



WS III: Strategy Development



This project is implemented through the
CENTRAL EUROPE Programme co-financed by ERDF

CE-Ageing Platform: Regional Activities and Recommendations

Anette Scoppetta, ZSI

17 September, 2012, Vienna, Austria

ZENTRUM FÜR SOZIALE INNOVATION
CENTRE FOR SOCIAL INNOVATION



Five experts contributed to current process stage:

- Dr. Dragana **Avramov** (Population and Social Policy Consultant)
- Prof. Dr. Andreas **Hoff** (Zittau/Görlitz University of Applied Sciences)
- Dr. Dimiter **Philipov** (Vienna Institute of Demography)
- Prof. Dr. Reinhold **Sackmann** (Martin-Luther-University Halle-Wittenberg)
- Dr. Pieter **Vanhuysse** (European Centre for Social Welfare Policy & Research, Vienna)

— In addition, **the expert group** comprising Prof. Dr. Jürgen Wolf, Dr. Peter-Georg Albrecht, Sabine Dummert, Hendrik Nolde (h2/Hochschule Magdeburg Stendal) will provide information and assist during the current WS.

Within the CE- Ageing Strategy a **division** is made for challenges faced and respective actions recommended between the **national level** and at the **local/regional levels**.

So far, **three main core issues** were identified for the strategy at the **national level**, which are:

- **Human capital investment** (education) with ‘sub’-issues of equal opportunities, work-life balance, social cohesion, gender issues, etc.
- **Sustainable social security system/s** baring in mind public expenditure cuts as well as the loss of relative power in CE
- **Governance** (the need to adapt our governance systems to changes)



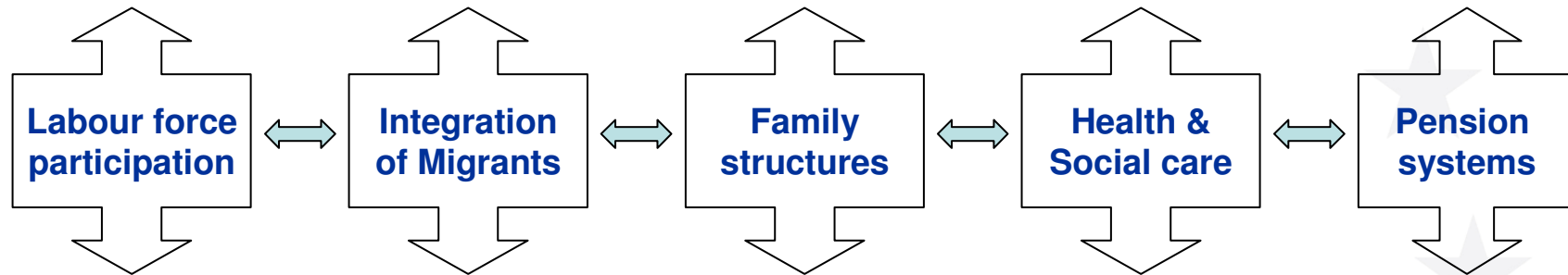
The WS III is dedicated to **challenges** and **actions** at the **local/regional level**.

Four Areas of Concern

Equality

The elements of the vision

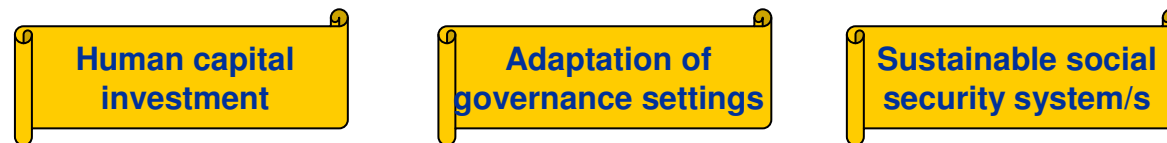
Well-Being



Local/regional levels: The four areas of concern

Employability ↔ **Migration** ↔ **Family** ↔ **Healthy ageing**

National levels: Three core issues



The four major areas of concern of the CE-Ageing Strategy

1. **Employability** (Employability is key for labour force participation; the central policy recommendation of the investment in human capital is included in this area of concern);
2. **Migration** (Courageous migration policies and the integration of migrants into the societies as well as the labour market are central recommendations for CE regions);
3. **Family** (Changes in family structures require changes regarding work & family as well as work & care); as well as
4. **Healthy ageing** (Active and healthy ageing is recommended for implementation within CE).

