

## Enrica Sargenti and Irene Morandell: Representatives of Switzerland and Italy

During the EDE executive committee meeting in Berlin on 29 and 30 September last they were both there as usual. Enrica Sargenti, who represents ARODEMS in Switzerland and Irene Morandell who is the face of DBA in South Tyrol for the EDE.



Enrica comes originally from the language and administrative sector and Irene's background is biologist/geologist. Both are however fully qualified in the area of management and insight into care of the elderly. Fulltime professionals, not only with substantial experience, but also with high expectations of the EDE.

The objectives of EDE sometimes appear to be remote from their own work situation, but, because they support them wholeheartedly, they embrace them unreservedly. The information that they receive via the EDE in particular enjoys high priority. They both also have difficulty with the poor image of the sector (one of the topics during the meeting). For Irene it is of major importance that there be strong leadership within the organization. "Only clarity can prevent

misunderstandings and in doing so a poor image."

Their language skills makes communication within the EDE very easy for them; and they make optimum use of these skills.

Enrica acts on a regular basis during the meetings as interpreter for delegates who are less proficient in English or German. Irene maintains her reporting perfectly and uses for it not only pen and paper, but also a camera and sometimes so often that some call her "Irene Paparazzi".

Because Switzerland is not a member of the EU, Enrica sees that Switzerland misses a number of opportunities when it involves collaboration between EDE and EU. Indeed a missed opportunity but not an insurmountable problem.

For the sake of clarity it should be noted that a second Swiss association is member of the EDE. It is represented by Carlos Marty; a second Italian association has as its representative Damiano Mantovani.

### CONTACT

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### EDE VISION 4

This is the 4th edition of the electronic newsletter of the EDE: EDE VISION. This newsletter will inform you of the current developments within the European care centres and in particular on the position of the director/administrator. The EDE also intends to adopt a position on real issues in European politics in the context of care for the elderly. EDE VISION's primary purpose is however to inform you about projects of the EDE and her member countries.



The fact that the newsletter is published electronically makes it readily accessible and enables national associations to pass the contents on to their members. EDE VISION is a publication of VDZ Netherlands.

Editorial: Wim Schepers



## Care for elderly in families, a new service in Slovenia

Like many other countries with an old demographic structure Slovenia, is facing new challenges in finding possible ways to provide enough services for elderly within the existing financial constraints. Expanding existing services and rationalizations are in themselves not enough, so we have to be innovative in creating new ways to serve the needs of the elderly population.



*Boris Koprivnikar*

Institutional care in another family is a new service introduced in Slovenia in 2006. It combines ideas of institutional care in residential care homes for the elderly and care for the elderly in families. It also supports new employment possibilities and better use of available private infrastructure.

The basic idea is to establish small units for care of the elderly for two to six users in private houses. Each unit will have to have a contract with a care home for the elderly, which supports provider with knowledge, more demanding services performed by trained staff from the care home and necessary material for care. The care home treats these units as their own remote units and the users as residents of the home, especially in contacts with health insurance or long term care insurance company. This will ensure that remote units are supported and controlled. Such co-operation also enables residents to move to a care home, when medical conditions so require. Moving is also not so stressful, because it is expected, that residents from remote units will also be involved in the home's activities.

The owner of the home can dedicate himself to the care for the elderly and employ additional help. Finding new residents and dealing with other institutions will in large part be left to the care home. On the other hand a care home can expand its own capacity and offer a greater variety of services in a more natural environment for the elderly – all without investments and risks that comes with investments in the infrastructure.

## Preparations for Congress Berlin 2007 in full swing

The preparations for the first world congress in Berlin from 14 to 17 November 2007 are in full swing. The call for papers is gradually being rounded off; sponsoring is developing rapidly and the excursions too, which are to be held prior to the congress, are falling into place.

