



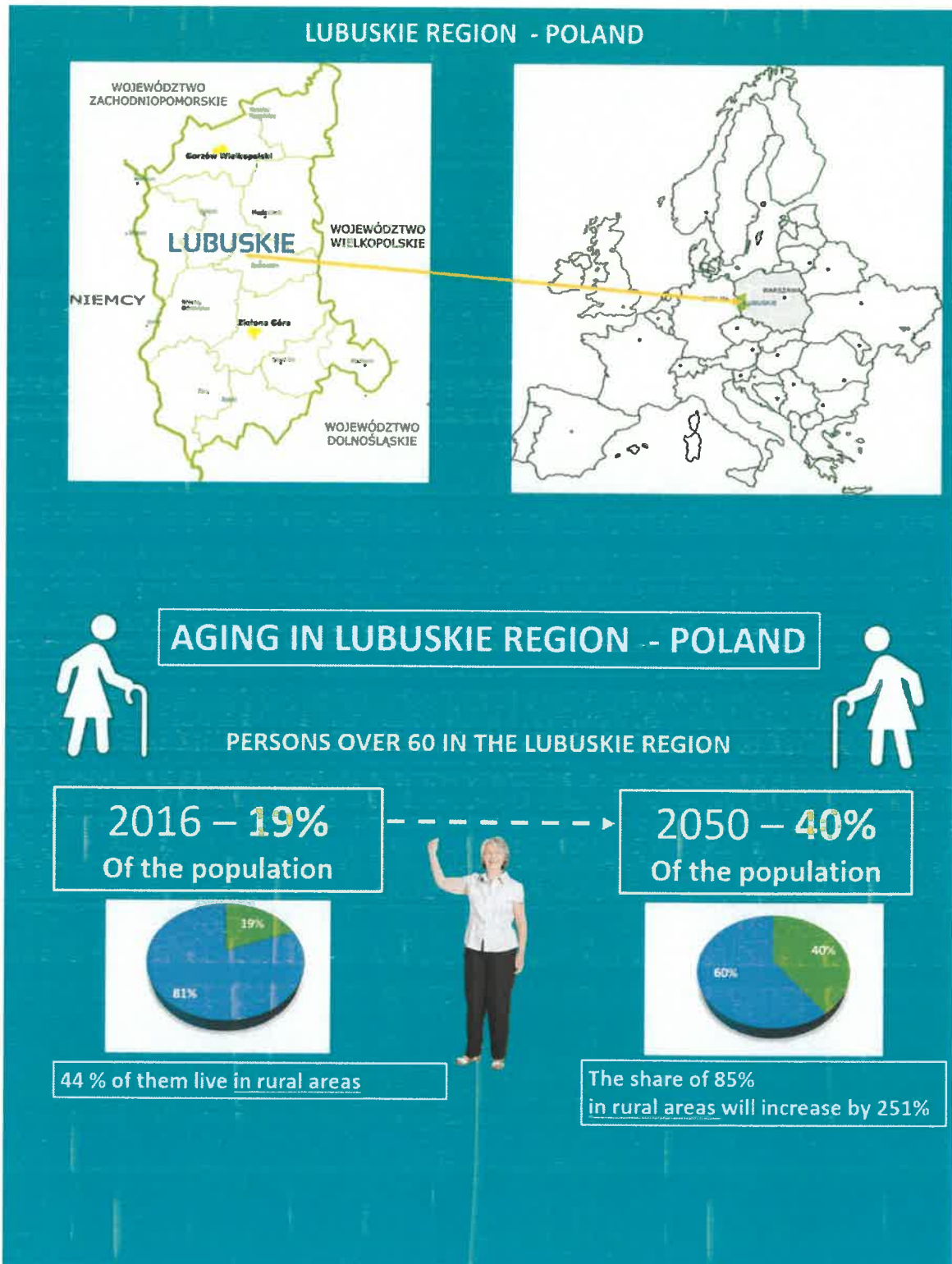
ACTION PLAN FOR THE LUBUSKIE REGION – POLAND Silver SMEs project



