

# „Show everybody what you are made of!“

The Employment Pact GENERATION GOLD

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# The Framework: The European Employment Strategy

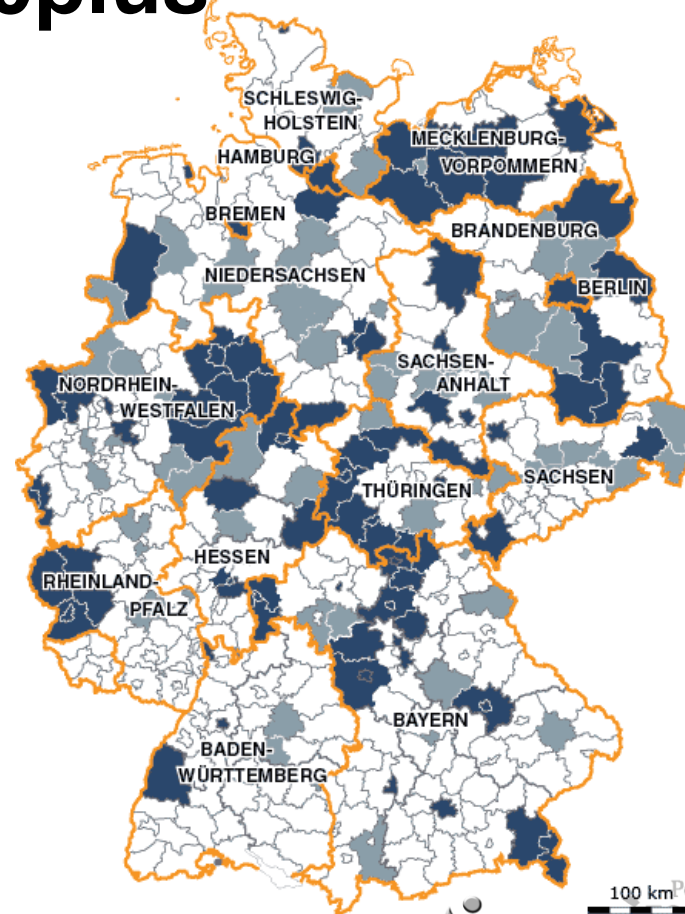
To integrate disadvantaged people through

- Creating routes into employment
- Tailored approach to integration
- Holistic approach with support and guidance from professionals
- Building partnerships and networks

(Selection)



# The Employment Pacts in Germany Perspektive 50plus



Potenziale für den Arbeitsmarkt in OWL  
**GENERATION  
GOLD 50plus**



100 km  
Perspektive  
50plus  
Beschäftigungspakte  
in den Regionen



Bundesministerium  
für Arbeit und Soziales



# Objectives of the Employment Pact **GENERATION GOLD**

- To integrate longterm unemployed receivers of benefits into the labour market
- To encourage employers of the region to hire older people
- To create public awareness regarding the subject „older employees“



# Successful Approaches 2005 - 2007

- Our main attention is concentrated on hopeful job prospects
- The participants receive individual counselling, activation and coaching until the job placement
- Employers receive intensive support making them aware of the advantages of employing older people
- Employment advisors in the job agencies receive a special qualification to learn from our findings and therefore enabling them to advise our target group
- Networking in the region will be tightened by the intensive exchange of experiences and common development
- Our advertising strategy is going public, political mainstreaming and creating publicity both locally and nationally
- An external evaluation has taken on the monitoring of the target group and has been collecting the findings

