



With more workers longer at work: The Flemish case

Workshop Reactivating older workers in EU regions

Open Days Regional Partnership “Active Ageing in the EU 2020”

12 October 2011

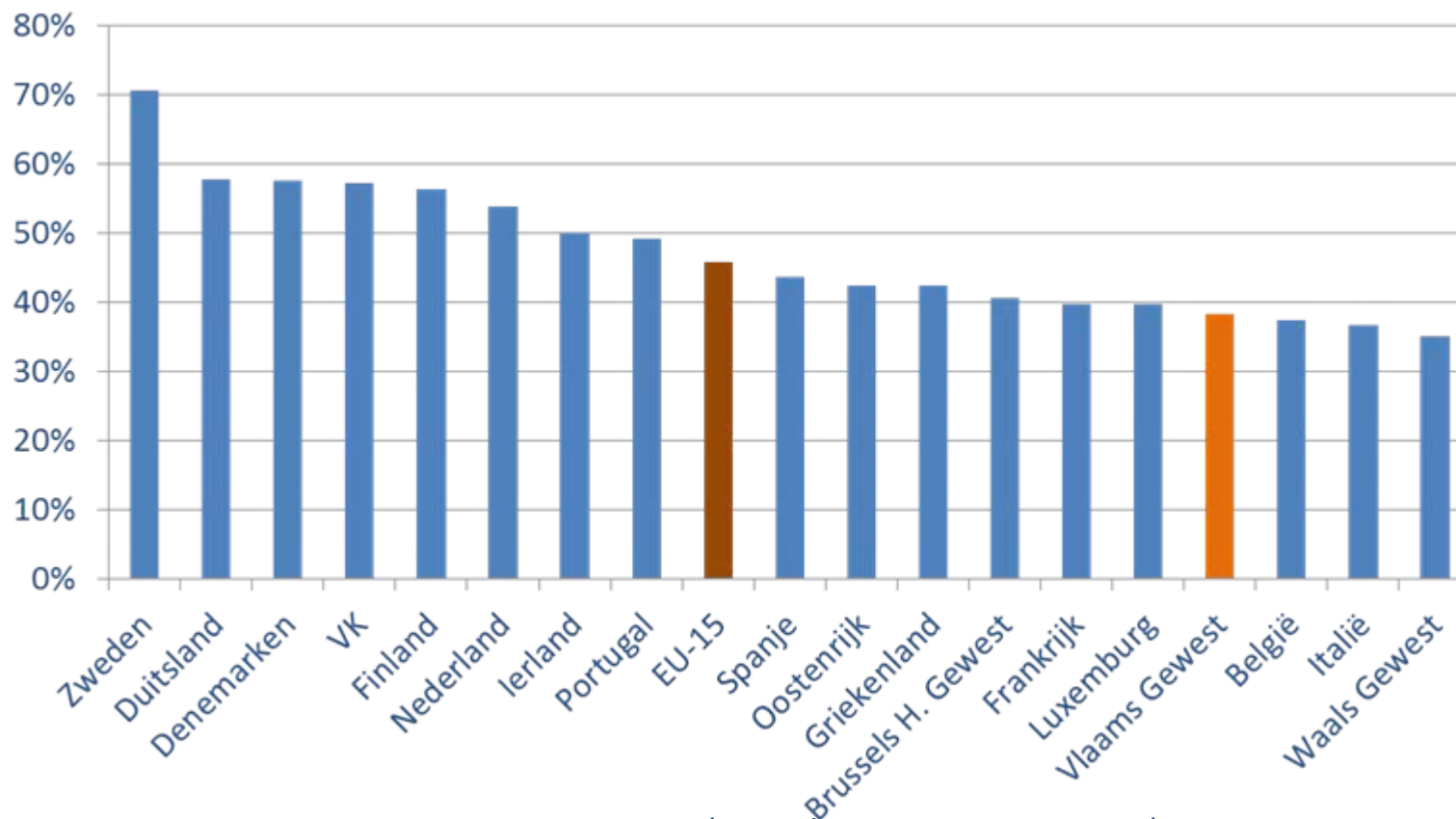
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**Flemish Government - Department Work and Social Economy
Age and Employment Resource Centre**