Content

Lubuskie Region and the Silver SMEs contex	3
Part I – General information.....	9
Part II – Policy context in the Lubuskie Region	10
Part III – Details of the planned actions	14
ACTION 1	14
FINANCIAL SUPPORT FOR JOB CREATION FOR SOCIAL ENTREPRENEURS PROVIDING SERVICES AND PRODUCTS FOR SENIORS	14
ACTION 2	20
CONSULTING SERVICES OFFER FOR SOCIAL ENTREPRENEURS DEVELOPING PRODUCTS AND SERVICES FOR SENIORS.....	20
ACTION 3	25
DEVELOPMENT OF A MODEL FOR CREATING CARE FARMING	25

Lubuskie Region and the Silver SMEs contex





WHY PROJECTS AS SILVER SMEs ARE VERY IMPORTANT FOR LUBUSKIE REGION?

! STRONG NEED TO ADJUST AND TO PREPARE TO THE DEMOGRAPHIC CHANGES

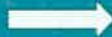
! STRONG NEED TO RAISE AWARENESS ABOUT SILVER ECONOMY

! EXPECTED INCREASE IN NEEDS FOR SENIOR SERVICES

ONLY 50% OF THE PEOPLE WHO PARTICIPATED IN THE SURVEY KNEW WHAT THE SILVER ECONOMY IS

WHY SILVER ECONOMY IN LUBUSKIE REGION?

