid-Term Conference - 09.06.2011
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Baltic Sea Region
Programme 2007-2013

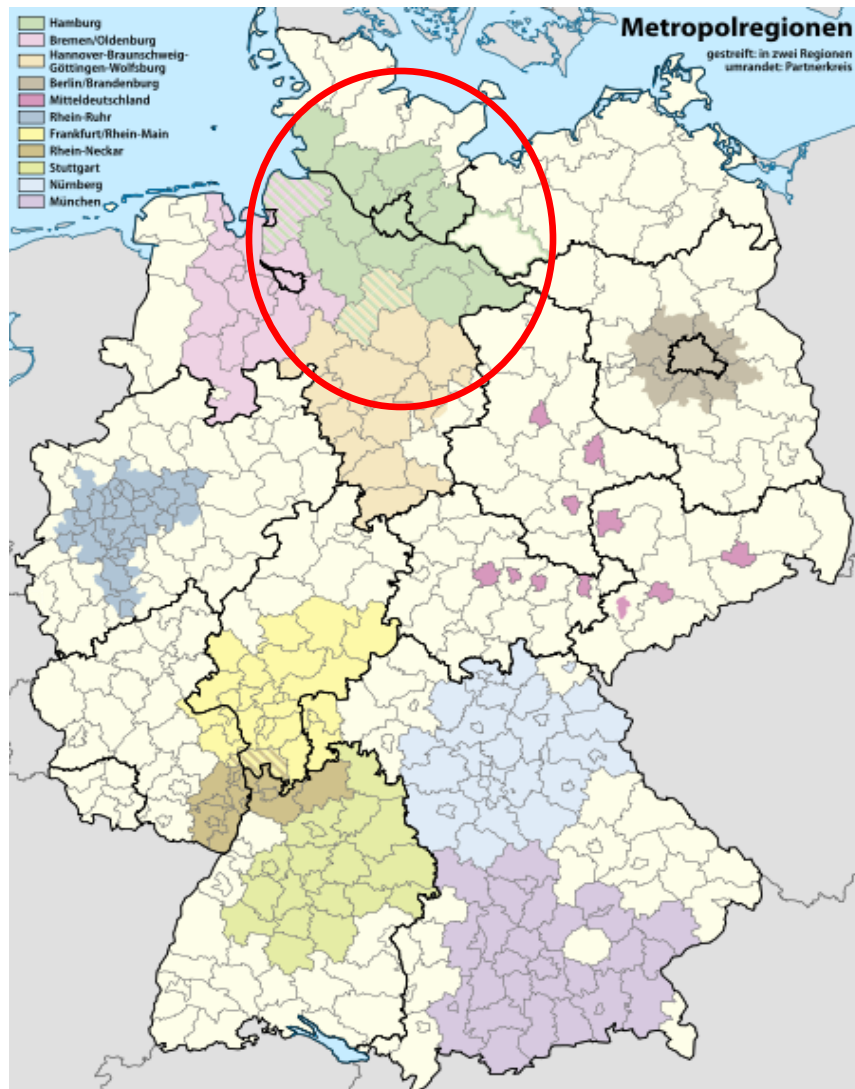
kreis  pinneberg

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Structure

1. Introduction
2. Background information - Activity 3.2.
3. Results – Employer survey
4. Summary and outlook

1. Introduction



Metropolitan Region of Hamburg and Schleswig-Holstein

- rural parts and urban agglomeration
- economic center of Northern Germany
- population: 4,3 million
- varying patterns of demographic change → differing consequences & capacities to act

County of Pinneberg

- largest NUTS3-population in Schleswig-Holstein
- age structure witnesses huge ageing processes until 2025
- strong labour market linkage with Hamburg

2. Background information on WP 3/Activity 2 – Regional Analysis of Demography & Labour Market

Working Steps:

- **Step 1:** Regional Data Analysis of BestAger-employment structures
 - **Step 2:** Study of employers' attitudes towards BestAger-employment
 - **Step 3:** Interview-study with Best Agers
- **Contributing partners** from Poland, Sweden, Denmark, Lithuania and Latvia

