



**SB PIN**  
SOUTH BALTIC  
PUBLIC INNOVATORS  
NETWORK



European  
Regional  
Development  
Fund

## SUMMARY OF THE FIRST POLISH WORKSHOP

POLISH WORKSHOP (IN APRIL AND SEPTEMBER 2018 ) TAKE AS THEIR MAIN AIM TO SHOW ON PRACTICAL EXAMPLES WHAT ARE THE CONDITIONS WHICH MUST BE FULFILLED BY SMALL AND LARGE MUNICIPALITIES TO BE CALLED SUSTAINABLE, INNOVATIVE AND INCLUSIVE CITY.

### MAIN TOPICS – EVENT MAIN THEMES

The Association of Polish Communes Euroregion Baltic (APCEB) was responsible for the Work Package 5 under the name “Sustainable urban development, aged care, age friendly cities” during the SB PIN Project. The panel is extremely wide and gives a lot of options for matching selected topics that have been approached after a one-year consultations. In first workshop course, we focused mainly on the development of skills and soft elements related to sustainable development, and just some parts were related to Sustainable urban development

Following the consultations and partner suggestions, the main objective of first workshop has been clarified and it was focused on three main thematic panels:

1. **Active aging and ways of dealing with social integration and related topics**
2. **Work with socially excluded people, including people with disabilities and related topics**
3. **Issues of unemployment / employment and skills development**

First two themes were connected to proper study visits located in Gdynia and Puck.

Why those municipalities?

- Gdynia was the first city in Poland which receive the title of a Age Friendly City - they have big experience and appropriate scientific, technical and organizational solutions that can be presented to partners during the workshop and study visits. Participants visited **“Wymiennikownia”/ “Exchanger” in Gdynia** - Youth Center for Social Innovation and Design, **Senior Activity Center in Gdynia**
- Puck not only because members from this municipality are open for cooperation and they take part almost in every SB PIN workshop, but also they have specialized institution which deal with subject of social inclusion, and could be combined with a study visit in the Adaptation Center (one of the biggest in north part of Poland) run by the Puck Association supporting people with intellectual disability "Together" - whose aim is to prepare participants for life in society.

**PRESENTATION OF PLACES AND ORGANIZATIONS INVOLVED:** Workshop representatives visited:

**Gdynia Municipality** - There are a quarter of a million inhabitants in Gdynia, 20% are elderly and about one-fourth of all senior citizens are over 80. The rationale for offering activities for older people is clear: keeping the elderly active, more self-sufficient and less dependent on municipal services improves their quality of life and reduces expenditure on care services.

A Senior Activity Centre opened its doors in 2005, working with NGOs and others to promote activities for active and healthy ageing and to present a positive image of ageing. The Centre's main activities are a University of the Third Age (with 2,074 students), 26 Senior Clubs and a 55+ Active Ageing Programme. It teaches internet skills and has an internet café. The Senior Activity Centre costs remarkably little in comparison to the costs of a temporary care centre or nursing

home costs. In 2011 it had nearly 9,500 participants, cooperated with nearly 50 organisations and worked with NGOs on 49 different initiatives.

Gdynia has also undertaken other projects to improve services for the elderly. Most notably, it organised a survey of urban spaces to determine their accessibility and drew up new plans to assist mobility. It also carried out a consultation on the quality of social services 13 Synthesis report — Poland 2012 provision and produced a Charter of Social Care Services Quality and a set of Social Care Services Standards. These initiatives can be seen as good examples of the evaluation of projects for their likely social outcomes. A Senior Citizens City Council was established in 2004 to advise on services for the elderly.

Municipality of Gdynia with collaboration of Science and Technology Park (unit owned by the city) organizes walks with older people and people with disabilities to engage them in planning and assessing public space. The group of citizens accompanied by volunteers takes a walk around city and assess their friendliness for people that have some kind of handicap. After the walk they mark good practices and barriers in public space. With this scheme municipality maps the most difficult points in public space and redesigns them. The next step of the activities is involvement of various stakeholders in planning changes in the city.

**“Wymiennikownia”/ “Exchanger” in Gdynia** - Youth Center for Social Innovation and Design is a place for people aged 13-35, in which you can take part in classes or workshops, exchange your passions and ideas, meet interesting people, freely spend time, relax. But not only - there are also classes for schools, organization meetings and various events made by young people for youth. What events will take place here depends solely on the young. The offer is not determined in advance, we create it in cooperation with young people. All events in the Exchanger are completely free for participants. The condition is to complete the participant's card and become familiar with the WM rules. Our space is available for people with disabilities.

