

Senior Citizens' New Career Model in the Community

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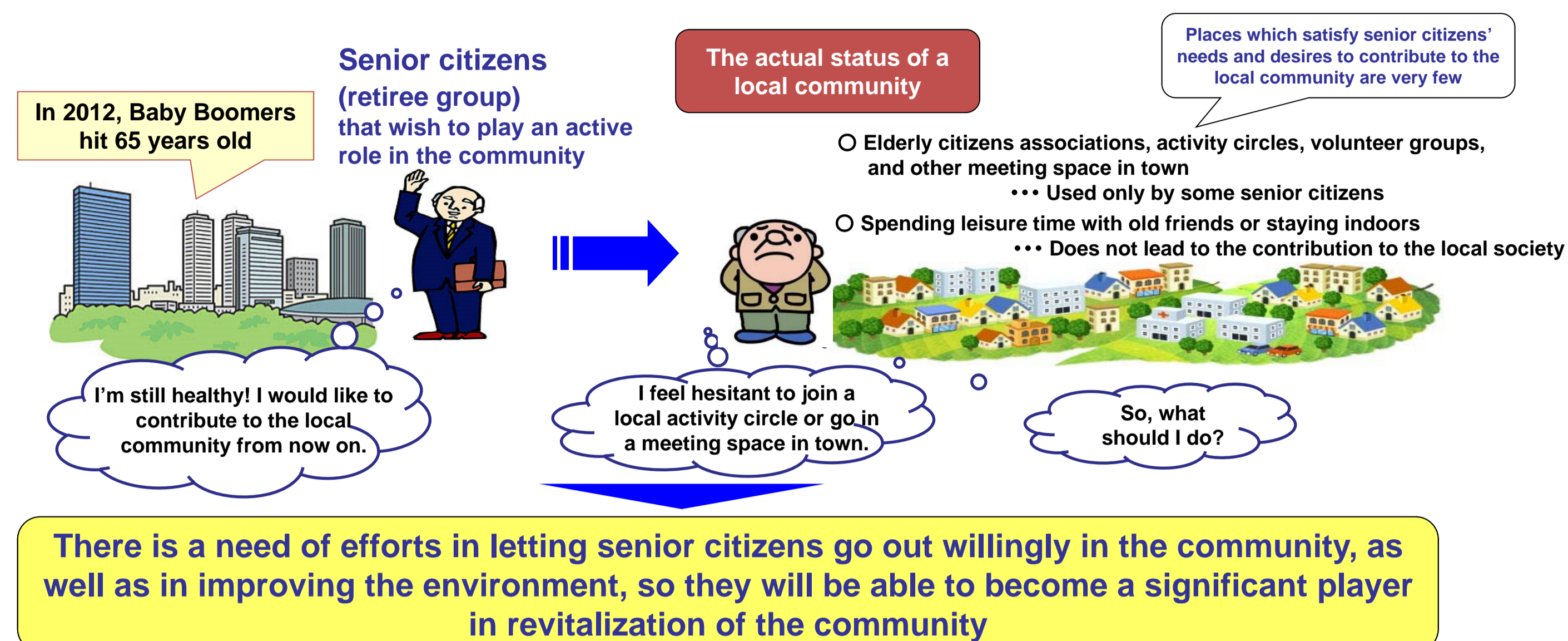
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Project Goals

Problems to be solved

■ Rapidly aging population in the urban neighborhood

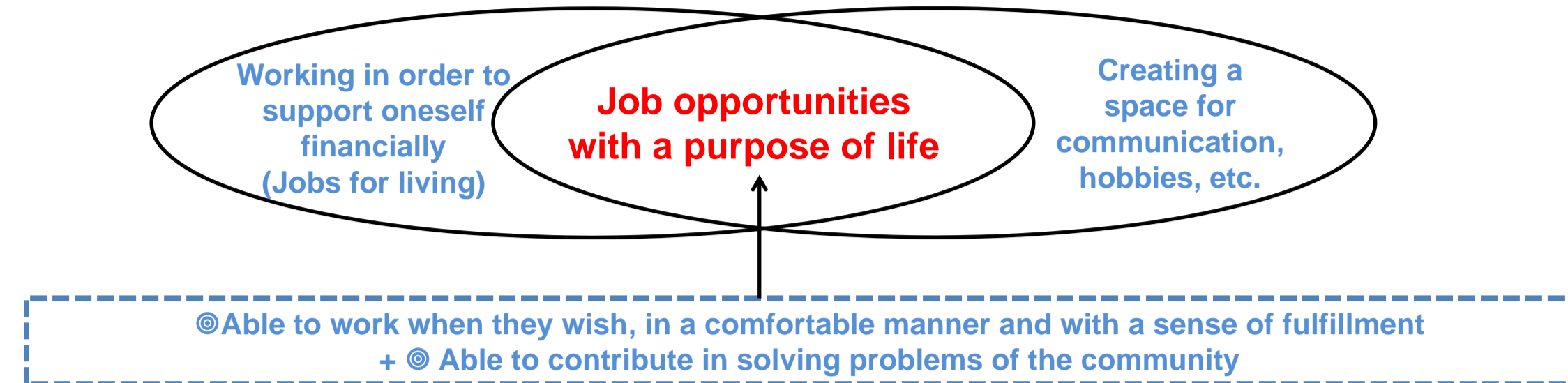
- ✓ Shallow human relationships in the community (problems such as declining regional strength and social isolation of residents)
- ✓ There is no stage prepared for healthy and capable senior citizens to play an active role after they retire and go back to their community (a hollowing-out phenomenon seen in life after retirement)
- ✓ Thus, communities are wasting valuable regional human resources



