

transfer,

know how,

valorisation,

performance,

flexibility,

anticipation,

change,

transition,

mobility,

experience,

generation



2010

*An integrated European project supported
by Article 6 of the European Social
Fund and coordinated by CEFORALP.*

Your contact in the United Kingdom: TreeLine UK Ltd.
Mr. Mike MARCHANT: mike.marchant@virgin.net



2010



Article 6 ESF
European Union

TreeLine UK Ltd.
c/o Welsh Forest industries Group
Myrick House – Hendomen – Montgomery - GB Powys SY15 6EZ
Tel. 00 44 16 86 66 86 70
e-mail: mike.marchant@virgin.net

© intervalconcept - Tél. : 04 75 67 09 10



**In the world...
more than 25% of the
population is aged over 60.**

Individuals are losing
opportunities in their lives
and social potential is being lost.

**In Europe...
older workers have five times
less opportunity to train than
people aged 25-29 years..**

Growth is at risk and we face the
prospect of losing huge numbers of
jobs as companies relocate overseas.

**In the United Kingdom...
more than a quarter
of the population
will be over 60 by 2010.**

Know-how is being
lost and skilled labour
is becoming scarce.

*Each time an older worker
leaves the company,
“it’s like a library burning down.”*

Amadou Hampaté Bâ

***Companies no longer have
any choice: age management
must be in their thoughts
and their actions...***

sam senior age management

is a pan-European methodology based on
a 4-step process:

- the development of a European benchmark with 120 SMEs,
- the mapping and profiling of older workers in several key sectors,
- the validation of a coaching process and the implementation of action plans,
- the evaluation, exploitation and transfer of expertise in age management.

*With the participation of large companies,
SMEs, European bodies and sector experts.*

sam senior age management

incorporates the promotion of active
ageing, the continuation of employment
and the development of fresh strategies for
age management across Europe.



***... so that all the stakeholders
can play a positive part in
meeting the current or future
challenge of demographic
change - with success.***

transfer,

know how,

valorisation,

performance,

flexibility,

anticipation,

change,

transition,

mobility,

experience,

generation