Interests and passions - We offer space for activities in which young people can participate or carry out themselves. All this to develop your interests and passions, meet people who will share them and exchange ideas. Why is it important to us? Because being active outside school and work positively influences creativity, self-confidence, the ability to work in a group, frees you from stress, forcing you to exceed your own limits and adds energy to deal with everyday challenges. Classes, workshops and events are carried out in accordance with the inter-university education principle.

Youth information - The heat exchanger is a focal point in the Eurodesk network, which brings together 34 European countries. This means that we inform young people, youth workers and youth organizations about opportunities to go abroad as part of internships, training, student exchange or volunteering, educational programs, competitions, and the possibility of obtaining grants and partners for the implementation of projects. How are we doing? Answering questions by phone, email or in person. Why is it important to us? Because the knowledge of this type of ventures is a form of professional activation and it is in addition such that can change the future of each person in a very surprising way! Eurodesk is financed and substantively supported by the European Commission, the Ministry of National Education and the Ministry of Science and Higher Education under the Erasmus + program.

Support for entrepreneurship -We help young people enter the labor market through our projects and educational activities related to entrepreneurship and personal development. In this way, we invest in social capital which is youth, we support professional competences. We implement our activities in accordance with the principle of equal opportunities.

**Senior Activity Center/ Centrum Aktywności Seniora in Gdynia** - Senior Activity Center (CAS) is a budgetary unit established by the resolution of City Council of Gdynia, which began its activity in May 2005. The task of the CAS is to coordinate activities for the benefit of seniors, undertaken so far by various social institutions and the implementation of the comprehensive activation of older people included in the title. Seniors are people over 60 - women and men.

The activity of the Senior Activity Center is based on understanding the needs of older people, the flexibility of the program and openness to innovative initiatives strengthening their activity and building a common support system for Seniors based on a strong local partnership network.

**Puck Municipality** - Searching for charming places rich in history and original in the proposal to learn about today, it is worth remembering on Puck, the oldest Slavic port on the Baltic Sea, the royal dukes' gates, the royal fleet base, the place of Polish Marriage with the Sea of 1920. The cultural, natural and tourist values of the Kashubian town on the waters of the Puck Bay complete the beautiful surroundings, which are worth following in the footsteps of the old villages and estates. Few buildings, roadside crosses and shrines, churches in Mechów, Starzyno, Sanctuary, and Our Lady of Swarzewo are the most interesting sacred objects in Kashubia. The nineteenth-century palaces and mansions create a friendly atmosphere of the past. They are places especially visited by tourists. On holiday, Puck travels for health and

relaxation. You need at least two hours to explore the city. With its atmosphere and unique atmosphere, it attracts the Old Town with a legible, medieval layout of streets and the former Town Hall located at the Old Market Square, currently pl. Freedom. In the season at the southern frontage of the market, there is a scene where outdoor cultural and entertainment events take place. On the opposite side is one of the buildings of the Puck Land Museum with a permanent archaeological exposition concerning the Puck region, the interior of a burgher house and temporary exhibitions.

### **Adaptation Center "Together"/ Ośrodek Adaptacyjny „ Razem” in Puck**

In the Adaptation Center at Mestwina 32 are the Occupational Therapy Workshop, the Environmental Self-Help Center and a club operating at ŚDS. Modernity and spaciousness of this building allows for comfortable working conditions of our charges. The rooms are spacious, functional and adapted to the special needs of our participants. It is characteristic for this resort that there is open space of the ŚDS and WTZ rooms - shared corridors, dining rooms - participants have daily contact with each other and our children are naturally prepared to go to a workshop or to an environmental home.

The main aim of the Workshop of Occupational Therapy and Environmental Self-help Home is to prepare participants for life in society. The adaptation process takes place through social and professional rehabilitation, which results is the possibility of taking up a job.

Participants develop themselves in thematic workshops where they can use appropriate tools, they develop their interpersonal skills, they shape their own sense of belonging and learn the rules existing in society.

### **FORM OF WORKSHOP:**

**PLACE and form:** Workshops in Poland was held in Gdynia Municipality and combined with study visits to mentioned above institutions.

