die Berater® Priority Area for Erasmus+:
Caring for the older generations

Redundant to emphasize that the demographic change and the trend of an aging society pose a global challenge. Older people form an increasing large section of our societies. This entails on the one hand a burden to our pension and health insurance systems, on the other hand an obligation to provide adequate provisions to keep people active in the labour market and in society. And, above all, a great asset to profit from the wealth of competence and experience of older people. "Old" is defined very differently depending on the context: 60+ or 65+ when we talk about retirement and the post-employment life phase, 70+ when care issues are discussed, or 55+, 50+ and sometimes even 45+ when we talk about the ageing workforce. We at *die Berater®* provide measures for all of these age ranges. These activities contribute to the following Sustainability Development Goals (SDGs):

Some examples:

Age-sensitive learning
Education needs to take into account the global trend of an ageing population. Older people do not learn worse, they just learn differently. For instance, acquisition of new knowledge should in any case be related to existing competence and experience, and learning settings should allow for enough time and be arranged flexibly. In our educational programmes we implement age-sensitive learning approaches and train our educators accordingly. At European level, we were involved in a large-scale network on learning at later stages in life (E-NLL)

Keeping people longer in employment
Our economic and social systems must find adequate ways to keep people longer in work and to profit most from their vast experience.
Internally, we at *die Berater®* implement HR strategies which support our employees to work healthily and effectively in the later stages of their professional careers. We have been awarded with quality seals and awards like NESTOR for age-appropriate design of the company processes.
Many of our national qualification programmes for the Austrian Employment Service (AMS) address 50+ job-seekers to support them on their way back to employment.
The EU-funded project SASSI and SASSI Working On produced age-sensitive career models and training strategies for older employees.

Active ageing

Learning doesn't and shouldn't stop with retirement. On the contrary, it is essential for active ageing. *die Berater®* provide a range of projects and seminars to seniors to enhance their digital competence. The EU-funded project Silver Code encouraged seniors to learn not only how to use digital tools, but to acquire an understanding of coding, as well as a first hands-on experience with programming. RIVER demonstrated that intergenerational volunteering is enriching and leads to informal competence development. Most recently, we are equipping old people who find it too demanding to use conventional digital devices with KOMP©, an easy-to handle digital communication tool to facilitate interaction with families and friends.

Care

Demographic change also leads to rising demand of care professional. This demand can only be met if we develop new strategies to make the care professions more attractive. In Austria we co-organize the "Boys' Day", a campaign to attract boys to careers in the social and care sectors. We had a national project supporting caring family members and offer basic qualification programmes for unemployed people to start a career in care. The EU funded projects I-Care and PULSE 2.0 seek to improve communication and intercultural skills of care professionals.

In addition to this specific expertise you can count in your project on our **know-how** in:

Programme planning
Learning materials
Implementation
Competence assessment

Education and training

EU project management
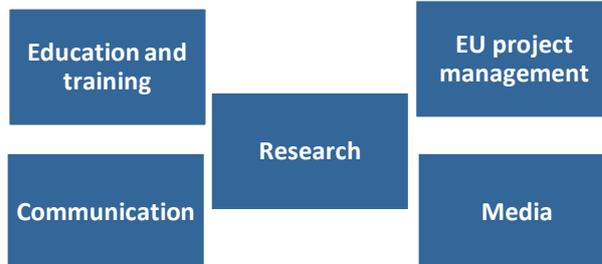
Project development
Proposal writing
Quality & evaluation
Sustainability planning

Research

Dissemination
Message formulation
Campaigning
Event organisation

Communication

Media

E-learning solutions
E-content production
Website design
Online events