



National Report – Czech Republic

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

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Introduction

This national report is focused on the summarization of the survey on digital competences level of 50+ people in the Czech Republic. The survey was conducted within the Age Factor Project.

The Czech population, as well as the European population, is aging. As medical care improves, life expectancy increases and the retirement age limits are prolonged. People over 50 are an integral part of the overall labor market. In the future, they will be considered as the key players. Nevertheless, their number in job seekers is rising.

Some of them are “victims” of the prejudices and concerns of employers that older classes are less flexible, not so willing to learn new things, adapting to changes, slowing down, and failing to keep up with technological developments. Part of the perception is shared by the people 50+ themselves, too. They suffer from feelings of inferiority, they do not believe, they cannot adapt and improve their competences thanks to lifelong learning. At the same time, they can bring to the companies/employers the much needed experience, responsibility, loyalty and, in conjunction with younger colleagues, they are able to create a very powerful job tandem.

However, aging has a significant impact on the social perception of a person, currently the seniors are always placed in positions that disadvantage them. In the Czech legislation and strategies documents, the issue and the need to address the aging of the workforce has “firstly” appeared in 2002 in the National Action Plan for Employment and the “history” is very short. Moreover, the implementation of active labor market policy dealing with the unemployed over 50 years is not effective enough.

The reasons of the low efficiency of this policy in the Czech Republic are:

1. The system of active labor market policy in the Czech Republic, in comparison to other EU countries, is financially and personally undersized;
2. Generally, the system is not targeted to job seekers over 50 years;
3. The system of flexible forms of the employment is not accessible, assured and used enough;

Although, the Czech Republic has currently objectively one of the lowest unemployment rate (3,5 % 1st quarter 2017) in EU, people 50+ represents more than one third of them.



Analyses of the survey

Within this national analysis, there were used several approaches:

- Analysis of the survey of adult learners 50+
- Analysis of the survey of the companies
- Focus groups analysis (11 people)
- Analysis of the findings from the interview with Jitka Štenclová – PR trainer and marketing manager at Masaryk University in Brno
- Case study

Analysis of the survey of adult learners 50+

The research was conducted via google documents, the questionnaire was available online at:

https://docs.google.com/a/vivaostrava.cz/forms/d/e/1FAIpQLSd_secMhunBCTi6gXEO6iDg9Os_mawI-69xB95u5kFxgY4ZUPw/viewform

Digitální kompetence jako klíč k zaměstnání?

Prosíme Vás o vyplnění krátkého dotazníku týkajícího se Vašich digitálních dovedností. Tento dotazník Vám nezabere víc než 5-7 minut, všechny Vaše odpovědi budou anonymní a výsledky průzkumu budou použity pouze pro interní účely mezinárodního projektu Age in Factor. Hlavním cílem tohoto výzkumu je zjistit, jaké mají dospělí zájmy, potřeby, ekonomy a preference v oblasti vzdělávání poskytovaným prostřednictvím digitálních technologií. Díky Vaším odpovědím bude moci tým projektu navrhnout vhodná doporučení a testovat nové řešení a přístupy ve vzdělávání.

Děkujeme!

***Povinné pole**

Prosím, ohodnoťte Vaše digitální dovednosti: *

	Žádné/základní	Průměrné	Dobře	Pokročile	Nevím, neumím zhodnotit
Obecné počítačové dovednosti (např. MS Office)	<input type="radio"/>				
Využívání internetu	<input type="radio"/>				
Užívání sociálních sítí	<input type="radio"/>				

Communication channels used:

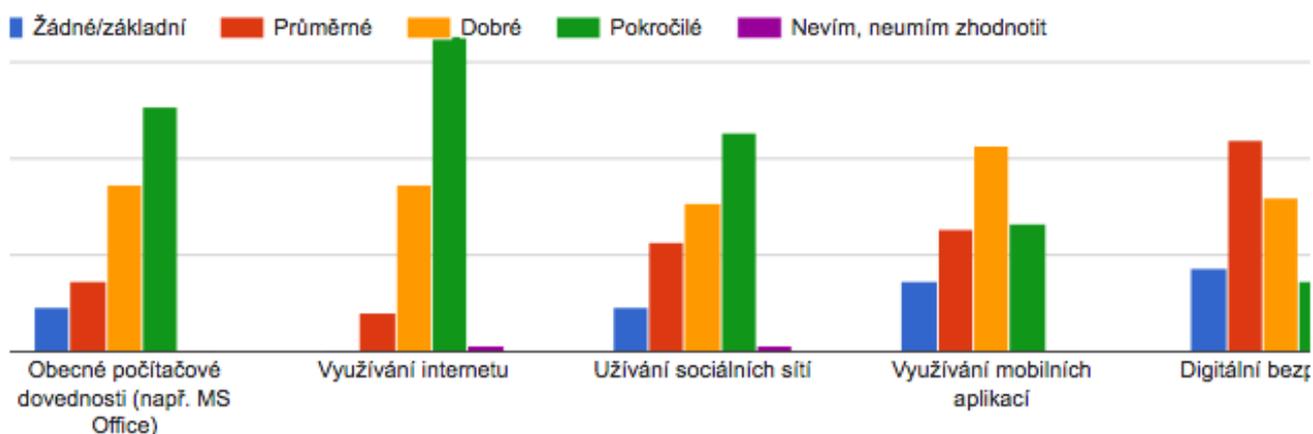
- Internal database of our clients
- Personnel contacts and network
- Workshops provided for people 50+
- Facebook of our organisation
- Visitors of our cafe integrated in our training center Viva Ostrava

As we mainly used the on-line approach and google forms, most of the people had to have at least minimal digital skills, this sample of the people 50+ is then more advanced and familiar with certain applications and ICT tools, that is why, the results show quite high interest and understanding of ICT tools and social networks. The results could then vary in the case the research would be conducted only by printed questionnaires that could approach also less skilled population.

