



PROGETTO MATTONE INTERNAZIONALE

INFODAY

***“L’Europa e la Salute:
opportunità e prospettive”***

21 febbraio 2012

Sala Trecento, Centro Incontri - Regione Piemonte

Le strategie regionali sull’*active ageing* in un’ottica di progettazione internazionale

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Friuli Venezia Giulia Autonomous Region*

EUROPE 2020 Strategy

Priorities:

- smart growth
- sustainable growth
- inclusive growth



Flagship “European platform against poverty and social exclusion”:

- Improved access to work, social security, essential services (healthcare, housing, etc.) and education
- Better use of EU funds to support social inclusion and combat discrimination
- Social innovation to find smart solutions in post-crisis Europe, especially in terms of more effective and efficient social support
- New partnerships between the public and the private sector

EUROPE 2020 and Regions

- To take more *leadership and more responsibility*
- To develop new tools and to promote new integrated and inter-sectoral policies
- To consider a wider territorial area, cooperating with neighborhood regions and countries, and covering large territorial areas across national borders identifying Macro-Regions

EIP and Regions

Regions key players in Active and Healthy Ageing and in EIP (Large scale innovation initiatives and Key investors)

- EIP essential for dissemination of evidence and best practice to regions
- Structural funds a key possible funding source for regions to invest in innovation
- Triple win strategy for smart specialisation in ageing well innovation

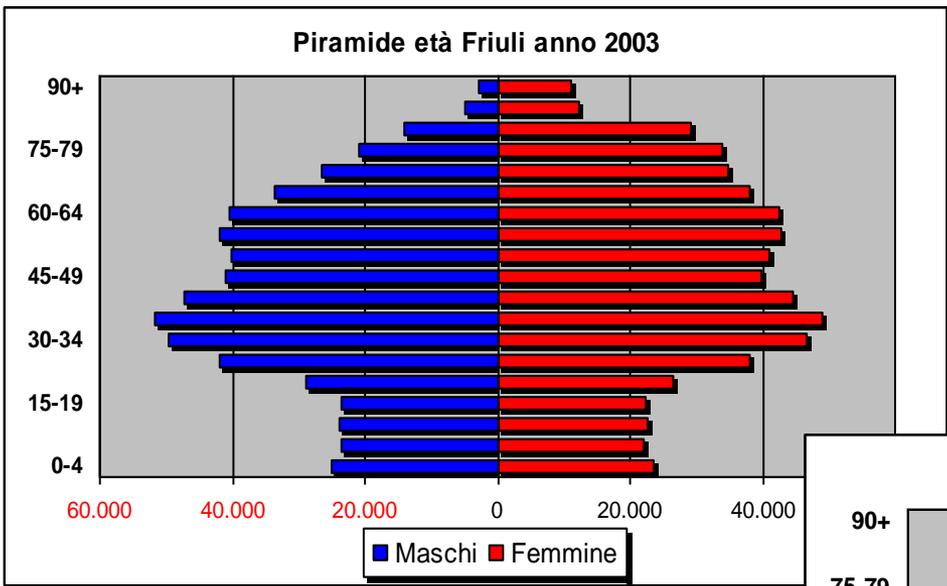
Friuli Venezia Giulia Region strategy for active and healthy ageing



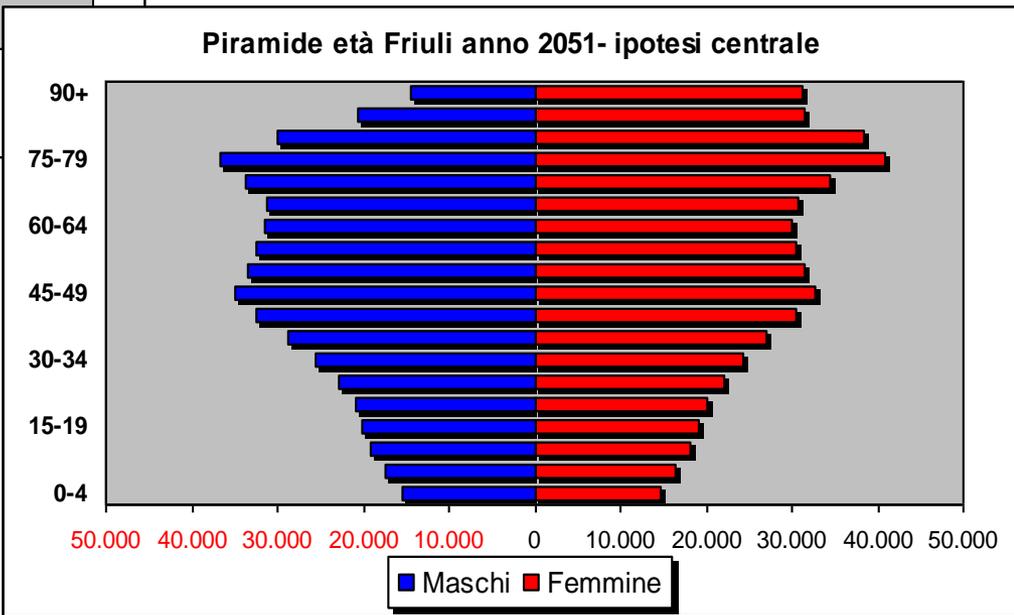
Relevant Regional Data – Friuli Venezia Giulia

