

# Hver en krone er givet godt ud

Oftentimes, we see good ideas and intentions being squandered in administration. This is not the case with Senior Erhverv, where the allocated budget is used in a dynamic and effective process.

I am impressed by Senior Erhvervs work pace and results, e.g. by unannounced visits to many companies. Here, the companies are given the opportunity to mix their staff, so that a blend of new knowledge from younger and newly trained employees without the experience of the former is created.

Many SE departments nationwide are a plus, as many previous initiatives to the benefit of seniors have tended to be concentrated in the few large cities in Denmark.

In Senior Erhverv, the individual regions in Denmark are serviced to the benefit of both companies and seniors. Seniors with rich experience in "the backline" are ready for new challenges on the labor market. Senior Erhverv gives visibility to offers for seniors with a focus on development. Seniors, who are open to new tasks together with colleagues of all ages. Companies should remember: "Care is death"! A staff with a mix of age and professional experience is a good starting point for a company's growth.

Development does not come from itself, but it is also good to avoid mistakes, as other companies have learned the hard way. Perhaps some companies will get an extra and unexpected profit when they hire seniors. For that is not unlikely, as the new senior employee brings experiences and knowledge, which the "new company" can benefit from.

For seniors, many other qualifications besides the purely professional, perhaps being a contributing factor to the staff's acquired competences, which promote the company's visibility, success and growth. For me to see, every crown spent on Senior Erhverv from the budget gives good value. Thank you to all in Senior Erhverv for that.

*Ellen Manelius Knudsen, regionsmedlem i Region Sjælland, Det Konservative Folkeparti*