There were **82 people** altogether who filled in the questionnaire with the following results:

1. Rating general computer and digital skills

The participants rated their general computer and digital skills on scale from 1 to 4 (1: none/very poor, 2: average, 3: good, 4: advanced).



Seeing the data above, it can be said that using the internet, general computer skills and social media are the most frequent abilities. As the target group representatives responded mainly using the google documents in order to fill in this questionnaire, it is obvious that they are familiar with the internet options. Most of the respondents are advanced (49 people) or average (26 people) users.

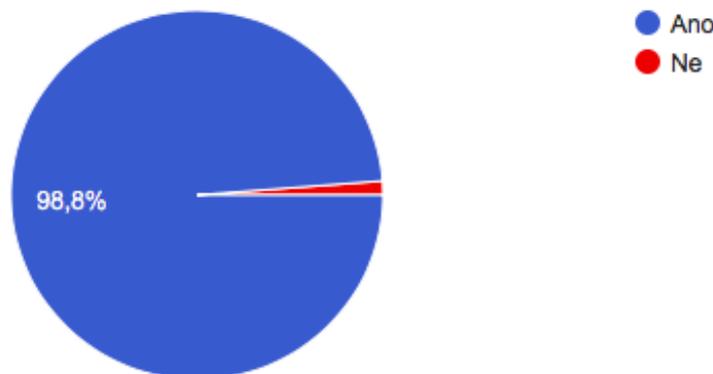
Computer skills in general were also rated very often. The most frequent rate for computer skills in general (e.g. MS Office) is advanced (46%), only 7 people have no skills related to computers in general.

Social media are on the third place with the advanced rate, approx. 41%, 11 people has no skills or very basic skills in using mobile applications.

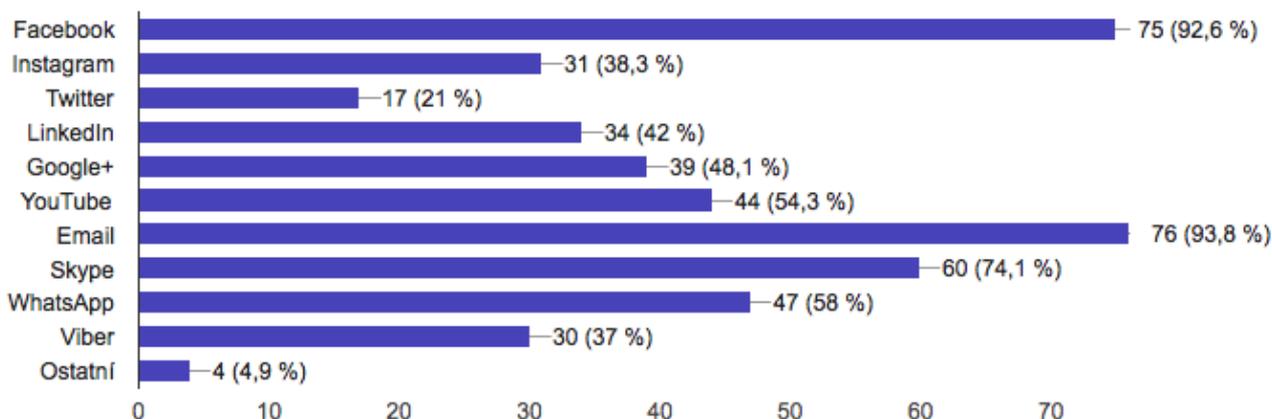
The question connected to digital security and safety skills were not so clear to the participants, it can be also seen that the answers are the most balanced comparing to the four previous topics. This question has also the most frequent rate with no or basic skills (15%) and the less frequent rate with advanced skills (13%) of all chosen topics.

2. Personal profile / account on the social media, email and communication networks

There are almost 99% people asked having profile on the social network, however the number might be misleading, as it also involves the option “e-mail” which is quite common now in the Czech Republic and moreover this answers is also influenced by the fact that the survey was conducted mainly on-line. Naturally, it reached the people at least with minimal digital competences.