Inhabitants	1,200,000
+ 65	23%
Dependent elderly today	55,000
Dependent elderly in 2051	more than 100,000
No. people in nursing homes	10,500
No. existing facilities - affiliated and subsidized by the Region.	191 - yet there are no new permits – pressures from the market
No. foreign family assistants	15-20,000 (50% of them non regular)

The Age Pyramid – Friuli Venezia Giulia



Fonte: SIE su popolazione da anagrafe Comunale fonte ISTAT anno



Fonte: ISTAT – Proiezioni – ipotesi centrale

2. Main challenges in regional welfare

- an **ageing** population;
- a growing **dependent elderly population**;
- the de-institutionalisation (promotion of the community-based services, of independence and self-sufficiency);
- an impoverishment of **natural health networks**;
- the presence of numerous foreign **family assistants**;
- the organisation of **new models of governance for innovative care** and assistance;
- the **economic** sustainability of the regional welfare system.

Challenges

- The **evolution of relationship** between public and private experimentation of partnerships/networks/models

- The **resources available** for welfare system.

Financial sustainability:

How to convert care resources into investments aimed at social inclusion

- The (integrated) **policies** to be adopted (health, social, housing, transport, R&D)

Political topics

- The **social role** of the elderly individual

Rights of social inclusion

Challenges

- promoting a **culture of participative responses at community level** opposing the traditional culture of institutional care.

How to support community development and the **functions of the families**

- **ICT** and **accessibility** measures;

Business opportunity in a **integrated** (public and private) social cohesion **strategy**

- Architectural barriers VS “Design for all and Promotion of accessibility”

Universities, professional categories

Framework of actions for living at home and measures against the institutionalisation of elderly

How to manage and implement them?

“Autonomy and independent life”

Regional Fund;

public resources destined to the elderly, persons with disabilities and their families to be used within customised projects for autonomy and independent life

Experimentation

“Social housing”

for elderly and persons with disability

Public funds to municipalities for the experimentation of social housing projects as alternatives to the institutionalisation process of the elderly and people with disabilities

Strengthening and re-organisation of home-based social and healthcare services;

according to a community development approach in which professional services are complemented by the promotion of social protection networks

Most recent initiatives on innovation and internationalisation of welfare system

- Public and Private Partners + promotion of dedicated foundations
innovation in the relations between the private and public sectors
- Network: Regional (i.e. Laboratory); Inter-regional (Veneto, Lombardia, Land of Karnten); European (ERRIN EUREGHA, CORAL, AAL)
Integrated and shared strategies (governance)
- Workshops, fairs and thematic meetings
Good practices exchange and regional promotion
- International cooperation
WHO cooperation (ICF classification, Collaborative Center)
UNDP projects
EU funds

Most recent experiences on innovation in welfare system: main topics

Regional Law on innovation

Call for tenders

- Public and Private Partnership : Municipalities, Health Agencies
R&D centers, SME;
15 projects/Year on:
 - Promotion of quality of life at home for elderly and dependent;
 - Adaptation of apartments with technologies;
 - Teleassistance and telemedicine;

Weak
partnerships

Lack of real innovative
solutions

Weak
transferability

Need to better
know ICT
solutions

Most recent experiences on innovation in welfare system: Regional Laboratory on Accessibility, Domotics and Quality of Life

A Regional Laboratory involving public and private partners (PA, SME, R&D)

Housing and independent living	Social Innovation (PPP and community welfare)	ICT
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The Laboratory, started as a project, is now officially established by a Regional Act (FVG Region Health and Social Services Regional Plan 2010-2012, through the Local Health Agency n.5 that acts on Region's authority with its Operational Plan 2011).

The Laboratory framework is consistent with EIP – European Innovation Partnership principles and with the Europe 2020 strategy.

