

NEWSLETTER

WELCOME TO THE FIRST EDITION OF ENSURE NEWSLETTER

Consisting of the latest ENSURE project from our partner regions, this document provides a summary of activities and outputs in Hungary, Italy, Poland and Spain. We hope you enjoy.



1. INTRODUCTION TO ENSURE PROJECT

In every European region, the share of 55+ in the companies' workforce is increasing. The companies meet a very important challenge: prepare the time when the seniors will retire, and keep the skills, knowledge and experience of the seniors alive, and take advantage of them. Though, through the economical crisis, these workers tend to leave earlier than foreseen, and companies have difficulties to develop long term strategies, especially in the field of human resources.

It is important, that efficient public policies support the employment of seniors and the transfer of their skills, to strengthen the existing companies, to help them to innovate and grow thanks to the seniors' experience.

Our project "ENSURE" intends to map, collect, organize and utilize the knowledge, expertise, experiences and competences elderly people (55+) uniquely have with some decades of work behind them. Our most important aim is to establish an intelligent database consisting of senior experts which links to the needs of companies, authorities, training organizations and other stakeholders who wish to use these knowledge. We also intend to represent the social and mental needs of the elderly giving them the possibility to feel themselves more active and beneficial for younger generations.

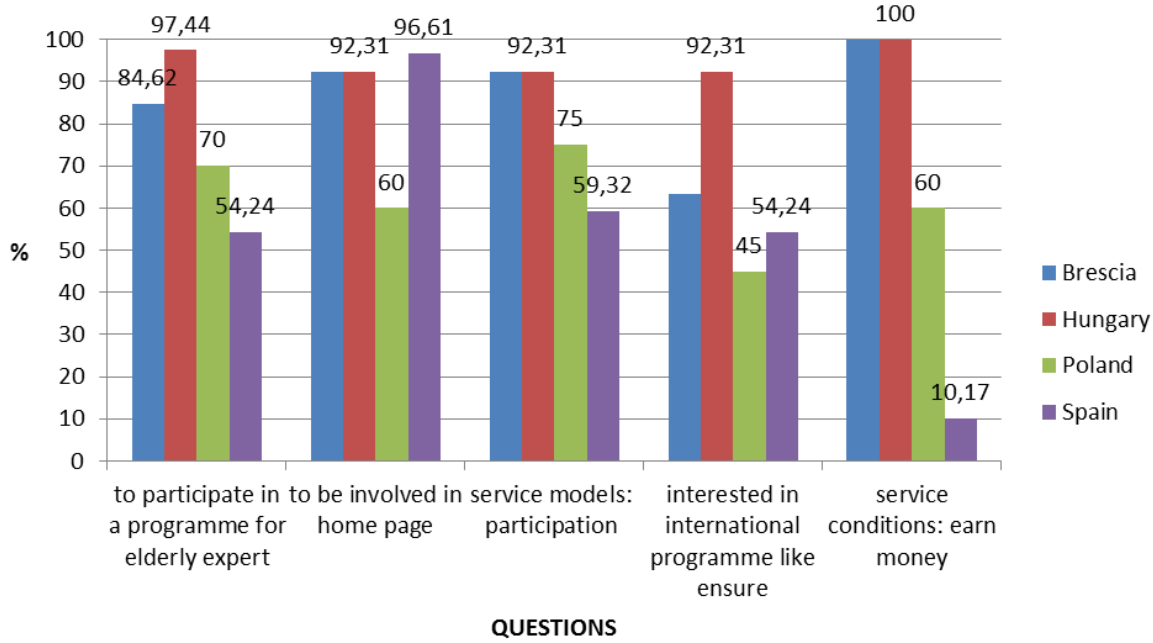
2. ACTIVITIES OF THE PROJECT

- Research, analysis, exchange of experiences
- Interactive forums for stakeholders
- Focus Group meetings with senior experts
- Establishment of a well-structured online database on our website
- International conference
- Communication and dissemination activities

