



ACTIVE A.G.E.
Managing Change A.G.E.
Impact of demographic Ageing for cities.

DEMOGRAPHIC AGEING ASSESSMENT FRAMEWORK/ TOOLKIT



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Municipality
of Thessaloniki



1. Demographic ageing: an overview

The EU is facing a substantial challenge due to population ageing, which poses a threat to the sustainability of its social protection system and to competitiveness and macro-economic performance. EU population ageing is the result of several underlying trends:

- Reduction of birth and death crude rates across Europe (-0.074‰ and -0.582‰ respectively in the EU-27 in the past 10 years)
- A low and declining fertility rate in recent decades (1.5 children born per female currently, well below the replacement rate of 2.1 needed to maintain the current population, disregarding migration contribution).
- Increasing life expectancy for both males and females (75.2 and 82.5 in 2004 in the EU-27).

The main consequences of these trends are the progressive ageing of the EU population and the expected impact on its age structure.

By 2005, according to Eurostat projection forecasts, the over 64 age group is expected to rise significantly to reach 22% of EU-27 total population (from the present value of 17%). Demographic ageing is also deemed to affect the size of the overall working age population (aged 15-64) (to decrease by 17% between 2005 and 2050) as well as its structure, following the different developments of the cohorts in the working age sub-groups.

The dependency ratio (Older

Dependency Index – ODI – is defined as the share of people aged 65 years and older to those of working age) is expected to rise from the current 25% to 40% by 2030, and to reach 53% by 2050. The result of this trend is that by 2050 we will have only two people of working age for every person aged 65 and over, as against the four to one we now have.

In accordance with the European trends, all the Active A.G.E. network partner cities but Dobrich show or foresee a rising dependency ratio, and quite independently of the trend recorded by their resident population. In some cases both indexes (the share of population over 64 and the ODI) are already well above the EU average, such as the municipalities of Wolverhampton (respectively 19.4% and 31.9% in 2006) and Rome (20% and 31.6% in 2007).

Despite a common negative trend in their natural population growth, with Starogard Gdanski as a remarkable exception, partner cities experience quite different changes in resident population, which are driven by net migration dynamics. In fact, Edinburgh, Maribor, Prague, and Rome are facing a more or less marked population expansion due exclusively to continuous positive migration balances. On the other hand, Dobrich and Starogard Gdanski experience a population decline owing to the young inhabitants' out-migration (mainly 20-39 and 24-45 age groups) to the

rest of EU, which leads to a marked increase in the share of elderly over total residents.

Demographic ageing is also expected to impact working age group size and structure¹.

The 15-64 age group will continue to rise until 2010 and is expected to start its decline soon after, and to decrease by 17% between 2005 and 2050. Working age sub-groups will develop along different paths, with the number of people aged 55-64 growing by 9.5% up to 2010. Partner cities' shares of working-age people to total population range from 60.9% in Wolverhampton (where, as in Rome, it already started a declining trend), to 70.8% of Maribor.

As a consequence of changes in the size and structure of working age population, some EU member states are expected to face greater challenges in terms of workforce availability, among which Czech Republic, Italy, Slovenia, Spain and, in particular, Poland.

Starting from the figures above mentioned, it comes into evidence that in the coming decades, the size and age-structure of Europe's population will undergo dramatic changes due to low fertility rates, continuous increase in life expectancy and the retirement of the baby-boom generation. Ageing populations will pose major economic, budgetary and social challenges. They are expected to

have a significant impact on growth and lead to significant pressures to increase public spending, making it difficult for Member States to maintain sound and sustainable public finances in the long term. Despite the uptake of the active ageing discourse in so many reports and policy programmes at the various levels of governance, the active ageing paradigm is still far from finding comprehensive adoption in the various domains. Factors such as family life, employment, education, socio-cultural participation, material security and health are deeply interrelated with various policy domains of relevance to ageing. Recognition of this interaction suggests adopting a life-cycle approach, rather than concentrating simply on the fiscal, economic or employment aspects of ageing. Adopting a holistic view entails that successful ageing policy-making needs to address all generations: ageing policy is fundamentally about providing, extending and safeguarding political, economic and social rights for citizens of all ages. In short, citizenship for older people presupposes citizenship for everyone. This approach will help to reframe the problem of ageing as an "opportunity" for empowerment of older persons with enhanced capabilities.

2. Demographic ageing: the local context in the partner cities

In Rome, the municipality is concentrating on two main areas of intervention: active labour policies, aimed at preventing the exit from or supporting the re-entry in the labour market of over 45 years old workers; active ageing policies in a broader sense, involving health and care services for self-sufficiency and urban mobility, targeted to the so called “fourth age” group. A strong policy focus on lifelong learning policies has been clearly indicated by the municipalities.

Prague has the oldest age structure of the Czech Republic and its population has been growing older over the recent years particularly as a result of a significant decline in the number of children. The older age groups, in particular women, are expected to grow the fastest, increasing the number of people entitled to medical, social and advisory services. Prague municipality is focusing its policy efforts on four main areas: the quality of social services; the development of a long-term care system based on the integration of health and care; home-based care and support to families and carers through advisory services and assistance; affordable housing conducive to social integration and responsive to the needs and vulnerability of older people; development of new technologies.

In Maribor, the labour market participation of the older workers depends very much on job

opportunities in a context of high unemployment and low overall labour demand. In 2007 the unemployment rate for the 50-60 age group was 28.5%. Early retirement is one of the main reasons for scant exploitation of the older workforce, and it is driven by health problems, lack of suitable knowledge and competence, poor working condition and weak incentives for companies to encourage older workers to retire later. Poverty is becoming an increasingly important issue, in particular it is single retired women who are more commonly at the poverty line. The municipality's main policy challenges are thus focused on two issues: to retain older workers in the labour market and promote the re-entry of the most vulnerable sub-group, the over 50, through training and development of new skills and to promote social inclusion and active citizenship. This requires the creation of specific programmes and the provision of subsidies to ensure access to basic services also to lower income elderly people. The municipality of Maribor has also policy experience in the field of health and social care.

The municipality of Edinburgh has expressed great concern for labour market challenges. The employment of older workers is the main theme in terms of both local challenges and policy experience. This, despite very favourable (in comparative

terms) labour market indicators for older age groups (72.2% employment rate for people aged between 50 and retirement age). Work represents a major concern for people in their 50's and 60's, although the city of Edinburgh has one of the smallest differences between the activity rates of older people and the average of the working population. The municipality of Edinburgh thus interprets labour market challenges in terms of the provision of incentives for elderly people to stay at work, and this fact concerns primarily the quality of jobs. The older workers' motivation to extend their working life is undermined by several factors, such as work-related health problems, lack of recognition of mature workers' experience by younger workers and managers, discrimination, and inappropriate equipment and training.

In Thessaloniki the labour market participation of the older workers depends very much on job opportunities in a context of high unemployment and low overall labour demand. These factors are driving local policy makers to promote older worker re-entry, employability and adaptability through lifelong learning schemes, qualification and direct hiring, that is, by devoting a share of the new job openings to unemployed people over 50. Direct hiring by the municipality is deemed necessary to

foster local economy by supporting incomes as well as to re-activate older people into social life. Training courses for the elderly unemployed are also provided at both the local and national level and are mostly financed by national and EU funds. Thessaloniki provides institutional care to elderly people through day or community centres.

Elderly care and active social life are promoted through KAPIs, which are community centres devoted to older people organization of free time and social contacts.

Dobrich is experiencing an increasing share of elderly in the total resident population. This trend is driven by both negative migration flows, mostly concerning people aged 20 to 39 years old, and a shrinking population, due to a negative natural population growth (which dates back to the mid '80s). Older workers' employability, adaptability and entrepreneurship are deemed to be the main policy challenges. The shortage of trained and qualified staff, coupled with lack of information and data on ageing people' needs, prevent the coordination of efforts between public and private stakeholders to effectively cope with the problems of ageing.

The municipality of Dobrich has a good policy experience in care and social services provision for the elderly. The "Old people house", with a capacity of 115 people, provides social services to the

elderly, helping them with daily activities (free time and socialisation, eating, medical care); the “Project for dignified life” provides 12 social assistants and 11 domestic assistants to care for 40 lonely people. Nine “Retired people’s clubs” are operating, but the infrastructure needs to be improved. The Dobrich municipality also plans to establish a network of social centres for ageing people.

In the city of Seville, from 1997-2007, the over 45 age group increased by 13%.

Promotion of employment of older workers, in particular re-entry in the labour market, up-skilling, and entrepreneurship, with a special focus on women, is the municipality’s main policy theme.

Seville aims to achieve these targets through training, intergenerational transfer of experience and skills, and ICT. Presently, the municipality of Seville is focusing its policy efforts on enterprise development.

It wants to develop further an already existing “Program of Aid for New Enterprise Initiatives” to meet the increasing demand for services and support for over 40 year olds starting new enterprises.