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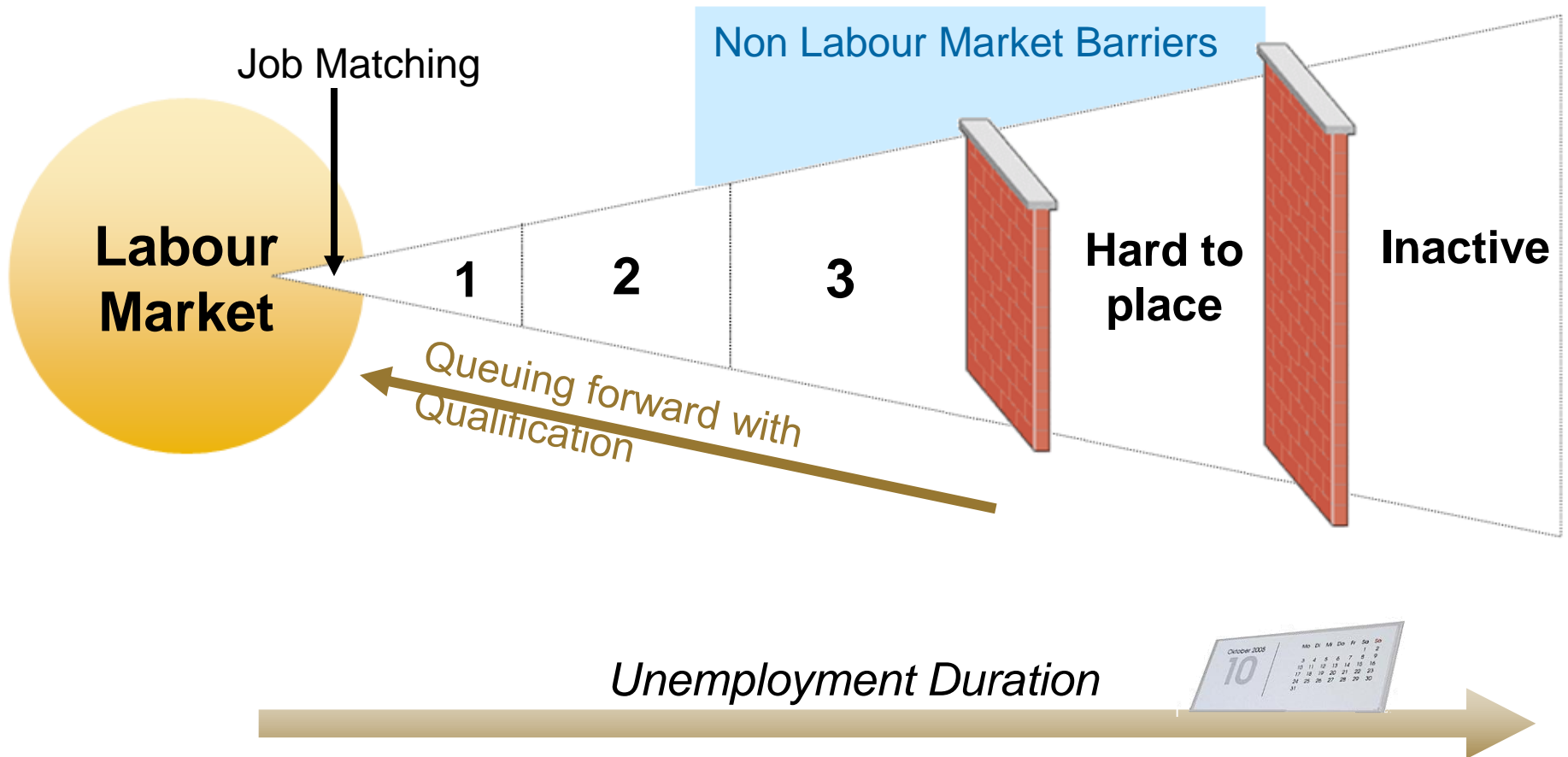
# GENERATION GOLD

## What are the results? per 31.12.07

- **2450** people over 50 are **activated**
- **800** are **integrated** into the labour market – 33 %
- **338** are **permanently** employed – 42 %
- **398** are employed **without wage subsidy** – 50 %
- **102** have established their **own business** – 13 %
- **56** have been hired by **temporary work agencies** – 7 %

