

Summary of

Annual Report 2008



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. 28 organisations were affiliated with the Centre as of 31 December 2008. 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 2008 to May 2009 the CSP Board of Directors consisted of:

<i>Organisation</i>	<i>Name</i>	<i>Personal Deputy</i>	<i>Title</i>
NHO	Berge, Lars Chr.	Teig, Liv Ragnhild, NHO	Chairman
FAD	Røine, Siri	Stavem, Asbjørn L. KS	Board member
AFI	Salomon, Robert	No personal deputy	Board member
Unio	Bjergene, Jon Olav	Stykket, Marit Nito	Board member
LO	Sundnes, Trine Lise	Nilsen, Øystein LO	Board member
YS	Kvalheim, Tore Eugen	Hjortbakk, Ann Kristin Spekter	Board member

The Board held five meetings in 2008.

1.2 Administration

CSP had 5.5 employees in 2008.

2. Professional Activities

The following six areas of activity are defined in the letter of assignment for 2008 from the Ministry of Labour and Social Inclusion (AID):

2.1 Social Communication

As of year-end 2008, there were roughly 2,000 subscribers to the website's **weekly electronic newsletter**. This represents an increase of about 400 from the year before. The newsletter is also sent out to all mayors and town officials in Norway, to most of the editorial staffs of trade journals, daily and weekly hardcopy and online publications, and to radio and TV. Seniorpolitikk.no is quoted regularly in publications both large and small.

The **hardcopy seniorpolitikk.no** newsletter had some 10,300 subscribers at year-end, the same as a year ago.

www.seniorpolitikk.no saw a solid increase of 6,000 unique users in 2008, although the people who visit our website tended, on average, to read fewer of the pages than in 2007. The number of hits logged on the pages decreased by 14,000 in 2008.

	<i>Change in number of unique users</i>	<i>Change in number of hits</i>
2006	23 240	151 886
2007	24 351	192 175
2008	30 336	178 000

Book Project

CSP journalist Per Halvorsen completed the “Glitrende grå. Seniorliv, mangfold, muligheter” [Sparkling Grey. Senior Life, Diversity, Opportunity] book project in the winter of 2008. The book was launched in May 2008 and conveys a resource-based perspective on ageing and old age by discussing current research and providing portrait interviews, etc in a popular journalistic style.

Senior Policy Barometer

In 2008, working in cooperation with Synovate Norge, CSP also conducted surveys of senior policy perceptions and attitudes among managers and people in the workforce. Interest in the Norwegian Senior Policy Barometer remains high, and the results are quoted in the national media, trade press and regional/local media. The results from the survey for the year appear to confirm a positive trend. There is, for instance, a widespread perception among the working portion of the population (78%) that special age limits should be replaced with individual health and work capacity testing, while 50% say that they are opposed to upper age limits in the workplace. Three out of four managers (73%) say that many 70-year-olds are able to perform as well on the job as people who are 10-15 years younger. The Norwegian Senior Policy Barometer is followed up and analysed in separate R&D projects, etc. CSP has conducted six of the surveys, from 2003 through 2008.

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.

The distinction of Senior Initiative of the Year for 2008 was awarded to Aker Stord AS. The award was given in recognition of Aker Stord AS's emphasis on competence development and maintenance in their senior policy. The goal is to limit undesired "turn over" by ensuring that Aker Stord AS is the preferred employer among its own employees, and to ensure that there is a special focus on making good use of senior competence within the company.

The WinWin campaign

The campaign is divided up into several phases. The first is intended to put senior policy on the agenda, then to motivate the actors to tackle their challenges with enthusiasm. In the final phase, solutions are presented in terms of what can induce seniors to stay longer in their jobs.

Technical Knowledge Platform

NOVA researcher Per Erik Solem formulated a 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."

What has been Done to Date?

As discussed in the 2007 Annual Report, the campaign was launched on 25 October 2007. The campaign was followed up with another event in May 2008, in which a new campaign website was launched via which employers, workplace representatives and employees can access senior policy tools.

