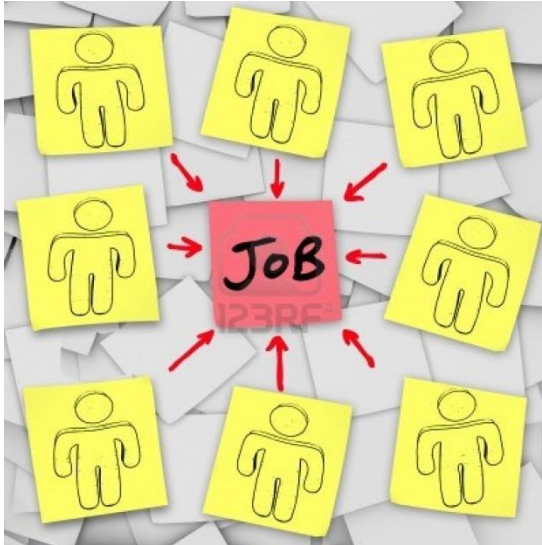
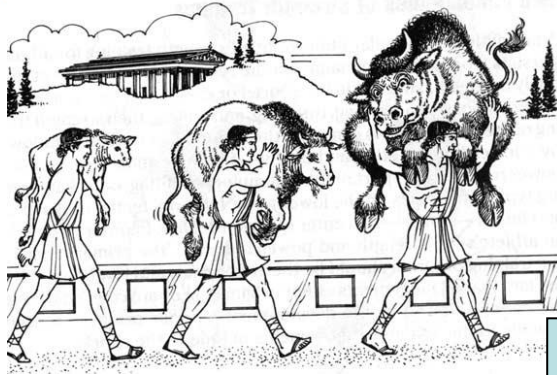


Fit 4 Sustainable Employment



Labour market is competitive market

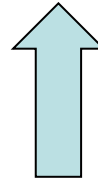




Competences
Assumed economic value



Job selection



Person-Organization fit



HIRED



NOT HIRED



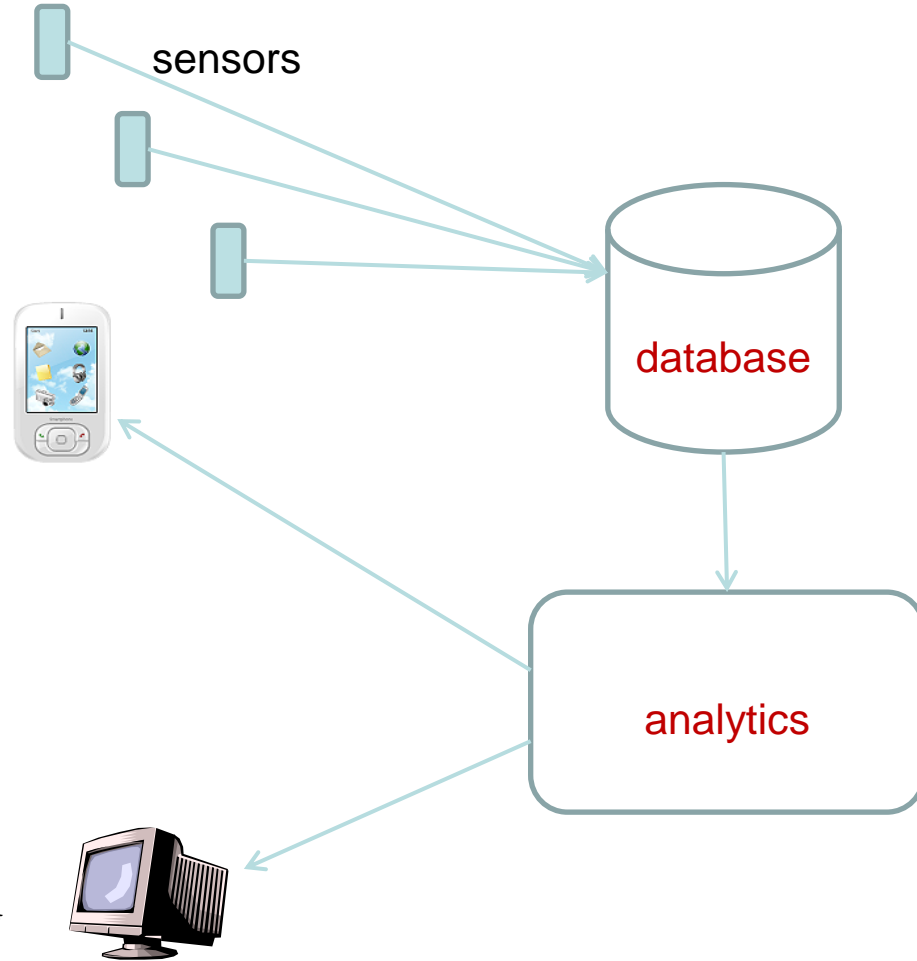
AGE DISCRIMINATION?