**Date of the event:** 24<sup>th</sup> April 2018 – 26<sup>th</sup> April 2018

During entire event invited specialist carried out a course on cultural differences in the BSR countries

During this course, we tried to show how we differ, where differences appear, where they come from and how to deal with them. We discuss cultural differences and – stereotypes – an element that can hinder communication between representatives of different cultures. At the same time, when talking about cultural differences, we often use generalizations that may have much to do with stereotypes. We point out what are the differences and how not to fall into the trap of stereotypical thinking. I am counting on the participants' discussion and sharing stereotypes about each other.

We also used:

- Associative Group Analysis (AGA) method - The passwords related to a given issue were listed in order of the and then compared with the results between different groups.
- The World Values Survey - This is a very interesting study from the point of view of social integration. Indicates changes in societies and issues related to the tolerance of various social groups. It should inspire for the participants and help them to understand the different attitudes of societies to different social groups. Then there were briefly discussed, indicated the selected results of the surveys
- The Mole Map - where are we? - The Mole map concerns European organizational cultures and places, among others, emphasis on the way of working and making decisions. Due to differences between project partners, this can be an interesting combination. The more so that participants in groups (in national groups) can complete the questionnaire (it is on the slide, but I present it in a paper version) and apply their country to the Mole map, and then compare it with the results of the research.
- Hofstede - how different we are - this is basic knowledge about cultural differences. I would focus more on project cooperation and social inclusion issues.
- impact on project management and social integration - here participants develop a list of problems, difficulties and threats that may appear in the implementation of projects and how to deal with them (work in a group, preferably mixed). It is, among others, the issue of misunderstandings, different perception of group work, leadership, communication, interpersonal relations, assertiveness or even tolerance for various social groups.

Moderator also presented links to two tools (one paid, extended, the other free, allowing to define my cultural profile), which can be helpful in later work.

### **DURING THE WORKSHOP, THE REPRESENTATIVES OF MUNICIPALITIES AND INSTITUTIONS WERE DIVIDED INTO THREE TEAMS WHO WERE SUPPOSED TO CREATE THREE MAIN DESIGN IDEAS:**

## GROUP WORK EFFECTS

### FIRST PROJECT IDEA

**PROJECT TITLE:** NETWORK OF LIFE - COOPERATION FOR THE ELDERLY

**THEME:** DEALING WITH SOCIAL ISOLATION OF ELDERLY PEOPLE

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<p><b>DESCRIPTION OF INITIAL SITUATION COMMON PROBLEMS</b></p>	<p>- Loneliness of elderly persons - they would like to be involved, invite to activities organised by others , find the place for themselves, be informed about dedicated activities - housing problems - care for elderly at place of residence, contact at your place of residence - help in getting out of the house by the social workers/ volunteers, breaking technical locks like no elevator, support - lack support of relatives - pushing the responsibility on the state, it's hard to involve families to look after for the elderly people, lack of intergenerational activity, activities are dedicated to only one social group - lack of mutual information - no sufficient communication and information between actors — problems with management/ managing systems lack of social policies - problems with the involvement of:</p> <ul style="list-style-type: none"> <li>• people of different gender- problems with attracting men and women</li> <li>• people in different social class - lower possibilities of reaching information, of approaching elderly for the poorer social classes</li> </ul> <p>- no programs dedicated to older people that would suit their needs, trainings courses not matching the expectations , - specialized support like mobile diagnosis of dementia, break taboo about dementia, collaboration with hospitals in this subject</p>
<p><b>PROJECT AIMS – REACHING SPECIFIC PROBLEMS</b></p>	<p><b>1. Social Isolation</b> We need to map elderly people, so that we can make activities where they live rather than make centers a long way from home. We need to remove the stigmatization about being old</p> <p><b>- 2. Difficulties in addressing different social groups</b> <b>- 3. Mobilizing social base</b></p>

