

Summary of:

## 2010 Annual Report



Center for Senior Policy  
CSP

## 1. Organization

### 1.1 Formal Organization

CSP has its Annual Meeting as its supreme body, and the Annual Meeting elects the Center's Board of Directors.

CSP had 30 affiliated organizations per December 31<sup>st</sup> 2010. All of the major workplace and government organizations are affiliated with the Center. These organizations reflect the Center's history going back to 1969.

The 2010 Annual Meeting was held on May 7<sup>th</sup>.

#### 1.1.1 The Board of Directors

The CSP Board of Directors for the period May 2010 – May 2011:

Organization	Name	Personal deputy	Position
NHO	Teig, Liv Ragnhild	Bryde, Arild, Spekter	Chairwoman
LO	Stensrud, Ellen	Nilsen, Øystein, LO	Vice chairwoman
FAD	Røine, Siri	Stavem, Asbjørn L., KS	Board member
AFI	Salomon, Robert	Ausland, Liv Hanson, Vestfold University College	Board member
Unio	Bjergene, Jon Olav	Stykket, Marit, NITO	Board member
YS	Kvalheim, Tore Eugen	Bull-Rostrup, Helga, HSH	Board member

All the major Trade Unions and Employers' Associations are represented on the Board.

The Board met seven times in 2010.

### 1.2 Administration

#### 1.2.1 CSP Employees

The Center for Senior Policy is dedicated to work in an active, goal-oriented manner to promote equality and prevent discrimination in its organization. There is reasonable gender balance among both the Management and the Board of Directors. In 2010 there were six positions at the Center, held by four women and two men. The composition of the election committee and the recruitment of a new director have also been based on an equality perspective, as has the composition of the organization in terms of age.

#### 1.2.2 Recruitment of New Director

At the 18<sup>th</sup> of March Board meeting, the new Board decided to hire Kari Østerud as new Director. She is educated lawyer, and her latest position was Director in Storebrand; an Insurance Company. She started 1<sup>st</sup> of August 2010. She has had meetings with the owner-Ministry of Labour (AD) and other affiliated organizations like NAV, HR-Norge, FAD, NHO, LO, YS, Unio, KS and Spekter.

## 2. Specialized Activities

The 2010 letter of assignment from the Ministry of Labour (AD) states as follows:

"The funding shall cover administrative costs of the Center, the financing of course- and information activities, and of R&D activities. CSP has the purpose of contributing to the realization of subsidiary goal No. 3 in the Inclusive Working Life Agreement (IA Agreement)."

"The budget text and Strategy Plan shall serve as the basis for CSP's activities in 2010. As a starting point, the Ministry has tasked CSP with continuing and developing its outreach activities in terms of information, attitude-shaping and influence, including cooperation with government agencies, social partners, enterprises and companies, HR institutions, knowledge institutions and individuals. With regard to the challenges in terms of increasing senior participation in the workinglife and a life phase-based HR policy, we would note the following":

- social communication
- cooperation with the social partners
- assisting the Norwegian Labor and Welfare Administration
- working to promote a life phase-based HR policy
- R&D activities concerning ageing and work

## 2.1 Social Communication

**Seniorpolitikk.no** shows a clear increase of visits each time the CSP electronic news-letter is sent out. We are continually working to find out which days are the best for sending out the news-letters and the titles of the letters.

The analytical tool Google Analytics shows the following results:

2nd half of 2009.	19.916 total visits	66.165 page displays
2010	54.334 total visits	138.399 page displays

New on seniorpolitikk.no is the **Director blog**, and possibilities to share articles in social media like Facebook, Twitter and LinkedIn. The earlier campaign website [www.vinnvinn.org](http://www.vinnvinn.org) is translated from Norwegian to English and can to-day be used as a guide in SeniorPolicy in both languages.

**CSP's electronic newsletter** had 3.000 subscribers at the end of year 2009. Thanks to systematic work with CSP's address-lists, the number of subscribers has now increased to 5.300. The newsletter is also sent to all town chief administrative officers and mayors in Norway, and to most of the editorial boards of special journals, daily and weekly paper publications and online publications and radio and TV in Norway. *seniorpolitikk.no* is quoted regularly.

