

Business contribution to the European Year for Active Ageing



The ageing population - Creating employment initiatives to help meet participation targets

Johnson & Johnson

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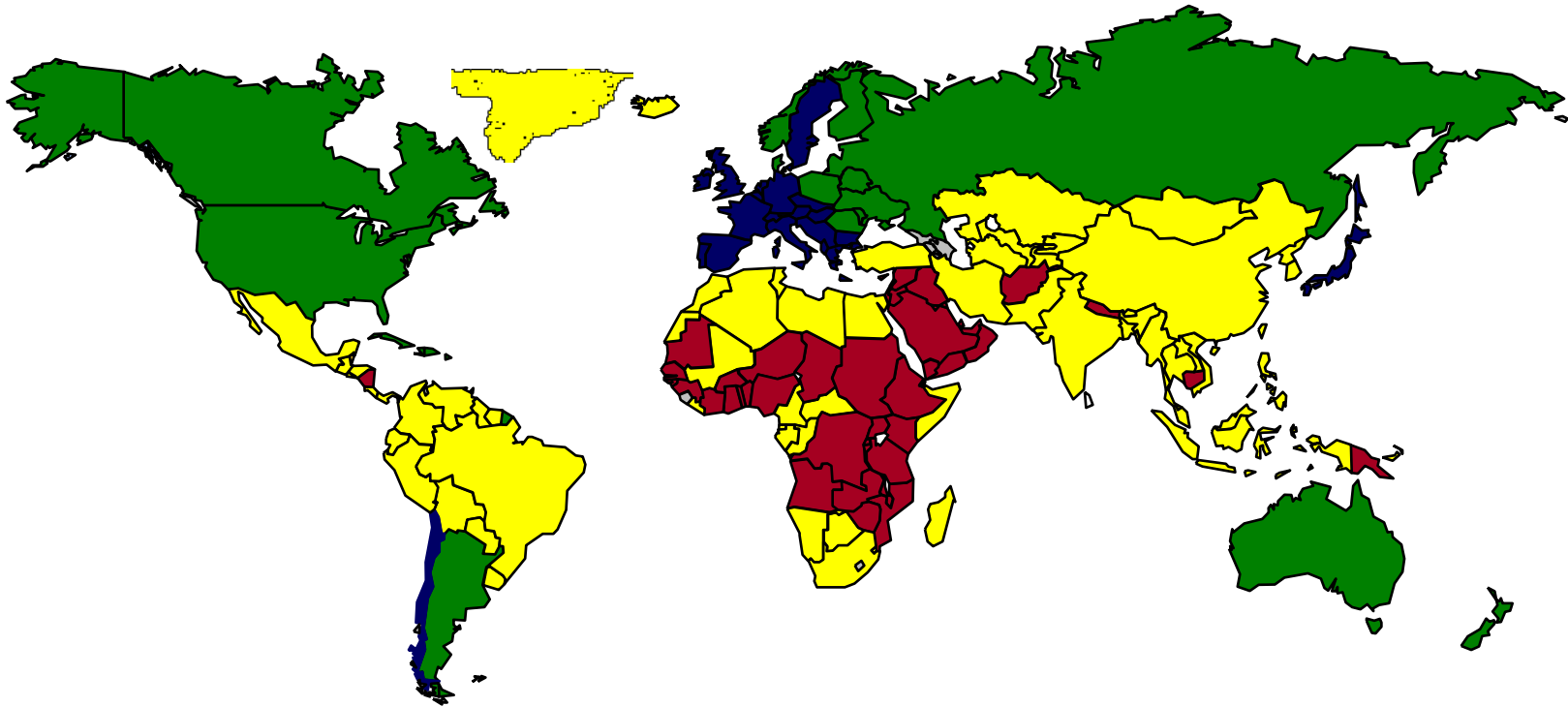
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Why the attention to Aging?

- According to the United Nations Population division, one in five Europeans will be older than 65 years by 2025, an increase of 16% from 2002.
- In addition, 19 out of the 20 oldest countries, in terms of average age but also in terms of low birth rate, are found within the European Union.

