

Demography Booklet – draft proposal on design and work plan
ISSDC secretariat proposal to the Plenary meeting 26 November 2010

1. design and contents of the booklet

- The ISSDC partners decide jointly on companies and/or national/sector level initiatives based on proposals from all sides.
- The initiatives should represent a particularly interesting ‘good practice’ example within one of the three themes addressed in the Joint declaration (Work-Life balance; Qualifications and Life Long Learning; Health and Safety at work). They should be ‘win-win’ solutions, where company/sector as well as employees benefit from it.
- The description of the practices should follow a similar structure and include assessments of the benefits to companies, employees and to the sector/society at large. Among these should be:
 - Description of the company/sector
 - Description of the ‘good practice’
 - Background for introducing the practice
 - Benefits to the company and its employees on the short and longer term
 - Benefits to the sector/society at large
 - How other companies/countries can introduce a similar practice (any particular conditions, structural changes, etc. needed)
- The collection of practices should be provided with introduction and conclusion as well as a brief, summarising cross-company/country analysis also reflecting the overall European dimension and the benefits to the European sector at large. This could be undertaken by the secretariats.
- There should be a total of 9-10 examples (3 on each theme)
- Each example should be no more than 2 pages and include the elements mentioned above.
- The good practices examples should be gathered from across Europe with an equal geographical spread.
- A dissemination conference should be held late September or early October 2011.
- A follow-up seminar should be held 6-8 months later to monitor the implementation of the joint declaration and the dissemination of the booklet, and to develop and initiate possible further follow-up measures
- Either of or both the conference and the seminar could be held in a Central or Eastern European country (e.g. Czech Republic or Poland)

2. detailed work plan for the development of the booklet

- The ISSDC secretariats propose to do the collection of practices to the booklet in-house, i.e. within the four organisations.
- The collection and description of best practices should be undertaken *jointly* by employers and trade unions at company or national level. It is important that the description of the practice is carried out with *equal participation/contribution* from both sides.
- It is furthermore proposed to apply the Commission for means for translation and dissemination activities within the framework of a project (application deadline March 2011).
- Applying for Commission funding will allow dissemination activities like a conference and possibly seminars as well as translation of the booklet (and possibly the Joint Declaration into more languages).
- Doing the collection of practices outside the framework of the Commission project allows immediate initiation of the process. Otherwise, the collection of material could only start with the launch of the Commission project 1 September 2011.
- The proposed time-line would be:

Detailed design of booklet content	October-November 2010
Booklet practices collected and described	December 2010 - April 2011
Application of Commission project	March 2011

Booklet material compiled, adjusted and provided with introduction, analysis and conclusion	May-August 2011
Launch of project	1 September 2011
Translation of booklet	August 2011
Booklet dissemination conference	September 2011
Other dissemination and follow-up activities	October 2011-March 2012

3. other follow-up measures

- The secretariats propose to have a first exchange of ideas at the meeting on possible follow-up activities after the booklet dissemination.