

**UNECE**

## Unlocking the potential of an ageing workforce

**15 April 2025 | Online  
2:30-4:00pm CEST**

The UNECE region is experiencing a profound demographic shift, with the share of older workers doubling since 2000. This trend, coupled with a projected decline in the overall workforce, poses significant economic and societal challenges. To address these urgent issues, we invite you to join our discussion on 'Unlocking the Potential of an Ageing Workforce.'

This event will delve into key policy strategies aimed at preparing the workforce for the future, retaining older workers, and removing barriers to their re-engagement beyond traditional retirement. We will share key insights and recommendations from UNECE's latest Policy Brief on the topic and hear first-hand about some of the concrete policy examples and initiatives featured in the brief:

- **Germany** – Family Care Leave
- **Hungary** – eDigiStars Project
- **Latvia** – Support for Better and Longer Working Lives

Discussion and key takeaways – International Labour Organization

**Register here:** [unece.org/potential-of-ageing-workforce](https://unece.org/potential-of-ageing-workforce)