	<p>Social workers should visit elderly, who can't leave their home – move activities to peoples home.          We need to mobilize elder people who isolate themselves even though they can leave home.</p>
<p><b>GENERAL NEEDS:</b></p>	<p><b>1. Diagnosis:</b></p> <ul style="list-style-type: none"> <li>- Analysis of the situation in partner organizations/countries</li> <li>- Development of local diagnosis, testing and evaluating solutions for people who experienced social isolation</li> <li>- Collecting data from institutions, about difficulties in addressing different social groups and ways to deal with it.</li> <li>- Interviews with older people carried out by social workers</li> <li>- evaluation of ways how to mobilize social local base</li> <li>- make pilot projects in districts in bigger cities – we need to learn from small projects to isolate the effect of the project →</li> </ul> <p>The project will have transnational learning as they are analysed through our cultural differences and how that effect the methods. Countries might learn from each other for example how to address new citizens with other cultural background.</p> <p><b>2. Developing Local groups Network</b></p> <ul style="list-style-type: none"> <li>- creating a plan for international network consisting interdisciplinary groups in every country involved (conditions, time frames, development of rules and standards For Cross-Border Network)</li> <li>- establishing interdisciplinary groups - developing in every project partners cross sectoral local groups: recruitment of participating organizations, regular meetings, appointment of leaders</li> <li>- <i>identify group's main problems, bottlenecks,</i></li> <li>- <i>working on most suitable of tools</i> - working with co-creation methods and exchanging information between groups in different BSR countries</li> <li>- <i>preparing testing products: choosing two types of methods for testing in three main topics</i> Social Isolation, Difficulties in addressing different social groups, Mobilizing social base</li> </ul> <p><b>3. Methods and Tools</b></p> <ul style="list-style-type: none"> <li>- <i>developing/ working on co-creation tool and methods</i></li> <li>- <i>testing the products</i></li> <li>- <i>creating policies plans for local communities</i></li> <li>- <i>joint BSR reports of local situation, local needs and recommendations</i></li> <li>- Activities for both elderly and staff, as they have to be educated and have transnational learning (fx job swap or job shadowing)</li> </ul> <p><b>4. Creation awareness among local actors</b></p> <ul style="list-style-type: none"> <li>- <i>local politicians should be among the target group of the</i></li> </ul>

	<p><i>project as they are the main actors to secure a sustainable elder care and activities in the future – 1) lobbyism 2) networking</i></p> <ul style="list-style-type: none"> <li>- exchanging information between local actors</li> <li>- raising awareness events</li> <li>- international exchange of knowledge - Modelling</li> </ul> <p><i>Participatory Process Examples</i></p> <ul style="list-style-type: none"> <li>- Monitoring visits</li> <li>- Local events for the elderly for elderly people</li> </ul>
TOOLS	<ul style="list-style-type: none"> <li>- joint study visits</li> <li>- map of good practices</li> <li>- international workshop</li> <li>- joint systems of sharing the information</li> <li>- proactive policies, Lack of social solutions</li> <li>- network</li> <li>- evaluation analysis and recommendations</li> <li>- alarm and communication systems for the elderly</li> </ul>
<b>Stakeholders</b>	Municipalities, elderly centers, social centers and civil society.
<b>Resources</b>	To be defined
<b>Timeline</b>	To be defined
<b>Questions</b>	-

## SECOND PROJECT IDEA

Project title: TBD

**Theme: Work with socially excluded and disabled people and improvement of youth entrepreneurship**

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<b>Needs</b>	In <b>Poland</b> , there's lack of specialties and properly educated people, (for instance: teachers and official workers, passive and slowly working of labour market institutions) and a migration of specialists to other countries thanks to the low

	<p>salaries, to the work conditions and to the few opportunities offered. Even the system does not encourage people to work in Poland or to have an active participation in the community life. The education is also only theoretical and does not include any practical parts that are needed in the future work life. There are also an increased number of seniors that are technological excluded in cities that are offering more and more digital services, which leads to the increase of demands on pensions, health protection and social assistance.</p> <p>In <b>Sweden</b>, there is a need to find a work for refugees, as it is difficult for newcomers to find job or to start a business in Sweden, eliminate the language barrier problem by teaching them, as well the rules and norms of Sweden. There is also a need to attract younger seniors to work within business by offering activities that suit them.</p> <p>In <b>Denmark</b>, although there is a low unemployment and there are big opportunities for people, there are problems with education and motivation for the people to be educated and find a job, being necessary to help them take decisions about their educational path and opportunities. It's also necessary to improve the access to labour market for people with disabilities, living conditions for socially excluded people by improving the staff skills with the increasing number of the elderly population compared to working-age population.</p>
<p><b>Purpose and goal</b></p>	<p>We want to motivate people that are not currently working or are socially excluded, to increase the capacity of local actors in international cooperation and to provide training by letting them to participate in a number of international workshops focusing on blue/ green growth and age-friendly (inclusive) cities. The project would help with current problems present in this 3 countries related to active aging, working with socially excluded people and unemployment and skills development.</p>
<p><b>Content and activities</b></p>	<p>-Refining old methods and developing new one for different groups (social excluded people, refugees, young people, residents living in social houses, disabled people) and focusing on motivation. Include more people, increase their participation in the political and decision making parts, and use it as a way of motivation.</p> <p>-Youth participation</p> <p>-Study visits in different countries to learn from each other, where we use each other's methods to improve. Workshops and inspiration pickings and events for people, in different themes, such as economy and law, in order to increase people knowledge, for example in the business area and</p>