Goals:

- **transnational perspective on obstacles and potentials** of employing elderly people in the Baltic Sea Region: exchange of experience, knowledge and ideas
- **Information and awareness raising** of employers and political representatives
- **pilot initiatives and tools** in order to keep elderly people employed and reintegrate unemployed Best Agers

3. Employer-Survey





„Fachkräftemangel, Überalterung, Schrumpfung?!“
 Auswirkungen des Demographischen Wandels auf lokale Arbeitsmärkte -
 Befragung der Betriebe und Unternehmen im Kreis Pinneberg
 im Rahmen des EU-Projektes „Best Agers“

Datenschutz: Bitte werten Sie die Fragen anonym aus
 Beachten Sie bitte auch die datenschutzrechtlichen Hinweise auf Seite 4 am Ende des Fragebogens.

1. Welche Position nehmen Sie innerhalb des Unternehmens ein? _____

2. Welcher Branche gehört Ihr Unternehmen/Betrieb an?
 Verarbeitendes Gewerbe Baugewerbe Handel Verkehr
 Dienstleistungen Andere: _____

3. Wie hoch ist die Anzahl der Beschäftigten in Ihrem Unternehmen/Betrieb?
 Insgesamt: _____ Frauen: _____ Sozialversicherungspflichtig Beschäftigte: _____

4. Wie hoch ist die Anzahl der Beschäftigten nach Altersgruppen und Beschäftigungsverhältnis?

Altersgruppe	Vollzeit	Teilzeit	Altersteilzeit
18 bis unter 45 Jahre	_____	_____	_____
45 bis unter 55 Jahre	_____	_____	_____
55 bis unter 60 Jahre	_____	_____	_____
60 bis unter 65 Jahre	_____	_____	_____
65 Jahre und älter	_____	_____	_____

