



A Look at the Future



The E.D.E. has so far made active use of the many opportunities for integrating the ideas of its member associations regarding long-term care into the political formulation of objectives at a European level. This includes its participation in projects such as the E.D.E. home directors' professional qualification, the branch-specific E-Qalin Quality Management System and the Save Age project, as well as its lobby work on European bodies, for example its involvement with the AGE PLATFORM Europe.

So what are the future challenges for management personnel in the long-term care sector, and what role can E.D.E. play here? If we take the well-known demographic trends as a basis, a number of starting points suggest themselves, and I would like to briefly introduce the three I consider to be most important here.

1. Management personnel need to work intensely on developing a demographically oriented personnel policy. On the basis of institutional analysis of the age distribution in the different professional groups (how many employees retire at what age, and with which qualifications?), a proactive approach to promoting the next generation of employees, including individualised career planning, must be initiated. On the other hand, professional knowledge management must be established in individual care facilities so that the knowledge of employees who retire is not lost and continues to be at the institution's disposal. These investments in the future are a key prerequisite for gaining a competitive advantage against rivals. Naturally, major efforts are still called for when it comes to defining working conditions; this applies to factors such as appropriate pay, flexible models for working hours and company health schemes – to mention just a few examples.
2. We need a paradigm change in companies that provide social services, away from mass production and towards a customised approach. Elderly people and those who require care want to be able to choose from a range of accommodation and care services that fit in with their own ideas. This means that we must define the quality and quantity of accommodation, care and assistance to which a person in need of care can be legally entitled. Ultimately, minimum European normative standards must be formulated, which can be guaranteed for all elderly persons and persons in need of care regardless of their financial resources. For providers of these services, a diversification of the range of services offers on the one hand a deeper focus on customer orientation, e.g. through target groups and milieu-specific services, and on the other a mix of institution-specific services (from "basic" to "de luxe"), facilitated by the possibility of selecting and de-selecting individual services. In particular the provision of basic advice and

services as regards accommodation opens up new business areas for long-term care providers and provides them with the opportunity to build up a relationship with customers.

3. A further objective is the professionalisation of management personnel in the long-term care sector, because we need members of management who are qualified both in personal terms and from a professional point of view, who defend the interests of their customers and staff with civil courage, for example within the national associations of the E.D.E. To this end, the qualifications for our profession must be acquired within the framework of an academic education, a step which is vital for long-term care to develop in terms of content. Here, once again, the E.D.E. has assumed a pioneering role by offering the directors of E.D.E. facilities the possibility of obtaining a Master of Science degree even if they lack the formal university entrance qualifications. We urgently need management personnel with the ideas, creativity and courage to adopt new approaches in long-term care. I refer here among other things to addressing issues such as the quality of life of our customers and the quality of the working conditions of our staff. And as regards the financing of our social systems too, we must become more actively involved, also in the interest of the younger generation.

On all these issues the E.D.E. must position itself in the context of European developments by exerting an influence on the national and European frameworks (e.g. legislation) and boldly and creatively developing its own ideas and implementing them in concrete projects.

As outgoing president I thank all my colleagues for the work they have done and promise to continue to further the interests of the E.D.E. in my new capacity as E.D.E. education expert and representative on European organisations and committees and, and support the new Executive Board in its projects.

■ Prof. Dr. Wilfried Schlüter

**13th European Congress
of the E.D.E.**

Tallinn, 26 – 28 September 2013

**LET'S NETWORK OUR CARE
TECHNOLOGY IN CARE –
OPPORTUNITIES AND LIMITS**

www.ede-congress.eu

Jean Bohler, new President of the E.D.E. from January 2013



Dear Friends,
Chairing a meeting requires a range of skills which can be summarised as follows: tact, agreeable authority, integrity, courtesy, self-assuredness. A good chairman does not make the decision, he advises, he makes suggestions, he arbitrates, he shows consideration, he proposes, he endorses, he intervenes benevolently, and he takes an interest in everything that is said. He

avoids the traps of anger or malice, he turns his back on defamation, he never rushes a member, and jostles him even less, he avoids dogmatism and the arbitrary, and he avoids sewing the seed of discord in the group he is chairing.

My first wish is to express my gratitude to you, thanking you for the confidence you have shown in casting your votes for me.

By giving me your votes, you have confirmed your wish that I accept the task, and I assume that the choice was also made for sentimental reasons.