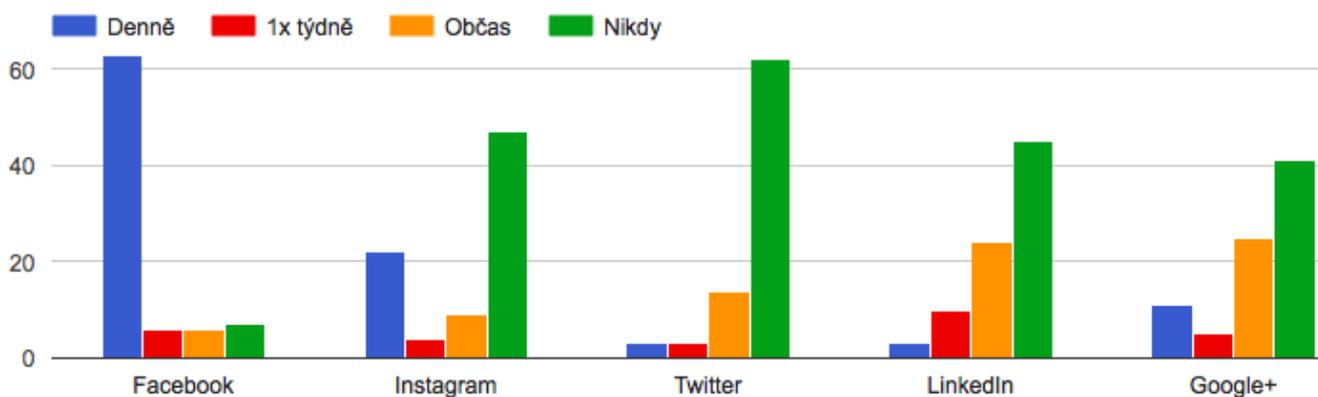


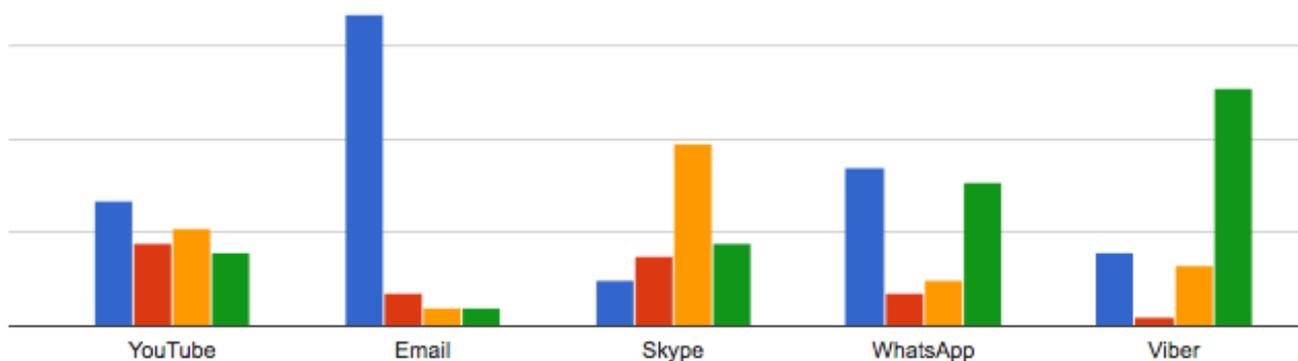
3. Frequency of using the information and communication networks within last 12 months



Seeing the graphic, the most frequent tool is an e-mail, that is quite common nowadays, almost 94% of respondents use e-mail, just after e-mail, Facebook is also frequently used, as well as skype and WhatsApp are popular.

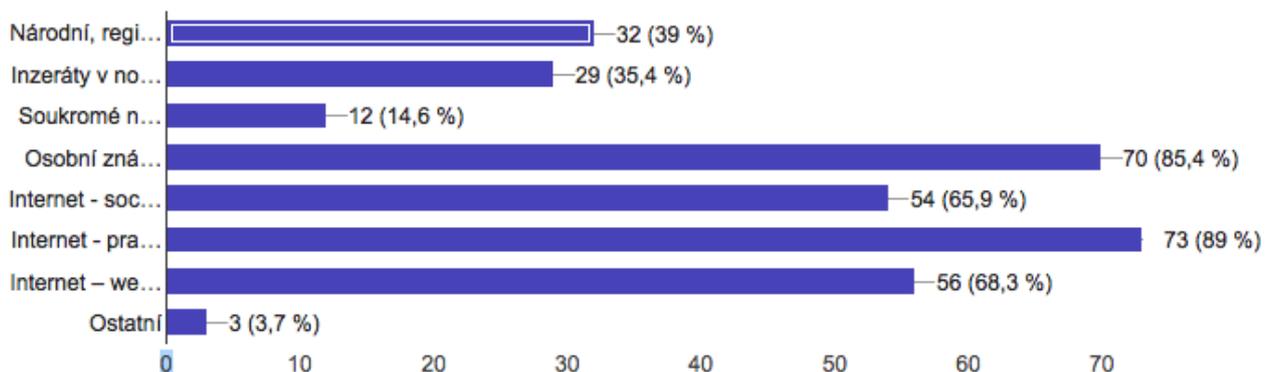
The respondents also noted how often did they use the tools within last 12 months:





Most of them check their e-mail and Facebook profile every day. The Facebook actually became more as communication platform especially using messenger, as well as a mean to be in contact with families and friends.

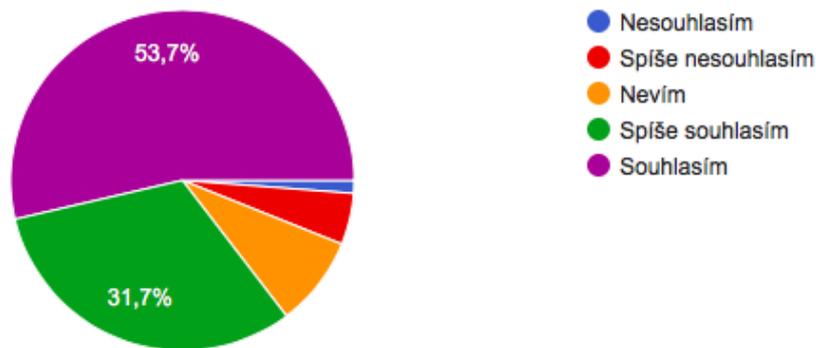
4. Options 50+ likely use to find a job



This graphic shows, that the traditional ways such as job search platforms or personal connections are still the most frequently used by the people 50+. Private recruiting agencies are not popular so much and only 12 people use/used this service.

