

# How to promote active ageing at work?

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**active@work**



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[www.activeatwork.net](http://www.activeatwork.net)



**Definition  
of Challenges**

**Solution  
Generation**

**Implementation**

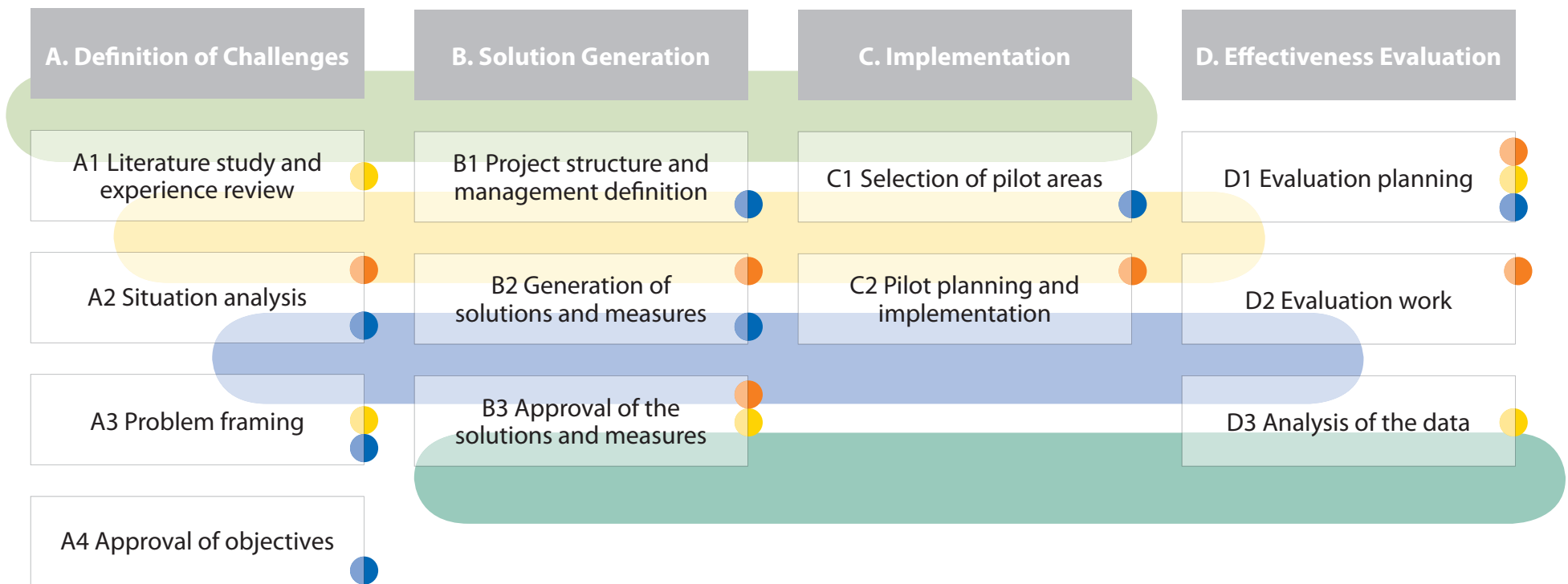
**Effectiveness  
Evaluation**

**active@work**

European labour supply is endangered. Companies face the challenges of ageing workforce and shrinking working age population. Even so, human resources are wasted by premature retirement.

[www.activeatwork.net](http://www.activeatwork.net)

# The process model for the development, implementation and evaluation of measures for active ageing at work



## Active@Work Experiences

- Support tool
- Example
- Recommendation



There is no single path for the right age management approach. In-company development areas such as work organisation, career development, task design, working time arrangements, lifelong learning, knowledge transfer and health-related measures can all contribute to this. The Active@Work process model divides the promoting of active ageing at work into clear phases and activities in order to help planning and implementing improvements in working conditions. Furthermore, the model provides practical tools and examples for development, implementation and evaluation of measures for active ageing at work. The model and tools are available at [www.activeatwork.net](http://www.activeatwork.net).