



# Best Agers

**55+ people and entrepreneurship  
– a study based on results from five  
partners in the Best Agers-project**

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Ewa Hedkvist Petersen,

County Council of Norrbotten, Sweden



## **OBJECTIVE**

**Develop a toolbox/training** program for 55+ people with entrepreneurial ambitions.

## **METHOD**

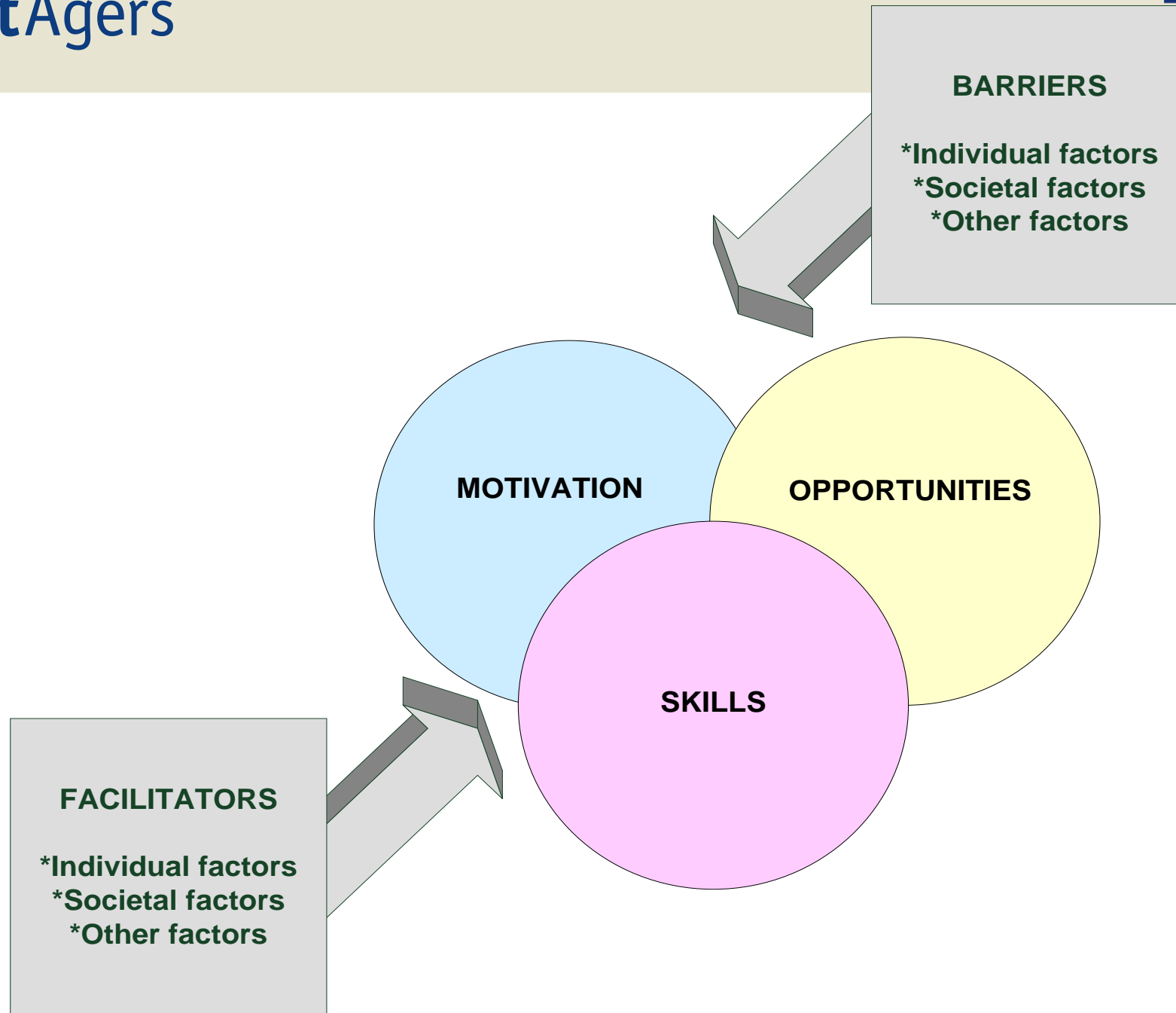
Interviews with 55+ entrepreneurs

## **IMPLEMENTATION**

Five partners have made interviews and own reports based on a theoretical framework and an interview guide.

## REPORT BASED ON THE PARTNERS' REPORTS

- Compare similarities and differences between partners results
- Partners can draw conclusions and learn from each other
- Basic data for partners to go further



# **SUMMARY of results from the interviews**

- **Respect the 55+ experience and competences.**

- **Make use of the acquired expertise within the 55+ group.**
- **Deal with the group's special circumstances - financial risks, the pensions system and health related issues.**
- **Offer a new social environment among other entrepreneurs.**
- **Make sure to find experienced and inspiring coaches also being 55+.**
- **Focus on motivation and deal with a negative attitude among the 55+, which can be a barrier.**
- **Focus on the aspect of realising one's dream and to get involved in challenging opportunities.**

- **Training in creative problem solving and time management.**
- **Include marketing and IT-skills in a program aimed at 55+.**
- **Gender aspects: No differences**
- **Facilitators: Experience, knowledge, networks and capital.**
- **Barriers: Experiencing lack of knowledge, confidence, enthusiasm, ideas, network**
- **Opportunities: Advice/counselling**
- **Develop essential knowledge: Education and training, advice and counselling**
- **Policy activities: training, mentorship**

- **Designing of toolbox/entrepreneurship**
- Recruitment: marketing with a view of best agers life, good feedback from previous attendees, to be directional
- Content: relevant to the individuals situation
- Schedule: start from the concrete and practical situation
- Teachers: relevant experiences from business, professional, best agers themselves can be teachers
- Pedagogy: use participants own experiences and also group work



## HOW TO USE THE RESULTS

- **Communication with 55+ about entrepreneurial activities**
- **Setting up a toolbox for 55+ entrepreneurial persons**
- **Setting up modules in training for 55+**

## HOW TO GO FURTHER

- **Best Agers partners will design, test and evaluate entrepreneurship training for 55+**
- **Report**
- **One tool in the Best Agers toolbox**

Thank you for your attention!