tourist potential

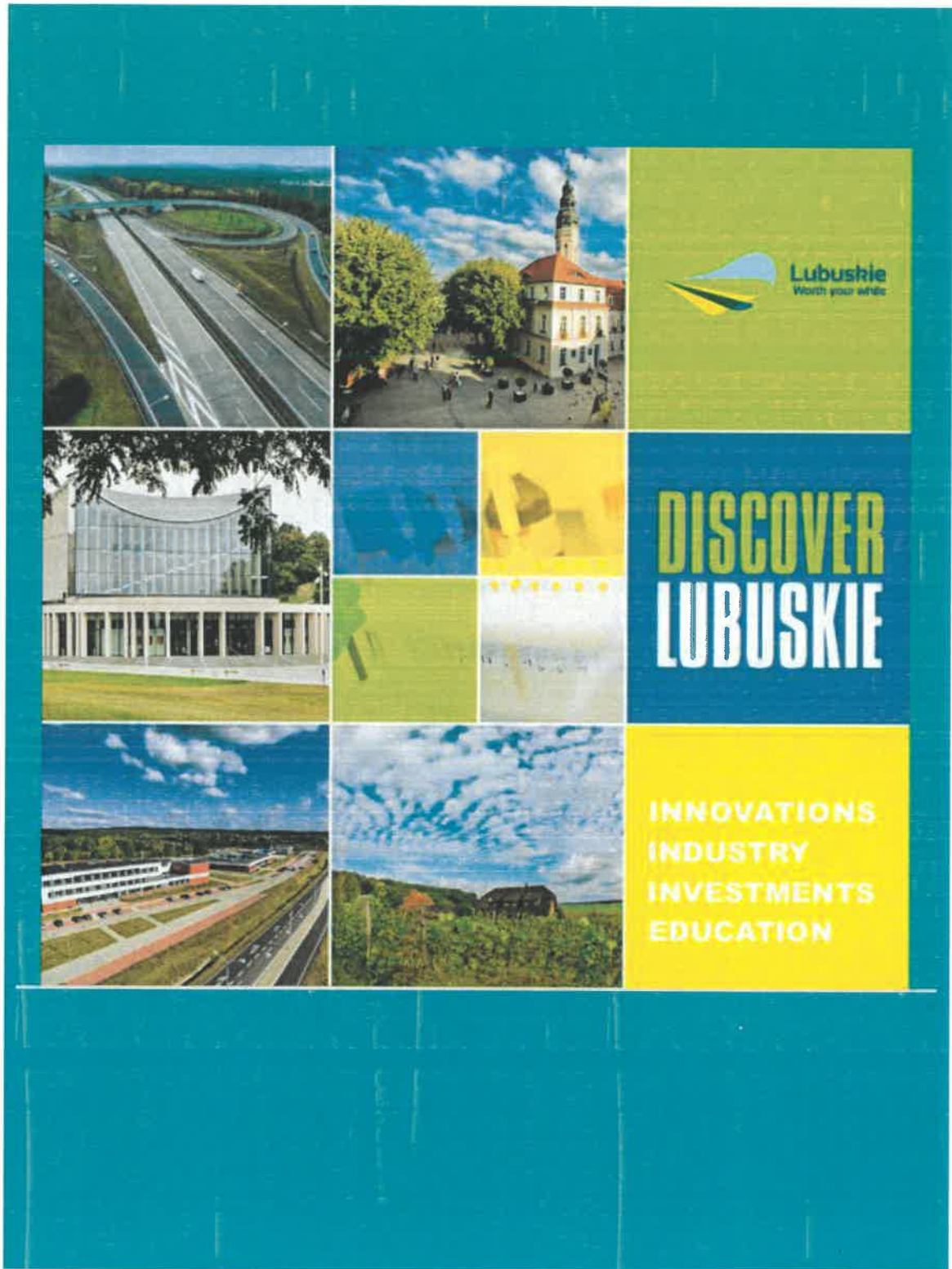


TOURIST ATTRACTIVENESS - MANY SENIORS CAN SPEND THEIR HOLIDAYS HERE

demand for services



NEW OFFERS MUST BE DEVELOPED IN RURAL AREAS ON MOBILITY, ICT, ASSISTED LIVING, CARE FARMING



Regional Development Agency in Zielona Góra



Regional Development Agency

Year of foundation: **1993**



Shareholders: Self-government of the Lubuski administrative province represented by the Marshal of the province, banks, institutions, enterprises, physical persons.

Supporting the development of small and medium-sized companies.

Mission of Regional Development Agency

The mission and objective of the Regional Development Agency in Zielona Góra is to undertake activities which shall inspire, support and promote the social and economic development of the Lubuski region, taking into consideration European standards, as well as to stimulate and support entrepreneurship, focusing particularly on small and medium-sized companies, by means of implementing national and European aid programs.

Regional Development Agency - objectives

1. Supporting the development of the economy of the region focusing on the sector of small and medium-sized companies – implementation of the EU structural funds.
2. Undertaking actions to promote and develop the region, exports and to increase the inflow of investment projects.
3. Performance of tasks indicated by the Self-Government of the province aiming at the development of the region.

STAKEHOLDERS



Part I – General information

Project	SILVER SMES
Partner organisation(s) concerned	Regional Development Agency in Zielona Góra
Country	POLAND
NUTS2 region	LUBUSKIE (PL 43)
Contact person from the partner organisation	Mariola Dobosz
Email address	m.dobosz@region.zgora.pl
Phone number	+48601798683
Author of the action plan	Dorota Bazuń, bazun@interia.pl ; +48606983478

Part II – Policy context in the Lubuskie Region

The Action Plan aims to impact:	<input type="checkbox"/> Investment for Growth and Jobs programme
	<input type="checkbox"/> European Territorial Cooperation programme
	<input checked="" type="checkbox"/> Other regional development policy instrument

Name of the policy instrument(s) addressed:

Lubuski Programme of Social Economy Development for 2021-2023 (LPRES)

(Name in Polish: Lubuski Program Rozwoju Ekonomii Społecznej na lata 2021-2023)

Further details on the policy context and the way the action plan should contribute to improving the policy instruments:

"Lubuski Programme of Social Economy Development for 2021-2023" (LPRES 2021-2023) continues activities previously specified in two strategic documents. The first was the "Multiannual Regional Action Plan" (2012). The second document was - "Lubuski Programme of Social Economy Development for 2015- 2020" (LPRES 2015-2020).

