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**Purpose** In front of the demographic change and considering the economic potency of the so called 'silver market', there is a growing need for trade and craft to shift their orientation towards the generation of the best agers to be able to accommodate the different needs and expectations of this customer group. **Method** Since 2000, more than 900 plumbing companies with over 1500 employees were trained by the GGT, in close co-operation with the geriatric department of the Evangelisches Krankenhaus Bethanien, on the topic of barrier-free building (demographic changes, technical details, practical applications, legal requirements, spatial requirements beyond the bathroom, age-related handicaps, sensory loss, visual and auditory impairments and guidelines for an age and impairment-adapted conduct). **Result & Discussion** Of these 900 companies that completed the training 1/3 is positively involved in the 50+ generation market. Most of these companies actively advertise their new competency and draw their major income from this new customer group. Another 1/3 is only partly active in this sector of the silver market and the remaining 1/3 is not applying their new won knowledge at all. In the wake of a changing customer structure and expectations in the 50+ generation, only a small percentage of trade and craft companies realized the chance in this growing market segment and the need for age-adapted training. In contrast, the companies that made these adaptations were able to conquer this market and prospered.

**Keywords:** training, silver market, generation 50+

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