



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

THE PROJECT

which enables employers to develop AGE-DIVERSE RECRUITMENT policies

AUSTRIA | BELGIUM | BULGARIA | CZECH REPUBLIC | GERMANY | GREECE | HUNGARY | ITALY | LATVIA | LITHUANIA
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Why **age-diverse** recruitment policies?



At a time of a **shrinking** labour supply of **younger workers**, a rapidly **aging workforce** and continuing **skills shortage**, the success of your organization depends on having the right mixture of younger and older workers with the right skills and abilities.

Therefore, adopting age-positive recruitment policies is crucial.

But we know this can be challenging, since:

- many standard recruitment practices and selection criteria have a strong age bias;
- recruitment strategies must reach out to an age span of 50 and over.

For this reason, mature@eu is directly concerned with providing an integrated **e-learning package** to Business Leaders, HR Managers, Equal Opportunities Representatives and Trade Union Officers to introduce **age-diverse recruitment** policies and practices.

The **mature@eu** e-learning platform

- provides you with clear guidance and gives you practical support on all aspects of age-diversity in recruitment,
- is based on empirical findings,
- is tested by a number of experts,
- is custom-designed,
- provides self-directed learning experiences,
- is informative and free,
- is set up on MOODLE, an open source e-learning system,
- is available in the following languages:
 - Bulgarian, Dutch, English, French, German, Greek, Hungarian and Slovenian...
- and soon also in:
 - Czech, Italian, Latvian, Lithuanian, Polish, Slovak, Spanish, Turkish.

www.mature-project.eu



The mature@eu partnership

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Project details:

The project consists of two phases.

Phase 1:

Project Number: A/06/B/PP-158.303

Duration: 08/2006 to 07/2008

Funded by:



Education and Culture

Leonardo da Vinci

Phase 2:

Project Number: LLP-LDV-TOI-08-AT-008

Duration: 10/2008 to 03/2010

Funded by:



Education and Culture DG

Lifelong Learning Programme

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