You have borne your responsibilities by tasking me in this way, in the hope that I will be able to respond to the needs of our association. Time alone will tell whether that vote has the desired consequences.

For now, I can assure you that I will not fail the traditions which have raised our association to its acknowledged position in our community, I will continue along the path our group has chosen and I will endeavour to be the link between you all, as is incumbent upon my position. I take over this post from my kind and dedicated predecessor, to whom I am delighted to pay homage because he led our group unflinchingly, taking the baton with authority, assuming his role with exemplary humanity, with only one aim, to guarantee the progress of our profession.

As for you, Ladies and Gentlemen, dear friends, I am convinced that I can rely on you to support me: your loyalty, and your regular attendance at meetings have never failed and I am convinced too that as before you will dedicate your endeavours to the service of our association, each of you sharing the fruits of your experience, of your knowledge and of your expertise.

I wish a merry Christmas to all of you and I hope all your wishes and visions for next year will be realised.

Thank you for being able to make a part of our way together.

■ *Jean Bohler, GRIPA (Luxembourg)*

New E.D.E. Executive Board Elected



From the left: Boris Koprivnikar, Angele Bajoriene, Franziska Rahmel, Jean Bohler, Pascal Champvert, Jean-Louis Zufferey, Erika Lörcinzy

After the members of the E.D.E. General Board elected Jean Bohler (GRIPA, Luxembourg) as the new President and Boris Koprivnikar (ASIS, Slovenia) as first Vice President of the E.D.E., the representatives of the E.D.E. member associations agreed on the selection of the remaining members of the Executive Board at their autumn meeting on September 15 in Berlin: Franziska Rahmel (DVLAB, Germany) was confirmed as board secretary. Jean-Louis Zufferey (ARODEMS, Switzerland) will be the new treasurer. In addition the following members were elected to the Executive Board: Angele Bajoriene (ARG, Lithuania), Pascal Champvert (AD-PA, France) and Erika Lörcinzy (S.D.E., Sweden).

EU WORK – NO REGRETS

Yes, many hours spent in trains and airports.
Yes, the EU Parliament is a jungle of corridors, lifts and rooms.
Yes, there are tons of papers and paperwork.
But:
Yes, you enrich your knowledge.
Yes, you meet many remarkable people.
Yes, you discover beautiful European cities.

So if I had to do it again, I would!

It has been an enriching 10 years representing the E.D.E. on the AGE PLATFORM. So much has been achieved and indeed I left the last meeting with sadness.

The E.D.E. has been part of my life for 20 years, it has been "that spice of life" that makes your professional work very special, inspiring me to innovate in my nursing home and giving me always new goals to achieve. Speaking, reading and translating English, French and German has been that "added value".

But as I said in Brussels, my time of service to the E.D.E. is coming to an end. I hope to have served all older people across Europe that they may receive better care with dignity.



I owe so much to the E.D.E. and make my exit with a huge feeling of gratitude. Thank you, Michael Kok and Wilfried Schlüter, and all dear friends for your engagement to the E.D.E. too – together we have had fun.

■ *Angela Cluzel, FNADEPA (France)*



WeDO for the Wellbeing and Dignity of Older people

the Final WeDO Conference
– 14th November 2012 –
European Parliament

The WeDO project's major event was hosted and chaired by Heinz K. Becker, Member of the European Parliament (Austria) and co-chair of the Intergroup on Ageing and Intergenerational solidarity. You will find much information and photos of the event on the WeDO-partnership website (www.wedo-partnership.eu). The event was in terms of attendance a great success and of particular note was the presence of two speakers from the European Commission: Fritz von Nordheim, DG for Employment, Social Affairs and Inclusion, Maria-Iglesia Gomez, Head of Unit, DG SANCO.

The objective of the event was twofold:

- to launch the outcome documents of the project, namely the European Quality Framework for long-term care services, containing QUALITY PRINCIPLES that all services should comply with for the wellbeing and dignity of older people receiving care and assistance (available in 10 languages on the website)
- to consolidate the work done in the National WeDO coalitions and to lay the pathway for further work of awareness making and dissemination inside the partner countries as well as within other Member States interested by the WeDO work.

