

SEVENTH FRAMEWORK PROGRAMME

ICT and Ageing



D5.1d

**Interim Report on
Consensus Building Events**

- London 16th July 2009 -

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Abstract:

This report summarizes the main conclusions of the first Consensus Building Workshop held in London, United Kingdom.

A series of such events are being organized in different regions of Europe with the purpose of collecting feedback and reaching consensus on the planned roadmap for extending professional active life.

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INTRODUCTION

This report summarizes the results of the consensus building workshop held in Porto on 17 June 2009.

This workshop was organized as a special working session devoted to collecting feedback and suggestions for improvement from relevant stakeholders regarding the current draft of a strategic plan for extending the professional active life.

AGENDA

09:30 Welcome & Coffee

10:00 General introduction to ePAL - goals and findings

10:15 Baseline summary - current situation on active ageing and silver economy

10:45 Working groups - discussion of baseline

11:45 Summary of conclusions (plenary)

12:15 Vision summary - a new strategic vision for active ageing and silver economy

12:30 Lunch

13:30 Working groups - discussion of vision

14:30 Summary of conclusions (plenary)

15:00 Proposed strategic actions - social, organizational and technological perspectives

15:15 Working groups - discussion of actions

16:15 Coffee Break

16:30 Summary of conclusions (plenary)

17:00 General conclusions and next steps

17:20 Closing

LIST OF PARTICIPANTS

Name	Organization	email	Area of Activity / Expertise
ePAL Consortium			
Jim Playfoot	White Loop Ltd (UK)	jim@whiteloop.com	Social aspects of active ageing, accessibility of technology
Henry Playfoot	White Loop Ltd (UK)	henry@whiteloop.com	Social aspects of active ageing, accessibility of technology
Will Leonard	White Loop Ltd (UK)	will@whiteloop.com	Communications strategy, socioeconomic factors of active ageing
Dimith De Alwis	White Loop Ltd (UK)	dimith@whiteloop.com	ICT tools and applications
Ana Inês Oliveira	Uninova (PT)	aio@uninova.pt	Collaborative Networks, ICT Research, Negotiation Models
Invited experts			
Harry Gray	Emeritus Club	h.gray@gmwint.com	Socio-economic aspects of active aging
Michael Waterson	REACH	michael.waterson@reachskills.org.uk	Leveraging senior skills
Guy Daly	Coventry University	g.daly@coventry.ac.uk	Accessible joined-up services for older people, e-learning
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Dr David Stuart	University of Wolverhampton	dp_stuart@hotmail.com	Web 2 technology & blogs/social networks and wikis
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Elizabeth Crowther-Hunt	Make Your Mark	elizabeth@makeyourmark.org.uk	Sociologist. Working on a research and project office with the aim of fighting poverty and social exclusion
Ruth Nightingale	Business Link London	ruth.nightingale@blondon.co.uk	Director of Campaigns

WORKSHOP SESSIONS OUTLINE

Initially the participants were divided into 3 working groups of 6/8 people each who received a complete set of forms regarding the components of the roadmap. The week before the event a package of information including the draft version of the roadmap was sent to the confirmed participants.

Jim Playfoot, representative of the project partner White Loop welcomed the participants and made an overview presentation of the ePAL project as well as of the status of the roadmap.

The goal of this short presentation was to refresh the main concepts and get a common starting point for the workshop discussions as well as avoiding misinterpretations. The ePAL study of the baseline, vision and its instantiation and suggested research actions were briefly introduced at the beginning of each working session.

The following sections summarize the results of the various working sessions – baseline, vision and research actions –including the votes of participants and suggested modifications to the draft roadmap.

Please note that not all participants voted on all items, what justifies some differences in the total number of votes per item. This is due to the fact that some participants were not familiar with some of the topics under discussion. ePAL consortium members did not vote.

Working Groups

Group 1	Group 2	Group 3
Chris McEvoy	Harry Gray	Andrea Baron
Brian Leonard	Kay Gorman	Sonia Medin
Dr David Stuart	Maggy Meade-King	Daniela Silcock
Barry Akid	Kutoma Jacqueline Wakunuma	Charles Smee
Peter Chapman	Michael Waterson	Lesley Axelrod
Marianne Huggett	Elizabeth Crowther- Hunt	Ruth Nightingale
	Laurie South	Dick Stroud
		Dr Guy Daly
Henry Playfoot	Jim Playfoot	Will Leonard
Ana Inês Oliveira		

SESSION ON BASELINE

GLOBAL TREND

Participants were asked to give their opinion on the accuracy of the baseline based on the following form:

BASELINE - GLOBAL TREND

Is this global trend accurate?

Definitely no Definitely yes

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Which other issues are of your concern?

Which direction of move is desirable?

← ? →

Towards individual initiatives Towards collaborative networks / team work

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Baseline Global Trend

Is this global trend accurate?

Definitely no Definitely yes

1	2	7	10	
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Which direction of move is desirable?

← ? →

Towards individual initiatives Towards collaborative networks / team work

			9	8
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Which other issues of your concern?

1. We need to challenge assumptions around people wanting to/being able to adopt and adapt to new models of working.
2. Both individual initiatives and collaborative networks/team work models are desirable. People should have a choice.
3. There is a benefit to be derived from creating new experiences in working e.g. creating new teams within existing voluntary organisations.
4. Global trend does not reflect the subtleties of leaving work e.g. going freelance in a part time capacity.
5. Collaboration in terms of creating opportunities is good but in terms of delivery not always.
6. New forms of collaboration are good but this is not necessarily happening.
7. The trend is towards more paid work but not collaborative efforts, there has been an increase in freelancing.
8. What is meant by professionals?
9. People are not defined by age so much as other factors.
10. We need more time bank initiatives at community level.
11. Cognitive change with age can affect people's ability to communicate/collaborate.
12. The UK is more defined by isolated clubs rather than networks.

BASELINE – MAIN PERSPECTIVES

Participants were also asked to give their opinion based on the baseline statements according to the social, organizational and technological perspectives:

Baseline on Social Perspective

Do these accurately reflect current reality?

