

Final Conference - Invitation

“Proactive Ageing — Older People Help To Change the Future of The Baltic Sea Region”

21 November 2012, Kiel (Germany)



Over three years the partners of the Baltic Sea Region project “Best Agers” have worked on approaches how to deal with ageing in a proactive manner. This means

- AT THE SOCIETY AND COMPANY LEVEL: anticipating demographic changes such as workforce ageing and adapting to them before they take full effect
- AT THE INDIVIDUAL LEVEL: taking the initiative and making a contribution to the regional economy and society as coaches, mentors, experts or entrepreneurs.

The projects’ aim is to sensitize public and private employers, policy makers, the general public and not least the so-called best agers themselves to the manifold potentials that the age group 55+ possesses.

The **Best Agers Final Conference** in Kiel will showcase the achievements of the project and will provide fresh perspectives on key issues of demographic change in the Baltic Sea Region. The Best Agers Final Conference presents a great opportunity for politicians, decision makers, experts and stakeholders dealing with active ageing, demographic change and entrepreneurship in the context of social and economic development to network, exchange knowledge and discuss challenges and opportunities in the Baltic Sea Region. We are looking forward to seeing you in Kiel in November!

Please register at www.best-agers-project.eu. If you have any questions, please contact us at bestagers@rem-consult.eu!

REGISTER AT WWW.BEST-AGERS-PROJECT.EU !