Both versions of LPRES (2015-2020) and the newest LPRES (2021-2023) are based on the "National Programme for the Development of the Social Economy" (2014) and the "National Programme for the Development of the Social Economy until 2023. Solidarity Economy Social "(2019). The LPRES document is adapted to the needs and challenges of the Lubuskie Region. LPRES is based on a comprehensive diagnosis of the social economy sector's situation in the region, presenting the vision, goals, and results of planned activities. The Programme also uses data on the situation of the Lubuskie Region.

The document defines the critical directions of public intervention to create the best possible conditions for developing the social economy sector in the region, thus including the social economy in the mainstream of public policies. The Programme was created in the spirit of partnership and dialogue with stakeholders. The deliberative, democratic way of creating the LPRES programme as an element of public policies occurred with many stakeholders. They represented various institutions, organizations and sectors. LPRES provides opportunities for developing the social entrepreneurship sector following the principles of sustainable development and adequately to the needs in response to various needs and challenges in the region. One of the most important is an ageing population and the shortage of services dedicated to seniors.

Activities in this area are part of another document under development, which was initially planned in September 2020. However, due to the pandemic, the work has been extended. This document is tentatively called the "Deinstitutionalization Strategy", which in practice defines the ways of departing from the model of care for dependent people (due to age or disability) provided in large institutions. In line with the idea of deinstitutionalization, activities aimed at organizing services for dependent

people (due to age or disability) in the form of more private, family and community homes/facilities are to be mainly promoted. Solutions aim to provide various forms of care closest to the residence person who needs care and support are preferred. Ultimately, it is about the possibility of providing care in the local community to the person who is the recipient of the service. It means that the offer of extended care facilities is complemented by the possibility of using smaller houses in which such services are provided. The epidemic situation in connection with COVID-19 has emphasized this demand and the need for change because the risk of infection in large care facilities increases many times.

LPRES is linked to other programmes and strategic documents:

a) National:

- The National Programme for the Development of the Social Economy (KPRES) of 2014 (with subsequent amendments);
- National Development Strategy;
- Human Capital Development Strategy;
- Social Capital Development Strategy;
- National Strategy for Regional Development,
- National Programme for Combating Poverty and Social Exclusion 2020. A new dimension of active inclusion,
- Strategy for Responsible Development,
- Efficient State Strategy,
- Deinstitutionalization Strategy (the document is under preparation, in LPRES, it was referred to only in terms of the main direction of the proposed changes).

b) Regional:

- Regional Operational Programme;
- Lubuskie Voivodeship Development Strategy 2020;
- Development Strategy of the Lubuskie Voivodeship 2030;
- The Lubuskie Voivodeship Social Policy Strategy for 2014-2020;
- Provincial Program for the Elderly (2017).

LPRES emphasized the role of the social economy in terms of:

- job creation and professional and social reintegration;
- development of social services of general interest.

The work on the preparation of LPRES was coordinated by the Regional Center for Social Policy (Polish name – Regionalny Ośrodek Polityki Społecznej, acronym ROPS), and the work was carried out as part of "the Working Group for the Development of the Lubuskie Programme of Social Economy Development for 2021-2023". The team was composed of representatives of various institutions and organizations and social businesses from all over the region. The team also cooperated with the Social Economy Development Committee in the Lubuskie region. The Regional Center for Social Policy will monitor the implementation of LPRES.

The monitoring will be carried out throughout the Programme implementation. Its main goal will be to collect data on an ongoing basis to assess its implementation and the degree of objectives achieved and ensure compliance of the Programme with the previously approved assumptions.

