

**“Transferring Social Innovations  
Across the Baltic Sea Region”**

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# ”Jobboners”

## Contributing to working life during retirement



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# Benefits of working in older age

- ❖ Promoting **active and healthy ageing**
  - ❖ Social inclusion, sense of belonging, keeping mind active
  - ❖ Countering sedentary lifestyle through physical movement and daily routines
- ❖ Strengthening **intergenerational collaboration** and **lifelong learning**
- ❖ Promoting **purpose and identity** through work

# Facilitating engagement in working lives in Sweden and Finland

- ❖ In both countries legislation has been adjusted to enable working later in life
  - ❖ Providing an opportunity to draw pension while working.
  - ❖ In Finland, financial subsidies are offered for employers that hire unemployed senior workers.
  - ❖ In Sweden, from the year one turns 66, income is taxed less than before.
- ❖ Staffing companies have started matching job opportunities with older workers who still want to continue working in retirement!

# “Seniorjobb” programme in Sweden

- ❖ “Seniorjobb” programme offers job placement services for pensioners. It supports retirees by helping them find work opportunities, allowing them to continue contributing to the workforce.
  - ❖ Some examples: [Veterankraft](#), [Veteranpoolen](#), [Goveteran](#) and [Seniorbolaget](#)
- ❖ Through these services, private persons and companies can hire qualified senior workforce according to their needs.



# Example from Veterankraft

✿ Services that private people can hire help for:

## Crafts

Carpenter  
Painter  
Electrician  
Plumber  
Heat pump maintenance  
General handy  
Other service

## Garden

Garden help  
Tree pruning  
Lawn mowing  
Leaf raking  
Snow shoveling  
Other service

## The home

Cleaning  
Moving cleaning  
Window cleaning  
Energy declaration  
Supervision  
IT services  
Babysitting  
Other service

## Care

Elderly care  
Home service  
Home service  
Accompaniment  
Good man  
Other service

✿ Services for business customers:

Finance & Accounting ▾

School & Preschool ▾

Warehouse & Logistics ▾

Construction & Installation ▾

Care & Care ▾

Transport & Hauling ▾

Property Management & Maintenance ▾

Office service & Conference  
▾

**Source: Veterankraft**

# Examples from Finland

- ❖ In Finland, many regular staffing companies also welcome pensioners to look for job opportunities
  - ❖ [Silver 50+](#) is one example of a recruitment company that specializes in the employment of senior workers.
- ❖ [“Office Grannies”](#) is a new initiative that provides office and administrative support to companies. It creates job opportunities for pensioners regardless of their previous experiences. In addition, they aim to create a community around “office grannies and grandpas”.

# Examples from Finland

*Energy for the office!*

## Office Grandma service

Let's craft a unique service just for your company's needs! Granny will take care of those tasks that improve comfort and the smooth running of your everyday work life. These tasks can include, for example:

- Preparing and serving coffee, taking care of meeting refreshments
- Picking mugs and other tableware from the tables
- Emptying and loading the dishwasher
- Taking out the trash and bottles
- Ordering and replenishing supplies, such as beverages
- Watering indoor plants
- General tidying and caretaking

**Warmth and being present come as a bonus!**

**[Source: Toimistomummola.fi](https://www.toimistomummola.fi)**



# Thank you for your attention!

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