



Theme: Demographic Change

**ENGLAND AND GIBRALTAR EUROPEAN SOCIAL FUND
CONVERGENCE, COMPETITIVENESS AND EMPLOYMENT
PROGRAMME 2007-2013**

**CALL FOR PROPOSALS FOR INNOVATIVE AND TRANSNATIONAL
PROJECTS**

31 OCTOBER 2008

Theme	NEW CHALLENGES – DEMOGRAPHIC CHANGE (Older Workers/Migration)
Regions	<p>This theme has been selected by the following regions:</p> <ul style="list-style-type: none"> • Cornwall and the Isles of Scilly (Priorities 4 and 5) • East of England (Priorities 1 and 2) • East Midlands (Priorities 1 and 2) • London (Priorities 1 and 2) • North East (Priority 2) • North West (Priority 1) • South East (Priority 1) • South West (Priorities 1 and 2) • South Yorkshire (Priority 1) • Yorkshire and the Humber (Priority 1) <p>The project applicant must be from one of these regions. The application will need to demonstrate how it will address the employment and skills strategies of the region within which it is submitted (see section on regional context). The application may include partners in other regions whether or not those regions have selected the theme.</p>
ESF <u>Operational Programme</u> priorities	<p>Projects within this theme must fall within one of the following priorities:</p> <ul style="list-style-type: none"> • Priority 1 – Extending employment opportunities (Regional Competitiveness and Employment Objective) • Priority 2 – Developing a skilled and adaptable workforce (Regional Competitiveness and Employment Objective) • Priority 4 – Tackling barriers to employment (Convergence Objective) • Priority 5 – Improving the skills of the local

Theme: Demographic Change

	<p style="text-align: center;">workforce (Convergence Objective)</p> <p>Projects within Cornwall and the Isles of Scilly will be submitted within Priorities 4 or 5. Other projects will be submitted within Priorities 1 or 2.</p> <p>Projects within Priorities 1 and 4 will focus on developing and delivering innovative ways to prolong working lives by re-engaging inactive older workers or retaining older workers longer in employment.</p> <p>Projects within Priorities 2 and 5 projects will focus on (a) developing and delivering innovative ways of training older workers in order to update their qualifications and skills and prolong their working lives and/or (b) innovative ways of integrating migrant workers into the workforce to address employers' skills needs.</p>
<p>Aim</p>	<p>This theme will develop, test and deliver new ways of addressing the employment and skills dimensions of demographic change. It will test out new methods in order to develop more effective ways of influencing and implementing skills and employment policy priorities, tackling worklessness, and meeting ESF target group and employer needs. The outcomes should lead to further developments in mainstream delivery.</p>
<p>Eligible groups</p>	<p>This theme will focus on older workers within Priorities 1, 2, 4 and 5, and migrants within Priorities 2 and 5. It should open up opportunities for participants to develop new skills needed to address the challenges and opportunities presented by the ageing labour market and migration.</p> <p>Within the England ESF Operational Programme 'older workers' are people aged 50 and over.</p> <p>Activities to tackle barriers to work faced by refugees will be supported under the Active Inclusion theme.</p>
<p>Strategic context</p>	<p>In recent years the world economy has been confronted by rapid change which is having a dramatic effect on competitiveness and employment opportunities. It presents many new challenges for both employers and the workforce. This "New Challenges" theme will concentrate on the following aspects of demographic change:</p> <ul style="list-style-type: none"> • age management and older workers; and • migration and integration.

	<p>Age Management and Older Workers</p> <p>Demographic change has become a major topic on international, European, national and regional agendas. Europe is getting older, and population is declining in many Member States (although currently increasing in the UK due to migration). The proportion of people over 55 in the EU is rising, due to low fertility rates, the “Baby Boomer” cohort coming up to retirement, and rising life expectancy.</p> <p>“Age Management” has been defined as “the various dimensions by which human resources are managed within organisations, with an explicit focus on ageing, and more generally, to the overall management of the workforce ageing via public policy or collective bargaining” (Walker, 1999). A report by The Age and Employment Network, ‘Defining Age Management – Information and Discussion paper’ sums it up as “age management can encompass attitudes towards the older worker or the older worker’s attitude to work and career”. It says that the focus can be at the level of the individual, the labour market or the organisation, and that there is pressing need to address the organisational aspects of age management.</p> <p>The March 2008 Spring European Council agreed guidelines for the employment policies of the Member States for 2008-2010, as part of the renewed Lisbon Strategy for growth and jobs.</p> <p>Guideline 18 is to promote a lifecycle approach to work including through support for active ageing. The EU has a target of achieving an average employment rate of 50% for older workers [55 to 64 year olds] by 2010. The UK exceeds this target with an employment rate for older workers of 57% but the average across the EU is only 42.5% (Eurostat, 2005).</p> <p>As well as featuring in the Lisbon and European Employment Strategies, the EU green paper ‘Confronting Demographic Change’ in March 2005, and the EU communication ‘The Demographic future of Europe - from challenge to opportunity’ in October 2006 highlighted the importance of tackling Demographic Change. Following on from this a recent EU report ‘Europe’s Demographic Future: Facts and Figures on challenges and opportunities’ shows that Europe’s potential growth rate could decline at a time when significant additional resources will be required to meet the needs of an increasing number of elderly people, as well as severe</p>
--	--

