

Summary of

Annual Report 2007



Senter for seniorpolitikk

1. Organisation and future

1.1 Formal Organisation

CSP is an organisation in which its Annual Meeting is the supreme body, and elects the Board of Directors. 26 organisations were affiliated with the Centre as of 31 December 2007. The major workplace organisations are affiliated with CSP. These organisations reflect the history of the Centre since 1969.

1.1.1 The Board of Directors

From May 2007 to May 2008, the CSP Board of Directors consisted of:

<i>Name</i>	<i>Title</i>	<i>Organisation</i>
Berge, Lars Chr.	Chairman	NHO
Reiersen, Marit Skaar	Vice Chairman	FAD
Solem, Per Erik	Board member	NOVA
Bjergene, Jon Olav	Board member	Unio
Sundnes, Trine Lise	Board member	LO
Haaland, Finn Berge	Board member	YS
Nilsen, Øystein	Deputy member (personal)	LO
Daatland, Svein Olav	Deputy member (personal)	NOVA
Stavem, Asbjørn L.	Deputy member no. 1	KS
Storrødvann, Tove	Deputy member no. 2	Akademikerne

The Board held seven meetings in 2007.

1.2 Administration

Under its basic grant, CSP has defined five positions, three of which are permanent.

2. Professional Activities

The following six areas of activity are defined in the letter of assignment for 2007 from the Ministry of Labour and Social Inclusion (AID):

2.1 Societal Communication

www.seniorpolitikk.no achieved the following increases in terms of numbers of hits and unique users in 2007:

Change in number of hits

2006	151 886
2007	192 175

Change in number of unique users

2006	23 240
2007	24 351

The website's weekly electronic newsletter had some 1,600 subscribers as of 31 December 2007, an increase of roughly 300 from the year before.

As of year-end, the hardcopy version of the newsletter "Seniorpolitikk.no" had roughly 10,330 subscribers, as opposed to about 9,700 the year before.

Book Project

In 2007 the editor of "seniorpolitikk.no" was involved in work on a book project, "Glitrende grå. Seniorliv, mangfold, muligheter" [Sparkling Grey. Senior Life, Diversity, Opportunity]. The book is intended for a broad audience and will be published by Bazar in May 2008.

Senior Policy Barometer

Working in cooperation with Synovate, Agenda and NOVA, CSP has developed a Norwegian Senior Policy Barometer, which provides us with annual measurements in areas of importance for seniors such as management awareness, attitudes and discrimination in the workplace, both among managers and in the working population. CSP has had five measurements to date, in 2003, 2004, 2005, 2006 and 2007, all of which have attracted major media attention.

Senior Initiative of the Year

The Senior Initiative of the Year was established in 1991 under the title of Senior Business of the Year. CSP believes it to have been the first award of its kind in the world. Businesses that receive this distinction serve as positive examples and provide ideas for others who want to develop a strong senior policy. Many of the businesses that have received the award have received inquiries from people who want to learn from the experiences that the award-winning businesses have had when it comes to working with older workers.

The businesses receiving this year's award were Lillesand Produkter as and Det Norske Veritas DNV Maritime.

Lillesand Produkter has worked actively to include elderly employees through its pioneering project. The target group comprised seniors who were either long-term unemployed or involved in occupational rehabilitation. As a result of the initiative, at least 100 seniors who had been outside the workforce are now working. The project stems from an initiative undertaken by what was then known as Aetat Aust-Agder and the National Insurance Service Workplace Centre in Aust-Agder.

DNV Maritime is a knowledge organisation in which seniors are, on equal terms with their younger colleagues, offered challenges, interesting job duties and opportunities for professional growth. Rather than relying solely on employment campaigns targeting recent graduates and young people, DNV Maritime has chosen to launch a recruiting campaign targeting seniors. DNV Maritime received over 200 applications from seniors, and the management there gained a greater awareness of seniors in the workplace as well.

Meetings with Political Parties

Both the Conservative Party and the Progress Party contacted CSP in 2007 and requested meetings to obtain supplemental information about senior policy and CSP's activities.

Exhibits

The Centre for Senior Policy exhibited with exhibition stands, brochures and promotional articles at the HSE Trade Show at the Oslo Spektrum on 9-10 May, and at the HR Trade Show at the Oslo Convention Centre on 6-7 June 2007.

The WinWin Campaign

The Memorandum of Understanding Concerning More Inclusive Working Conditions (known as the IA Agreement) was renegotiated in June 2006.

The Centre is playing an important role in the implementation of the IA Agreement by being responsible for a campaign to influence attitudes and provide information related to an increase in the retirement age. The project manager was hired as of 1 June 2007.