Using sensortechnologie for creating facts

Selfmanagement

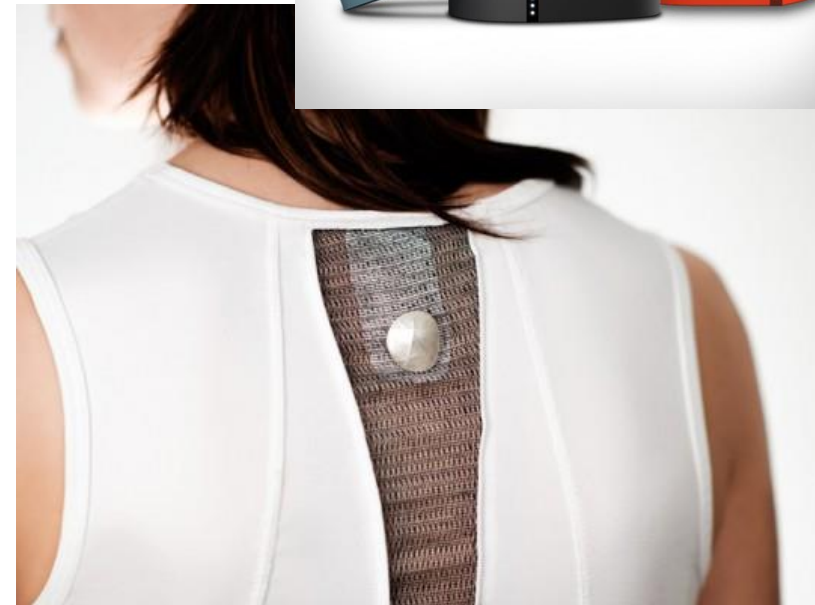
Structure



Technical improvement

Improving existing web based products with QS:

- Continuous update of health, environment, and work related information
- Objective, certified information
- More adaptive behaviour via bio feedback loops



