



## JOINT EU EMPLOYERS' PROJECT ON ACTIVE AGEING "Age management policies in enterprises in Europe"

### General description:

European employer organizations **BUSINESSEUROPE**, **CEEP** and **UEAPME** have undertaken to examine, increase understanding and share best practices regarding age management policies put in place by private and public service enterprises of all sizes and sectors, across the European Union.

This project specifically seeks, through the assistance of a **subcontracted expert**, to help employers' organisations to:

- Map examples of best practices from private and public services' enterprises in the field of active ageing across all a selection of EU Member States;
- Identify positive and negative framework conditions impacting on age management policies at Member States level;
- Put forward key messages on the best way to address the issue of active ageing at European level;
- Identify and discuss future actions and / or ways in which employers can work, separately or jointly with other European social partners, namely the European Trade Union Confederation, to better address demographic ageing and its impact on employment.

### The action encompassed 3 phases:

**First phase: mapping out examples of best practices** at enterprise level in all 27 Member States. This includes desk research and interviews to be conducted with enterprises and face-to-face interviews. The subcontracted expert will draft a background paper to be used during the second phase.

**Second phase: organization of an EU-level conference** in Brussels on **Thursday 27 September 2012**, bringing together 70 participants including national employers' social partner representatives, enterprise representatives together with guest experts. A selection of concrete case studies will be presented in order to compare and discuss the different employers' initiatives on active ageing.

**Third and final phase: a synthesis will be prepared** based on the outcomes of the EU-level conference and from the overall findings for the project. The document will be discussed and finalized with the partners and will be disseminated and promoted.

*For practical reasons, BUSINESSEUROPE – the applicant organization – has the budgetary responsibilities for the different parts of this project.*

### Contacts:

**BUSINESSEUROPE** – Mr. Guillaume Cravero ([g.cravero@businessseurope.eu](mailto:g.cravero@businessseurope.eu))

**CEEP** – Mr. Andreas Persson ([Andreas.persson@ceep.eu](mailto:Andreas.persson@ceep.eu))

**UEAPME** – Ms. Helen Hoffmann ([h.hoffmann@ueapme.com](mailto:h.hoffmann@ueapme.com))