



**AEX**  
**AgeFactor**  
Experience is great

Co-funded by the  
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# WHAT IS AGE FACTOR?



*Boosting adult career management and key competences for inclusion and employability through social media.*

AgeFactor is a first attempt to configure new guidance and learning methods for adults, using an attractive and engaging path for self-directed and collaborative education and guidance, maximizing the benefits of social media and assisted peer pathways for employability. The project focuses on over 50s adults to equip them with digital and transversal skills through conscious use of social media for professional career management.

The project capitalizes on the potential of social media and peer support as tools for lifelong guidance and employability, working on reinforcement and development of key and transversal skills of > 50 age groups. It provides a transnational approach to innovative, informal but nonetheless effective forms of digital guidance. By building the skills for personal and professional branding and reputation, AGEFACTOR will, directly and indirectly, improve digital, problem-solving, language, reading, communication and collaboration skills of its users.



# PROJECT AIM



To improve and extend the offer of effective guidance & basic skills learning opportunities of adults, in particular by training over 50s, based on benchmarked good practice of innovative ways of outreach & delivery in the field of new media (social media & apps) in Europe.

## **AgeFactor has the following specific objectives:**

- 1** To develop and increase the competences of coaches, trainers and other educators in their effective use of social media and other new technologies media for adult guidance and professional development, concurrently improving outreach and coaching, training and learning outcomes.
- 2** To develop and provide career and education guidance & effective methods for enhancing basic digital & transversal skills by means of a new technology based strategy, namely social platforms and job clubs.
- 3** To enhance 50s capacity to promote themselves in the labour market in a more effective & autonomous way & increase their employability.
- 4** To support especially SMEs, in the improvement of age/diversity management processes and encourage employers to integrate fair employment practices when managing mature workers & the company's diverse workforce.

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To streamline & promote the AGEFACTOR approach into provision of educational & guidance services for adults & to provide for its long-term sustainability by involving stakeholders & policy/decision-makers.



# PARTNERS



Visit website at  
[cardet.org](http://cardet.org)

## CARDET

CARDET is one of the leading research and training centres in the eastern Mediterranean region with global expertise in project design and implementation, project management, training, and e-learning.

CARDET has completed numerous projects relating to the development of adult and vocational training initiatives in the areas of financial literacy, innovation, and entrepreneurship. Members of its team and board represent European and International Higher education institutions, training centres and international organizations, and have in-depth knowledge of the adult training sector, social justice, e-learning approaches, and social progress.

Members of the CARDET team have successfully participated in more than 200 projects in more than 30 countries, several of which were supported by the European Commission, the United Nations Development Program, Microsoft, the Commonwealth of Learning, international agencies, and governments from around the world.



**FÉDÉRATION**  
des Centres d'Insertion

Visit website at  
[fcilille.org](http://fcilille.org)

## FEDERATION DES CENTRES D'INSERTION

Fédération des Centres d'Insertion – Lille - France

The FCI is an association law 1901, created on 1989, consisting of insertion and training organisations, organisations of insertion through economic activity, neighborhood institutions and companies in the Lille metropolis working in partnership to within the FCI to design and implement integration pathways to employment.

The FCI has a strong and significant experience and is recognized in the field of socio-professional integration of the public lacking or with insufficient access to employment, especially young people.



**FORCOOP CORA**  
PROGETTI, FORMAZIONE, ORIENTAMENTO, EVENTI

Visit website at  
[forcoop.eu](http://forcoop.eu)

## FORCOOP CORA VENEZIA

Forcoop Cora Venezia Sc has been operative since 1990 to design and implement training and guidance paths for people willing to (re)enter the labor market or for employed workers wishing to update or specialize their skills. Forcoop is accredited by the Veneto region for Guidance, Lifelong learning, Higher education and Employment services.

We also develop activities of social innovation, local marketing, collaboration with local makers, wine & food laboratories, etc. The “core business” is VET and guidance: post-diploma and post-lauream training, lifelong learning and training

courses for disadvantaged groups (women, youth, migrants, seniors, Neets), school and vocational guidance (coaching, counseling, personal branding development), skills assessment and validation, ad-hoc methodologies development and experimentation, self-entrepreneurship guidance and consultancy. Forcoop uses Cora, Retravailler, and Talentaged methodologies (Over 50 focused).



Visit website at  
[institutprozeny.cz](http://institutprozeny.cz)

## IPZ

Institute for Women (IPZ) was founded in 2008 as an independent, apolitical, non-governmental and non-for-profit organization with the aim to support equal opportunities in society and well balanced life. IPZ intends to provide adults with a chance to develop, self-motivate, self-understand and achieve self-fulfillment. IPZ tries to assist adults in getting to know themselves, their potential and abilities and to help them to develop all these aspects. IPZ focuses on the development of the talent, talent management, personal branding, how to discover and also “sell” the talent ».



Visit website at  
[newrymournedown.org](http://newrymournedown.org)

## NEWRY

Newry, Mourne and Down District Council is the third largest local authority in Northern Ireland. Our aim is to provide civic leadership, deliver local services and ensure that the district develops in a way that increases prosperity and quality of life for local residents. Newry, Mourne and Down District

Council have delivered a range of projects aimed at enhancing the well-being, self-confidence and quality of life of older adults within the community.



**PRIZMA**  
Foundation for Improvement of  
Employment Possibilities

Visit website at  
[fundacija-prizma.si](http://fundacija-prizma.si)

## PRIZMA

PRIZMA Foundation for Improvement of the Employment Possibilities, an institution

PRIZMA Foundation was funded in 2011 as a non-profit organisation. PRIZMA encouraging investment in human resources development, strengthening the development of competences, the lifelong learning of employees and especially unemployed with aim to raising the competitiveness of local businesses as well as increasing the employability.