In 2000, a Fairly “Young” World...

Percent of Population Age 60+



Under 5%



5% to 12.4%



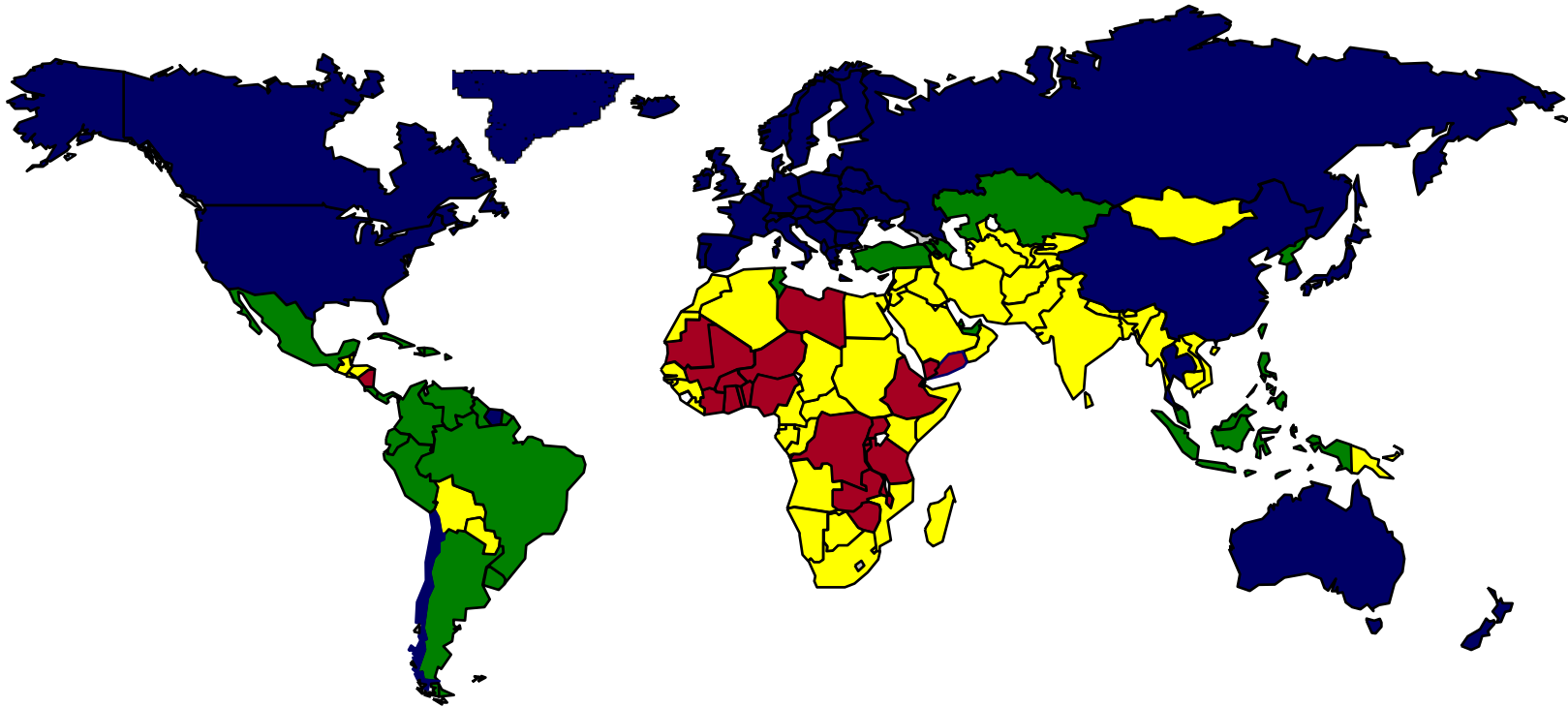
12.5% to 20%



Above 20%

...Rapidly Aging by 2025

Percent of Population Age 60+



Under 5%



5% to 12.4%



12.5% to 20%



Above 20%

What is active ageing?



Eubie Blake, Jazz musician on reaching 100: 'If I'd had known I was gonna live this long, I'd taken more care of myself'



Why is Active Ageing important for businesses?

