



# Silver Economy and the University of Third Age

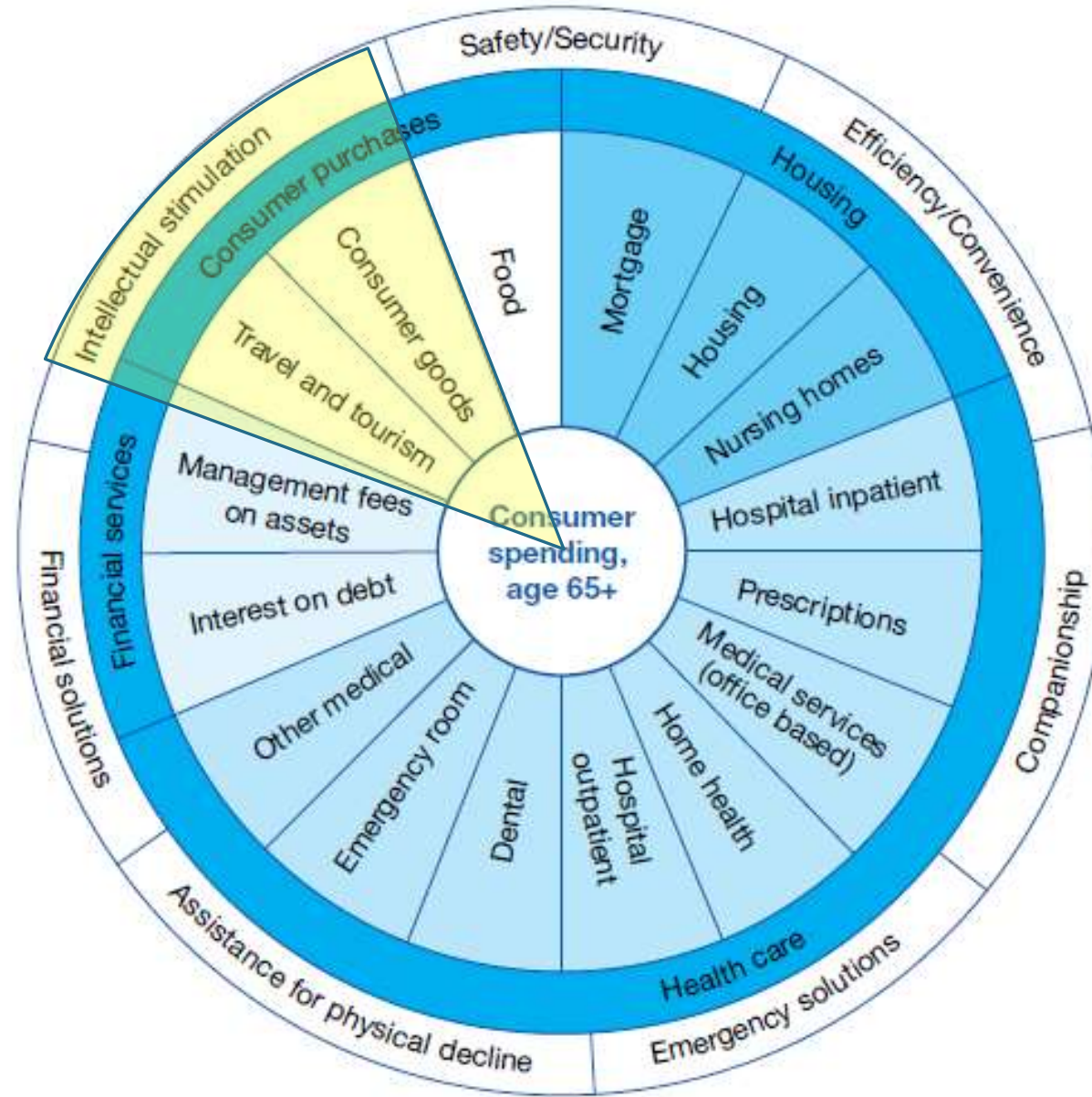
**Balazs BENKEI-KOVACS PhD**

**Institute of Adult Education and Knowledge Management**

**Faculty of Pedagogy and Psychology**

**ELTE UNIVERSITY, Budapest**

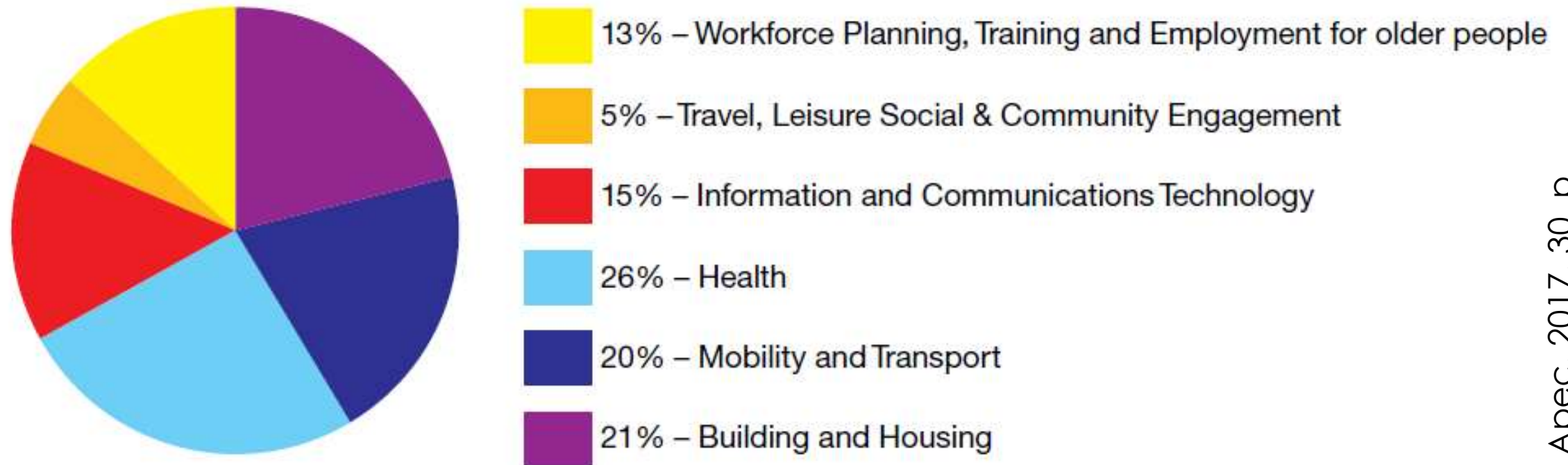
Figure 3 – Consumer Spending, Age 65+



Source: 'Global Aging: How Companies Can Adapt to the New Reality', The Boston Consulting Group, December 2011.

# Silver Economy Survey in Australia: landscape of the standards in different economic sectors

Figure 12 – Priority Sectors for Standards, Conformity Assessment and Regulatory Development in APEC



Source: APEC Silver Economy Survey, Standards Australia Analysis

# Business fields of potential solutions of the Silver Economy

Connected health

Robotics and games

Silver tourism

Integrated care services and improved connectivity

Development of an age-friendly built environment

Knowledge for an active and healthy lifestyle

Age-friendly universities

Driverless cars

Olderpreneur

Interactive platform to fast-track product and service development

Source: DG CONNECT, 2017, 3-4. p.

# Age-friendly universities

- ▶ promote age-friendly universities and age-friendly further education with the objective of increasing the employability of the older adult by **re-training**, increasing the offer of universities, and/or **contributing to older adults working longer**. (Source: DG CONNECT, 2017, 4. p.)
- ▶ **BUT:** Learning in the Third Age affects also (Pethő, 2011):
  - the health issues
  - the well-being and the confort-feeling
  - the social connections
  - the mental capacities of elder participants

# The tradition of University of the Third Age

(Maróti, 2013)

- In the Anglo-saxon countries: association based civil movements, with strong involvement of participants
  - University of Third Age (UK) <http://www.u3a.org.uk/>
  - University of Third Age Sydney (<http://sydneyu3a.org/>)
  - Society for Learning Retirement (British Columbia) <http://www.slrkelowna.ca/>
- The original source was the French U3A in 1972 (Montpelier): the socially engaged university „teaches” with courses the elderly
  - Univerité Tous Ages / Lyon <http://uta.univ-lyon2.fr/>
  - Université de la Troisieme Age – Liege / Belgium <http://www.u3a.be/>

