

Minutes of the Closing Event for the *Capacity building measures
improving the elderly care potential in the rural areas of Morahalom*
project

Final meeting and closing conference

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

27 April 2017

Vocational day and conference

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| 08:30 – 09:00 | Registration and welcome coffee |
| 09:00 – 09:30 | Welcoming words, official opening
<i>Mr Zoltán Nógrádi, Mayor, Mórahalom</i>
<i>His Excellency Olav Berstad, Ambassador of Royal Norwegian Embassy</i>
<i>Mr Gergő Korponai, head of department, Prime Minister's Office</i> |
| 09:30 – 09:45 | Overview of the project, brief introduction to its main components
<i>Márta Farkas, project manager, Municipality of Mórahalom</i> |
| 09:45 – 10:00 | Gender equality and related practices in Norway
<i>Christina Hannsen, project manager, SINTEF</i> |
| 10:00 – 10:20 | <i>Coffee Break</i> |
| 10:20 – 12:20 | Introduction to the “Menn i Helse” (Men in Health professions) program
– How an innovative idea became a national success, branding, gender
diversity, experiences and winning recipe of the program
<i>Frode Rønsberg and Maja Malm, Project coordinators, Menn i Helse</i> |
| 12:20 – 13:30 | <i>Lunch break</i> |
| 13:30 – 14:15 | Walkthrough of the building, discussing its functions and features |
| 14:15 – 14:45 | Demonstration of the dedicated smartphone app, developed by SINTEF
<i>Peter Halland Haro, SINTEF</i>
<i>Bård Johan Hanssen, SINTEF</i> |

14:45 – 15:30 Introduction of the Fosen Helse Facility in Brekstadt
Berit Groeggen Wiklund
Malin Noem Ravn

15:30 – 15:50 **Coffee break**

15:50 – 16:30 Introduction to the latest developments for improving elderly activities in the Ladesletta Elderly Care Facility in Trondheim
(The subject VR device will be available for the participants to try after the session)
Victor Kleive, CEO, Inbovi

28 April 2017

Final meeting

09:00 – 10:00 Keynote speech
Title: Age-friendly Europe 2020
Prof Dr. Imre Semsei, Head of Gerontology Department, University of Debrecen

10:00 – 10:20 Project Results I. – infrastructure development
Municipality of Mórahalom

10:20 – 10:40 Project Results II. – HR framework, trainings, study tours, gender events and publicity
Istvan Pari, Geonardo Ltd

10:40 – 11:00 **Coffee break**

11:00 – 11:15 Norwegian participation and the role of the donor partner in the project
Joseph Gorman, senior researcher, SINTEF

11:15 – 11:45 Project results III - Aging policy in Mórahalom, introducing the results and outputs of the studies delivered within the project.
Márta Farkas, project manager, Municipality of Mórahalom

11:45 – 12:25 Project results IV - Analysing the outcomes of the various training activities, discussing potential follow-up routes, lessons learned etc
Joint presentation by a group of local experts

12:25 – 12:30 Closing remarks

12:30 – 13:30 **Lunch**

The project's final event had been organised at the end of April 2017 and lasted for multiple days, comprising a series of interesting occasions including a study tour, a vocational day and the final meeting itself. The total number of registered guests and audience well exceeded 100 people and the topics covered have provided not only the decision makers and the expert staff a lot to discuss about, but also involved the general public and the main target group of the local elderly whose horizons had been vastly widened about the various potentials elderly care may offer.



1. kép one of the local farms, called „tanya”

The second study tour of the project focused on bringing relevant Norwegian expertise to Hungary rather than providing the opportunity for a few selected experts to have first-hand experience on the Norwegian practices. By doing so it was hoped that the best practices delivered by the invited experts can reach out to a much larger audience in Hungary, who then can further distribute the received knowledge among their ranks in the future. The invited guests for this