Population in retirement age in Starogard is expected to almost double between 2004 and 2013 (from 13.8% to 25.6%), while long-term structural unemployment among over 50 is already very high.

Progressive loosening of family and social ties owing to young family members migrating is leading to solitude, depression, vegetation and unhealthy lifestyles. Care services for elderly self-sufficiency is the key area of intervention of the Starogard municipality. Social inclusion activities, management of free time, daily routine activities, and the use of technological device (mobile phone, cash dispenser, credit card, and the internet) are major sources of difficulties and exclusion for elderly people.

These are therefore the main areas targeted by the municipality. Worsening conditions of health services and a progressive marginalization of ageing people makes social inclusion a priority policy issue.

Wolverhampton ranks at the bottom 20% of English Local Authorities and Primary Care trusts over a number of social indicators, including life expectancy, deprivation and health. In Wolverhampton, eight out of twenty wards within the urban area are priority wards: they rank amongst the 10% wards with the highest level of deprivation in England (but the local authorities do not report a particular concentration of elderly people in these areas). The municipality of Wolverhampton also signals the problem of inclusion and combating the isolation of the elderly in local minorities, mostly African/Caribbean and Asian.

Issues raised as priorities are community cohesion, empowerment, health and wellbeing, enterprise and employment, housing and transport, strategic planning, and education.

Each of the partner cities demonstrated a keen interest in sharing competences, practices and experience.

Employment and enterprise development for older workers, the Age and the economy main theme, have been clearly identified by many partner cities as the domain in which they are most interested in developing and implementing their local action plans.

The municipalities focusing on both re-entry and retention for older workers stressed the need to define active labour measures more closely targeted to the individuals.

This means, for instance, combining lifelong learning schemes with a special emphasis on the digital divide in the case of the self-employed, paying attention to the need to relax credit and other constraints in the case of entrepreneurship promotion, combine flexible times and gradual retirement measures with measures aimed at promoting the intergenerational transfer of experience and skills to strengthen retention of mature workers.

3. Age and Employment

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3.1 Introduction

According to the local challenges score, Age and the economy is a priority topic addressed by most of partner cities.

The issue, however, presents different problems according to the specific labour market conditions and trends: in Edinburgh, for instance, labour market participation is mainly affected by supply side factors: the participation of older workers and longer working life is thus dependent on incentives to remain at work. Job quality (working conditions, health, wages, and qualification) represents one of the municipality's key sub-themes. In Dobrich, Maribor, Rome, Seville and Thessaloniki, on the other hand, the labour market participation of the older workers depends very much on job opportunities in a context of high unemployment and low overall labour demand. These factors are driving local policy makers to promote older worker re-entry, employability and adaptability through lifelong learning schemes, qualification and direct hiring.

3.2 An overview of some best practices

Wolverhampton (United Kingdom) PRIME - A viable way to continue earning e living after 50

The city of Wolverhampton has presented its experience on projects

aimed at sustaining elderly people in driving businesses, stressing that even those who do not arrive at the start up of a company have benefited from advice by acquiring more information. The city has emphasized the importance of giving advices and support to elderly people to enhance self employment. Prime is a national organisation dedicated to promoting 50+ people self-employment and entrepreneurship. Prime works in partnership with national, regional and local governments and other training and employment programme providers. Its mission is to ensure every-one has the opportunity for self-fulfilment through sustainable self-employment and entrepreneurship. Prime, through a charity, offers consulting services to help older people to achieve the following objectives:

- to improve their opportunities of self-employment and entrepreneurship at national, regional and local level;
- to drive them into business through franchising, or in specific sectors such as Food & Drink or Creative Businesses.

Prime offers the following services:

- a pack of starter materials to help people considering self-employment;
- a list of the organisations close to the client that, to the best of

PRIME's knowledge, are able to help older people starting a business;

- information about any workshop, seminar or open drop in days which might be useful to the client;
- a fast answer to any query clients might have;
- a reminder letter four-to-eight weeks after the starter-pack delivery, reminding the client how he/she could start a business.

Dobrich (Bulgary) **A Service for the Assistance to Small - Sized Businesses**

In line with the case study presented by the municipality of Wolverhampton, the project called "Services for Assistance to Small – Sized Businesses", realized on the territory of the Municipality of Dobrich and financed within the Active Services for the Labour market Program of the Employment Agency, in agreement with the World Bank, aims to stimulate entrepreneurial initiatives as a factor for encouraging employment and a more stable economic development. On the one hand, the project activities answer the need to stimulate the economic and professional initiatives of people in active age. On the other hand, the vocational training on entrepreneurship creates the necessary preconditions for both adapting this workforce to the market demand and sustaining the

transformation of the Bulgarian economy into a modern, knowledge-based system, in line with the EU and global trends. The choice of the services the clients are given is mainly based on the analysis of the SME` needs at regional level. At the same time, the study of the main weak points in companies` management has been done, pointing out the following problems:

- a lack of experience in SME management;
- the lack of an entrepreneurship culture;
- a too limited diffusion of methodologies oriented to customer satisfaction and to marketing strategies;
- a too limited use of IT and e-trading;
- a lack in the organizational models adopted as well as in adopting lobbying strategies;
- a lack in information concerning the access to economic resources to finance a business;
- not sufficient competitiveness;
- a lack in the capability to develop and manage projects.

The specific objectives of the project concern the strengthening of the motivation of the target groups to develop their skills and manage their own business, as well as the improvement of their qualification and competences stimulating entrepreneurship initiatives in the region.

These objectives has been achieved through the implementation of the following activities:

- the creation of a project team; the definition of agreements with the people the team was made up; the development of a detailed work-schedule etc;
- the selection of the beneficiaries of the actions;
- the preparation of the trainings courses – including the organization of seminars` design, training materials, questionnaires, tests, presentations etc;
- the implementation of the trainings – the themes of the tree seminars were: “Entrepreneurship”; “Management of small enterprises”; “Development and management of projects”;
- the study of the beneficiaries needs of consulting services – a necessary stage because of the offering of adequate individual consultation services for every beneficiary;
- he development of a time-schedule for the individual consultations;
- The availability of individual consultation services offered to all the beneficiaries: small enterprises and unemployed people can use the assistance of experienced consultants in the sphere of business planning, financial sources, accounting and finances, marketing and advertising, public relationships etc;
- the organisation of a network for

mutual help.

The network represents an opportunity for cooperation among the beneficiaries.

The aim is to guarantee a faster reaction of the beneficiaries to the new market needs.

The activities in the network are focused on searching better opportunities for development.

The project has involved 25 beneficiaries who have participated into the tree seminars on “Entrepreneurship”, “Management of small enterprises”, “Development and management of projects”. As a result of this initiative:

- 126 individual consultations have been done;
- 3 publications in the local newspapers have been edited;
- 5 broadcasts have been realized;
- a number of pamphlets and 2 press conferences have contributed to disseminate the results of the work done;
- 5 new working places in enterprises have been created.

The qualitative results, that have been achieved, can be summarized as follow:

- skills gained in the sphere of entrepreneurship;
- enhanced motivation and willingness among the beneficiaries to start and manage their own businesses;

- increased qualification, competences and skills of the unemployed workers according to the needs of the labour market;
- creation of better conditions to foster entrepreneurial initiatives in the region;
- dissemination and exchange of know-how and good practices with other organizations;
- increased rate of the competitiveness of the SMEs.

**Edinburgh (United Kingdom)
Age Positive Campaign and
EQUAL programmes: next step
for the re employment of “over
50” elderly people**

Currently, Edinburgh is experiencing a significant increase of its population, mainly due to the inward flows of migrants coming from overseas and, particularly, from the rest of the United Kingdom. This strong growth is also leading to pressure on the green belt, particularly in the west-side of the city as office and housing developments compete for space.

Though Edinburgh's population is ageing, a very large and transient population of young students studying at the city universities has helped to offset this demographic problem.

By analyzing the context, the main key issues and problems to be addressed are the promotion of flexible working practices for older people within public, private and 3rd

sectors and the definition of a mechanism for older people's viewpoints to be fed into employability strategies.

The main objectives that the City of Edinburgh aims to achieve are the development of a better working practices inclusion work/life balance through the creation of opportunity for people to work longer through flexible work arrangements.

The project starts from the older people's opinions about re-employment rather than from the market needs and/or the perceptions that social actors and policy makers have about this matter.

The case study presented in Wolverhampton concerns a project based on previous programmes such as Age Positive Campaign and EQUAL programmes and it involves the development of the following activities:

- the development of best practice/case studies;
- the development of toolkit and how to use it (this toolkit will also contain advice on retirement & how to prepare for it);
- the development of promotional campaigns for businesses, presenting concrete business experiences;
- the organization of events for businesses (especially SMEs);
- the research on the information the representative bodies are given and that could be usefully

used as a starting point for a business;

- the creation of forums (using existing groups) to gather information;
- the organization of information into papers for policy makers.