Content of the third questionnaire

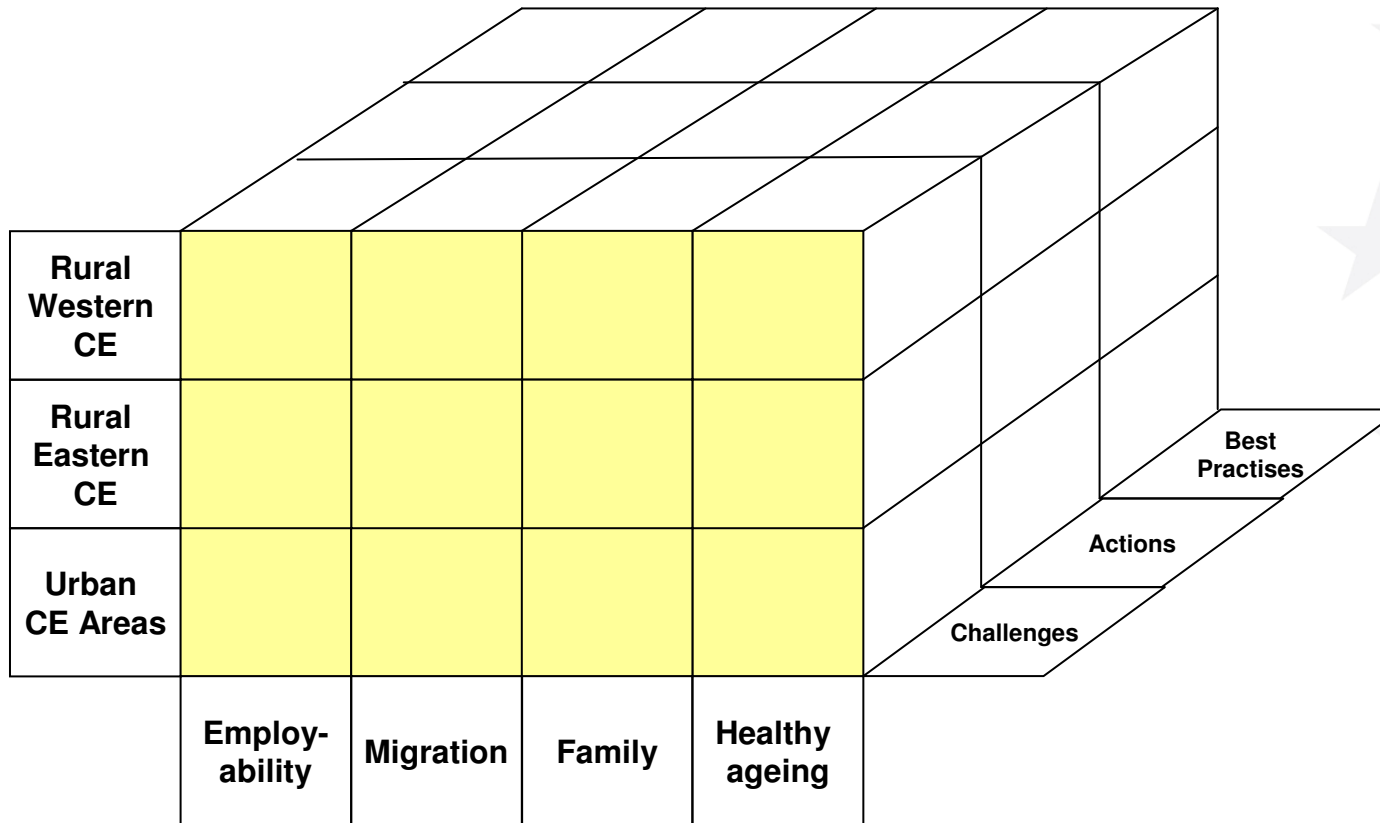
A) Challenges faced at the local/regional level within CE

- Feed-back/Amendments to the four areas of concern as well as to the matrix

Areas of concern	Employability	Migration	Family	Healthy ageing
Central European Regions				
Rural areas in Eastern CE		Challenges, Actions, Best practices		
Rural areas in Western CE				
Urban CE areas				

- Challenges faced at the local/regional level
- B) Actions to be taken at the local/regional level within CE
 - Actions recommended
 - Best practice examples

The CE-Ageing Cube



- **Avramov:** fine with the four areas; recommendation to adding **cross-cutting issues such as gender and housing**
- **Hoff:** All four issues are most relevant; however, **social inclusion** is missing
- **Philipov:** the four areas are convenient, **regional planning** is of great importance
- **Sackmann:** All four issues are most relevant; ‘**work-life balance**’ instead ‘family’
- **Vanhuysse:** fine since investment in **human capital** is included

CONCLUSION: **Cross-cutting issues will be added; Social inclusion as well as regional planning are regarded cross-cutting issues, and, hence, are included at all four areas of concern.**

Challenges faced at the local/regional level

1. **Employability;**
2. **Migration;**
3. **Family; as well as**
4. **Healthy ageing.**

