

Engaging Employers: AARP International Innovative Employer Awards

Tim Wollerman
AARP Manager of Workforce Resources

AARP—Who We Are

- > Founded in 1958
- > A non-governmental, non-partisan membership organization of individuals 50 and older
- > Mission: To enhance the quality of life for all as we age...lead positive social change and deliver value to our members through information, advocacy and service
- > More than 40 million members

AARP and Aging Workforce

- > AARP is working to ensure that all Americans are able to keep working, regardless of their age.
- > AARP acts as a facilitator of international exchange on global aging issues, including the aging workforce.
- > Strategy to engage employers: Awareness, Assessment, Best Practice

Awareness

- > Aging Workforce Demographics
- > Employee Perspective
- > Employer Perspective
- > Value Proposition of 50+ Workers
 - > The Business Case for 50+ Workers

Assessment

- > AARP Workforce Assessment Tool
www.aarp.org/workforceassessment
- > Online, interactive survey that automatically generates a report that includes
 - Labor and skill shortage projections
 - Evaluation of current practices: knowledge retention, training, benefits, flexibility, workplace accommodations, positive work environment, and recruitment
 - Action steps to enhance workplace practices and employer brand

Best Practices

- > CEO Round Tables
- > National Employer Team Program
- > AARP State Office Outreach and Partnerships
- > Aging Workforce Advisory Council
- > AARP Best Employers for Workers Over 50 Program
- > AARP International Innovative Employer Awards

AARP International Innovative Employer Awards

- > Founded in 2008
- > Annually recognizes 10 non-U.S. based employers whom have demonstrated best policies in attracting and retaining workers age 50+
- > Criteria: training and development opportunities, recruitment, health protection and promotion, flexible work arrangements, and age diversity promotion

A Collaborative Effort

- > 2009 Collaborating Organizations: Das Demographie Netzwerk (DDN); DaneAge (DE); CARP (CA); C3A (SG); 50&Più Fenacom (IT); TAEN – The Age and Employment Network (UK); BAGSO (DE)
- > Collaborating organizations promote the application to employers in their countries/networks (targeted outreach) and showcase winner best practices to the business community

Application and Selection Process

- > Any non-U.S. based company is eligible to apply through an online application (<http://www.aarpinternational.org/2009employerawards>)
- > AARP organizes application responses and sends the top applicants to panel of independent international judges to rank applicants
- > AARP conducts due diligence review of top applicants
- > Top 10 applicants who pass the due diligence review are honored as AARP International Innovative Employers in Fall 2009

2008 International Innovative Employers



Resources

- > AARP International Innovative Employers Award Program
 - > www.aarpinternational/2009employerawards
- > AARP Office of International Affairs
 - > www.aarpinternational.org
 - > Matt Suntag: +1.202.434.3727
- > AARP Workforce Assessment Tool
 - > www.aarp.org/workforceassessment
- > AARP Employer Resource Center
 - > www.aarp.org/erc