



Local Action Plan

Document: Draft

20th January 2010
Original: Czech

Prague 1st Local Action Plan

ACTIVE A.G.E. – URBACT II Thematic Network

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1. Introduction

Population ageing is an actual problem for nearly whole Europe. This is mostly caused because of the low fertility rate, increase in the life expectancy, as well as the retirement of baby boom generation. The total fertility rate in Europe is now about 1.5 children per woman. The lowest fertility rate was in 2006 in Poland and Slovakia, about 1.3 children per woman. On the contrary the highest fertility rate (about 1.8 children per woman) was in Denmark, Ireland, France and Finland. Life expectancy has increased over the last 50 years by about 10 years in total. It was caused mostly by improvement of socioeconomic and environmental conditions and better medical care and treatment.

Between 1960 and 2006, the proportion of older people (65 years and over) has risen from estimated 10% to nearly 17% in the EU-27. And we can find many signs that this trend will continue. In the EU the proportion of elderly people (aged 65 and over) will increase from 16.4% in 2004 to 29.9% in 2050, which means from 73.3 million in 2004 to 134.5 million in 2050). The highest proportion of elderly people is expected in Spain, Italy and Greece (about 33%).¹

Population ageing will bring many opportunities and challenges such as economic, budgetary or social ones. It will definitely affect the economic growth as the government spending will have to increase. Governments should think about the pension reform and also adopt the active labour market policies to reduce age related discrimination and also to guarantee the sustainability of the pension systems. The new welfare system should also adopt adequate and cost-effective long-term care and effective health system. On the other hand from the economic point of view the new system should also promote higher fertility. Overall, the governments should try to avoid poverty and social exclusion.

The situation in the Czech Republic and in Prague is quite similar to that European one which was mentioned above. In the recent years we can see the increase of number of older people. According to the recent projection of Czech statistical office² in 2014 in all Czech regions there will be more older people (aged 65 and over) than children (aged 0-14). And this difference should increase in future. In Prague the situation is even worse. There are more elderly people than children today. And in 2027 the number of elderly people is expected to be twice big as the number of children. When we compare the employment rate of older people (55-64 years old),

¹ COM (2009) The Social Situation in the European Union 2008, 3. Ageing of the population
<http://ec.europa.eu/social/BlobServlet?docId=2842&langId=en>

² CZECH STATISTICAL OFFICE: Projection of population in regions in the Czech Republic till 2065
<http://www.czso.cz/csu/2010edicniplan.nsf/p/4021-10>



the Czech Republic is an average. The employment rate of this group is about 48% and it has increased about 7% from 2002. But in the EU we can see many countries where the employment rate of older people is about 70% (Sweden) and on the other hand for example in Malta, the employment rate is only about 30%.

This Local action plan on the subtheme “Age and economy” is needed to identify a solution of the problem of unemployment of older people (aged 50 and over). It means to help them to meet the requirements of the employers, to inform them about their possibilities as well as to find a way how to promote the flexible work arrangements. Moreover the goal of this LAP is to develop the project and also think of a strategy to promote the employment of older people.

2. Prague: city with the oldest age structure in the Czech Republic

Prague is a capital city of the Czech Republic. Prague ranks among the most economically advanced regions of the European Union. It generates nearly a fourth of the Czech Republic's gross domestic product, with the service sector as the most significant contributor. It is quite clear that the significance and the position of Prague can potentially influence the competitiveness and economic development of the Czech Republic. Its population is about 1.7 million people.

It has the oldest age structure of the population in the Czech Republic and its population has been growing older over the recent years, particularly as a result of a significant decline in the number of children. And when we compare Prague with other regions, there is a low birth rate level in the long run (Prague 1.19, Czech Republic 1.23). And it is expected that also in the future the fertility rate remains low. The proportion of elder people (aged 65 and over) in Prague is the highest of all regions.

This city can be characterised by high economic performance of the region as well as high labour productivity. We can see here that the unemployment in Prague is below the Czech Republic's and the EU's average, but there was a significant increase in the unemployment especially in the long term unemployment. In the recent years we could see the decrease of short term unemployment. In 2000 it was 4.2% and in 2008 the unemployment rate reached only 1.2%.

