Interreg Danube Region
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IntegrAGE

IntegrAGE project

NEWSLETTER

December 2025 Issue #4 Activities & Results in 4th period



INTEGRAGE IN ACTION: A MILESTONE PERIOD FOR AGE-FRIENDLY FUTURES

From inspiring conference to mentoring programmes– see what's next for age management in the Danube Region.

Period 4 has been a dynamic and inspiring phase for the IntegrAGE project. Our key milestone was the Mid-Term Conference in Serbia, where project partners and stakeholders came together. We reached an audience of 120 participants, both onsite and online, with whom we discussed age management and 55+ inclusion across the Danube region.

Throughout this period, we refined our training materials for companies and successfully piloted them in workshops in six partner countries: Hungary, Serbia, Bosnia and Herzegovina, Croatia, Bulgaria and Slovenia. These sessions sparked rich dialogue with local stakeholders and offered valuable insights for the next development steps. Additionally, to our cooperation with companies, we also advanced our mentoring concept, delivering training sessions for future mentors. With the mentoring programme set to launch in 2026, we are excited to see this next phase come to life.

Our presence on social media has grown steadily as we continue to raise awareness about age-friendly topics across the region. We have been steadily publishing company factsheets showcasing good practices of companies across the Danube Region. Looking ahead, we have prepared a video film featuring company interviews and a newly developed age management exchange platform, designed to connect stakeholders and foster knowledge-sharing from 2026 onward.

As we move into the final project phase—from January to June—we invite you to stay connected with us. During this period, we will have inspiring national events, workshops, and an international conference in Slovakia. Our goal is to continue sharing knowledge, strengthening cooperation, and building a lasting network committed to promoting age-friendly workplaces.

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MID-TERM CONFERENCE

8/October/2025, Belgrad

The Mid-term IntegrAge Conference took place in Belgrade on 8 October 2025, organized as a hybrid event with more than 100 participants attending both online and in person.The program focused on building age-friendly futures in the Danube Region and opened with a welcome from CCIS, BSC Kranj, and ipcenter.
Three keynote speakers contributed: Tina Weber (EUROFOUND) on retaining older workers, Jana Petersen (Deutsche Bahn AG) on age-conscious HR strategies, and RNDr. Michaela Hrdličková, MBA on intergenerational skills and mentoring.All keynotes were delivered online, followed by discussions with the audience.In the afternoon, participants joined a site visit to a good practice mentoring program organized in cooperation with Prince Aviation (https://www.princeaviation.com), a company known for its strong commitment to professional training and workforce development.
The study visit offered valuable insights and was considered a particularly interesting and engaging conclusion to the day.

DRIVING AGE MANAGEMENT INNOVATION ACROSS THE DANUBE REGION

IntegrAGE Pilots

Between September and November 2025, six partner countries tested key components of the curriculum developed in the IntegrAGE project, including the Moodle-based e-learning modules and the Age Management Toolbox, with a focus on supporting companies in integrating the 55+ workforce. Pilots combined Kick-off workshops and hands-on testing, engaging HR professionals, managers, and decision-makers. Participants created Moodle accounts, completed modules, and provided structured feedback via evaluation forms.
Early results show strong interest and high satisfaction with the curriculum's relevance and usability. Stakeholders praised the theoretical depth and practical tools, while recommending improvements such as enhanced visuals, modernized interface, and refined gamification features. These insights will guide the development of a validated curriculum by December 2025.
Next steps: Final refinements and broader dissemination will ensure companies across the region are equipped to foster inclusive, age-friendly workplaces.

Launching Soon!

The IntegrAGE Platform – Your Guide to Age-Inclusive Workplaces!

The IntegrAGE consortium is excited to announce the upcoming launch of its comprehensive, multilingual online platform dedicated to holistic age management within the corporate sector. This platform is specifically designed to empower employers, HR professionals, and employment organizations to successfully navigate demographic shifts and leverage the power of age diversity.

Why This Platform Matters?

Our primary goal is to raise awareness and provide actionable educational resources to support the integration of the 55+ generation into the labor market, thereby fostering dynamic intergenerational learning environments.

What would be the benefits from exploring the IntegrAGE platform?

The platform will serve as a rich library of resources, including:
Resources & Research: Access exclusive articles, guides and research papers addressing critical topics like age bias, intergenerational communication and age-related health management.
Best Practices & Case Studies: Explore real-world examples and success stories from organizations that have excelled in managing age diversity and promoting inclusion.
Tools & Templates: Download practical resources, including sample policies, employee surveys and communication templates that could contribute in implementing the age management initiatives in your organization.
Legislative frameworks: Obtain information and access to essential legal and regulatory frameworks concerning age discrimination, retirement planning and age-friendly workplace practices.
Community: Connect with peers and experts in the field to share experiences and foster collaboration and networking.

When Will It Be Available?

The platform will be fully operational and publicly available in January 2026.