Few people aged 55-64 are at work in Flanders

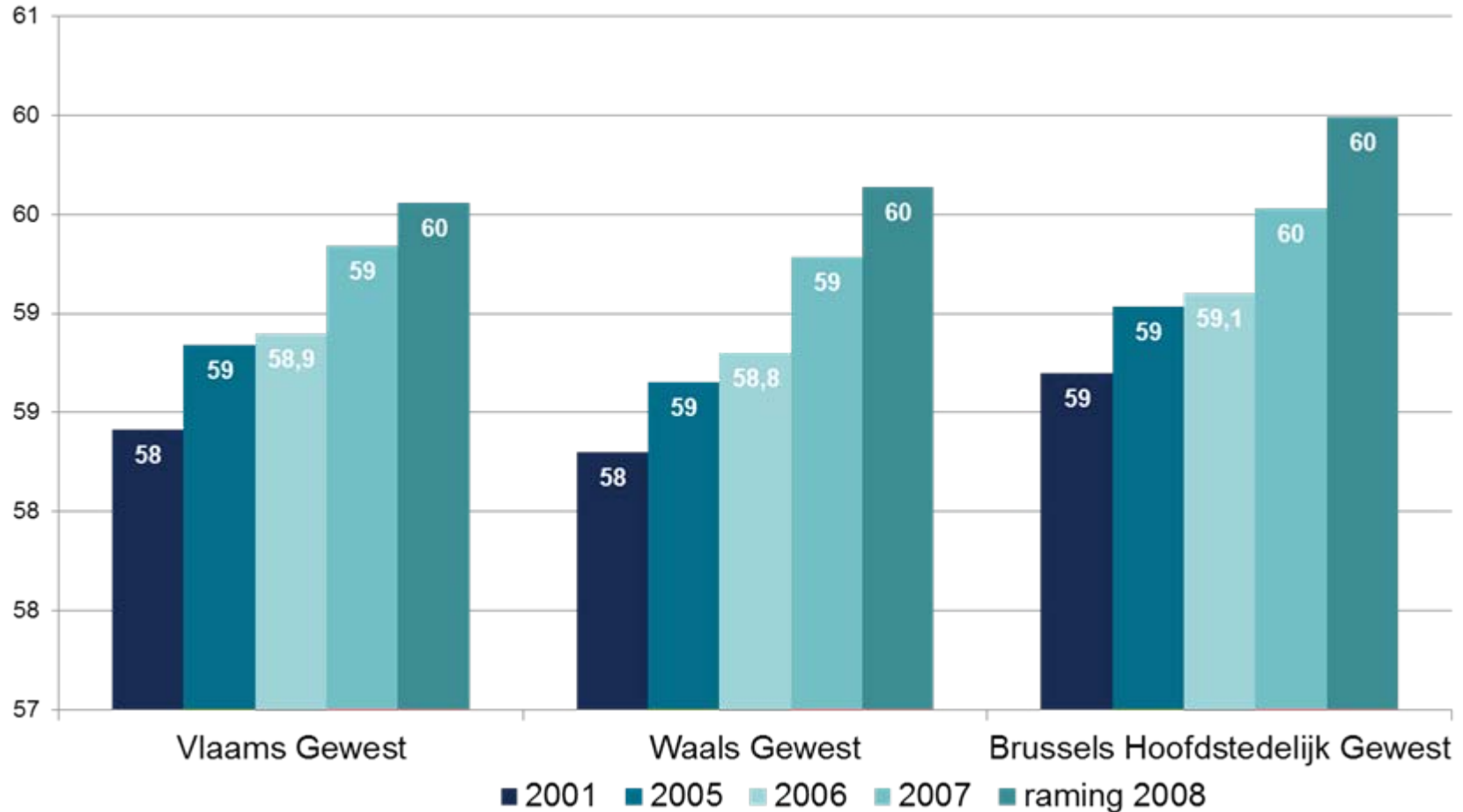
Employment rate of 55-64, Flanders in international perspective, 2010



Bron: FOD Economie ADSEI – EAK, Eurostat LFS (Bewerking Departement WSE)

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The average exit age in Belgian regions: we work longer, but we leave earlier than the legal retirement age



Bron: Datawarehouse AM&SB bij de KSZ (bewerking Steunpunt WSE).