Currently, the project is still in progress.

Maribor (Slovenia) **Training and Education of the Volunteers for Elderly Self-Help Groups**

The demographic background in Slovenia is similar to that of many Western European countries, with regard to the ongoing population ageing process. By the next 10 – 20 years a relevant increase in the number of older people is expected to come. Currently, this percentage amounts to an average of 14-15 %. Actually, we are facing at the well-known age of geronto-boom. In the present economic conditions the growth of the number of the elderly unemployed people is increasing quickly.

For this reason, many NGOs wish they would systemically engage unemployed workers in voluntary activities and, at the same time, they would consider the time allocated to perform this activity as years of service. In this way unemployed workers would get a money reward for voluntary work, which would support them until

acquiring the right to retirement.

The project presented by the municipality of Maribor focused on this issues and concerned the inclusion of elderly and unemployed people through their involvement in education and training programs. By joining into training and education elderly unemployed people:

- gain additional knowledge and experience on the field of team-work methodologies, social gerontology;
- keep working habits;
- are supported in strengthening their own positive self-image;
- re prepared for their own retirement and old age;
- establish new social contacts and strengthen their social inclusion;
- improve their personal social capital and consequently the social capital of the whole society;
- promote voluntary work.

This program has a very important impact, because it reduces the social exclusion of elderly people and it enables intergenerational integration, coexistence and exchange of knowledge and experience.

Engaging volunteers in training and education courses is part members educational and training activities in the technical-professional areas and sponsors studies and publications on topics related to and sensitive with senior needs.

The seniors consultants are

distributed throughout the Spanish territory and they are organized into 25 delegations and 11 subsidiary offices.

In 2007, Secot Seniors executed a total of 1,015 consultancy projects. The larger number was in the Services sector (157) followed by Retail (115), Hotels (115) and others (112).

Starogard (Poland) **Activities combating unemployment**

The county of Starogard has a relatively high percentage of unemployed people aged 50 and over (mostly women). Mobilization of that part of local society should become an important goal for all the partners involved in the Project. The overall goal of the project is to create the best conditions to facilitate the re-entry into the labour market of the unemployed workers aged "over 50" in the Starogardzki Powiat (people unemployed for a long time, other professionally excluded groups, etc.).

The participants to the project included the unemployed workers registered in the Employment Agency List. They are mainly resident in Starogard Gdanski, and a fewer are coming from villages and small towns. The operational objectives are the following:

- to help the unemployed workers to develop a methodology for job searching;

- to create training courses for the retraining of unemployed workers;
- to develop measures to promote entrepreneurship and self – employment.

Under the Project, 34 unemployed workers (21 women and 13 men) aged 50 years and over were motivated. Among them 7 unemployed workers have received funding to start their own business, and 20 elderly people have been trained and have enhanced their skills.

Thessaloniki (Greece) **A policy for unemployed workers aged "over 50"**

When an unemployed worker, and more specifically an over-50 unemployed worker, is looking for a job, because he/she has never worked before or he/she has been forced out of the labour market, the municipality of Thessaloniki has planned to adopt the following policy measures:

- quota policies for the employees of the municipality;
- close collaboration with the Chamber of Commerce and the biggest industries around the city limits;
- the creation of an unemployment office, which is separated from the national unemployment office, and directly managed by the Municipality;

- the creation of social houses (KAPI) for people aged over-50 where they can be involved in a number of activities they desire to participate in;
- the promotion of special educational and support programs for elderly people who have psychological problems; for foreigners with difficulties in language and integration; for women who have left the labour market to perform care-giving activities and who would wish to come back to work.

The municipality of Thessaloniki cooperates with the Chamber of Commerce, the Trade unions, the IKA, (National and central health and pension security organization) and, finally, the Unemployment office of the city.

The main objectives of the current policies implemented by Thessaloniki at local level are:

- to increase the collaboration between the above mentioned political and social actors;
- to favour the information flows among both employees and employers with regard to the opportunities they are given;
- to enhance information flows among all the offices involved in the project using newsletters and leaflets, as well as the municipality radio stations;
- to inform better the KAPI and all the people visiting these houses.

Rome (Italy) - Supporting elderly people entrepreneurship - Bic Lazio and Lazio Employment Agency

The experience presented by the Municipality of Rome has been developed at regional level within a general framework of support to employment, based on an agreement signed in June 2007 between the BIC-LAZIO organization and the Lazio Lavoro Agency.

The case-study is focused on those workers who are registered in mobility lists or whose contracts have expired as well as on those unemployed workers who do not receive social dumpers and whose interests are linked to a trade-union negotiation.

On the one hand, the project aims at responding to the widespread of unemployment among elderly workers, to the increase in the lay-off hours allowed and to mobility lists; on the other hand, it is focused on supporting self-employment and enhancing an entrepreneurial culture in many productivity sectors of the social economy.

The actions of the project promote the involvement of unemployed workers with low qualifications or not well skilled as well as of those with high level of qualification but that meet some difficulty in re-entering the labour market due to closing down of many companies or to firm restructuring ongoing processes.

Self-employment or small businesses are funded by a sunk capital amounting to a maximum of 15.000 euros to start-up the business (Art. 12)

Along with funding the project has provided an information service on the opportunity given by the Law n. 29/1996 and services to support the whole cycle/process of realization of SME projects in three steps:

- counselling on entrepreneurship;
- assessment of SME projects feasibility;
- counselling on drafting business plans.

The results achieved are described in the table below:

Activity summary by 30th June 2008	
Total candidates/proposals	54
Total feasible proposals	48
Candidates who have	
not answered	1
Sme ongoing – still working	40
Sme not working	7
Sme funded	7
Sme waiting for funding	40

The results achieved are described in the table below:

- entrepreneurship counsellors;
- Sme tutors;
- experts on Sme management, budgeting, marketing involved in structured training courses.

The financial resources concerned the availability of the sunk capital of 15.000 euros, the access to ordinary credit and the support of a number of sponsors.

At the end of the project a self-assessment of the Sme experience has been carried out. The following results were recorded:

Self-assessment of Smeactivity
Verygood 4
Good 29
Fair 5
Shuttingdown 2

4. Age and Care

4.1 Introduction

With respect to the Age and Care domain, although elderly health and self-sufficiency are not listed among key challenging sub-themes in partner cities' ranking, many partner municipalities show deep concern over these issues, as evidenced by the rich and solid policy background in care service provision for the elderly. Moreover, many municipalities are planning to develop home-based care and support for families and carers, in accordance with the overall shift from institutional care towards independent living of the elderly in their own homes.

Dobrich and Starogard Gdanski report growing needs for health and social services. In the municipality of Starogard, care services for elderly self-sufficiency were pointed out as the most challenging sub-theme shaping the municipality's policy orientation.

The context is characterized by worsening conditions of health services; limited access to medical specialists, including geriatric rehabilitation; and insufficient numbers of places in Social Assistance Houses. According to the local mapping reports, these conditions are aggravated by the isolation of elderly people, which makes implementation of policies and activities targeted to management of spare time, daily routine and socialisation indispensable for social inclusion.

The municipality of Prague placed the implementation of a long-term care system among its major challenges. Its aim is to improve the overall quality of social services supply, increase the provision of home health care and domiciliary care services, and monitor older people exposed to health and social risks.

Active ageing policies targeted to the 4th age group involving the improvement of urban mobility, health and care services for self-sufficiency is one of the sub-themes identified by the municipality of Rome as most relevant.

4.2 An overview of some best practices

Maribor (Slovenia)

The elderly care in the republic of Slovenia

In Slovenia, institutional care includes all forms of assistance within an institution, other than family, whereby the primary aim is to replace the role of family or home, and ensure organized meals, personal care and medical assistance for residents. At the beginning of 2009 in Slovenia there were 56 public and 28 private institutions engaged in elderly care. Social home-care services consist of an organized form of assistance to individuals requiring assistance in activities of daily living due to chronic illness, disability or old age infirmity. It means that these

elderly people cannot live at home without the assistance of another person.

The costs of care services are covered by the residents themselves, their relatives, and municipalities.

Prices of care services are determined by responsible authorities within management boards, according to existing methodology and upon approval of the Ministry of Labour, Family and Social Affairs. Basic services provided by homes for the elderly are:

- Accommodation in private or shared rooms
- Cleaning and laundry services
- Organized meals, suited to medical conditions of residents
- Personal assistance, social care and welfare

Additional activities may include supplementary care services for residents, not listed as standard within the particular care level:

- Daily care and assistance for seniors living at home, which includes specific care and services;
- Care and medical services for residents living in apartments of assisted living;
- Appropriate meals and medical care as well as other forms of assistance for individuals or families living at home;
- Social services at home, for seniors and others who need such services;

- Cooperation with other organisations, communities and individuals, aimed at providing leisure activities for seniors outside their home.

