

Minutes of the kick-off meeting for the *Capacity building measures improving the elderly care potential in the rural areas of Morahalom* project

Kick-off meeting and opening conference

Capacity building measures improving the elderly care potential in the rural areas of
Mórahalom, Hungary

10 June 2016
Mórahalom, Hungary

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| 09:30 – 10:00 | Registration and welcome coffee |
| 10:00 – 10:15 | Welcoming words, official opening
<i>Zoltán Nógrádi, Mayor, Mórahalom</i> |
| 10:15 – 10:30 | Brief introduction to the local projects funded by previous EEA and Norway Grants
<i>Miklós Kószó, Municipality of Mórahalom</i> |
| 10:30 – 11:00 | General overview of the services related to elderly care in Mórahalom; introduction to the care taker service and the outlines of potential development avenues
<i>Melinda Csőke, Municipality of Mórahalom</i> |
| 11:00 – 11:45 | Responding to the needs – a detailed introduction to the project: objectives, measures, impact
<i>Márta Farkas, Municipality of Mórahalom</i> |
| 11:45 – 12:00 | Introduction of the project partners: Geonardo Kft.
<i>Gábor Kitley, CEO</i> |
| 12:00 – 12:15 | Introduction of the project partners: SINTEF
<i>Joe Gorman, Senior research scientist</i> |

12:15 – 13:30 Event closure and Lunch

Internal consortium session:

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| 13:30 – 15:30 | Discussion of the various project activities, assigning roles and responsibilities, drafting interim deadlines. |
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The kick-off meeting took place at Mórahalom, Hungary on 10 June, 2016. After the participants had registered themselves the deputy-mayor, Mr Laszlo Csanyi welcomed everyone on behalf of the Mr Mayor, Zoltan Nogradi and he was particularly pleased to have the representatives of the Norwegian donor institute, SINTEF at the meeting.

During his introduction and opening speech, Mr Csanyi briefed the participants about all those actions and initiatives that had preceded main activities of the current project, some of which were funded also by the Norwegian Financial Mechanism in the past decade. He put extra emphasis on those challenges primarily in relation to the elderly care that are presented by the unique settlement structure Morahalom and the neighbouring villages and towns have, to be precise the scattered rural sprawl.

Mr Csanyi also expressed his hopes about not only the 65+ local population to be integrated more efficiently into the fabric of community life on the wake of the current project, but also the human capacities of the local farm caretaker service to be improved. By achieving this latter goal the quality of the current service would instantly reach a higher level due to the reduced number of tended elderly per care-taker.

After the deputy-mayor's speech there was a slight deviation from the original agenda. Previously it was planned that Mr Miklós Kószó will cover in detail the topic of the outcomes of a number of previous projects funded by the Norwegian Financial Mechanism at Mórahalom. Instead, a Norwegian businessman, Mr Knutt Renneflott, who runs his own enterprise in the region for many years, shared his experience and impressions with the audience regarding the progress the region has managed to achieve as a direct result of the funding received from these sources. Even though he covered the business aspects of these developments, and more particularly the issue of elderly care (his enterprise is engaged in a similar field) his conclusions were in line with the Mr Deputy-mayor's opinion, about of the importance of providing stronger ties to the community and to the municipality by means of quality services for those in the rural sprawl. One of the first steps towards this goal is to improve the human capacities of the relevant municipal services.

After these quite generic presentations putting the project and its activities into context and setting the scene for the actions, there were a number of rather specific presentations following to cover the actual state-of-play for those fields of social care that will be targeted and pursued by the project's tasks. Ms Melinda Csőke, representing the social care department of the municipality painted a clear picture about the current conditions and daily challenges faced not only by the habitants of the rural sprawl (far from the municipal and other services and facilities that are normally available for the residents) but also by the social workers who are assigned to the various districts to attend them in their everyday needs. The expert then moved on introducing those most common practices that are part of the daily routine provided and coordinated by the local farm caretaker service such as food

delivery, home/property assistance, updates on community news and information, access to medical and other services, transportation. She also covered those priority areas too, where major difference could be made not just by efficiently using the funding provided by the project but also by implementing currently unused methods and introducing a different mindset to improve the service potential and to increase the level of social care.