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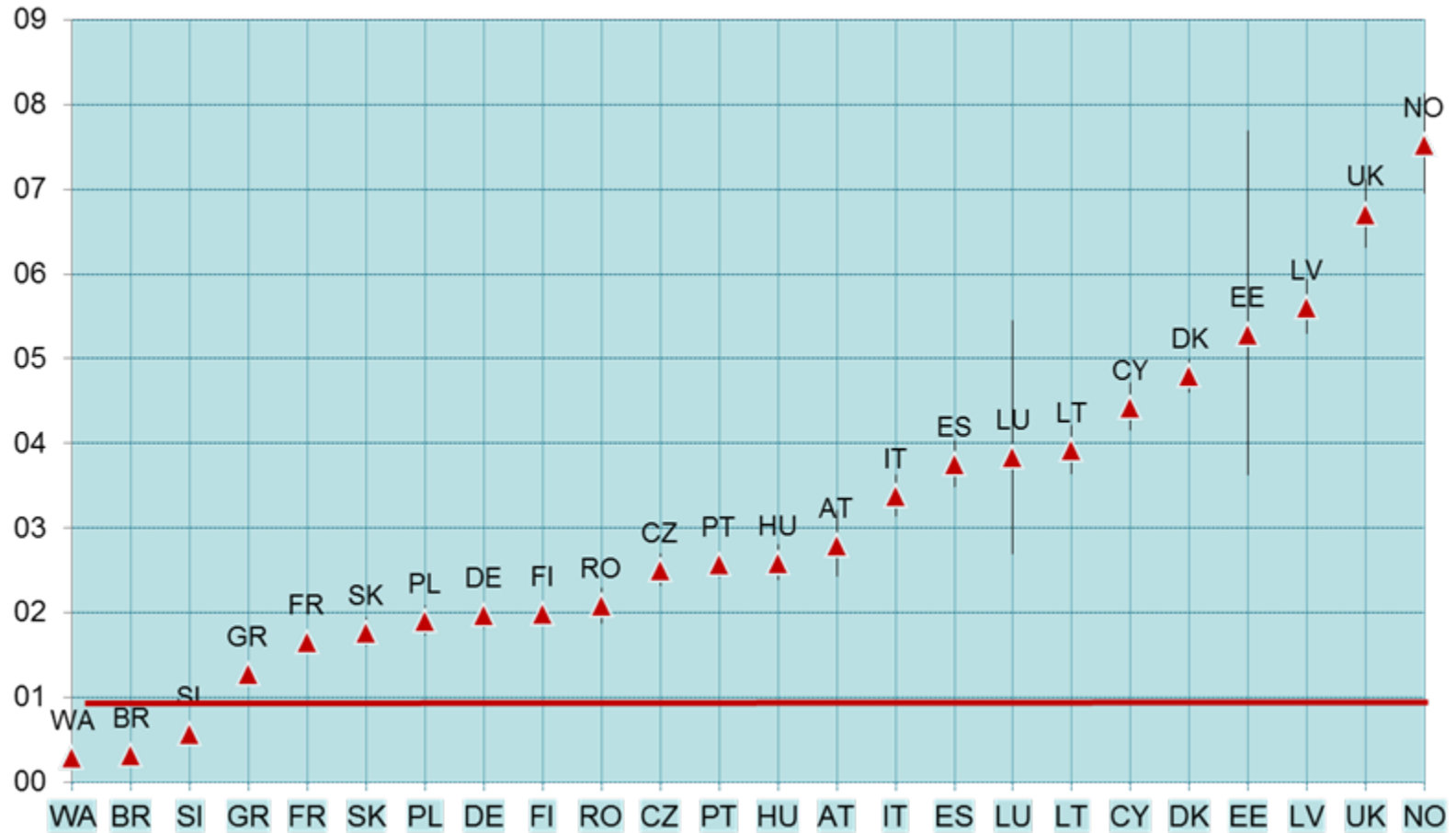
Average duration and composition of careers , men and women retiring in 2007, Belgium

	men	women
Years of work	27,7	18,1
Years of equivalent periods	9,4	9,7
Years of inactivity	6,8	16,6