	<p>global pressures.</p> <p>As far as the UK is concerned, the Office of National Statistics forecasts that nearly a third of the labour force will be over 50 by 2020. The over 50s currently create a quarter of the country's economic wealth, with the potential to create even more. 'The Economic Contribution of Older People' (Age Concern 2004) report showed that GDP is between £12 billion and £30 billion lower than it might otherwise be due to the under employment of older people. Age legislation is now in place to underpin the need for businesses to understand the benefits of a diverse workforce.</p> <p>It is also important to recognise that the demographic changes present opportunities as well as challenges, in particular the recognition of the buying power of the over 50s. The ageing population offers new opportunities for businesses – new markets will open up for products and services to cater for older people's needs resulting in more job creation.</p> <p>The UK Government is committed to investing in older workers. Its welfare reform measures aim to help make the labour market fairer for jobseekers over 50. The Government has aligned employment support for long-term unemployed people aged 50-59 with those in their 30s and 40s. In addition, it will be improving back-to-work support for jobseekers over 50 and their partners. Pilots are being set up to test ways of providing information to help people make decisions about work, training and retirement. The Government is also working with employers to help them to realise the business benefits of employing older workers as part of a mixed age workforce and to encourage them to extend flexible working and retirement arrangements.</p> <p>On 1 October 2006 age discrimination legislation came into force. The legislation makes it unlawful to discriminate on the grounds of age in employment and vocational training. It also introduced a default retirement age of 65. Employers are unable to force people to retire below this age unless, in their particular case, they can objectively justify a lower age. Employees also gained the right, and a formal procedure, to request working past their employer's retirement age, which the employers have a duty to consider. A review of the default retirement age will be carried out in 2011.</p> <p>The main emerging issues are:</p>
--	---

	<ul style="list-style-type: none">• a need for accurate data;• promoting and developing older people's capacity to continue to work and learn, and to be seen as economic contributors;• engaging employers and adopting good practice in age management (e.g. redesigning of workforce activity for more flexible arrangements);• tackling barriers and discrimination (e.g. overcoming negative employer attitudes to older workers);• maintaining the skills base (e.g. via flexible retirement arrangements); and• developing an entrepreneurial mindset in the over 50s. <p>Migration and Integration</p> <p>Since 2004, 743,000 Eastern and Central Europeans have registered for work in the UK, and if self employment is taken into account this figure rises to around 900,000. The issue is Europe-wide, as Member States are affected in different ways by varying levels of migration, both inward and out. UK Government departments have addressed migration in reports such as CLG's 'Review of Migrant Integration Policy' (June 2008) and DWP's 'The Impact of Free Movement of Workers from Central and Eastern Europe on the UK Labour Market' (February 2006). BERR has recently set up a Business Environment Unit to work across government, and this unit is currently working on a project to help identify evidence of the regional and sectoral impact of migration.</p> <p>Regional Development Agencies are also addressing the subject. Some examples of this are:</p> <ul style="list-style-type: none">• East of England Development Agency produced the report 'Migration: linking strategy and delivery at local, regional and national level' in July 2007.• East Midlands Development Agency has undertaken research on migrant workers.• Northwest RDA is currently developing policy on the topic of migrant workers' contribution to the region's economic growth. <p>Many local authorities are also developing strategies to address migrant issues in their areas.</p> <p>The main emerging issues are:</p> <ul style="list-style-type: none">• a need for accurate data;• clarity on the national/regional context of migration;• the impact of migrant workers in key sectors;
--	--