The activities are implemented by two social economy support centres (OWES and LOWES) and the Regional Center for Social Policy in Zielona Góra.

Since 2013, the primary form of support for social economy entities in the Lubuskie region is two Social Economy Support Centers (OWES in Zielona Góra and LOWES in Gorzów Wielkopolski). Lubuski OWES carried out as part of the Human Capital Operational Programme project, action 7.2. *Counteracting exclusion and strengthening the social economy sector*, sub-measure 7.2.2 *Support for the social economy*. Another important source of financial support is the Human Capital Operational Program (HC OP). At the regional level, the infrastructure supporting the social economy is supported by EU funds under Sub-measure 7.2.2 of the HC OP. Social Economy Support Centers offer consulting and specialist services. They provide information, including how to start and run a social enterprise, get money for it, look for external sources of financing, and write a good, realistic business plan. In the new financial perspective, the role of the OWESes will change due to the limitations in financing.

The principles of financing the Lubuski Programme of Social Economy Development are of a framework nature, tailored to the needs of entities involved in its implementation. The following sources of financing support the implementation of the Programme:

Financing of activities
under LPRES

EUROPEAN SOCIAL FUND

PUBLIC DOMESTIC MEASURES

(state budget, including earmarked funds, including the State Fund for the Rehabilitation of Disabled Persons, the Labor Fund, own funds of local government units),

PRIVATE MEASURES

(own contribution to projects).

Part III – Details of the planned actions



ACTION 1

FINANCIAL SUPPORT FOR JOB CREATION FOR SOCIAL ENTREPRENEURS PROVIDING SERVICES AND PRODUCTS FOR SENIORS

Name of the action:

1. RELEVANCE TO THE PROJECT

The development of services for seniors and dependent people in the Lubuskie region requires support in connection with the increasingly difficult demographic situation, especially, but not only, in rural areas. One of the challenges for the region is the development of social services adapted to demographic changes. Another problem of the Lubuskie region is the shortage of companies and employees providing services for dependent persons. The development of various services, especially care services, will be necessary for the coming years. Support for social economy entities providing such services allows making up for the existing shortage in the Lubuskie region.

Among the examples of good practices presented as part of the Silver SMEs project, interest was aroused in this case by two that showed the possibility of extending social entrepreneurship in the scope of providing services dedicated to seniors.

Below is a brief description of these practices:

"SAE project – Solutions and Support to the Environment" (Castilla y León, Hiszpania) creating employment through training for people who can provide good quality services for seniors. The purpose of this project is:

1. social inclusion and professional activation of people with disabilities or potentially at risk of social exclusion;
2. offering services to dependents living in rural areas.

The SAE service offer is very flexible and can be adapted to the needs of the seniors. Moreover, as these needs change due to deteriorating health, services may be modified. SAE offers occasional and regular assistance as needed. These services are aimed at those who live in their homes and those who live in nursing homes.

