



ABOUT PROAGE

AGE INCLUSION AT WORK

THE BUSINESS CASE FOR AGE-INCLUSION

ProAge is a member-led UK charity, established to help companies access the talent they need by promoting greater age inclusion in the workplace. We want, and society urgently needs, to create an environment where workers of all ages can thrive, and older workers have the opportunities they need to continue working and choose when and how they retire.

Ageism impacts the way we think, feel, and act. It can happen to people at any age: younger people may not be given the opportunities they deserve to show what they are capable of; older workers may be passed over due to stereotypes and outdated thinking about their ability to adapt and contribute. The result is that employees may not be contributing at their full potential.

Ageist prejudice and discrimination can impact us all, regardless of our gender, background, sexual orientation, or belief. And, if left unchecked, it will affect us all at some point in our career. Establishing an age-inclusive workplace will enable companies to create an environment where all employees can thrive, and people from diverse backgrounds are recognised for their contributions.

Ageism occurs when we use age to diminish someone's competence or capability.

There are clear benefits for society, business, and individuals in creating more age-inclusive workplaces.

Society	Business	Individual
Per capita GDP will grow by 6.7% in the UK in 2050 if employment levels for workers over 50 rise. Equivalent to £428 billion .	83% of global business executives recognise that a multigenerational workforce is key to business growth and success. Yet, only 6% have implemented an unbiased recruitment strategy.	56% of employees want to work beyond the age of 65. Yet, 65% of employers encourage retirement at the legal age or before.

HOW CAN PROAGE HELP YOU?

ProAge helps its members in four ways by:

1. Understanding where you are on your journey to becoming an age-inclusive employer.
2. Providing the training and leadership development to reap the rewards of a multigenerational workforce.
3. Developing an employee value proposition that will help you becoming an age-inclusive employer of choice.
4. Being part of a community of business leaders working to understand the impact of ageism, develop best practices, and deliver evidence-based thought leadership that promotes greater age-inclusion in the workplace.

Understanding

A great starting point. An audit will help you understand where you are on your journey to becoming an age-inclusive employer, where you want to get to and by when. And we'll provide you with the practical, actionable tools and training to inform, educate, engage and empower your staff to realise their full potential.

Thought Leadership

We convene experts to talk about topics important to our members. We conduct research to understand and promote the benefits of a multigenerational workforce. We collaborate with other thought leaders on the topic of age-inclusion, a key societal challenge and opportunity.

Employee Value Proposition

We will work with you to develop an employee value proposition that will be attractive to a multigenerational workforce and help you:

- Understand which benefits are important to your employees.
- Establish an employee resource group.
- Develop a plan to help older workers transition to retirement.

Training and Development

We offer a range of flexible, affordable workshops and training options on topics such as leading and managing multigenerational teams and the impact of ageism. They are offered on-line, in person and on a residential, off-site basis and can be tailored to your business and your business team's specific needs.

HOW CAN YOU HELP?

1. Support us by becoming a member of ProAge. We are a charity that will work with you to achieve your goals of being more age inclusive. We offer members three ways to support us:
 - Leader
 - Partner
 - Supporter
2. Engage us to help you answer a particular challenge you are facing or goals you would like to reach on your journey to becoming more age inclusive:
 - Audit
 - Leadership and training
 - Developing your employee value proposition