

BACKSTAGE

A look behind the scenes

Dear reader,

The days of complaints about cheap flights to far-off countries and bad weather on the German coast are past – the tourism sector has had a change of approach – because it had to! People's leisure behaviour is changing and health consciousness is growing and so it is an opportune moment for a service provider like the Damp Group to combine these two developments into a new concept. Together with the clinics of the largest health provider in northern Germany and with the backing of the Land Schleswig-Holstein, which wants to raise its profile as a health destination, we have created new offers, focusing on the "Best Agers" group in particular. The Baltic Sea resort of Damp (you might still know it as Damp 2000) was for many years considered as a family-friendly holiday park for middle-income guests from Germany and Scandinavia, but we are now specifically targeting the over-50's market. The desire of this group for "authentic holidaying", combined



with a critical quality and brand awareness and the reassurance provided for many guests by competence in preventive medicine demonstrates once more that society needs to cater for the needs of its different age groups, but without reverting to outdated stereotypes of the health needs and mobility of older people.

The fact that there are networks such as STAGE which combine ageing management and tourism is an optimistic sign for the future.

Frank Behrens
Managing Director Damp Touristik

Ageing is the future – The opportunities of ageing

A conference on "Ageing management – opportunities of demographic change" will take place in the Speicherstadt in Hamburg (the former Coffee Exchange) on 15-16 May 2007.

Ageing may be a private matter but on the way that leads there we all need the support of society, which is why we have entitled our conference "Ageing management", says Ralf Kaufmann, the organiser of the conference.

The joint organizers of the conference are the seven northern German development partnerships SEPARTH, Indigo, STAGE, Potenzial45plus, EXEPT, NTI and ProViel. They have been working in the field of demographic change for the past five years within the framework of the European labour market initiative EQUAL and will be presenting their results with real-life examples of personnel work with older staff and the development of new social services.

The presence of prestigious speakers such as the labour minister of Schleswig-Holstein Uwe Döring and Dr Thomas Straubhaar, director of the Hamburg Institute of International Economics (HWWI), promises interesting and focused discussions, which will be continued in workshops.

The issue for discussion will be the risks and opportunities of ageing both for the individual and society and there will naturally also be discussion of the consequences of these developments and the measures required to deal with them. The aim is to identify the possible ways to a future of flourishing markets and relevant personnel development policies and training.

The topics for the workshops at this conference:

- New markets
- Appropriate workplace design for an ageing workforce
- Integration models for older people
- Personnel development and lifelong learning

The conference will be rounded off with a summary of suggestions from the workshops for utilising ageing productively in the workplace and the region. The aim is to highlight the positive aspects of ageing, with a specific focus on the opportunities which ageing presents.

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Gemeinschaftsinitiative
Equal



German Federal Ministry
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Special service for older people

EU project is promoting services in tourism and catering

Kiel – No school qualifications and no apprenticeship training position. The future did not look rosy for Jennifer Kasten-berg. But now the 19-year-old is optimistic, because she can offer her future employer more than others – thanks to the EU project STAGE.

When the EU spends money, its baby is usually christened with a memorable name. In this case it is STAGE, an acronym in German for “Social services for tourism, catering and geriatric care through development partnerships”. Put simply: creative people are working together to provide new products and services in catering, tourism and geriatric care. When the project began five years ago it quickly became clear that many of the needs of the growing cohort of older citizens are not being looked after. For example, how many local authorities have an advice centre which can answer questions on anything ranging from pensions to getting help with the shopping to the next theatre performance?

But back to Jennifer Kasten-berg from Michaelisdonn. Because she normally would not have a chance on the labour market, she is now trying to set herself apart from her fellow job applicants by taking her apprenticeship as

a service assistant in catering and geriatric care. With this qualification she will not only be able to work in nursing homes, but also in hotels and guesthouses specialising in older guests. “I have discovered that I really enjoy dealing with older people and that I can make them talk and laugh. This ability to communicate easily with the older generation and my qualification will hopefully help me in my job search later”, says Jennifer.



Incidentally, another gap in the market was also discovered during the apprenticeship training at the charity BQM in Meldorf.

The apprentices arrange birthday parties for old people in nursing homes – doing everything themselves from the planning to the catering and the programme for the party. “The people love it. We are fully booked”, says BQM managing director Axel Rausch.

Six out-patient care providers in the districts of Plön and Ostholstein also want to open up a new market at the interface between geriatric care and catering. They want to attract holidaymakers who either have reduced mobility themselves or have family members who need care. These people often don’t go on holiday because of the amount of organisation required: where can you find a care bed or a walking frame?

concept, i.e. in older people who want to enjoy a holiday but also require special services. Finally, the STAGE projects also include the Kiel “aids to daily living” (Kieler Alltagshilfen). **In March unemployed people over 40 years of age will be trained to help old people in Kiel in their everyday lives** – from changing a light bulb through to bringing old persons to the doctor or helping them with their shopping.



Who can look after a family member for an hour or two, so that the carer can time some time off? **“The care providers want to organise all this in advance with partner hotels and so offer an all-round holiday package”**, explains Philipp Plischke from schiff-gmbh, which advises this group and other companies on how to enter new markets. Schiff-gmbh’s clients also include hotels that specialise in the “Best Ager”

There are still a few places left on the course. Information is available from Michaela Helmrich from IBAF (Institute for Vocational and Advanced Vocational Training), Tel. +49 (0)431/2406820.

