Enterprise for Health – Management Conference 2008
The age of reason: harnessing the benefits of ageing workforces

The demography network (ddn)
What is the demography network?

The demography network e.V. (ddn)

- Founded in March 2006 in Germany
- Start-up meeting in the Federal Ministry for Labour and Social Affairs in Berlin
- A Network „of enterprises for enterprises“
- Consisted originally of 42 founding enterprises and meanwhile has increased up to 158 members
Why has the demography network been founded?

- To recognize demography as a chance and to tackle the challenges
- Not only to talk about demography but to be able to manage it proactively
- To learn from the best
Our vision

To create successful, sustainable employment strategies in enterprises under the conditions of demographic change
Golden rules

- In order to enable a more concrete vision we have imposed ourselves **10 Golden Rules**.

- These rules were introduced at the first annual general meeting of ddn in November 2006.

- The 10 Golden Rules provide a bases for creating personnel policies which support a proactive management of demographic change in companies.
10 Golden Rules

1. We consider the corporate culture as a chief task and strive through an appreciative leadership towards a productive and respectful cooperation between diverse employee groups and generations.

2. We stand for a none discriminating, age, sex and origin neutral personnel selection, recruitment and personnel development.

3. We operate our personnel planning in a far-sighted and demographically justified way and strive for a diverse and balanced age structure within our staff.

4. In our company we aspire to a reasonable representation also of the plus 50 generation.

5. With the creation of good working conditions we ensure that all employees in the company grow older in a healthy way. Further we look forward to enabling their sustainable employability at least until they’ve reached statutory pension age.

6. We support all our employees by a consequent company’s health management. For building up and maintaining personnel resources we promote the self-responsibility of the individual to live and to work healthy.
7. We create working time and compensation models which are appropriate to promote the employment of different generations and employee groups.

8. We arrange age mixed teams in order to support the transfer of knowledge between the generations. In our companies we intend to profit completely both from experienced knowledge as well as from current expertise, innovative ideas and social competences.

9. We are convinced that lifelong learning essentially contributes to the maintenance of employability and performance of our employees. We, therefore, offer study and further development opportunities for all employees. We rely on the self-responsibility of the individual to exercise learning opportunities and to challenge the development of the own personal career.

10. We show how a career can be maintained for many years throughout the entire working life. We intend to open new professional chances also for older employees. In our companies we seek for flexible transfers between employment and retirement and thus develop capable alternatives for early retirement practices.
Which functions does the network compound?

1. **Knowledge generation:**
   - By common and structured exchange of experiences

2. **Knowledge transfer:**
   - By Best Practices and Expert-Input

3. **Platform:**
   - For the dialogue with politicians, institutions, associations and the public
The organics of the network (1)

- The **board** meets up to four times a year in board meetings.
- The **main office** is settled at INQA in Dortmund.
- Once a year a **General Meeting** takes place.
The organics of the network (2)

- The **Scientific Advisory Board** consists of five well-known personalities:
  - Prof. Dr. Heike Bruch / St. Gallen, research focus „organizational energy“
  - Prof. Dr. Gerald Hüther / Göttingen, neuro biologist and brain researcher
  - Prof. Dr. Michael Kastner / Dortmund, labour psychologist and occupational physician
  - Prof. Dr. Ursula Lehr / Bonn, gerontologist, former Federal Minister
  - André Schleiter / Gütersloh, project leader Bertelsmann-Stiftung
The working circles

- The working circles form the heart of ddn. Knowledge generation and exchange are practised in these circles. The circles meet several times a year.

- At the moment 6 parallel working circles exist
  1. Health
  2. Labour organisation and design
  3. Qualification, training, learning
  4. Leadership and company culture
  5. Personnel and recruitment policy
  6. Demographic change and municipalities
III. Know-how-congress
„Demography 2.0 – Vogue or Megatrend?“

- 3rd Know-how-congress „Demography 2.0 – Vogue or Megatrend“ on September 8th 2008 in Cologne, organized by ddn and INQA
- Opening by Franz Thönnes, undersecretary of state in the ministry of labour
- Speeches by prominent experts
- Panel discussion with Franz Thönnes and leading business and scientific representatives
- Presentation of Good-Practices and results of the ddn-working circles
www.demographie-netzwerk.de

- Internet presence
  www.demographie-netzwerk.de

- Intranet for members
Touring exhibition DemograFIT

- Touring exhibition on „demographic change and employment“
- A module construction which can be individually complemented by the companies
- Non-members can rent the exhibition, but ddn-companies have precedence
- Opening on 25th October 2006 at the Metro AG in Düsseldorf
Where our journey will take us within the next 3 years:

1. **Network of networks** – Development of strategic partnerships with other networks
   - Examples: Enterprise for Health (EfH), “Erfahrung Deutschland”.

2. **Regionalisation** – Foundation of regional networks in order to intensify the exchange of experiences of small and medium-sized businesses (SMB) with job centres, chambers and associations
   - Examples: South of Baden (Mr. Kast); North Rhine-Westphalia (Mrs. Mortsiefer)

3. **Internationalisation** – Collaboration with networks and interest groups abroad
   - Example: American Association of Retired Persons (AARP)
Further information

ddn-Geschäftsstelle
Dr. Rainer Thiehoff
Bundesanstalt für Arbeitsschutz und Arbeitsmedizin
Friedrich-Henkel-Weg 1-25
D-44149 Dortmund
Tel.: +49.231.9071 2206/ 2846
Fax: +49.231.9071 2524
E-Mail: info@demographie-netzwerk.de
www.demographie-netzwerk.de