R&D Target

■ Solving both senior citizens' problems in life after retirement and problems in aging population of the community

⇒ Create "job opportunities with a purpose of life" to meet senior citizens' needs, and also to contribute to solving problems in the community



- (1) To create a new "space" and "work model" in which senior citizens gain "job opportunities with a purpose of life" and play an active role in the community
- (2) To verify the effect brought about to senior citizens by "job opportunities with a purpose of life"
- (3) To draw up "The manual for creating job opportunities for senior citizens" so as to develop this project in other communities

To help provide a life after retirement with a purpose of life to as many senior citizens as possible (→ A program for creating the regional model to achieve lifelong participation in society)

Project implementation

Project overview

■ To create and develop "fields" for job opportunities with a purpose of life

- ✓ Achieved 5 fields: agriculture, food, childcare, livelihood support, and welfare service

■ To recruit senior citizens who wish to work and help to link those senior citizens to actual opportunities

- ✓ Suggested employers a new work model which adopts work-sharing

■ To verify the effect brought about to senior citizens who started to work

- ✓ Implemented continuous follow-up examination to check their mind and body function including cognitive function

■ To draw up a manual based on the whole activities

Target community

Chiba Prefecture Kashiwa City, Toyoshikidai area (housing complex)

* The population of Toyoshikidai areas: 6,000

The population aging rate is over 40% in the center part of housing complex while it is under 20% in the surrounding part.

Project achievements and future prospects

Project achievements

■ Established a new model of participation in society for senior citizens (in the form of job opportunities with a purpose of life)

- ✓ Developed new work places for senior citizens where they can work by making use of own ability, and made total **employment of 230 senior citizens (through job opportunities with a purpose of life)** (as of March, 2013)

- ✓ Verified functions of the intermediary support organization as well as their effects

- ✓ Verified the effect brought about to senior citizens who experienced "job opportunities with a purpose of life" program

- ✓ Drew up "The manual for creating job opportunities for senior citizens"

■ Launched "General Incorporated Associations Second Life Factory" which is managed by the citizens of Kashiwa City

■ Presented a proposal on efforts to be made in order to realize "lifelong participation in society" to Ministry of Health, Labor and Welfare, based on our project success

Future developments and prospects

The needs of senior citizens in life after retirement are diverse. In order to solve the problems initially presented, further efforts are needed to be made.

⇒ Currently 2 new projects are ongoing (since 2014) while continuing this "job opportunities with a purpose of life" project.

Project deployment

■ "The intermediary support organization" which stands between citizens and employers will become a driving force of activities and ensure to implement the project cycle (Requiring abilities to develop new opportunities, make proposals, and coordinate)



<The structure of "job opportunities with a purpose of life" project and the number of hired senior citizens (Left), Feedback from senior citizens who have a job (Right)>



Implementation of "job opportunities with a purpose of life," further in the society

- Passing down the function of "job opportunities with a purpose of life" to Silver Human Resources Centers - (Adopted to JST/RISTEX' Implementation-Support Program to deliver R&D Outcome to Society in 2013, for 2013 - 2016)

Creating a platform to support life after retirement - Development of a new structure in order to meet diversified needs in life after retirement and its implementation - (Adopted to Ministry of Health, Labor and Welfare "The program to support regional human resource development" (2013 - 2015) and others)

- ✓ To pass down or transfer the function of "job opportunities with a purpose of life" to Silver Human Resources Centers (SC)
- ✓ To deploy job coordinators who are supposed to be the key figures in this program. Job coordinators will develop new work opportunities for the retired white-collar employees bearing their needs in mind and offer finely-tuned coordination.
- ✓ To verify the implementation trial done at Kashiwa City SC and then promote implementation at other SCs (Chigasaki City, etc.)
- ✓ To draw up "the manual" which details deployment of "job coordinators" and their activities, as well as other know-how of support activities

- ✓ To listen to various needs of senior citizens regarding activities not limited to "jobs" (e.g. volunteer activities, lifelong learning, community activities, etc.) and consolidate them in order to develop a new structure that enable to navigate senior citizens to a new place where they can contribute their ability.
- ✓ To network the related groups and organizations which provide job opportunities and places for social engagement to senior citizens. Also to maintain and share such information in order to improve the supporting system and environment.
- ✓ To launch "General Incorporated Associations Second Life Factory" which is managed by the citizens of Kashiwa City. It operates the program consigned by Kashiwa City.

(Future prospects/Final goal)

By reorganizing/combining functions of Silver Human Resources Centers and the platform to support life after retirement, we aim at creating "lifelong participation in society - in the true sense" where citizens are able to be an active player based on the needs, regardless of their age.