The Laboratory supports the internazionalition of regional policies on health and social inclusion (networks, participation to fairs and International workshops, project proposal, etc..). A catalogue of services and products of the Laboratory partners is currently being edited.

Most recent experiences on innovation and internationalisation of welfare system: EU opportunities

Projects and proposals

Progress

ReTHI Project:
Regional strategies
for tackling health
inequalities

Central Europe

HELPS Project:
Innovative **housing
and care solutions**
for the elderly and
vulnerable
groups...”

Interreg IV C

CASA Project: AAL
solutions and living
technologies
products and
services

Title of the project

HELPS

*Housing and Home-care for the Elderly and vulnerable people
and Local Partnership Strategies in Central European cities*

*Central Europe Programme
Call for Strategic Project Proposals*

Lead Partner: Regione Autonoma Friuli Venezia Giulia

12 partners

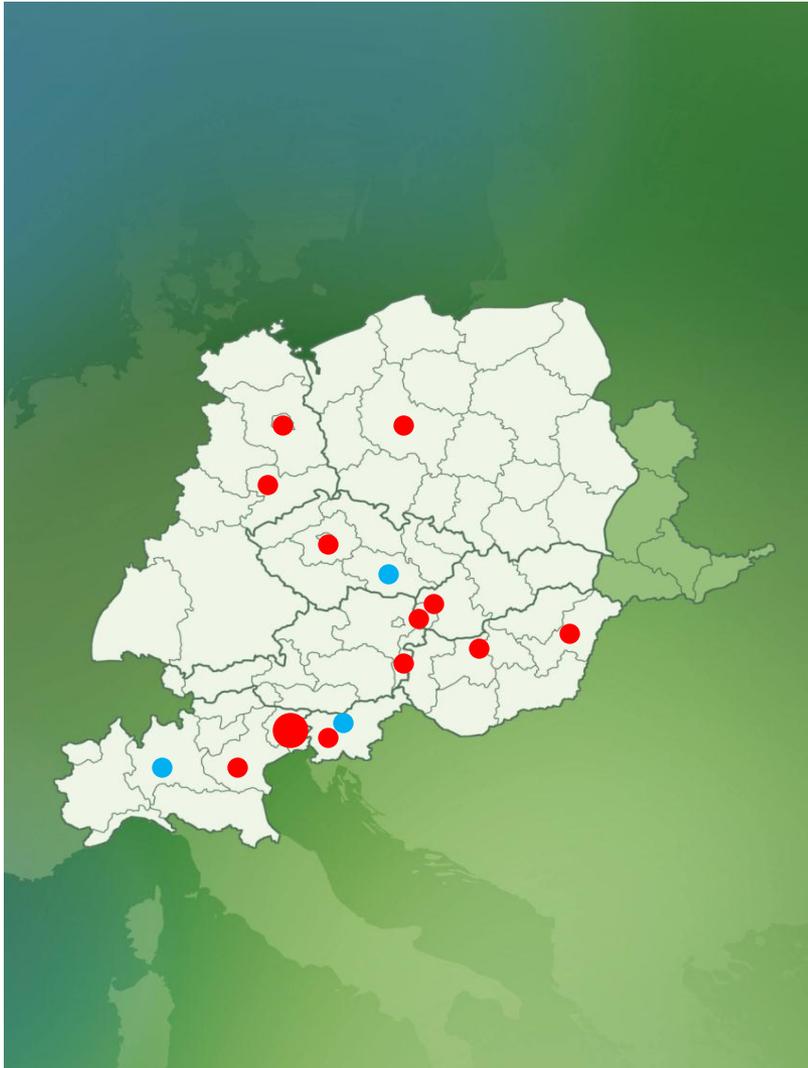
+ 3 associated partners

8 countries involved

Duration: 36 mesi October 2011 – September 2014

Total Budget: 2.670.229,00 € (ERDF: 2.133.975,35 €)

HELPS PARTNERSHIP



- **FVG Region – ITA**
- **City of Leipzig, Economic Development Office – D**
- **Municipality of the City of Debrecen – HU**
- **Veneto Region – ITA**
- **Association of Towns and Communities of Slovakia - SK**
- **Institute of Sociology of the Academy of Sciences of the Czech Republic – CZ**
- **Institute for Sociology Slovak Academy of Sciences – SK**
- **German Association for Housing, Urban and Spatial Development – D**
- **Poznan Supercomputing and Networking Center – PL**
- **Samariterbund Burgenland – A**
- **Hungarian Maltese Charity Service – HU**
- **Slovenian Federation of Pensioners' Organizations – SLO**

