

- The innovative capability of the elderly in the Larvik community

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www.visdomsprenørene.no



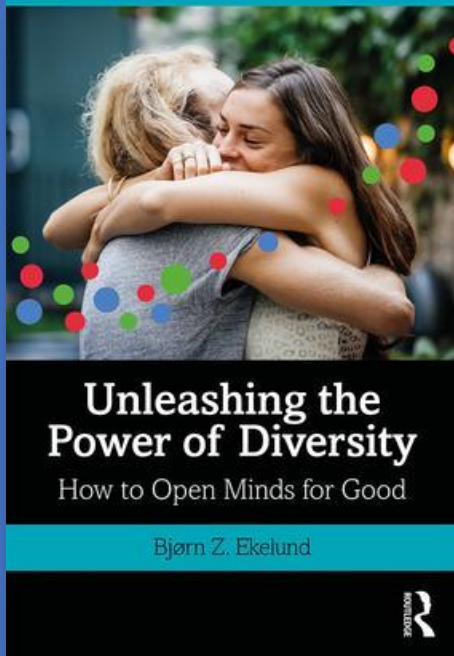
VISDOMSPRENØRENE

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HUSET FOR NYSKAPING

LARVIK



*My history:
Diversity and
inclusion,
Entrepreneurship
and Civic
engagement*

Har invitert alle Larviks 77- åringer til treff: - Om tre år «sprenger» vi kanskje Sliperiet!



INVITERER EKSKLUSIV ÅRGANG: Bård Jacobsen, Endre Lindstøl, Arnfinn Levaas, Guro Windsvold og Bjørn Ekelund g samle alle Larviks 77-åringer i Sliperiet på tirsdag. Foto: Kjersti Bache