The age structure of job seekers has not seen any significant changes in recent years. Most of job seekers are aged between 50 and 54. The greatest increase has been observed in the job seekers aged over 55. In 1997 it was only about 1.9%, but in 2007 the unemployment of this group (55 – 60 years old) reached 3.9%. Our country is not very familiar with flexible work arrangements. In Prague there is a problem of low rate of utilization of part-time employees (3% compared to 16.6% in the EU-15).



Economic activity of older people, including the economic activity after the statutory pension age depends on many factors. In general it is higher in places with low unemployment and high labour demand. There was a survey³ made on retired people in Prague. It found out that more than two thirds of retired people do not work. The most often they work because of many reasons. One of the reasons is to maintain their standard of living (27%), to earn money (23%) or they want to be in touch with people (21%). When there was a question about their revenues, most often it was the state guaranteed pension (97%). About 22% also said that they have some revenues from employment and entrepreneurship. And most of them agreed that the state guaranteed pension is not enough for them. This problem starts to be important also with respect to actual economic crisis as there was a recent increase of unemployment and now it will be necessary to help people to return to labour market.

Education policy plays important role in addressing the challenges of population ageing such as ensuring the required qualification and flexibility of work force and also improving health and financial conditions of the population. According to the previous survey, the higher people have the education, the more of them are employed.

3. Focusing on policies at local level

The policy at local level in Prague is oriented to solve the given problems mentioned above trough:

1. Improve employability of older workers
2. Improve adaptability of older workers

Education policy plays here a crucial role. It means to ensure the required qualification and flexibility of workforce as well as to improve financial conditions and health of population. This requires developing an education programme that would be equal in access to knowledge and skills for all elderly people.

City of Prague supports adult education in schools through projects co-funded by European Social Fund and is planning to establish life-long learning centres that will promote both supply and demand side for life-long learning. City of Prague also cooperates with employment office which offers special retraining and career counselling programmes to older people under employment programmes. There are offered individual action plans and solution of job situation to unemployed persons aged 50 and over.

With respect to this topic, City of Prague would like to increase the supply and availability of life-long learning for employers and employees. They would like to

³ CITY OF PRAGUE: *Statistical and sociological study about situation and life conditions of elderly people in the capital city of Prague*, <http://www.rscr.cz/prispevky/Studie.pdf>



support employees and employers investing in increasing knowledge and skills of older workers and providing conditions for gradual retirement and for employing pensioners. City of Prague sees as the most important focus on providing trainings in digital divide and ICT and promoting quality in social services. They also support the development of universities of the third age and other educational activities for older people and promotion the availability and awareness of information about educational opportunities for older people.



4. Guidelines

We can summarize the guidelines inspiring the realization of this Local Action Plan as follows:

- **to increase the awareness of older people about their possibilities**, especially to promote the idea of being active for people over 50s, to inform about age related discrimination. To promote social aspects of older people's life through:
 1. **the development of informative system** to favour dissemination of information and knowledge;
 2. **the organisation of discussions with stakeholders** such as employers, older people, employees, employment agencies, local government, etc.;
 3. **the creation of informative materials** (leaflets, internet, etc.);
- **to improve the working opportunities of older people**, who are very often at risk of being forced out of the labour market or to help them to return to the labour market. All this activities should be aimed at:
 1. **the improvement of older people's skills and knowledge**;
 2. **to motivate older people to find a new job**, especially for those who are out of labour market for a long time;
 3. **to motivate older people to reorientation or requalification**;
- **to motivate employers to employ older people (aged 50 and over)** stressing the benefits of employing this type of workers such as experience, retraining older workers and skills and experience or avoiding the costs of recruiting and replacement, etc. and also to motivate people to stay at work and do not leave the labour market;
- **to stimulate the interaction among employers and training organisers (local authorities)**, to know the requirements of the employer so that the courses could meet the demand;
- **to promote the flexible work arrangements** which are suitable for older people. They prefer mostly to work part-time.

