

## Silver Strategies — Results & Key Outcomes

### ***Why this matters***

Across Latvia, Estonia, and Finland, employers face persistent skill shortages while experienced people aged 55+ want to continue contributing. Silver Strategies turned this challenge into a shared opportunity by helping companies make age-inclusive work the norm—not an exception. The project focused on practical changes that enable older colleagues to stay, grow, and share their knowledge, while businesses benefit from higher retention and stronger teams.

### ***What we set out to do***

We set out to help employers recruit, retain, and support people 55+ by translating anti-discrimination principles into everyday practice. Instead of launching one-off initiatives, the project worked with companies to embed age-inclusive habits in how jobs are designed, teams are managed, and learning is organised. The beneficiaries were both sides of the workplace: businesses that need reliable talent and older professionals who value fair chances to learn, mentor, and progress. The work took place across the Central Baltic region—Latvia, Estonia, and Finland—so that solutions could be tested and adapted in different contexts from the start.



### ***What we delivered***

Over the course of the project we developed a clear, practical approach that companies can apply immediately. It begins with a review of roles and schedules to reduce barriers for older workers, followed by targeted learning pathways that build confidence with digital tools and new responsibilities. We supported firms to introduce mentoring arrangements that value experience, and to refresh onboarding so that it is inclusive for staff joining or reskilling later in their careers. These steps were refined through cross-border learning—workshops, peer reviews, and study visits—so that each element was tested in real workplaces. All of this is captured in an open Handbook that provides templates, checklists, and case examples to make replication straightforward for new teams and sectors.



### What changed

By the end of the project, participating companies had moved decisively from statements to action. Managers reported smoother knowledge transfer when experienced colleagues were given time and structure to mentor others. Adjustments to shifts and task design reduced strain and helped teams maintain productivity. Focused training made it easier for 55+ employees to work with new systems and contribute in roles that use their strengths. Most importantly, companies began to see age inclusion not as a special programme but as part of good management—a way to keep valuable people, stabilise teams, and meet customer needs more reliably.

Age is just a number—well-designed work helps everyone

### Results at a glance

Participating firms engaged with the full cycle—from diagnosis to implementation and review—and used the shared methodology to tailor solutions to their context. The combination of job redesign, flexible arrangements, and structured learning produced visible gains in retention and team stability. Because the tools are simple and reusable, they can be transferred to new departments without heavy consultancy or long lead times. The Handbook consolidates these lessons into a single resource so that any employer can continue the rollout after the project ends.

### What employers can do next

Employers who were not part of the pilots can start with three steps. First, use the diagnostic questions in the Handbook to identify quick wins—often small scheduling or task changes have the biggest impact. Second, create a short learning pathway for colleagues 55+ that pairs practical digital training with peer mentoring, so learning is immediately useful. Third, track a handful of signals over time—retention, absenteeism, and employee feedback—to see which actions deliver the best results. With these basics in place, age-inclusive practice becomes self-reinforcing: teams work better, experience is shared, and recruitment pressure eases.