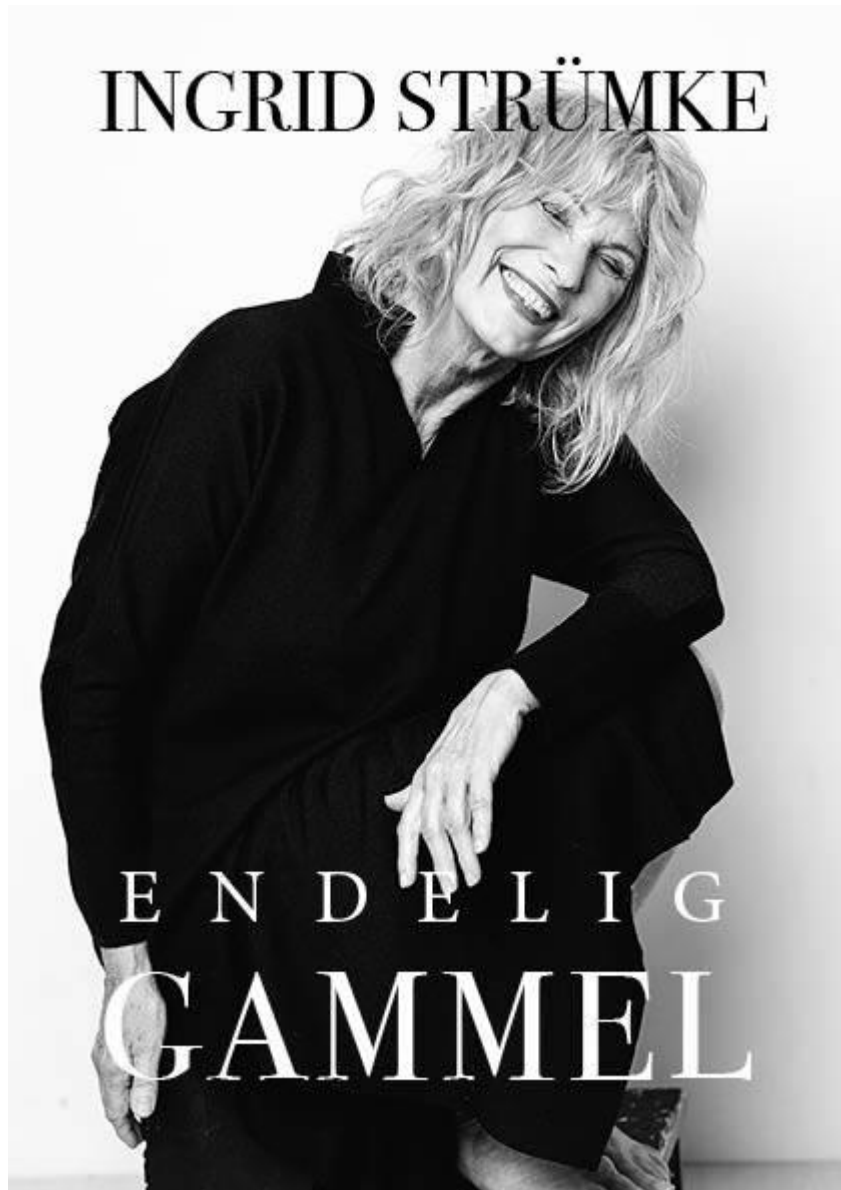
Av Kjersti Bache

28. april 2017

- De aller fleste av Larviks 328 pensjonister på 77 år, er friske og trenger noen form for hjelpetjeneste. Nå skal de treffes i Sliperiet for å finne som kan gjøres for at de skal fortsette å holde seg spreke.

**Ra Ungdomsskole
Eldre + immigranter**





One of the elderly resource persons.....

With an explicit ambition to reduce ageism and a positive view of getting older



Anne Riiser
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Mission

Anti-ageism

Entrepreneurial hub for elders

Larvik, the most attractive city for value-adding elders



Visdomsprenørene AS – anti-ageism

We contribute to attitudal change by

Role-modelling

Newspapers

Social media

Presentations

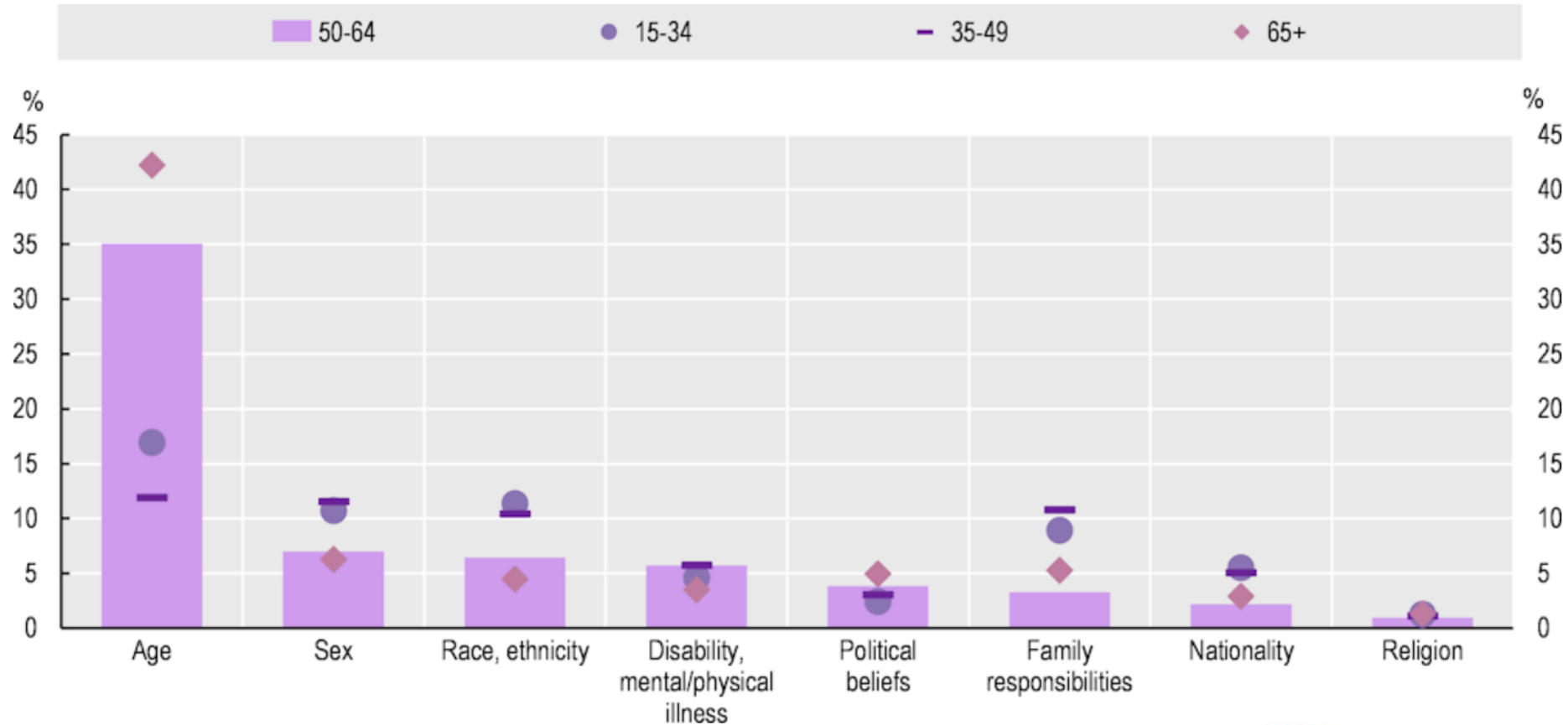
Conferences

OECD-report Nov. 2021:

Which groups experience discrimination in work-life?