5. Problem analysis

According to the analysis of future situation mentioned above, in Prague, we have identified two main problems:



1. Not enough motivation for older people to find a job due to lack of information;
2. High share of job seekers among 50-64 years old and this amount is still increasing due to many factors.

As we can see on the conceptual map (Figure 1), analysis, based on baseline study and “Statistical and sociological study about situation and life conditions of elderly people in the capital city of Prague,⁴” has found the connections between the core problems, their causes as well as their effects.

On one hand the core problems are caused by lack of skills, knowledge and qualifications. The qualifications of older people aged 50 and over are very often obsolete and do not meet the actual demand of employers. Even when the unemployed have obsolete qualification, they are not interested in the training courses. On the other side, there is a problem with entrepreneurial culture and also age related discrimination, because employers are not very often in favour of employing older people and prefer to employ younger employees. The employers cannot see the advantages of employing older people.

When we have a look at supply side, there are not enough training courses at all or during regular work. The unemployed as well as employed do not have many opportunities to improve their knowledge. Other problem is the lack of information among partners. This weak communication strategy is often caused that those who organised requalification courses do not know the requirements of employers. We should also mention the core problems are also caused by lack of fund and lack of information about measures and means available at institutional level. It often happens that unemployed older workers are not aware of the existence of such courses and do not have the necessary information.

These core problems had many effects. On the one hand the inactivity of older people has a strong impact in terms of socio-economic condition on families. It can cause that they have not enough funds. It is quite difficult for these people then in access to loans and credits. It reduces the amounts of family budgets. On the other hand this caused also a problem to the governments such as sustainability of government spending in pensions and health care. People, who are unemployed for a long time, start to have problems with their skills and qualification, because they started to decrease.

The inactivity of people and no motivation to find a job can also cause a social exclusion. Very often older people said that they work due to be among people and not to sit at home alone. Other effect can be on people's health. When they are unemployed for a long time, they can suffer from stress and depressions.