Technical Knowledge Platform

Researcher Per Erik Solem at NOVA was commissioned to create the document that is to serve as a technical knowledge platform for the information campaign. The document has now been published as NOVA Report 16/07: "Seniors in the Workplace. Knowledge about Ageing and Work."

Embedment Among the Parties

Three cooperative meetings that served as brainstorming sessions were held to ensure the embedment of the IA Agreement among the parties to the Agreement, and to give them an opportunity to have a say in the strategy for the information campaign. A consultation draft version was subsequently sent to the organisations, in which they were invited to offer their comments. Based on the feedback received, the final strategy document was formulated and approved by the Board in the fall of 2007.

Invitation to Tender

An Invitation to Tender and competitive tender process were carried out with regard to services involved in the information campaign. A framework agreement was entered into with Burson-Marsteller.

Annual Senior Study (Baseline Measurement)

In September, a study was conducted among seniors between the ages of 58 and 65 to serve as a baseline measurement for the campaign. The study will be part of the basis on which the campaign will be evaluated at the end of the campaign period.

Development of Slogan and Symbol

A slogan and image for the campaign were created in cooperation with Burson-Marsteller. The campaign is called WinWin to indicate that everyone (employees, employers and society) wins with a sound senior policy. The slogan is part of the campaign logo.

Campaign Premiere

A campaign premiere event was held on 25 October 2007 to mark the official start of the WinWin Campaign.

Campaign Strategy and Planning Work in 2008

A campaign strategy outlining the activities for the spring of 2008 has been prepared in cooperation with Burson-Marsteller.

New Language in Cooperation with P. E. Hegge

Language is power. One of the goals of the campaign is to develop a new and more opportunity-oriented language for senior policy. Work has begun to prepare a brochure to inspire new language and new ways of talking about seniors. The brochure is being written in cooperation with Per Egil Hegge, and will be ready by the end of March.

Media – Editorial Discussion

The WinWin Campaign is working to put senior policy on the agenda, partly by promoting editorial discussion. There was, in particular, a great deal of discussion in the fall and winter of 2007 regarding the campaign premiere of 25 October, along with the publication of the results from the Senior Policy Barometer and the Senior Initiative of the Year award. The media coverage appeared mainly in national newspapers such as *Aftenposten*, *Dagens Næringsliv*, *Dagbladet* and *VG*, but there was also coverage in regional papers such as *Stavanger Aftenblad* and *Adresseavisen*, and in trade publications.

Development of Campaign Website

The campaign website is the most important communication channel for the WinWin Campaign. The purpose of the website is to serve as a resource and motivation centre for employers, employees and workplace representatives. The design of the website has been completed, and the preparation of its technical content has begun. Work on the campaign website will continue in 2008.

2.2 Strengthen Senior Policy Efforts

Regional Conferences

In 2007, CSP arranged regional conferences in the three counties left over from 2006, with assistance from researcher Inga Hilsen, the Norwegian Work Research Institute (AFI) and CSP staff.

Seniors and Change

CSP began work in 2006 on a brochure about seniors and change. The brochure was completed early in the summer of 2007, and is based on the report from the Change and Seniors study that was carried out and completed in 2006. A run of 10,000 copies has been printed, some 7,500 of which have been distributed.

Hearings

We offered our views at two hearings in 2007.

International Cooperation

Centre staff members took part in the EU's Competence 50+ Conference in Gothenburg.

A delegation from Taiwan visited CSP to hear about senior policy in general and the Centre's work in particular.

Equality and Anti-Discrimination Ombud (LDO)

CSP holds regular meeting with the Ombud to share information. The CSP Administrator participates in the meetings of the Equality and Anti-Discrimination Tribunal.

The National Council for Senior Citizens

CSP is engaged in ongoing cooperation with the Council.

Norwegian Pension

Norwegian Pension [Norsk Pensjon] was founded in 2006 for the purpose of establishing a portal for pension information. The purpose of the portal is to provide individuals with a total overview of all their pension rights. The organisation was founded by seven life insurance companies that are members of the Norwegian Financial Services Association (FNH), and is open to all pension-plan providers. CSP is represented on the organisation's board. The portal is scheduled to open in February 2008.

Retirement Age

The Centre's Administrator is a member of a committee appointed by the Ministry of Labour and Social Inclusion to consider the upper retirement age of 70.

NHOs IA Forum

CSP is also represented by its Administrator in NHO's IA Forum, in which various Agreement-related experiences within the organisation are shared.

2.3 The Norwegian Labour and Welfare Service

CSP is a member of an internal experience committee charged with collecting knowledge and experiences within the Service pertaining to changes in the Service's service offering. CSP is also represented in a user group as part of the evaluation process being conducted by the Research Council of Norway.

