

EAHSA Activity Report

Witnessing EAHSA initiatives and EU-activities in 2017

The European Association of Homes and Services for the Ageing (EAHSA) is the European integral platform of the providers of housing, services and care for the ageing European citizens. It is the ambition of EAHSA to create an environment in which its members can assist people in “ageing well”.

This Activity Report 2017 provides an insight in the activities undertaken and gives indications for success.

Word from the President

Dear members,



Aad Koster,
EAHSA President

2017 will turn out to be a special year for the European Association of Housing and Services providers for the Ageing. Our association has fostered its co-operation with the international umbrella organisation representing national associations for directors and providers of long-term care services in Europe, E.D.E. This successful co-operation over the past year has risen the appetite for more and the Boards of the respective Associations have formulated ambitions to merge.

I'm a convinced advocate of such an important move. Not that I have any doubts about the power of EAHSA in its own, but because I strongly believe that we can create added value for our members and for their clients by joining and combining forces. We could work more efficiently and more effectively if we share our resources, knowledge and infrastructures. We could better voice the vision of our industry and hence, better represent the interests of our adherents.

I think that in 2017 we laid the basis for a bright future. I'm happy and proud to propose the General Assembly of EAHSA a more concise plan for fostered co-operation with E.D.E. and hopefully, a starting point for the creation of a truly European Ageing Network.

I thank you for your trust and work in EAHSA in 2017 and look forward to continuing our work jointly as from the new year.

Yours sincerely,
Aad Koster, President

Strategy and Workprogram

EAHSA' strategy is defined in the multi-year Strategy Document and is based on the Articles of association :

- Providing strong leadership, representation and support
- Promoting the provision of best-practices and innovation in housing, services and care
- Developing the association's capacity building in the European Union.

This strategic focus is in the EAHSA Work Program 2015-2020 translated into six tactical action points :

- *Presence.* EAHSA got engaged with a Brussels-based EU Affairs consultant, mandated to connect networks and to represent the association in meetings and conferences to voice the interests of the members.
- *Information.* Through the local representative EAHSA is assured of sound monitoring and dissemination of EU policy developments, new policy initiatives and funding opportunities.
- *Networking.* Connecting internal and external stakeholders is an value add for members. Expanding EAHSA's network has continuous attention.
- *Innovation.* EAHSA and its members offer a variety of experiences and know-how that deserve to be presented and to be showed. In an ever challenging environment EAHSA can provide inspiration and guidance to innovate.
- *Outreach.* 'Go out and tell you've the solution for them', is an integral part of successful public affairs management and is a way of disclosing EAHSA's wealthy knowledge and information.
- *Impacting.* EAHSA aims at effectively shaping a favorable legal and operational environment for its members by tackling barriers and proposing solutions.

Governance & structure

EAHSA is an association according to Belgian Law. Its supreme leadership is formed by the membership, associated in the General Assembly.

The daily management of the Association is delegated to an elected Board of Directors. The Board meets every month, mostly via Skype. In September 2017, the EAHSA Board has met in person with the E.D.E. Board in Toruń (Poland).

In 2017, the composition of the Board has barely changed. In the slipstream of the Brexit and the withdrawal of NCF, Sharon Blackburn has resigned. She was replaced by Maria Mannerholm.



From left to right: Vincenzo Paolino, Freek Lapre, Sharon Blackburn, Didier Sapy, Harald Frei, Dale Stevenson, Aad Koster (President), Jean-Christophe Vanderhaegen (Vice-President) and Serge De Kerf (acting Treasurer). Jiří Horecký and Maria Mannerholm are not pictured.

Towards a European Ageing Network

During 2017, the EAHSA Board has intensively discussed ways to foster the co-operation with E.D.E., the international umbrella organisation representing national associations for directors and providers of long-term care services in Europe.

Both EAHSA as well as E.D.E. represent service providers for older people in Europe. The common interests, issues and policy arenas have given good reasons for developing joint activities and statements. In 2017 this successful content-driven co-operation gave birth to the ambition to merge both structures into a more efficient, more effective and more visible entity.

Already in 2017 both organisations have started sharing some practical activities. E.D.E. and EAHSA have created a joint secretariat, hosted by E.D.E. in Prague, they introduced a joint newsletter and EAHSA has extended its EU intelligence and lobby power to the E.D.E. membership. Together, EAHSA and E.D.E. are also preparing a first joint congress for 2018 in Prague with “*Is there a future of long term care in Europe?*” as its theme.

This new *modus operandi* has dominated the Board’s strategic agenda in 2017. Under the working title “*The European Ageing Network*” it has been evaluated positively and been discussed extensively in several working group sessions and Board meetings of both EAHSA as well as E.D.E.