**Our paper magazine, *seniorpolitikk.no***, is sent out six times in 2010. An average of 11.400 copies are distributed per issue in 2010, representing a decrease of 300 copies. The pdf- version is also available on our website:  
[http:// www.seniorpolitikk.no/informasjon/tidsskrift](http://www.seniorpolitikk.no/informasjon/tidsskrift)

## Norwegian Senior Policy Barometer

CSP presented Norwegian Senior Policy Barometer 2010 at a press-conference 12<sup>th</sup> of October. The main results were that eight out of ten of all employees were always happy to go to work and that half of the Norwegian population could conceive of continuing to work after they are entitled to retirement. Over the last four years the interviewers of age 60+ that still want to work after they are entitled to retirement, have increased from 56 to 75 %. Job satisfaction of older employees seems to affect their planned retirement age. Interest in the Norwegian Senior Policy Barometer remains strong, and the results are quoted in national - and regional/local media.

## Senior Initiative of the Year

The Senior Initiative of the Year award for 2010 was given to the bus company Unibuss AS. Unibuss has had senior policy on their agenda since 2004/2005 and during the last years the real retirement -age has increased from 54 years to 62 years. It was attached importance to the results the winner had achieved as part of a good IA- work, (Inclusive Working Life Agreement). The prize is a reward given to a company that in a model-way has approached the work with the local IA-agreement, and also tries to attract seniors when recruiting. The prize was awarded by State Secretary of the Ministry of Labour Gina Lund on the 19<sup>th</sup> of October.

## Senior Policy Booklets 2010

"Facts about Seniors". Revised in 2009/2010. New printing in January 2010. 3000 copies

"New Language, New Tone"	New copies 8.800
"Why is Senior Policy Important?"	New copies 12.100
"Before you Decide"	New copies 9.500

## 2.2 Cooperation with the Employee`s and Employer`s Organizations

### 2.2.1 Adult and Continuing Education for Seniors

"Strategy Plan for Senior Policy in the Workplace 2007-2011" issued by the Board of Directors of the Center for Senior Policy in 2007 emphasizes the importance of adults and continuing education as a part of future senior policy.

As a consequence the CSP has sent a document, after the final approval of the Board of Directors, to the Ministry of Labour and Inclusion 18<sup>th</sup> of August 2009.

In connection with the negotiations of the new IA-agreement during winter 2010, this document was sent to the Minister in the Ministry of Education and Research, to the Minister in the Ministry of Government Administration, Reform and Church Affairs and to the Prime Minister. In this document there are different proposals for national measures to strengthen the possibilities for adult and continuing education for seniors.

**2.2.2 Competence Offering for Trade Union representatives (Shop Stewards).** CSP has earlier invited the employee`s organizations to take part in a pilot project in order to establish a competence program for workplace representatives. The goal of the project is to develop a program the employee`s organizations can integrate in their ordinary competence building of trade union representatives (shop stewards), to strengthen trade union representatives (shop stewards) effort in developing a senior-policy locally. There are established a cooperation with three employee`s organizations in 2010; Utdanningsforbundet (UNIO), Delta (YS) and Fagforbundet (LO). Experiences from these three pilot-projects can be used by other employee`s organizations.

CSP has also started a cooperation with the Employer`s Organization Spekter, in order to develop a collective competence program for managers and employees in chosen companies within their sector. The program will be carried through in 2011.

### 2.3 The Norwegian Labour and Welfare Administration (NAV)

CSP has had meetings with the Ministry of Labour. A Co-operation Agreement has been reached between NAV and CSP for the period of 2010-2013. The agreement shall contribute to secure IA-enterprises and the social partners in receiving good services within subsidiary goal no 3. The agreement does also secure activities like competence building for advisers in the NAV Workplace Centers and, network building connected to Senior Policy within NAV.

## **2.4 Working for a Life Phase-based HR Policy**

During the year, CSP received a significant number of inquiries regarding Senior Policy in the working life. The Center provides guidance to enterprises, organizations and individuals, and takes part at meeting sites with enterprises that want to discuss a start, methods and how to organize SeniorPolicy. The Center receives inquiries about making lectures/presentations at both national and international conferences.

Also inquiries from many individuals are received concerning various Senior Policy topics. We have given lectures and presentations at many conferences, seminars and meetings during the year.