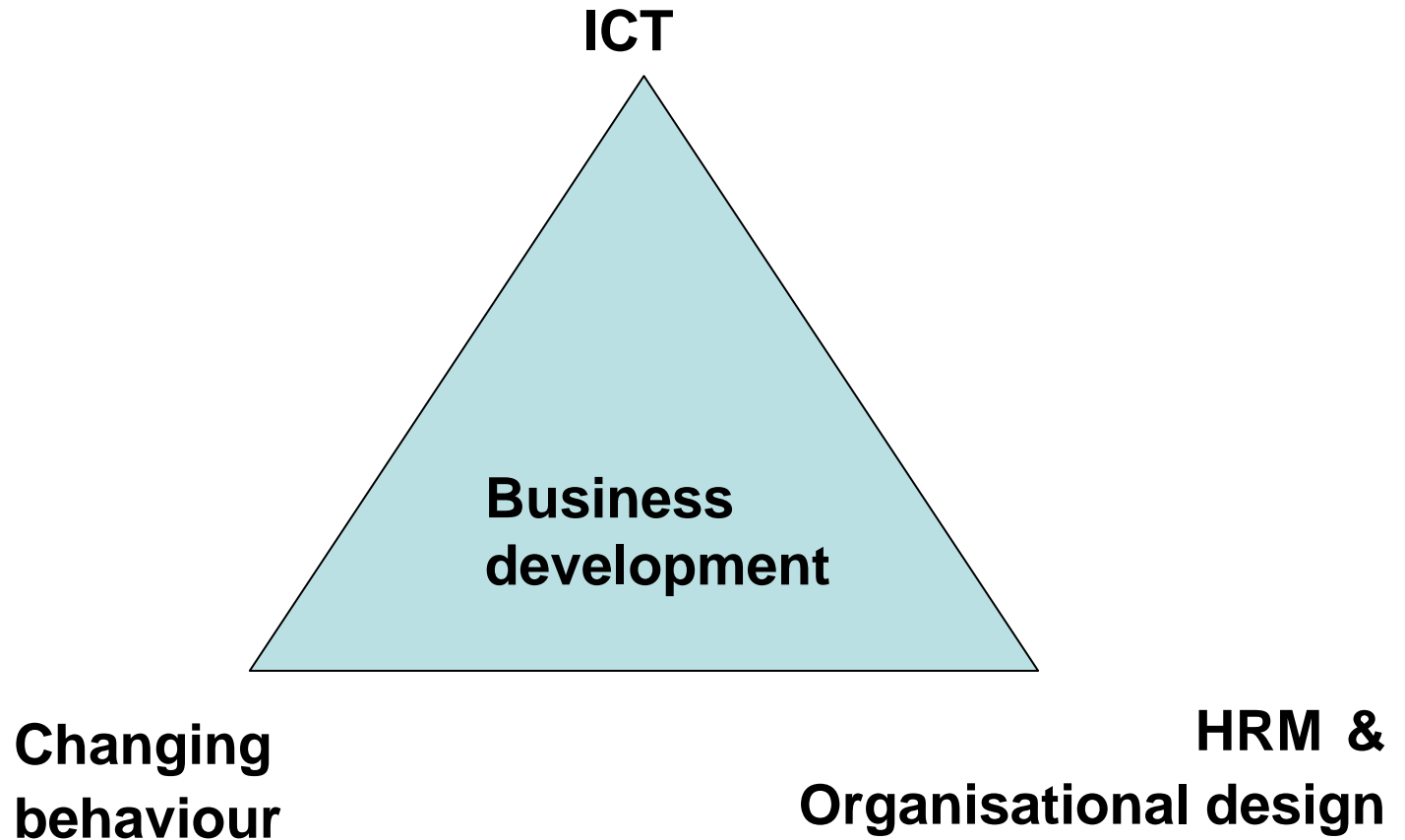
Interventions

**Healthy lifestyle
Individual coping**



**Task load
Task differentiation
Job change**

Four innovations



Current focus

- Older workers
- Quantified self tools /self-tracking devices
- 'big five for healthy life':
 - Daily physical activity
 - Food & nutrition
 - Sleep
 - Stress
 - Social interaction



Market



Business to business market approach

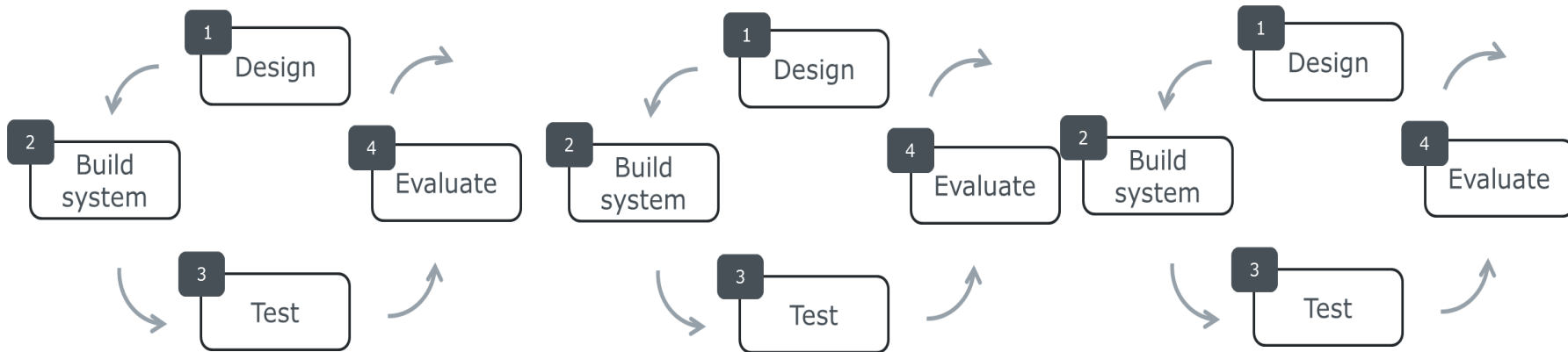
- Larger companies
- Health consultancies
- Re-integration services

In (near) future:

- Other targetgroups
- Other setting: education, health care

Projectdesign

Projectdesign



Becoming a partner?

Activities:

- Design
- Building
- Testing
- Evaluating

Possible partners:

- Employers
- Employee's organisations
- ICT-companies
- Knowledge institutes

Possible calls:

- Interreg
- Horizon 2020

For further information;

Louis Polstra (prof. Labour participation)

l.polstra@pl.hanze.nl

Hugo Velthuijsen (prof New Business &

ICT: h.velthuijsen@pl.hanze.nl