Challenges at the local/regional level

Areas of concern Central European Regions	1. Employability
Rural areas in Eastern CE	<ul style="list-style-type: none"> ➤ Lack of attractive jobs (Low demand for labour, in particular in remote rural regions; increase labour force participation rates of especially youth, women and elderly workers); ➤ Infrastructure does not encourage investment; ➤ Lack of capacities in transition economies; ➤ Increase human capital (need for life-long learning training); ➤ Lack of ICT access
Rural areas in Western CE	<ul style="list-style-type: none"> ➤ Lack of training opportunities (in particular for the use of ICT based services); ➤ Provision of well-paid job opportunities (in particular good career prospects for young generation); ➤ Challenge to increase productivity
Urban CE areas	<ul style="list-style-type: none"> ➤ Lack of educational alternatives; ➤ Attracting sufficient numbers of workers at all qualification levels; ➤ Employability, particularly in small-size cities; ➤ Polarisation of jobs; ➤ Improving quality and accessibility of schooling

Challenges at the local/regional level

Areas of concern Central European Regions	2. Migration
Rural areas in Eastern CE	<ul style="list-style-type: none"> ➤ Attractiveness of region (overcome negative economic and social effects); ➤ Outmigration in poor regions (attract immigration and prevent younger generation from by job opportunities); ➤ Provide job opportunities and infrastructure; ➤ Low demand for labour and low supply of services as push factor; ➤ Insufficiency of health services, facilities for cultural life and sports, and shops; ➤ Needs for seasonal migrants to assist elderly agricultural workers;
Rural areas in Western CE	<ul style="list-style-type: none"> ➤ Attractiveness of the region; ➤ Needs for immigrants; ➤ Provide job opportunities and infrastructure;
Urban CE areas	<ul style="list-style-type: none"> ➤ Attracting sufficient numbers of migrant workers at all qualification levels; ➤ Insufficient educational integration of descendents of immigrants; ➤ Incomplete integration of immigrant women; Integration conflicts.

Challenges at the local/regional level

Areas of concern Central European Regions	3. Family
Rural areas in Eastern CE	<ul style="list-style-type: none"> ➤ Lack of social structures to support the elderly (long-term care provision; social inclusion of lonely older people); ➤ Commuting families (Work-life balance); ➤ Family structure is characterized with the incidence of old-age families and single-person households; ➤ Infrastructural challenges (service centres are allocated at a distance); ➤ Few education infrastructure (schools, pre-school)
Rural areas in Western CE	See challenges faced in rural eastern CE (same challenges but sharper)
Urban CE areas	<ul style="list-style-type: none"> ➤ Family-friendly infrastructure for all generations (insufficient childcare facilities); ➤ Reconciliation of employment and care for children/older people; ➤ Isolation of older people without family support, in particular widows (family life is concentrated on the atomic family with lower contacts among relatives); ➤ Work-life balance;

Challenges at the local/regional level

Areas of concern Central European Regions	<h2 style="text-align: center;">4. Healthy ageing</h2>
Rural areas in Eastern CE	<ul style="list-style-type: none"> ➤ Insufficient awareness about the importance of healthy life styles and life course behaviours; ➤ Inadequate health structures and lack of focus on preventative medicine; ➤ Health care provision; ➤ Life style is traditional (food diet is rare; alcohol and smoking are widely spread; life expectancy of males is still very low);
Rural areas in Western CE	<ul style="list-style-type: none"> ➤ Persistent health inequalities of the population between regions according to the level of regional development; ➤ Health care provision (but health care from near cities can become available in short time due to mostly good infrastructure); ➤ Traditional life styles; ➤ Net of medical infrastructure is getting thinner;
Urban CE areas	<ul style="list-style-type: none"> ➤ Persistent health between different educational and socio-economic categories; ➤ Multi-morbidity; ➤ Healthy ageing of particular workers (among blue-collar pensioners); ➤ Quality of food consumption and physical activity is low; ➤ Care potential may get weaker.

Actions to be taken at the local/regional level

1. **Employability;**
2. **Migration;**
3. **Family; as well as**
4. **Healthy ageing.**