If you would like to know more; visit [www.worldcongress-edede.de](http://www.worldcongress-edede.de)

The congress organization is happy that its congress secretariat is also accessible from today via Mrs. Dagmar Klug-Krögler, (see photograph) who is able to respond to you in several languages. Tel.: + 49 30 38 30 38 31, Fax: + 49 30 38 30 38 32, e-mail: [sekretariat@worldcongress-edede.de](mailto:sekretariat@worldcongress-edede.de)

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## 1st WORLDCONGRESS for Care and Nursing Home Directors 14th - 17th November, 2007

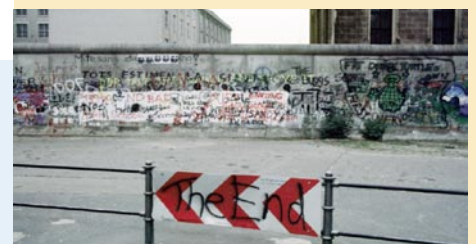
### A Lesson taught by the Berlin Wall: Creating Future by Overcoming Borders

We are pleased to invite you to the 10th European and 1st World Congress for Directors of Residential Care Homes for the Elderly, which will take place at the Urania Conference Centre Berlin, Germany 14th - 17th November, 2007.

The demographics of global ageing highlight residential care homes as a factor presenting complex challenges. Due to the very dramatic changes worldwide residential care has become a global issue.

All too often, residential care homes are being labelled a problem which is often translated into a threat. As with previous European Congresses, it is now even more necessary to discuss these challenges on worldwide scale.

Globally we are working towards changing attitudes and creating a world where residents have a right to a good quality of life and are accepted and welcomed as worthwhile and active members of our communities. Global efforts are required to initiate, facilitate and strengthen our commitment to residential care across the world.



This World Congress will inspire, stimulate and build your resolve to improve the development of policy, practise and understanding in running residential care homes. This congress is a forum for debate on issues of residential care, an opportunity for professionals in the field of ageing to participate in an exchange of knowledge and information and a time to renew and strengthen friendships and partnerships.

We look forward to welcoming you in Berlin in the autumn of 2007!

# VDZ Netherlands celebrates its 35th anniversary

## Leadership and inspiration: It's up to you!

VDZ Netherlands is with this slogan celebrating in Nijmegen on 16 November 2006 its 35th anniversary.

The general meeting addressed two main discussion issues. The new recommendations for terms and conditions of employment for di-



BEZIELING EN LEIDERSCHAP

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rectors raised several questions. The changes involve principally clarifications and explanation. The standard annual incomes have been reduced, mainly as a result of public discussion. A new model contract of employment has been included in the recommendations. The members approved the strategy and action plan 2007-2010.

The motto for the newly adopted strategy of VDZ Netherlands for the years ahead is: "Don't wait, act!" The code of conduct will be implemented even more actively and a new training course for directors will be introduced. This training course will be called "Master course corporate leadership". VDZ Netherlands also aims to intensify its activities in the area of care innovation.

After the break it was time for Kees van Zijtveld, director of New Dimensions. He did justice to his self-appointed title of entertainer and succeeded in highlighting the terms inspiration and leadership very graphically and actively. His message was that seeing a difference precedes making a difference. His presentation too was devoted to seeing the difference. He suggested that an organization could not develop further than the point to which its leader was able to develop. Leadership is therefore what makes the difference. Leadership is also the art of letting go. A wonderful display of jugglers formed a perfect interval designed to demonstrate this letting go in practice. Kees van Zijtveld is an adherent of serviceable leadership, with helping others to grow the key element.

After the conclusion of this inspiring presentation the participants were free to enjoy a festive buffet.

## "Clara Zetkin" a textbook example of innovation!

The preparatory committee of the 10th EDE-congress and 1st World Congress is looking via the Call for Papers for innovative managements, which, despite suffocating regulations and other restrictions, have succeeded in adopting effective facilities for the elderly.