	<ul style="list-style-type: none"> • the contribution to economic growth; • addressing the problem of appropriate use of migrant worker skills – they are very often over skilled and under employed; • how migrant workers can assist in support for internationalisation – e.g. development of transport and trading links with country of origin; • impact on services and cohesion; and • encouragement to set up businesses via enterprise activity. <p>The new Migration Advisory Committee (UK Border Agency) will be publishing shortage occupation lists in the next few months, which will inform the migration agenda further.</p>
<p>Regional context</p>	<p>The following regions have set out regional context for the demographic change theme:</p> <ul style="list-style-type: none"> • Cornwall and the Isles of Scilly • East of England • North East • North West • South East • South West • South Yorkshire • Yorkshire and the Humber <p>The regional context identifies specific regional issues that should be addressed by applicants. The regional context documents are available on the innovation page of the ESF website. Applicants should also take account of the relevant regional ESF framework.</p>
<p>Indicative activities</p>	<p>Indicative activities that may be supported are set out below. These are not prescriptive. As the object is to develop innovative ways of addressing new challenges, applicants may propose other actions relevant to this theme. All actions must be within the scope of the Operational Programme and regional ESF frameworks.</p> <p>Age Management and Older Workers</p> <ul style="list-style-type: none"> • activities to prolong working lives by re-engaging inactive older workers or retaining older workers longer in employment, including workers who become disabled or develop health conditions (Priorities 1 and 4); • improving access to care for elderly dependents

	<p>where caring responsibilities are a barrier to labour market participation by older workers (Priorities 1 and 4);</p> <ul style="list-style-type: none"> • ways to encourage employers to take on/retrain/develop older workers to reach their potential (Priorities 1, 2, 4 and 5); • training older workers in order to update their qualifications and skills and prolong their working lives (Priorities 2 and 5); • changes in workplace culture to help employers provide flexibility to meet older worker needs e.g. approaches to retirement (Priorities 2 and 5); • training care workers to address regional skills gaps in the care sector (Priorities 2 and 5); • developing links between older and younger workers to secure social cohesion (Priorities 2 and 5); • entrepreneurship opportunities outside of business start up, e.g. using professional skills to mentor SMEs (Priorities 2 and 5). <p>Migration and Integration</p> <ul style="list-style-type: none"> • developing schemes to allow easy reference between UK and foreign qualifications (Priorities 2 and 5); • helping migrant workers adapt to the labour market in England and meet employers' skills needs (Priorities 2 and 5).
<p>Results</p>	<p>The primary output of projects within this theme will be the development and delivery of innovative measures to address the employment and skills aspects of demographic change.</p> <p>This will include producing new tools, methods and service provision, and/or adapting and applying existing tools and methods to new regions, sectors or target groups. It will also include piloting these products with older workers and migrants. The outcomes will therefore include improving the employment prospects and skills of participants, and where appropriate helping them to achieve qualifications and enter or remain in sustainable employment.</p>
<p>Transnational working</p>	<p>Each project must include an element of transnational working. This will involve working with at least one partner from another EU Member State.</p>

	<p>The transnational dimension of projects must bring real benefits to the innovative activity by learning from, adapting or mainstreaming approaches from other Member States, and where appropriate transferring good practice to other Member States. ESF will not support transnational activities that merely seek to establish or develop partnerships with other Member States.</p> <p>Projects should allow the exchange of knowledge, experience and best practice that can offer clear added value to regional objectives and targets. They should aim to achieve strategic benefits that can be widely shared rather than purely operational or organisational benefits.</p> <p>Applications should explain why the activity should be undertaken transnationally and the proposed benefits of working with the chosen transnational partners.</p> <p>Applications should identify transnational partners (which may be organisations at local, regional or national level) that have a clear track record in this theme and can support exchanges that will facilitate innovation and fresh ideas. Transnational partners should be willing to work collaboratively in order to share good practice and learning.</p> <p>Transnational partners do not have to be in receipt of ESF funding in their own Member State.</p> <p>Some examples of transnational working may include:</p> <ul style="list-style-type: none"> • thematic workshops; • study visits; • joint research/studies • piloting or testing new tools, methods, approaches etc; • work shadowing towards practice development; • events, seminars and conferences; and • new joint development initiatives.
<p>Mainstreaming</p>	<p>All applications must identify appropriate policy linkages and provide clear evidence of their mainstreaming potential. They must have mainstreaming strategies showing effective engagement with decision makers in relevant Government departments, regional and local bodies, sectoral organisations, employers' organisations and other appropriate stakeholders which demonstrate how innovation, learning, and best practice will influence policy development and delivery in this theme. Mainstreaming strategies should include clear methodologies for recording, evaluating and disseminating</p>

Theme: Demographic Change

	<p>the learning and best practice, alongside the methods to be used to engage with decision makers.</p> <p>Results may be disseminated through channels such as:</p> <ul style="list-style-type: none">• good practice case studies;• reports capturing learning from exchanges• policy impact reports;• conferences, seminars and exhibitions; and• new websites, DVDs, CDs etc.
--	---