



**IN SITU – CE 1494**

**4th focus group report**

*2 September 2020, Hiša vseh generacij, Zg. Kungota*

**D.C.7.4**



## 1. Purpose and objectives of the focus group

This focus group was part of the event "**For a friendlier intergenerational community - how to turn the demographic challenges of rural and urban areas into opportunities**" organised jointly by the IN SITU, Sociolab and Cerusi projects.

The purpose of the focus group was to bring together stakeholders from the national, regional and local level and to explore the potentials for creation of social businesses and social initiatives addressing the ageing challenges in the Podravje region. This topic has also been recognised as one of the most important in the 3<sup>rd</sup> focus groups.

## 2. Participants:

The event was attended by 42 participants, including Ministry of labour, family, social affairs and equal opportunities, employment service, municipalities, intergenerational centres, social businesses, associations of elderly, social service providers, and project partner representatives and media.

- Dušanka Lužar Šajt, Fundacija PRIZMA (project partner organisation)
- Aljaž Brodnjak, Fundacija PRIZMA (project partner organisation)
- Mateja Karničnik, Fundacija PRIZMA (project partner organisation)
- Jona Vizjak, Fundacija PRIZMA (project partner organisation)
- Julija Marošek, Fundacija PRIZMA (project partner organisation)
- Natalija Žunko, Fundacija PRIZMA (project partner organisation)
- Janja Viher, Fundacija PRIZMA (project partner organisation)
- Gregor Cerar, OZARA (project partner organisation)
- Moira Kobše, OZARA (project partner organisation)
- Lidija Polovič, Združenje MAGARIA (social enterprise)
- Ksenija Golob, ZRS Bistra Ptuj (development agency)
- Barbara Jambrošič, Medgeneracijski center Šentilj (intergenerational centre)
- Andreja Grobelnik, Mestna občina Maribor (city municipality)
- Lilijana Zorko, Mestna občina Maribor (city municipality)
- Martina Lah, Zavod VITICA, Gornja Radgona (social enterprise)
- Zora Borko, Zavod VITICA, Gornja Radgona (social enterprise)
- Zlatka Ornik, Zadruga brez meja (cooperative)
- Mateja Hauser, FRD Murska Sobota
- Janja Romih, Ministrstvo za delo, družino, socialne zadeve in enake možnosti (ministry)
- Mirjanja Zgaga, ZRSZ Maribor (employment service)
- Mag. Barbara Žgajner, Center za pomoč na domu Maribor (home assistance centre, public institute)
- Marjeta Kovač, ZRSZ Maribor (employment service)
- Stanislav Bukovnik, Društvo upokojencev Spodnja Kungota (association of elderly)
- Darja Viher, Zadruga Artmijemar (cooperative)
- Nastja Mulej, UMNA (workshop moderator)
- Igor Kos, WCYCLE Institute Maribor, Institute for Circular Economy
- Sabina Barbarič, PozdravTV (media)
- Aleš Maučeč, PozdravTV (media)
- Tjaša Sobočan, LTFE UL (university of Ljubljana)
- Staša Dabič Perica, Združenje CAAP (cooperative)
- Helena Hošpel, Mastervita (consultant)
- Melita Peterlin, Mestna občina Maribor (municipality)
- Agata Tepeš, Občina Rogatec (municipality)
- Nina Rebernik, RIC Slovenska Bistrica (development agency)



- Konrad Hrastnik, Oldtimer Štajerska (association)
- Jurij Rifl, Društvo upokojencev Zgornja Kungota (association of elderly)
- Franja Rifl, Društvo upokojencev Zgornja Kungota (association of elderly)
- Danica Pečnik, Društvo upokojencev Zgornja Kungota (association of elderly)
- Fanika Ofič, Društvo upokojencev Zgornja Kungota (association of elderly)
- Lidija Tušek, ZRS Bistra Ptuj (development agency)
- Emilija Stojmenova Duh, Univerza v Ljubljani, Fakulteta za elektrotehniko (university of Ljubljana)
- Jožica Ferk, prostovoljka Karitas (Humanitarian organisation)

