



Temporary Subsidy Regulation to Stimulate Age conscious HRM

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Agenda

- › Main goals subsidy program
- › Facts and figures
- › Support
- › Results
- › What's next?





Objective subsidy regulation

In general: to stimulate age-awareness policies

This temporary subsidy

- › stimulates employers
- › financially
- › to develop and implement age-awareness policies
- › to stimulate the sustainable participation by employees of all ages

Involved

- › Ministry of Social Affairs and Employment
- › Subsidy regulation: Agency SZW
- › Support: TNO and Human Capital Group





Support of project

site



consultancy



focus groups



newsletters



monitoring



Support of projects

During time frames (2004-2009)

- › Consultancy individual projects: each project 8 hours
- › Consultancy Ministry of Social Affairs
- › Newsletters (6.000 subscribers)
- › Focus groups
- › Website: portraits projects, tools, good practices (well visited, 200 visitors p/d)
- › Monitoring
- › Dissimination: seminars, workshops, publicity (articles)

Final year (2009-2010)

- › Extra focus on dissimination:
workshops, conference (2nd June), booklet, USB stick with toolbox ('A treasury full of experience'), articles



Facts and figures

- › 2004 - 2010
- › Total budget approximately € 21 mln
- › 444 projects
- › max. 40.000 euro per project

6 time frames

- › Time frames 1-4 (2004- 2007)
 - › **Organizations (individual employers)** =/> 30 employees
 - › 1886 applications
 - › 310 granted projects
- › Time frames 5-6 (2008- 2009)
 - › **Branche organizations**
 - › 173 applications
 - › 134 granted projects, representing a large number of (small) organizations





Organizations

- › Each time frame more applications
- › Subsidy is well known and serves a need

Characteristics:

- › Number of aged employees is higher i.c. to the NLs
- › First activity in age-awareness policies (only 6% structural policy)
- › Main aim: obtain commitment and awareness
- › Broad variety of industries
- › Activities
 - › to introduce activities on health improvement of employees
 - › more instrumental results (dialogues on workflow, coaching sessions, mentor projects)
 - › to enhance employees' skills and competences



Results organizations

- › More optimal working conditions for elderly workers (part. TF 1 en 4)
- › More interest in 'effects of ageing'
- › Better use of talents of older employees
- › Elderly more willing to work longer
- › Commitment for age awareness policies:
 - › Management and HRM: > 90%
 - › young persons: increased from 27% to 61%
- › More understanding of effects of ageing
- › More awareness of effects of ageing
- › Ageing more subject of discussion
- › No effect (yet) on age balance in organization (nb: rather difficult after only one year)



Project Enforcing employability



Key problems

- › Older employees (45+) who have the same tasks for over 10 years show more absence and less productivity (own research conforms literature)
- › The average age will continue to grow (2008: 43,8 years, 2009 44,6 years)

Objectives

- › Less absence
- › Maintain productivity

Activities

1. Ergonomics and task rotation. To reduce demands of work (repetitive and/or heavy work)
2. Management Training. Improve management skills
 - › Soft when possible, strict when necessary
 - › Be able to signal symptoms of physical troubles and social problems
 - › Good conversational skills



Branche organizations

Decision: last 2 time frames only for branches

- › To reach more smaller organizations (< 30 employees)
- › To stimulate other non-subsidized organizations in age-awareness policies
- › To guarantee availability of knowledge and instruments in the future

Characteristics:

- › In advance already attention to consolidation of results and policies
- › Connection with smaller organizations
- › Focus in projects: how to keep the knowledge and experience of ageing employees
- › Less problems with project management (more professional)

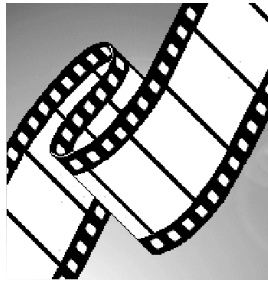


Results branche organizations

- › A more positive image of older employees
- › Retention of knowledge and experience when older employees leave the organization
- › Improved employability of older employees
- › Improved motivation of older employees
- › Desired effect on influx of young people not (yet) visible
- › Participants had higher expectations of positive effects at the beginning
- › Obtaining commitment takes more time than expected
- › Active policy to disseminate results after the project (via sites, newsletters, meetings)



Good practice: branche of publishing houses



Web movies



Questionnaires



Communications



Career scan



Game



Roadshows



Policy



Een schatkist vol ervaring *A treasury full of experience*

- Booklet
- Usb stick with toolbox





What's next?

› Vitality plan



› Learning culture

excelleren • nu

› ESF E: social innovation, vital organizations





Thank you for your attention!

More information?

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