

# BACKSTAGE

A look behind the scenes

## Dear readers,

This is the first edition of the newsletter "BackSTAGE". The newsletter on the Development Partnership STAGE (a German acronym for social services in tourism, geriatric care and gastronomy), a project of the European Community Initiative programme EQUAL,



which is supported by the European Social Fund, will in future be available once per quarter in print format and to download from the internet with all important news and dates about STAGE. The Community Initiative programme EQUAL supports Development Partnerships in all EU states to develop new ideas, ways and methods to combat discrimination and inequality in the workplace. The declared aim of STAGE is to turn demographic change into an opportunity. Society is ageing. This is an inescapable fact. By the year 2020 every third citizen in Schleswig-Holstein will be over 60 years old. STAGE is focusing on the intersection of what are particularly in Schleswig-Holstein the three growth industries:

tourism, geriatric care and gastronomy. The approach is very pragmatic: The focus is on the creation of jobs. Together with our project partners we develop services for and with older people in STAGE. In practice this means that STAGE is developing new ideas and business fields which will enable business to prepare for the approach of mature markets. At the same time this also has an impact on the training of employees in companies. For example the skills of someone employed in the hotel industry can be expanded by a supplementary qualification in geriatric care. Or people previously disadvantaged in the labour market – for example young people without qualifications – can enter the labour market via the new qualifications for the tourism, geriatric care and gastronomy sectors. We will present concrete examples and partners of the Development Partnership STAGE in this and coming issues of BackSTAGE. We would like to wish you an enjoyable read and hope that you find some ideas for your own area of work. We would also like to invite you to tell us about your experiences, desires and thoughts on this topic. We look forward to receiving your feedback.

Margitta Matthies  
schiff-gmbh

## STAGE: The future is ageing – development, support and qualification for maturing markets.

**Stage is an association of the five partners AWO Preetz, BALI / JAW Lübeck, BQM gGmbH Meldorf, IBAF gGmbH and schiff-gmbh from Schleswig-Holstein for Schleswig-Holstein.**

STAGE has set itself the task of bringing people together in the three growth industries of tourism, geriatric care and gastronomy. The aim of STAGE is to create jobs.

### STAGE develops

STAGE is developing new business areas with other regional actors in order to react to rising service demands in the industry. This includes new competence profiles to support companies and employees in the practical implementation of new products and services.

### STAGE supports

STAGE is at the beginning of its work and has set ambitious objectives. For now the key point is to recognise the realities, but also the opportunities, of an ageing society. STAGE is creating innovative

products and services for seniors in the region at the intersection of the growing industries of tourism, geriatric care and gastronomy. At the same time previously disadvantaged people are being supported in the labour market by qualifying for the new fields of work.



### STAGE qualifies

The project partners of STAGE offer help in advanced and further training and education particularly to those who need help. People with mental or physical handicaps are placed in publicly supported schemes. The qualifications acquired as a result are intended to make it easier to enter one of the growth sectors of tourism, geriatric care or gastronomy.

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## Fit for the future

**The sub-project “Fit for the future” of the Development Partnership STAGE is focused on the opportunities which will arise for companies and employees through rising service demands in the tourism, geriatric care and gastronomy sectors. Mr Plischke, schiff-gmbh, acts as an advisor to companies and supports them in expanding their service offerings. The tasks range from sensitisation and advice on expansion into new business areas in the senior citizen market and marketing of new products to the development of strategic networks. In addition funds are allocated for targeted training of personnel. The main focus of the work are the needs of the individual companies and regions.**

Mr Plischke, demographic developments in the next few years will drive the average age ever higher in Germany. What should we do about this in your opinion?

Philip Plischke:

Demographic changes will have an impact on many areas in future. We need new ideas in the working world, such as solutions which promote lifelong learning by employees. There will also be a considerable impact on the local infrastructure.

And what will they be?

Philip Plischke:

First of all competitive pressure. This will give rise to the question of which municipalities can offer any kind of suitable provision for seniors. Larger centres will certainly have an advantage, but smaller municipalities on the other hand will only be able to provide an attractive infrastructure by combining with others.

Who will pay the costs of this?

Philip Plischke:

Here we will have to find new ideas. In my opinion there will have to be a massive re-

structuring in the field of geriatric care. In-patient care facilities are simply too expensive. Out-patient care will become more important and home care services will also increase.

But there are increasing cuts in the health systems. How can the two be reconciled?

Philip Plischke:

This is not a contradiction. There is a huge growth potential in the healthcare industry. However, prevention will become more important in future. Many services will be demanded privately.

But that means that the requirements of social services will have to change.

Philip Plischke:

Yes, that is true. For example in future there will be a greater demand for inter-sectoral services. Co-operation, associations and networks will be needed here. And it is exactly here that STAGE's work is focused in the project “Fit for the future”.

And how will STAGE make us “Fit for the future”?

Philip Plischke:

The focus of STAGE's work is demographic change.

In detail this means: “Fit for the future” supports regions and above all companies in the formation of their strategies in the field of social services or in their general strategic development in the area of the design of future living space.



Philip Plischke

What should accommodation suitable for older people be like? What do older people want?

Philip Plischke:

Older people prefer to live at home. Here we need to provide information about home renovations suitable for older people. Mobility within the home for the disabled and infirm is an important criterion, for example. But other accommodation models could also be important in future – for example flat-sharing communities for old people. These make it possible to live with like-minded people and enjoy mutual support and neighbourliness.

How do you support small and medium-sized companies in particular on their way into the changed demographic future?