Actions at the local/regional level

Areas of concern Central European Regions	<h2 style="text-align: center;">1. Employability</h2>
Rural areas in Eastern CE	<ul style="list-style-type: none"> ➤ Focus on regional strengths (e.g. increasing tourist attractiveness of rural areas); ➤ Promotion of one-person firms or family firms (provide subsidies for SMEs via small-size credits, direct money transfer, tax reduction); ➤ Investments (in infrastructure, high-speed broadband internet, alternative energy production); ➤ Provision of active labour market training, training for life-long learning and qualification program and comprehensive improvements in education;
Rural areas in Western CE	<ul style="list-style-type: none"> ➤ Focus on regional strengths (e.g. increasing tourist attractiveness of rural areas); ➤ Provision of training for life-long learning and qualification programs; ➤ Promotion of one-person firms or family firms (provide subsidies for SMEs via small-size credits, direct money transfer, tax reduction); ➤ Creation of technological hubs via vocational schools on usage of ICT; ➤ Investments (in infrastructure, high-speed broadband internet, alternative energy production);
Urban CE areas	<ul style="list-style-type: none"> ➤ Improve education and training (addressing early school leaving via second and third chance schools; creating lifelong learning culture and infrastructure; valorising non-formal and informal learning; promoting enterprise education); ➤ Improving quality and accessibility of kindergartens and early schooling; ➤ Attract large-scale enterprises;

Actions at the local/regional level

Areas of concern Central European Regions	<h2 style="text-align: center;">2. Migration</h2>
Rural areas in Eastern CE	<ul style="list-style-type: none"> ➤ Improving the legal framework to address needs for third country nationals; ➤ Provide job opportunities and infrastructure attractive for younger generation to prevent them from leaving; ➤ Attract immigration to fill gaps left by emigrants; Encourage seasonal work; ➤ Welcome culture strategy of an immigration/ integration network
Rural areas in Western CE	<ul style="list-style-type: none"> ➤ Personalized mentor- and sponsorship by local families and social networks for each newly arrived immigrant; ➤ Immigration promotion programmes (encouragement via provision of interest-free credits for acquiring a house or land or a small-medium production unit); ➤ Adjusting schooling to the needs of children of immigrants (special languages courses, local culture and folklore); ➤ Welcome culture strategy of an immigration/ integration network;
Urban CE areas	<ul style="list-style-type: none"> ➤ Early assistance for the newly arriving immigrants; ➤ Specific educational and training programmes for badly integrated youth with immigrant background development; ➤ Provide affordable housing and infrastructure for migrant workers and their families; ➤ Effective social inclusion measures targeting immigrants;

Actions at the local/regional level

Areas of concern Central European Regions	3. Family
Rural areas in Eastern CE	<ul style="list-style-type: none"> ➤ Public support for family and informal carers (financial transfers; lifelong learning for care giving); ➤ Support family cohesion via travel subsidies and establish visiting services to provide older people with information; ➤ Provision of regular public transport and provision of public transport for older people with special needs; ➤ Promote usage of ICT for the elderly (provision of cheap computers by local communities and teaching on new media);
Rural areas in Western CE	See actions for rural Eastern CE
Urban CE areas	<ul style="list-style-type: none"> ➤ Creation of more child-friendly urban environments (e.g. childcare facilities); Public support for family and informal carers; ➤ Providing affordable high-quality, long hour and flexible childcare and long-term care facilities; ➤ Provide family-friendly infrastructure and opening hours; ➤ Social inclusion measures aiming at isolated older people; ➤ Apply incentives to encourage old-age parents to live with their families; ➤ Promote gender mainstreaming in firms;

Actions at the local/regional level

Areas of concern Central European Regions	4. Healthy ageing
Rural areas in Eastern CE	<ul style="list-style-type: none"> ➤ Youth and adult educational campaigns to favour healthy life styles; ➤ Mobile medical teams to promote preventative medicine; ➤ Assist long-term care and health care providers with establishing visiting services; ➤ Provision of affordable transport services to/from medical services; ➤ Promote improved within family links; ➤ Promote E-medicine and mixed profession approach;
Rural areas in Western CE	See above
Urban CE areas	<ul style="list-style-type: none"> ➤ Promote affordable ICT based cognitive training to slow down the onset and progression of degenerative diseases associated with ageing (e.g. dementia, Alzheimer's, etc.); ➤ Promote Ambient Assisted Living AAL (e.g. "intelligent homes"); ➤ Provision of free-of-charge or affordable meeting places for civil society; ➤ Provide adequate conditions for learning and information about healthy diets, physical training and decreased consumption of drugs; ➤ Promote E-medicine and mixed profession approach

**World-Café with 4 pinboards on
local / regional challenges and actions to be taken
in the four areas of concern:**

- 1. Employability;**
- 2. Migration;**
- 3. Family; as well as**
- 4. Healthy ageing.**



60 minutes in total / Participants amend on their own



Plenary:

Amendments presented by the 4 pinboard facilitators



Contact



This project is implemented through the
CENTRAL EUROPE Programme co-financed by ERDF

ZSI - Centre for Social Innovation

Anette Scoppetta
Petra Moser
Jana Machačová

Linke Wienzeile 246, 1150 Wien, Austria
Tel: +43 1 4950442-0
Fax: +43 1 4950442-40
E-mail: scoppetta@zsi.at

www.zsi.at
www.ce-ageing.eu



Thank you for your attention!