Prices for additional services are determined by the management bodies of the Homes. The law does not forbid the execution of market activities; however, the profits made have to be invested in improvements, in order to ensure better conditions for the implementation of primary activities of the Home. The guides and the principles which inspire home care services in Slovenia are:

- equal access and equal opportunities
- voluntary integration
- free choice
- individual treatment
- dialogue between users and the performers
- the efficient handling of budget

The Senior Citizens Home Tezno

The city of Maribor has presented the experience of Senior Citizens Home Tezno with an interesting site visit of the Home.

The retirement home in Tezno is a public social welfare institution providing institutional social care which includes basic personal care of seniors, accommodation and organized meals, as well as social and medical care according to existing healthcare regulation.

On January 2010 the structure of residents according to care level is:

- **23.5 % of residents are classified into care level I:**
Care level I involves seniors over 65 who suffer from common medical conditions which accompany the old age. They are not able to live a completely independent life and need minor assistance in personal care.
- **14.7 % of residents are classified into care level II:**
Care level II involves seniors with moderate medical conditions, requiring a larger degree of personal assistance.
- **51 % of residents are classified into care levels III a and b:**
Care levels III a and b involve residents with stronger impairments, requiring complete and direct assistance in personal care and in the fulfilment of their daily needs.
- **10.8% of residents are classified into care level IV:**
Care level IV involves residents with serious medical conditions, requiring complete and direct assistance in personal care and in the fulfilment of their daily needs.

The Home began its operation on February 2004 and today accommodate 200 residents in 99 rooms. There are 32 private rooms, 50 double rooms and 17 shared rooms. Residents with disabilities have available rooms well equipped and can count on skilled operators

that follows them throughout the day. Residents can spend their time socializing, reading, playing cards, board games or watching TV. The primary goal of socializing is creating new friendships in order to be able to live a full life in a new environment. Residents can share moments together during community events, in interest groups, self – help groups and other initiatives like excursions, picnics, workshops, cooking, cinema performances, lectures, and birthday parties. In the Home, books, library and internet access are also available. Individual work is an important activity as well as intergenerational socialization between residents and young people. For example children organized sports events for residence people of Tezno. The staff employed in the structure consists of 86 employees on duty 24 hours. Organization of work in the Home provides for professional activities to be carried out under supervision of trained professionals and in cooperation with other bodies of the Home, thus following the principle of uniformity and individual treatment of residents. In the past five years the Home's staff have:

- Created an Integrated Image – a cone as the symbol of life, reminding us of the life cycle;
- Launched a bulletin newsletter;
- Relocated, renovated and specially equipped the area for

- residents with dementia;
- Launched the E-Qalin system of service quality, which is designed to meet the requirements of Homes for the elderly;
- Improved the venting and air-conditioning systems in the laundry and kitchen;
- Reorganized and rearranged the garden according to suggestions and needs of residents;
- Reorganized and rearranged the senior park;
- Equipped all hallways and community areas with air conditioning;
- Renovated the third floor of the facility: now it has an additional community room, a chapel, a library and a larger area for occupational therapy;
- Equipped the kitchen with a new dishwashing machine;
- Equipped the rooms with 100 electric adjustable beds.

Rome (Italy)

“Help to person”: a soft home-care service to support elderly people in their daily life

The experience of the “Help to person” respite service has been promoted and developed at municipal level by Caritas to meet elderly people aid needs in managing activities of daily life. The service is particularly directed to assist elderly people who are alone or who feel alone, with a weak family network or with problems of non self-sufficiency.

The project is self funded with the support of Cacciò Foundation for economic benefits.

The “Help to person” service is aimed at facing the following critical points of the local welfare in elderly assistance:

- Long waiting lists for in-home assistance
- Lack of residential long-term care structures
- Lack of semi-residential care structures
- Lack of day-care centre for elderly people

The service works in close connection with both a public network - “The house of voluntary workers” - that represents the main reference point for elderly people living in Rome (67% of users) and a local network of social actors engaged in supporting elderly people and their families (13% of users). Among the activities conducted there are also the offer of company and spiritual assistance, the training of volunteers on helping elderly people to face at their daily commitments and the assistance in carrying out little commitments, bureaucratic matters, accompaniment. The service, realized in two municipal districts (I and X districts) of the Capital, has registered 90 users in 2008, 100/110 users in 2009 and about 7000/8000 interventions in a year. Therefore the specific features of

the context that have shaped the practice are the following evidences uncovered by the home care service:

- Provision of service in order to resolve the explicit need
- Good skills but little attention, acceptance and respect
- Lack of understanding of the implicit need
- Absence of a path aimed at removing the causes of need

The main aim of the project is to provide families with an effective support to the daily burden due to elderly people non-medical care needs.

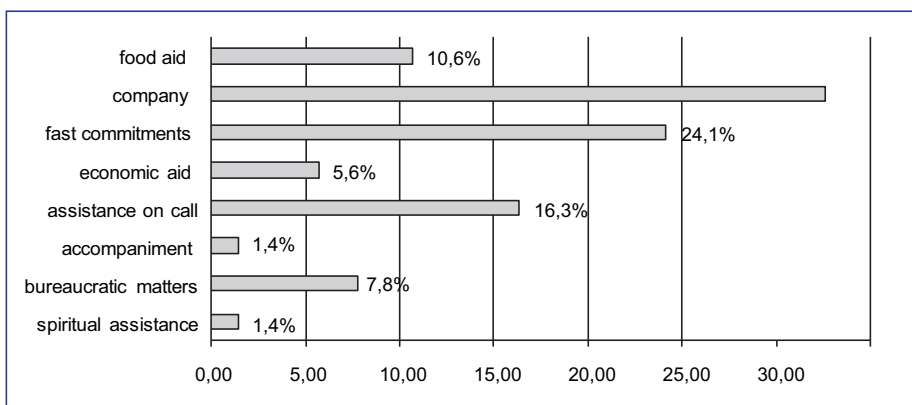
The practice has a significant impact on family home-care burden and on the creation of local network based on participation and voluntary work.

The service assists elderly people from Monday to Friday – from 10,00 a.m. to 6,00 p.m. A call centre registers the contacts and forwards them to the

service manager. Home care service consists of 2 interventions on average per user each week. Each intervention lasts 2 hours at maximum and it may consist of:

- company and spiritual assistance;
- bureaucratic matters: a volunteer with a specific training is fully dedicated to carry out this task;
- assistance on call: the elderly people who do not desire to be visited by volunteers, are monitored by one or two weekly phone calls – Elderly people can also call the service and talk on phone for company.

Moreover, elderly people who are in very critical economic need can benefit of an economic aid, amounting up to a maximum of 200 euros per month, funded by the Cacciò Foundation.



The main requests at first contact

The actions taken are:

- Connection with a public network “The house of voluntary workers” that represents the main reference point for elderly people living in Rome (67% of users)
- Connection with a local network of social actors engaged in supporting elderly people and their families (13% of users)
- Training of volunteers on helping elderly people to face at their daily commitments
- Offer an in-home assistance concerning company and spiritual assistance
- Offer an out-home assistance concerning carrying out little commitments, bureaucratic matters, accompaniment etc...

The human resources involved in the project consist of:

- 1 manager of the service, partner of the cooperative society;
- 1 employee in charge of secretary ship;
- 30 volunteers.

The Cacciò Foundation gives its financial support as a main stakeholder of the project, for the economic aid.

The project aims to promote in the city of Rome a different way of providing support and assistance to elderly people in need: to build a supportive community through a widespread presence of testimony,

relationship and solidarity between people in the city. Proximity means empower vulnerable people by reducing paths support welfarism through emotional closeness, acceptance and taking charge.

The key factors that led the project to success are:

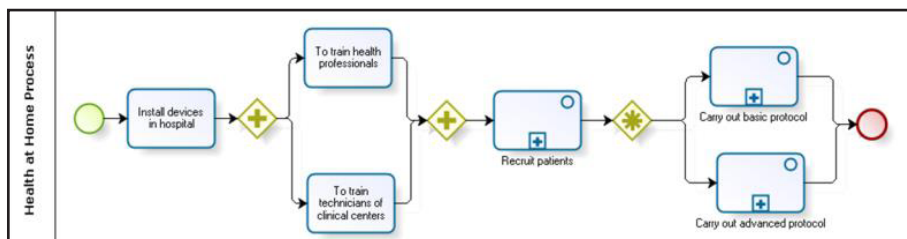
- a holistic approach centred on “person” and based on an unconditional positive regard, empathic understanding, congruence. This approach views the elderly people as their own best authority on their own experience, as being fully capable of fulfilling their own potential for growth.
- The promotion of a network approach to home care services which involves the different social actors engaged in helping elderly people in non-medical assistance

Sevilla (Spain) Health @ Home (H@H) – a case study in Sevilla

The city of Sevilla presented the case of the Ambient Assisted Living (AAL), a joint research and development funding programme implemented by 20 European Member States and 3 Associated States (<http://www.aal-europe.eu>).

