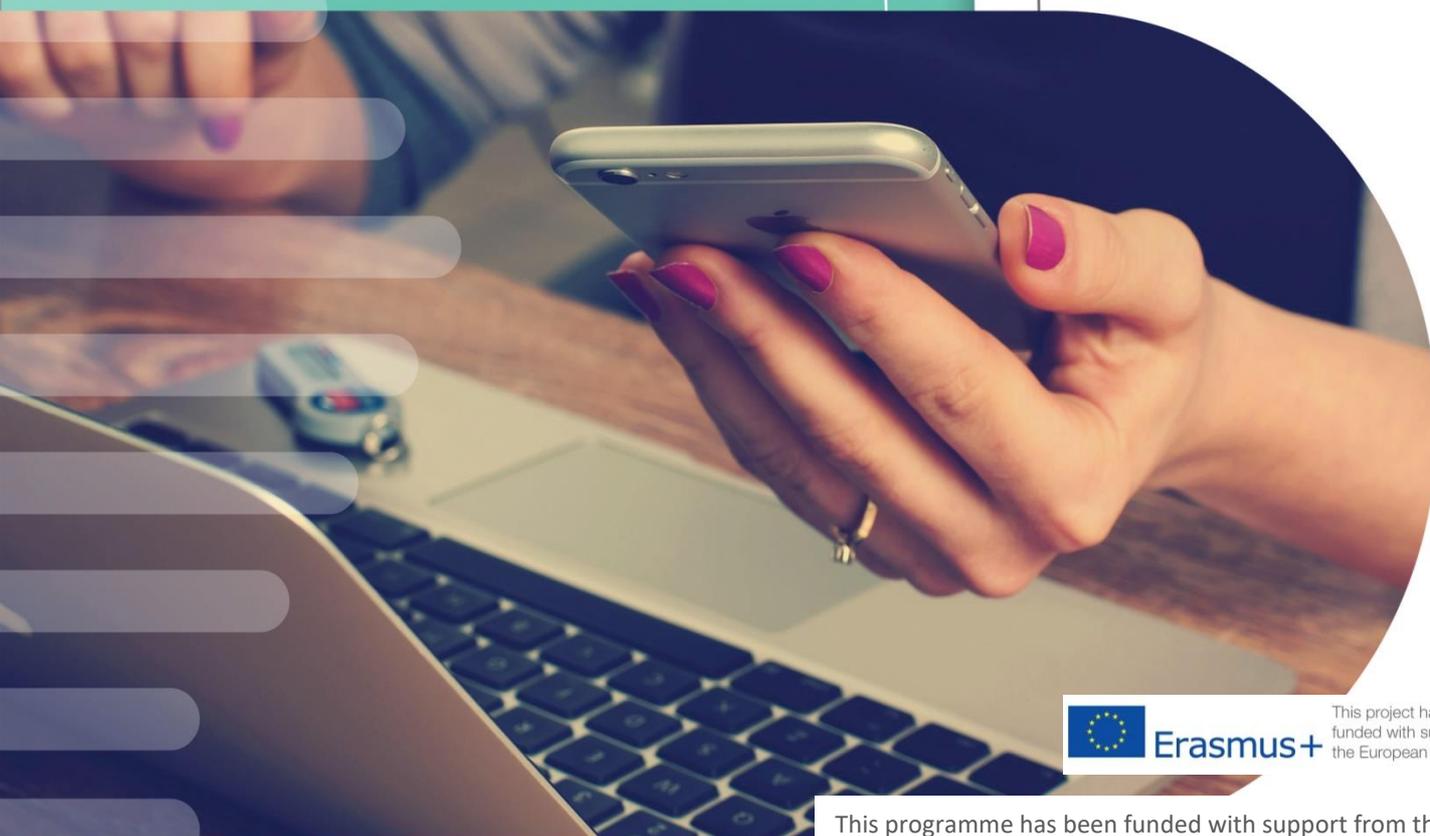


VET – BUSINESS  
PARTNERSHIP  
STRATEGIC PLAN  
SPAIN



**AGE FRIENDLY  
ECONOMY. EU**  
FUTURE OPPORTUNITIES FOR SMES



**Erasmus+**

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**Below we address a brief abstract of our regional business partnership meeting in Spain followed by the conclusions dealt.**

There is widespread recognition of the aging European population and an increasing demand for new products and services within the Silver Economy. Rapid demographic ageing is not only a major societal challenge but also a major opportunity for new jobs and growth. Currently, there is a lot of inadequacy in terms of products and services to meet older people's needs. For instance, despite being worth half of the market, only 10% of marketing spend is aimed at this group.