### 3. Notes

#### Focus group: Demographic challenges as an opportunity

The invited guests firstly discussed about the current needs, challenges as well as potentials and existing and expected measures that can be used in introducing new solutions to both the urban and rural areas:



**Ms Janja Romih**, Ministry of labour, family, social affairs and equal opport.



**Ms Barbara Žgajner**, Centre for home assistance Maribor



**Ms Mirjana Zgaga**, Employment service Maribor



**Dr Emilija Stojmenova Duh**, Faculty for electrotechnics, University of Ljubljana



**Ms Dušanka Lužar Šajt**, PRIZMA Foundation

- The ageing of the population and the growing share of elderly in need of assistance in Podravje region is increasing more than Slovenian average. Recently, there has been a much greater need for care for the elderly returning from hospital care, and waiting times for home assistance have been extended.
- There are differences between the needs of the elderly in urban and rural areas. In rural areas, informal care within the family is more developed, there is greater social cohesion in smaller communities where people know each other better. On the other hand, in areas of dispersed settlement it is more difficult to effectively ensure access to public services.
- There are differences in the responsibilities of different service providers in terms of what kind of service they are entitled to provide. The needs of the elderly differ, too. In practice, however, it is often difficult to provide one person with adequate access to services that cover all identified needs (e.g. companionship, help with basic chores, help with household chores, nursing). Older people



usually require care that includes both health and social aspects. The latter are often even more important, as the prevention of loneliness and integration into society has a positive effect on health.

- Podravje is a region that has been dynamically developing social entrepreneurship in recent years and opportunities in the field of care for the elderly were recognised, and which can to some extent fill gaps where the public (as well as the private) sector cannot adequately meet the needs. Of course, a social enterprise is also based on economic laws and must find sustainable business models.
- Several support measures are already available today that can be used in elderly care initiatives and services. The need to upgrade the public works measure was highlighted. The long-term unemployed progress through reactivation and acquire new competencies and skills, but often lack adequate transition to more permanent employment. This also has an adverse effect on users, who have to get used to new staff over and over again.
- Local communities and other development actors are looking for alternative approaches and models through development projects or with the support of measures in the field of employment, social entrepreneurship. Many of them have shown positive results and brought the necessary solutions to local environments, but it is difficult to ensure sustainability of such initiatives.
- Intergenerational centres were well received in many local communities. According to user estimates, they mainly include the elderly, who are relatively well integrated into society. One should keep in mind that many elderly people are unable to visit these centers for various reasons and thus the assistance often does not reach the most isolated and excluded.
- In the field of elderly care new professions and services will be needed and thus new job creation opportunities will arise.
- As we are preparing for the new programming period, which also envisages support for the elderly in terms of construction of smaller housing units, community care services, of adapting existing housing for the elderly, etc.
- Although technologies cannot replace humans, they can facilitate and increase the quality of life, but one has to understand the needs, acquire relevant knowledge and competencies and the access to infrastructure ensured.

### Conclusions:

- We need to make more significant steps in the elderly care in Slovenia.
- This complex social challenge requires comprehensive solutions. It is crucial to understand the needs of the elderly, therefore it is necessary to visit local environments and users, since the solutions will also be implemented there.
- Stakeholders need to work together in order to create synergies between different policies, however to make changes, commitments at the highest levels are needed.
- Solutions require inter-ministerial cooperation on one and appropriate involvement of local or regional level on the other hand. Comprehensive solutions should provide for appropriate infrastructure (housing, Internet access, spatial measures, etc.), acquiring relevant knowledge and competencies and these should be part of sustainable business models.
- The social economy and social entrepreneurship can make an important contribution to the development of complementary services and products for elderly, such as community-based care mobility, accommodation, complementary or additional services combining market, public service and voluntary based activities.

### Effective addressing ageing challenges through social innovation and social economy in Slovenia and in the region require:

- **Systemic solutions for the support environment for social entrepreneurship:**  
Emerging of new social businesses depends much on the business support infrastructure, namely innovation and business support environment and financial mechanism and investors. Support



environment for classic enterprises is well established, however cannot cover the specific needs of social enterprises, including also knowledge transfer and networking.