BASELINE – SOCIAL PERSPECTIVE

1. Demographic Shifts	1.1 Larger percentage of seniors & skills shortage 1.2 Inter-generational knowledge transfer needs 1.3 Need for seniors to keep generating value
2. Social welfare mechanisms	2.1 Pension systems – a notable European creation 2.2 Two main schemas: 1) Fully state-paid pensions or 2) basic pension state-paid + private complements 2.3 Special pensions for some groups (e.g. civil serv)
3. New adaptable frameworks to facilitate social collaboration	3.1 Some (voluntary) initiatives promote knowledge transfer, namely to SMEs 3.2 Mentoring: Seniors help younger workers
4. Mechanisms to enable social cohesion	4.1 Many not-for-profit organizations – philanthropic activities & key role in local communities 4.2 Limited involvement in active economy
5. Frameworks to support social knowledge & experience exchange	5.1 Affective computing & social networks likely to facilitate intergenerational communication 5.2 Some pilot experiments
6. New human resource policies	6.1 Some HR departments start to be concerned with planning for ageing 6.2 Older workers require different benefit packages 6.3 Employers start to consider structuring pay around performance rather than seniority
7. New approaches to promote life-long learning	7.1 More flexible training needed to follow market changes 7.2 New models (e.g. flexibility) being discussed

Do these accurately reflect current reality?
Little Very

Which other relevant issues are missing?

Which of these issues are not accurate?

BASELINE – ORGANIZATIONAL PERSPECTIVE

1. Employment and retirement policies	1.1 Active and paid activity vs. unions' early retirement agendas 1.2 Low level pensions: read extra income (in some regions) 1.3 Developing areas: 1) increase the retirement age, and 2) possibility of starting extra benefits for non-state pensions 1.4 New forms of employment (e.g. part-time), not a practice yet.
2. Global regulations & policies regarding collaboration	2.1 New forms for companies keeping links with former employees 2.2 Increasing number of senior associations that try to help SMEs unable to afford consultancy companies 2.3 Private sector needs adjustments to accommodate older workforce.
3. Use of knowledge & skills to generate wealth and innovation	3.1 Senior professionals need to remain active in socio-economic terms 3.2 Some mechanisms: jubilee professor, time bank, freelancing 3.3 Skills shortage & keeping HR: knowledge transfer (senior-young)
4. New inter-mediation forms to provide brokerage	4.1 Difficulty of individuals in acquiring work opportunities 4.2 Need for entities providing mediation services (senior-client) 4.3 Some existing organizations start to help seniors in finding paid jobs 4.4 Lack of ICT: No adequate professional competency models 4.5 New collaboration tools tend to lead to new organizational forms.
5. Financial support to associations and other intermediaries	5.1 Most organizations depend on membership fees (not enough) and sponsors (public and/or private) 5.2 Most organizations operate on a passive basis, thus lack of work.
6. Seniors' access to (re)training services	6.1 Insufficient re-training: it must be improved 6.2 Classical universities do not yet offer education to seniors 6.3 Education and employment in EU needs to be more inclusive: to react to the demographic changes.
7. Organizational culture embracing seniors & pre-retiree professionals	7.1 Emergence of mechanisms and organizations to help seniors remaining professionally active and fighting the negative stereotypes surrounding older workers. 7.2 Associations are composed of "professional elite": Good pensions.

Do these accurately reflect current reality?
Little Very

Which other relevant issues are missing?

Which of these issues are not accurate?

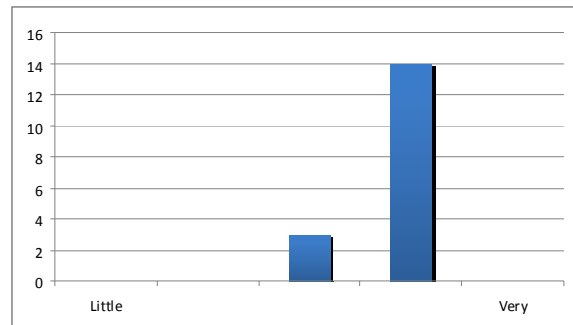
BASELINE – TECHNOLOGICAL PERSPECTIVE

1. Theoretical foundation for technological developments	1.1 Good progress on conceptual models for collaborative networks. 1.2 Need to adapt current CN results to the senior professional area. 1.3 Research needed on "soft issues": trust, collaboration readiness, etc.
2. Collaboration support services, including teams' formation	2.1 Management systems for VBEs and PVCs: still limited use in real practice. Wide availability of GSCW tools. 2.2 Configurable document management platforms becoming available. 2.3 Capability of artificial systems: still limited by the variability of human activities. 2.4 Ethical issues: IPR, ethical issues, ownership and protection.
3. Support for user-generated knowledge content	3.1 First cases of user configuration of his/her interface functionalities. 3.2 Need creation of libraries of components and proper interoperable reference architectures.
4. "Configure yourself" based philosophy infrastructure	4.1 Importance of adaptive interfaces & user interface customization. 4.2 Automatic adaptation to different output channels.
5. Easily adaptable and customizable user interfaces	5.1 Developments on value systems for CNE: no practical tools yet. 5.2 Lack of sound models & tools for IPR and risk management in CN.
6. Tools supporting the process of value creation	6.1 New research areas: focus on perception/recognition of emotions. 6.2 Human affects & emotional experiences linked to human learning. 6.3 Usage of emotions to regulate virtual environments - promising.
7. Affective computing and context aware enriched environments	7.1 Contract models: contracting – still research issue. 7.2 Some negotiation prototypes, but not yet practical. 7.3 Some existentials but not integrated in collaboration platforms. 7.4 Recent trend – negotiation wizards.
8. Contractual and cooperation agreements & negotiation	8.1 Service oriented approaches – popular but not easy. 8.2 SMEs & seniors context: not very SOA-oriented, lack of proactive services and templates library consultancy services.
9. Marketing and brokerage services	9.1 Some examples of virtual communities exist. Lack of effective intermediation role. 9.2 Current communities: limited team work, brokerage, collaboration.
10. Networking models for elderly communities	10.1 Mechanisms & tools for safe communications: Building blocks available, but difficult to integrate. Need for reference architectures coping with leisure / social / professional activities.
11. Security and ethical privacy support	

Do these accurately reflect current reality?
Little Very

Which other relevant issues are missing?

Which of these issues are not accurate?



Little Very

0 0 3 14 0

Which other relevant issues are missing?

1. Training needs to be timely, relevant and focused
2. There is a need to recognise the value of society, community, family in the baseline
3. Knowledge exchange has to be 2 way, with younger and older citizens playing an equal part.

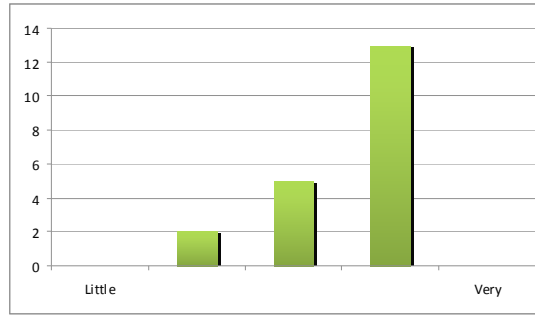
4. Retired people add value to society by looking after children and parents.
5. Informal care system - caring for grandchildren/parents impacts on the ability to engage in work.
6. There is a big **gender** divide in grandparents being carers for children.
7. Migrations flows will have a significant impact.
8. Time is a real issue – filling time/being time poor.
9. There are no advice and planning mechanisms for inducting people into the third age.
10. There is a confidence problem among seniors and a lack of understanding of part-time/entrepreneurial activity.
11. There is a problem with the psychology of working with younger managers. Many seniors feel uncomfortable in this situation.
12. We need to understand the different types of psyche among seniors. Learn from behavioural science and organisational psychology.