Bron: CIMIRe en Datawarehouse AM&SB (bewerking Steunpunt WSE)



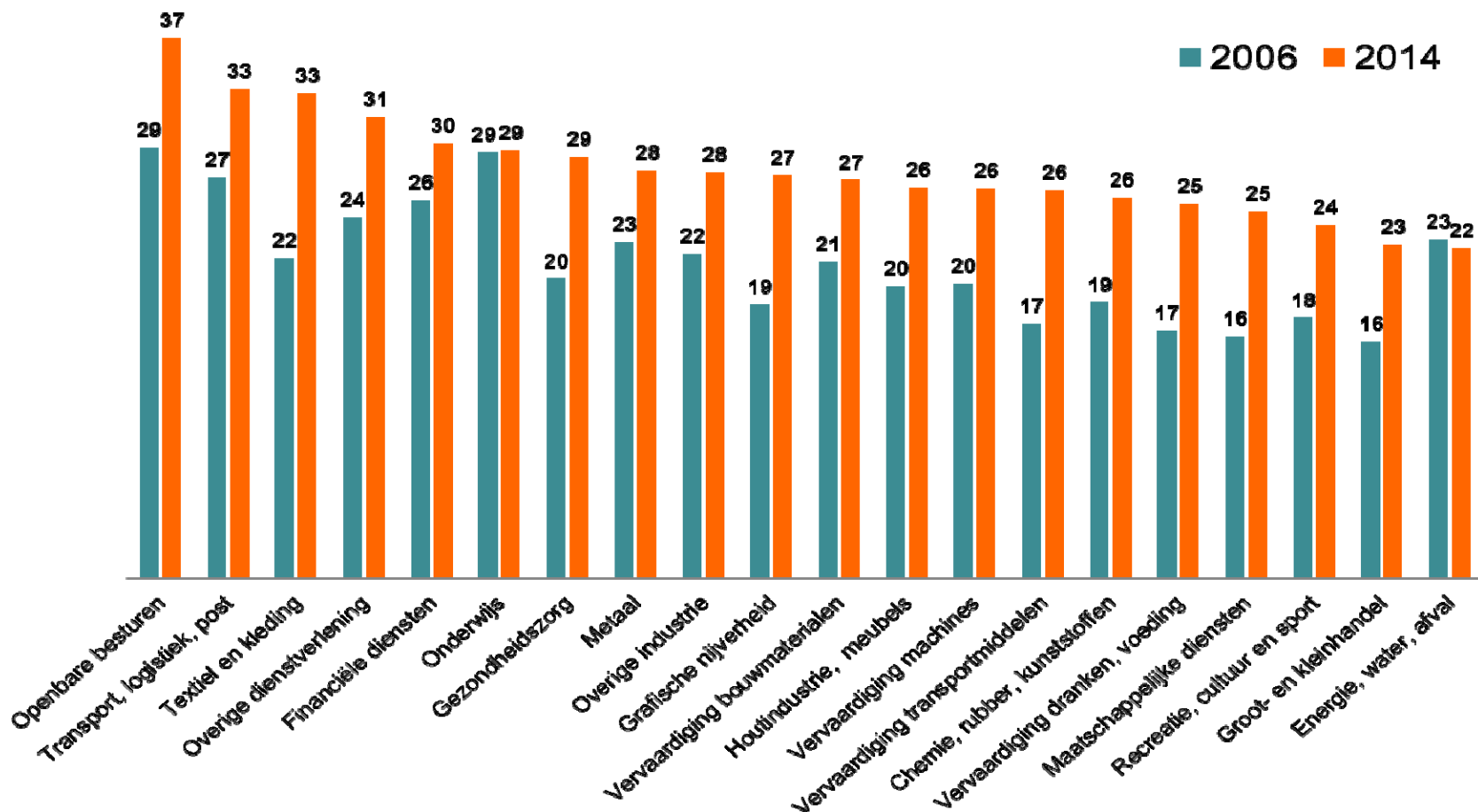
The probability for unemployed 50+ to find a job is extremely low in Flanders



Bron: Eurostat – Labour Force Survey (Bewerking Steunpunt WSE).