Figure 3.3. **Age is the most common reason for work-related discrimination**

People that report to be discriminated in relation to work by reason of discrimination as a share of all people reporting to be discriminated in relation to work within the last five years, by age group in 2015

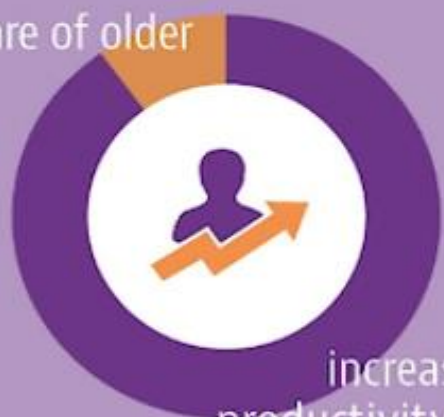


Old + young adds extra value

Infographic 2.1. **Key facts: Age diversity: Good for business productivity**

Older workers can boost productivity

+10% share of older workers



increases
productivity by 1.1%

A firm with more older workers than the average firm is more productive.

Positive spillover effects

The experience of older workers helps younger workers perform better, thereby boosting firm productivity directly and indirectly.

0.6% direct
effect

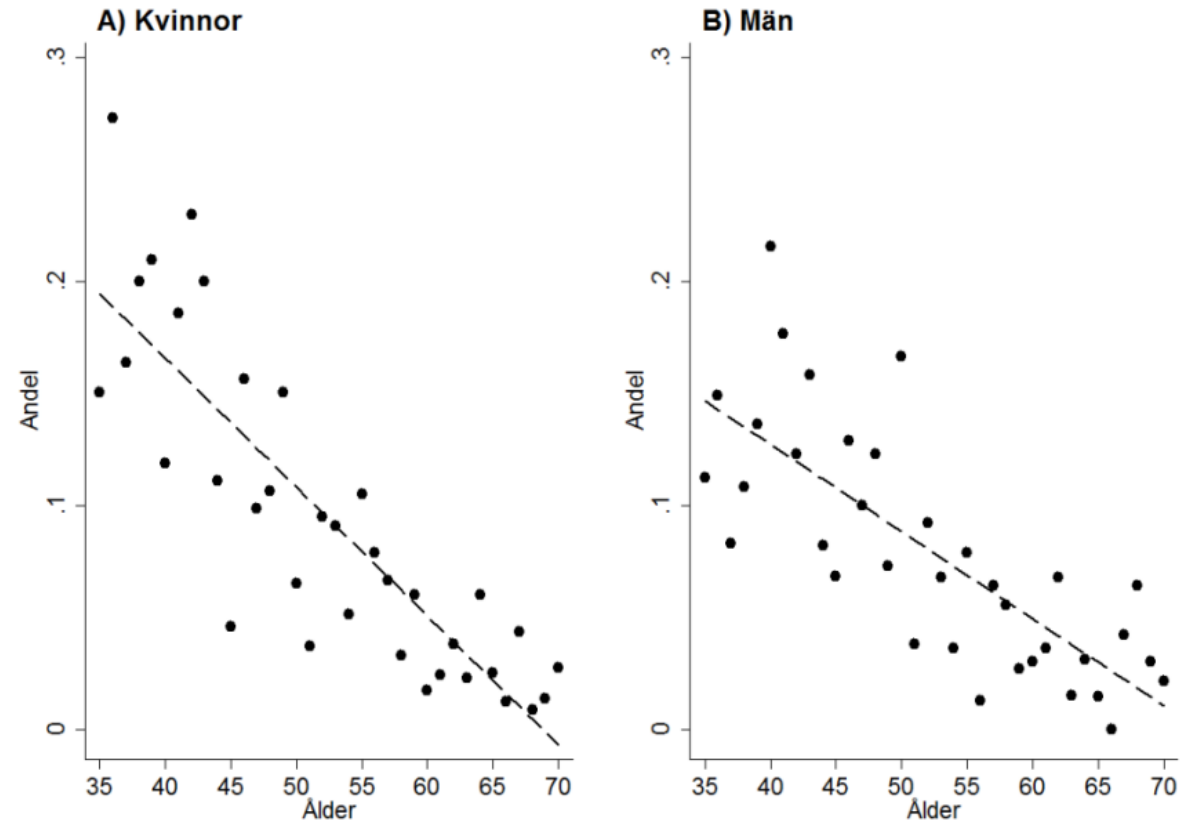
0.5%
through
spillovers

1.1%
Productivity
increase

When you apply – will you be invited to an interview?