The name European Ageing Network expresses international developments and the transformation of EAHSA into the Global Ageing Network and seems fit for introduction to the European arenas. The Boards of EAHSA and E.D.E. are now planning for formulating more concise proposals for a merger, to be submitted for decision making in the respective General Assemblies - in early 2018 for EAHSA in Brussels and E.D.E. in Prague.

Strategic partnerships

The work of EAHSA is (financially) supported by strategic partnerships with organisations and structures that are dedicated to provide high-quality service provision to older persons.



In 2017, EAHSA had the pleasure to welcome ArjoHuntleigh as a new strategic partner. ArjoHuntleigh is a world-leading provider of integrated products and solutions that improve the lives of patients and residents with reduced mobility and wellness challenges. The offering encompasses a complete range of solutions for healthcare ergonomics within the following areas: Patient Handling, Hygiene, Bed and Room solutions, Therapeutic Surfaces, VTE and Long Term Care. ArjoHuntleigh is dedicated to increasing the quality and efficiency of care. The products and solutions reduce unnecessary costs by preventing adverse events that impact on patients and caregivers.



Also long-lasting strategic partners Actiz and Sodexo renewed their commitment to the work of EAHSA in 2017. Both organisations have been involved in the development and functioning of EAHSA since its creation. Their support has provided a structural basis for the operational success of the Association and their renewed commitment is a proof of their trust for the future.

European affairs

Since 2015, EAHSA is actively shaping its EU environment. With a Brussels-based representative, the Association is assured of a good functioning of the intelligence and lobbying functions.



In 2017, EAHSA's EU Affairs Management continued the path set out in 2015 and was guided by the then adopted multi-year Strategy and Working program. As a result of the intensified co-operation with E.D.E., the monitoring and lobby activities were extended in terms of focus and reach.

Position statements & papers

EAHSA's messaging in the EU policy arenas is based on Position papers. These policy-specific public statements are formulated, discussed and agreed by the Board and are disseminated via a.o. the EAHSA Mailing List of stakeholders and can be found at EAHSA's website.

EAHSA has issued several Position statements and papers:

- Position Paper I - Health and care for older persons are an asset, not a burden for economy
- Position Paper II - The health and social care sector are job creators
- Position Paper III - Adequate housing conditions are crucial to improve the quality of life of older persons
- Position Paper IV - Technology and ICT are at the service of older persons and their carers
- Position Paper V - Preventing malnutrition among older persons and the wastage of food
- Position Paper VI - EAHSA calls for an EU research & training centre in ageing services (ECREAS)
- Position Paper VII - Investments in health and social care yields not only financial, but also social returns
- Position Paper VIII - De-institutionalisation requires a sound back-up plan for the community and hence, a re-organisation of the socio-medical care chain
- Position Paper IX - Holistic care, as a completion of integrated care, should both treat as well as comfort older persons
- Position Paper X - Quality and social needs should determine capacity for nursing homes (co-issued with EDE)



Joint positioning with EU stakeholders

In 2017, EAHSA has endorsed a Joint statement on Public Health Workforce Development and Professionalisation. The statement was initiated by ASPHER, the EU association of Public Health Schools. Aware of the different perspectives and initiatives with regard to strengthening the public health workforce, and taking into account the critical momentum in the relevant policy contexts, such as the Action Plan for the EU Health Workforce and the European Action Plan for

Strengthening Public Health Capacities and Services of the WHO Regional Office for Europe, the signatory organisations call for a collaborative and consensus-building action on the continuing development and professionalisation of the public health workforce in Europe. Signatories, apart from EAHSA, include a.o. ASPHER, EUPHA, EuroHealthNet.

Presentations & launches

- In April 2017, EAHSA President Aad Koster and EU Representative Marcel Smeets were invited by the E.D.E. Board to present the work and achievements of EAHSA in EU lobbying and to discuss future collaboration in EU Affairs Management.
- In October 2017, EAHSA was represented at the launch of the Social services employers' EU association FESE. The Federation of European Social Employers (FESE) will represent the voice of employers in the field of social services at a European level. One of the founding partners is Jiří Horecký, President of the Czech employers association, President of E.D.E. and vice-President of EAHSA.



- Invited by the European Nutrition for Health Alliance (ENHA), EU Representative Marcel Smeets presented the EAHSA project EURHECA in May 2017 in Prague (Czech Republic) and in November 2017 in Bled (Slovenia) to the participants of the ENHA-initiated ONCA Conferences.

Consultations

In 2017, EAHSA has responded to several public consultations, on the basis of the issued Position statements:

- Consultation on investment in innovative digital solutions for Active & Healthy Ageing. The European Innovation Partnership on Active and Healthy Ageing, supported by ECHAlliance, has engaged with several multi-stakeholders organisations called “Champions” in the development of a Blueprint, a living document containing a 'shared vision' on how innovation enabled by a Digital Single Market can transform health and care provision and contribute to the European Silver Economy.