- Capitalize on the learning curve of CSR Europe's network to learn about existing corporate practices
- Expanding managerial knowledge and awareness of age management
- Changing attitudes and approaches with regards to the relationship between employers/employees
- Development of age management capacity
- Changing employers and employees attitudes to life long learning
- Better integrate senior citizens in the research and development process of new products and services

2009-2010

In 2009, Johnson & Johnson initiated a laboratory on Active Age Management with the aim to help businesses understand:

- That investment in ageing employees is investment in business
- That employees' motivation is key for a successful workplace
- That inter-generational exchange remains a key element in transferring knowledge



The result: a “Lifelong Wellbeing in the Workplace” policy (1)

- Ensure **top level engagement** in establishing a global wellbeing strategy.
- **Fully inform and involve employee representative bodies** (such as works councils and trade unions) as partners in drafting and implementing a lifelong wellbeing policy.
- Implement the global lifelong wellbeing policy **locally** by addressing the needs of employees while respecting each country’s laws and culture as well as taking into account local demographic specificities.
- **Embed** the wellbeing policy in business operations by making it cross-departmental (e.g. move beyond HR/Health & Safety).
- **Train** managers and employees on both opportunity and risk factors attached to various employees’ profiles (such as work organization, management style, external environment and individual resilience).

The result: a “Lifelong Wellbeing in the Workplace” policy (2)

- Ensure that managers receive **adequate resources to implement** the policy and provide support for their ageing employees.
- **Assess and review existing processes and tools** that can be used in the deployment of a wellbeing policy and adapt them if necessary.
- Provide **independent and confidential communication** channels through which employees can report on wellbeing issues. Ensure the confidentiality of individual employee data at all times.
- Encourage all employees to **take responsibility** for their own wellbeing, during their active career and after retirement.



Collaborative venture:

“Business contribution to the European Year for Active Ageing”

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This Collaborative Venture aims to...

- Address Active Ageing in employment:

Encourage volunteers to integrate and foster exchange between ageing population and communities

Understand and encourage intergenerational exchange and solidarity within the workforce

Adapt the concept of work-life balance to ageing employees and promote flexibility for employees to take care of their elderly relatives

- Active Ageing through Social participation

Exploring how companies can better engaged ageing citizens in the development of their products and services to better align offer and demand.

This Collaborative Venture aims to...

Healthy Ageing and autonomous living

Study and disseminate new models of home and community care in support of independent living for older people

Explore the possibilities brought by novel technologies in support of preventive healthcare, disease management and wellness for older people

Planned outputs:



- Collection of **challenging and best practices**
- Launch event to showcase existing practices and launch a multi-stakeholder process to address various thematic with regards to Active Ageing
- Building up the **Business case for ageing employees** by developing a **collection of practical tools** and instruments available to companies
- Closing event with **Workshop on integrating, developing, mainstreaming HR policies targeted at ageing employees** and on independent living principles and solutions targeted at communities at large.



European Context of this Collaborative venture :

The European Year for Active Ageing 2012

European Commission Initiative
Employment and Social Affairs

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European Year for Active Ageing 2012 - objectives

- to offer a framework for commitment (...) to enable Member States and stakeholders at all levels to develop policies through specific activities and to commit to specific objectives related to active ageing.
- to raise general awareness of the value of active ageing in order to highlight the useful contribution older persons make to society and the economy (...)
- to stimulate debate and develop mutual learning (...), to identify and disseminate good practice and to encourage cooperation and synergies



How can companies contribute to the EY for Active Ageing?

1. Get actively engaged in CSR Europe Collaborative Venture on the “Business Contribution to the European Year for Active Ageing”

Companies interested can join the collaborative ventures on the Business contribution to the European Year for Active Ageing. If you are interested, please contact Marion Birnstill mb@csreurope.org

2. Share existing initiatives, HR policies, events, workshops, trainings, that your company is implementing with regards to these three key areas:
 - Active Ageing in employment
 - Active Ageing through social participation
 - Healthy Ageing and autonomous living (products and services)



Questions & Answers

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