5. To what level you agree that increased digital skills can increase your competitiveness in labor market and help to find a job or change to a better job?

Although, seeing the questions discussed above, the respondents prefer rather the traditional way and tools to search for a job, the results below shows that 85,4% of respondents agree and rather agree that digital skills can increase their competitiveness on the labor market.



Comments on answers:

- Digital education should belong to general education.
- It depends on the person's qualification.
- It depends on the type of job, some professions do not require digital skills.
- Today, every employer requires a good level of MS office and Internet search.
- I agree with it, but there are a profession where digital and technical competence are not fully usable and it is not a priority, but on the other hand, yes, I agree that digital technology skills can improve also other skills and could be an option for further personal development.
- It depends on the sector in which I want to work.
- Digital skills provide openness to new things and support willingness to learn.
- It is needed to have more than just digital competences.
- Faster and sometimes the only permissible communication on the part of the employer.
- I totally agree. This knowledge is currently essential.

- Very important nowadays, just like the languages.
- In some fields, we cannot work without digital skills.
- Depending, where you work, I work in the construction industry and there I think it is not important.
- In most jobs, digital knowledge is now required - at least on a regular user level. Digital knowledge will also greatly help in your own presentation (CV creation, linkedin ...) and in finding free positions.
- For education in kindergarten is not so essential.

6. Please mark which of the following specific digital competences you think are necessary for you to increase your prospects of employability, and please also rate your skills in them.

	Importance	Please also rate your skills in these competences				
		None/basic	Average	Good	Advanced	I don't know
Obtain information from public authorities/services' websites	72%	1	17	24	37	3
Use information search engines	82,9%	1	9	19	51	2
Use job search engines	68,3%	2	17	33	24	6
Find information about goods or services online	39%	0	9	34	35	4
Telephone/video calls over the internet	36,3%	4	14	33	27	4
Send/receive emails	87,8%	1	1	16	60	4
Create and sustain personal profile on social networks, participating in online communication	47,6%	6	17	26	28	5
Use file-sharing services online	32%	6	11	32	27	6
Use online learning resources	45,1%	13	19	29	16	5
Use internet banking	40,2%	3	6	39	30	4
Protect digital devices	21%	12	22	32	9	7
Solve technological problems by exploring the settings and options of programmes or tools	21,7%	18	26	24	7	7

Protect personal data and privacy online	27%	12	20	30	15	5
Creatively using digital technologies	50%	15	18	29	15	5

Seeing the results noted in the table above, creative using digital technologies, solving technological problems and using on-line learning resources are the less developed skills.

People 50+ are familiar with obtaining e-mail from public authorities, using information search engines and job search engines. Of course, as already proved within previous questions, the most used and advanced skills are sending and receiving e-mail, nowadays quite commonly used also by people 50+.

7. What is your overall opinion on using digital tools for employability and social participation?

Below, there are noted the most frequently mentioned answers:

- I think it's the most effective tool.
- They are important tools for communicating job offers to reach as many people as possible.
- It is essential nowadays.
- Make it easier to find work for young people, but complain to the older generation. They have to make more efforts to look for work.
- Very practical and in my opinion the best way.
- Necessary in search, saving time.
- Definitely positive, is absolutely natural for today's world.
- I think the most important thing is the recommendation of acquaintances, then the use of digital tools.
- The modern form is not always accepted by the potential employer.
- It is faster and clearer, higher offers and especially fresh ones.
- Depending on which job you are dealing with, it is probably important to have different skills but at least the ability to work with e-mail is becoming a necessity.
- Simple, fast.
- They can make the things very easy, but also very complicated.
- It's quick and easy to get information about the sites you have, more choice.
- Digital tools are essential for job search. It allows you to present yourself and search for a large number of offers that often appear only on the Internet.
- I do not use it.

8. Socio-demographic analysis

The scale of the age of the participant was 46 to 77 years old. The average of the age was 52 years. From the survey it also came out, that the elderly people had quite high level of digital competences. These group of people is interested in new technologies and learn digital skills for fun in their leisure time. It was also shown, that there is a big gap for people 60 – 65 years old. They are close to retire, but still active but not so willing to learn new technologies and do not consider them as key competences needed for them.

The participants of the survey have, in average, 27 years of working experience.

As mentioned at the beginning of the report, the results showing the level of using the on-line tools are quite positive, but after post evaluating these results it was discussed that the results are influenced by the fact that the google survey tool was used in order to collect the feedback, as well as there were used mainly on-line communication channels, which mean that mainly the participants with quite good level of digital skills were naturally reached.

9. Are you currently in search of a job?

Almost 19% of respondents is actively searching for a job.

10. Are you currently attending or have been attending within last 12 months any learning courses to increase your qualification?

Almost 90% of respondents attended learning courses In last 12 months. Most of the respondents attended mainly groups sessions or on-line courses and training.