The European Commission's goals for 2018 include reaching 50+ regions investing in the implementation / deployment of large scale digital-enabled solutions for the health and care of its citizens, with an additional 4 million citizens benefiting from these innovative solutions. The consultation will inform the creation of an Investment Map illustrating the EU investment potential in this area, contributing to the EIP on AHA Policy Dashboard.

- Consultation on Building a European data economy, which will help shaping the future policy agenda on the European data economy. This dialogue with stakeholders follows the adoption of the Communication on Building a European data economy. The "data economy" is characterised by an ecosystem of different types of market players – such as manufacturers, researchers and infrastructure providers – collaborating to ensure that data is accessible and usable. This enables the market players to extract value from this data, by creating a variety of applications with a great potential to improve daily life, e.g. optimisation of harvests or remote health care). Results of this consultation will feed into the Commission's possible future initiative on the European Data Economy.
- Consultation on the European Solidarity Corps, to define key priorities and shape the implementation of the European Solidarity Corps. An ongoing study shows that solidarity-related sectors in the EU employed over 40 million people in 2015. By way of example, the estimated labour force in the

area of social integration and social work, including the reception and integration of asylum seekers and migrants, currently stands at 170,000. The estimated labour force is greater in sectors such as education and health and elderly care.

Hearings & policy seminars

In 2017, EAHSA has been represented at several hearings organised by European institutions and policy seminars of the European Commission.

- Circular Economy: one year after adoption, working together for the future. With a view to taking stock of the Action Plan's implementation, looking at next steps and discussing the goals and practicalities of a European Circular Economy Stakeholder Platform, the EESC and the European Commission co-organised a seminar which took place in March in Brussels.
- Growing the EU Silver Economy: a workshop on policy recommendations. The workshop was organised in the framework of a study on the EU Silver Economy, requested by the European Commission and to be published in spring 2017. The workshop program included a preview of key results of the study, including a macroeconomic analysis of the European Silver Economy, a presentation of 10 Silver Economy cases that provide opportunities for economic growth, and discussion of policy recommendations to stimulate an emerging Silver Economy in Europe.
- In March 2017, Renate Heinisch, Member of the European Economic and Social Committee and president of the Study group TEN/584 invited for a public hearing on "125 million seniors in the EU: a driver for digital growth?" The issue in connection with the opinion on the digital pillar of growth: e-seniors, a potential 25% of the European population.
- Horizon 2020 - Results of the stakeholders consultation. In April 2017, the European Commission Directorate-General for Research and Innovation (DG RTD) and the EESC organised a joint event to present and discuss the results of the stakeholders consultation on the Horizon 2020 program.

- Application of State aid rules for compensating the provision of services of general economic interest (SGEI). The main objective of this EESC hearing was to brainstorm on the challenges and opportunities arising from the current State Aid rules for services of general economic interest.
- In June 2017, the EESC Permanent Study Group on Disability Rights organised a hearing on Employment of Persons with Disabilities: follow-up on equal treatment directive 2000/78/EC. The aim of the event was to analyse what has been achieved and what is still to be done for the full implementation of the equal treatment in employment directive.
- European Solidarity Corps & Youth Initiative. The EESC was organising a public hearing on the European Solidarity Corps and the Youth Initiative in the context of the EESC opinion SOC/566 on both initiatives in July 2017.
- In September 2017, the EESC organised a hearing on the Impact of the social dimension and the European Pillar of Social Rights on the Future of the European Union. The EESC adopted an opinion on the European Pillar of Social Rights in January 2017. Since then it has been working on an opinion on the draft inter-institutional proclamation endorsing the European Pillar of Social Rights and the link between the pillar and the reflection paper on the social dimension of Europe by 2025.
- In October 2017, the EESC Permanent Study Group on Disability Rights was organising a public hearing on the follow-up to the UNCRPD Committee's concluding observations to the EU two years after their publication. The aim of the event was to offer EU Institutions, DPOs and other civil society organisations the opportunity to discuss the future of the EU Disability strategy after 2020.