The H@H (Health at Home) project aims at solving societal problems related to the provision of healthcare services for elderly citizens with cardiac chronic pathologies. The main aim is to improve the quality of life of elderly citizens,

especially with cardiac problems and, as a final result, to propose a new integrative European model for the management of information. The goal of Project H@H is to design, realize and demonstrate a complete and integrated model of home care of the chronic patient. By reaching this important scientific goal, H@H will be able to make a positive contribution to the progress of knowledge in the field. Especially, concerning clinical knowledge, technological knowledge, new manners of approaching chronic patient problems and the adoption of international healthcare standards.



Employment & Enterprise Subtheme

Prague (Czech Republic) Societa - Social services in Prague

SOCIETA is an NPO that provides services for disabled and elderly people. The inspired principles of the project are the mutual assistance, the employment of disabled people and the improve of social services. The company is founded on the principle of mutual aid and employment to disabled citizens. SOCIETA employs persons with disabilities, paraplegics, people with visual and hearing impairments.

For anyone SOCIETA tries to find work in society. The company prefers an individual approach to all employees regarding the allocation of their working hours and other issues related to their disabilities.

The Societa majority of employees are disabled people who provides the following services:

- **transport of disabled and elderly people** – people with varying degree of disability are employed in a service of transport in Prague and its surroundings to centres of daily care, care homes, rehabilitation centres, doctors, offices. The service offers also individual and private transport to cultural, sport and social events.
- **dispatching** – the dispatchers receive calls, handle orders and cooperate with the drivers and

transport. The service involves operators with severe disabilities and it is guaranteed continuously 24 hours a day.

- **social therapy workshop and care services** – Societa offers assistance for people who need, because of their disability, age or illness.

The main result of this project is to have developed an efficient service for the elderly people and at the same time that develops inclusion through employment of persons with disabilities. The project wants to answer to the following needs:

- Lack of an individual approach in care services;
- Lack of transport services for elderly and disabled persons;
- Difficulty to find a job for disabled and long term unemployed people.

Care system of municipality of Prague offers the following services to citizens:

- **Personal assistance** – It's the service designed especially for people with disabilities and seniors. Personal assistants help a person to become self-sufficient and participate in community life. The service is aimed at people with moderate disabilities.
- **Emergency care** – the service provides continuous telephone or other electronic communication with people who are at high risk of

danger to health or life. For people with moderate disability.

-Guide and reading services – these services are aimed at people who have reduced ability to communicate. These include people with sensory disabilities. For people with mild disability.

- **Support for independent living**
 - It's a service similar to the nursing service, but focuses more on strengthening the personal skills to live alone. Especially for people with mild disabilities.
- **Centers of daily care** - daily care is a service regularly visited by people with reduced self-sufficiency. During the day there is ensured a comprehensive care with regard to the needs of users, while providing educational, therapeutic and socio-activating activity.
- **Centers of weekly care** – It's a residential service for people with reduced self-sufficiency in need of regular assistance of another person. The stay is provided during working days. The service offers comprehensive care, such as providing educational, therapeutic and socio-activating activity.
- **Care homes for elderly people** are residential services of all-year operation for seniors with severe disabilities in need of regular assistance to the comprehensive care as well as offering a social therapeutic activity. This service is intended primarily for those seniors who, can no longer

provide assistance in their natural social environment.

- **Care homes for disabled people**
 - Homes for people with disabilities are residential services of all-year operation for people with severe disabilities in need of regular complex care as well as providing educational, therapeutic and socio-activating activity. This service is intended primarily for those people who can no longer provide assistance in their natural social environment.
- **Social services** provided in hospitals shall be granted to people who need the assistance of another person while they can not be released from the hospital because it is not possible at this time to provide them care in their homes or in social services. For people with severe disabilities.

In this context the project SOCIETA aims to enhance services for independent living with particular attention to mobility and employment of disabled and unemployed people. The project aims to improve labour market access of disadvantaged groups and provide citizens with quality health and care services. The approach promotes the autonomy of the parties that addressed the service and the workers themselves who act as dispatchers and drivers. The project aims to increase mobility, education and employment of the elderly and disabled people by linking them with the needs of employers.

The main objectives are:

- development services that promote the mobility and the independent living of disabled and elderly people;
- actively involvement of disabled and long term unemployed people in the development of the service;
- provide social services and improve care assistance;
- remove barriers to young and elderly people with disabilities through the development of educational and vocational guidance services to encourage their return to the labour market.

The coordination mechanism of the service is described behind:

- Dispatchers receive calls from customers. They are in constant contact with drivers moving around the city, following the current traffic situation and the positions of individual drivers to be able to answer the call. Drivers assist in the transportation of the clients to and from various location: rehabilitation centres, office, doctor, shops. During transportation the drivers also provide free individual assistance.
- Transportation cars (VW Transporter, VW Crafter) are equipped to transport up to six wheelchairs. The vehicles have electric elevating platforms and are fully air-conditioned.
- Unlike transport the day care services are extra.

The success of the framework depends on a strong commitment and a partnership approach from all the actors (dispatchers, drivers, care assistants, professional trainers, managing authorities of the municipality of Prague) involved in supporting elderly and disabled people to give them a high quality care and health services and to support their reintegration into the labour market. It also requires a move away from segregated services and programmes to a more flexible and dynamic person-centred approach.

Dobrich (Bulgaria) For a dignified life

The main problem on the issue of health and care in the city of Dobrich is the increase of people with disabilities; most of them unable to leave their homes, to obtain food, to communicate with the institutions and so deprived of the opportunity to participate in the social life.

„Human Resources Development” 2007-2013 Operational Programme provides an opportunity to apply for “Care In Family Environment For Independent And Decent Living Of People With Different Types Of Disabilities And People Living Alone – Activities “Social Assistant” And “Domestic Assistant” procedure. The aim is to improve the quality of life of people who need permanent assistance in their daily activities as well as to improve the quality of life of their families.

Objectives to be achieved are:

- To Improve quality of life of people with disabilities and people living alone, through creating conditions for efficient exercise their right to independent living and social inclusion.
- To improve services "Social Assistant" and "Domestic Assistant" for persons in need of permanent care in their daily lives
- To create new jobs in the social service sector for professionals seeking extra work

To achieve these objectives social assistants, domestic assistants, a trainer consultant were involved and the following activities were carried out in 12 months:

- Needs assessment of all potential service users - equal access rights
- Selection of service users for Social assistant and Domestic assistant
- Selection of the Social assistants and Domestic assistants among the unemployed and persons wishing to supplement income
- Induction training
- Qualification training

The project has achieved the following results:

- Improved quality of life by providing support to 62 persons including 52 over 65 years with different stages of disability and Living Alone
- Provided work of 12 social

assistants and 11 Domestic Assistants including:

- 11 unemployed persons under 56 years
- 10 persons from 57 to 64 years as extra work
- 2 persons over 65 year
- 23 trained persons to provide services "Social Assistant" and "Domestic Assistant", 10 of them with professional qualifications - Social Assistant.

Edinburgh (United Kingdom) Support for Alcohol Consumption by Older People

The over 65 population of Scotland will increase considerably in the next 25-30 years - by 2027 the over 50s will make up roughly 55% of the adult population and by 2031 the number of people aged 75+ is projected to increase by 75%. Additionally, drinking surveys have shown that the levels of alcohol consumption within the older population have been rising steadily over the past 20 years.

From the described background the municipality of Edinburgh intends to achieve the following objectives:

- Involved people in issues of alcohol consumption
- Establish how and why alcohol is an issue
- Develop awareness raising campaigns
- Reduce alcohol consumption and dependency

During 2008/2009 Alcohol Focus Scotland, the national charity for alcohol issues, promoted the research Gender Issues Network on Alcohol (GINA), focusing on older people and alcohol.

The main aims of the research was:

- Examine the alcohol related experiences of older people;
- Gather qualitative information from women aged 55+ to gain a better understanding about their relationship with alcohol, including knowledge around unit awareness as well as general attitudes and beliefs;
- Gather quantitative information from people (men and women) aged 55+ to gain a better understanding of their relationship with alcohol;
- Explore knowledge of the impact alcohol may have on medication effectiveness;
- Develop and pilot a training package for Carer Support Workers of older people who may have issues with alcohol.

