

## Agenda of day 2

09:00 – 10:00	Arrival
10:00 – 11:00	<b>Round Table: Politics meets Business</b> (Connect the topics of the first day) Prof. Dieter Kronzucker & Prof. Victoria Buesch, SRH Hochschule Berlin The International Management University
11:00 – 12:00	<b>The House of Workability: One answer to challenge an ageing workforce</b> Prof. Juhani Ilmarinen, Scientific Board ddn
12:00 – 14:00	<b>Networking II: Peripatetic lunch</b>
14:00 – 14:30	<b>Societal perspective on an ageing population</b> Harald Wilkoszewski, OECD Paris
14:30 – 15:00	<b>Voices of different generations</b>
15:00 – 15:30	<b>Closing remarks</b> Christian Werner & Prof. Victoria Büsch both Board of ddn



International ddn Conference & Future Lab  
**Human Economy –  
Sustainable Resource Management  
of an ageing workforce**

# Agenda

20th and 21st February 2014  
at SRH-Hochschule Berlin  
The International Management University

Ernst-Reuter-Platz 10  
10587 Berlin  
Germany

Sponsored by:

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## Agenda of day 1

09:00 – 10:00	Welcome and Registration	14:00 – 15:00	<b>6 Parallel Sessions</b>
10:00 – 10:15	<b>Opening</b> Rudolf Kast, Chairman of ddn	15:15 – 16:15	<b>Session I (Interactive Input Session): Plan the future – Sustainable HR Roadmap</b> <ul style="list-style-type: none"> <li>Erik Haendeler: Future the History - Why working culture will be the growth engine</li> <li>ddn – Kai Berendes, Lead of national working group of ddn e.V. : Human Capital Planning – Shaping the future today</li> <li>Martin Beeler, Senior Talent Partner, UBS Switzerland: 50+ in the Banking Industry – The Case of UBS</li> </ul>
10:15 – 11:00	<b>Teaser I</b> <b>Plan for the future: Sustainable HR Roadmap</b> Chair/Moderator: Christian Werner, Allianz Germany & Board of ddn e.V. <b>Panel discussion:</b> <ul style="list-style-type: none"> <li>Yves Barou, France – Chairman of AFPA, the leading French company for training adults &amp; President of the European HR Directors Council (EHRDC)</li> <li>Siegfried Baumeister, Germany - Member of the Board Hans Hermann Voss Foundation</li> <li>Jürgen Deller, Germany – Professor at Leuphana University</li> <li>Charles Donkor, Switzerland – Partner of Price Waterhouse Coopers, Human Capital Cons.</li> <li>Erik Haendeler, Germany – Future Researcher and Economist</li> <li>Thomas Sattelberger, Germany – Spokesperson of the New Quality of Work Initiative and Chairman of the HR Alliance</li> <li>Hans Groth, Chairman of the Board World Demographic and Ageing Forum (WDA), Suisse</li> </ul>		<b>Session II (Session Discussion): Keep your employees healthy – Workplace Health</b> <ul style="list-style-type: none"> <li>Organization: Sean Sullivan, CEO &amp; President IHPM, USA</li> <li>Academic: Professor Carol Black, UK</li> <li>Andreas Scholz-Fleischmann, CEO, BSR, Berlin</li> <li>Poul Haugaard, CEO, LLOYD Shoes GmbH, Sulingen)</li> <li>Jens Harde, Plant Manager, Alcoa Fastening Systems, Hildesheim</li> </ul>
11:00 – 11:30	<b>Teaser II</b> <b>Keep your employees healthy: Workplace Health Management – The global perspective</b> Chair/Moderator: Dr. Michael Drupp, AOK & Lead of national working group of ddn e. V. <b>Panel Keynote:</b> <ul style="list-style-type: none"> <li>Sean Sullivan, CEO and President of IHPM, USA</li> <li>Prof. Carol Black, Expert Adviser on Health and Work, UK</li> </ul>		<b>Session III (Session Discussion): Develop diverse careers with the focus on silver workers</b> <ul style="list-style-type: none"> <li>Prof. Dr. Jürgen Deller, Leuphana Germany</li> <li>Prof. Dr. Phil Taylor, Australia</li> <li>Otto Group: Leena Pundt Phd, Hamburg Germany</li> <li>Diversity Charter: Countess von Hardenberg, Berlin Germany</li> </ul>
11:30 – 12:00	Coffee Break		<b>Session IV: European voices provide insights about an emerging new understanding of ageing</b> <ul style="list-style-type: none"> <li>Patricia Munro, Worldcafe Europe e.V. (session moderator)</li> <li>Jeffrey Beeson, Worldcafe Europe e.V. (session moderator)</li> </ul>
12:00– 12:30	<b>Teaser III:</b> <b>Develop diverse career models: Ageing and Diversity Management – On shared responsibility and employability enhancing strategies throughout careers</b> Chair/Moderator Prof. Dr. Victoria Büsch, SRH Hochschule Berlin & Board of ddn e.V. <b>Teaser: “Measuring employability to develop individual career plans”</b> <ul style="list-style-type: none"> <li>Academic: Prof. Dr. Beatrice Heijden, Netherlands (Employment Enhancement)</li> </ul>		<b>Session V (Working Group): Fostering learning competence as prevention strategy</b> <ul style="list-style-type: none"> <li>Götz Richter, Jacobs University &amp; Board of ddn e.V. (Chair/Moderator)</li> <li>Prof. Stamov Rossnagel</li> <li>Enterprise Examples from UK and France</li> </ul>
12:30 – 13:00	<b>Teaser IV: Manage risks – How solutions enable a progressive public policy to create a framework for healthy and active ageing</b> Chair/Moderator: Christian Werner, Allianz Germany & Board of ddn e.V. <b>Panel discussion:</b> <ul style="list-style-type: none"> <li>Jeff Beeson – Worldcafé Europe</li> <li>Patricia Munro – Worldcafé Europe</li> <li>Michael W. Hodin, Ph.D. - Executive Director, Global Coalition on Aging</li> <li>Ton Koper - powerAge Experience Bank</li> </ul>		<b>Session VI (Working Group): The Demographic Dimension in the employer branding concept</b> <ul style="list-style-type: none"> <li>Marco Reich, Audi AG and Member of the Board of ddn e.V. (Chair/Moderator)</li> <li>Prof. Dr. Michael Ruf - University of Heilbronn (Input sequence) How Employer Branding inflects a strategic toolbox for demographic change</li> <li>Manja Ledderhos - Key Account Manager, Trendence Institute for International Employer Branding, Broaden Employer Branding – Germany, Europe, Worldwide</li> </ul>
13:00 – 14:00	Lunch Break		Roundtable Discussion: <ul style="list-style-type: none"> <li>Audi AG; HR Marketing Audi Group (NN)</li> <li>Prof. Dr. Ruf; (Uni Heilbronn)</li> <li>Manja Ledderhos; (Trendence)</li> <li>Heike Andreschak; (EB Consultant)</li> </ul>
		16:15 – 16:45	<b>Networking I „Go with the flow“</b> Individual Transfer to Hotel / Evening Event
		18:00 – 21:00	<b>Evening Event: Think out of the box with culture</b>