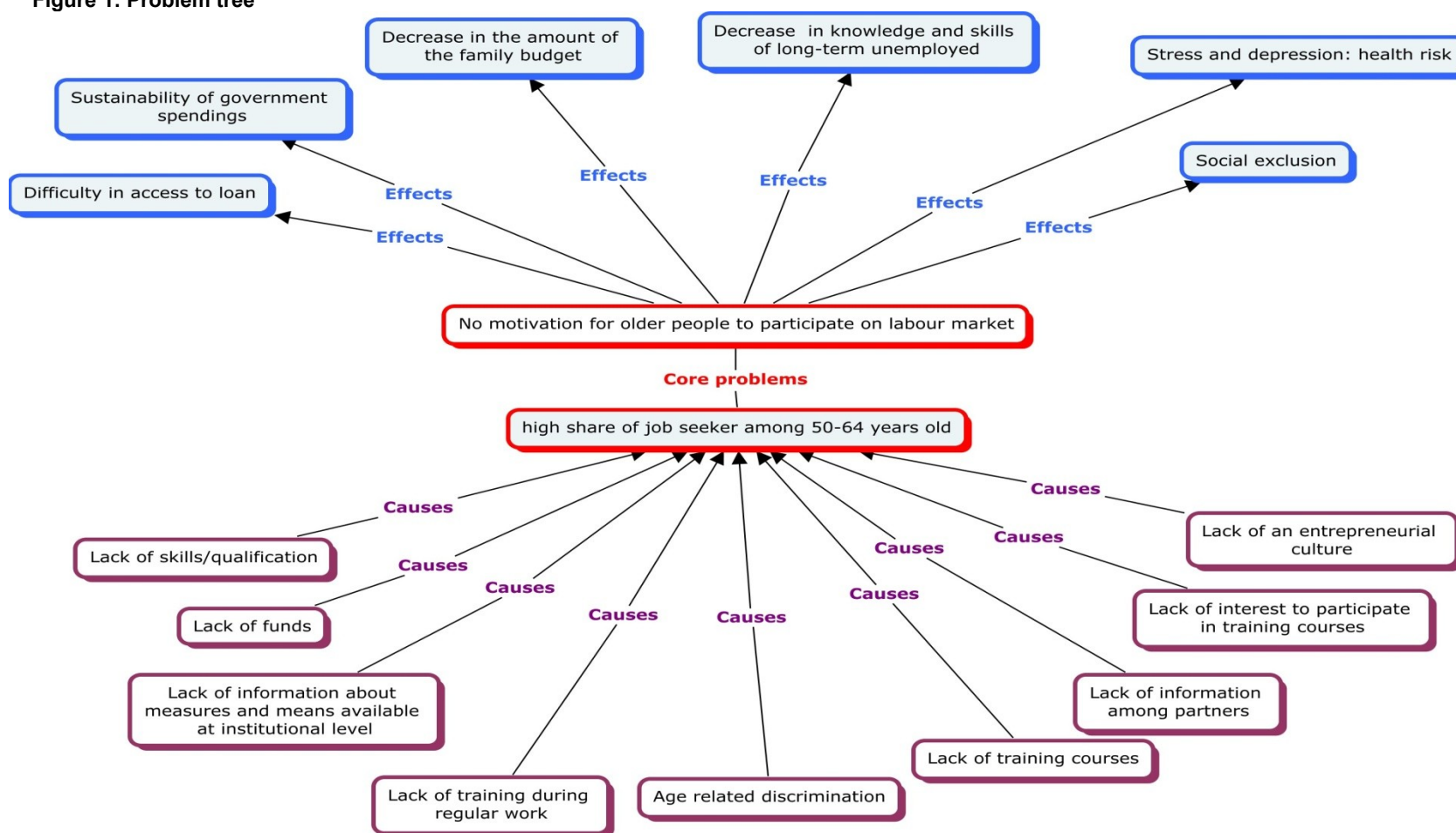
⁴ CITY OF PRAGUE: *Statistical and sociological study about situation and life conditions of elderly people in the capital city of Prague*, <http://www.rscr.cz/prispevky/Studie.pdf>



We also have to face the problem that people over 50 do not want to learn new things and especially women prefer to retire earlier or they accept the invalid pension.



Figure 1: Problem tree





6. Objective, activities and target

As we could see in the problem analysis, the target population in this Local Action Plan should be people aged 50 and over who are unemployed or who are at risk of being unemployed. This Action plan also focused on elderly people who receive a state guaranteed pension but also are interested or need to work. The main objectives to be reached are following:

1. To develop a training courses for unemployed and employed older people who are at risk of being forced out of labour market and thanks to this to improve their occupability;
2. Increase the awareness of older people about their opportunities on labour market;
3. Motivate employers to employ people aged 50 and over.

In the following part each overall goal will be specified with regard to a number of operative objectives. Each operative objective will be then characterised by its own Action line as well as indicators of output and outcome, which can assess the activities planned and their impact.

6.1. Objective 1: Development of training courses

The first objective includes the achievement of following operative objectives:

- A. Life-long learning courses specially dedicated to older people
- B. Requalification and reorientation courses for unemployed older people
- C. Courses for employed older people who are at risk of being forced out of labour market

6.1.1. Action line A1

The first action line is characterised by developing life-long learning courses specially dedicated to older people. These courses should be organised together with schools, especially universities.



6.1.1.1. Indicators of outcome

- number of courses (training programmes)
- number of training materials
- quality of training material offered to participants
- number of participants attending courses by age, working conditions, gender and level of education

6.1.1.2. Indicators of output

- number of attendants of courses who found a job by a year
- number of inactive people who attended this course and who have started looking for a job
- users satisfaction level
- level of improvement of knowledge

6.1.2. Action line B1

Organise requalification and reorientation courses for older people (aged 50 and over) who are unemployed. These courses should focus on skills such as ICT or language. This should include also some psychological courses to motivate people to find a job and to help them to deal with the long term unemployment.