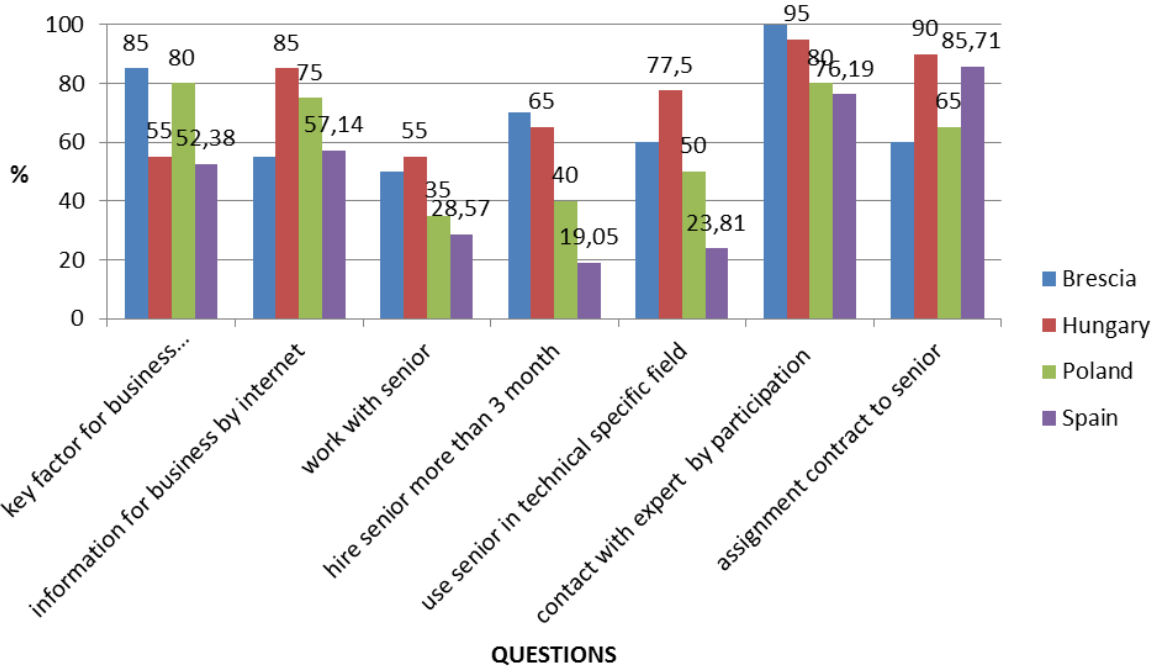


3. NEED ANALYSIS

NEED ANALYSIS- SENIOR EXPERT



NEED ANALYSIS- ENTREPRENEURS





4. PARTNERS PROFILE

HMVTA North Hungary

Northern Hungary is one of the regions within Hungary with its own administrative structure. It includes 3 counties (Heves, Borsod-Abaúj-Zemplén and Nógrád County) Each having a major city as its municipal capital. While working in co-operation with other regions of Hungary, it has substantial transferred powers from the central Hungarian Government with responsibility for a range of local affairs such as economic policy (excluding taxation), training, agriculture, transport, environment, education and health and the development and implementation of policies to tackle poverty and social exclusion. The administration of Northern Hungary discharges these responsibilities within the expenditure limits set by the Hungarian Treasury.

Local Enterprise Agency, North-Hungary

The foundation was established 1992. The main task is to contribute to the development of the region by helping county enterprises and assisting creation of SME-



CEEI Asturias Asturias

Located in the northwest of the Iberian Peninsula, the Principality of Asturias has a surface area of 10.604 Km² and a population of 1,050,875 inhabitants. According to the National Institute- INE 2008- the percentage of population in Asturias over 65 was 21,9 %. This data places Asturias as one of the oldest populations of all territories of the Spain.



s, development of their entrepreneurial abilities, culture in changing conditions and environments



Strategic objectives

Assisting creation and market development of SME-s with means of: counselling, training, raising entrepreneurial culture, providing information and preferential loans and development recourses



Our objective is to find national and international resources, research markets and solutions with which we assist to our clients-SME-s in their operation and development helping them to integrate into EU.

During the past 19 years of the operation of the Foundation we attracted to our county more million EUR development funds, assisted to launch more hundreds start-up businesses, we contributed to further development of another businesses with all of those more hundreds jobs were created.

CEEI Asturias is an organization founded in 1994 by the IDEPA Regional Develop Agency. The main objectives are promoting business culture and innovation by offering global supports to start ups (business advice, training, networking, access to finance and private investors or incubator, among others).

CENTRO FORMATIVO PROVINCIALE Italy

Brescia is an Italian province in Lombardy and has 1.242.923 inhabitants; it's the second one among the cities in Lombardy. Companies

number is divided as it follows:
55,5% services,
31,4% industry,



Centro Formativo Provinciale
Giuseppe Zanardelli
Azienda Speciale della Provincia di Brescia

9,2% agriculture. Sector analysis confirm that companies structure in Brescia is characterised by three main economical sectors: Trade, building and manufacturing, that is 53,1% of provincial activities. Manpower in Brescia consists of 563.000 units; 60,9% of them are males and 39,1% are females. 3,9% are employed in agriculture, 20% in industries, 8,4% in building companies and 67,6% in services.

Centro Formativo Provinciale

REGIONAL CENTRE OF SOCIAL POLICY IN POZNAN Wielkopolska

Wielkopolska is administratively divided into 35 counties and 226 municipalities. The capital of Wielkopolska and also the center of economic, scientific and cultural life is Poznan. Wielkopolska is one of the largest Polish regions. Wielkopolska is the second biggest region in Poland /29.825 square km / and the third according to number of population /3346 thousand/.



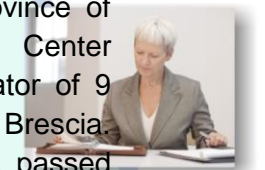
SAMORZĄD WOJEWÓDZTWA
WIELKOPOLSKIEGO

The Regional Centre of Social Policy (ROPS) in Poznan fulfils the regional government's tasks in the field of social assistance under the national " Act on social aid "of 12th March 2004 and creates a social policy in interaction with various actors in municipalities and counties, including NGOs. It inspires and encourages new solutions for social assistance, balances the needs in this area and diagnoses social problems.

The Special Agency of The Province of Brescia, Professional Training Center "G. Zanardelli" works as coordinator of 9 training centers located in Brescia. From 2002 on the centers passed from the regional authority under the Province government to grant a closer contact to the territories.

CFP Zanardelli institutionally works on:

- training services and activities;
 - training, guidance, job insertion, in line with local needs and professional requirements of the labor market.
- CFP Zanardelli assures the identification, promotion and supply of guidance and training services, in line with demands from the labor market.



5. PROGRESS OF THE PROJECT

Until April 2012 we did:

- 2 questionnaires for experts and business entities

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- Next Partner meeting will take place on 5-6th of June in Brescia, Italy

- 4 “Needs Analysis Reports”
- 11 focus group meetings
- 11 interactive meetings
- 4 list of stakeholders
- 1 integral project of platform
- We collected 10 good practices
- Regional Fair “Active 50+” in Wielkopolska

- We took part in:**
- 1 kick off meeting
 - 2 work meetings
 - 2 mandatory meetings
 - 2 international workshops concerning product and services
 - 6 study visits

