



**AGEING IN CENTRAL EUROPEAN CITIES. Housing and Home Care Solutions in Comparative Perspective**  
*Academy of Sciences of Czech Republic – Prague – 25<sup>th</sup> October 2012*

# HELPS PROJECT AND EUROPEAN PRIORITIES ON ACTIVE AGEING

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# 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 the role of the 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 - AHA and the role of the regions

Regions considered 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



# 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 months October 2011 – September 2014**

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

# CENTRAL EUROPE OPPORTUNITY

## RESTRICTED CALL FOR STRATEGIC PROJECT

- **Priority 4**

Enhancing *competitiveness and attractiveness* of cities and region

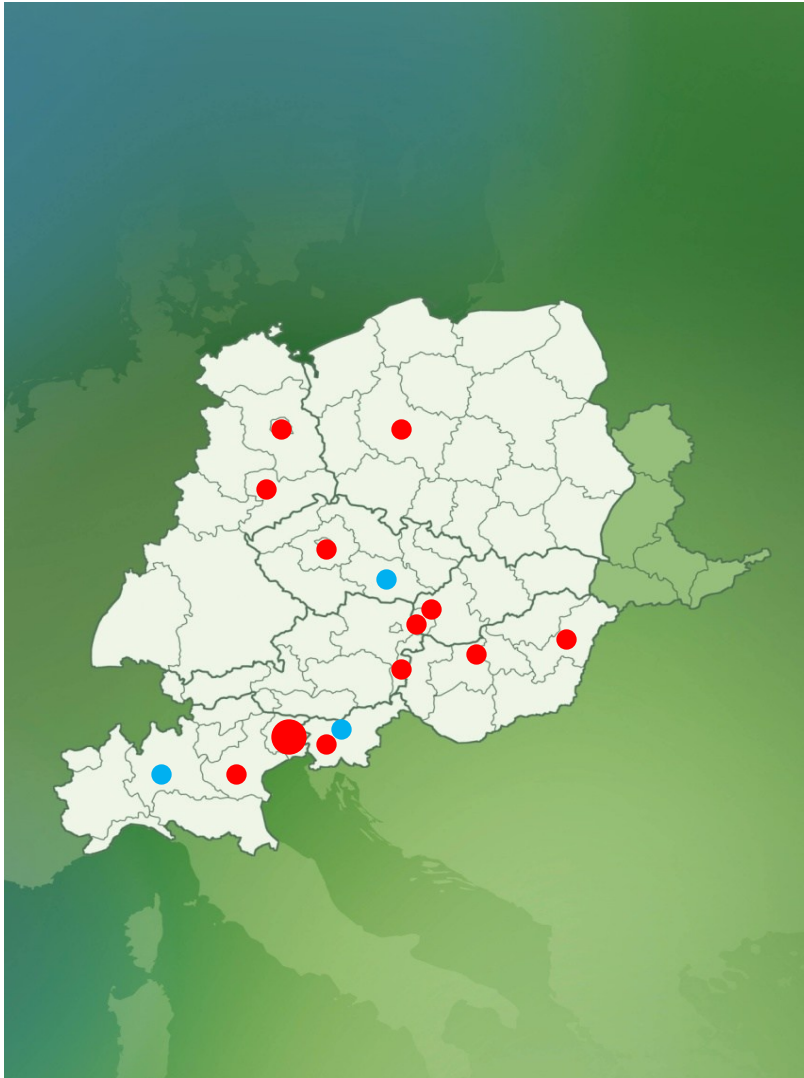
- **Area of Intervention 2**

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

# 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**



# HELPS PROJECT 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



# HELPS 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 stakeholders and final beneficiaries)**

# HELPS 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

# HELPS 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**

## HELPS 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 FOR YOUR ATTENTION!***

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