The Campaign Website www.Winwin.org is being marketed actively to the target groups, and presented to all IA¹ advisors via visits to the NAV Workplace Centres in each county. The campaign site has grown by 85 unique users per day since its launch.

Campaign Materials. A promotional T-shirt, two brochures and a series of advertisements have also been created for use by the parties to the IA Agreement in the workplace and at enterprises. These materials are being used by their websites, in trade publications, etc. 20,000 brochures have been distributed to relevant actors.

New Language is a senior policy "dictionary" prepared by CSP in cooperation with Per Egil Hegge. The aim is to establish a positive senior policy language. 20,000 of the dictionaries have been distributed so far.

Campaign Ambassadors. The campaign has roughly 30 ambassadors to serve as the face of the campaign. This corps of ambassadors includes both celebrities and "regular" people. The ambassadors are used at events and on the campaign website.

Alliance-Building. A round of separate meetings has been conducted with the parties to the IA Agreement in order to embed the campaign and discuss how those parties can best support the

¹ IA = Memorandum of Understanding Concerning More Inclusive Working Conditions Agreement

effort. CSP has met with senior executives at NHO, HSH, Spekter, KS, LO, YS, Akademikerne and Unio. CSP has also met with representatives from FAD and AID.

Rounds of Local Visits. Meetings regarding the campaign were held with twelve Workplace Centres. CSP has mainly met with the parties locally to present the campaign website and encourage greater cooperation at the local level.

Baseline Measurement. At the behest of CSP, Synovate conducted a “baseline measurement” among the population at the start of the campaign in 2007 so that it would be possible to measure the changes produced by the campaign in terms of attitudes toward and perceptions of senior policy.

Press Seminars. Two press conferences/press seminars were conducted for the national press. The primary goal was to brief and provide the journalists with background information about senior policy challenges.

Trade and Information Seminars. Two seminars were conducted for the trade publication and public relations staffs of the parties to the IA Agreement in order to provide information and generate discussion about the campaign.

Discussion in the Media. Since the campaign was launched, roughly 1,000 unique media stories about the campaign/senior policy have appeared in the national media/TV, radio, newspapers, and on the web. There have been stories about enterprises that have pursued successful senior policies, results from CSP with regard WinWin, press coverage of the campaign events, stories about research and private studies, and editorials and feature articles.

What we have Achieved

The campaign was carried out in accordance with the plan that was drawn up in the fall of 2007. CSP has received positive feedback regarding the campaign website and materials, and has found that interest in senior policy is growing.

Secondary goal no. 3 of the IA Agreement is to increase the anticipated retirement age for people over the age of 40 by 6 months from 2001 to 2009, i.e. from 63.5 in 2001 to 64.0 in 2009. The figures for 2007 show an anticipated retirement age of 63.9, which could indicate that secondary goal no. 3 of the IA Agreement could be achieved before the expiry of the Agreement in 2009.

Challenges for the Campaign in 2009

Recent changes in society include an economic downturn, and NAV has amended its unemployment forecasts, with anticipated joblessness rising to 2.9% in 2010. CSP has observed that more companies are addressing their need to downsize through greater use of gratuity pensions tied to early retirement. The media situation is changing – from a battle for minds to a battle to keep jobs.

CSP finds that we need to focus more on embedding ownership of the IA Agreement among the parties to the Agreement. There is still much work to be done in terms of drawing attention to secondary goal no. 3 of the Agreement. This will create additional challenges for the campaign in 2009.

2.2 Strengthen Senior Policy Efforts

As a measure to strengthen the guidance apparatus in senior policy, and as part of a mobilisation of the parties involved in the workplace, cf. Items 4.3 and 5 in the Strategy Plan for Senior Policy in the Workplace 2007-2001, CSP has made technical contributions to the “Voksne i arbeid – fra avvikling til utvikling” [Adults at Work – from Termination to Growth] course, which was developed by Industriskolen, Norsk Industri, NHO and CSP in cooperation with NAV Workplace Centres.

Contact and Technical Guidance

CSP fielded a significant number of enquiries regarding senior policy in the workplace during the year. The Centre offers guidance to enterprises, organisations and private individuals, and is engaged in extensive professional activities in terms of presentations and input at courses, conferences and seminars.

