



NEWSLETTER

WELCOME TO THE SECOND 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. ACTIVITIES OF ENSURE PROJECT

The main activity of the second period of project ENSURE, apart of exchange of experience, interactive meetings, meetings with senior experts and dissemination and promotion activities, was to reach the most important result of the project which would be a community site for seniors. The main goals of the online database and platform are: a/ let the elderly

professionals use their knowledge, and share experiences with the young generations in nowadays working environments, b/ give possibilities to companies, authorities, training organizations and other stakeholders to use these knowledge, c/ give feedback information to the project's owners about the efficiency of the system.

2. INTERREGIONAL MEETINGS

HMVTA

The 4th partner meeting was held in Brescia, Italy on 5th-6th of June 2012 where the partners invited the Hungarian IT expert and gave detailed information and expectations about the planned data



base. After that they shared their experiences about the financial reports, focus group meetings and interactive forums. The end of the meeting within study trip visited Italian companies which had excellent relationship with 55+.

CEEI Asturias



Asturias. On 25th -26th October 2011 the 2nd partnership meeting was celebrated in Asturias (ES). In this meeting the partners could share interesting information about ENSURE progress, such as the regional studies.

In the framework of this meeting, members of the Spanish Seniors for Technical cooperation- SECOT Asturias, The Asturian Business Angels Network- ASBAN or Ashoka Spain also participated exchanging experience.

CENTRO FORMATIVO PROVINCIALE

Italy. The 4th International Meeting of Ensure took place in Brescia in 5th and 6th of June. During the meeting Partners were able to give suggestions and observations in order to construct the platform. The goal was to create the most possible simple functions for users. Partners made a study visit at a production



company. This company uses senior as management consultants or as production coordinators. Finally, the partners validated the last final version of the first e-newsletter and they established the deadline of August 10 for the second newsletter.

NEWS!
Next Partner meeting will take place on 2nd-4th of October 2012 in Häme, Finland.

REGIONAL CENTRE OF SOCIAL POLICY IN POZNAN



Wielkopolska. Meeting in Wielkopolska took place on 27/28th of March 2012 and it was combined with Mandatory meeting and workshops on 29th of March 2012. The main point of the meeting was to get know with the frame of the

platform for experts 55+. Partners took part also in three study visits with representative of Poviatic Centre of Family Care from Krotoszyn, Foundation SIC! and Regional Centre of Social Policy in Poznan.



3. PLATFORM FOR EXPERTS 55+ AND OTHER STAKEHOLDERS

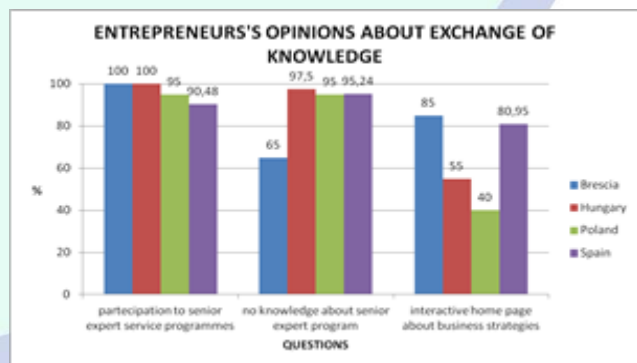
The main goal of the project – community site, platform and online data base for experts 55+ and other stakeholders is planned as easy and comfortable tool to keep professional contact between three groups: experts – 55+ professionals, stakeholders and project owners. It is aimed to connect active interested in work experts, ready to share their

knowledge through at least three ways of collaboration – contract, agreements, voluntary work with interested in cooperation employers from different sides of business. The common effect is the exact aim of Interreg CREATOR programme: to create new opportunities from the needs of an ageing population.

4. GOOD PRACTICE

The Asturian Business Angels Network- ASBAN- was identified as a Good Practice by the CEEI Asturias. The main objective promoted by this ENSURE partner is to bring together those entrepreneurs of innovative business projects and informal investors (Business Angels) who may be willing to take part in these projects. The network provides the so-called “smart

capital” that is finance but also the angel's experience and knowledge. This is the reason why the network is a good option for those seniors experts interested in being active through a start up, transferring not only their money but also their knowledge and network to young entrepreneur's venture.



Comments to charts

The international survey shows that senior experts identified the lack of significant research about the fields where companies need advice by senior. On the other hand, there aren't senior international programs specialized on the exploitation and use of their professionalism and their expertise. From this framework shared among seniors from different nations, it detects the interest on their part to participate in programs that enhance their skills and facilitate their reuse in the enterprise. Internet, not being an educational and communicative exchange channel used by the senior is still recognized as a valuable tool to create a community for enhanced collaboration and advice of the senior companies, but also to exchange expertise, information and experience among senior members in different countries. Researches entrepreneurs samples show their interest in projects such as Ensure, that enhances and develops the employment methods of senior experts, given the fact that some assets will not be detected. In addition, employers say they are interested in a home page where to find data and information to senior experts and / or strategies, including international business development of their company. By crossing the two points of view of senior and entrepreneurs, it is noted that the exchange of experiences and expertise both among seniors and between seniors and entrepreneurs, through specific international projects, such as Ensure, recognized a 'major strategic asset for both reuse of older people, both for the development of the business. Luisa Azzini/Brescia/Italy