Which of these issues are not accurate?

1. Lack of reference to mobile devices as compared to PCs, which involve different behaviours and mindsets.
2. Culture of accessibility and free access to information not mentioned.
3. In relation to training, there is a mismatch between what people say they want and what they actually want. The issue is confused.
4. There are many deeper social issues/changes that need to be considered.
5. There are mixed message around HR policy – no clear story.
6. We are confused about the need for recruitment, many of us say we want to retire early, but do we?
7. The economic situation means we will have a skills surplus if we include more retired people in the marketplace.
8. We need to be more specific about the barriers for older people in terms of employment.
9. Is there a concrete need among employers for more senior workers?
10. We need to look at sectoral differences. Different industries and market sectors have different needs.

Baseline on Organizational Perspective

Do these accurately reflect current reality?



Little

Very

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Which other relevant issues are missing?

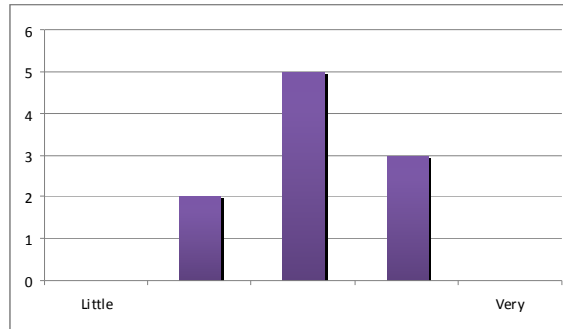
1. Other employment issues need addressing at EU level – especially around agency workers.
2. *Structural* issues need to be considered such as civil service downsizing, post war prosperity and increase in government support, fluctuations in housing prices.
3. Organisations exist to facilitate transition from a career to new roles, some are good, some not.
4. In relation to 2.3, most organisations are only now beginning to engage with workforce planning.
5. New organisations will emerge run by and for retired professionals.
6. There needs to be reference to the role of Unions.
7. Women are not starting businesses at the same rate as men in the UK.
8. Climate change needs to be taken into account in working practice and job creation.
9. We need new banking and financial systems.
10. Retirement age needs to be raised. Working life is moving forward, with a longer lifespan of work.
11. Employment is becoming short term, contract led.
12. There is an increase in professional associations to represent people.
13. More career guidance for seniors is needed. Senior associations need to offer this.

Which of these issues are not accurate?

1. In relation to Section 1, freelance/contracted employment is growing which means that pensions are not paid.
2. Pension provision is changing – private sector is now worse than public sector.
3. Section 4 is very accurate; you need more people who facilitate technology, brokers.
4. In relation to 6.2, this is not accurate in England. In England there is more of a problem with funding for seniors in education.
5. In relation to 6.3, when looking at flexible working structures issues of increased autonomy and responsibility.
6. When making policies to encourage further working, it is important to avoid making it harder for those who can't work longer.

Baseline on Technological Perspective

Do these accurately reflect current reality?



Little

Very

	2	5	3	
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Little

Very

Which other relevant issues are missing?

1. If technology development is led by the young what will be the impact on seniors?
2. Business and social networking should be mixed.
3. There is a lack of business models for ICT/technology and applications.
4. Technology is attracting freelancing, creating a global marketplace.
5. Translation engines are very inefficient.
6. Technology development needs to address the problem seniors have with rapidly changing software design and interfaces.
7. Many seniors still feel most comfortable and are reliant upon face to face meetings when establishing trust.

Which of these issues are not accurate?

1. Is it not better to tap into existing networks rather than creating new ones?
2. Is there not a generic solution to technology problems?
3. Remote worker technology has the potential to make senior to SME knowledge transfer more complicated rather than simpler.

GENDER ISSUES


In addition to the three perspectives, participants were also asked to comment on gender issues. Some collected comments:

1. If women start to work more, this will have a big impact on employers i.e. employers attitudes to women.
2. Gender is an issue in technology, as its creation is traditionally the preserve of men.
3. In England many women are prepared to accept lower paid, lower status jobs in a way some men aren't.

SESSION ON VISION

Similarly to the previous session, the participants were asked to discuss the global vision statement first, and its instantiations according to the social, organizational and technological perspectives afterwards.

VISION - GLOBAL



VISION – GLOBAL

Core ideology:
Building a strong and cohesive social fabric to embody active senior professionals, as an important part of the European silver economy

Envisioned future:
In the coming decade, a comprehensive paradigm will emerge in response to Europe's ageing population and its inevitable skill shortage, that extends the balanced active life of senior professionals, facilitating the use of their talents and expertise, and thus facilitating value creation from these mature assets, for the benefit of both Europe's economy as well as the European society as a whole.

Main desired facets:

V1. Well founded reference model of the environment, specifying its: endogenous (*structural, componential, functional, and behavioural*) and exogenous (*market, support, societal, constituency*) elements, and their interlinks

V2. Well established technological infrastructure, support tools/services

V3. Support for social responsibility and adaptation of suitable ethical code

V4. Established organizational infrastructure, supporting economic and societal involvement through government policies and actions

V5. Established national/international regulations for involvement of senior professionals in market/society and related legal frameworks

How suitable is this vision as a whole?

Little *Very*

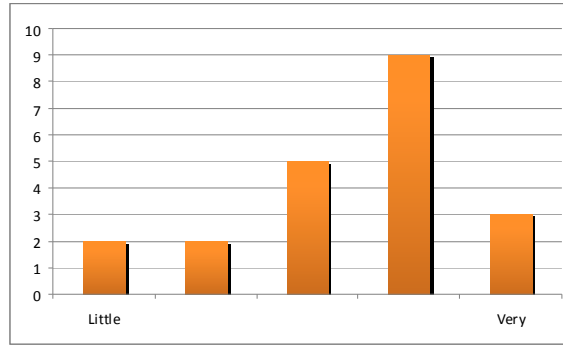
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How important is the achievement of each facet?

Little *Very*

Vision on Global Perspective

How suitable is this vision as a whole?