Report 11 Senior workforce S 2018:10
<https://seniorarbetskraft.se/>

Figur 1 Sannolikheten att bli kontaktad av en arbetsgivare vid olika åldrar

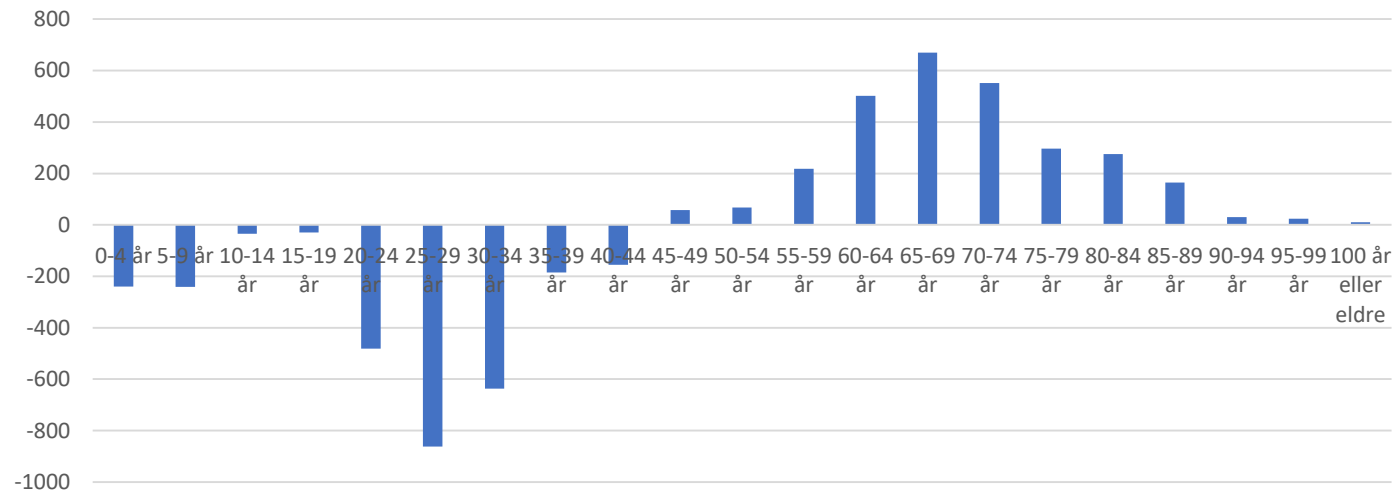


Anm. Kontaktsannolikheten vid varje ålder är beräknad utifrån i genomsnitt 85 jobbansökningar.

Larvik: A Florida city in Norway

Braindraining and Brainblooming

Larvik compared with Norway different age
(år) - groups



Net increase:

Age 50-59: 30

Age 60-64: 56

Age 65-69: 33

Seniorene AS – an example of flexible work

Trygg og god hjelp

Vi gjør det trygt og lett å få utført småjobber. Vi sikrer trygg og god betaling og lønn for utført arbeid. Vi garanterer at arbeidet er hvitt – vi er en motpol til svart arbeid.

Våre ansatte er med å bidrar og vil fortsatt være en del av arbeidslivet, selv om de er over 55 år. Vi ivaretar ønsket om at folk skal få arbeide lenger.

Våre seniorer arbeider ofte for eldre seniorer – noe som gjør det mulig for eldre å bo lengre hjemme.



[Bli bedre kjent med oss](#)



National vs local story

National story: Costs of pensions coup the economic growth

Labor organizations' narratives of those who do not work, they define who is inside and who is outside

Local story: The pensions are economic stimulations and a potential silver /gold economy

Who are the elders that moves to Larvik at age 65? (research project)

Potential entrepreneurs – in cooperation with people locally

Investors, mentors, board-members

Consumers; Individual economic value contribution; 15-20 mill NOK

Experience, education and network

«Brainblooming»

How to make Larvik more attractive for elderly consumers?

Growth of holidays abroad for 65+:

In 2002: 180 000

In 2019: 880 000

How to make it more interesting to spend money locally?

Services?

Activities?

Houses and flats?

Welcome to Larvik: A Florida city with Silicon-Valley attitude!

Thank you!

Bjørn Z. Ekelund

&

Ingrid Strømke

www.human-factors.no

www.diversityicebreaker.com

<https://ingridstruemke.com/>