second study tour were delegated by 5 different Norwegian institutions and businesses representing very well the multi-faceted cooperation that had taken place within the frame of this project. On one hand the coordinators of the “Men in Healthcare” Norwegian national program took to opportunity to gain first-hand experience in Hungary while the representatives of SINTEF and SINTEF Nord as well as a private company Inbovi also participated the various programmes of the final event. Finally we were happy to welcome our previous host from the Fosen healthcare facility located in Brektstadt. The Hungarian delegation of the first study tour had the opportunity to visit the facility back in September 2016 and it was an immense pleasure to repay their generous hospitality. They not only presented their facility to the Hungarian audience but also took advantage of the various aspects of the study trip including the site visits to the scattered rural sprawl, the “tanya-land”. Since Norway, especially the northern part of the country is mostly dominated by small to very small communities any practices that could help them being integrated on multiple level is worth gaining experience about. One of the key features of the study trip was the introduction of the so-called farm-caretaker service run by the municipality to keep those citizens further outside from the city centre connected and to reduce their isolation.



2. kép Tanyalátogatás

Shortly after the delegation arrived on April 26th in the afternoon to Morahalom 2 brief presentations were given. The introduction slides helped them to get a better understanding about the city and the municipality itself as well as about the roles and functions of the so-called farm-caretaker service. The reason behind this service is justified by the unique structure of the municipality that is quite similar to the settlements in the micro-region, namely a compact centre surrounded by

a relatively large rural sprawl with many individual small farms, that are predominantly owned by elderly people (the younger ones traditionally have left the area to find job opportunities elsewhere. These elderly people are often widowed and stay on their own. The service provides them with various help from lunch delivery, to household chores or yard work.

Following the presentations, the group of 20 visited three “tanyas” that represent the local conditions the best and help demonstrating the challenges these people endure daily and how the caretakers help mitigating these challenges for those who are in need. The first location was to reinforce the notion that the fact some chooses to live at such a farm does not necessarily mean they are immediately subject to the caretaker service. These young farmers grow lettuce, turnip cabbage and celery on their 10-acre property in walk-in plastic tunnels on a predominantly sandy soil. As a result of their own well and the plenty of sunshine the region receives on an annual basis they can harvest up to 4-5 times a year, that provides the family with a solid financial background. During harvest, they use day-labourers to help them out.



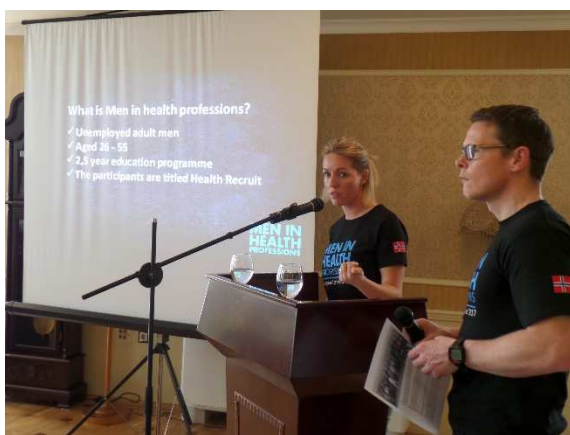
3. kép A homokos talajon nagy kihívás sikeresen termeszteni

After visiting this farm the group ventured farther off from the main road at into a property which is owned by an 85-year-old-man and who receives basic services from the caretakers. he is delivered hot meals once a day. He still owns about 40 acres of land, most of which is grazing grounds and only a small portion of it is arable land. he grows potatoes with the help of his son and his family. One of the most fascinating feature for the delegation was the ingenuity how they have built a wood chipper using only recycled material and an old engine of

a car to power it. It was a general consensus among the participants that such craftsmanship and thoughtful approaches are slowly fading and missing from today's generations and it was very pleasing to see that there are still good examples out there, though they are usually driven by financial constraints. The owner of the third farm also benefits from the caretakers dedicated work, but their contribution is relatively small since the owner can take care of a lot of farm related work by having his family close by.

Since Norway, especially the northern part of the country has a quite similar settlement structure (namely, small communities of a few thousand tops located relatively far from each other) we expected that some of the Hungarian practices will be taken to be implemented in Norway after adapting them to the local conditions and needs. One of the major differences observed between the elderly-care culture of the two countries is that in Norway and in Scandinavia in general the family tends to exempt itself from the caring duties when it comes to support the elderly of the family, while in Hungary it is not very unusual that two or even three generations stay under the same roof sharing their resources and qualities.

