

## First announcement

# “Older Citizens in Modern Society: Economics, Education, Creativity”

## Mid-Term Conference of the project **Best Agers**

**Best Agers** aims to develop strategies to use the knowledge and experience of older professionals to foster business and skills development in the Baltic Sea Region.

The project shows how an increased inclusion of older people in the economy can help to strengthen the region's competitiveness. The key is to unlock the potentials of the age group 55+ and to utilize their unique and valuable know-how and skills.

The **Best Agers** Mid-Term Conference will bring together project partners as well as politicians, stakeholders and experts dealing with active ageing, demographic change and entrepreneurship in the context of social and economic development. The conference will especially focus on the situation of older citizens in Russia. It presents a great chance to network, exchange knowledge and discuss challenges and opportunities for the Baltic Sea Region.

More information about the conference is available at the project website <http://www.best-agers-project.eu>.

*If you are interested in attending the conference, please contact us at [bestagers@rem-consult.eu](mailto:bestagers@rem-consult.eu), and we will send you practical information (accommodation, visa procedure, etc.)! We looking forward to seeing you in Saint Petersburg!*



**Saint Petersburg, Russia, 9 June 2011**

## Draft Programme

### Thursday, 9 June 2011

- 08.30 – 09.00 Registration. Morning Coffee
- 09.00 – 10.00 **Plenary Session 1: Welcome & Introduction**
- 10.00 – 12.00 **Plenary Session 2: Keynote speeches** – Demographic change and the situation of older citizens in the Baltic Sea Region
- 12.00 – 16.00 **Themes 1- 3: Presentation and discussion of project activities:**
- 12.00 – 13.00 Theme 1 – Older workers in changing labour markets
  - 13.00 – 14.00 Lunch
  - 14.00 – 15.00 Theme 2 – Coaches, experts and mentors: New roles for older citizens
  - 15.00 – 16.00 Theme 3 – Motivating Best Agers for an active economic and social life
- 16.00 – 16.30 Coffee Break
- 16.30 – 17.45 **Parallel Round Tables:**
- 1 Synergies of European Projects
  - 2 E-Government and Distance Learning for Older Citizens. Regional best practices and Russian experience
- 17.45 – 18.00 Concluding Remarks
- 19.00 Dinner