■ *Angela Cluzel, representative of the E.D.E. in WeDO project and Steering Group member*

Les Blacous is a company that runs several childcare facilities (nursery schools, childminders, after-school care centres), parent-child programmes and playgroups for children. Children from the Saint-Privat des Vieux commune and children whose parents, grandparents or great grand-parents have ties to the nursing home were given priority places at the new crèche, as well as the grandchildren of volunteers or the great-grandchildren of residents living in the home. These children currently account for 40 % of the group at the crèche. As far as the remaining 60 % are concerned, most of whom come from the Grand Alès area, the parents had no reservations about sending their children to a day care facility integrated into a retirement home.

The fact that just seven months after the day care facility opened, 50 % of the 95 applications submitted to Blacous for the 2012/2013 care year listed the "home-crèche" as their first choice proves how successful the new crèche is. There are probably several reasons for this: the fact that both institutions had a very positive image before the joint project was launched, the general public's lack of apprehensions regarding advanced age (contrary to the view propagated by the media), the wise investment of funds in the renovation of the rooms and also in competent and qualified staff and, not least, the great satisfaction of the "experimenting" grand-parents, as well as the involvement of all parties in the project (administration, staff, volunteers, residents, etc.) From January to September 2011 everyone showed their readiness to participate in the project: including a motivated and creative architect, the generous administrators who "sacrificed" the works committee's room, the kitchen team, which provided special meals, the cleaning staff who took on extra work, and the laundrette service, which now had the dirty washing from the crèche as well as its previous load to deal with. And they did so with such great enthusiasm that it was not even necessary to appoint any new staff at the residence.

The French National Family Allowances Fund (Caisse d'Allocations Familiales/CNAF) of the Gard department covers most of the financing as a social service. The additional contribution paid by the children's families is depends on their income. A contract was signed between the Family Allowances Fund and the nursing home that prescribes a certain amount of financial support to preserve the autonomy of the two partners. This gives them a certain degree of flexibility for creativity and innovation in their cooperation.

Thierry TOUPNOT and Hélène AMADORI didn't want to rush things regarding the contact between the small children and the residents



"Carnival" à Notre Dame des Pins

Notre Dame des Pins, A Care Facility for Ages 0 to 110

When the director of a care home for the elderly and the director of a child day care facility share the same values and both believe that everyone, from the newborn to the very elderly, deserves respect and dignity, this can result in the establishment of a crèche within a care home for elderly people.

On the one hand no suitable local premises could be found for a crèche and on the other, the director of a residential care home was seeking support in establishing inter-generational encounters. When Thierry TOUPNOT, director of the Residence Notre Dame des Pins (near Alès, Cevennes) learned that FEHAP (the Federation of Medical Institutions and Social Services) and the CNAF (National Family Allowances Fund) had signed an agreement for the creation of meeting points between different kinds of social institutions he got in touch with Hélène AMADORI, director of the company that runs the Blacous day care centres. The two "entrepreneurs" immediately hit it off, and just six months later the new crèche went into operation.

of the nursing home. After a period of observation that lasted three months contacts gradually began to develop. The monthly meetings between the two members of staff in charge of leisure activities are dedicated to planning joint activities. Several different projects have already begun, e.g., the construction of a playground in the middle of a planned fitness trail aimed at promoting "natural" encounters between the children and elderly persons with disabilities.

And notwithstanding the numerous synergies (e.g. the crèche can avail of the nursing home's nursing staff and factotum in emergencies), both directors retain their individual competences and responsibilities. They both put their trust in their shared values, which form the basis of the success of this project.

■ *Françoise Toursière, director of the FNADEPA (France)*

The SAVE AGE Project: Seminars and Workshops in 2012



In the last few months, the project partners have organized seminars and workshops in several countries.

The Italian seminar took place in April in the Domus Meridiana care home for the elderly in Laives, near Bolzano, as part of a larger event on energy efficiency. Good practices for increasing energy efficiency and a successful system for energy management were presented there. On May 19, the SAVE AGE workshop was held at 'Expo Sanità', Italy's biggest event on health services. The speakers were representatives of the 'Italian Federation for Rational Use of Energy' (FIRE), and a number of manufacturers, such as Schneider Electric and Philips. The Italian partners were very satisfied with both events after seeing that many people showed interest in their work on energy efficiency.

On May 29, the SAVE AGE partner from the Czech Republic organized a conference in Prague to discuss energy saving in residential care homes for the elderly in response to the SAVE AGE project, which was designed to promote better strategies for optimal use of energy in such facilities (see the next article).