Measures to Strengthen Central and Regional Competence Environments to Promote Increased Efforts in Terms of Senior Policy in Enterprises

CSP arranged a Senior Policy Conference with 170 participants on 5 and 6 December. The purpose of the conference was to strengthen central and regional competence environments in

order to promote increased efforts in terms of senior policy in enterprises. The theme of the conference was Management with a Seniors Perspective. The participants consisted mainly of consultants from the NAV Workplace Centres, representatives from central and local employer and employee organisations, representatives from the Norwegian Work Research Institute, the Norwegian Institute for Growth, Welfare and Ageing, and representatives from central agencies such as the NAV Directorate, the NAV National Operation and Development Unit, the Ministry of Labour and Social Inclusion, the Ministry of Renewal and Administration, the Equality and Anti-Discrimination Ombud and the Norwegian Labour Inspection Authority. Events were arranged during the conference to maintain existing and establish new regional and local cooperative relationships.

An initiative was undertaken in June to meet with representatives from the Directorate of the Norwegian Labour Inspection Authority to consider the possibility of cooperation between the Labour Inspection Authority and CSP. CSP also held a meeting with the management in Trondheim in the late spring.

2.4 Strengthen Activities Targeting the Parties in the Workplace

In the winter of 2007, the CSP Board of Directors undertook an initiative to formulate a three-year strategy plan for senior policy in the workplace. The background for the initiative was that the national action plan expired in 2005, and the need to concretise goals and initiative areas pursuant to Government White Paper No. 6 (2006-2007) regarding Senior Policy. The strategy includes proposals under which CSP and the owners share joint primary responsibility for following up. The strategy also includes evaluations of future policy design, an area in which it is natural for the agencies, individual parties and other actors to contribute to the follow-up process.

The plan was presented to Labour and Social Inclusion Minister Bjarne Håkon Hanssen on 25 October 2007, and is intended to serve as input for the cabinet ministers and as a work tool for CSP.

The plan and related discussion are available at www.seniorpolitikk.no

2.5 Research, Seniors and Management

Research Funded by CSP

When AGENDA mapped senior policy in management education at the request of CSP in 2006, it was found that obtaining more knowledge about management and seniors posed a challenge to CSP. CSP invited various research environments to a meeting to consider a potential cooperative arrangement with a view to obtaining knowledge about the importance of management in relation to seniors. The meeting resulted in CSP initiating a cooperative relationship with researcher Per Erik Solem and NOVA, and preparing a project description in Managers' Attitudes Toward Older Workers.

A version of the report will be available to be circulated for comment in March/April 2008.

In addition to the Managers' Attitude Toward Older Workers project, CSP has also been engaged in dialogue with the University of Stavanger. Graduate students Trude Furunes and Reidar J. Mykletun have designed a project called Age and Work – Time for Leadership? The project will focus on the relationship between managers and individual senior employees, and

is scheduled for completion in 2009. The researchers will deliver material while the project is underway, in part as topic of discussion on the CSP website.

CSP also approached researcher Anne Inga Hilsen of the Norwegian Work Research Institute to develop a module-based training offering in management with a senior perspective.

Various Projects in which CSP is Involved

CSP is represented on the steering group for the "What Can We Learn from Positive Examples in the Seniors Field?" project. The initiative for the project comes from the Norwegian Ideas Bank, and the Work Research Institute is carrying it out with financial support from FARVE. The project is intended to generate knowledge about what constitutes good practice in the area of senior policy. The project will be completed in the spring of 2008.

2.6 ICT and Seniors

CSP has been represented on the programme committee for the eCitizenship 2008 Conference. The theme of the conference is eMaturity – participation and discretion in the digital society. VOX is responsible for organising the conference on 11 March 2008.

Seniornett

CSP sits on the board of Seniornett, an organisation whose bylaws state that its purpose is to promote seniors' participation in the information and communication technology community. CSP is also represented on the organisation's council.

The ICT and Seniors – an Investment for the Future Project

CSP was invited along with Seniornett and Datakortet to a meeting at the Ministry of Renewal and Administration (FAD) in September 2007, where we were asked about the possibility of cooperating on an ICT project related to seniors in the workplace. CSP was asked to assume primary responsibility, design a project and submit an application for funding within a limit of NOK 500,000.

The project plan and application were submitted to the Ministry, which then gave CSP the go-ahead for the project. The focus in the project is on employees in the nursing and social services sector, and on employees at a pharmaceutical company, both located in Kragerø Municipality. The project is being carried out locally in cooperation with the municipal Adult Education Centre. The project is unique in terms of creating senior clubs in which participants will be able to have a place for learning in their spare time, in addition to the time spent at their workplace and at the Adult Education Centre. The project will run for one year, and will start up in January and end in December 2008.

Oslo, 15 January 2008