The key findings of the research are the follows:

- The vast majority of female respondents drink alcohol, with only 20% reporting that they never drink alcohol. The most popular cohort was „special occasions only’, with 22%, and the least common cohort was “every day” with only 6%;
- The majority of women who drink reported drinking at home at 69%, followed by in restaurants at 58%. The least common drinking locations were at social clubs and pubs where only 11% of the women usually drank;
- For those who drink, the most popular choice of drink was wine, with 66% of the women reporting that they drank it. Only 4% of the women reported beer as one of their favourite drinks;
- 75% percent of the women who drink do so with family and friends. Just over a quarter, 26%, of women drink with their partner and 16% said they drink alone;
- The most popular reason for drinking was to be sociable (63%). Relaxation too was a popular reason (57%). 5% drink to to help them sleep. Other reasons - loneliness (2%), to help forget their problems (1.5%), 1.5% cited bereavement as a factor;
- 75% percent of female respondents reported having previously received information about drinking and health. The most common medium for this information was from written literature, such as newspapers, etc (82%) + 18% from their Doctor;
- Only 30% of the women report having being asked by their doctor or nurse in the past about their drinking. During a pre-operation screening discussion;
- 75% of the women who responded

to the questionnaire were on prescribed medication, of those women, only 38% reported any discussion about whether their prescription could be affected by drinking alcohol;

- 45% of the female respondents said they would feel comfortable talking to a doctor about their drinking. The 2nd choice was with a family member or friend (40%) and the 3rd was a nurse (28%);
- 75% of women said they felt they would know where to get help if they needed help in relation to alcohol misuse;
- 76% of female respondents reported that they would use local support for alcohol problems if they thought needed;
- 77% of respondents felt that the over 55 population need to be given more information about alcohol but raised issues as to how, where and when this should be done. 74% felt that leaflets available at a range of locations. GP's and health professionals (64%); Specific magazines aimed at the 55+ population (50%);
- The most popular type of information needed was about how alcohol affects the health of those 55+, (56%), the 2nd choice was information about alcohol and medications (48%) number of drinks per day/per week (47%).

Now the main actions to be achieved will be the organization of promotion and dissemination events, the

development of materials and locations to get the information disseminated and the development of the research Gender Issues Network on Alcohol (GINA)

Wolverhampton (United Kingdom) The Extra Care Housing Model

Extra Care Housing was developed with the aim of providing a direct alternative to residential care, which incorporated all the advantages of both residential care and living in ones own home – but with none of the disadvantages of either.

Older people in fact prefer to remain in own home with domiciliary care and adaptations instead of residential care, accepted very reluctantly as last resort.

The physical environment of extra care housing consists of 40-50 flats of at least a minimum of 42sq.m.with own living room, 1/2 bedrooms, bathroom & kitchen, wide internal „streets“, lounge, activities room, computer room /library, gym, hairdresser, gardens and greenhouse. Extra care housing consists of 40% public space and 60% private space. Care and support are available 24 hours a day and offer a varied flexibly according to changing needs of the elderly people and security of tenure – not linked to care agreement.

Wolverhampton has 9 Extra Care Housing schemes, first opened in 1994 and last opened in November 2009, 431 units of accommodation

(413 flats 18 bungalows).

In recent years many people have expressed their satisfaction with this solution offered: “ I am able to retain my independence, but help is on hand if I require it. I have made a lot new friends, but my old friends and neighbours still visit me” ; “I can now administer my own medication, control my own finances and can choose what to eat... enhanced my life enormously”.

5. Age and Inclusion

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5.1 Introduction

The main spheres of concern within the Age and Insecurity domain are the progressive marginalization of the elderly and the resulting risks of poverty and abuse, while active citizenship is one of the most challenging areas of policy intervention for partner cities. Elderly people, especially women, are exposed to the risk of poverty, due in part to the scaling down of pensions and social welfare contributions, making the issue of their economically driven social inclusion crucial to local policy. Partner cities have experimented with policies targeted at improving social participation and active citizenship among elderly people, mostly through day centres or community centres.

Access to tailored financial services for older people in poverty is also an issue receiving increasing attention. In Edinburgh, elderly active citizenship is the policy challenge sub-theme with the highest score.

The municipality of Prague focuses on the challenge to create an age-friendly environment and an inclusive community. The aim to support an independent, safe and active life needs to be pursued through a comprehensive ageing-sensitive policy to be attained through the development of more comprehensive social services. Difficulties in the use of technological devices (mobile phone, cash dispenser, credit card,

and Internet) and ICT are reported to be further sources of difficulties and exclusion for elderly people in Prague and Starogard, and policies are needed to turn these challenges into opportunities, as argued above. Finally, a common main area of concern for partner cities is the progressive marginalization of the elderly and the resulting risk of poverty. Poverty is becoming an increasingly important issue in several partner cities owing to inadequate levels of pensions and social welfare contributions, especially when compared to losses of regular income due to more precarious working conditions before retirement, and increases in health-related and living costs.

5.2 An overview of some best practices

Wolverhampton (UK) Elder Abuse in Wolverhampton West Midlands UK

Wolverhampton City Council offers to citizens a service to prevent elder abuse responding promptly when abuse is suspected. The main aim of the service is to protect vulnerable people from harm and abuse through the contact with Adult Social Care Services on a telephone dedicated line (01902 551199). After the call a social worker carries out an investigation to decide whether there is a risk to the vulnerable person or others. If it is

decided that the person could be at risk they arrange a special meeting called a case conference within two weeks of the first contact. A case conference is a formal meeting chaired by an independent person to decide if the person is at risk and whether a protection plan is needed. The chair of the meeting will meet the vulnerable person before it starts and will tell them what usually happens in the meeting. The case conference will listen to what the vulnerable person wants. It will share information about the situation and decide what the risks are. It will also decide who will talk to the person who is said to be harming the vulnerable person. Social workers undertake an assessment of the person abused to be able to protect himself/herself from physical attacks (Mental Capacity Act 2005) and determined that he/she lacked the capacity to understand the nature of the assaults, was unable to protect himself/herself and was unable to retain the information which could have helped protect him/her.

Edinburgh (UK)
Intergenerational Activity in
Edinburgh: The Scottish Centre
for Intergenerational Practice
(SCIP)

The SCIP (Scottish Centre for Intergenerational Practice) was established in 2007 as a recommendation from the Scottish

Government's strategy "All Our Futures: Planning for a Scotland with an Ageing Population".

The Centre promotes best practice and offers support to individuals, organisations and businesses who want to get involved in intergenerational work. The Centre also works with partners across Scotland, with the National Forum on Ageing and draws on the expertise of the UK Centre for Intergenerational Practice to develop measures of the success of intergenerational work.

The Scottish Government intends to support work such as further mentoring schemes for young adults and older people to facilitate sharing experiences, learning & skills.

One of the Centre's first priorities has been to develop local intergenerational networks throughout Scotland.

Intergenerational work counteracts a tendency in society to segregate age groups, bringing positive dialogue and better quality of life for individuals & communities. Some intergenerational activities have been successfully initiated with support & co operation between departments of the Council.

Existing projects provide a base for mainstreaming intergenerational practice across the city with links between the generations occurring directly through some primary & secondary schools and organisations. Developing this action is recommended, within existing resources.

The experience was born from the contribution of the Schools Volunteer Project and Community Services Volunteers concern of a work in schools for some time, which is seen as an important activity to mutual understanding and goodwill between the generations.

Intergenerational activity can combine experience and maturity with new ideas and challenges and defuse misunderstandings and tensions and improve quality of life across the generations.

Contact between the generations is sometimes limited by the segregation of age groups into separate occupations or activities and even neighbourhoods.

After retirement some people can be isolated from education and employment activity, which takes up most of the time of younger groups. Efforts to reduce this separation and encourage interchange and practical working together have been very well received by older and younger age groups in Edinburgh.

During August and September 2009 the SCIP submitted to head teachers and centre managers a short questionnaire containing a definition of intergenerational activity.

The survey wanted to establish:

- The national activity exists in schools or centres;
- the profile and benefits of

intergenerational activity;

- potential barriers, and whether or not the school or centre would like to join the Scottish Centre for Intergenerational Practice (SCIP).

Supplementary information was sought from the Community Service Volunteers, Edinburgh Schools Volunteer Project (ESVP), the Citadel Youth Centre, Wester Hailes Education Centre, The Lord Provost and the North Edinburgh Intergenerational Project.

The SCIP promotes many activities to develop intergenerational culture in the city of Edinburgh:

- a gardening club;
- grans and granddads day;
- tea dances and concerts;
- breakfast club;
- Harvest, Christmas and Easter celebrations;
- exploring history, the local area & science;
- organising a peace pole with the local church;
- school clubs involving parents and volunteers;
- senior school pupils attending Adult Education classes;
- lifestyles and health group for women aged 6-76 yrs;
- help with money, budgeting and bills, and caring for babies.

Beyond the activities described above the SCIP was involved in many projects including the following:

- The 2009 Standard Life Achievement Awards for Children and Families, highly commended Free to be Your Age of Wester Hailes Education Centre. This inter-generational project brought together young people and older adults to explore the concept of ageism through song writing, poster and web design. Workshops allowed participants to discuss their attitudes to each other and to the issue. The material generated, and the insights gained through the process of working together, were used to help create songs, posters and a website. The whole project was filmed for the production of a DVD which can be used as a resource by other groups interested in working on this issue.
- ESVP reported that 26 older people are facilitating intergenerational work in 24 schools across Edinburgh. The volunteers are involved in helping pupils to read and engage in other activities. One school volunteer has worked for over 10 years and is looked upon as a member of the team. ESVP stated that due to the repetition of disclosure checks by schools, volunteer start dates are unintentionally delayed.
- The Citadel Youth Centre and Pilmey Development Project's Big Lottery award of f 150,000 over three years will be used to develop the New Spin Project to bring young and older people together for new hobbies and a

mutual learning experience. A full time development worker and two part time support workers began their appointments in January 2010.