6.1.2.1. Indicators of outcome

- number of participants of the courses by age, gender, level of education and working condition
- number of requalification and reorientation courses organised
- number and quality of teaching material
- number of teachers participated in the courses

6.1.2.2. Indicators of output

- number of unemployed people who participated in this courses and who have found a job after one year
- users satisfaction level
- level of improvement of participants' knowledge

6.1.3. Action line C1



Last action line in the first objective is focused on organising courses for employed people who are at risk of being forced out of labour markets. The goal of these courses should be to increase the knowledge and skills of older people (aged 50 and over) and to improve their position when they become potentially unemployed and to help them to stay at work and not to be displaced. These courses could be focused on ICT, language skills, etc.

6.1.3.1. Indicators of outcome

- number of courses organised
- number of employed participants of the courses by age, gender, level of education and working condition
- number and quality of developed training material
- quality of lecturers

6.1.3.2. Indicators of output

- satisfaction level of participants
- number of people who participated in this course and who stayed at work
- level of improvement of their knowledge and skills

6.2. Objective 2: Increase awareness of older people about their possibilities

The second objective of increase the awareness of older people about their employment possibilities can be achieved through following operative objectives:

- A. Establish an Information centre for older people
- B. Development information materials
- C. To organise panel discussions

6.2.1. Action line A1

Establish an Informative centre for older people where they could receive information about their employment possibilities. They could find materials about promotion of being active or information about training courses, life-long learning, etc., there.

6.2.1.1. Indicators of outcome

- number of people who visit the centre every day



- number, quality and usefulness of information they receive
- level of accessibility to the centre
- number and quality of the service

6.2.1.2. Indicators of output

- level of satisfaction about the service
- number of older people who participate in the courses thanks to the information they receive there
- level of improvement of older people's condition

6.2.2. Action line B1

Creation of information materials for older people about their employment possibilities such as flexible work arrangements, that they can change the number of working hours or change a role in a company. Develop an internet page where older people could find the information.

6.2.2.1. Indicators of outcome

- number and quality of the materials issued
- number of people who ask for materials
- usefulness of these materials
- quality of the web pages
- number of people visited the web pages

6.2.2.2. Indicators of output

- users satisfaction level
- number of people who were not active and started to look for a job

6.2.3. Action line C1

Organise panel discussion on current topics related to population changing and employment. There should be discussed employment possibilities of older people, problems of being active. The goal of these discussions should be also to inform about this problem.

6.2.3.1. Indicators of outcome



- number of people participating in the discussions
- number of panel discussions organised
- quality of the discussions organised
- quality of the authorities and experts participated in the panel discussions

6.2.3.2. Indicators of output

- users satisfaction level
- level of improvement of older people's conditions
- number of people who were inactive and started to look for a job

6.3. Objective 3: Motivate employers to employ older people (aged 50 and over)

The objective of motivation of employers to employ older people is focused on the two following operative objectives:

- A. Monitor the experience of employers with older workers
- B. Inform employers about benefits of older people to a company

6.3.1. Action line A1

Monitor the experience of employers with older workers and with flexible work arrangements. Find information how older workers use flexible work arrangements, if employers met with age related discrimination and what they do against it. The goal of this monitoring should be to get information about requirements, so that all previous actions such as courses could meet the demand.

6.3.1.1. Indicators of outcome

- number of employers monitored
- quality of the information received
- number if employers informed about the results of this monitoring

6.3.1.2. Indicators of output



- users level satisfaction
- number of people employed by employers after they received this information
- feedbacks to organised training courses

6.3.2. Action line B1

Increase awareness about benefits of age diversity on a workplace, about discrimination and how to protect against it. Talk with employers about the possibility of employing people aged 50 and over.



6.3.2.1. Indicators of outcome

- number of workshops and panel discussions
- number of participants on workshops and panel discussion

6.3.2.2. Indicators of output

- number of employers who after this information employ older people
- number of people employed under a flexible work arrangements
- number of older people remaining in employment after receive this information

7. Resources and fund raising

The following table shows the priorities of the Local action plan and the funding programs which are available to finance the activities mentioned in this plan.