In the context of the EUSEW – EU Sustainable Energy Week, the University of Coimbra organized a SAVE AGE workshop on June 22, held in parallel with the second edition of the Portuguese Conference for an Energy Efficient Economy. The objectives of this conference were to provide an opportunity for the exchange of information among national promoters of energy efficiency, namely researchers, central and local authorities, NGOs, energy agencies and companies, among others. A number of managers of residential care homes attended both events, where the SAVE AGE project results were presented. At the SAVE AGE workshop the directors of residential care homes presented case studies and pilot projects on energy efficiency carried out in care homes in Portugal. Also representatives of the National Association for Providers of Care Services attended the workshop.

Within the SAVE AGE project, continuous support is also offered to several residential care homes in Greece in the effort to reduce energy consumption. Working with managers, employees and residents has led to interesting insights and considerable energy savings. Several employees from residential care homes also participated in a training course that was held in October this year. The results of the SAVE AGE project were presented at the course, and after the discussion the participants were assisted in designing action plans for their homes. Afterwards, more detailed action plans were drawn up by professionals, aimed at supporting potential energy investments in the country. These plans constitute a necessary first step towards an

Please join the community of energy-conscious Residential Care Homes for the Elderly and commit to the Memorandum of Understanding!

http://www.saveage.eu/templates/saveage/pdf/Memorandum_of_understanding.pdf

Send the signed memorandums via e-mail to contact@saveage.eu

**or postal mail to the following address:
Skupnost socialnih zavodov Slovenije (SSZS)
Letališka cesta 3 c
1000 Ljubljana
Slovenia**



energy investment; residential care homes can then develop their own detailed energy analysis in order to define the measures to be implemented.

For more information please visit www.saveage.eu.

■ *Boris Koprivnikar, Executive Board of the E.D.E.*



**European Year for Active Ageing
and Solidarity between Generations 2012**



"I cannot remember that so much attention had been paid to any European Year before", says Ursula Lehr at the Closing Event in Germany of the EY2012

Look at the website of European Year 2012, read about interesting events and initiatives, and find information on future projects:

<http://europa.eu/ey2012/ey2012.jsp?langId=en>



Save Age Conference in Prague on May 29, 2012

Energy Efficiency in Care Homes and Homes for the Elderly in the Czech Republic

Energy consumption can be reduced by 20 % on average without additional investments.

The Association of Social Health Care Providers (APSSCR), with its more than 700 members, is a partner organisation in SAVE AGE, an international project aimed at developing strategies for energy efficiency. On May 29 the association hosted a conference for directors and managers of residential care homes in Prague.

At the conference, the available results of the project were discussed, and practical experience with energy-efficiency measures were presented, both good, for example with solar energy, efficient energy management and LED lighting, and bad, for instance the low level of awareness regarding the issues of energy efficiency and the weak motivation of employees regarding energy saving. Jiri Horecky, President of the APSSCR, recommended that the participants sign the SAVE AGE memorandum on energy efficiency in Care Homes for the Elderly which was drawn up at the behest of the E.D.E. and whose signatories undertake to optimise their buildings and facilities regarding energy consumption and environmental considerations and foster greater environmental awareness and energy-saving behaviour among their staff and residents.

The main focus of interest at this conference was the presentation by František Macholda of the Czech company EkoWATT – the Renewable Energy and Energy Efficiency Centre. He informed that the current European directives for Czech law must also be applied in the area of energy, and that there would be many changes in the

near future. Among other things, as of January 2013 the procedure for granting energy permits for buildings will change. F. Macholda also presented different models for “optimal cost levels” and “near-zero” energy consumption in newly built and renovated buildings. An interesting component of the presentation was the examples of costly renovation measures that led to no energy savings whatsoever. This was confirmed by the results which have also become visible in the course of the SAVE AGE project, according to which on average 20 % of the energy used can be saved without any need for additional investments, simply by introducing changes at the organisational level and low-cost measures. The point was also made that in the Czech Republic a series of energy-efficiency measures can be financed through funding from third parties.

In addition, the Palata care home in Prague, which thanks to a special project has reduced its energy consumption by 30 %, received special mention,

■ *Magda Dohňalová, editor of the APSSCR's magazine, "Social Services"*



**Merry Christmas
and Happy New Year!**

E.D.E. Vision 30

This is the 30th issue of the newsletter. E.D.E. VISION. It will inform you about current developments in the field of long-term care services for the elderly in Europe as well as about projects of the E.D.E. and its member associations. The E.D.E. will also give its views on current questions of European policy in the context of long-term care.

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