The vocational day in the following morning started with a series of welcoming words delivered by the mayor of Morahalom, his Excellency the Ambassador of Norway and the representative of the Implementing Agency. In addition, uncredited in the agenda, Joe Gorman, senior researcher at SINTEF took the floor to briefly introduce to the audience the Norwegian delegation, and shed some light on the broad range of cooperation taken place during the implementation of the project.



4. kép: Maja S Malm és Frode Ronsberg, a Menn i Helse program koordinátorai

The very first presentation gave a good summary and overview about the past 12 months' activities and covered all the progress that had been achieved. This helped the participants to put the project into context and understand better the importance of the following presentations given primarily by the members of the Norwegian delegation. The morning session of the vocational day was dedicated to host the second event in the field of gender equality. The 5 Norwegian partner institutions lined up significant expertise that were complementing the existing Hungarian

knowledge and competencies. The main topic of the gender event was about a mutual problem both countries - and the rest of Europe for that matter - faces, namely the overwhelming dominance of female workers in the health care sector in addition to the predicted vast numbers of qualified labour force lacking in this field in the decades to come. As a potential mitigation route to this problem, the "Men in Health" program were introduced to the audience by the program coordinators. This Norwegian national program had achieved significant successes ever since its inception in 2010, and become one of the most important

program in Norway with this topic in its focus. During the 2-hour-long presentation the brief history of the project, the methodology and several related aspects (ownership, branding, etc) had been covered in great detail by Frode Ronsberg and Maja S Malm program coordinators. This inspiring example, that keeps gaining momentum outside Norway, has the potential to find its way to Hungary and in the form of a local pilot be kicked off and spread in the CEE region. The project had been covered in the project's e-learning course with dedicated separate lesson, where all the details had been thoroughly covered and contact information to the program has also been disclosed. The Hungarian expert audience had the chance after the presentation to ask a series of questions and to start thinking about the potential ways of launching a similar program in Hungary. Despite the topic was rather serious the presenters managed to create a chilled and fresh ambiance that helped a lot in absorbing all the information told.

The second half of the day was covering some of the most innovative solutions in the field of elderly care that take advantage of modern technology in an easy-to-use way. These ideas though seemingly very high-end do not require significant financial resources to be implemented, for this reason it is hoped that in the near future some of them can find their way into the Hungarian elderly care practices. SINTEF presented the prototype of a mobile app (currently only for Android phones) that could enormously boost to potential of agencies that deal with volunteers. The app essentially helps connecting those who have some free capacities and are willing to share those capacities in any given field and those who are keen on being engaged in those fields of activities. In other words, it is a volunteer matchmaking platform, that could help integrating the younger generations in this segment of care provision. Even though the project did not last long enough to have a final and commercial ready version of the app, but SINTEF will seek the opportunities to finalise it in the future and commission it, and making it available for the Hungarian partner institutions too.



5. kép Victor Kleive, Inbovi

The day was concluded by the presentation of a young entrepreneur, Victor Kleive from Trondheim, whose company utilises the latest advances in the field of virtual reality (VR) to bring outdoor experience indoors, making certain activities available for those who for some reason (mobility or disability issues) cannot engage in such actions (e.g canoeing on the fjord near Trondheim). The technology features some relatively low cost elements. All you need is a specialised goggle that can hold your smartphone in place, right in front of your eyes and high speed internet connection to stream the data to run the VR environment. At the end of the

demonstration participants had the opportunity to experience for themselves the features the technology provides them with for everyone's greatest pleasure and excitement.

The final meeting of the project took place on the following day, on April 28th at the very same venue where it had been kicked-off 12 months earlier. The half-day meeting was opened by Prof Dr Imre Semsei's keynote speech, titled Age-friendly Europe 2020. Prof Semsei is an internationally recognised expert on gerontology and he acts as Dean to the Health Faculty at the University of Debrecen. After the keynote speech, a series of presentations detailed the activities that were carried out in the project with some conclusions and potential ways to bring them to the next level. These presentations had been made available for download at the project's website.