Active A.G.E. Sub themes	Operative objectives	Funding programs	Funding procedures	Timing
AGE AND ECONOMY	Development of training courses			
	Life long learning courses especially dedicated to older people	OPPA – Operational Programme Prague adaptability	Call for Proposal	August 2010 – October 2010
		LLP Program Leonardo da Vinci Multilateral projects – Development of innovations	Call for Proposal	Deadline 26 February 2010
	Requalification and reorientation courses for unemployed	OPPA – Operational Programme Prague adaptability	Call for Proposal	August 2010 – October 2010



	people	LLP Program Leonardo da Vinci Multilateral projects – Development of innovations	Call for Proposal	Deadline 26 February 2010
	Courses for employed people who are at the risk of being forced out of labour market	OPPA – Operational Programme Prague adaptability	Call for Proposal	August 2010 – October 2010
		LLP Program Leonardo da Vinci Multilateral projects – Development of innovations	Call for Proposal	Deadline 26 February 2010
	Increase awareness of older people about their possibilities			
	Develop an Information centre for older people	PROGRESS Programme	Call for Proposal	Deadline 22 February 2010
		OPPA – Operational Programme Prague adaptability	Call for Proposal	August 2010 – October 2010
		Grundtvig Program Multilateral projects	Call for Proposal	To be defined
	Develop information materials	OPPK – Operational Programme Prague Competitiveness	Call for Proposal	To be defined



		PROGRESS Programme	Call for Proposal	Deadline 22 February 2010
		Grundtvig Program Multilateral projects	Call for Proposal	To be defined
		OPPA – Operational Programme Prague adaptability	Call for Proposal	August 2010 – October 2010
	Organise panel discussions	OPPA – Operational Programme Prague adaptability	Call for Proposal	August 2010 – October 2010
		Grundtvig Program Multilateral projects	Call for Proposal	To be defined
	Motivate employers to employ older people (aged 50 and over)			
	Monitor the experience of employers with older people	OPPA – Operational Programme Prague adaptability	Call for Proposal	August 2010 – October 2010
		PROGRESS Programme	Call for Proposal	Deadline 22 February 2010
	Inform employers about benefits of older people to a company	OPPA – Operational Programme Prague adaptability	Call for Proposal	August 2010 – October 2010



		PROGRESS Programme	Call for Proposal	Deadline 22 February 2010
		Grundtvig Program Multilateral projects	Call for Proposal	To be defined

8. Timetable

The timing of implementation of activities of the Local action plan is of 20 months. The times were calculated using 20 days per month.

	Action	Duration
1	Life-long learning courses	240 days
2	Requalification and reorientation courses	360 days
3	Information centre	60 days
4	Information materials	60 days
5	Organisation of panel discussions	120 days
6	Monitoring	60 days
7	Communication	400 days

9. Budget

We assume that the total project costs should be € 320,000.00.

