



eInclusion@EU

Strengthening eInclusion
& eAccessibility across Europe

IST-502553

International Workshop

“The Contribution of ICTs to Active Ageing in Work and Employment”

- a one day workshop organised by the *eInclusion@EU* project -

17 October 2005
Brussels

Centre Albert Borschette, Rue Froissart 36,
1040 Brussels

This workshop is organised back-to-back with the final conference of the ActivAge Project
“Overcoming the Barriers and Seizing the Opportunities of Active Ageing Policies in Europe”

Tuesday 18 October 2005
Brussels

General Information	
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Website	http://www.einclusion-eu.org/
Language	English
Registration	Online registration at http://www.einclusion-eu.org/usereventregistration.asp or via fax +49 (0) 228 98530-12

The eInclusion@EU project in a nut shell

The eInclusion@EU project is a so called *co-ordination action* with the objective of contributing to the development of “evidence-based” eInclusion and eAccessibility policies at EU and Member State levels. It is funded under the European Union’s Information Society Programme and administered by the eInclusion unit of DG Information Society and Media.

The primary approach involves:

- collation and analysis of policy-relevant information and data from across the EU and internationally
- identification of key topics for detailed attention in the project
- preparation of syntheses of the state-of-the-art on these topics
- convening and facilitation of workshops to support informed dialogue amongst the relevant stakeholders and
- on the basis of all this, preparation of evidence-based policy roadmaps on the key topics to inform future EU and Member State policy

The field of enquiry covering eInclusion and eAccessibility issues is a very broad one and, of necessity, the project is adopting a pragmatic approach. In particular, the project is working closely with the European Commission services to ensure that the priority topics which are selected are aligned with the Commission’s own priorities. In relation to this, three core areas have been identified – eAccessibility, access to employment and access to online services – as being the core concerns of the project.

Within these three fields, specific sub-themes have been identified, one being the potential contribution of ICTs in coping with the challenges posed by an ageing working population. The selection of sub-themes is oriented towards the identification of areas where the approach adopted by the project can be expected to make the most useful contribution. For example, the focus is on themes where there is already a clear political will but not yet any widely accepted consensus on good practice or harmonisation of policy and policy measures across the EU Member States.

Aim and agenda of the workshop

A core characteristic of what is usually referred to as the Information Society or the Knowledge Based Society is the intrusion of Information and Communication Technologies (ICTs) into all spheres of life. Against this background, the promotion of social inclusion has been incorporated as an intrinsic element of the overall strategic objective of the European Union, i.e. the well-known Lisbon agenda: "Becoming the most competitive and dynamic knowledge-based economy in the world, capable of sustainable economic growth, with more and better jobs and greater social cohesion".

The widest possible access to employment for all groups in society is considered fundamental to the achievement of social cohesion. Its importance derives from the access to income, to opportunities for skills development and for social capital formation and many other aspects. ICTs have a central role to play in relation to this – they can create new employment opportunities and facilitate access, but they can also pose new barriers for various groups. In addition, the workplace is a key environment for accessing ICTs and for developing ICT skills that can be transferred into the home and wider spheres of life. These issues are of central importance for people with disabilities and an ageing workforce, as well as for other groups who may experience difficulties or challenges in relation to employment (e.g. people with childcare or eldercare responsibilities and for those with lower skill levels).

At the same time - under the heading of "Active Ageing" - a debate has emerged that highlights the positive contribution older adults are able to make to both society and economy rather than merely associating the phenomenon of population ageing with a societal/economic "burden". For instance, the OECD defines active ageing as "... the capacity of people, as they grow older, to lead productive lives in the society and the economy. This means that they can make flexible choices in the way they spend time over life - in learning, in work, in leisure and in care-giving". Up to now, this debate has largely focused on socio-economic issues. Key features of this debate include for instance an ageing work force, pressure for increased employment rates among the older segments of the population and pressure towards later retirement. However, not much attention has yet been paid to the relationship between Information Society developments and an ageing work force.

For the first time, this work shop aims at exploring the relationship between eInclusion and Active Ageing strategies as far as they relate to the working sphere. In particular, it will address the question how ICT can contribute to active ageing in work and individual work-retirement pathways.

Drawing on latest evidence collated through a network of national correspondents in the European Member States and extensive literature analysis, the works shop aims to stimulate an informed discussion along the line of the following issues:

- What does current evidence tell us about the contribution ICTs can make to active ageing in work and employment ?
- How are these issues addressed by current policy and practice ?
- What can policy do to optimally harness ICTs for work related active ageing ?

The work shop is organised back-to-back with the final conference of the *ActivAge* project (<http://www.iccr-international.org/activage/>) – a three years research endeavour investigating challenges posed by ageing societies for different policy sectors such as labour markets, pension systems and health care systems, as well as the impact of the *active ageing* paradigm on civil society. Since the focus of the conference is closely related with the themes addressed by this work shop, it may be interesting for relevant stake holders to attend both events.

Monday, 17 October 2005

- 09:30- 10:00 Registration and Coffee
- 10.00- 10.15 **Welcome address**
Per Blixt, European Commission- DG Information Society and Media
- 10.15- 10.30 **e-Inclusion and active ageing in employment and work – an emerging field of interest**
Lutz Kubitschke, empirica
- Thematic Session I The contribution of ICTs to active ageing in work and employment- what does today's evidence base tell us?**
Chaired by: *Ima Placencia*, European Commission- DG Information Society and Media
- 10:30- 11.00 **How does technological change impact on work-related active ageing?**
Kevin Cullen, Work Research Centre
- 11.00- 11.30 Discussion
- 11.30- 12.00 **Main themes for policy, as suggested by the current evidence base**
Kevin Cullen, Work Research Centre
- 12.00- 12.30 Discussion
- 12.30-13.30 Lunch break
- Thematic Session II Current policies**
Chaired by: *Julius Op de Beke*, European Commission- DG Employment, Social Affairs and Equal Opportunities
- 13.30- 14.00 **National Policy and activities addressing ICTs and work-related active ageing**
Michal Arend, econcept
- 14.00- 14.15 **Presentation of good practice example: The “Scottish Worklife Adaptability Network”**
Brian McKechnie, The Senior Studies Institute, University of Strathclyde
- 14.15- 14.30 **Presentation of good practice example: Project “SeniorProfil” (Denmark)**
Poul Dahl Hede, DaneAge Association
- 14.30- 15.00 Discussion
- 15.00- 15.30 Coffee break
- Thematic Session III Towards a coherent policy approach**
Chaired by: *Vassilios Laopodis*, European Commission- DG Information Society and Media
- 15.30- 16.00 **Stakeholder reflections**
Ben Slijkhuijs, European Older People's Platform (AGE)
Gertraud Daye, European Federation for the Welfare of the Elderly (EURAG)
Roland Waeyaert, Unie van Zelfstandige Ondernemers (UNIZO) (to be confirmed)
Klaus Færeveaag, Confederation of Vocational Unions (YS)
Urte Meinhardt, SAP AG
Liana Giorgi, ActivAge project
- 16.00- 16.45 Plenary discussion
- 16.45- 17.00 **Round-up and closing**
Michal Arend, econcept

Registration form

Workshop “The Contribution of ICTs to Active Ageing in Work and Employment”

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Please use capital letters

Surname: _____ **Name:** _____

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Are you also intending to participate in the ActivAge final conference on 18th October ?

Yes No

Date: _____ **Signature:** _____

The elnclusion@EU project team:

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