5. Gibt es in Ihrem Unternehmen/Betrieb einen Personalrat bzw. Betriebsrat? ja nein

6. Bildet Ihr Unternehmen/Betrieb Auszubildende oder Lehrlinge aus? ja nein

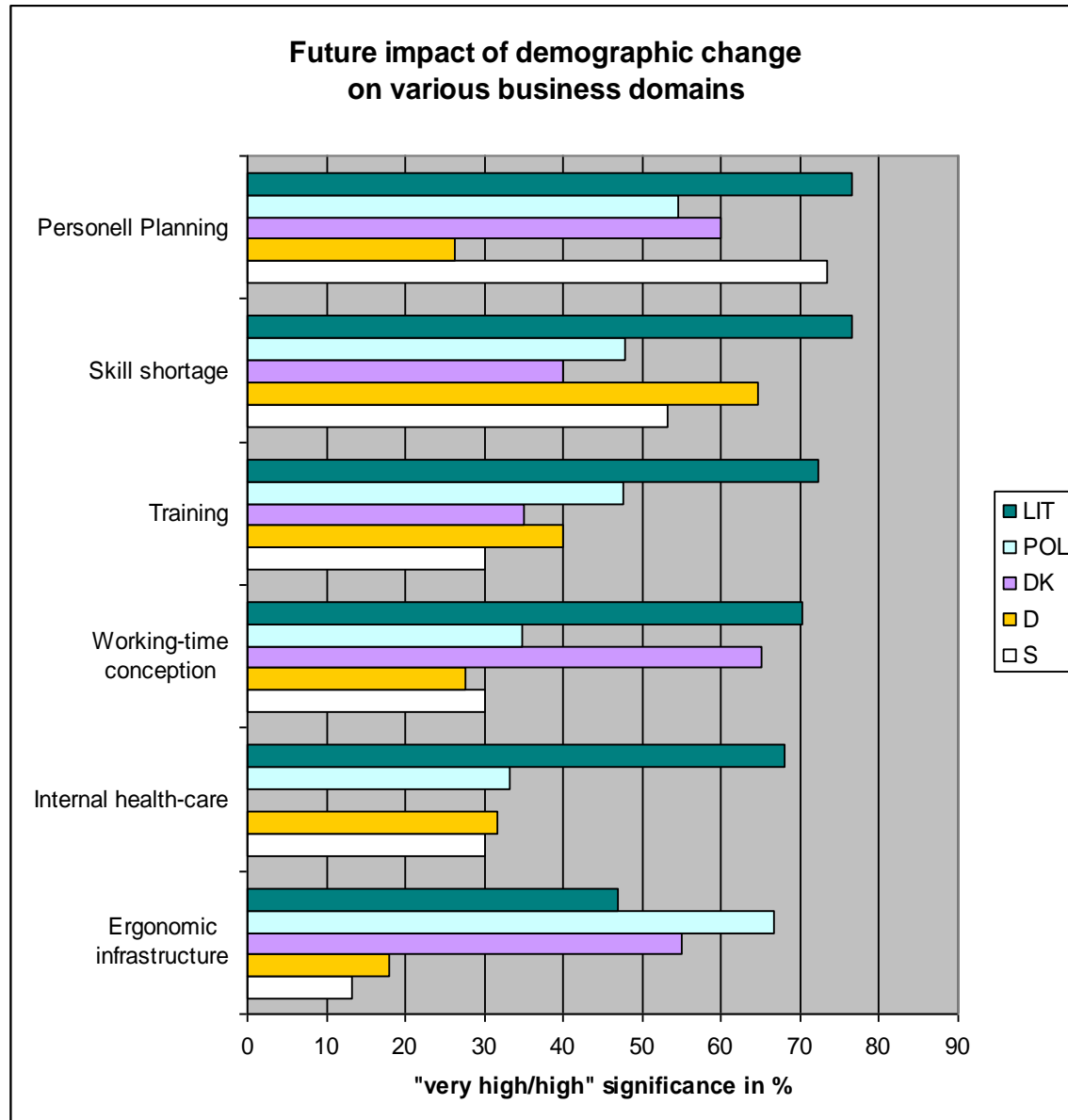
7. In welchem Alter gehen Ihre Beschäftigten durchschnittlich in Rente? _____

8. Wie viele Jahre im Voraus planen Sie betriebs-/unternehmensrelevante Fragen wie z.B. Personalentwicklung, Ausbildung etc.?
 1-2 Jahre 3-5 Jahre 6-10 Jahre

Study of employers' attitudes in 6 BSR countries

- Study included between 31 (PL/S) and 152 (D) companies
- great majority compiled by executive & personal managers
- all branches and sizes included: service sector and SME's predominant share
- excellent opportunities for comparison with interview study of elderly workers
- sample - D: 152 (96); S: 31 (30); DK: 33 (30); PL: 31 (26); LIT: 57 (47)

