

## **Equal access of long-term unemployed seniors to labour market in rural areas (Active Age)**



Programme Priority: P4 Skilled and socially inclusive region

Programme Specific Objective: 4.1. More people benefiting from stronger Central Baltic communities

Sub-programme: Central Baltic

Duration: 01.03.2016 - 28.02.2018

Total funding: 197.552 EUR

ERDF funding: 167.919 EUR ERDF

### **Project Summary:**

The common challenge of the Setomaa region in Estonia and the Engure and Ape regions in Latvia is to improve the social well-being of long-term unemployed local seniors.

Decreasing population in rural areas is affecting negatively the local labor market. It's critical that older generations stay economically active for longer. Currently 950 people belonging to the working age population in Setomaa, Ape and Engure regions have not worked in over a year. Many of them are older than 55 and have a weaker position in the labor market due to their age.

To tackle this problem, partners located in Estonia and Latvia decided to join their efforts, to develop a joint approach/action plan based on the real needs of unemployed seniors from cross-border areas.

The aim of the project is to create better possibilities to access the local labor market for long-term unemployed seniors aged 55+ from Setomaa, Engure and Ape regions. The objective will be achieved through the implementation of training activities for ca 100 unemployed seniors.

Participants will improve their skills and knowledge according to the real needs of local public and private sector. People with lower motivation and self-confidence will be both mentored and encouraged to participate in support groups.

In this context a People-to-people approach will be used, thus enabling seniors from 3 regions to meet and interact with each other, to learn from each other's experiences and to develop ideas for the future.

Local municipalities play a key role in this process; they have identified a large group of people aged 55+ with low or no income, but having potential for participation in the local labor market.

## Map of Partners

### Partners

Lead Partner

#### MTÜ Setomaa Liit

Country: EE

[www.setomaa.ee](http://www.setomaa.ee) [1]

Partner budget: 95.219 EUR

Amount of ERDF funding: 80.936 EUR ERDF

Project Partners

#### Apes Novada Dome

Country: LV

[www.apesnovads.lv](http://www.apesnovads.lv) [2]

Partner budget: 52.151 EUR

Amount of ERDF funding: 44.328 EUR ERDF

#### Engures Novada Dome

Country: LV

[www.enguresnovads.lv](http://www.enguresnovads.lv) [3]

Partner budget: 50.182 EUR

Amount of ERDF funding: 42.655 EUR ERDF

## Results

### Expected results

## Achieved results

Project result in category - Improved community

### **ACTIVE AGE improved an equal access of long-term unemployed seniors to labour market in rural areas**

The main result of the project - social well-being of local people aged 55+ has been improved through higher employment and incomes. Participants of the project gained practical skills, knowledge, self-esteem, self-confidence. Motivation of seniors have improved and they have better access to local labor market now, some seniors have already found a new job.

More than 400 members of the target group participated in the project activities and got both practical skills and encouragement. The interest towards project activities was big in the target group and the planned target value of 100 participants was exceeded a lot. Practical and theoretical trainings such as handicraft, English and computer courses were appreciated by all participants. Especially for seniors who have been unemployed for a long period of time and needed more personal approach and support because of low self-confidence, support of the group and mentoring to improve the participants' self-esteem were important. Joint study tours and visits were organised to strengthen the cross-boarder network and to share good ideas and experiences.

Through the networking and people-to-people communication seniors received new ideas which can be used in making better choices and improving their social well-being in the future. Participants plan to use their new skills to find a job, earn additional income or create new activities as NGO or self-employed person. Other organisations in CB area can use the results of the survey to develop integration measures for similar target groups.

Project page in database

[Equal access of long-term unemployed seniors to labour market in rural areas](#) [4]

At a glance

- Partners from Estonia and Latvia
- Improved social well-being of local people aged 55+
- Developed practical skills and knowledge

#### Files

 [Survey report \(EST\)](#) [5]

 [Survey report \(LAT\)](#) [6]

#### Tags

[Labour market and employment](#) [7]

[Rural and peripheral development](#) [8]

## Project Visibility

### Social media links

[apesnovads.lv - project homepage of Latvian partner Ape Municipality \(LAT\)](#) [9]

[enguresnovads.lv - project homepage of Latvian partner Engure Municipality \(LAT\)](#) [10]

## Other media visibility

[apesnovads.lv - project news \(LAT\)](#) [11]

[apesnovads.lv - project news \(LAT\)](#) [12]

[https://setomaa.postimees.ee - project news \(EST\)](https://setomaa.postimees.ee - project news (EST)) [13]

[www.gravitas.ee - project news \(EST\)](#) [14]

[www.laukutikls.lv - article \(LAT\)](#) [15]

## Project videos

<https://www.youtube.com/watch?v=k-h5vYPvBTc>

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**Source URL:** <https://database.centralbaltic.eu/printview/44>

## Links

[1] <http://www.setomaa.ee> [2] <http://www.apesnovads.lv> [3] <http://www.enguresnovads.lv> [4] <https://database.centralbaltic.eu/project/44> [5] [https://database.centralbaltic.eu/sites/default/files/Survey\\_report\\_in\\_Estonian.pdf](https://database.centralbaltic.eu/sites/default/files/Survey_report_in_Estonian.pdf) [6] [https://database.centralbaltic.eu/sites/default/files/Survey\\_report\\_in\\_Latvian.pdf](https://database.centralbaltic.eu/sites/default/files/Survey_report_in_Latvian.pdf) [7] <https://database.centralbaltic.eu/tags/labour-market-and-employment> [8] <https://database.centralbaltic.eu/tags/rural-and-peripheral-development> [9] <http://www.apesnovads.lv/attistiba/projekti/> [10] <http://www.enguresnovads.lv/eiropas-projekti241> [11] <http://www.apesnovads.lv/2017/10/septembris-loti-darbig-menesis-projekta-active-age/> [12] <http://www.apesnovads.lv/2017/04/projekta-seminaros-dalas-ar-bagatigo-pieredzi/> [13] <https://setomaa.postimees.ee/4324349/ape-engure-ja-setomaa-votavad-kokku-uhisprojekti-active-age> [14] <http://www.gravitas.ee/uudised/167-gravitas-consult-oue-juhib-kesk-laeanenemere-programmist-2014-2020-rahastatavat-projekti-active-age> [15] <http://www.laukutikls.lv/nozares/zivsaimnieciba/raksti/sociala-uznemejdarbiba-zivsaimniecibas-teritorijas>