

- Good Old Europe
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- Stuttgart, 22nd February 2010

- research NGO started in 2004
- focus on labour market research and application
- focus on active labour market policies, legislation, statistics

- starts to be problem
- high volume baby boomers retire (100 000 a year)
- low volume after-revolution generation starts to work (plus education takes longer) (50 000 a year)

- retirement age slowly moving up to 65
- was 60 (men), 57 - # kids
- retirement benefits and salary in the same time
- this changes definition of elderly worker

- two basic problems:
 - computers and ICT
 - language (Russian no longer popular)
- plus “standard”

- understanding elderly as a customer group