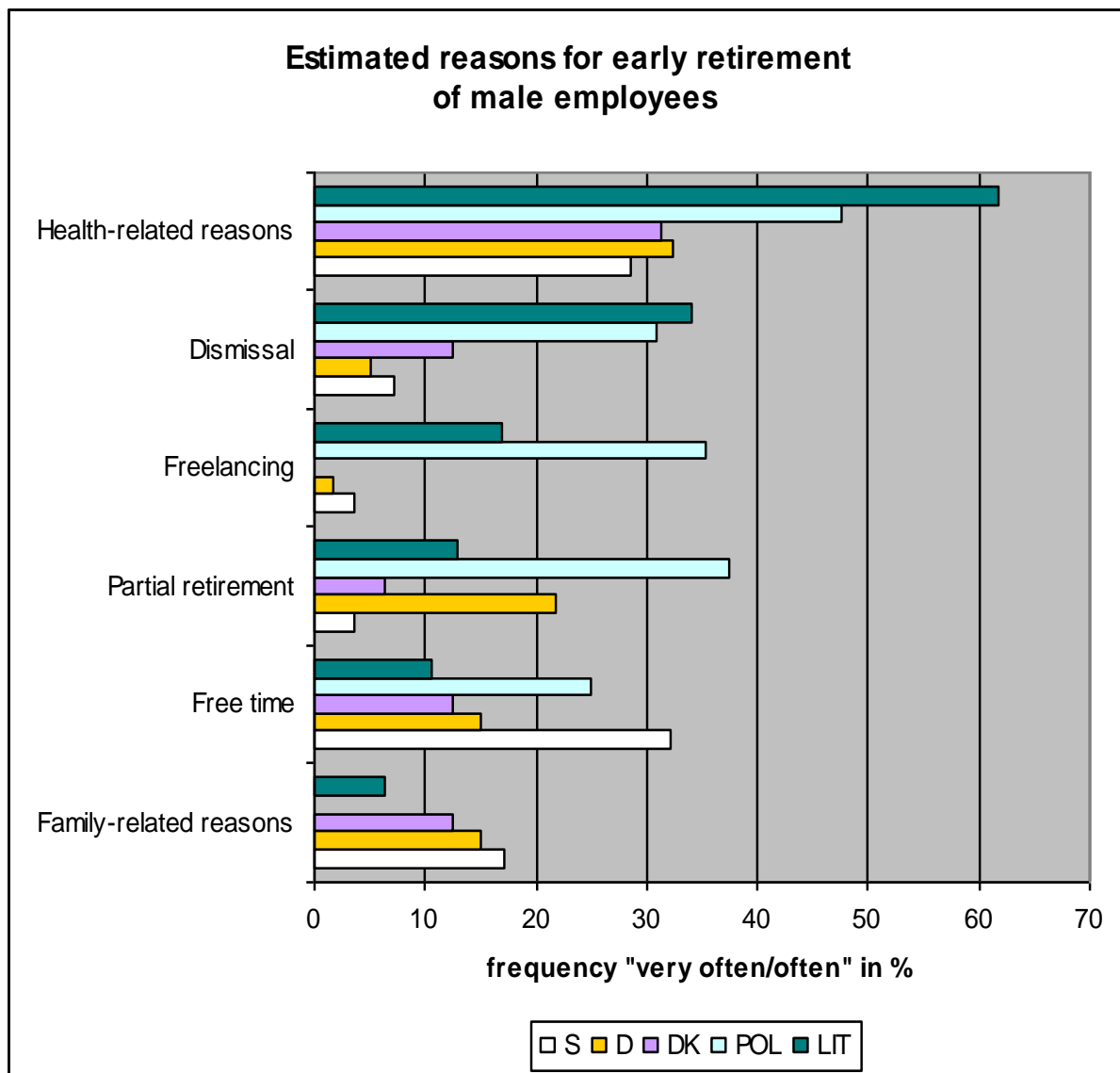
3.1. - Impact of Demographic Change



Main results

- significance of demographic change increases overall
- gap btw. review & forecast especially high in DK & D
- every domain is affected; relative significance stable
- personell planning and skill shortage as key aspects
- ambivalent trends for working-time & ergonomics

