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

Project Title: Strategy of Age Management in the Czech Republic

The Project description (maximum 3500 characters)

The main aims of the project are:
1. The implementation of innovative tools to help solve the situation of the 50+ age group in the labour market
2. The application of Age Management principles in the Czech Republic

The project was founded with the cooperation of the Association of Adult Education Institutions (the implementer) together with its partners: Masaryk University in Brno, Palacký University in Olomouc and the Labour Office in Brno (all located in the Czech Republic). The Finnish Institute of Occupational Health, Helsinki, Finland, acted as a foreign partner. Within this project, the Age Management method – which had never been used before in the Czech Republic – was transferred from Finland. According to the Finnish Institute of Occupational Health, where the concept was developed, Age Management is defined as the consideration of age-related factors affecting both white and blue collar employees in the daily management, design, and organization of individual work tasks, as well as the work environment, so that everybody, regardless of age, feels empowered in reaching both personal and corporate goals. The implementation of Age Management relies on two important factors: the style of leadership and the knowledge of age. Age Management as such does not use concrete methods but is instead based on the eight following visions:

Vision 1. Good knowledge about age structures
Vision 2. Fair attitudes towards age
Vision 3. Good management that understands individuality and diversity
Vision 4. Good and operational age strategy
Vision 5. Good work ability, motivation, and the will to continue to work
Vision 6. High level of competence
Vision 7. Good work organization and environment
Vision 8. Good life

The implementation of innovative tools to help solve the situation of the 50+ age group in the labour market encompasses, in particular, the use of the Work Ability Concept and its tool: the Work Ability Index. The concept of Work Ability was developed by the Finnish Institute of Occupational Health. Work Ability is described as: “the result of the interaction of the worker and his or her work or alternatively as the balance of the workers’ resources and the work demands” (Ilmarinen, 2004). The self-evaluating questionnaire, the Work Ability Index, was developed based on the thought that only the person themselves can evaluate their own work ability.

Why is it considered a good practice
As the Age Management method from within this project was transferred from Finland, although it had never been used before in the Czech Republic, the project as a whole can be considered as good practice. Bearing in mind the demographic facts, especially the rising number of aging workers in the labour market, the Age Management method is a very current and called for topic. The project activities have been of various kinds due to the different professional focuses of participating organizations.


Lessons learnt
- Access to results of comprehensive research of the Finnish Institute of Occupational Health based on what the project team developed by using methodological materials applicable in the Czech Republic
- The new National Program on Positive Ageing for years 2014 – 2017 prepared by the Ministry of Labour and Social Affairs will include selected Age Management measures with one of them being the inclusion of Age Management into HR policies and corporate social responsibilities of organizations
- The professional public was introduced to three new innovative methods: Age Management, the Work Ability Concept and the Work Ability Index

Relevance for the UNECE region
- Application of Age Management principles in the Czech Republic has its aim in encouraging the employment of the 50+ age group and as a consequence, supports social cohesiveness and economic growth
- Development of international activities and sharing examples of best practices among EU countries
- Establishing the international network of organizations focusing on the Age Management topics by sharing experience and knowledge

Location of the project Czech Republic

Contact information, website http://www.aivd.cz/agemanagement-oprojektu

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