11. Characteristics of employment which suits the most to your working experience and qualifications:

Computer skills are necessary to do / find the job - 76,8 %
Computer skills are not necessary to do / find the job – 17,1 %

Digital competence is an advantage to do / find the job – 87,8 %
Digital competence is not an advantage to do / find the job – 1,2 %

Knowledge of internet usage is necessary to do / find the job – 65,9 %
Knowledge of internet usage is not necessary to do / find the job – 17,1 %

Knowledge of social media usage is an advantage to do / find the job – 72%



Knowledge of social media usage is not an advantage to do / find the job 14,6%

Analyses of the survey of companies

The research was conducted via google documents, the questionnaire was available online at:

<https://docs.google.com/a/vivaostrava.cz/forms/d/e/1FAIpQLSfnNQGGrHO7dTjtctSIIwoeXRZldWJ2cUL02dyfN6JeHT989hA/viewform>



Digitální kompetence jako klíč k zaměstnání? - dotazník pro zaměstnavatele

Prosíme Vás o vyplnění krátkého dotazníku týkajícího se digitálních dovedností uchazečů o práci ve Vaší organizaci a do jaké míry jsou vyžadovány. Tento dotazník Vám nezabere víc než 5-7 minut, všechny Vaše odpovědi budou anonymní a výsledky průzkumu budou použity pouze pro interní účely mezinárodního projektu Age In Factor. Hlavním cílem tohoto výzkumu je zjistit, jaké mají organizace/zaměstnavatelé požadavky na uchazeče týkající se digitálních dovedností a do jaké míry jsou podmínkou pro přijetí do zaměstnání. Díky Vaším odpovědím bude moci tým projektu navrhnout vhodná doporučení a testovat nová řešení a přístupy ve vzdělávání dospělých, zejména osob starších 50 let.

Děkujeme!

***Povinné pole**

Kterou z možností nejčastěji využíváte k inzerování volného pracovního místa ve Vaší organizaci? *

- Národní, regionální nebo místní agentury práce
- Inzeráty v novinách a dalších médiích
- Soukromé náborové společnosti

Communication channels used:

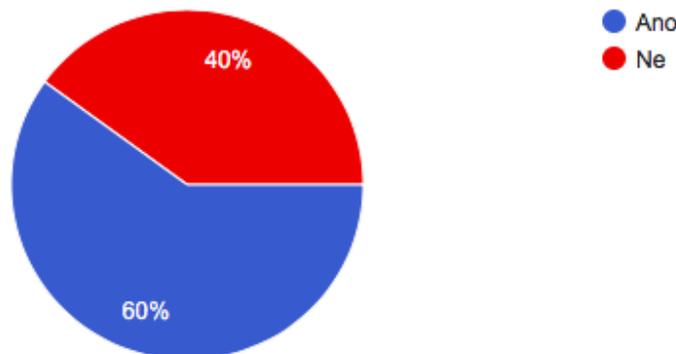
- Internal database of our partners and clients
- Personnel contacts and network
- Facebook of our organisation

There were **15 companies** altogether who filled in the questionnaire with the following results:

Which of the following options you likely use to advertise a job vacancy at your enterprise:

National, regional or local employment agency	26,7%
Advertisements in newspapers	6,7%
Private recruiting companies	13,3%
Private connections (family, friends, colleagues)	66,7%
Internet, Social media platforms	60%
Internet, Job search websites	60%
Internet, Your enterprise`s website	33,3%
Social peer-to-peer gatherings, Job Clubs	0%

Do you use social media, email and other social and communication networks in the application / recruitment process?



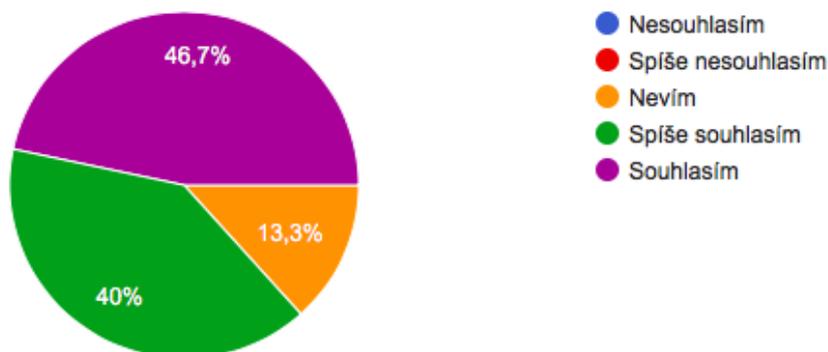
Seeing the graphic 60% (red part) of the companies/employers involved in the research use social media, email and other social and communication networks in the application / recruitment process.

In the case you use social media and other on-line application, please specify which networks and tools do you use?

Facebook	100%
Instagram	22,2%
Twitter	0%
LinkedIn	22,2%
Google+	11,1%
YouTube	11,1%
Email (any)	33,3%
Skype	11,1%
WhatsApp	0%
Viber	0%

The most commonly used networks, social media and tools and Facebook (indicate by all companies using Facebook – 9 employers from 15 respondents). On the other hand, Twitter, WhatsApp and Viber are not used at all.

To what level you agree that increased digital skills can increase job seeker`s competitiveness in labor market and help to find a job or change to a better job?