- **Operation of the Social economy council:**

The Social Economy Council is defined in the Act on Social Enterprises, it has been nominated, has not yet met. This also results in absence of the Strategy of social economy and of the support programmes;

- **More intense support of municipalities to social economy is needed:**

There are plenty of possibilities, however there is a shortage of knowledge on the needs and potentials of social economy within local administration bodies, which result in inappropriate responses to the needs or fail to seize the local potentials

- **Lack of relevant financial support mechanisms.**



## 2. Good practices

House of all generations, in which the event was held, was presented by the mayor of the Municipality of Kungota, Ms Tamara Šnofl. Peter Prezelj from Davča in Gorenjska region presented the model of a community of elderly person who live in a common household as tenants. Another case was presented by Natalija Švab, where elderly person live with the foster care family. Ms Lidija Polovič is the manager of the social enterprise providing companionship service to elderly in Podravje. Mr Peter Beznec presented a model of how relevant institutions can work jointly at local level to identify needs and provide support to elderly. Ms Tjaša Sobočan shared findings with of digital literacy of the elderly in rural areas.

## 3. Idea generation workshop: Demographic challenges are an opportunity

In the final part, participants joined a short creative session in which strengths and weakness of the ageing were looked for and creative solutions generated.

The session was a good example and a test of how the idea generation events can be conducted in order to motivate participants to enter the IN SITU Social Innovation Hub.





Group 1: How to help the elderly to keep up with the progress (knowledge & competencies)

1

- izgubljanje nevščilne
- več bolezni - obremenitev zdravstva
- izključnost zaradi manjše mobilnosti → osamljenost
- ekonomska vzdržnost pokojninskega in drugih sistemov (zdravstvo, sociala...)
- težje slediš napredku - manjša prilagodljivost
- stare obravnavamo kot otroke (vztraja)
- stari zmi → stari zmi zmištro
- potreba po pomoči → mi kadrov
- manj vinov za aktivno populacijo (dostop do zdravstva, pomoči...)
- omesnaževanje

1

Kako bi veliko pomislili starijim, da sledijo napredku?

• INTERAKTIVNE METODE UČENJA

- JAVNI VATEČAJ ZA IZBIR IDEJ KAKO SE STARIJŠKI ŽELJO UČITI
- ANDRAGOGIKA - PF
- INTERAKTIVNO UKLJUČEVANJE STARIH V PEDAGOŠKE PROCESE
- TV IZOBRAŽEVANJE - REDNO RADIO, ON-LINE
- IZOBRAŽEVANJE - KRITERIJ ZA PRIDOBITEV JAVNIH SREDSTEV + NAGRAD (kot igrica)
- PODELEJEVANJE NAZIVOV ZA DOSEŽENO SKUPNO
- JU OBVEZNO SEZNANJA CILJNO SKUPINO STARIH NA NJIH PRILAGOJENI UČILNI
- MEDGENERACIJSKO SODELOVANJE - UČENJE PREDSEH ZNOTRAJ DRUŽINE
- PLES
- SPREHODI
- GINKO pripravki
- TRENING MOZGAN

Group 2: How to address loneliness of the elderly?

2

- opuščanje kmetijskih površin
- nesodelovanje med deležniki
- medgeneracijsko nerazumevanje
- vzdržnost oskrbe
- veliki zdravstveni problemi
- slaba kakovost življenja
- kriza vrednot
- presoba
- ozaveščenost o potrebah, stanjih
- nasilje v družini
- ? PROJEKCIJA?
- osamljenost starejši
- info-stančiči
- volitve - odločanje

