History

2005. 12	Korea Labor Force Development Institute for the aged (the Institute hereafter) is established.
2006. 02	The Institute promotes senior employment scheme and establishes the related support system.
2008. 03	The Institute opens 3 regional head offices (Busan-Ulsan- Gyeongnam region, Jungbu region and Honam region).
2009. 01	The Institute is designated as a public institute (in 'other' category)
2009. 04	The Institute opens 2 regional head offices (Gyeonggi-Incheon-Gangwon region and Daegu-Gyeongbuk region).
2010. 01	The Institute is designated as a Quasi-government organization (small and medium-sized type).
2011. 03	The Institute promotes self-supporting senior employment.
2012. 02	The Institute promotes a support system for social participation of the elderly.
2012. 04	The Institute launches the Seoul regional head office.

Structure of the Institute: 2 Bureaus 7 Teams 6 regional head offices



Seoul-Gangwon | Busan-Ulsan-Gyeongnam | Daegu-Gyeongbuk Gyeonggi-Incheon | Honam | Jungbu

Korea Labor Force Development Institute for the aged is ···

a Quasi-government organization which manages a job-creation scheme for elderly workers, a major welfare policy for senior citizens, on behalf of the Ministry of Health and Welfare. Korea Labor Force Development Institute for the aged www.kordi.go.kr

> 100senuri www.100senuri.go.kr

Hanahana Mall www.hanahanamall.com

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KOREA LABOR FORCE DEVELOPMENT INSTITUTE FOR THE AGED



Strategy Map

Mission

- To realize a prosperous and vibrant aging society

Vision

 To become a hub (or center) for the promotion of social participation by the elderly

Business Objectives

- To develop and disseminate a social participation support model for the elderly
- To achieve the 'highest' level of customer satisfaction

Strategic Objectives

- To improve employment opportunities for the elderly through financial support
- To promote market-led job creation for the elderly
- To create favorable environment and conditions for the senior employment
- To encourage social participation of the elderly

Strategic Tasks

- To strengthen the social contribution of the senior employment
- To enhance competitiveness of elderly workers in the labor market
- To promote Senior-friendly Businesses
- To expand Senior Internship opportunities
- To invigorate Senior Vocational Clubs
- To improve competence of workers and members of institutes running businesses for the senior employment
- To increase the efficiency of the information system for the senior employment
- To undertake applied research into real world problems and corresponding policies
- To improve public recognition of the senior employment
- To spread support system to encourage the social participation of the elderly
- To retrain retired baby boomers to be highly skilled
- To invigorate services helping the elderly plan retirement.

Core Values

Custome Value Creation

H

Ethics

Challenge and Passion Originality and Superiority

Self-Supporting (Self-Sustaining) Job

Vision

To improve the quality of life of the elderly by providing silver-decent jobs

Strategy

To create jobs suiting the capabilities of the elderly

To help the elderly improve competitiveness in the labor market

To create jobs to share experience and knowledge of the elderly

Practical Application

Senior-friendly Business

Senior Internship

Senior Vocational Club

Senior Internship

Senior Internship is a program which helps financially with labor costs businesses that actively employ senior interns. Senior interns should be aged 60 or over. The goal of Senior Internship is to broaden opportunities for the elderly to participate in the labor market.



Senior-friendly Business

Senior-friendly Businesses hire mainly elderly workers and operate in the fields where elderly workers can have competitiveness.



Senior Vocational Club

A Senior Vocational Club runs a program that offers job opportunities from the same occupations or companies in which elderly workers used to work. It is a government-funded body responsible for employment and volunteer activities in conjunction with participating businesses.

Supportive Activities for Main Business



Undertaking research on senior employment and social participation

- Supporting the government's policy development through research on the senior employment, social participation and other related topics
- Organizing senior employment expert and development forums,
 reporting the related statistical trends and supporting academic research



Developing and operating the information system for senior employment and social participation

- Assisting the operation of senior employment program through 'Senuri system'
- Running an information portal website for the elderly '100senuri (http://www.100senuri.go.kr)' to provide the information on job opportunities, education, health, leisure, etc.
- Operating 'Social Participation Support System' to link suitable services with the elderly's social participation needs, job opportunities, volunteeractivities, leisure, education, etc.



Improving the public's recognition and promoting

Media promotion (TV, newspaper, etc), online promotion, media advertisement to improve the recognition of senior citizens



Supporting the social participation of the elderly

- Investigating users' needs through one-to-one consultations
- Introducing appropriate services to customers of various needs for job opportunities, volunteer activity, education, etc.
- Providing after-employment supports

3

Other activities



Providing education for workers of senior employment businesses

The Institute provides an education for individual members (experts and professionals, officials) of the institutions involved in the senior employment business to strengthen their work abilities and provide a tailored education suiting the characteristics of each institution best.



Supporting social contribution activities by baby-boom generation

This business connects early-retired workers of baby-boom generation (about 7,120,000 born in '55~'63,) with local public sectors (social welfare sector, non-profit civic organizations, social economic sector, etc.) and creates new social values by exploiting the dying-out expertise and experience of the elderly.



Providing a program for retirement plan

We work with the Ministry of Health and Welfare to provide government institutions and public services, regional services, private companies and non-profit organizations with "Retirement Plan Program and Manuals" which helps planning retirement in terms of 11 fields such as finance, health, leisure, career development, housing etc.