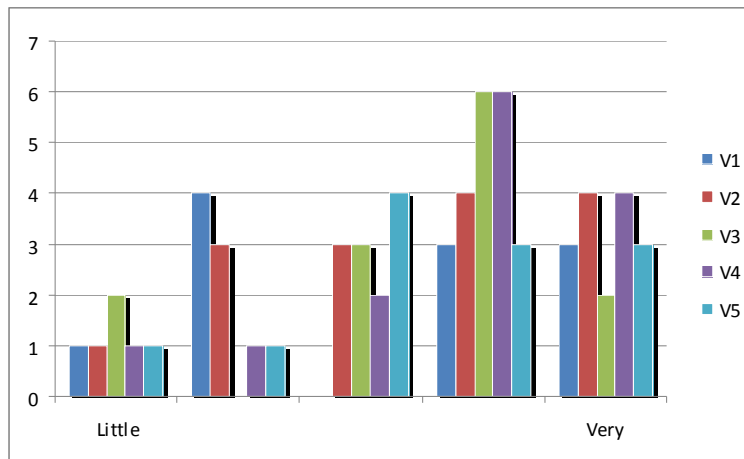


Little

Very

2	2	5	9	3
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How important is the achievement of each facet?



NOTES

1. V1 – Creating a reference model is reductionist, so this point should be removed.
2. V1 - You need to have a “light touch” when creating the specification for a reference model. I.e. Not be too limiting.
3. The global vision statement is right in highlighting seniors as shifting from being spenders to creators of wealth.

4. Reference to government policy needs to have more emphasis in the Global Vision.
5. In response to V3, it is important not to ghettoize older people, is there a real need to rewrite an ethical code.
6. Creating an ethical code requires extreme caution.
7. Who are we targeting with this Vision? There are different age groups within the senior bracket. There are so many target audiences, can we generalise about seniors?
8. "Social fabric" as stated in the core ideology needs to be further defined.
9. We need to include a constant monitoring of the employment situation in the EU, to foster adaptation.
10. We need less reference to top down and more support for bottom up approaches to development.
11. V4 – The economic focus is too reductive, the economic system needs to adapt and respond to individuals. The vision needs to be developed in the broader context of fundamental changes to the world of work.
12. The use of the term "silver economy" is patronizing.
13. Having a global vision is only relevant in certain instances.

VISION PERSPECTIVES INSTANTIATION

Participants were asked to give their opinion based on the following forms:

VISION – SOCIAL PERSPECTIVE

In the coming decade, extending active professional life will be a high priority strategy in addressing Europe's aging population. The social infrastructure will mature to accommodate demographic shifts through the creation of mechanisms to support active involvement of elderly people in the silver economy. Attitudes in society will evolve towards positive acceptance of elderly people as a value-creating pool of talent, thereby creating opportunities to support and promote active aging. Both senior and young professionals will derive greater benefit from the exchange of knowledge and experience. As the social environment evolves, new support mechanisms will arise to sustain an aging but more active and inclusive population.

Main desired facets:

- VS1. New mechanisms to enhance positive understanding and perception in society regarding the value of the abilities, skills and experience of senior professionals in the economy.
- VS2. Motivating mechanisms for senior professionals to join CASPs.
- VS3. Mechanisms to support cross-cultural interactions among senior professionals as well as to the active labor force.
- VS4. Mechanisms to support a balanced economic benefits sharing among the entire society including senior professionals.
- VS5. New mechanisms for social networking to help articulate the collective needs of seniors across national boundaries.
- VS6. Mechanisms to support cross generational interaction between seniors and younger citizens, fostering inter-generational solidarity and understanding within the EU.
- VS7. Mechanisms to capitalize on the increased sense of trust and understanding which comes through leveraging seniors' social capital.

How suitable is this vision as a whole?

Little					Very
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

How important is the achievement of each facet?

Little					Very
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

VISION – TECHNOLOGICAL PERSPECTIVE

In the coming decade, the ICT collaboration platforms and tools will be developed as an easy to use enabler of new approaches for continuation of the active involvement of elderly people in the socio-economic system. As such, novel infrastructures and intelligent functionalities will act as a catalyst of new organizational forms, supporting geographically disperse communities of retired professionals. Furthermore technology will enable seniors to leave their legacy, expand their human capabilities, and facilitate their active participation in the socio-economic system.

Main desired facets:

- VT1. Advanced collaboration support services, including (virtual) teams' formation and management
- VT2. Development of collaboration ontology supporting variety of stakeholders
- VT3. Support for user-generated knowledge assets
- VT4. "Configure yourself" based philosophy infrastructure
- VT5. Easily adaptable and customizable user interfaces
- VT6. Affective computing and context aware enriched environments
- VT7. Support for establishment of trust among stakeholders
- VT8. Tools supporting the process of value creation
- VT9. Novel contractual and cooperation agreements, including negotiation support
- VT10. Advanced marketing and brokerage services
- VT11. New networking models for elderly communities' involvement with the socio-economic system
- VT12. Security and ethical / privacy support

How suitable is this vision as a whole?

Little					Very
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

How important is the achievement of each facet?

Little					Very
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

VISION – ORGANIZATIONAL PERSPECTIVE

In the coming decade, the primary organisational stakeholders – governments, intermediaries, and business es – will adopt positive and proactive policies and approaches that enable senior professionals to continue their active life and generate income that compensates for pension shortfalls and facilitates a valuable contribution to Europe's economy.

Main desired facets:

- VO1. Employment and retirement policies will change to provide greater flexibility for seniors to continue as economic actors.
- VO2. Global regulations and policies will change to encourage the participation of businesses in collaboration with senior professionals.
- VO3. The knowledge and skills of seniors will be harnessed to generate wealth and stimulate innovation amongst European businesses.
- VO4. New forms of intermediate organizations will provide highly efficient brokerage that will help seniors engage with businesses in Europe.
- VO5. There will be significant long-term funding – from both public and private sectors - and the political drive to support new forms of senior associations and other intermediate brokers.
- VO6. Seniors will have access to the relevant services, including training, which they need to facilitate their transition between their working life and retirement to continue their active professional life.
- VO7. New organizational cultures will positively embrace relationships between senior professionals and pre-retired (active) professionals.

How suitable is this vision as a whole?

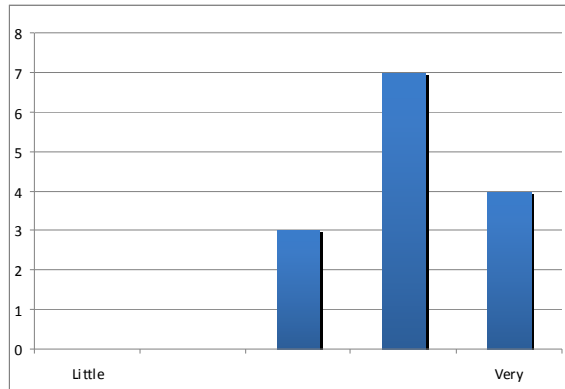
Little					Very
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How important is the achievement of each facet?