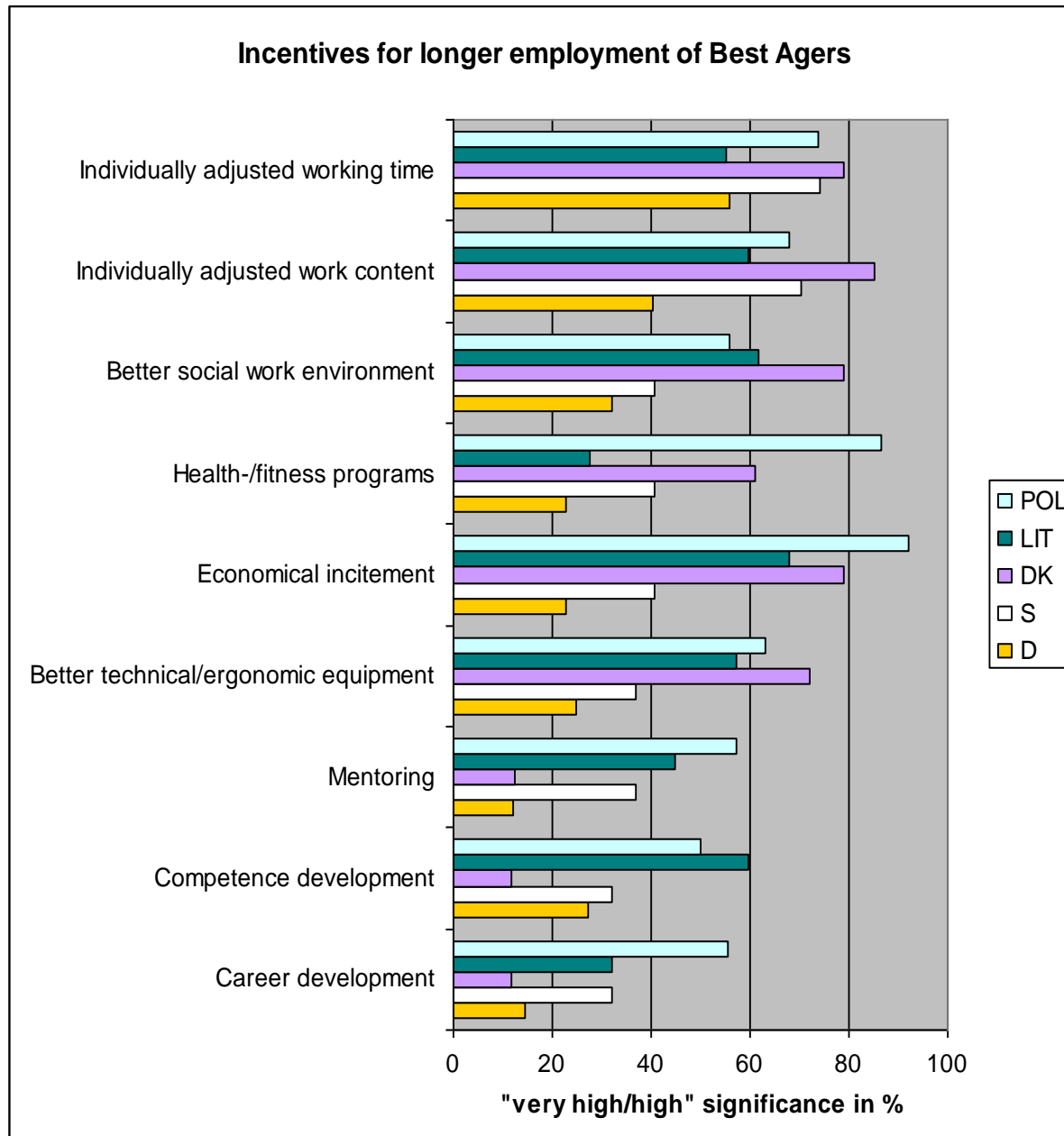
3.2. - Reasons for early retirement



Main results

- reasons differ between male and female employees & inbetween regions
- overall predominance of health-related reasons
- dismissal and freelancing more relevant in PL/LIT
- clear mismatch for partial retirement
- no gender-gap for family-related reasons