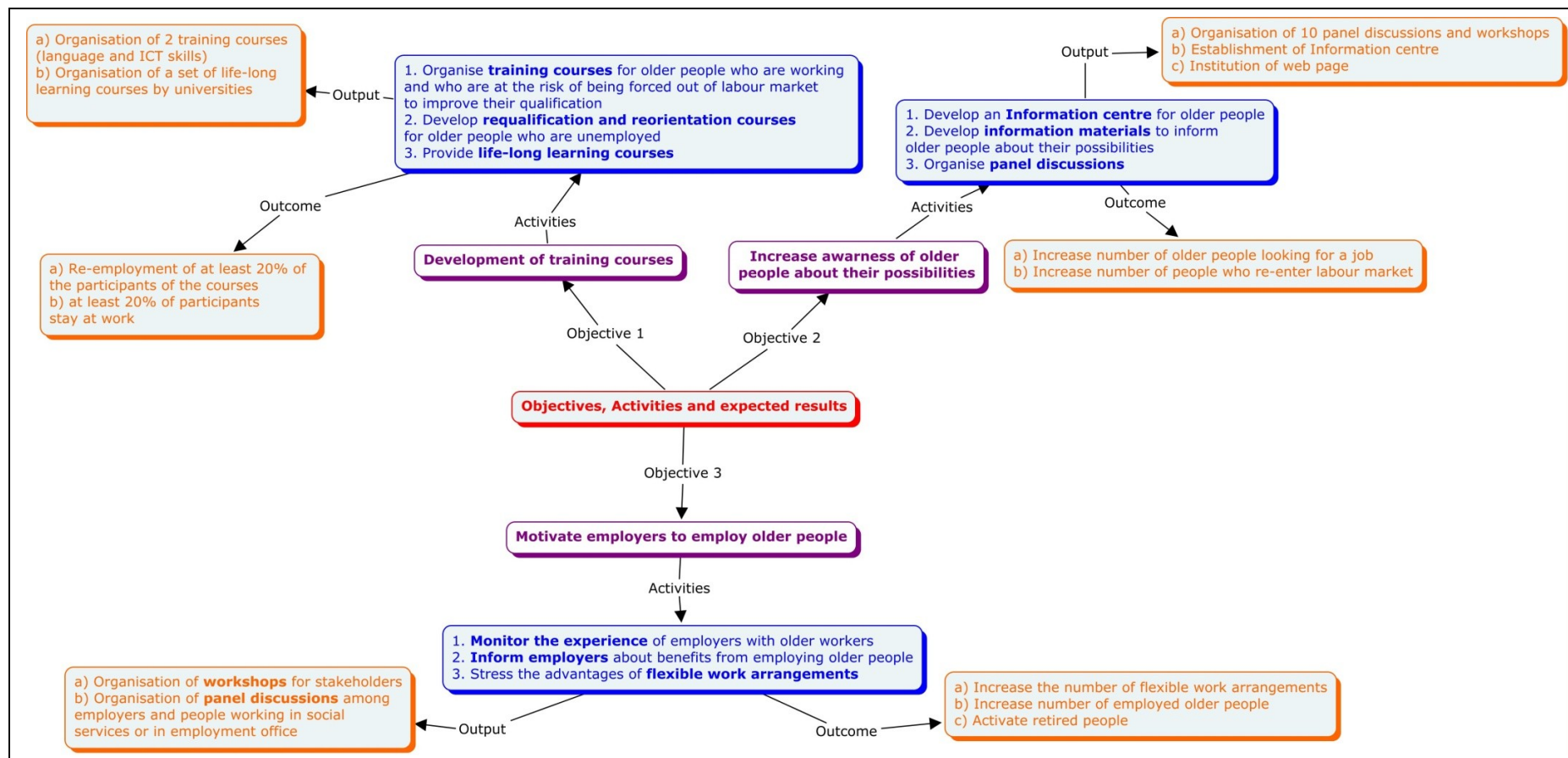
Project Costs		
	Expenditure Items	Total
1	Life-long learning courses	€ 75,000.00
2	Requalification and reorientation courses	€ 170,000.00
3	Information centre	€ 60,000.00
4	Information materials	€ 5,000.00
5	Organisation of panel discussions	€ 5,000.00
6	Monitoring	€ 3,000.00
8	Communication	€ 2,000.00
7	Other operating costs	€ 0.00



Total	€ 320,000.00
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Figure 2 – Objectives, activities and expected results