Such areas could include but wouldn't be limited to the following actions:

- to initiate various ways of residential care, since there might be a long waiting period between diagnosis and the start of the actual treatment. At the same time, due to the inherently sprawled settlement structure and the high rate of the elderly living in that area, there is an ever growing demand among them for such types of residential care.
- new sets of studio houses or studio apartments could provide the tenants with an independent life-style, while the necessary medical and other services and relevant professionals would still be within easy reach should their immediate assistance would be required.
- setting up temporary accommodations for the elderly could prove useful in case of an unforeseen and unfortunate event occurs, for example when the elderly person lives permanently with his/her family, but as a result of some illness or due to any other factor there is a need for him/her to stay closer to assistance without staying in a hospital.
- differentiated elderly care (for example nursing those with dementia, potentially using the latest ICT technologies (personal tracking etc)
- developing programs that aim at bringing about the concept of “active aging” within the frame of an improved traditional day-care service.
- continuous upgrade and improvement of those basic social services that are already in place, for example by means of human capacity development.
- periodic monitoring of those who already benefit from these services and of those who soon will start relying on them trying to assess and estimate their needs and developing/delivering services that are matching these needs.

The potential responses to these challenges were gathered and summarized by Ms Marta Farkas, local project manager in her presentation. She, as representative of the project owner, covered in detail the main aspects and the primary objectives of this current initiative, as well as the various activities and their expected potential impacts on the short, medium and long term. All these information and the presentations are available at the project's dedicated website or can be obtained by contacting the Municipality.

After the core professional aspects of the project were discussed, the two additional members of the consortium had introduced themselves briefly. First Mr Gabor Kitley, of Geonardo Ltd followed by Mr Joe Goreman, representing the SINTEF Foundation of Norway gave an overview about their planned activities within the project contributing towards the overall success of the initiative. Mr Kitley, CEO gave a short overview about the past 17 years of Geonardo, a small SME based in Budapest being involved in over 90 projects (either as partner or coordinator) so far supported and funded by the various EU programmes (FP5/6/7, H2020, Life, IEE, CIP). He put special emphasis on highlighting Geonardo's unique and long standing relationship with the Municipality of Mórahalom on the occasion of a recently finished project that had helped the community to exploit by means of a series of innovative investment components the potential its geothermal resource beneath provides them with. Geonardo's activities will cover general project management, publicity related tasks and HR and capacity building issues such as converting the newly developed traditional training curricula into an interactive and efficient e-learning platform.

In his presentation Mr Joe Goreman, senior researcher, representing The SINTEF Foundation (one of the largest independent, not-for-profit research institution in Europe) introduced the audience not only to most recent technologies used in the field of elderly care in Norway, but he also covered the importance of the necessary approach without which such technologies wouldn't be able to reach their full impacts. The adaptation of such approaches is clearly one of the major objective of this project, since the modest financial conditions of the local municipalities cannot be compared to their Norwegian counterparts to invest in such high-tech gadgets, but the implementation of a different approach usually requires a lot less financial effort and demands more on the HR side.

SINTEF's mission could be summarised as: Technology for a better society, through applied research and innovation activities, that are heavily disseminated and communicated towards the general public, and they make propositions for further improving the existing solutions already in place. Even though their portfolio spans wide and covers a lot of different areas starting from renewable energies through materials and biotechnology all the way to environmental matters, in this current initiative their pioneering activities will be exploited in the field of health and welfare, society and ICT.

Mr Goreman went into details regarding some of the major driving forces that not only fuel their research in this field, but could also interpret as a compelling factor for this current project too, such as the AHA concept (Active and Healthy Ageing). This translates to a number of issues such as: the elderly people manage to retain their good health, are able to take care of themselves, remains socially embedded, surrounded by their friends and family and as a direct result of all this they feel safe.

To cover some down-to-the-earth-grounds in terms of available and applied technologies, Mr Goreman dedicated the second half of his presentation to showcase some of the most commonly used devices aiding the work of social workers and the elderly as well in Norway.

It was an important feature of the highlighted technologies that they completely match the needs of service improvement at Morahalom. These technologies and solutions will be presented to the Hungarian delegation within the frame of the first study visit to Trondheim later on this September. In order to make the most out of the two day visit, not only the elderly care system of the Trondheim Municipality will be on display, but the more rural regions of the neighbouring municipalities whose setting is more similar to the scattered sprawl of farms in the Morahalom region.