Ensuring a society for all ages:  
Promoting quality of life and active ageing  
UNECE 2012 Ministerial Conference, Vienna, Austria

Project Title: Grade Label NESTOR\textsuperscript{GOLD}

The Project description
In order to respond effectively to the demographic challenge the Federal Ministry of Labour, Social Affairs and Consumer Protection established the grade label NESTOR\textsuperscript{GOLD} three years ago. It rewards companies and organisations that implemented a balanced and appropriate age management and at the same time promote their female and male employees according to their potentials, needs and stages of life.

The certification model for assessment was developed in cooperation with experts in the field of age management.

Every second year the grade label is awarded by the Minister of Labour, Social Affairs and Consumer Protection. The next festive awards ceremony will take place in November 2012.

The objective of the grade label NESTOR\textsuperscript{GOLD} is to strengthen the awareness of Austrian companies and organisations about the particular merit of older employees, and at the same time initiate the organisation of an age appropriate, life phase-oriented and gender-sensitive working environment for all generations. Accordingly the impact and effectiveness of the measures and initiatives will be assessed. Only those companies and organisations which passed the effectiveness check will be honoured with the grade label.

The acquisition of the grade label NESTOR\textsuperscript{GOLD} is a win-win situation for companies and organisations because they receive an action guideline for dealing with the demographic challenge and further developments. At the same time they gain public recognition for their accomplished activities and commitment due in the field of age appropriate labour and hence position themselves as attractive employers.

Why is it considered a good practice
The grade label NESTOR\textsuperscript{GOLD} supports the efforts to achieve high quality of work and life quality of the employees. The healthy productivity of the employees shall be safeguarded in the long term and thus facilitate and encourage to remain in employment longer. The collaboration between generations will be strengthened whereby a long-term know-how maintenance and knowledge transfer will be generated and at the same time mutual appreciation and support improved and guaranteed.

Timeline/duration of the project
continuous, the next awarding will be on 28.\textsuperscript{th} November, 2012

Lessons learned
The grade label NESTOR\textsuperscript{GOLD} has proofed to be a very effective instrument to make the efforts of companies and organisations for age appropriate labour visible for employees and the market.

Relevance for the UNECE region
Transfer to other countries in the region

Location of the project Austria

Contact information, website
www.nestorgold.at, project manager: Sylvia Bierbaumer,
E-Mail: sylvia.bierbaumer@bmask.gv.at