Brochures

“Er seniorer god butikk?” [Are Seniors Good Business?] has expired.

“Fakta om seniorer” [Facts About Seniors] came out in March 2008 with a revised 5th run of 3,000 copies, plus a 6th run of 2,000 copies in November 2008.

“Omstilling og seniorer” [Change and Seniors] printed a 3rd run of 2,000 copies in February 2008.

Hearings

CSP offered its views to the Ministry of Labour and Social Inclusion at four hearings in 2008.

Equality and Anti-Discrimination Ombud (LDO)

CSP holds regular meetings with the Ombud to share information. The CSP Administrator has participated in the meetings of the Equality and Anti-Discrimination Tribunal as a permanent representative from 2006 through February 2008.

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 all individuals with a total overview of all their pension rights. A cooperative agreement has been entered into with NAV regarding the mutual sharing of information about pensions. The portal opened in April 2008 at www.norskpensjon.no. CSP is represented on the organisation's board.

NHO's 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.

International Cooperation

CSP took part in a January meeting in Gothenburg that was arranged by the European Age Management Network (EAMN), the Västra Götaland Region and the University of Gothenburg. The purpose of the meeting was to discuss ideas for joint projects in an

interregional cooperative scheme that could conceivably involve funding from the EU's Interreg programme. NAV-Vestfold is following up on this initiative.

CSP Received Visits from:

A representative from the Local Government Association of Queensland, Australia. The purpose of the meeting was to exchange thoughts/ideas and experiences concerning adult and continuing education of seniors.

A journalist from Radio France 1 interviewed the CSP Administrator about senior policy in Europe in general, and in Norway in particular.

CSP was visited by the Copenhagen Institute for Future Studies in the fall of 2008. Both sides shared information about their efforts.

2.3 The Norwegian Labour and Welfare Service

In 2008, CSP strengthened its cooperation with the Norwegian Labour and Welfare Service (NAV) in a number of areas. Meetings have been conducted with representatives from the directorate and subordinate units in connection with Internet training and the WinWin Campaign. CSP also participated in a meeting with the working group to develop a new senior strategy for the Service's outreach activities, and otherwise assisted units within the Service with presentations, talks and information about senior policy at both internal and external events throughout the year.

During the course of 2008, CSP visited twelve Workplace Centres to provide information about the WinWin Campaign and offer training in connection with the new website.

CSP prepared a competence programme for advisors at Norway's Workplace Centres in 2008. This programme will be implemented in the spring of 2009, and will offer in-depth technical instruction to selected advisors. The aim is to encourage and mobilise them to put forth greater effort in connection with what is provisionally the final year of operation with regard to secondary goal no. 3 in the IA Agreement.

CSP continues to participate in an internal experience committee charged with collecting knowledge and experiences within the Service regarding changes in the Service's service offering.

2.4 Strengthen Activities Targeting the Parties in the Workplace

CSP based its efforts in 2008 on the Strategy Plan for Senior Policy in the Workplace. The strategy includes evaluations of future policy design, an area in which it is natural for the government, individual parties and other actors to contribute to the follow-up process. The plan and related discussion are available at www.seniorpolitikk.no
See under "VinnVinn-kampanjen" [WinWin Campaign].

2.5 Research, Seniors and Management

In keeping with the Strategy Plan for Senior Policy in the Workplace 2007-2011, CSP has developed a new R&D programme for 2008-2011. The goals of the R&D initiative are:

- to improve basic knowledge about ageing and work, and about seniors' ties to the labour market and their working conditions
- to offer insight regarding the development and effects of senior policy measures, particularly with respect to policy goals as they relate to various sectors and groups
- to analyse changes in attitudes toward work and retirement, and what is causing those changes
- to maintain and continue to develop research competence in the field of senior policy
- to communicate research results regarding senior policy