Thus, the aim of our **Age Friendly Communities** Erasmus + Strategic Partnership project is clear; we seek to support individuals working in Small and Medium Enterprises (SMEs) to develop entrepreneurial, innovation and digital skills through innovative Work Based Learning that both supports their professional development and enables them to innovate new responsive products and services demanded by older people. As result, older people will benefit from improved and more appropriate products and services, and regions will benefit from increased economic activity and development. In the lifetime of the project the partners ( in Lisburn Castlereagh, Northern Ireland, UK, Lisburn, United Kingdom, Szczecin, Poland, Andalusia, Spain and Louth, Ireland will deliver the following in their four regions across Europe:

- The development of a Work Based Learning Toolkit.
- The opportunity for individuals to engage in free digital skills training to build capacity and help them respond to the needs of the over 50 market.
- A Product Innovation Bootcamp. Companies can access a 3-stage collaboration workshop to encourage creativity and new ideas; transforming ideas to new product/services; and commercialisation.
- Access to an Online Collaborative Knowledge Exchange Platform with the aim of improving innovation and creative capacity through a virtual cluster.

In order to contextualize and justify the need for learning at work in our region, as a tool for the creation of new products and innovative services that cover the needs arising in the silver economy, a strategic association of different actors was created between different sectors: training providers, universities, SMEs in welfare social services sector, companies in the tourism sector, public administrations, cooperatives, etc. that met in Jaén under the organization of Ageing Lab and important companies of the ageing and formation sector as Macrosad, trevenque, Caixa Bank, University of Jaén, among others, attended. The main objective was to analyse demands for new products and services within the Silver Economy.

You can see the conclusions of the action planning proposed:

Action 1: Analyze the importance of work-based learning.

Analysis	<p>Society is in an ageing process, but products and services are not adapted to that reality, which means that older people are seen as consumers who spend money on health and other services, but not as potential consumers of other types of products and services.</p> <ul style="list-style-type: none"> <li>- Key Issues: Design products and services focused on the elderly, taking into account their different profiles, avoiding the globalization of the profile of the elderly. Use of the Living Lab for older people to review this type of initiative.</li> <li>- Opportunities: There is a great market opportunity in this area that is to be able to sell other products and services.</li> </ul>
Action	<p>Identify successful companies/institutions working in this space- case studies: Macrosad, Campofrío Healthcare, Caixa Bank, Geolit Parque Científico y Tecnológico, Trevenque, MacroTour.</p>

Knowledge Skills and Attitudes

Analysis	<p>Skills and competencies required and to be developed: There must be an open company policy, using methods such as "Design Thinking" whose objective is to carry out small pilot projects on ideas that are based on real needs (Living Labs)</p>
Action	<p>Possible teaching methods: It would be useful to teach the contents and the mechanism of both the "Design Thinking" method and the Living labs. Apart from provide management and administration training (prepare budgets, make business plans, etc) to entities in the social field.</p>

## Work Based Learning

<p>Analysis</p>	<ul style="list-style-type: none"> <li>- Regional Definition: In the regional context of Andalucía, almost all theoretical programs have a practice part in which people can apply their acquired knowledge in a real field.</li> <li>- Benefits:             <ul style="list-style-type: none"> <li>✓ Work-based learning is flexible</li> <li>✓ It's a convenient way of learning that is relevant to the person and to the organisation</li> <li>✓ The learning that is obtained from the work will be assessed as part of the learning programme</li> <li>✓ The learning is relevant to the current/future work</li> <li>✓ It links theory to what it will be done at work (practice) These learning opportunities can prepare you for a more flexible and varying future of work where lifelong learning and continuing professional development will be crucial</li> <li>✓ An organisation cannot survive unless people continuously learn at work</li> </ul> </li> <li>- Barriers: All entities do not agree with this. Sometimes, the realisation of a practical activity in a real environment entails costs that may not be borne by the person who performs it. As an improvement, we add that each person who makes a practice experience should have a sufficiently qualified mentor, and that this mentor understands this activity as a job that could have an economic contribution. It is really important to take the practical part as a fundamental issue related with the academic training, both at the organisational level and the associated budget.</li> <li>- Evaluation: It cannot be a traditional evaluation based on the theoretical aspect, it must be an evaluation that takes into account the aptitudes of the person, his/her creativity, etc. The pattern of traditional evaluation cannot be followed. It can be evaluated jointly and through the figure of the mentor, who is in continuous contact with the person involve in the learning process.</li> </ul>
<p>Action</p>	<ul style="list-style-type: none"> <li>- Understanding of WBL</li> <li>- Examples of companies engaging with WBL: University of Jaén, FAECTA, Consejo Andaluz de Trabajo Social, Macrosad.</li> </ul>



Action 2: Develop case studies.

Examples of good practices and innovative methodologies with respect to work-based learning in our region.

Action 3: Organize a Bootcamp or Training Days in our region in order to promote entrepreneurship in the design of products and services for the elderly from a multisectoral approach. It will be aimed at current or future entrepreneurs, in the field of creating products and / or services covering the needs of the elderly in different sectors.

Action 4: Encourage all participants of our bootcamp to participate in a free online course offered by our Age Friendly Economy Project through the web [agefriendlyeconomy.eu](http://agefriendlyeconomy.eu). Its purpose is to develop technological skills that are useful for work environments.