Little					Very
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Vision according to the Social Perspective

How suitable is this vision as a whole?

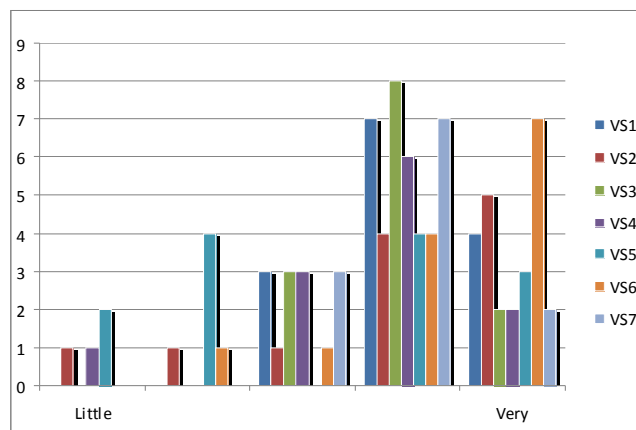


Little

Very

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How important is the achievement of each facet?



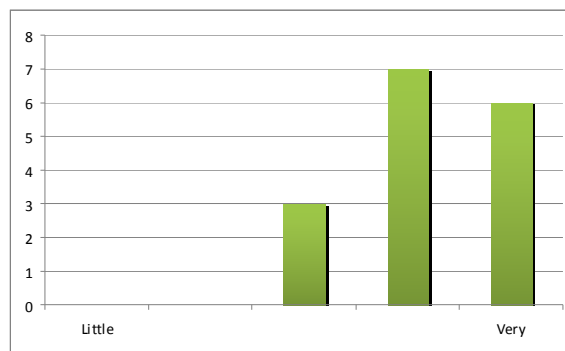
NOTES

1. It is important to have full acknowledgement of cultural issues, as well developing an understanding the differences between northern and southern Europe.
2. VS7 is not strictly necessary. Do we need this leveraging?
3. The tone of the vision should be more positive, less *heavy*.

4. This is a good Vision. A focus on helping society evolve and developing structures is good.
5. Even seniors stereotype themselves. We need seniors to think of themselves as more dynamic.
6. For every individual, investing in seniors is investing in yourself because we will all be seniors one day. Combat short term thinking.
7. There is a great need to package the skills seniors have in a clear way.
8. VS2 – Employers need to place more value upon the importance of human considerations. Provide more incentives and make employment fun.
9. If your Vision is compelling enough you don't need motivating mechanisms.
10. We need to look at a broader range of stakeholders, such as employers and unions.
11. VS6 – More intergenerational communication is definitely needed. Younger people need government information campaigns if they are to better understand senior workers. Can fundamental shifts in attitude take place over the next 10 years?
12. It is very difficult to change society artificially. Changes are often brought about naturally through generational shifts.
13. We don't have the budget at national or international level to change society. Is this outside our control?
14. What's the "pull", the new regional/local area that enriches communities as well as organisations? We need to articulate this.
15. Informing society about the dystopian consequences for lack of change can be just as useful as creating a positive vision.
16. We need to outline the role of not for profit organisations in terms of supporting economic and societal involvement.

Vision according to the Organizational Perspective

How suitable is this vision as a whole?

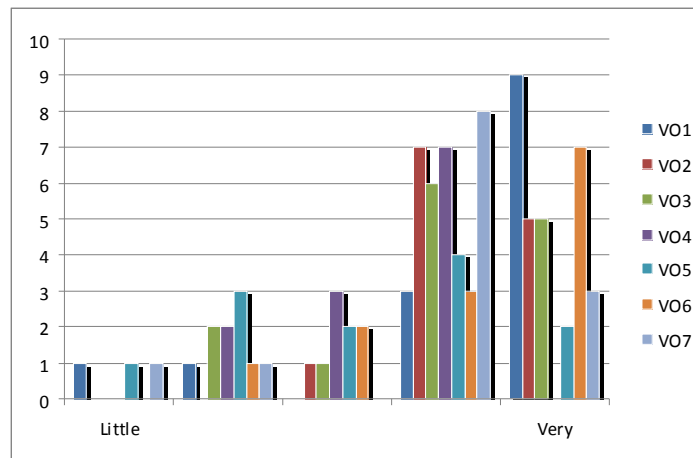


Little

Very

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How important is the achievement of each facet?

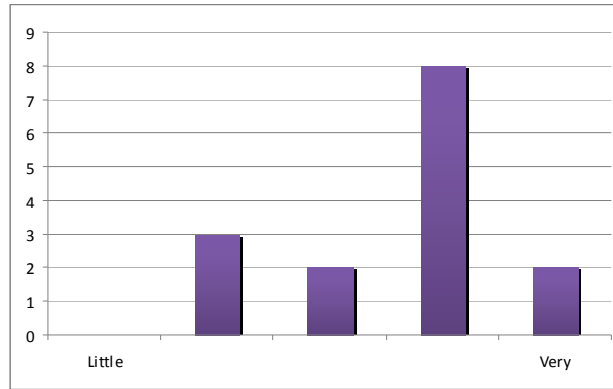


NOTES

1. V01 – Change “economic actor” to “economically active actor”. The issue her has not been fully addressed. This about policy but it also about changing culture.
2. Vertically integrated educational structures are part of the future.
3. V06 – If you are to properly prepare people for life as a senior these services need to be offered at a younger age.
4. V03 – it is better to talk about value than wealth creation at all levels, individual, organisational and societal.
5. The notion of “business” as discusses in the Vision is a little narrow. More reference sot the voluntary sector is needed. The voluntary sector is very business like and professional.
6. Further to the narrow concept of business, teaching is a wonderful area for continuing professional active life.
7. We need to look into other opportunities for leveraging ideas such as “wkinomics”.
8. We need more legacy support, companies maintaining links with retired senior professionals.
9. V05 – Sustainable, long-term funding for technology is needed.
10. We need new forms of mutual/cooperative organisations.
11. At present, even with the downturn, it is younger people who need support, not boomers. This is the role boomer should play. However, we have to recognize the short term, cyclical nature of such downturns
12. V04 - Fundamentally, we need mechanisms to allow people to support themselves.
13. V02 - The EU needs a “better regulatory framework”. We need more coherent national and international regulations.
14. V05 - Reservations expressed about the creation of brokerage models, open market should determine this.