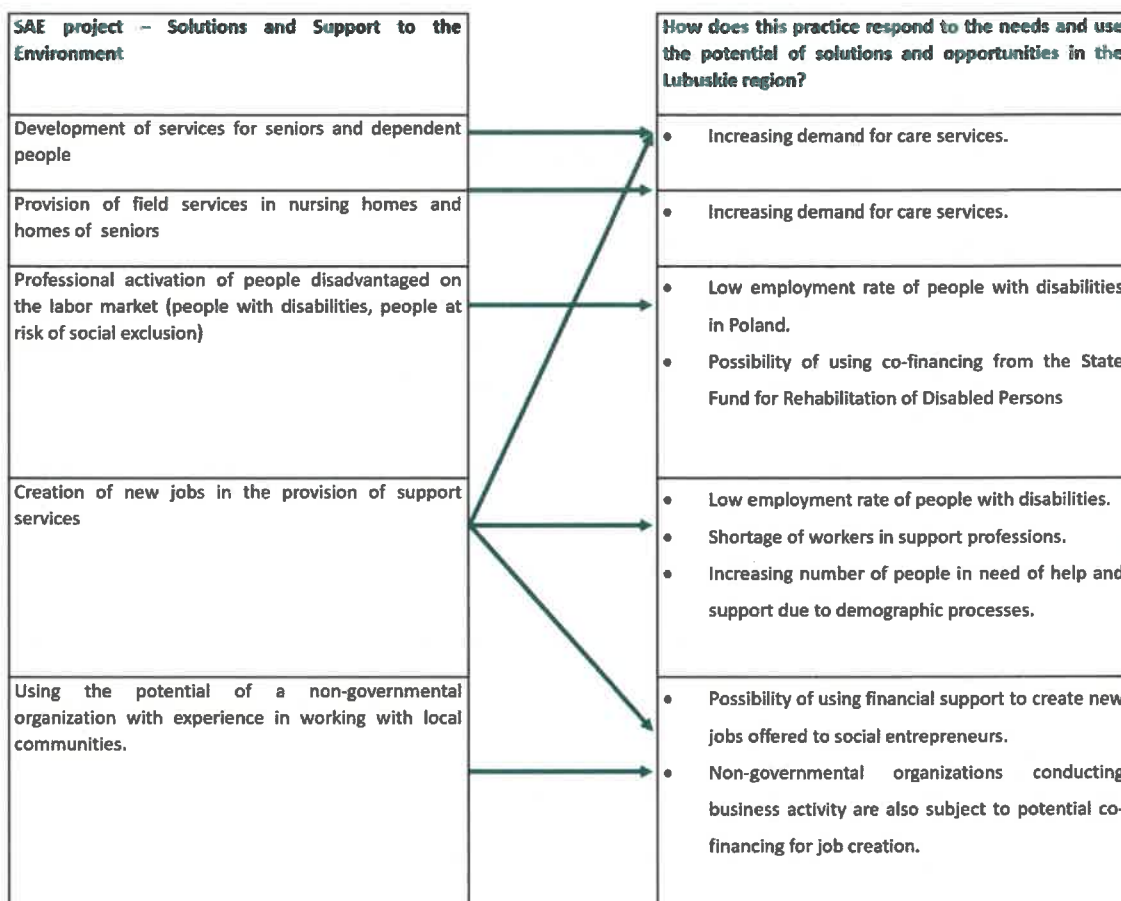
SAE offers the following services: a) in nursing homes; b) daycare in the homes of residents; (c) household support services;

Creating jobs for people with disabilities and those at risk of social exclusion is one of the guiding ideas of the social economy. Therefore, this practice was chosen as inspiring, as it shows that in services under the silver economy, it is possible to employ people who are disadvantaged in the labor market.

Inspirational elements in practice presented above, which make it possible to adapt part of the idea in the Lubuskie region:

- addressing services to the needs of seniors and dependent people;
- vocational activation of disadvantaged people on the labor market;
- due to the shortage of working hands, using the potential of employees with disabilities/disadvantaged on the labor market;
- using the potential of non-governmental organizations that have experience in working with local communities and know the needs of residents.

The diagram below shows why SAE practice can be inspiring for the Lubuskie region.



The second practice that inspired this activity was a program designed to strengthen social entrepreneurship.

"Social Entrepreneurship Programme in Aragon" (Spain) The Aragon region in Spain experiences similar problems as the Lubuskie region, i.e. depopulation of rural regions and the aging of the population living there. The presented good practice applies to the social entrepreneurship sector. The Spanish programme aimed to develop social entrepreneurship and create new businesses and jobs. The result of the implementation of this programme was the creation of 30 companies (137 jobs). Out of this number of enterprises, 11 provided services in the sector of the silver economy. Social enterprises generated economic profits and contributed to strengthening the sustainable development of the region. The organization coordinating the implementation of this program dealt with animation, activation, training and consulting. As part of the Social Entrepreneurship Programme in Aragon, the emphasis was placed on consulting and training activities, which was to create new companies.