Lobbying activities

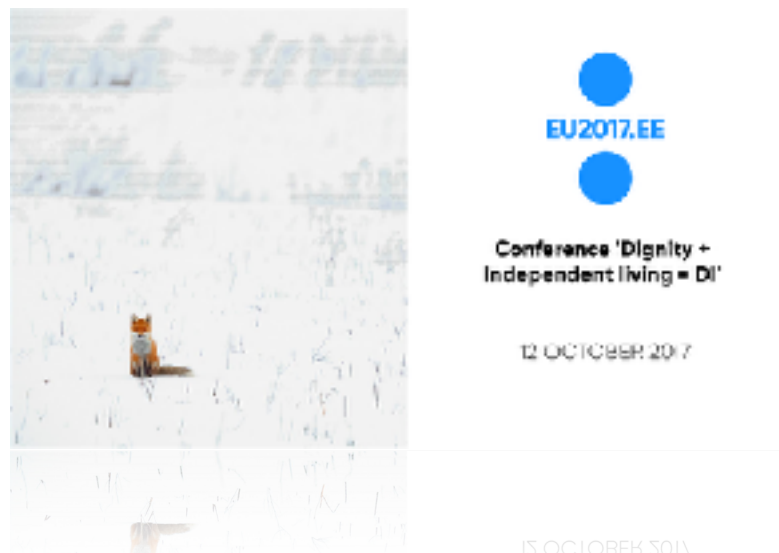
In discussions about De-institutionalisation, EAHSA together with E.D.E. have successfully taken the opportunities to get a clearer stance from the European Commission. In the view of EAHSA, the discussion about de-institutionalisation should consider older people as a specific group, should older people

have a free choice to reside in a elderly care facility and should the number of beds in such care facilities not be maximised.

After contacts with Members of Parliament and Commission officials, EAHSA and E.D.E. received a letter from DG EMPL stating that the Commission is *“perfectly aware that older people are a specific group and have specific needs.”*

The Commission also acknowledges that *“...some older people (...) wish to have the option to reside in a care home where they can avoid the isolation, loneliness and feeling of unsafety of living alone, while continuing to live autonomously. The process of ‘deinstitutionalisation’ should not deprive older persons of the options, as long as user control and high quality of services are enabled without limiting liberty, privacy, independence or leading to segregation. The choice or suitability of the services in long-term care needs could also depend on the level of dependency. Some residential structures can reply better to high dependency needs than home settings. Therefore, the Commission does not call on the Member States to dismantle the institutions...”*

The Commission concludes its letter by stating that: *“Different needs of different people and the need to ensure the quality of care and respect of human rights in residential care settings will be reflected also in the Council conclusions on Accelerating Community-based Support and Care for Independent Living that are under discussion.”*



The issue was a theme at the the ‘Dignity + Independent living = DI (de-institutionalisation)’ conference in Tallinn in October 2017, that was organised by the Estonian EU Presidency. EAHSA, trough its close co-operation with AGE Platform, was able to voice its concerns at this occasion once again.

Special projects

EAHSA has been developing two special projects in 2017.

ECREAS

The EAHSA Board has identified a growing need in the exchange of best practices among members and to identify relevant information from research in the ageing sector.

Therefore it has decided to found a European Centre for Research and Education in Ageing Services (ECREAS). The centre will function as a platform where best practices from EAHSA-members and partners in ageing services can be exchanged, where relevant research reports and articles can be found, which is the contact point for European research projects in the ageing sector and which will set up education programs for members based on research results and best practices to facilitate knowledge transfer between research and practice and support best practice development.

EURHECA



With the European Restaurant & Hospitality in Elderly Care Award (EURHECA), an international bench-mark and award-winning opportunity, EAHSA, in close co-operation with EDE and ENHA, will provide a useful management tool and PR instrument to evaluate and promote hospitality and food & beverages policies in elderly care and nursing home settings.

Through an online questionnaire and external audits, management, carers, residents and families can give their opinion on restaurant and hospitality policies in elderly care and nursing homes and find inspiration to improve the meal experiences of older people. EAHSA and EDE are now organising a pilot to test and to fine-tune the questionnaire.

EU Funding

In 2017, EAHSA has applied for several EU funding opportunities.

- EldiCare+ - Partnership under Erasmus KA2 Program (March 2017)

With ASSISTEL, a leading ageing service provider in Spain, as an initiator, EAHSA was invited to participate in the EldiCare+-project. This project proposal aimed at the development of a Training Needs Analysis and a Certification program. In August 2017, EAHSA was informed that the project was not selected for funding.

- DG SANTE Operational grant (June 2017)

Under the 3rd Health Program (2014-2020), the European Union can offer support to finance some of the core operating costs for non-governmental bodies that promote the health agenda in line with the program. The purpose of an operating grant is to provide financial support towards the functioning of a body in order to carry out a set of core activities.

EAHSA has applied for this funding with the ECREAS-project. The proposal consisted of the funding of the creation and functioning of the digital platforms which is the basis of ECREAS.

In October 2017, EAHSA was informed that the proposal was rejected.

- Horizon 2020

In October 2017, the European Commission has launched a call for proposals in the framework of Horizon 2020. There are several items of interest for the elderly care industry. Closing date for proposals is mid-2018 and eventual EAHSA-activities in this framework are still under discussion.