- North Edinburgh Intergenerational Project, "NIP Crew". "Not seen not heard" is a film, made by young people from North Edinburgh, with help from Pilton Video.

The film explores intergenerational conflict in North Edinburgh, from a young person's viewpoint.

Maribor (Slovenia) **The Association of Societies for Social Gerontology of Republic of Slovenia**

The program named "Elderly people self-help group" is a Slovenian social innovation in the field of social care. The Association is a non-governmental, non-profit, and humanitarian national organization. The groups are associated at both regional and national level.

Local, regional and national network organizers provide the professional support.

The basic purpose of the working group is to create a group of friends; the group is made up to ten people and it meets once a week.

The main activity of the self-help group is conversation, which is moderated by trained couple of moderators/leaders. There are 520 Self-help Groups of elderly people in Slovenia counting for 5023 people,

aged 65 years and over, supervised by 860 volunteers.

The basic goal and purpose of the meetings is to transform a group of people into a group of friends and to provide a viable alternative to the family, satisfying different kind of relational needs.

The Program Elderly People Self-help Groups includes the following sub-programs:

- Magazin Prepletanja (up to 4 edition a year),
 - Intervention and supervision for volunteers,
 - Trained local network organizers.
- Elderly people self-help groups – the basic program;
 - Training and education of the volunteers for group supervisors;
 - Supervision;
 - Training and education of the local network organizers;
 - Publishing the Prepletanja magazine;
 - Intergenerational camps.

The project is funded by Ministry of Labour, Family and Social Affairs, other financers from the local and national level, and their own resources (membership , ...).

The project has achieved the following results:

- National and local network of the groups - 520 groups;
- 5020 participants - making new friendships, a sense of security and acceptance;
- 860 trained volunteers - preparation on their own old age;
- Intergenerational camps – intergenerational connectedness;

Rome (Italy)
“Grandfathers on Internet”.
Italian Digital Literacy Training
Programme

Fondazione Mondo Digitale (FMD) is a NGO founded by the Municipality of Rome, Lazio Region and ICT companies as, Intel, ACEA, Unisys, Wind ect. FMD's core mission is to spread the benefits of the use of the newest ICTs among schools and learning environments. In this respect, over the past 6 years it has been leading relevant educational initiatives at local/national/international level, one of the most important initiatives is the project “Grandfathers on Internet”.

The main objectives of the project are:

- Innovate traditional learning and teaching methods (lifelong learning) towards adults through the ingredients of the so called 21st Century Education;
- Create a smooth and easy approach of over 60s towards the use of PC: internet surfing, communication through email and use on internet-based services;
- Active involvement of young students in the educational process
- Increase generational exchange.

The courses have been held in primary, secondary and upper-secondary schools. Training

was targeted to over 60s citizens, particularly those from elderly social centres and it was held inside ICT labs of school. Women involved in the project were aged 55-90 years and most of them were 58-76 years. Men age range was between 57 and 87 years but most of them were in the age class 63-81 years. The coordinator of the training was an ICT expert professor belonging to the hosting school, teaching PC theory and responsible for trainees and tutors.

The students-tutors, one per two “grandfathers”, offered a constant support throughout the learning process and followed step-by-step the elderly and their improvements. The project has developed intergenerational exchange between elderly people and young students: tutors taught how to use PC and grandfathers told about their past through snapshots, fairytales. At the end they brought all together in an electronic journal and store everything into a CD. Subsequently, FMD in partnership with the University “La Sapienza” (Linguistic Dept) and with the contribution of the Intel Corporation (Italy), has realized a training kit for an easy, accessible and aware use of PC and Internet.

The training kit consists of a guidelines for the elders, guidelines for teacher and tutors and a toolkit for the use of PC. In Europe there

is a similar experience called Silver Project: Stimulating ICT Learning for Active EU Elders. The project involves Spain, Romania and Belgium. The main objectives of the project are:

- Development of an online environment to create communities of elders, students/teachers/other stakeholders using/improving the methodology and sharing knowledge (experiences/solutions). The integration of the “physical environment” of current elderly training programmes and this “virtual environment” results in an innovative “phyrtual” environment based on people and knowledge codification;
- Enrich, translate, customize and implement the current didactical kit about basic ICT skills (1st level) with new 2nd and 3rd level courses about social networking (blog, podcast, profiling etc.) and e-government services respectively;
- Carry out in depth case studies of the innovative methodological and didactical aspects of the project, in order to deepen knowledge codification and strengthen the educational foundations of the programme.

Rome (Italy) **Regional Plan on Active Ageing** **of Lazio Region**

Luciano Lupino described the main actions line of the Managing

Authorities of Lazio Region related to active ageing and social inclusion. The axes of intervention are:

- Permanent Education for Adults;
- Creation of Local Committees on Education for Adults;
- Life-long learning projects.

Permanent Education of Adults
According to the objectives of the C.4 line of the POR Objective 3 FSE 2000-2006 as well as to the “Guidelines on Education of Adults” defined by the DGR 845 31/10/2007 Lazio Region has published a number of call for proposals aimed at:

- Promoting permanent education as a means to grow as a person in a whole;
- Fostering active citizenship;
- Sustaining and starting up processes of social inclusion;
- Favouring employability; Removing the barriers to access to adequate training for low skilled and low educated people, and exposed at risk of social exclusion.

The target population for “permanent education for adults” includes young people aged 18-29 years with low levels of education, immigrants and adults with low levels of education and at risk of social exclusion, with particular consideration of elderly people. At the moment 49 Projects have been admitted to funding, 265 the

training initiatives have been carried out and 6.417.235,00 Euros were allocated to fund these projects. These actions involved schools, local bodies, territorial permanent centres, third sector organizations.

Local Committees on Education for Adults

According to DGR 854 31/10/2007 stating the criteria to identify the territorial areas to be assigned to the Local Committees, Lazio Region has created also the Local Committees that are bodies aimed at:

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- Analysing the educational needs of the territory in terms of professional skills and competences as well as in terms of relationship between demand and supply;
- Collecting information and creating an informative network that favour the dissemination of the opportunities of training offered by the integrated local market;
- Enhancing interventions oriented to acquiring competencies and knowledge to sustain the individual awareness on right to citizenship and social inclusion;
- Inter-Professional training of operators working within the local institutions or bodies, public and not;
- Starting up of Local Committees at city level with the task to coordinate the work of the various social actors involved.

The axe has been funded with 3.000.000,00 Euros: 1.380.895,00 assigned to the City of Rome, 689.499,00 Euros to the Province of

Rome and the remaining resources splitted among the other Provinces of the Region (4 Provinces).

Life-long learning projects

According to an “Agreement on long-life learning planning and integrated activities strategies” signed in 2008 between the Regional Assessorato for Education, Training and the right to Education, the Assessorato for Employment, equal opportunities and policies for the Youth, and finally the trade unions and the representatives of entrepreneurship, Lazio Region has published a number of calls specifying the priority given to action aimed at reaching workers over 45.

The Projects focused on the following issues:

- To develop long-life learning, based on contractual agreements concerning the reduction or a more flexible arrangements of working time ex lege 53/2000;
- To promote the participation into the labour market of women aged 40+;
- To favour the access to information and to a system of integrated services as well as to reducing the digital divide among the elderly people (Project “Lazio E-Citizen”);
- To promote Intergenerational approach, involvement of young people in the actions of the project.

Dobrich (Bulgaria) **“Ageing and live better in the information society**

The project “Ageing and live better in the information society”, e-points for social and e-Inclusion was founded by European Social Fund 2007-2013 and it refers to the “Human Resources Development” Operational Programme. This strategic document is a constituent part of the National Strategic Reference Framework and contributes to one of its main objectives to “develop human capital in order to ensure higher employment, income and social inclusion”. The strategic objective of the HRD OP is to improve the quality of life of people in Bulgaria through enhancement of the human capital, achievement of high employment levels, improvement of the productivity, access to high-quality education and lifelong learning and strengthening the social inclusion.

Currently demographic changes have been one of the fundamental issues. The number of elderly people has been growing up rapidly while the total number of population is decreasing. The tendency is also characterized by a growing number of people living alone. What is more, their quality of life is getting worse due to low self-esteem which is a result of their social isolation for a variety of reasons. As well as that, elderly people are getting poorer as their pensions are low and there are

hardly any jobs for those who are still able to work, although they are willing to pass on their skills and knowledge along with increasing their income. Such tendencies have had influence on the relationship between generations, which is an obstacle in the exchange of knowledge, skills, traditions and values. The main problems to which the project aims to answer are:

- The number of elderly people has been growing up;
- The number of people living alone is growing;
- The quality of life of elderly is getting worse;
- Elderly people are getting poorer and poorer;
- Interrupted relationships between generations;
- Limited access to getting good command of new information and communication technology.