- **City of Brno - CZ**
- **Institute of Social Research - ITA**
- **Ministry of Labour - SLO**

CENTRAL EUROPE PROGRAMME OPPORTUNITY

RESTRICTED CALL FOR STRATEGIC PROJECT

- **Priority 4**

Enhancing *competitiveness and attractiveness* of cities and region

- **Area of Intervention 2**

Addressing the *territorial effects of demographic and social change* on urban and regional development

- **Concept 6**

Innovative *housing and care solutions* for the elderly and vulnerable persons in Central European cities

CENTRAL EUROPE PROGRAMME AREA



8 EU countries
1 third country

Surface:
Around 1,050,000 km²

Population:
Around 148 million citizens

4 Programme Priorities:

- Innovation
- Accessibility
- Environment
- Competitiveness and attractiveness of cities and regions



Funds:
~230 Mio € ERDF

PROGRAMME GOALS AND THEMATIC PRIORITIES

- ✓ Strengthening territorial cohesion
- ✓ Promoting internal integration
- ✓ Enhancing competitiveness of Central Europe

Priority 1: Facilitating Innovation across Central Europe

Priority 2: Improving Accessibility of and within Central Europe

Priority 3: Using our Environment Responsibly

Priority 4: Enhancing Competitiveness and Attractiveness of Cities and Regions



HELPS COMMON CHALLENGES

1. **The access to information** to overcoming practical obstacles preventing from leading healthy and active lives within the chosen living environment
2. **The application of accessibility criteria** in urban planning and housing design to reducing spatial segregation and facilitating life at home for all
3. **The empowerment of human resources** dedicated to in/formal homecare
4. **The cross-cutting contribution of ICT** to the individual autonomy, considered both in terms of wider access to technology and market potential
5. **The involvement of local neighborhood communities** in the development of forms of social citizenship to reconstructing social links based on reciprocity and solidarity
6. **The sustainability and efficiency** of care systems

TARGET GROUPS

➤ **Elderly - over 65**

Elderly with age-related disability; with low income; living alone; gender aware approach

➤ **People with disabilities**

According to the UN Convention, people with disabilities include those who have long-term physical, mental, intellectual or sensory impairments which in interaction with various barriers may hinder their full and effective participation in society on an equal basis with others

- **Formal/informal caregivers**

Families caring of elderly/disabled relatives, in a gender aware approach

- **Public authorities**

At national, regional, local level, competent in housing and health/social policies

- **Interest groups**

NGOs, advocacy associations, trade unions, housing cooperatives, European networks

- **Profit organizations**

Healthcare/social service providers, real estate companies, planning/design agencies, regional innovation agencies

- **RTD institutes**

Universities, RTD facilities, technology transfer institutions

TARGET GROUPS AND CHALLENGES



PROJECT IDEA

General Objective

To promote development strategies and practices to improving the quality of life of vulnerable groups, with a strategic focus on elderly and people with disabilities, in urban areas in Central Europe

Specific Objective

To develop and consolidate innovative housing and care solutions by supporting models of integrated local governance orienting policies, products and services.

THROUGH

Synergy among **local actors, knowledge and resources** to develop the most appropriate living environment and care for the elderly and vulnerable people.

LOCAL SUPPORT GROUP (LSG)

(Private Public Partnership at local level with the involvement of stakeholder and final beneficiaries)

WORK PLAN (1)

WP1: Project management & coordination

WP2: Communication, knowledge management and dissemination

WP3

Transnational review of innovative practices of housing and care solutions for elderly and vulnerable people in Central Europe cities

Transnational overview of innovative policies

Compared analysis of best practices

Definition of needs and formulation of recommendations

WORK PLAN (2)

WP1: Project management & coordination

WP2: Communication, knowledge management and dissemination

WP4

Piloting innovative actions

1 Access to information and services – INFO POINT (SLO)

1 Neighbourhood-based link between care and housing
+ design-for all adaption of 1flat (DE)

2 Formal/informal carers training (HU, CK)

2 AAL/ICT applications (AT, PL)

1 Community development + ICT solutions (SK)

1 PPP for new management/financing of housing and care
+ involvement of neighborhood communities (IT)

LSG leading and supporting pilot actions

WORK PLAN (3)

WP1: Project management & coordination

WP2: Communication, knowledge management and dissemination

WP5

Transnational design of strategies and actions for mainstreaming pilot cases

LSG

1 Action Learning Set (ALS)
per Project Partner

Local Action Plans (LAPs)

Transnational recommendations
and toolkit



THANK YOU!

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