Visit website at  
[sociedad-desarrollo.com](http://sociedad-desarrollo.com)

## SOCIEDAD DE DESARROLLO

The Development Agency of Santa Cruz de Tenerife is a services company belonging to the Town Hall of Santa Cruz de Tenerife, in Canary Islands (Spain).

It was created at 2000 with the fundamental aim of encouraging the social and economic progress of the city, promoting enterprise development, improving the employability of its population by encouraging the formation of human resources of the municipality and promoting the revitalization of the sectors with the largest presence in the local as

business services, trade and tourism.

The working line Santa Cruz Activa aims primarily to enhance the labour and business counseling services as well as intensified training actions for unemployed, employees and companies managers, focusing on disadvantage people with specific needs in the labour market inclusion process.



## TANDEM PLUS

The TANDEM PLUS network, established in 2008, is a group of public and private organizations from several European and international countries.

TANDEM PLUS is based on the experiences of different countries preoccupied and affected by social exclusion and poverty. It brings together multidisciplinary partners to collectively address this problem by using human, technical and financial means.

The exchange of practices and experimentation allow to strengthen professional practices by appropriating the different integration policies from different countries and to build new means of action.

The organizations share and develop socio-economic dynamics at a multi-territorial scale, by involving, through an organized approach, actors from the economic, political, social, socio-cultural, training and research environment. They establish a multidimensional partnership around the integration of target audiences.



Visit website at  
[www.lu.lv/cets](http://www.lu.lv/cets)

## UNIVERSITY OF LATVIA

The University of Latvia (UL) is the major academic center in Latvia with 13 faculties and 20 research institutions and is the largest university in the Baltic States.

Implementation of the Age Factor project at the University of Latvia is carried out by the Centre for European and Transition Studies (CETS).



Visit website at  
[venetolavoro.it](http://venetolavoro.it)

## VENETO LAVORO

Veneto Lavoro was established by the Regional Law nr. 31/98, as a technical agency for the employment of the Veneto Region. Veneto Lavoro supports the institutions and other organizations, featuring qualified services in terms of planning, management and evaluation of the labour policies, inclusion and monitoring of regional labour market and economy and society. Its scope includes the study and promotion of active employment policy, the monitoring of the labor market, the implementation of the Employment Information System of Veneto and the development of innovative projects, both in the context of local and EU level.

# OUTPUTS



## Output 1 intends to:

- Highlight current state of play of the provision of adult training/guidance in the areas of social-media ICT tools, career management, digital and transversal skills, and to compare, share and discuss the enabling factors and gaps in these fields in the partner countries and EU.
- Identify the capacity of enterprises, in particular SMEs, to adopt diversity/age management processes and to integrate ICT and social media tools with more traditional methods to attract and retain workers, especially seniors.
- Assess the interest, inclination, needs and attitudes of the target groups (mature groups, > 50, and secondarily companies) in the partner countries.
- Highlight positive experiences of integration between traditional and innovative age/diversity management experiences carried out by enterprises (esp. SMEs) and easily exportable or transferable to other business realities.

## Output 2 encompasses two main tools:

- Guidelines for the engagement of mature vulnerable people.
- Guidelines and definition of empowering modules with 2 main aims: support the recognition of the personal potential and resources, and boost the valorization of such “capital” to acquire autonomy as well as self-confidence when approaching the labour market. On the other hand, the AGEFACTOR experience encompasses also the development of basic digital skills in order to combine a more “traditional” empowerment process with the creation of a digital identity and a consistent personal branding plan that could foster employability.

## Output 3 - Agefactor campaigns

OUTPUT 3' main purpose is to support enterprises, especially SMEs, in the improvement of age/diversity management processes and encourage employers to integrate fair employment practices when managing mature workers and the company's diverse workforce. Campaigns will provide effective and easy-to-access training modules to facilitate the integration of innovative tools with more traditional ones and smooth the adoption of age-friendly practices at the workplace. This toolkit includes a set of training activities designed with a diversified problem-based and context-based approach, to meet the different levels of engagement according to the entry level of the target group, and tools will be designed according to companies needs and attitude.

1. Online “pills” will be made available: short, simple and appealing training speeches will be circulated via email and/or social media; the Agefactor Ambassadors will provide useful tips about online recruitment, employer branding, and age/diversity management.
2. “Speed training” sessions will be designed: short face-to-face training sessions (15/20 minutes) to be delivered to individuals as well as small groups, within the company premises or not.
3. Success stories and case studies will also be widespread and will prompt further learning, inspiration and reflection.

## Output 4 - Agefactor compass

OUTPUT 4 will be developed as an easily accessible and usable platform adapted to vulnerable adults' needs. The purpose is to enhance >50's capacity to promote themselves in the labour market in a more effective and autonomous way and increase their employability.

The Compass objectives are to:

- Develop and/or strengthen digital competences and transversal skills;

- Define an action plan to valorize personal and professional experiences (acquired in formal, non-formal and informal contexts) to foster empowerment and personal branding processes; track and monitor the realization of the plan;
- Develop and/or strengthen social networks to boost employment opportunities, sociality, and reputation;
- Create a sound, positive and unbiased digital identity;
- Valorize learning achievements thanks to the use of the OVERPass (specifically designed for this Target Group).

The COMPASS includes:

- Transversal skills training: using non-formal and experiential learning methods, simple and short training modules will be designed to let >50's transversal competences emerge and be valorized;
  - Guidance support: “job club” technique will be blended with meetings with experts in order to mix a peer-to-peer approach with online and offline counseling/coaching techniques;
  - Valorization of the AGEFACTOR learning experience: a specific tool will be developed to recognize and valorize the learning outcomes of the AGEFACTOR experience.
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**agefactor.eu**