Under the shadow of the future EDE congress city, only 75 km from Berlin in the region Brandenburg, is the Senior Centre "Clara Zetkin" that the EDE executive committee visited on 30 September last. This centre that has been operating for over 40 years and that is led by Joachim Weise, made an indelible impression on the visitors.

The centre originated within the former GDR and after the fall of the wall in 1998 invested a great deal of energy and knowledge in restarting. After many difficult periods it was officially opened in July 2001 by Mrs. Ulla Schmidt, minister of health of the German Federal Republic.

In addition to regular residential care the centre also offers daycare and temporary admission. An excellent care concept focused on the client.

The organization of the EDE-congress in Berlin is going to ensure that this impassioned Joachim Weise receives a hearing at the congress

## DIRECTOR OF CARE HOME GUEST WITH FRIENDS I

### NEW MEMBER FROM LITHUANIA WITH EDE

On 1 October a care home from Lithuania joined the European Association for care homes (EDE). The coordinating body consists as a result of this now of more than 22 members from 18 countries. During the general meeting at the end of September in Berlin there were intensive discussions on the theme of national and international lobbying during which opinions were exchanged with "Himmelblau" (Ulrich Meyer and Holger Senft). The significance of the image for the extent of care of the elderly and what the management of care homes can do for it was extensively discussed and on the basis of examples presented by television journalist Holger Senft.

A landmark was also set designed to enable candidates to attain the qualification of director of a care home by setting a training programme for the management of care homes. On the basis of the director qualification of the EDE middle management can now within a programme of 240 study hours aim towards a supervisory function within the social services sector. This additional and refresher training will be provided from 2008 in the member countries Slovenia, Austria and Germany.

## EDE-qualification of and for managers

The following substantive modules have been scheduled:

### MODULE 1 STRATEGIC MANAGEMENT (120 STUDY UNITS)

- Business ethics programme
- General objectives and work concept
- Diversity management
- Discussion management
- Conflict management / meditation
- Tools for strategic management (for example scenario techniques)
- Network management
- Lobbying

### MODULE II MARKETING (40 STUDY UNITS)

- Marketing strategies and tools
- Announcements
- Professional contacts with the media
- Fundraising / sponsoring

### MODULE III MANAGEMENT SCIENCE (60 STUDY UNITS)

- Accountability and auditing
- Operating with code numbers
- Investment planning and financing
- Balance sheet analysis
- Criteria as per Basle II

### MODULE IV LAW (20 STUDY UNITS)

- Relevant national legal issues
- Relevant EU legal issues



## Director of care home guest with friends II

### Symposium of the executive committee of the EDE in Berlin during the world congress

The preparations for the first world congress for care homes that will be held in Berlin from 14 through 17 November 2007 at the same time as the tenth European congress, are in full swing. In the context of the general meeting of the EDE at the end of September the European members of the executive committee paid a visit to the congress centre (Urania) to familiarize themselves with the local conditions. The congress and middle management programme was also presented and discussed. This will include innovative projects and visionary ideas for which colleagues and staff members from all parts of the world will be invited.

You will find further information on the site of the world congress at:

[www.worldcongress-edc.com](http://www.worldcongress-edc.com)

## Marginal.....



- At the explicit request of the members of the executive committee the general executive meeting will be divided over two days. This with a view to utilizing as effectively as possible the energy of the representatives from the countries participating. This photograph indicates however that it would be worth considering dividing over three days ...



- President Wilfried Schlüter could not possibly have attended the 35th anniversary congress of VDZ Netherlands on 16 November. He was represented by Wim Schepers. Rumor has it that the latter dyed his hair blond especially for this occasion in order to look like the President.
- During the meeting of the general executive of EDE on 29 and 30 September last in Berlin a decision was taken to admit Lithuania as member of EDE per 1 October 2006. Poland will follow on 1 January 2007. There are in the meantime intensive and very promising contacts with Malta. According to Angela Cluzel Greece and Spain may follow within a not too protracted period. It is going well with the EDE.