

# DiVa Strategy

# mature@eu

Supporting Employers Recruiting and Selecting  
Mature Aged Persons

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# Objectives

- **Our thesis:** Age-diverse recruitment is a challenge, as many standard recruitment practices and selection criteria are age-related.
- Thus, **mature@eu** is directly concerned with providing an **integrated learning environment** to HRM, Recruiters, Equal Opportunities Representatives, Trade Union Officers and Worker Representatives which enable them to introduce **age-diverse recruitment policies and practices**.



**Our mission:** it is a fundamental right not to be discriminated against because of one's age.

# mature@eu consists of two projects

## Project 1:

Pilot Project, funded by the LdV program

15 partner organisations, from **10 countries**: AT, BE, BG, DE, GR, HU, NL, SI, UK, CH

Duration: 24 months, 8/2006 to 7/2008

## Project 2:

Transfer of Innovation Project, funded by the LLP

15 partner organisations, from **12 countries**: AT, BE, CH, CZ, DE, ES, IT, LT, LV, PL, SK, TR

Duration: 18 months, 10/2008 to 3/2010

# mature@eu e-learning platform: available in sixteen languages -> with localised data

- **Bulgarian** -> for Bulgaria
- **Czech** -> for Czech Republic
- **Dutch** -> for Netherlands
- **English** -> for United Kingdom
- **French** -> for Switzerland
- **German** -> for Austria & Germany
- **Greek** -> for Greece
- **Hungarian** -> for Hungary
- **Italian** -> for Italy
- **Latvian** -> for Latvia
- **Lithuanian** -> for Lithuania
- **Polish** -> for Poland
- **Slovakian** -> for Slovakia
- **Slovenian** -> for Slovenia
- **Spanish** -> for Spain
- **Turkish** -> for Turkey

- Realised by the **free**, open source CMS **MOODLE**
- **free of charge** for every user and **ready for the export to the server of interested parties.**

# DiVa – Strategy I

Each partner had to:

- Distribute project materials on at least **8 events /workshops /conferences** and to report these activities quarterly;
- Translate the (three per project) **press releases** and distribute within her/his communication channels
- Identify **Press clippings**

# DiVa – Strategy II

Each partner had to:

- Organise **one workshop** or to give **one oral presentation on a public conference / event/ workshop** about the project.
- Organise at least **four links** leading to mature@eu



**Valorisation:** to sign an agreement of the sustainable use of the e-learning platform with one **host organisation** at least (indicator: export to the host's server)

# DiVa – Material and Resources

- Each project had two flyers:
  - 1st edition: to make the project visible
  - 2nd edition: to promote the e-learning platforms
- Brochure '*Become an employer of choice. Take age out of recruitment decisions*' (32 pages)
- Poster
- Online social networks & blogs



**Resource** par excellence: to have **key players** and **multiplier organisations** as project partners involved

# DiVa – Output I

- Flyers distributed: **14.105**
- Brochures distributed: **8000**
- Websites links leading to mature@eu: **124**
- Visitors of the mature@eu website: **365.267**
- Registrations on the e-learning platforms: > **780**
- Press clippings: **74** (e.g. Le Temps, Standard (6x), Computerworld, Computerweek, ...)
- Video in YouTube: **3** (English, French, Hungarian)
- Websites tagged mature@eu in Del.ici.ous: **48**
- Presentations in blogs: **8**

# DiVa – Output II

- An article published in: LLinE, Lifelong Learning in Europe. Vol XIV, Issue 4/2009, page 240-245.
- Oral presentations about the project on **36 public occasions, e.g.**
  - mature@eu Conference in Geneva
  - joint conference with the Silver project in Lausanne
- **signed agreements** on the use of the mature@eu e-learning platform concluded with **19 relevant organizations**

# DiVa - Highlights



KEEPING ON TRACK

## Keeping On Track Conference

Prague, The Czech Republic 4-5 June 2009

### Best Practice Project Award

*mature@eu*

*"...The economic situation has no impact on the demographic situation.... Talent shortage will still remain!"*

"mature@eu was concerned with the demographic developments in Europe and human resources as the main asset of an organization. Indirectly, the concern was of situation of older workers in the labour market. The goal of the project was to develop tools to promote age-diverse human resources management (HRM) by developing innovative learning tools and material for recruitment in the ICT sector. The overall project quality is excellent and it has promoted lifelong learning through fresh strategic choices, innovative thinking and new solutions. By choosing an organizational perspective - to make an impact on the "voices" crucial to the situation of mature workers in workplaces - the project outcomes have reached more effectively the secondary beneficiaries (mature workers) than if targeted directly to them. The project products are of a very high standard and available in eight languages. The value and impact of the product is added by the fact that is available free of charge."

- Presentation in the **European Parliament**
- **Keeping on Track Award**; out of 300 projects - all dealing with marginalized groups on the labor market.

**mature@eu**  
Supporting Employers In Recruiting  
And Selecting Mature Aged Persons

DiVa Round Table



You are invited to ...

... give **feedback** to the project's DiVa  
**strategy**

... **visit** us at [www.mature-project.eu/](http://www.mature-project.eu/)

**Thank you for your attention!**