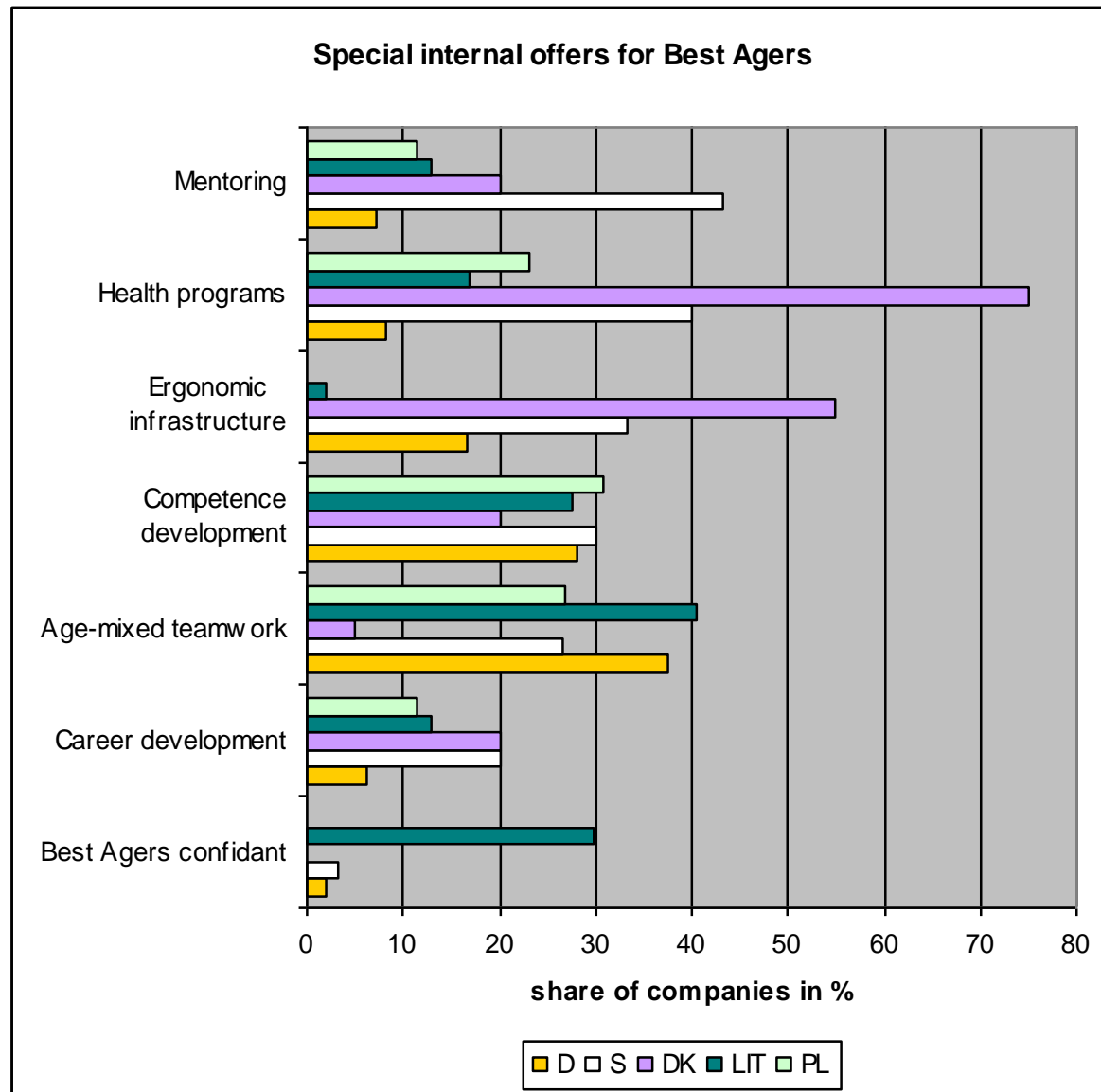
3.3. - Incentives for longer employment



Main results

- clear differences between regions
 - working time & content of prior importance
 - mentoring: neglected opportunity?
 - competence development alone not sufficient
- Significance of „hard“ vs. „soft“ incentives (e.g. social work environment vs career)