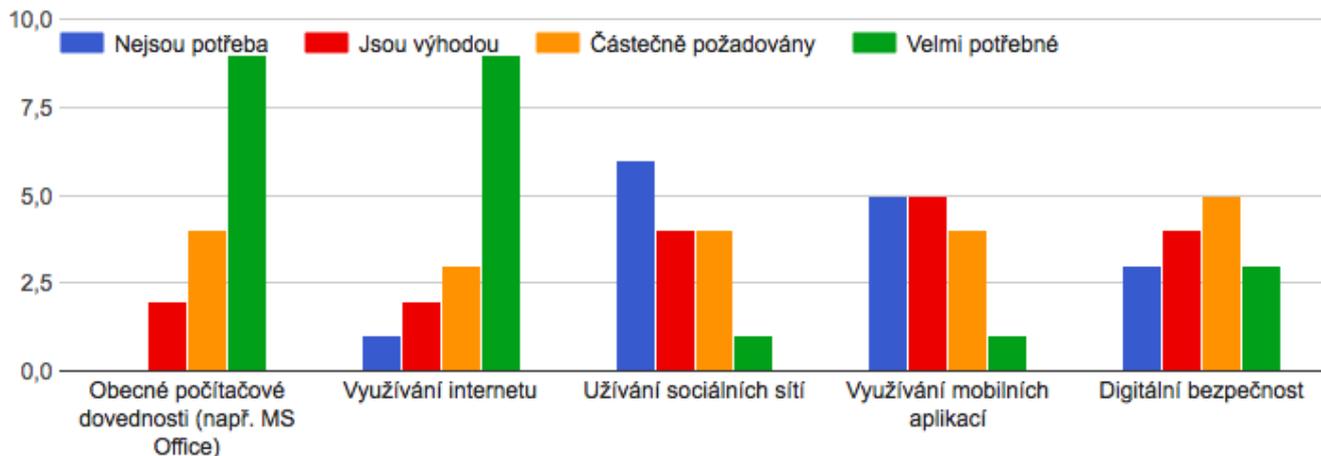
Seeing the graphic above, 46,7% respondents agree and 40% rather agree, that improved digital skills can increase opportunities on labor market. The rest of the participants is not aware.

The respondents provided further comments below:

- It is always an advantage, many types of employment can no longer do without the use of digital skills and applications.
- For the younger generation, this it is obviously important. For the older generation, that's a plus
- Digital skills are not essential to all professions
- In our industry - construction - it does not affect the situation, the potential employees have equal opportunities, no matter the digital skills.
- The digitization of the company and its importance is steadily increasing and, moreover, without digitization, people cannot even operate and perform their duties.
- Digital knowledge helps you present yourself and your work experience, skills and skills, not in the form of a well-worked CV, social networking (linkedin etc.), browsing offers and job opportunities. In addition, in most jobs, digital knowledge is now required, making it a much broader field of choice when looking for a job.
- In today's digital world, these competences are essential, even in a profession that we would not have expected. People with little or no ability to use digital tools effectively are disadvantaged in the job market. I consider it is necessary to increase the digital competence of 50/60 + group to be. However, the training need to be effective in order to motivate this group to raise their minds in the field of education. The communication must be very sensitively adapted to this group, respecting their needs and in accordance with the specific characteristics of this group.

Please rate how needed are the general computer and digital skills during the application process at your enterprise:

	Not needed	Advantageous	Partly needed	Very needed
Computers skills in general (e.g. MS Office)	0	2	4	9
General internet using skills	1	2	3	9
Social media usage skills	6	4	4	1
Mobile applications usage skills	5	5	4	1
Digital security and safety skills	3	4	5	3



As shown in the table and graphic above, the general skills and working with internet are the most important skills needed for the application process.

Interesting data came for the topic of the social media, that were indicated as the less important.

The respondents provided further comments below:

- We work with treasure systems, so our employees need to at least partially control computer or tablet, and get to know the applications we need to sell our products.
- The need for the above knowledge depends on the position held. The rating was generally related to the administrative worker (even here the needs will vary according to the specific position).
- As already mentioned, each job has its own specifics and requirements.
- It depends on the job position, not all positions in our organization require digital skills.
- Employees work with PC directly. They need to be able to work on the Internet, of course work in our internal software systems, work with tables, data, etc. employees are actively telephoning, helping customers with technical problems, communicating via e-mail.
- In addition to the above, it is also important to search for relevant and verifiable information, to use browsers, search engines, keyword words,

From the specific skills required for the application process, the employers indicated that sending e-mail, using internet and job portals are the most important and needed. On the other hand social networks (creating profiles etc.), internet banking and ICT solving technological problems are not needed.

The respondents provided further comments below:

- The usefulness of the above knowledge depends on the position held. The rating was generally related to the administrative worker (even here the needs will vary according to the specific position).
- As already mentioned, each job has its own specifics and requirements.
- Again the same problem - for workers unneeded, for managers and office positions useful.
- Most digital competencies are key to us. Because we do not work on social networks, employees of the social network do not have to control.

What in your opinion and experience are the main advantages of employability of people in the age group of 50+?

- Responsibility, loyalty, regularity.
- They are definitely more reliable and have an interest in working, they already have work and life experiences, they can better deal with people.
- An unmistakable advantage is stability. Such a person does not run away after a year. And he/she values the work.
- They have more experience and skills, more responsibility and endurance.
- Willingness, responsibility and great effort to keep the job position with respect to age.
- Greater experience, insight, responsibility.
- We have excellent experience with older employees so far - they are hardworking, reliable and have experience. We have a problem finding younger employee.
- The experience they pass on to younger colleagues (saving time and money). They are more flexible.
- Great advantages, I think that today - if there is not any person able to learn and go with time, can not obstruct.

- Years of practice.
- Above all, responsibility and reliability. It can bring other solutions to the problem to the team. Of course, experience proven by practice.
- Responsibility, persistence, knowledge and skills, good practice.
- Variability of the team and the experience.
- Professional and life experiences, other insights, motivation.

What in your opinion and experience are the main disadvantages of employability of people in the age group of 50+?

