

# Target groups

SMEs from the metal and textile sector  
SMEs business owners / general managers  
Human resources managers  
SME senior employees  
Trainers, consultants and guidance professionals  
Experts and policy makers

# SPARKLING GREY



Turning silver into gold through management strategies that effectively address an ageing and multi-generational workforce

# Consortium



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Sparkling Grey Project



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# Final Brochure

www.sparkling-grey.eu



# Objectives

Sparkling Grey aims to provide SMEs of textile and metal sectors with adjusted and innovative human resources management strategies that address age and multi-generational issues while supporting career management skills specifically targeted to senior workers.

# Main activities

- Desk research, literature review and consensus building
- Questionnaires and interviews with representatives of the target groups
- Co-development of the project resources with continuous involvement of the target groups and end-users
- Testing the results in real scenarios within SMEs of textile and metal sector
- One dissemination event organized in each of the participating countries to show case the products developed and inform about the results of the testing sessions.
- A final conference in Valencia, Spain (June 27th 2019): aiming to present the results and lessons learned to wider audiences and exploit the tools and materials of the Sparkling Grey.



# SPARKLING GREY

## Achieved Results

- State of play, scenarios and guidelines towards a common framework for age-friendly and multi-generational management strategies (based on desk research, literature review and consensus-building, as well as questionnaires and interviews with representatives of both sectors)
- An online training platform for trainers, managers/enterprises and employees with:
  - An assessment tool for SMEs, supporting the identification of the suitable strategies adjusted to an aged and multi-generational workforce
  - A toolkit for enterprises (employers and HR professionals) supporting the effective integration of HR strategies for age and multi-generational work environments and a toolkit for individuals (senior workers) supporting career decisions, skills development and retirement processes
  - An on-the-job guide for practical activities promoting age-friendly and multi-generational interactions and knowledge transference inside the SMEs
- A train-the-trainer package supporting the exploitation and utilization of the project results, guiding trainers and counsellors on how to support SMEs to adopt human resources management strategies addressing age and multi-generational issues