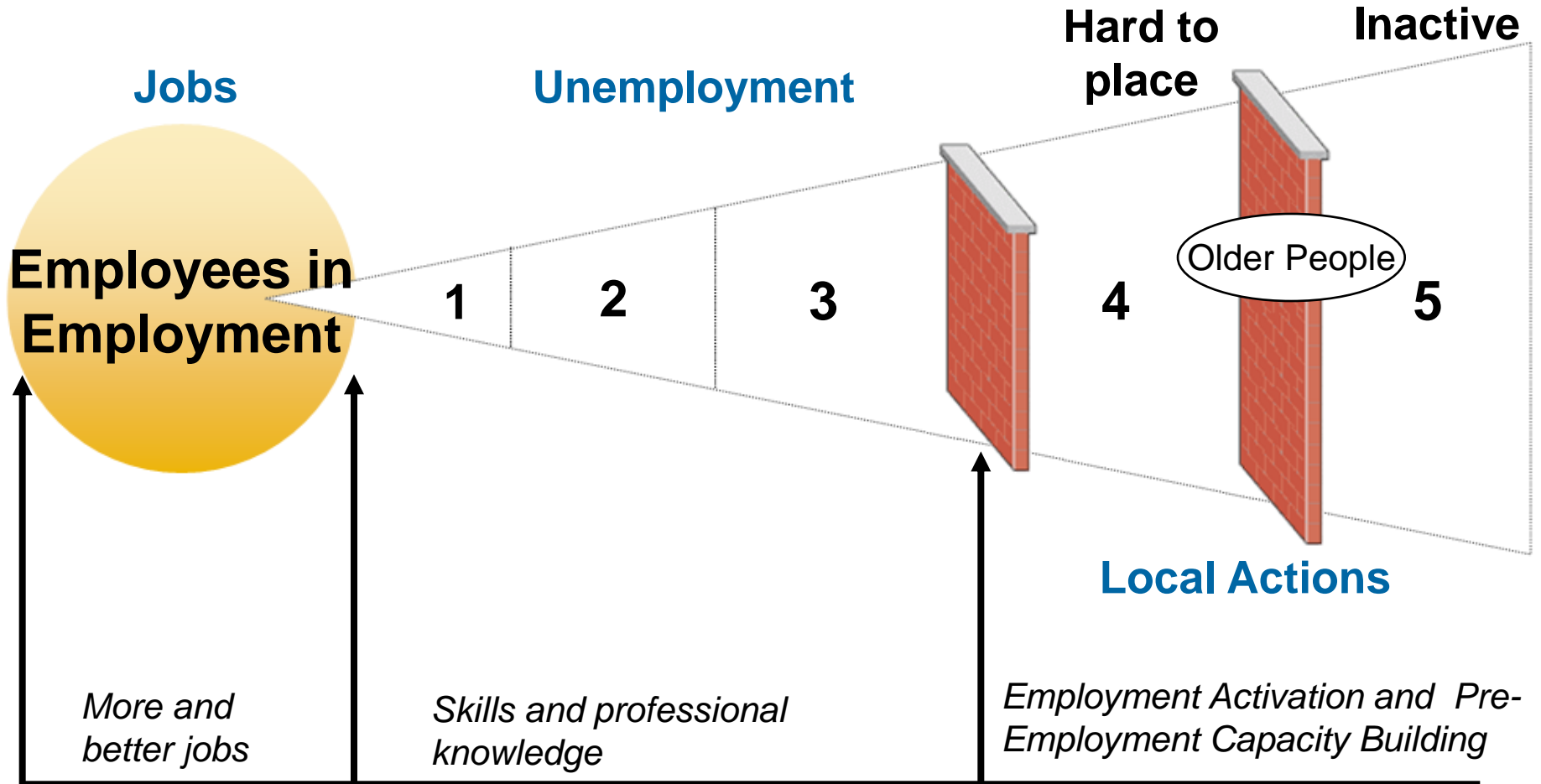


# The Queue for Labour Market Entry





# Routes into the Labour Market



## Broad Shape of Employment Policy Actions





# Solutions for the Integration of Older People into the Labour Market

- Finding appropriate „slots“ into the labour market
- Creating „tailor made“ jobs together with employers
- Offering long lasting support for the job seekers – also during the first months on the new job
- Sensible and individual support and counselling – by acting as a partner
- Organizing the queuing to the labour market with a harmonized management of transition
- Using exchange of experience in the network of the employment pact



# GENERATION GOLD 2008 – 2010

## Framework for the Future Promotion

- Objective: Integration into the labour market – with the more difficult target group in mind
- Only existing employment pacts can participate
- Obligation to take in minimum one new partner
- Basic financing by the Ministry of Labour with additional public resources
- More financial participation of the job centres is a precondition
- Success oriented financing
- Older job seekers from 47 years up and from the job agencies (SGB III) can participate

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# GENERATION GOLD 2008 – 2010

## What are our main topics?

According to the job seekers:

- Concentration on the successful „cores“ in activation and job placement
- Further integration and support regarding Health issues, Daily activities, Special needs etc.
- Individual qualification according to the requirements of the job
- Sensible, individual support and counselling – appreciating the performance obtained during the whole working life
- The exchanging of experiences within the network should improve quality standards in support and activation



