

A Few Best Practices: Age Friendly Business

1. Best Employers for Workers Over 50+ (AARP)

*Organizations creating roadmaps on how to attract and retain top talent in today's multigenerational workforce. These employers take AARP's Reimagined for work pledge. Here is an article about the program and the AARP site with participating companies. You will note both DARS and VCU are included in the list.

http://www.aarp.org/work/employee-benefits/info-09-2009/about_the_best_employers_program.html

<http://workreimagined.aarp.org/participating-companies/>

2. Certified Age Friendly Employer Program (Retirementjobs.com – endorsed and supported by AARP and Encore)

*Initiative identifies organizations that are committed to being the best places to work for employees at or above age 50; and helps job seekers identify employers committed to objectively considering them for appropriate employment, free of age bias or discrimination. Certification requirements are outlined on the following webpage.

<http://retirementjobs.com/about-us/certified-age-friendly-employer-program/>

3. Certification as an Age Friendly Business (better serves customers) (Elders in Action, located in Oregon)

* The Age Friendly Business Certification program educates and helps businesses better serve customers. Being Age Friendly means being customer friendly. There is a searchable directory of businesses that are certified on how to better serve older customers.

<http://www.eldersinaction.org/programs/agefriendly/>

4. Age-Friendly Local Business Initiative (New York Academy of Medicine & NYC)

*Provides information and support to businesses on how to become age-friendly and market themselves to older adults. The criteria developed on the PP slides for an Age-Friendly business was pulled from this initiative. There site has great marketing information, criteria for defining an Age-Friendly business, and maps of local businesses.

<http://www.nyam.org/agefriendlynyc/initiatives/current/age-friendly-business.html>

5. Certified Age-Friendly Business® (Business inspired by the UN's Age-Friendly Initiative)

*This business offers a Certified Age-Friendly Business (CAFB)® program certification. Staff at businesses must complete a 2 hour online Foundation Course introducing the age-related changes experienced by the 50+ market.

www.CAFBusiness.com. Code of service is included in link below.

http://agefriendlybusiness.com/CAFB_COPR_17Apr2012.pdf