



Project factsheet - Assessment grid

PROJECT OVERVIEW	
Project Ref. No.	DRP0200406
Project title	Danube Region Programme
Acronym	IntegrAGE
Priority axis	3. - A more social Danube Region
SO	3.1 - SocialInfrastructure
Lead partner	BSC, Business support centre L.t.d., Kranj
Lead partner country	Slovenija (SI)
Lead partner legal status	Public
Project duration	30
Total Interreg Funds	1875237.74
Total Eligible Budget	2344047.18

Project Summary

The project aims to support the healthy integration of older working generations (55+) into the labour market, capitalizing on their knowledge and assisting them in adapting to the challenges of new ways of working. The goal is to enhance their participation, avoid undesired early retirement, and extend their productive life. By strengthening their special skills and competences, IntegrAGE aims to retain their knowledge and accumulated experiences in the economy, either by providing tutoring within their own company or through mentoring even outside of their organization. Furthermore, the project seeks to address the issue of skilled workforce shortages, particularly in regions where labour mobility is imbalanced, leading to a deficit of qualified professionals. By leveraging the expertise of older workers, the project aims to mitigate this shortage and contribute to the overall development and growth of these regions. Importantly, the project places significant emphasis on promoting an age-adapted and healthy work-life balance. Recognizing the unique needs and requirements of older workers, IntegrAGE seeks to create an environment that supports their well-being. This includes considering factors such as flexible working arrangements, providing resources for maintaining good physical and mental health, and fostering a positive and inclusive work culture. To achieve these goals, the project includes several main activities. Firstly, country analyses will be conducted to identify the individual challenges of 55+ employment, such as the status and goals of age management, regional skill gaps, reasons for early retirement, national strategies, and initiatives. Based on these analyses, national policy recommendations will be drafted, and an impact assessment of planned measures will be conducted. The project will also collect and analyse European/global/DR good practices of labour market policies regarding age management. Another important activity is the creation of a joint Strategy & Action Plan (S&AP) to enhance the healthy integration of older working generations into the labour market. An awareness campaign will be conducted to disseminate the S&AP and jointly developed solutions to stakeholders, extending beyond the project area. The project will also identify and connect relevant stakeholders, such as employee and professional associations, chambers, and labour offices. To facilitate age management trainings for companies, the project will conceptualize, pilot, and evaluate "train the trainer" measures. It will identify and describe relevant internal actors within companies, including management, HR, legal departments, etc., as the target group. A company internal, game-based training concept for age management will be created, tested, and validated, including the evaluation of available support tools and applications. The project will also provide holistic empowerment guidance and raise awareness for age management and a healthy work-life balance through dissemination activities. To address skill gaps in the 55+ workforce, the project

will develop a self-assessment tool focusing on self-development, adaptivity, and vital competences. Additionally, a software-supported awareness-raising concept will be developed to decrease the risk of physical and mental health issues among senior employees. A gamified training concept customized for the age group 55+ will be created, tested, and validated to close skill gaps and support their adaptation to the challenges of the new way of working. This training will cover areas such as resilience, power skills, digital skills, and mental health awareness. Finally, the project will establish a company-internal train-the-mentor program targeting senior employees to boost their knowledge-sharing abilities. This program will also include dissemination activities to share the learnings and best practices. In summary, this project is dedicated to supporting the integration of older workers into the labour market, capitalizing on their knowledge and experiences, and helping them adapt to new ways of working. By empowering them through skills development and mentoring, the project aims to retain their expertise within the economy while addressing the shortage of skilled labour. Additionally, the promotion of an age-adapted, healthy work-life balance is a central focus, ensuring the well-being and continued productivity of older workers.

LIST OF PROJECT PARTNERS

No.	Institution name	Country	Total Interreg funds	Total eligible budget
BSC KRANJ	BSC, Business support centre L.t.d., Kranj	Slovenija (SI)	258112.00	322640.00
IPC	ipcenter.at Ltd.	Österreich (AT)	250957.28	313696.60
CASPEV	Cluster of social entrepreneurship in Vojvodina	Serbia (RS)	47453.60	59317.00
SLAP	Association for Creative Development Slap (Waterfall)	Hrvatska (HR)	54240.00	67800.00
SCHRM	Schirmacher Ltd.	Deutschland (DE)	209752.22	262190.28
HICS	The Human Innovation Group Nonprofit Ltd.	Magyarország (HU)	102336.00	127920.00
BCCI	Bulgarian Chamber of commerce and industry	Bulgaria (BG)	84334.40	105418.00
BIOS	Business incubator BIOS Osijek	Hrvatska (HR)	75560.00	94450.00
CCIS	Chamber of Commerce and Industry of Serbia	Serbia (RS)	125600.00	157000.00
PN	Pannon Novum West-Transdanubian Regional Innovation Non-profit Ltd.	Magyarország (HU)	145264.00	181580.00
UJEP	Jan Evangelista Purkyne University in Usti nad Labem	#esko (CZ)	130028.24	162535.30
TREXIMA	TREXIMA Bratislava, Ltd.	Slovensko (SK)	195000.00	243750.00
RA USK	Development Agency of the Una-Sana Canton	Bosnia and Herzegovina (BA)	91200.00	114000.00
JASA	Jasa Association	Slovenija (SI)	60400.00	75500.00
ICUK	Innovation centre of the Usti region	#esko (CZ)	45000.00	56250.00
TOTAL (EUR)			1875237.74	2344047.18

LIST OF ASSOCIATED PARTNERS

No.	Institution name	Country
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PN	Chamber of Commerce and Industry of Vas County	Magyarország (HU)
TREXIMA	Slovak Association of Age Management, C.A.	Slovensko (SK)
HICS	Chamber of Commerce and Industry of Pécs-Baranya	Magyarország (HU)
CCIS	National Employment Service	Serbia (RS)
SLAP	Croatian Employers' Association	Hrvatska (HR)
BCCI	Bulgarian-Romanian Chamber of Commerce and Industry	Bulgaria (BG)
BIOS	Croatian Employment Service	Hrvatska (HR)
PN	Vas County Government Office	Magyarország (HU)
UJEP	Labour Office of the Czech Republic Regional Office in Ústí nad Labem	Česko (CZ)
TREXIMA	Federation of Employers' association of the Slovak Republic	Slovensko (SK)
CASPEV	Educational training centre for professional and working skills	Serbia (RS)