### **2.4.1 Cooperation with Other Organizations**

CSP was involved in the following formal cooperative relationships in 2010:

*The Equality and Anti-Discrimination Ombud (LDO).*

CSP has had meetings with the new Equality and Anti-Discrimination Ombud

*Norwegian National Council for Senior Citizens.*

CSP has participated in a meeting and given a presentation

*Norwegian Pension*

CSP is represented in the organization's board of directors as a deputy member.

*NAV's user panel*

CSP is represented by one of its employees.

### **2.4.2 Hearings**

CSP offered its views in one hearing connected to proposals for changes in the Working Environment Act, connected to following-up of sick-leave.

### **2.4.3 International Cooperation**

#### **International Research Conference 10<sup>th</sup> and 11<sup>th</sup> June 2010**

CSP organized an international research conference "Older Workers in a Sustainable Society- Great Needs and Great Potentials" in cooperation with Research Council of Norway and support from the Ministry of Labour. The conference hosted 86 participants from 17 different countries, and 40 different research- analyses were presented.

The Norwegian Media were interested, and had news about the conference in the radio and in 40 newspapers. A great deal of work was done in connection with the conference for CSP spring 2010.

#### **Documentation of the Research Conference – Book Publication**

Several central themes were covered; Health aspects, work-abilities, attitudes towards seniors, evaluation of different measures that have been tried out, competence measures and management competence-building. The conference managed to show diversity and equality from different parts of the world in problem-focusing. The good feedback given from the participants about the quality and the importance of the conference, resulted in a book prospect; where a majority of the presentations later will be published. An editorial group was organized in order to ready make the presentations per 1<sup>st</sup> of December 2010. The book

will be published by publishing house Peter Lang in Germany in 2011. Plans are to launch the book in London Spring 2011 and in Milan November 2011. The book may be launched in other European countries. In Norway the book will be launched on the same day as the Annual Meeting of CSP i.e. 5<sup>th</sup> of May 2011.

### **Cooperation Projects**

CSP is associated participant, not partner, in an EU-project "Best Agers." The Baltic countries, Poland, Germany, Sweden, Denmark, UK and Russia are partners. The project covers four fields: 1) Labour Market and Employment 2) Coaches and Experts for Business 3) Tutors for Start-Ups, Students and Pupils 4) Motivation, Skills and Entrepreneurship. All fields are related to the use of older people's resources. CSP participates specially in the first field. CSP gave a speech on how to develop Senior Policy in a Best Age seminar in Gdansk, Poland 23<sup>rd</sup> and November 2010.

CSP was invited to present Norwegian SeniorPolicy, Experiences and Practice in the Italian town Trento 3<sup>rd</sup> of December. A major project connected to older employees is carried out in cooperation with researchers from The Catholic University of Milan.

### **2.5 R&D Regarding Ageing and Working Life**

In accordance with its "Strategy Plan for Senior Policy in the Workplace 2007-2011" and its R&D program for 2008-2011, CSP financed two Research and development projects in 2010. A smaller project is finished in January 2011 (Surveys with Sector Status) and a bigger scenario project (SeniorPolitical Future Scenarios) is planned to be ready within the year 2011. The projects include the following:

#### **Surveys with Sector Status**

"The Old- Age- Wave: How can SeniorPolicy contribute?" This is a project intended to map the challenges in the working-force within the Nursing and Social Services Sector. The intention of this project is to discover and update a knowledge-basis that can be used in developing new strategies and measures adapted to enterprises in this sector.

#### **Senior-Political Future Scenarios**

Autumn 2010 a process with public announcements to the Scenarioproject was carried through with a start in January 2011. Fafo won the project. The goal of this project is to develop different future scenarios which describes the place of the seniors in the working-life, for example towards 2025 or 2030. The result of the project is intended to give a better basis for developing future Seniorpolitical goals, strategies and measures.

In addition to these two R&D projects there are carried through a smaller development project with the Police Employees Organization and Econ Pøyrø, called "Benefits of Increasing the Retirement Age in the Police." Two R&D-reports are ready from projects that were finished in 2009.

1. "Senior Policy - do the Measures Function?" (Norwegian Work Research Institute)
2. "Time for Management. A Summary of Age Appropriate Management 2005-2010" (University of Stavanger.)

CSP's international research conference in Oslo was carried through on June 10-11, 2010. (See earlier comment to International Cooperation).

Oslo, January 2011