# GENERATION GOLD 2008 – 2010

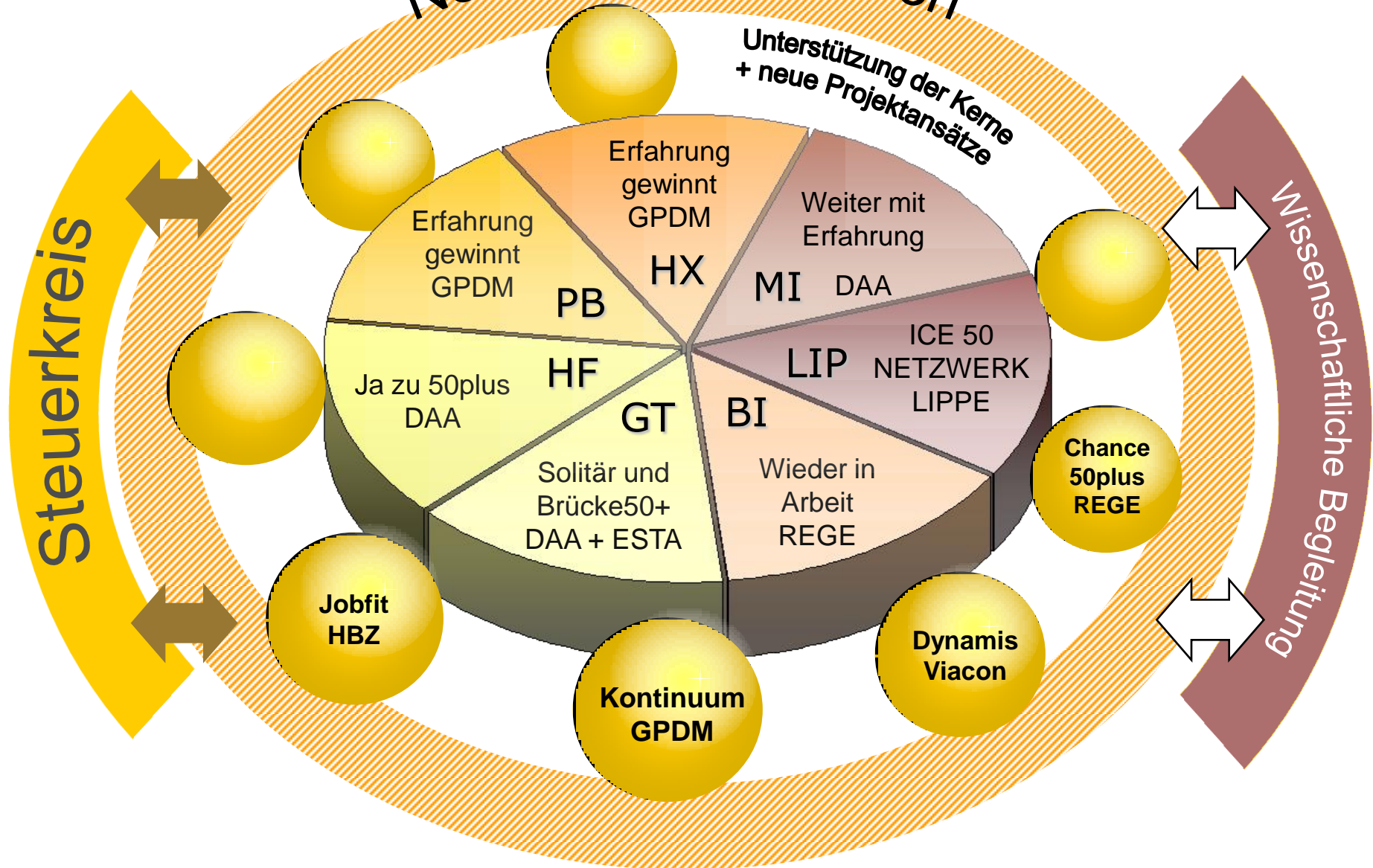
## What are our main topics?

According to the employers:

- Create „slots“ together with the employers
- Offer service and support before and after job placement
- Bundeling service packages for employers
- If there are enough resources of finance create preventive measures
- Continue the sensibilisation for the subject „Older Workers“ in the companies and in society
- Continue and enlarge the networks – in the region, in Germany, in Europe

# New Concept – Structure of the EP

## Netzwerkkoordination





# GENERATION GOLD 2008 – 2010

## Objectives for Integration

**5650 Activations**  
**1500 Integrations**



# GENERATION GOLD 2008 – 2010

## Start me up!



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# Thank you for your attention!

## Any questions...?

[www.generation-gold.biz](http://www.generation-gold.biz)

[www.perspektive50plus.de](http://www.perspektive50plus.de)

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