Vision according to the Technological Perspective

How suitable is this vision as a whole?

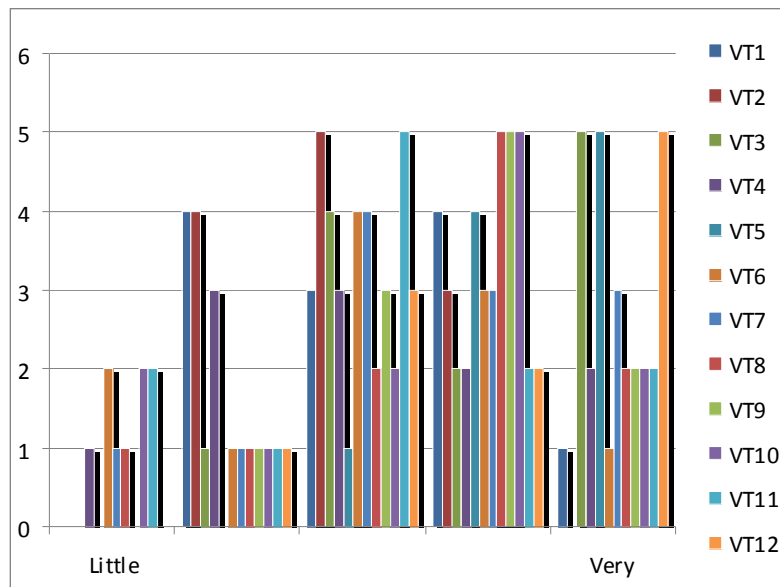


Little

Very



How important is the achievement of each facet?



NOTES

1. It is vital to have the participation of seniors in the development of ICT tools.

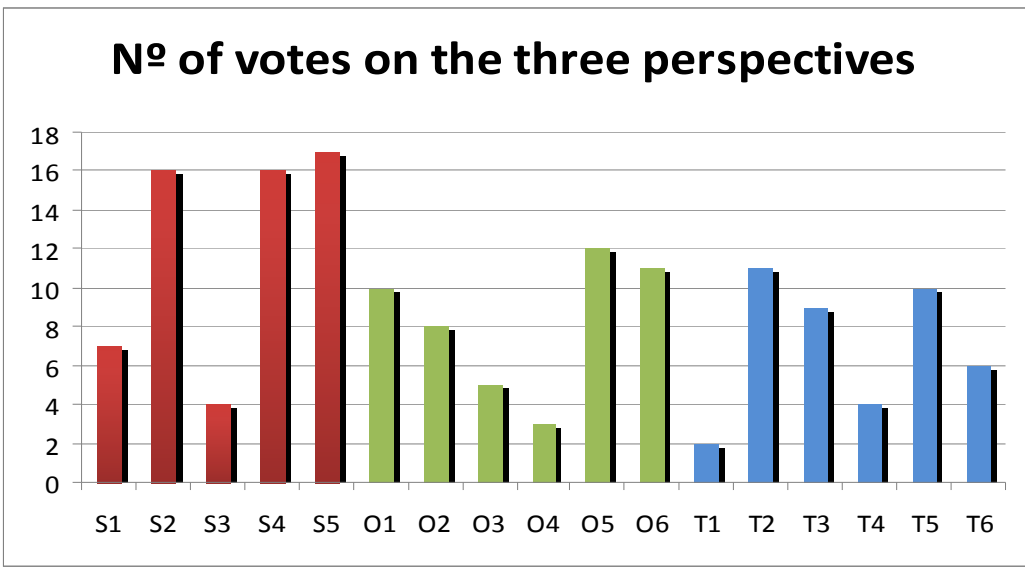
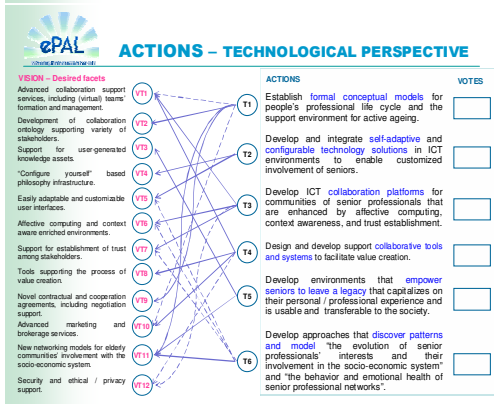
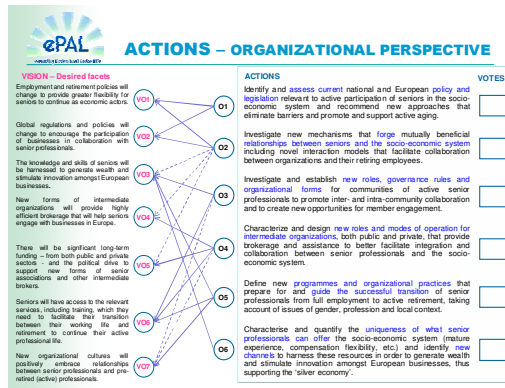
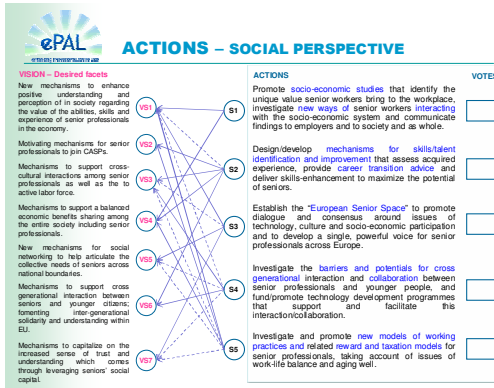
2. There is already an impetus for advances in a number of the areas mentioned.
3. Reference to “novel infrastructures” and “intelligent functionalities” is jargon. Where is the clear ontology?
4. There is too much top-down description of what technology is needed. We need "tailorable" technology. More user input and participatory design needs to go into the development of technology.
5. VT6 – We need as much technology as possible based on human interaction models.
6. Vision needs to be written in plain English.
7. Looking at technology in isolation is no good. You need a socio-technical framework.
8. VT11 - Question the need for special collaborative networks for seniors, who in the UK at least, in the boomer generation don't want to attach this stigma to themselves.
9. A stamp of “senior friendliness” would be useful in relation to technology as a quality control mechanism.

SESSION ON ACTIONS

For this session each participant could use a maximum of 10 votes. Furthermore, each participant had to give at least 1 vote to one action in each perspective. The remaining 7 votes could be freely used for actions in any of the perspectives. In case of a high preference for a particular action the participant could give 2 votes to that action. In this way, participants from a sociological background would naturally give more votes to action on the social perspective while ICT experts would tend to favor actions in the technological perspective.