Heike Stüben,
Kieler Nachrichten
24 February 2007



On the Baltic the future already starts today

Wouldn't it be nice to get away from the daily routine for a few days – a change of scene, a chance to recharge the batteries...for people who are dependent on domestic care and their family members this wish has often remained unfulfilled up to now. However, the German association of private social services providers (Bundesverband privater Anbie-

Schleswig-Holstein has long been a popular destination for tourists from throughout Europe. The mild maritime climate, a wide range of leisure activities and a well-developed tourism infrastructure are important plus points which suggest that this region will continue to enjoy a strong economic performance and be able to benefit from demographic developments (seniors are the fastest growing section of the population). In its project "Fit for the future" STAGE has set itself the goal of opening up opportunities for regional companies to access new business areas and market segments by promoting associations and net-

works that help to provide synergies. The aim is to connect what only at first sight does not fit together: the three diverse sectors of tourism, geriatric care and catering. STAGE has now taken a further step towards realising this objective on the Baltic Sea with the publication of its providers' magazine *Pflege & Urlaub an der Ostseeküste* (Holiday & Care on the Baltic Sea). The idea is both simple and obvious. Article 39 of Book 11 of the Social Code stipulates that anyone who is recognised as needing care has a right to so-called "temporary care". These are services for people requiring care

ter sozialer Dienste e.V.) wants to help. The magazine *PFLEGE & URLAUB AN DER OSTSEEKÜSTE* (Holiday & Care on the Baltic Sea), which sets out what providers have on offer and has emerged from the STAGE project "Fit for the Future", will make it possible for holidaymakers who need care to find the best possible quality of care and security of provision anywhere and at any time – even on holiday!

when family members who care for them go on holiday. A joint holiday by the carer and the person requiring care can also be supported on this basis. In addition, the nursing care insurance pays a contribution to the costs incurred while away from home and will pay for this temporary care for up to four weeks per year and up to a maximum EUR 1,432. This care can be taken far away from home – basically as holiday care! **The providers' magazine instigated by STAGE "Pflege & Urlaub an der Ostseeküste" (Holiday & Care on the Baltic Sea)**, which will be published in mid-May, offers a forum for the care providers of the bpa (Bundesverband privater Anbieter sozia-

ler Dienstleistungen e.V. – German association of private social services providers) and providers of accommodation adapted to seniors and the disabled to present themselves and their services strategically to their target group. STAGE is therefore creating new perspectives in Schleswig-Holstein, the Land of horizons, with its project "Fit for the future", which is already bearing fruit.

Natascha Pösel

Further information is available from the bpa's Schleswig-Holstein office:
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Holiday & Care on the Baltic Sea

Under the umbrella of the "Fit for the future" project five care providers in the districts of Ostholstein and Plön have joined forces to form a network to advertise the opportunities for combined holiday and care on the Baltic Sea coast in a brochure. The proposition of the care providers

is based not only on the attractive coastline and scenery but also aims to bridge the gulf between the tourism opportunities for persons requiring care and those available for their families and carers. At the same time the care providers guarantee the highest possible quality of care and disabled-

friendly accommodation. The care providers act as the central contact point, organize all the assistance required and deal with the financial formalities for the holidaymakers needing care. In addition the care providers are also offering other services and day trips to complete the holiday experience.

The brochure can be obtained from schiff-gmbh and is also available online at www.stage-sh.de. Further information is available from: Philip Plischke, schiff-gmbh, Tel: +49 (0)431 / 77 5 99-28 plischke@schiff-gmbh.de



STAGE in Brussels

The conference “Regions for economic change: Regional policy responses to demographic challenges” was held in Brussels on 25 and 26 January 2007 and attracted over 500 participants. The conference was attended by decision-makers from national, regional and municipal government, advisers and experts, specialists assigned with developing and implementing the next generation of structural fund programmes as well as representatives from civil society, institutions

of higher education and the corporate sector. The aim of the conference was to analyse the challenges and the new opportunities presented by demographic change in detail and to discuss experiences with successful strategies and methods for adapting society, the labour market, companies, public authorities and the infrastructure. The development partnership STAGE, represented by Philip Plischke, was invited to present its approach and project results to this expert audience in a

workshop entitled “Supporting new markets: the creation of specific goods and services for elderly people”. The innovative approach of the development partnership generated considerable interest and a wide range of questions from participants.

More information is available from Philip Plischke schiff-gmbh fon: 04 31 / 77 5 99-28 plischke@schiff-gmbh.de

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ANNOUNCEMENT, Detailed reports will be carried in the next edition.

18 JUNE in GOTHENBURG

STAGE attracts international interest

Together with two other development partnerships from Schleswig-Holstein STAGE has been invited to present itself at the international EQUAL conference “competence 50+” in Gothenburg on 18 June 2007. Both the problem areas of personnel development and the introduction of new products and social services as well as co-operation with companies will be discussed with an expert audience

at the conference workshop “Economics go 50 + - services, co-operations, competencies”.

STAGE will focus on the transition from training or unemployment to employment and lay out the mix of product and personnel development in the areas of health, well-being, geriatric care and catering which has already proved successful in practice.

8–10. Mai in BEAUVAIS

Fourth STRONG meeting in Beauvais

The development partnerships from Italy, France, Poland and Germany are meeting for what is already the fourth time, on this occasion from 8 to 10 May in Beauvais near Paris. “We have become a firmly established group which wants to contribute enthusiastically to solving the common problem areas in labour and employment policy”, reports Ms Matthies, schiff-gmbh.

The two-and-a-half day meeting is focusing this time on the topic “Motivating people who are at a disadvantage on the labour market”. The STRONG partners will present differing approaches to this topic with the aim of finding new ways of increasing the motivation of this target group and so securing their transition to long-term employment.