- Less flexibility, rigidity, established procedures and "disbelief", more difficult adaptation to changes and the need for technology (such as a cash system).
- Are less flexible and less willing to learn new things, they are a bit slower, especially when working on a PC
- Ability to learn other procedures, flexibility
- They may have less skills in today's IT technologies, worse ability to learn new things ...
- We do not perceive any drawbacks in 50+ people only in some cases, the disadvantage of a poor health condition can be a disadvantage.
- Ability to learn, flexibility, physics.
- Perhaps more frequent health problems.
- Ability to learn new things (takes a little more time).
- Worse adapting to technology, innovation and technology.
- Obsolete views
- The disadvantage may be the lower willingness to learn new things, to adapt to rapid changes, the unwillingness to think creatively.
- Rigidity, closeness.
- Fear of using new technology, based on a younger team, slower pace of work, prejudice.

In general, the employers do not avoid hiring possible employees 50+, they are able to see many advantages, although some of the respondents follow the stereotypes of the society (people 50+ are not flexible, they have health problems, etc.) Generally, the health problems and sickness were mentioned very often by the employers.

Focus groups analysis:

In the Czech Republic, the partner organization Institute for Women organised one focus group with 11 participants.

At the beginning of the sessions, the AGE Factor project was presented, as well as the participants went through the questionnaires in order to understand more the topic of AGE Factor project and to follow up with concrete questions and findings.

There were indicated the following issues and findings:

- ✓ Many companies are afraid that hiring older people will increase their costs and reduce productivity, still many myths and stereotypes exist concerning people 50+.
- ✓ Digital competences were not considered as the key and most important skill to get better job, although it depends on the position. However, there was a big discussion connected to the digitalization of the services and all administrative issues connected to the entrepreneurs and services – currently, the Czech Republic is implementing new control system of the national market. The merchants are obliged to use treasure control system that send directly on-line all transaction to the Ministry of Finance to register. In December 2016 this implementation started by the gastronomic sector, this year, other fields of economy are taking part. This led, that also the most of the employees/people over 50+ are obliged to work with new digital technologies that are not familiar with.
- ✓ All parts agreed, that the digital general skills are more important rather than social networks, all parts agreed that.
- ✓ The structural mismatch of the employees and employers` needs is seen also for other skills, not only for digital skills. The key to find the solution is education and internal learning system, meaning provide employees with specifically needed trainings, mentoring, coming from the requirements of the position the workers have. This way the employers “bring up” workers they need, and the employees will address they requirements, they will be well motivated and not frustrated by the mismatch of the skills.
- ✓ Company trainings in digital skills can work in the case, that are directly addressing specific needs of both parts, trainings on general digital skills do not work properly.
- ✓ During the focus groups, there were discussed the tentative results of the survey, one part of the discussions was focused on physical and health conditions, as this topic was very frequently mentioned by employers. It was also suggested, that health-promoting programs in the workplace can reduce health troubles and support well-being of the employees.
- ✓ Company trainings in digital skills can work in the case, that are directly addressing specific needs of both parts, trainings on general digital skills do not work properly.
- ✓ Older employees are also an important source of innovative and creative potential. They are important when starting a business, experienced people are often more successful than their younger colleagues, they have experience practice and they good practices are needed.

- ✓ Employers can then take advantage of the skills of older employees by creating mixed teams with younger workers and commissioning them for example on optimization projects. If older and younger employees work in one team, they can better share their strengths and provide corporate know-how for the future. It is an advantage even when the older employee leaves the company - the knowledge he passes to younger colleagues will not be lost to his company, and on the other hand the young people motivate the older generation to be more open, flexible, willing to learn.
- ✓ Intergeneration learning was mentioned as one of the successful and well-working examples how to improve the skills transversally.
- ✓ It was also suggested to not only require the people 50+ to be flexible, but also the employers should not be rigid. Flexible working hours, part – time jobs, possibilities for self-development etc. would work well. Also the employers should be open-minded. Strict hierarchies and ranking charts must be replaced by more flexible structures and opportunities for development, e.g. flexible employment, job rotation and promotion regardless of age.
- ✓ The current system of fixed retirement age does not meet the trend of increasing life expectancy and the aging population. Governments need to make the system and rules more flexible and give workers more choice.
- ✓ In the Czech Republic, there is a “tax – motivating” system for employers to hire disabled people, during the focus groups. It was mentioned that similar policy could be applied also for people 50+.

In general, it also came from the focus group, that the training system and company policy and working environment is essential, it is not strictly connected only to people 50+.

Interview analysis:

The interview was conducted with Mrs. Jitka Štenclová. Mrs. Jitka Štenclová is PR trainer and marketing manager. She works at the Masaryk University in Brno (<https://www.muni.cz/>). Masaryk University provides also, among others, programmes for the University of the Third Age.

During the interview, the AGE FACTOR project was presented, as well as the leading questions indicated in the methodology for this research were discussed.