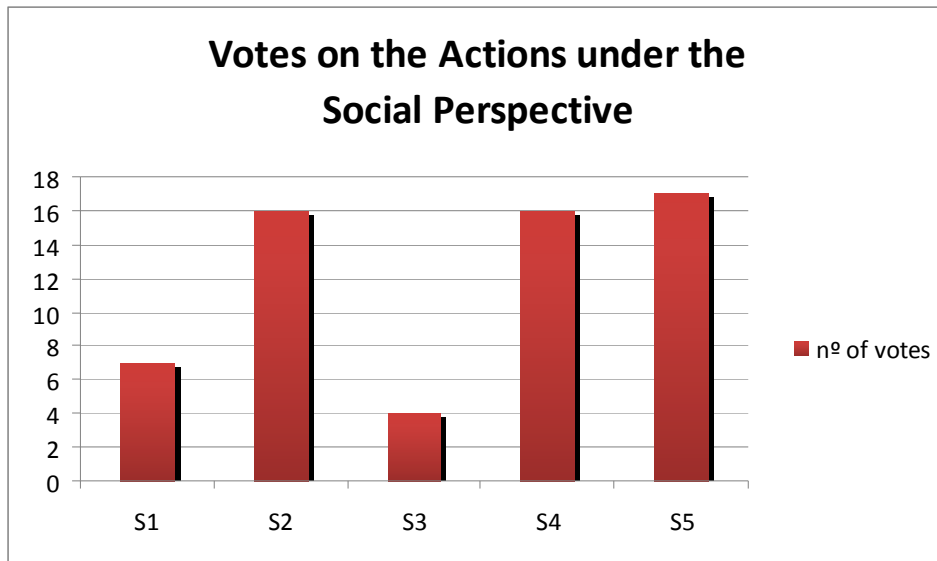
ACTIONS – GENERAL VOTES

Participants were asked to vote on the following actions:



In addition to the voting (definition and priorities), participants were also asked to give suggestions for improvement of the plan of actions.

Actions on Social Perspective

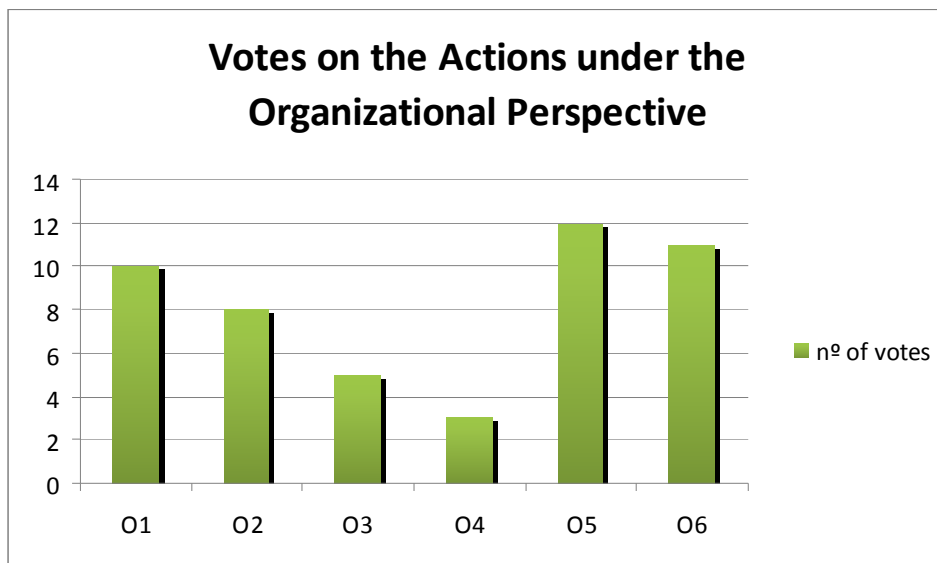


NOTES

1. S1 - This is already happening but with no conclusions as yet on how this interaction works.
2. S1 & S2 – In conjunction with understanding the socio-economic value of seniors we also need to understand the value systems of seniors around work themselves with a view to establishing new “reward models”. I.e. The value attached to money and other motivating factors etc. As part of this studies are needed into the setting up of a European-wide database listing the motivating mechanisms attached to work option and opportunities listed by “emotional” as well as financial values. A database of such factors could then be linked to a matchmaking services with relevant employers/employment opportunities.
3. **S2** – Build on existing programmes in career transition
4. **S2** - Mechanisms for skills talent identification already exist but the career advice transition is much more complex.
5. S3 – It would be good to look at who, at present, makes up the existing European Senior Space in terms of representative groups and profile members. You could then provide a forum for groups across Europe. This could be a professional space to help networking and connect to other members on both a virtual and real level.
6. S3 – Run an “ePoll” to gain a voice for seniors in the EU.
7. S3 – European Senior Space should not just be for old people. Creating a voice is valuable as well as bringing together interest groups.
8. S3 – An artificially constructed European Senior Space wouldn’t work, creating a unified voice can only come through facilitating links between existing associations.
9. S5 – Should add new forms of financial services to seniors.

10. In all these areas we should fund good practice and upscale it. You have to create a climate that encourages and supports this work.
11. All actions should also be related to what's happening beyond Europe.
12. We need to acknowledge the importance of studies at a local context level, as well as the different requirements within specific sectors/groups.
13. Have to avoid to much of a top down approach, cultural change will come from what people do....we need to focus on need and then facilitation.
14. An action is needed to look into ways of rebranding retirement as something more positive.
15. As a cautionary measure, within all the actions drafted in relation to increasing the active participation of seniors in the EU socio economic system, it is important to ensure that other societal groups are not disadvantaged as a result of new initiatives by incorporating studies to that effect.