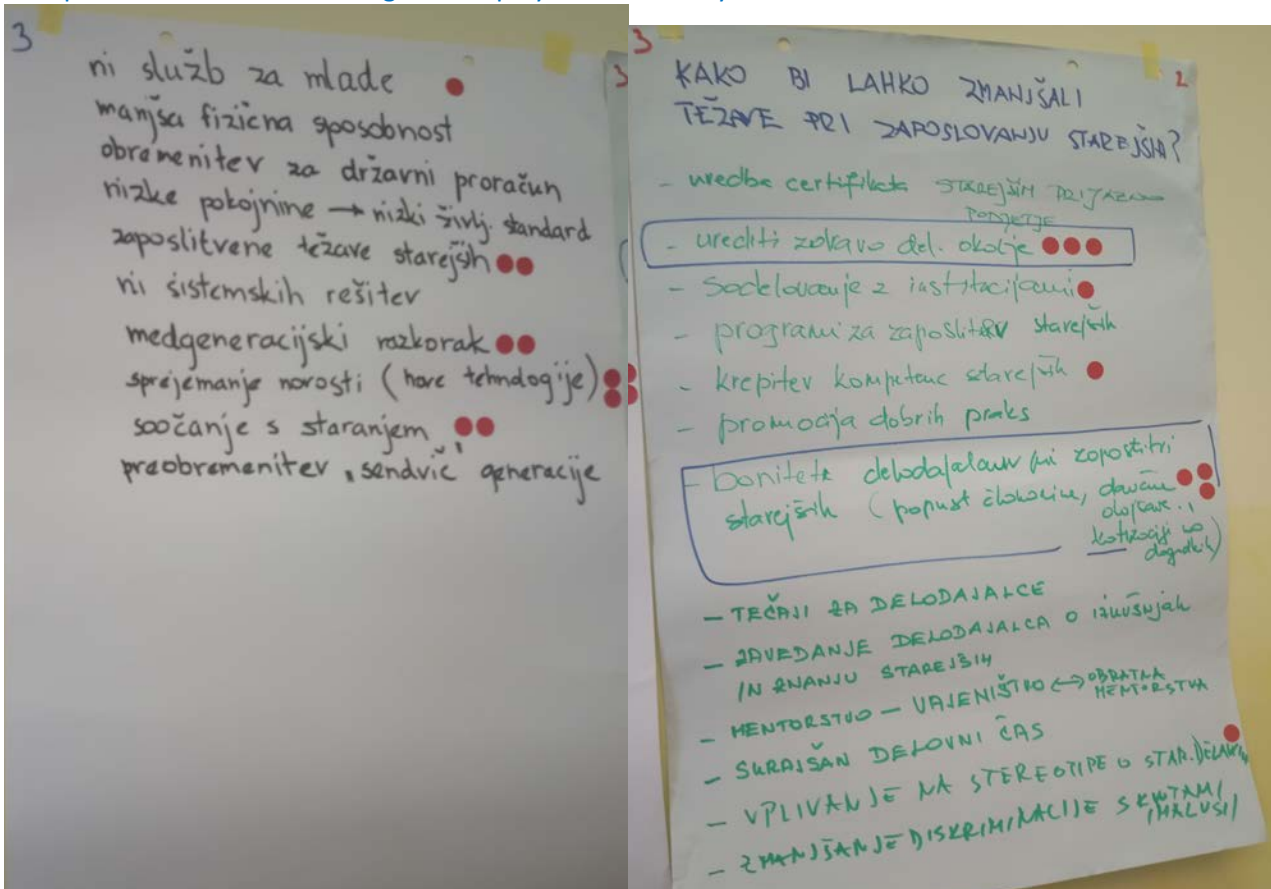
2

Kako bi veliko zmajjali težave z osamljenostjo starijih?

- SWAPINE ZA SAHOPOMOČ
- DRUŠBENA OMREŽJA
- DRUŠBENIŠTVO
- ORGANIZIRANJE PREVOZOV
- PREMIUM PONUDBA - SENIOR KAVARNA
- ALTIVNOSTI TRI IZDRAVNILU
- DRUŽENJE Z VESTNIKI - ENEKATON ALTIVNO V KAVARNI
- SPODBUJANJE VREDNOTE STAROSTNIKO V OS VATECA
- INTERESNE SWAPINE ZA STAREJŠE
- KREPITEV MEDGENERACIJSKEGA POVEZOVANJA
- SPODBUDE ZA DRUŽINE → VZOR ITALIJA
- PRELOT OS TRILIKI UPOKOJEVANJA
- KAVČURTINGJA STAREJŠE
- POLETNI TABORI ZA STARE
- Z POMOČ V AZILU ZA ŽIVALI
- VKLJUČITEV V MENTORSTVO
- "JAVNA DELA" ZA STAREJŠE



Group 3: How to tackle challenges in employment of elderly?



Prepared by Julija Marošek

**Attachment 1: participants' list**