



## Erste Bank Austria wins second award for its working model for older employees

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Ministry of Social Affairs awarded prize to initiative for employing older workers on Tuesday  
Erste Bank Austria plays a pioneering role with its LIFETIME project

Austria's demographic structure is undergoing a fundamental shift: The number of people over the age of 50 will be rising steadily in the coming decades. Erste Bank already recognised this key trend in 2005 already and initiated its LIFETIME programme to ensure viable working and development conditions for workers of all ages and to prepare for the lasting changes that this population trend will bring.

### **Erste Bank Austria wins second Nestor prize for its LIFETIME project**

"We want to lay a solid foundation for a successful three-generation enterprise. Above all, this means ensuring suitable working conditions and development opportunities for staff of all ages. This way, our employees can hold fulfilling positions for as long as possible, and especially older generations can use their skills and abilities to make a positive contribution. We see our employees – our older employees – as key staff and not as a 'cost factor'. We recognise and value their expertise and their experience, and want to promote it and make the most of it," says Elisabeth Bleyleben-Koren, deputy chairwoman of the management board at Erste Bank Austria.

To turn this philosophy into action, Erste Bank identified five key focuses for its LIFETIME project – health, corporate and leadership culture, training, young employees, and sales – and developed concrete measures to enable productive work at all different ages.

Erste Bank already participated in the Nestor Initiative with this unique project in 2005, and took home first prize in the "Major enterprise" category.

"We are especially proud to have been awarded second prize in the 'Major enterprises category' for our ongoing LIFETIME project," enthused Bleyleben-Koren on Tuesday evening during the awards ceremony at Wolke 19 in Ares Tower.

The Nestor Prize, awarded annually by the Federal Ministry of Social Affairs together with the consumer protection agency, is given to Austrian companies that implement special measures within their organisations to create good working conditions for older employees.