APPENDIX

Objective 1	Operative objectives	Action line	Indicators of outcome	Indicators of output
Development of training courses	A - Life long learning courses especially dedicated to older people	A1 – Organisation of Life-long learning courses specially dedicated to older people. These courses should be organised together with schools, especially universities.	<ul style="list-style-type: none"> - number of courses (training programmes) - number of training materials - quality of training material offered to participants - number of participants attending courses by age, working conditions, gender and level of education 	<ul style="list-style-type: none"> - number of attendants of courses who found a job by a year - number of inactive people who attended this course and who have started looking for a job - users satisfaction level - level of improvement of knowledge
	B – Requalification and reorientation courses for unemployed people	B1 – Organisation of requalification and reorientation courses for older people (aged 50 and over) who are unemployed. These courses should focus on skills such as ICT or language. This should include also some psychological courses to motivate people to find a job and to help them to deal with the long term unemployment.	<ul style="list-style-type: none"> - number of participants of the courses by age, gender, level of education and working condition - number of requalification and reorientation courses organised - number and quality of teaching material - number of teachers participated in the courses 	<ul style="list-style-type: none"> - number of unemployed people who participated in this courses and who have found a job after one year - users satisfaction level - level of improvement of participants' knowledge
	C - Courses for	C1 – Organisation of courses	- number of courses organised	- satisfaction level of participants



	employed people who are at the risk of being forced out of labour market	for employed people who are at risk of being forced out of labour markets. The goal of these courses should be to increase the knowledge and skills of older people (aged 50 and over) and to improve their position when they become potentially unemployed and to help people to stay at work and not to be displaced. These courses could be focused on ICT, language skills, etc.	<ul style="list-style-type: none"> - number of employed participants of the courses by age, gender, level of education and working condition - number and quality of developed training material - quality of lecturers 	<ul style="list-style-type: none"> - number of people who participated in this course and who stayed at work - level of improvement of their knowledge and skills
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Objective 2	Operative objectives	Action line	Indicators of outcome	Indicators of output
Increase awareness of older people about their possibilities	A - Develop an Information centre for older people	A1- Development of an Informative centre for older people where they could receive information about their employment possibilities. They could find materials about promotion of being active or information about training courses, there.	<ul style="list-style-type: none"> - number of people who visit the centre every day - number, quality and usefulness of information they receive - level of accessibility to the centre - number and quality of the service 	<ul style="list-style-type: none"> - satisfaction level on the service - number of older people who participate in the courses thanks to the information they receive there - level of improvement of older people's condition
	B - Develop information	B1 - Creation of information materials for older people about	<ul style="list-style-type: none"> - quality and quantity of the materials issued 	<ul style="list-style-type: none"> - users satisfaction level - number of people who were



	materials	their employment possibilities such as flexible work arrangements, that they can change the number of working hours or change a role in a company. Develop an internet page where older people could find the information.	<ul style="list-style-type: none"> - number of people who ask for materials - usefulness of these materials - quality of the web pages - number of people visited the web pages 	inactive and started to look for a job
	C - Organise panel discussions	C1 – Organisation of panel discussion on current topics related to population changing and employment. There should be discussed employment possibilities of older people, problems of being active. The goal of these discussions should be also to inform about this problem.	<ul style="list-style-type: none"> - number of people participating in the discussions - number of panel discussions organised - quality of the discussions organised - quality of the authorities and experts participated in the panel discussions 	<ul style="list-style-type: none"> - users satisfaction level - level of improvement of older people's conditions - number of people who were inactive and started to look for a job

Objective 3	Operative objectives	Action line	Indicators of outcome	Indicators of output
Motivate employers to employ older people (aged 50 and over)	A - Monitor the experience of employers with older people	A1 – Monitoring of the experience of employers with older workers and with flexible work arrangements. Find information how older workers use flexible work arrangements. If employers met with age related discrimination and if the	<ul style="list-style-type: none"> - number of employers monitored - quality of the information received - number if employers informed about the results of this monitoring 	<ul style="list-style-type: none"> - users level satisfaction - number of people employed by employers after they received this information - feedbacks to organised training courses



		do something against it. The goal of this monitoring should be to get information about requirements, so that all previous actions such as courses could meet the demand.		
	B - Inform employers about benefits of older people to a company	B1 - Increase awareness about benefits of age diversity on a workplace, about discrimination and how to protect against it. Talk with employers about the possibility of employing people aged 50 and over. -	<ul style="list-style-type: none"> - number of workshops and panel discussions - number of participants on workshops and panel discussion 	<ul style="list-style-type: none"> - number of employers who after this information employ older people - number of people employed under a flexible work arrangements - number of older people remaining in employment after receive this information