This project aims to support companies to rethink existing Human Resource (HR) processes to keep their workforce active longer and adapt to the challenges of demographic change and pension reforms in EU countries.

The project also contributes to the Skills for Jobs European Business Campaign target to better equip 5 million people by 2016 with the skills required to perform in today’s business environment.

LIFELONG CAREER MANAGEMENT FOR LONGER WORKING LIVES

The Rethinking Careers project addresses the gap by providing companies’ HR Managers with an understanding of how to optimise employees’ employability internally (across life stages) and externally (flexible entry & exit in a company) by using CSR Europe’s Lifelong Employability Assessment (LEA) tool.

"Undertaking a Lifelong Employability Assessment has helped us, as a multinational Group, to confirm where our strengths and weaknesses lie in terms of lifelong career management.

Jacques Spelkens
CSR Manager, Belgium, Engie"
**BENEFITS OF PRACTICAL ENGAGEMENT FOR YOUR COMPANY**

**USE THE LIFELONG EMPLOYABILITY ASSESSMENT (LEA) TOOL TO ASSESS YOUR COMPANY’S READINESS FOR LIFELONG CAREER MANAGEMENT.**

- Identify how to integrate lifelong employability factors into your HR processes.

- Use analysis which includes a benchmark against peers and best in class, opportunities for enhancement and best practices to build the business case and effect change at corporate level and within company subsidiaries.

**HOST A WORKSHOP AT THE EUROPEAN ROADSHOW**

**TAKE THE LEAD ON LIFELONG EMPLOYABILITY IN YOUR COUNTRY BY HOSTING A NATIONAL WORKSHOP.**

- Scale up impact for lifelong employability in national workshops.

- Identify and discuss policy levers and barriers to employability, taking account of national particularities, both from the perspective of businesses and public policy.

- Become an employer of choice and leader on age and lifelong career management.

**JOIN A LEARNING NETWORK TO BENEFIT FROM BEST PRACTICE SHARING & VISIBILITY**

**BENCHMARK AGAINST BEST PRACTICES TO IDENTIFY OPPORTUNITIES FOR IMPROVEMENT**

- Learn from peers and share your knowledge and initiatives.

- Enhance visibility and company credibility with key stakeholders by highlighting company best practices and contribution to the Campaign targets on CSR Europe’s online Impact Map.

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Visit the project webpage:  
www.csreurope.org/rethinking-careers