Actions on Organizational Perspective

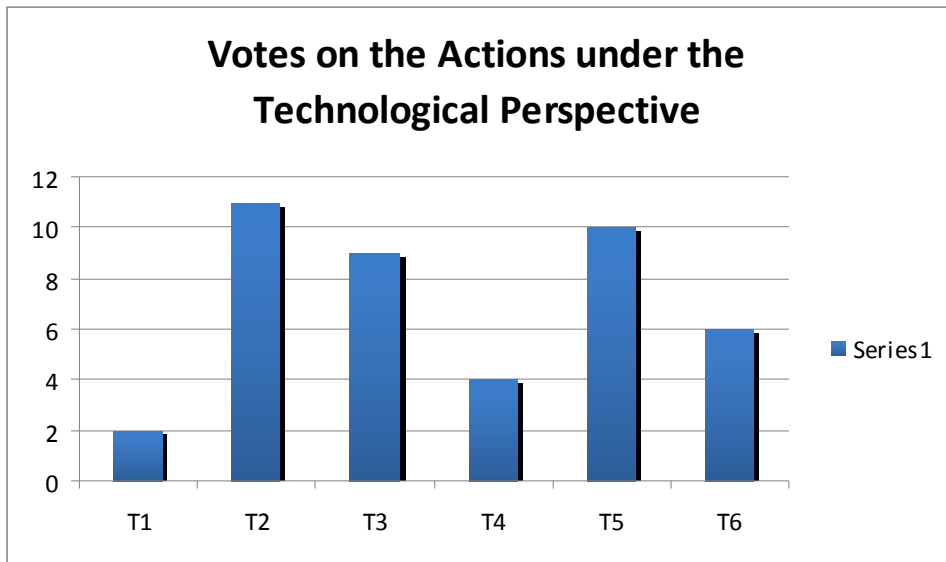


NOTES

1. O2 – This needs to be more about investigate and *promote*.
2. O2 - Studies to identify new methods of encouraging employers to create “honorary employees/alumni” clubs of retired staff, to stay in touch with older skilled professionals in the manner of jubilee professors, encompassing regular networking events and other activities.
3. O3 – We don’t want more rules; we need an e-worldwide platform.
4. O5 – Specific reference in this action needs to be made to “training and development” with more emphasis on developing and supporting.
5. O6 – These studies would then need to be promoted to employers.
6. The notion of *organization* is culturally defined. Business culture is very different

7. There needs to be more emphasis on supporting and enabling rather than governance and regulation.
8. There is no reference to labour markets and workforce within this perspective.
9. There needs to be an Action for mechanisms to create a market/demand for the services of senior professionals.
10. All actions must be driven by the need to develop sustainable solutions.
11. An action is needed to address the issue of change in HR policies/practices.
12. Need to develop improved funding and grant mechanisms for vocational/professional training.

Actions on Technological Perspective



NOTES

1. T3 – Studies into increasing the human interaction centred technologies are needed.
2. T3 – A study is needed into the ethical issues around technologies such as affective computing.
3. T4 – Need to involve/promote the use of seniors in the development of technology.
4. T4 - Research is needed into more multi-platform technologies.
5. Quality control mechanisms are if a lot of new technology is going to enter the market place.
6. There needs to be an action around engagement with open source technologies.
7. Solutions around adapting existing technologies would be easier and more cost effective.

CONCLUSIONS

In general terms the workshop stimulated a lot of lively debate amongst participants many of whom came fully prepared to the meeting with a knowledge of the projects aims and objectives, having read the preparation documents prior to the event.

Some participants were initially unfamiliar with some of the concepts under discussion as described by the Project but were nevertheless very interested in how the themes they themselves were involved in at a national level, were framed within the wider context of the EU.

The following sub-sections present a brief conclusion of the conclusions to come from the session around the main issues discussed in the three modules: baseline, vision and actions.

Baseline

From a global perspective most participants were quick to recognize the increasing number of collaborative opportunities available to senior professionals as well as the increasing importance attached to establishing collaborative networks. With the troubled economic climate in the UK, the importance of some form of remuneration was also stressed, along with the need for voluntary organisations to adapt to this. Some participants pointed out however, that this situation was no detracting from the number of senior freelancers working on an individual basis.

From a social perspective, many opportunities to create collaborative teams at community level have been missed and there is as present with a need expressed for more initiatives such as time banks. There not enough mentoring schemes within the UK that help to bond communities and utilize the skills of senior professionals and such schemes and other associations are not networked to the extent they should be. It was also pointed out that while there is a lot of testimony to the barriers faced by senior professionals in terms of employment; these barriers are yet to be clearly defined. The offer senior professionals present to SMEs is also yet to be defined. The ePAL Project must also be clearer in its definition of senior professionals.

From the comments of a number of participants involved in sourcing work for senior professionals it appears many HR departments are confused about how best to deal with an aging workforce. The failure to reach a consensus on this issue has been exacerbated by the varying needs of and culture of work within different employment sectors. In the context of the UK, the adult education sector, contrary to the assertion of the baseline is well advanced, however proper career guidance is severely lacking.

Concerns were expressed over the rapidity of technological development and the failure to recognize the problems seniors have with rapidly changing software and interfaces. The youth

centred design of networking tools is perceived as a problem among UK seniors. However, many expressed the positive role that technology has played in increasing the opportunity for freelance work among seniors and expanding the marketplace.

Vision

As a general point, concerns were expressed with the ePAL Vision around an overly “top down” approach with participant preferring a more “bottom up” approach to the achieving the aims of the ePAL Project. It was felt more emphasis should be placed on facilitating and supporting change both socially and economically rather than imposing too many models and regulations. A number of participants were also concerned with pitfalls of imposing ethical standards. Any reference models created should be sufficiently flexible to react to changes in the socio-economic system. At the same time, however, the need for a “better regulatory framework” in a number of areas was highlighted.

The term “silver economy” was considered “patronizing” by a small number of participants and the danger of “ghettoizing” seniors while at the same time excluding them from collaborative networks was an issue. The importance of ensuring that networks are as all encompassing as possible was highlighted along with a need to break down barriers between/merge business and social networks, voluntary and business networks, with new forms of association and legacy support.

In terms of technology, more human interaction solutions are needed with quality control mechanisms to ensure a badge of “senior friendliness” is attached to technology. Participants were unsure on how to reconcile such issues with the need to not ghettoize seniors.

Actions

The need was stressed once again for avoiding a “top down” approach to social intervention, with the importance of all Actions becoming to intrusive on normal working practice which would ultimately only prove futile as the EU does not have the budget to make fundamental changes across the board. By the same token, many were unsure of the validity of establishing an artificially constructed representative body for seniors, preferring an approach which facilitates the creation of more profound links between existing associations. As such, ways of exploiting ICT to facilitate a more cooperative environment need to be addressed, in terms of breaking down barriers to cross border/cross community and cross association links. However, the idea of creating a greater unified voice for Senior’s across Europe was wholeheartedly supported by all participants.

Though a confidence in the open market to solve many organisational issues was stressed, a number of participants stressed the need for more studies into “reward models” for senior professionals in order for employers to better understand potential senior professional employees. At the same time, participants called for a “rebranding” of retirement in the modern age as a more dynamic, gradual process that offers great life and social opportunities for seniors. Studies that explain the potential role of brokers who would help in this process and mitigate problems with technology were also welcomed. Furthermore, The need for

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understanding ways of making technology as accessible as possible to seniors through studying cross platform and open source development while speeding up this process through adapting, in part, existing technologies to senior's needs was highlighted.

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