

“Proactive Ageing – Older People Help to Change the Future of the Baltic Sea Region”

Final Conference of the Best Agers project

21 November 2012, Kiel, Germany

Venue: Wirtschaftsakademie Schleswig-Holstein, Hans-Detlev-Prien-Str. 10, Kiel, Germany

Tuesday, 20 November 2012	
18.30 – 20.30	Premiere of the documentary film „Best Agers - Meeting Demographic Change” at the cinema “Kommunales Kino in der Pumpe”, Haßstr. 22, Kiel followed by a short discussion with the protagonists and film team
Wednesday, 21 November 2012	
09.00 – 09.30	Registration and Morning Coffee
09.30 – 09.50	<p>Greeting by VERNER KRISTIANSEN, Moderator</p> <p>Welcome speeches</p> <ul style="list-style-type: none"> • DR. DETLEF REEKER, Managing Director, Wirtschaftsakademie Schleswig-Holstein • WOLFGANG RÖTTGERS, City Councillor for Finances, Cultural and Civic Affairs • DR. KAARINA WILLIAMS, Head of German Subcommittee and Member of the Monitoring Committee of the Baltic Sea Region Programme, Ministry for Justice, Culture and European Affairs of Land Schleswig-Holstein
09.50 – 10.20	<p><i>Best Agers - Meeting Demographic Change</i></p> <p>Introduction to the project with scenes from the Documentary Film</p>
10.20 – 10.50	<p><i>Ageing and Work in times of Demographic Change</i></p> <p>Keynote by PROF. DR. JÜRGEN DELLER, Institute of Strategic HR Management Research and Development, Leuphana University of Lüneburg</p>
10.50 – 11.15	Coffee break
11.15 – 12.30	<p><i>How to create an environment that encourages economic activity of older people?</i></p> <p>Panel discussion with:</p> <ul style="list-style-type: none"> • Prof. ROBERTS ĶILIS, Minister of Education and Research, Republic of Latvia • ANNETTE PAULY, German Federal Ministry of Family, Senior Citizens, Women and Youth • JÖRAN RUBENSSON, Chairman of Swedish Pensioners’ Association (SPRF) • DR. SILVIA STILLER, Research Director, Hamburg Institute of International Economics, Germany • MICHAL BRUSKI, Vice Director Regional Labour Office in Gdansk, Pomeranian Region, Poland

12.30 – 14.00	Lunch & poster session Presentation of selected project results and partner projects	
14.00 – 15.00	Parallel workshop sessions I	Facilitated by:
	Session A1: Why employing older workers is beneficial	Gothenburg University and Gdansk University of Technology
	Session A2: How “best agers” are trained as mentors	Wirtschaftsakademie Schleswig-Holstein and Green Network
	Session A3: How “best agers” can become active citizens	Der Paritätische Schleswig-Holstein and Initiative Regionalgenossenschaft
15.15 – 16.15	Parallel workshop sessions II	Facilitated by:
	Session B1: How “best agers” can be encouraged to become entrepreneurs	Norrbottn County Council
	Session B2: How family business succession can be organised	University of East Anglia and Wirtschaftsakademie Schleswig-Holstein
	Session B3: How young and old can work together on innovative business projects	Kaunas Technical University Regional Science Park and Research Association Mecklenburg-Vorpommern
16.15 – 16.30	Coffee break	
16.30 – 16.45	Flashlights from the open session	
16.45 – 17.00	<i>Well done – but what’s next?</i> Closing remarks by JÖRG STOLZENBURG, Mentors for Businesses in Schleswig-Holstein e.V.	
19.00	Evening reception (venue tba)	

The conference language is English. Simultaneous translation to and from German will be provided in the plenary sessions.