- 1) General opinion of expert about people of age 50+ attitudes and activities online, particularly on social networks online. What? Why? How has it / is it changing / developing? Future trends?
- 2) Social pressure upon people 50+. How much of their activity in using social networks is self-driven by awareness of its importance today and how much it is the pressure of current circumstances and lack of alternatives?
- 3) What are the very main (the minimal) digital skills necessary for people aged 50+ to be considered socially active online and would that make them more competitive in the labour market?
- 4) Are there any online social networks designed in particular for target audience of age 50+?
- 5) Given the fact that one of the main obstacles for higher youth employment is their lack of working experience, but youngsters are better in digital skills, and given the fact that older generation has this working experience, but is falling behind in digital skills, could these two (working experience and digital skills – which is what's basically required by labour market) be somehow “moved closer to one another”, could the working experience be *digitized*? This sounds maybe futuristic, but still more realistically faster than waiting until youngster gain experience.
- 6) From expert's point of view, knowledge and experience – what good examples are there showing the reaching out to people 50+ through social online media? E.g. specially designed sections of websites by public institutions, social (offline and online) movements and initiatives and other.
- 7) Other questions set by partners in relation to the project activity under their lead, which might contribute to further successful implementation of project's activities and planned outputs.

The leading questions were adapted to national needs and situation, as well as the flow of the interview. The main findings from the interview are as follows:

- ✓ Increasingly, there is growing number of people 50+ using social networks, mainly Facebook. The people 50+ do not use Facebook or other social networks actively, but mainly to see family members and close friends. They do not want to be part of any group or actively constantly contribute with new content. Activity is rather passive - they follow the content but do not create a new one. Attitudes are rather positive, although they do not use a variety of facebook functionalities and do not even seek to use them.
- ✓ In the Czech Republic the people 50+ do not really feel any social pressure to use social networks, the motivation is driven more by their own interest - they want to be in touch with family, friends. Negative pressure is not seen. Generally, they want to have an overview what is happening.

- ✓ The main digital skills needed for people 50+ is the ability to:
 - create their own profile,
 - focus on the possibilities to create the content and contribute,
 - respond to contributions,
 - insert photos
 - search for friends and other members
 - use messenger.

- ✓ It was also mentioned, that enhancing skills of people 50+ to use social networks would not make a significant difference in their competitiveness needed on the labor market – the objective of the people 50+ is not to become social network specialists (of course it is possible to find exceptions) but rather to have an overview while the younger generation is using these networks. Simply know what they are talking about if the company has the profile. It would be helpful to show to future employer, that the person 50+ has general overview and so show, that is able to learn new.

- ✓ There is a potential for cooperation between younger generations and people 50+, but it has to be approached very cautiously. The younger generation is "faster" and their principles and behaviour are not so strictly bound by the rules, as it is the case with older generations. The older generation needs more time, more explanation of why it is so. It is also necessary to support the feeling that they are still important. On the other hand, the people 50+ have experience, they are able to find solution without "googling", both part can learn from each other.

- ✓ Mutual co-operation is possible, but it should be done in a "nonviolent" form, on tasks that both parties can contribute (e.g. the older generations can communicate "best practices" from several years of experience and the younger generations can "google" additional information that would not be accessible for people 50+ or would not think about it. This way both sides can benefit).

- ✓ The use of social networks is certainly possible - the younger generation can contribute with "funny and attractive contributions", on the other hand, older generations can respond in discussions on technical questions - from their own experience.

- ✓ There is seen a potential for generations 50+ to become more interested in social networks not only because of contact with the immediate surroundings but just because of their further development and education - they will see current trends, they can take part on interest groups. E.g. At the University of the Third Age it is possible to create interest groups of specific subjects where this generation can meet and exchange knowledge from the study, the same for specific projects in the companies etc.

Study Case „Fosfa university“.

Seeing the results from the survey, as well as the findings from the focus groups and interview held, the training system and further self-development is crucial. Therefore, Study Case “Fosfa University” was chosen. An interesting inspiration is Fosfa company in Břeclav can be found. Fosfa is company working in the field of phosphate. This company develops staff through its own "Fosfa University" project, it is based on tailored made courses and mentoring for the employees 50+.

Since the foundation of Fosfa University there has been solved over 80 problems and waste and has been started and finished over 30 projects. The number of internal lecturers (co-workers, who participate on schooling) has grown. Fosfa University studies has already finished over 130 employees. The oldest student is 62 years old.

Older workers are supported and trained by younger mentors. The management of the company has announced an incentive scholarship program for successful students. In the second year they can get 1800 EUR, in the third 2800 EUR and in the fourth 3700 EUR. Overall, the company is ready to invest time, energy and money in developing and training their staff, focusing in particular on specific employee training needs of innovative approaches in the chemical production.

National conclusions

Seeing the results from the survey conducted, there were indicated the following main findings:

- ✓ In general, the national policy is not actively involved in promoting employment of 50+, e.g. tax policy, positively oriented could be one of the tools implemented.
- ✓ People 50+ in general consider digital skills important, nowadays it is seen as a “must”.
- ✓ On the other hand, the employers agreed that the digital skills are not needed for all positions, it depends on the work and responsibilities. However, with new national approach to digitally record directly on-line incomes of the entrepreneurs and employers the pressure on employees to improve their digital skills.
- ✓ People 50+ have their role in the company system, but the right distribution of tasks, integration among teams with younger generation is crucial – both win win situation.
- ✓ Training programmes are needed, but these cannot be general – adjusted to the 50+ specific needs and provided without stress and pressure.



- ✓ Intergenerational cooperation would be one of the best solutions – both sides can learn.
- ✓ Social media were not considered as important as general IT or internet skills, social media are mainly used by 50+ to see and passively check their families, friends, they are not used to actively contribute or use social media as a mean to learn and search information, learning options. There is a big potential to motivate them and stimulate their active contribution.
- ✓ Most of the stereotypes of 50+ workers are connected to their health conditions, it was suggested to focus on this topic, too.
- ✓ Motivation to learn and self-develop plays very important role.