

# A third career in the 'New stage of life'

Poul-Erik Tindbaek  
a3career



# A third career - a career in the third age

## A paradigm shift – of retirement patterns

New 3rd age careers -  
instead of 30 years leisure

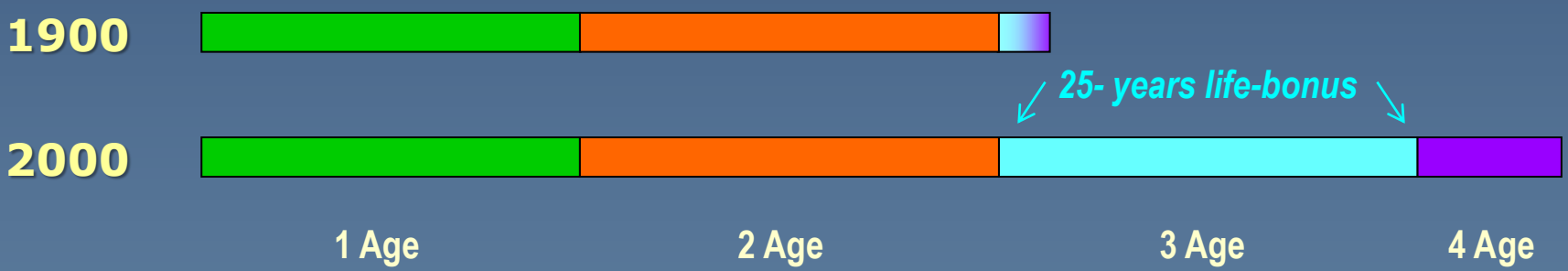
Continue working - and  
being part of the game

Meaningful commitments -  
part of your whole life-



# 3 motivators in the uprising paradigm shift

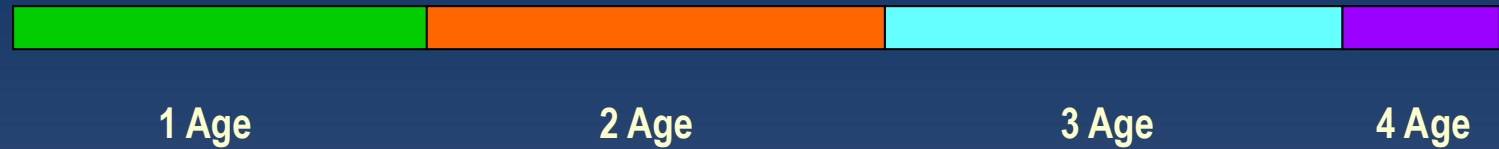
1. **Work has changed – from duty to identity**  
- 'we live for working – not working for making a living'
2. **Demographic development > seniors work longer**
3. **Longevity – 25 years bonus in 100 years**



**New generations: more meaning - less leisure**



# The third age - the 'New stage of life'



**The 3rd age – independent & healthy - outnumber**  
**The 4th age - dependent old age**

**“The waste of talent and experience is incalculable”**

**The challenge – improve access to active ageing**

**First step – realize the reality – the new stage of life**

**Second step – dialogues with decision-makers**



# A 3rd Career



## Workshops - with mature workers

- what work means - to a life of fulfillment
- the importance of staying healthy and fit - prolong the 3rd age
- how to establish a new network – when leaving the workplace
- kicking stereotypes on ageing – finding own way to a 3rd career



## Evaluation – workshops with workers

38 % - stay longer on the job

EU : Prolong working life

39 % - improve health habits

EU : Healthy ageing –  
independent living

44 % - join Volunteer Organizations

EU : Volunteering  
and caring

**Workshops & Pre-Retirement Counselling  
– a shortcut to Active Ageing  
and good answer to the demographic challenge**



# Conference in Berlin 10 May 2012

Pre-retirement counselling – a shortcut to Active Ageing

[www.seniorforce.dk](http://www.seniorforce.dk)

Keynote speaker  
**MARC FREEDMAN**  
Author of:  
'The Big Shift'



## Train-the-trainer workshop Aarhus 4-8 June 2012

[www.ec.europa.eu/education/trainingdatabase](http://www.ec.europa.eu/education/trainingdatabase)

contact: [pti@aarhus.dk](mailto:pti@aarhus.dk)



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