Philip Plischke:

Whether tourism, geriatric care or gastronomy – in the future the key thing will be using synergies in association with others. However, co-operative arrangements are often far more complex than they appear. But there are solutions for this. schiff-gmbh is practised and experienced in establishing co-operations between companies. Competent support for the co-operation from an early stage is important to ensure the success of the co-operation and the correct choice of partner. Ultimately, however, the main objective is to secure existing jobs and create new ones through expansions of business fields.

How do the plans look for the near future?

Philip Plischke:

Various projects are currently in preparation. Alongside product development in the tourism sector and the establishment of co-operations between various social providers and care associations we are for example currently focusing on involving the regions. In our work we are seeking to sensitise companies for the demands of demographic changes.

Mr Plischke, we wish you and your co-operation partners every success! Thank you for talking to us.

The interview was conducted by Natascha Pösel  
The questions were answered by Philip Plischke  
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# City race with a handicap

**The sub-project DIAL, modular qualifications for service-based geriatric care, started on 1st November 2005 with the first qualification event in Lübeck.**

After a screening test our participants engaged in a workshop lasting several days, which was intended to familiarise them with the topic of geriatric care. From

the beginning it was important to us to support the motivation and willingness of our special target group to learn by employing a great methodological variety. Therefore all our workshops and qualification units intermingle theoretical and practical learning and exercises. One task consisted of undertaking a race through the beautiful historic old town of Lübeck and completing some everyday activities (such as price research for a mobile phone). Actually nothing unusual – if it wasn't for the small point of doing all of this with various handicaps. One group had to imagine completing its tasks seated in a wheelchair, another group had slow difficult walking with frequent breaks (sitting down if possible) as its handicap and a third group used a rollator.

As the groups reported afterwards, participants and group

leaders alike were astonished about the large number of observations made by the groups. For example the participants saw that on some roads it was virtually impossible for wheelchair users to get through. The mobile phones including their price signs were so high up in the display cabinets that no



wheelchair user could see them. And that so many shops have steps at their entrances was something nobody had really noticed before. Another group even carried

out a spontaneous survey of passers-by and realised that people with physical handicaps often have to cope with difficulties in their everyday lives. Many insights that were gained on this day are also often relevant to other lessons. The increased understanding of the needs of older or handicapped people not only lastingly provides participants with a greater understanding of the purpose of other lesson units but also strengthens the capacity for empathy in general. An ability which is of great benefit in all service sectors.

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# News on “Kieler Alltagshilfen” (Kiel aids to daily living)

Interesting events March to June 2006

- End of Course 1 with presentation of certificates:  
14 April 2006
- Beginning of Course 2:  
6 March 2006.
- Short projects of the participants in Course 1 in the individual companies:  
December 2005 to March 2006
- Company workshop for the foundation of a service pool of aids to daily living for Kiel



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# Innovative answer to demographic change in professional training

**Necessity is the mother of invention. The population of Dithmarschen is falling and the number of work and apprenticeship places with it.**

By 2008 according to the latest data Dithmarschen will already have more over-65's than under-20 year-olds and there will be a ratio of 44 seniors to 100 people of working age. However, these demographic changes also present opportunities: the

creation of new regional employment opportunities for service personnel in tourism and geriatric care in locations suitable for older people. These new occupational perspectives have been developed by the Meldorf-based education and qualification company Bildung und Qualifizierung Meldorf gGmbH (BQM). And already in August 2005 twenty young unemployed people began this training at BQM. “We are



Institut für berufliche Aus- und Fortbildung

## Summary reports on the projects

glad to have the Dithmarschen working group (responsible for recipients of “unemployment benefit II” (Arbeitslosengeld II)) on board in the financing of this project, said Axel Rausch, managing director of BQM on the occasion of the official launch of the project on 26 January 2006 in Meldorf. “We have realised that the existing service and care provision will not cover the future needs of the ageing population”, said Rausch. Here the company is not just thinking of fit and healthy older

people but also particularly of seniors who are restricted in their mobility and their activities. Seniors requiring care and their family members are increasingly demanding new opportunities for tourism with qualified services and support. “It is here that BQM is active, creating closer links between tourism and geriatric care in professional training”, explained Rausch.

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▲ Project staff member Gerlinde Holtschneider (BQM) talking to the director of the Meldorf Protestant old age care centre (evangelisches Altenhilfezentrum Meldorf), Gerhard Warnke

## News on STRONG

### First meeting of the transnational cooperation partnership “STRONG – Motivation for Employability” in Kiel on 20th and 21st October 2005

The Community Initiative programme EQUAL has a strong European dimension which finds its expression for the Development Partnerships (DPs) in the requirement to build up networks

with other DPs from the European member states and realise joint products and plans. We have founded the transnational working group STRONG together with our partners, the DP REM (Beauvais in France), the DP TREND (Trapani in Italy) and the DP NA FALI (Sopot in Poland). The main focus of our first meeting in Kiel was getting to know our partners along

with their projects and key areas of work in their national contexts as well as agreeing the specific products, work packages and strategies which STRONG wants to develop and implement. The commonalities of the partners involved in STRONG lie on the one hand in their targeted focus on disadvantaged groups in the labour market and on the other in their concentration on the sectors of tourism, geriatric care and gastronomy. Our joint products include a virtual cookery book with international dishes, a checklist of requirements for the transition to an employment relationship and the exchange of teaching and learning methods with a focus on disadvantaged groups in the labour market. Our next working meeting in Sopot in Poland at the end of April will advance these joint products further and will be devoted to the themes of “motivation” and “teaching and learning modules”.



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▲ A steamer trip on the Kiel Fjord for active recreation.