



Newsletter N°6 – March 2018

The basic objective of SILVER WORKERS project is to improve the knowledge, skills, competences and working tools in order to make silver workers able to give birth to a new business, putting into practice their creativity, their ideas and their hobbies

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The sixth Newsletter of the Silver Workers Project

This is the sixth Newsletter of the Silver Workers, a three-year project co-financed by the European Commission in the Framework of the Erasmus + Programme, KA2 Strategic

Partnership in the field of Vocational Education and Training.

Editorial: Silver Workers completed its Public Calls!

After having prepared all training tools and practical coaching material specifically pointing the 50+ unemployed, the Silver Workers late winter activities were dedicated to the launch of public calls and the related organisation of training and mentoring actions in all countries targeted by the project.

The 50+ participants which took part into these courses have been offered all theoretical and practical notions to start a new business, putting into practice creativity, ideas and hobbies.

Both the calls and the training events in all EU regions involved have seen a very high participation and an active level of interaction and all participants rated with high marks both the organisation and the outcomes. All of them stated the functionality of this Silver Workers training and mentoring action and remarked the fruitfulness of the notions and "savoir faire" acquired in view of their return on the working market as 50+ entrepreneurs.



50+ Situation in the EU: focus on Portugal.

In order to reverse the growing trend of senior unemployment in Portugal, Fundação AEP has created the Empreender 45-60 project. There is a 16.1% share of senior unemployment in Portugal that is related to the mismatch of workers' skills. AEP has carried out a study under this initiative concluding that people over 45 years old are highly unmotivated for entrepreneurship. Some of the recommendations are raising awareness and approaching them to younger people as well to the different forms of project funding.



Most important objectives of this project aim at:

- identifying and analysing employment strategies in the EU for 50+ listing main success drivers;
- identifying conditions favouring entrepreneurship and proposing

innovative models for a more active by 50+;

- assessing the main constraint from offer and demand side which hinder the development of entrepreneurial attitudes of 50+ and developing a series of actions focused at increasing capabilities of main entrepreneurial stakeholders such as promoting interaction and creating of networks of support letting the minimisation of identified hindering elements

Results of Public Calls in Italy, Spain, the UK: an announced success!

Italy

The Public Call of Silver Workers project organised in Italy represent a good example of success story.

Both the level and quality of applications and the outcomes registered do reflect the effectiveness of the action.

Public Call in Italy has been launched on 20th of June 2017 with a first fixed deadline for 1st October, later extended to 15th October 2017. A massive dissemination action on Project and Partners Websites, Social Media (FB and LinkedIn), Magazines and Newslettering was functional to the diffusion of the message and very effective in attracting interested





beneficiaries. Particular attention has been given to highlight the advantages for candidates' participation to the call while, at the same time, allowing them to explain their different points of view behind their decision to take part into them.



The results of the public call have seen a participation of 35 candidates (25 male and 10 female) with an average age of 57,5 years.

The majority of candidates are located in Central Italy (19 in Lazio, 4 in Emilia Romagna, 1 in Molise) with 9 in Northern Italy (Lombardia 6, Veneto 2, Piemonte 1) and 2 in the South (Puglia).

On the average, the level of instruction of these candidates is rather high, with 26 of them owing a Master degree, in prevalence Economics and Statistics subjects.

The total of hours of training organised in Italy during three face-to-face sessions to engage participants to use the platform summed 40 hours and two multipliers events both for participants and stakeholders enjoyed the presence of 80 persons.

Spain

FUNDECYT-PCTEX as partner of Silver Workers in Extremadura in Spain, organised 40 hours of face to face training divided into 5 days (8 h/day) on the 6th, 8th, 13th, 15th and 22nd of March 2018. A total of nine candidates participated in this training under different profiles of level of education and employment status.



For the training, FUNDECYT-PCTEX counted with the support and participation of an Expert Coach that, apart from the contents of the Silver Workers platform, provided to the participants of extra exercises and training material, becoming in the end a very successful and interesting event where sharing experiences and knowledge.

United Kingdom

In the UK The Public Call was launched in August 2017 and re proposed again in October 2017, using as dissemination means for both of them through Project and Partners



Websites, Social Media (FB, Twitter and LinkedIn), through Newspaper Articles and magazines (like Enterprising Times) and in main event involving 50+ stakeholders, like the GEW, Midlands Economic Forum, Empowering Women.



As for additional activities aiming at the recruiting of other interested parties, some difficulties have been experienced. Therefore more contacts with colleges in view of potential partnering, with housing associations and with the Armed Forces resettlement have been in this sense established.

A total of eighteen participants, 5 male, 13 females with different class ages (more than 49 (4), between 50 and 59 (13), between 60 and 69 (1)) coming in most of cases from Staffordshire (13 of them), have taken part into the Silver Workers activities.

Three face to face sessions of three hours each have been organised in February 2018 focusing on how to explore business ideas and mentoring, on the use of social media and mentoring and on finance and mentoring.

A continual mentoring action have been similarly assured for a total of around 50 hours training in total.

A multiplier event linked to the training and opened by the West Midlands Enterprise Champion will be organised in July 2018. This event will ideally gather an audience of at least 40 participants and it will represent the ideal conclusion of the first set of actions connected to the Silver Workers project in the UK.



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