# U3A in Hungary: a disconnected network



- ▶ ELTE Faculty of Education and Psychology: University of the Third Age (since 2012) - the first engagement (Budapest, city center)



- ▶ UNIVERSITY OF PECS (Pécs, Szekszárd, Kecskemét and Paks)



- ▶ ZSKF (Budapest, 3rd district)



- ▶ KJF (Székesfehérvár)



- ▶ SAVARIA UNIVERSITY CENTER (SZOMBATHELY)



- ▶ UNIVERSITY OF DEBRECEN, Faculty of Health: Academy of Silver Age (Miskolc, Szolnok)

# Surveying the needs and experiences of 'silver students' at ELTE / 1.

- ▶ The need of investigate the elder population is a crucial phenomenon for the development of our society (Bond-Peace, 2007; Field, 2013).
- ▶ The investigation on the habits and specificities of silver learners has tradition in our Institution at ELTE, and we work in the heritage of our colleagues of the Andragogy Department (Maróti, 1997 and 2013; Sz. Molnár, 2005; Pethő, 2008 and 2011.)
- ▶ Novelty of our research group at institutional and national level is in the examination of the silver students learning experiences, not only on a theoretical basis, but also in an empirical way.



# ELTE U3A – „Harmadik Kor Egyeteme”



Several Likers  
and Followers



# Surveying the needs and experiences of 'silver students' at ELTE /2.

- Topics of the investigation: Learning motivation; Learning with family members; Digital skills; Time management in the Third Age; Learning in intergenerational settings; Informal Learning and Well-being in the Third Age
- Time schedule: preliminary round off the investigation closed in 2015. The research through internet based query tool (Qualtrix) begins in September 2017. We have the intention to repeat the investigation every 2 years, with the same topics – longitudinal survey.
- Sample number (n= vary between 70 and 142) and specificity of the target population: 90 % over 60 years
- References to the main findings: This high qualified group of persons present several traditional patterns and some resistance related to the use of the internet and ITC tools, but in certain cases the family-relations help them to step over the fears.

# Selected case studies of European Best practice development of the Grundtvig program (2007-2013)



# References

- ▶ APEC, *The Role of Standards and Innovation for APEC's Silver Economy*, Australia, 2017, 76. p.
- ▶ DG BRUSSELS, *Growing the EU Silver Economy: a workshop on policy recommendations*, 2017, 4 p.
- ▶ Database of European Grundtvig Project: [http://eacea.ec.europa.eu/llp/project\\_reports](http://eacea.ec.europa.eu/llp/project_reports)
- ▶ Bond, John – Peace, Sheila et al. (ed.) (2007) *Ageing in Society*, SAGE Publications Ltd; 3rd edition, 384 p. ISBN: 978-1412900201
- ▶ Field, John - Burke, Ronald J (ed.) (2013): *The SAGE Handbook of Aging, Work and Society*, SAGE Publications Ltd, 560 p. ISBN: 978-1446207826
- ▶ Maróti Andor (2013): *Theoretical principles of the learning in the third age (Elméleti alapok az idősek tanulásáról és tanításáról)*, in. *Kultúra és Közösség*, numero III., 67-77.
- ▶ Pethő László (2011): *Conservation of the comfort-feeling ( A komfortérzet fenntartása)*, in. *AGORA Kulturális Tudományos Folyóirat*, 7. szám, 9-20.
- ▶ Sz. Molnár Anna (2005): *The elder adult population (over 45 years) and their possibilities and needs for learning (Az idős felnőtt rétegek (45 év feletti) felnőttképzési igényei és képzési lehetőségei)*, Budapest, NFI.
- ▶ Talmage, Craig - Lacher, Geoffrey (2015): *Captivating Lifelong Learners in the Third Age: Lessons Learned From a University-Based Institute*, in. *Adult Education Quarterly*, Vol. 65(3) 232-249.