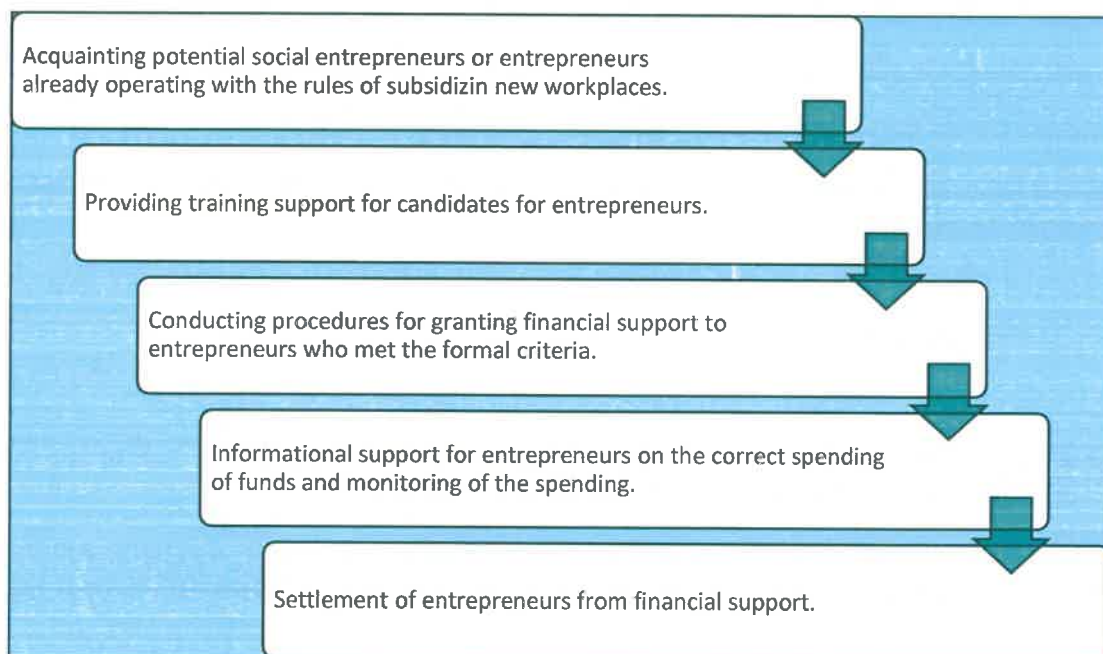
The inspiration coming from this program ("Social Entrepreneurship Programme in Aragon") was drawing attention to the potential of the silver economy in social entrepreneurship. The development of this sector may turn out to be essential for areas struggling with demographic problems.

In the Lubuskie region, the social economy is not as developed as in Spain, but it can also be an excellent complement to social services in local communities. Therefore, the team preparing the LPRES

programme emphasized the importance of activities for seniors and the development of the silver economy.

The example of the Spanish programme encouraged the Polish team of the Silver SMEs project to pay attention to the potential of social economy entities in developing services for seniors, for example, by creating new jobs as part of the silver economy.

2. NATURE OF THE ACTION



1. Acquainting potential social entrepreneurs (or entrepreneurs already operating) with the rules of co-financing for the creation of new workplaces.

Social Economy Support Centers (OWES, LOWES) conduct activation and incubation activities for people who want to create a social enterprise or other social economy entity interested in obtaining funding to create workplaces.

2. Providing training support for candidates for entrepreneurs (or entrepreneurs already operating).

OWESes provide training support for social economy entities.

3. Carrying out procedures for granting financial support to entrepreneurs/entities that met the formal criteria.

OWESes supports the applicants in terms of formal conditions and application procedures so that they can prepare the necessary documentation.