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Percentage of 50+ in workers population according to sector Belgium, situation 2006- prognoses 2014



Bron: RSZ DMFA (Bewerking Steunpunt WSE)

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Projection of number of vacancies due to retired workers leaving labourmarket-> labour shortages

2005-2010

➔ **225.600**

2010-2015

➔ **304.800**

Bron: FOD Economie – ADSEI – EAK (bewerking Steunpunt WSE).



Policy answer:

The agreement "Samen op de bres voor 50+" = All together for 50+

- ➔ between social partners and the Flemish government
- ➔ Framed within broad policies for global career management, competence management, age management and adapted work organizations
- ➔ Focus on specific, individual and targeted guidance for elderly workers both employed as unemployed.
- ➔ 2 specific actions:
 - ➔ To start with a specific activation approach for unemployed 50+ (“the systematic approach”)
 - ➔ To launch an awareness campaign to get more people over 50 to work= “De juistestoel.be” -> “The Right Chair.be”



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1. Awareness campaign :

de juistestoel.be 50+= the right chair 50+.be

- ➔ **Aim:** to get more people over 50 to work.
 - “You’ll feel better and will want to work longer if you sit on a chair that suits you – if you do the job that suits you”
- ➔ Directed towards **all actors** in the field: employers, employees, unemployed; all civil society organizations (social partners, NGO’s, private organizations,...)
- ➔ Providing a **TOOLBOX50+**: stimulating employees and employers to take up:
 - ➔ policy measures
 - ➔ use of HR tools
- ➔ Supported by a **communication campaign**: posters, flyers, post-its, electronic downloads such as banners, visuals, articles,...



The website « the right chair.be »

**DEJUISTE
STOEL.BE** 50+
De infosite die 50-plussers aan het werk houdt



Werkgever?

Waarom zou ik blijven investeren in 50-plussers?

Doe de test

Meer info



Werknemer?

Waarom zou ik langer willen blijven werken?

Doe de test

Meer info



Voorkom tekort aan personeel. Doe de Leefijdscan

Stress op het werk? De Stress-o-meter zet u op weg

Toolbox 50+: tips en instrumenten

De Toolbox 50+ barst van de info en tips voor werknemers. Vul een zoekterm in of ga op zoek via het menu.

Zoek

Thema

Gebruiker

Enkel beleidsmaatregelen

Zoeken

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Some examples of instruments/measures:

➔ Argumentationtool:

- ➔ For employers: “why should I keep on investing in my older workers ?”
- ➔ For employees: “Why should I be willing to work longer ?”

➔ 4 central themes, some examples:

➔ 1. Creating legitimacy:

- ➔ Age scan: charts and questionnaire (with benchmark companies in similar sector)
- ➔ Diversity plans (subsidies and personal advice for employers to work on awareness/motivation/actions for HRM)

➔ 2. Careers in development

- ➔ Career advice
- ➔ Certifying prior learning competencies
- ➔ Internal and external jobmobility



➔ 3. Health and well being

- ➔ Prevention of stress at work and burn-out
- ➔ Tips for healthy lifestyle
- ➔ The 'Experience' Fund and Diversity plans (subsidies for employers to invest in employability of workers)
- ➔ Part time work; subsidies for reduction of labour time (timecredit, flemish 'encouragement benefits')

➔ 4. The organization of work

- ➔ Flexible work
- ➔ Leadership and intergenerational management
- ➔ Mentorship
- ➔ Self-managing teams



2. An activation approach for unemployed 50+ (“the systematic approach”)

Gradual approach:

- ➔ Started with incoming unemployed 50-52 in May 2009
- ➔ Extended to incoming unemployed 53-55 in April 2011
- ➔ Planning: to extend to incoming unemployed 56-57 by the end of 2011

Evaluation study: positive impact for 50-52:

increases employment rate among this age group *with 3 à 4 percentage points* compared to situation without this approach



→ Main characteristics:

- Screening by public employment office during intake with special attention for
 - Competences
 - Work experience
 - Health conditions
 - Motivation
- Personal counselling:
 - 50+ consultants/50+ clubs
- Active approach on vacancies
 - job-hunting, jobcoaching, jobdating
 - JOBKANAAL (special channel for vacancies)



How old would you be if you didn't know how old you were? ~Satchel Paige

Thank you for your attention!

More information:

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