The econsense-Workshop tour “Business – Politics Interface: Jointly tackling demographic change in Europe” is taking place within the Collaborative Ventures of the Initiative Enterprise 2020.

Enterprise 2020 is an initiative of CSR Europe under the patronage of the EU-Commission. By initiating joint projects – Collaborative Ventures – between companies, associations, politics and science sustainable development of companies as well as the cooperation between the different stakeholders is promoted and new ways of thinking encouraged.

econsense – Forum for Sustainable Development of German Business is an association of leading globally-active German companies and business organisations who have integrated the principles of sustainable development in their corporate strategies. The pan-sectoral business network – established in 2000 on the initiative of the Federation of German Industries (BDI) – is a dialogue platform and think tank for sustainable development and corporate social responsibility (CSR).

Online Registration

for the Workshop on 30th September 2010 at

Fryshuset Stockholm
Mårtensdalsgatan 2-8
120 06 Stockholm

Please register until the 24th September 2010 under:
www.econsense.de/anmeldung
The European population is shrinking and ageing at the same time. Germany, for example, will probably be the third-oldest country in all of Europe by 2030, following Italy and Bulgaria. Sweden is far better off here, since – although it is aging – the aging process is far slower then in most other European countries. Nevertheless the number of those older than 55 years is steadily growing, while all younger age groups are shrinking. In European history, there has never yet been such a development. That’s why it has become crucial for politics, general society and companies to radically change their entrenched ways of thinking. Finding the right way to act could give firms that competitive edge.

Wanting to support firms and regions in their attempts to achieve demographic fitness the Demographic Risk Atlas was commissioned by econsense, BASF, Evonik and SAP. It compiles the chances and risks of 264 European regions scientifically. The Atlas presents compact and well-founded the effects of demographic data on chosen location factors like for example labour productivity.

Based on the Analysis of the Demographic Risk Atlas we now want to continue the dialogue between politics and companies on how to tackle the challenges of demographic change in different European Regions. Amongst others we want to deal with the following questions: How can politics and companies work together in order to defy the shrinking and ageing of the society? What can we learn here from our neighbours?

Our next workshop will take place in Stockholm at the Fryshuset, a youth centre that – with the substantial aid of companies – is doing what society and economy will need more and more in the future: they help to activate youths that otherwise would be lost to society as well as the labour market.

We would be very pleased to welcome you to this event!

Prof. Hanns-Michael Hölz
Chairman of the Board of econsense – Forum Sustainable Development of German Business

Per Mossber
Chairman of the Board of CSR Sweden

**Programme**

**Date:** Thursday, 30th September 2010, 8.30 a.m. to 14.30 p.m.

**Place:** Fryshuset Stockholm, Mårtensdalsgatan 2, 120 06 Stockholm

**Moderation:** Thomas Koenen
Head of Office of econsense – Forum Sustainable Development of German Business

08:30 a.m. Arrival and Coffee

09:00 a.m. **Opening Remarks**

Martin Dworén, Fryshuset
Per Mossber, CSR Sweden and
Thomas Koenen, econsense

09:20 a.m. **The Impact of Demographic Change on the EU Labour Force**

Prof. Thusnelda Tivig
Rostock Institute for Demographic Change,
University of Rostock
Discussion

10:20 a.m. **Demographic Change in Swedish Work Life**

Ulf Boman
Kairos Future
Discussion

11:10 a.m. **Demographic Change in Sweden – A Challenge for Economy and Politics**

Representative of the Swedish Parliament
Discussion

12:00 p.m. Lunch Break

12:45 p.m. Workshops on Business – Politics Interface:
Jointly tackling Demographic Change in Europe
Workshop 1: Lifelong Learning
Workshop 2: Flexibility at Work

14:00 p.m. **Presentation of the Outcomes of the Workshops**
Discussion

14:30 p.m. End of Event
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