	<p>innovation. The workshops should include people from different groups.</p> <p>-Entrepreneurship: Increasing the motivation by inviting people that have started from zero and have now achieved their goals. Using them as a role model. Follow up programs, to support people in their development.</p> <p>-Use start-ups as one of the methods to send more people (from the above mentioned groups) to the labour market, for example using motivation but also some kind of financial support or internships for gaining more experience.</p>
<b>Results</b>	<p><b>Related to "active aging and ways of dealing with social integration",</b> we would like to create workshops and courses related with technological education. To promote the intergenerational solidarity, we have volunteering programs where the youth helps elderly people and they mentor the youth.</p> <p><b>Inside the topic "work with socially excluded people, including people with disabilities"</b> we would like to develop pilot of volunteering programs where they involve disabled people in the local communities, for example cultural activities with the participation of accompanying people. We could create a contact and network between the social enterprises, where private companies are working with social excluded people (CSR). With the welfare technology, staff will give more presence in the nursing homes and be more included and more innovative.</p> <p><b>Within the "unemployment/ employment and skills development"</b> topic, it should be developed smth like career guidance services, where they can focus on identifying disengaged students early on (preventing more dropouts of the educational system) and present them a more varied educational choices and/ or to better connect the business community with education, helping to prepare students for the</p>
<b>Stakeholders</b>	Municipalities, elderly centers, social centers and civil society.
<b>Resources</b>	To be defined
<b>Timeline</b>	To be defined
<b>Questions</b>	<p>-How to involve people which are so different?</p> <p>-How to help for people which had criminal problems or didn't work for long time?</p> <p>-What to do with people to stay in one place, when they are trying to find good job abroad?</p> <p>- Should school ask children/ youth what they can do during</p>

	<p>their free time?</p> <p>-How to make activities interesting for the different people?</p>
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## SECOND PROJECT IDEA

Project title: TBD

**Theme: Work with socially excluded and elderly people**

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<p><b>Needs</b></p>	<p>Elderly people are lonely and easily get depressed. The first need is to find the best way reach them, particularly there are more women participating in social activities, so it is important to understand how to reach men.</p> <p>Some elderly people are not in fit, they have no self-esteem, they are afraid of their mental and physical condition. We need to know what this came from to work about it.</p>
<p><b>Purpose and goal</b></p>	<p>To work with elderly people in order to make them feel less lonely and to create a social tissue in which they can socialize and then increase their moral.</p> <p>Demographic change: in future the average age will increase and hence there will be more people with dementia. Identify the new needs of this part of the population is the first goal.</p> <p>To improve the awareness about dementia is a second goal.</p> <p>Make the politicians change their point of view and adopt a more long term view on the topic.</p> <p>Integrate the local actors in addressing this issue.</p>
<p><b>Content and activities</b></p>	<ul style="list-style-type: none"> <li>● Visit elderly center, talk with elderly people and exchange best practices with the workers.</li> <li>● Interview elderly people and their relatives to better understand what their needs are.</li> <li>● Create leisure activities which the elderly people would like to get involved into.</li> <li>● Group meeting in which the elderly people, especially men, can express their feeling and talk freely about their needs.</li> </ul>

<b>Results</b>	<ul style="list-style-type: none"> <li>• Increased the number of events and activities for elderly people in which they can socialize.</li> <li>• Increased the amount of people which are aware about dementia and how to treat it.</li> <li>• Network in which all the local actors involved in elderly activities and support them can coordinate their work and be more effective.</li> </ul>
<b>Stakeholders</b>	Municipalities, elderly centers, social centers and civil society.
<b>Resources</b>	To be defined
<b>Timeline</b>	To be defined
<b>Questions</b>	<p>How do you think it is the best way to get elderly people to involve them in the project activities?</p> <p>How can we work together to deal with this common problems/issues? Are they similar for all the three countries (Sweden, Denmark, Poland) in your opinion?</p> <p>What kind of activities are the most appreciated by the elderly people of your community?</p> <p>How can we increase the quality of life of people who do have dementia? How can we support family of old people which have dementia?</p>