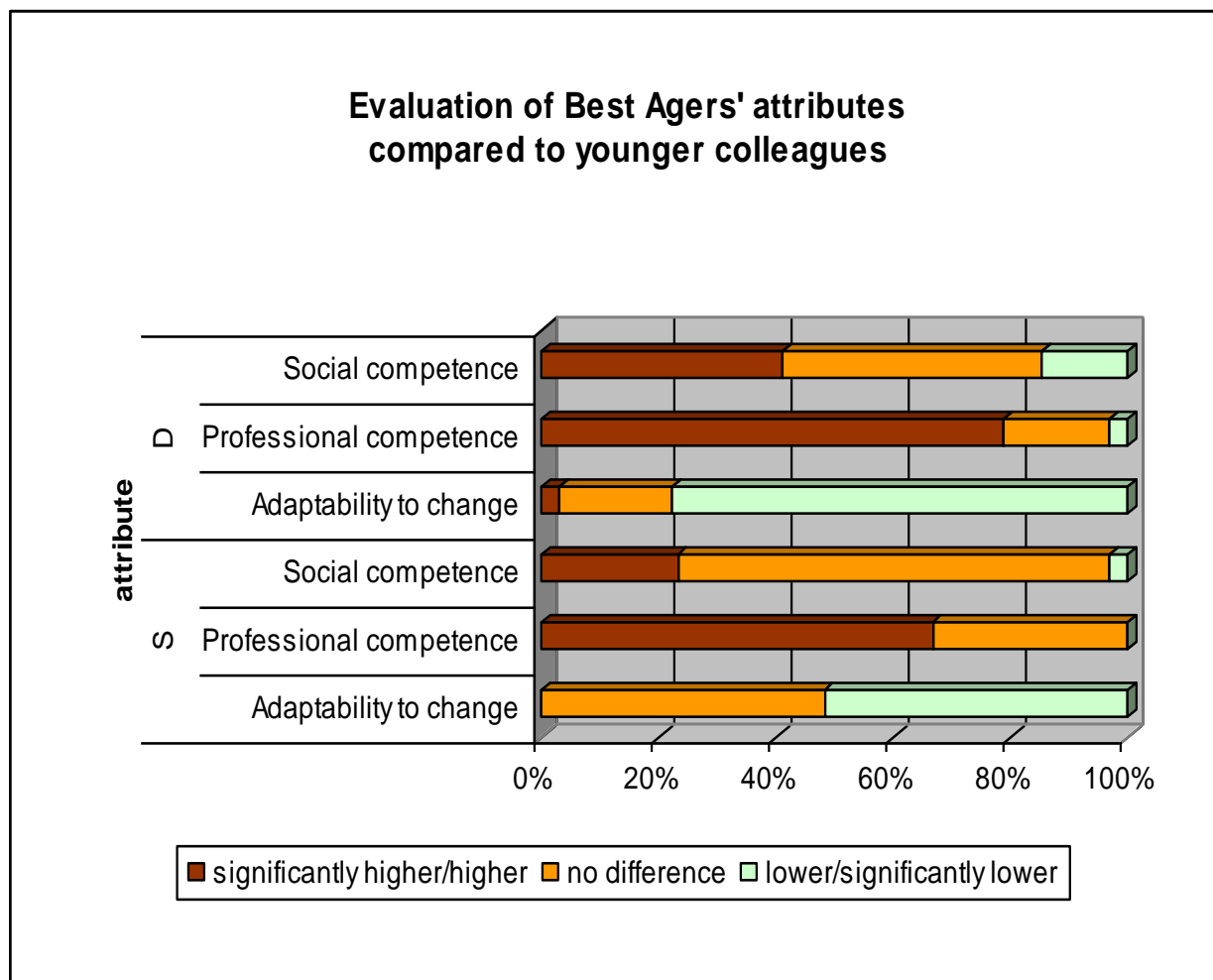
3.4. - Special offers for Best Agers



Main results

- regions clearly depict different patterns
- age-mixed teamwork and competence development – systematic approaches?
- Mentoring and health programs seriously low in most regions
- companies seem to lack overall strategy; exception: Sweden

3.5. - Best Agers vs young employees



Main results

- Best Agers' social competence valued positively in all regions
- professional competence overall substantially higher
- general advantage of professional competence, experience and know-how
- adaptability to change low in D/LIT, ambiguous in S, DK neutral
- D/LIT results more polarized – S/DK rather modest

4. Summary & outlook

- **new regional focus:**

demographic change as widespread and heterogenous development which covers all regions, but with different implications – need for comparative analysis

- **new perspective on employment:**

opportunity to change conditions, incentives and working culture – need for dialogue between employers, employees & social partners

- **future key tasks for Best Ager employment**

flexible working hours & content – emphasis on professional competences, broad experience, mentoring skills and self-determined activities

Thank you very much for your attention!

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