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Training for social enterprises and the care sector contribute to building rural businesses' capacities

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CHALLENGES IN THE LUBUSKIE REGION WHEN IT COMES TO THE NEEDS AND THE POSSIBILITIES OF PROVIDING CARE SERVICES



Number of
aging people in
rural areas



Number of
companies and
staff providing
care services

What is our solution proposal?

- **Supporting existing and creating new social enterprises to provide care services in rural areas**



agritourism farms with the potential to provide care services, which would be interested in running a business also outside the tourist season – **green care farms**

Why care farms?



- **Arguments in favour of creating care farms:**
 - seniors stay in their place of residence, in their community; care farms function more like a home than an institution;
 - this solution allows the use of local resources (agritourism farms); and does not require creating a new infrastructure;

How to transform the agrotourism into care farm?

- **Support financially the first care farms from ROP – pilot project**
 - Three care farms in the region: Jordanowo, Nowe Żabno, Jasieniec

- **Train the staff of the care farms**
 - Carer of an elderly and disabled person;
 - First aid;
 - Handling people with disabilities using equipment;
 - Improving skills in the field of activation activities;

When were the different forms of training support implemented?

- **Before opening the care farms**

Before the opening, training sessions were carried out that were necessary to open this type of facility (e.g. carer of the elderly and disabled). The training, if possible, was carried out by representatives from the social economy sector;

- **After opening the care farms**

- more detailed topics and were prepared to meet the needs of the staff running the farm.

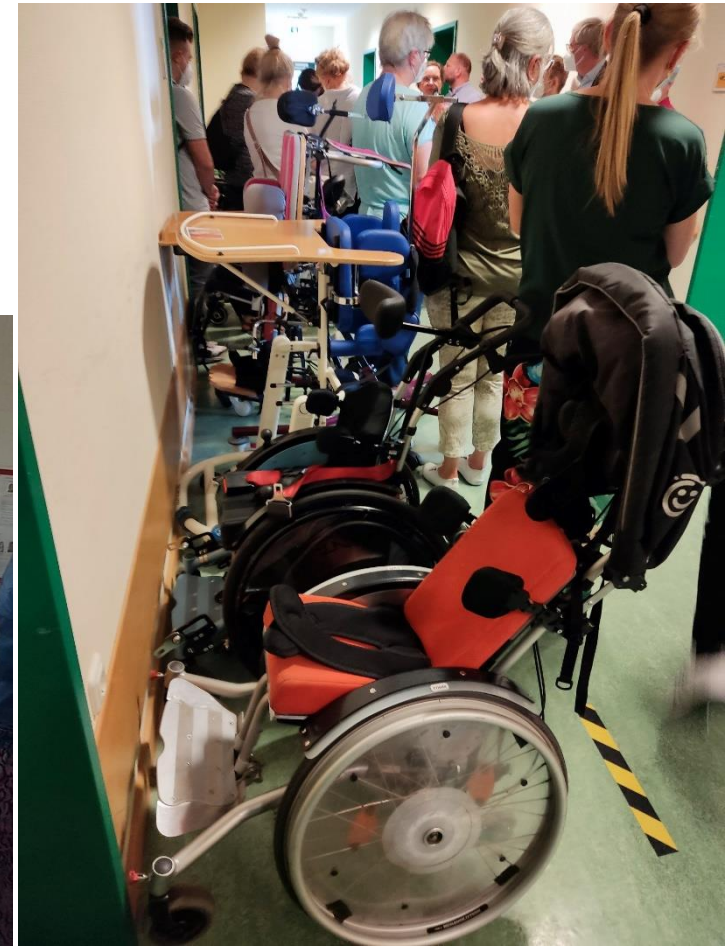
First aid and for carer takers of the elderly trainings



First aid and for carer takers of the elderly trainings



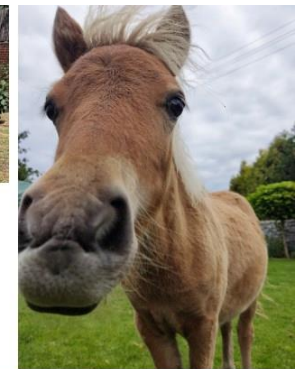
Study visits



Training in various forms of activation of seniors



Training in various forms of activation of seniors



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Opiekuńcze**



Agroterapia

Zooterapia

Who supported creating and developing care farms and their trainings in the lubuskie region?

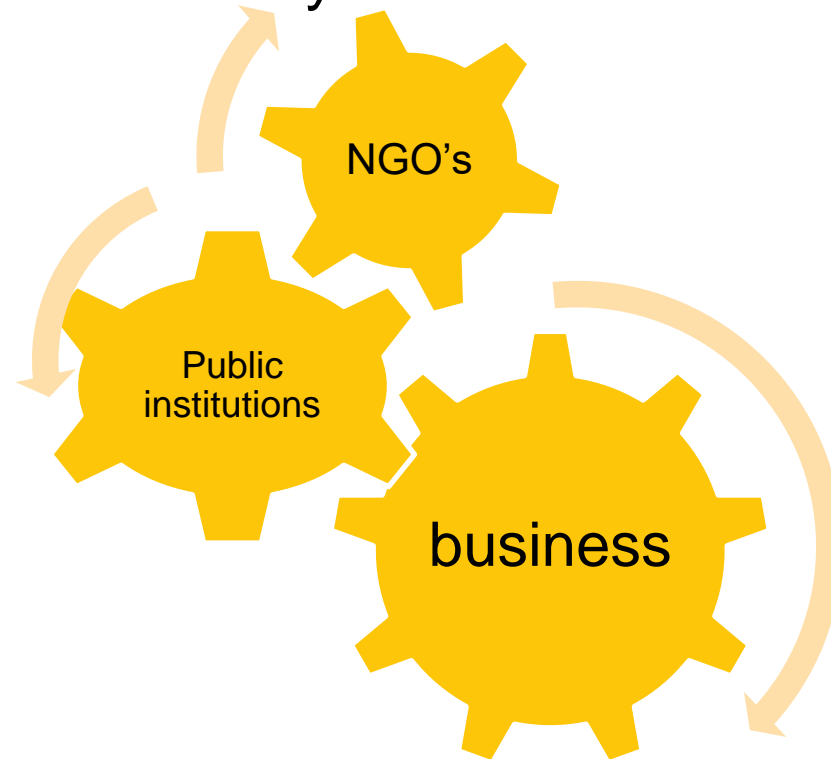


■ Regional Centre for Social Policy Development

1. **recognizing the need to create local places** where it would be possible to provide social services for seniors;
2. recognizing the **potential of the social economy** in the field of providing **care services in the field**;
3. **cooperation with the SILVER SMEs team** in the modification of the social policy document to contribute to the development of the social economy (LPRES), including services for seniors.
4. preparation of a **model for creating a care farm**.
5. preparation and launch of a **pilot project** - opening 3 care farms.
6. establishing **three care farms**.
7. monitoring the implementation of activities in care farms.

Lobbying for silver economy solutions

It is very important to lobby for solutions to the needs of seniors.



The Silver SMEs project created an opportunity for representatives of various sectors and industries to meet and look for solutions together, including those that, as in the case of care farms, were within reach.

To sum up - no training no business

■ Staff trainings

- The farm staff must meet certain requirements and be authorized to work with seniors and people with disabilities - financing courses for staff is an essential elementText;
- Support for the participation of social entrepreneurs in various forms of training gives them the opportunity to create an **offer for seniors that is attractive and adequate to local needs.**
- Good training enables them to compete with other service providers.

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Thank you!

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