In connection with the R&D programme, funding was applied for to undertake the initiative, and the Coordinating Committee for the IA Agreement has allocated MNOK 5 for R&D projects in 2009, with MNOK4 going to the Research Council of Norway and MNOK 1 going to CSP. CSP also earmarked MNOK 1 of its basic grant for R&D in 2008. An Invitation to Tender was issued, and on 11 December 2008 the Board of Directors awarded the following projects:

- Work Research Institute: Analyses of the effects of implementing senior policy measures
- Econ Pöyry AS: Case studies of trials involving reduced work hours for those 62+ in the government, which will be compared with municipalities that have adopted additional measures
- NOVA: Analysis of changes in attitudes and perceived work environments for seniors

These projects will be ready for launch on 15 January 2009, and the results will be documented over the course of 2009.

In accordance with the R&D programme, a research conference was held in 2008 to disseminate the results from various research projects, and a researcher conference was also organised with a view to promoting further research activities within the field, and to continue to develop the FOSA [Research on Seniors in the Workplace] network.

CSP continued to carry out the project that was begun in 2007 in cooperation with the University of Stavanger, i.e. Age and Work – Time for Leadership?.

Graduate students Trude Furunes and Reidar J. Mykletun are studying the relationship between managers and individual senior employees. Their project will be completed in the autumn of 2009. The researchers have provided five articles for the CSP website.

Two Projects Completed in 2008

1 *“Endringer i lederes holdninger til eldre arbeidskraft” [Changes in Managers' Attitudes toward Older Workers]*

CSP entered into a cooperative arrangement with NOVA researcher Per Erik Solem in the fall of 2007, and prepared a project description for “Managers' Attitudes toward Older Workers”. A version of the report was released to be circulated for comment in the spring of 2008.

2 “Management with a Senior Perspective”

CSP and researcher Anne Inga Hilsen from the Norwegian Work Research Institute have cooperatively developed a course module pertaining to senior policy for managers.

CSP also entered into an agreement with Econ Pöyry AS regarding estimates of the financial consequences to seniors related to alternative retirement age choices under the “new Norwegian national insurance” scheme.

Other Projects in which CSP is Involved

CSP was represented in the reference group for the “What can we Learn from Positive Examples in the Seniors Field?” project. The initiative for the project came from the Norwegian Ideas Bank, and the Work Research Institute carried it out with financial support from FARVE (Research Funding, Work and Welfare). The project was completed in the spring of 2008. The study confirms that there is no *single* recipe for success when it comes to good senior policy. “Important success criteria for good senior policy include the development of local solutions and cooperation in developing solutions, valuing senior workers, coherent and appropriate policy measures, active leadership and solid embedment at the management level, as well as systematic initiatives in which the results are followed up.”

CSP is also represented in the reference group for the Senior Policy in Female-Dominated Occupations project. This project began in 2007 and is scheduled for completion in 2009. The project is being carried out at two hotels in Bergen, and at the Innlandet Hospital.

2.6 ICT and Seniors

Archive, Library and Museum Development – the Norwegian Archive, Library and Museum Authority

CSP entered into a cooperative arrangement regarding archive, library and museum development through the ICT Project in Kragerø Municipality. This led to CSP being drawn into a work group to assist the Norwegian Archive, Library and Museum Authority in developing an ICT project under its auspices.

Seniornett

CSP is still represented on the board of directors, organisation council and election committee.

The ICT and Seniors – an Investment in the Future project

Together with Seniornett and Datakortet, CSP was allocated NOK 500,000 by the Ministry of Renewal and Administration for a project focusing on seniors and ICT in the workplace. CSP was given responsibility to coordinate the project. The ICT and Seniors – an Investment in the Future project focuses on seniors in the workplace, and on individual growth and learning in the workplace. The project was sited in Kragerø Municipality, and CSP entered into cooperation with the local Adult Education Centre, which is financed by the municipality. The municipality's social care services were invited to participate in the project. Weifa Farmasøytiske, a private company, was invited to participate in the project as well. The official opening of Seniornett's Senior Surf Day took place in Kragerø in a cooperative effort involving

CSP, the Adult Education Centre and the local library. The project will be completed in the spring of 2009.

Oslo, 15 January 2009