Elderly people should be entitled to dignified old age and they deserve to be active participants in the social life of both the town and the country, to enjoy their own respected place among the generations, to be given the chance to pass on their skills and experience and offer their share in building up the next generations' systems of values, to believe that their existence can make a difference. To achieve all these, they need to be given the chance to take part in life-long learning, to have access to getting good command of new information

and communication technology, to become computer-literate, which will to a great extent boost their chances of being well-informed, their competence and self-confidence; it will also encourage them to be more active citizens, to acquire new knowledge and skills concerning their citizen's participation, advocacy and lobbying, taking part in outlining and fulfilling the municipality's policy. All these among and through a network of solidarity and co-operation between generations.

The activities planned in the project are related to offering innovative social services, the aim of which is prevention of social isolation and reducing the consequences it may have, and supporting elderly and disabled people in their desire to live an active social life.

The main goal of the project is to improve the quality of life of elderly and disabled people through increasing their chances for social and electronic integration and stimulating their citizen's participation.

The specific objective are:

- To introduce innovative approaches in social and electronic integration, which will lead to a positive change in the life of elderly people,
- To give elderly and disabled people the power to take more active part in the social life of the community;
- To establish networks of solidarity and co-operation between generations.

The expected results of the project are described as follow:

- The elderly and the disabled people who are members of the local clubs of the elderly and the disabled people, will get more confident in their own life-long learning and its role in improving their status in society;
- Reduction of the differences between generations, a result of belonging to a modern information society;
- Creating conditions for a change in the quality of life through acquiring new knowledge in the field of information technology and through their new chances of using a number of Internet-based services;
- Having coped with the challenges of modern life, these people will have more self-confidence, which will enlarge the common grounds for communication with their children and grandchildren;
- Improvement of the quality of life through: finding alternative solutions for improving their health status and coping with stress; more active social communication; access to public services; acquiring basic skills for using the Internet and on-line services; possibilities for increasing their income;
- Increasing their citizen's activity and competence in discussing the current issues of the present day, taking part in developing and

- fulfilment of municipal policy;
- Better skills in lobbying and advocacy in solving problems which are important for the target group;
- Free access to the Internet site of the Municipality of Dobrich and chances for taking part in forums discussing current issues, electronic access to complaints, announcements, replies, receiving administration services and services related to their social, economic, health, cultural and educational needs, as well as other Internet services;
- Authorization in lobbying and advocacy.

The project will involve the following actors:

- Ten tutors trained (E-mentors);
- Fifty people trained in basic computer literacy;
- Five facilitators: three chairpersons of clubs, two social workers from service institutions and five representatives of the Municipal Youth Council, for making discussion aiming at defining the problem;
- Twenty volunteers – young people from the Municipal Youth Council, boosting voluntary spirit in this field.
- 55 elderly people trained in citizens' participation.

The Municipality will support and further develop the E-points for social and electronic integration related to different groups of

disadvantaged people.

The tutors who will be trained will continue to provide the services after the project has been finished. The facilitators who will be trained will organize annual meetings where the current issues of the day will be discussed.

The possibility for developing volunteer work, which will be created, will be of further use aiming at bringing different communities closer together.

Starogard Gdanski (Poland) The Daily Stay House

The Daily Stay House was opened on 26th May 1992.

The institution provides care services for the elderly and the mentally ill, requiring support due to loneliness, decreased psycho-motor efficiency, bad accommodation conditions, family conflicts and psychical disorders.

In 2007, 30 people took advantage of the service offered by this institution.

Because of age and health condition of the people using the institution, its main goal is providing care for the participants and organizing their spare time.

The service provided by the Daily Stay House covers the following services: care, meals, physiotherapy, healthcare, hygienic treatment, occupational therapy, occasional meetings, reading newspapers, table games, etc.

Starogard Gdanski (Poland) A Psychotherapy and Personal Development Studio

Laboratory for Psychotherapy and Personal Development is a team of people who help people in professional and personal issues of life. Laboratory for Psychotherapy and Personal Development consists of a team of interesting, intellectually and spiritually rich people, having their own family, children, luggage life experiences and their own therapy. Laboratory offers the following services:

- Psychological and pedagogical support;
- mediation talks;
- psychiatric legal and counseling;
- various forms of therapy to address different types of symptoms and associated feelings of helplessness: feeling a general lack of life satisfaction, of emptiness in relationships with others, emotional instability, struggle with addiction to psychoactive drugs, crisis of adolescence and middle age;
- the treatment of various disorders including:
 - neurosis, depression or psychosis;
 - personality disorders;
 - psychosomatic symptoms;
 - Obsessive thoughts or compulsive disorder;
 - Problems of nutrition;
 - Sleep disturbances;

- Anxiety
- Psychological discomfort;
- Failed relationships emotional;
- Destructive rivalry;
- Betrayal, separation, bereavement;
- Sexual and marital problems.

For information and contacts the following link:

<http://www.psychoterapia.stg.pl/dev> can be visited.

Prague (Czech Republic) Sport park for elderly people

City District – Prague IV financed a sport park for everyone which has been opened on 14th July 2010.

The park is divided into two parts: an active area with 13 special fitness machines dedicated to sports and gym and focused on strengthening different parts of the body, improve flexibility, body coordination and increasing capacity of the heart and lungs. Every machine has its written instruction people can use it themselves. The passive part instead concern of an area where people can relax there (an area with benches where people can sit, a lot of flowers and trees). In Prague there are also other area where people can take exercises and relax:

- Prague 6 – 2 playgrounds
- Prague 9 – place for playing petangue
- Nordic walking, yoga

Prague (Czech Republic) Apartments for elderly people

The 30% of population in Prague is made up of elderly people. In the last period, the demand for small flats increased and, currently, 45 houses and 588 apartments for elderly persons are available in the whole city (City of Prague, City Districts). The Housing department of the City of Prague consists of 3 employees specialised in the apartments for seniors. The criteria for the access to public house and apartments are the follow:

- Age over 65 years;
- Minimum income 6000 CZK (244,5 EUR);
- Permanent residence in Prague;
- Precarious housing situation

The contract of lease concludes f or 2 years with continuation beyond 1 year in the further follow-up 7 years, for a maximum of 9 years. After that a new Contract of lease can be concluded under the same conditions.

6. Concluding remarks

Within the Urbact II Thematic Network, a number of interesting case studies were collected and have been summarized in the current report. Case studies, collected by partners of the Active Age project, focused on the following subthemes: “age and employment”, “age and care” and “age and inclusion”. Experiences of the cities described in this document show how employment issues are closely intertwined with health, care and social inclusion issues. These case studies were discussed during the three Transnational Exchange workshops, which were held in Wolverhampton (UK), Maribor (SI) and Starogard (PL), in order to exchange experiences and good practices and to create a fruitful community of knowledge. The partners have singled out some core problems and reported on the different responses activated by the Municipalities: from job opportunities, job quality solutions, residential care, respite care, training of formal carers, resort to technology and other innovative solutions to improve quality and increase efficiency in these fields of action.


This report aims at providing ideas to identify some crucial points upon which employment, health and social care policies for elderly people should focus on. Firstly, there is a need for closer cooperation between the different social actors operating at the local level, in order to create the operational network and the informative

system essential to improve the effectiveness of interventions and to ensure the widest possible access to services and benefits for the elderly and their families.

Secondly, a special focus should also be brought to bear on possibilities to favour the implementation of projects making the most of the human resources at all ages. For example the close cooperation of the “Active age” with other European projects within the Urbact network has shown that there are common issues between project working with young and old people.

There are also new possibilities opening up for intergenerational working as well as for the elderly to work with older people. The experience of the “Societa service” of Prague offers an excellent example of innovative care solutions implemented to combine care and active ageing. Finally, it is important to develop proposals for public and private actors to find a common field of action in order to relieve the care burden of families, arriving at solutions that integrate individual and collective interests (Rome Local Action Plan).

Building upon the experience of case studies, the nine cities participating in the Active Age project have drafted their Local Action Plans putting into practice the ideas that emerged during the exchange programme, in order to experience innovative solutions at local level.



URBACT is a European exchange and learning programme promoting sustainable urban development.

It enables cities to work together to develop solutions to major urban challenges, reaffirming the key role they play in facing increasingly complex societal challenges. It helps them to develop pragmatic solutions that are new and sustainable, and that integrate economic, social and environmental dimensions.

It enables cities to share good practices and lessons learned with all professionals involved in urban policy throughout Europe.

URBACT is 181 cities, 29 countries, and 5,000 active participants.

www.urbact.eu/project



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