4. Informational support for entrepreneurs on the correct spending of funds and monitoring of the spending.

OWESes provide the necessary information to help entities properly spend funds allocated to create new workplaces.

5. Settlement of entrepreneurs from financial support.

OWESes monitor and check the correct way of spending funds and maintaining the required durability of jobs.

The implementation of LPRES was based on three primary mechanisms:

- a) organization of the process of building the social economy sector (coordination of activities),
- b) managing the implementation of the Programme (LPRES implementation),
- c) controlling the results of undertaken activities (monitoring and evaluation of the effectiveness of the Programme implementation).

3. STAKEHOLDERS INVOLVED

Regional Centre of Social Politics in Zielona Góra - it is an institution that coordinates activities related to the development of the social economy in the Lubuskie Voivodeship

Two Social Economic Support Centers (OWES and LOWES) deal in practice with activities supporting social entrepreneurs (provide advisory and training services, distribute funds intended to create new workplaces).

The Regional Center for Social Policy (ROPS) and two social economy support centers (OWES and LOWES) promote the social economy in the Lubuskie region, among other things, by organizing the "Lubuski Włócznik" competition, in which they award the best performing social enterprises. The prizes awarded in the competition may be used to promote goods and services offered by social entrepreneurs.

4. TIMEFRAME

2021- providing financial support for entrepreneurs

2021-2023 –disbursement of funds and settlement of financial support

5. COSTS

The estimated cost of co-financing job creation in new or already operating social enterprises.

Type of support	Number of new workplaces	Unit price. (in EUR)	Number of enterprises	Total in a given category (in EUR)
Co-financing to create a job	5*	5 560	2**	27 800

Source of cost estimation: based on published tariffs under the Regional Operational Programs of the regions.

* - number of new jobs in enterprises / social economy entities operating in the field of the silver economy;

** - number of enterprises / social economy entities that will benefit from co-financing to create new workplaces.

6. FUNDING SOURCES

Is funding provided through the policy instrument(s) indicated in part II?

Yes. This task is financed through the policy instrument indicated in part II (Lubuski Programme of Social Economy Development LPRES).

How is the action financed?

The financing of the activities included in the Lubuski Programme of Social Economy Development has a framework tailored to the needs of entities involved in its implementation. There are several possible sources of financing for the action:

- European Social Fund;
- National public funds (state budget, including earmarked funds, including the State Fund for Rehabilitation of Disabled Persons, Labor Fund, own funds of local government units),
- Private funds (own contribution to projects).

Programme realization (LPRES) was based on three primary mechanisms: organization of the process of building the social economy sector (coordination of activities), managing the implementation of the Programme provisions (LPRES implementation), controlling the results of undertaken activities (monitoring and evaluation of the effectiveness of the Programme implementation).

ACTION 2

Name of the action:

CONSULTING SERVICES OFFER FOR SOCIAL ENTREPRENEURS DEVELOPING PRODUCTS AND SERVICES FOR SENIORS

1.RELEVANCE TO THE PROJECT

The practice presented under the SILVER SMEs project, which inspired this activity, was the personnel training programme - FuturEnSAP, prepared to strengthen companies and people providing services in residents' homes.

"FuturEnSAP" - the practice initiated by Eurasanté (France) consists of creating a programme to improve the skills and qualifications of people providing care services for seniors. Pieces of training were prepared to prepare employees to perform the following tasks:

- (a) coordinating care services and skills to assess the need for them;
- (b) an e-health assistant who can collect and analyze data from the homes of residents;
- (c) a home evaluator, whose role is to assess how the house is arranged in terms of potential facilities and equipment with which the home can be equipped to facilitate the comfortable functioning of people with disabilities/seniors.

What is important in this case is to strengthen carers who improve the living conditions in the homes of residents and improve the quality of services provided for seniors and dependent people. Characteristic for this practice is an innovative approach to the process of training staff, allowing them to acquire skills useful in modern societies, expressed in the ability to use new technologies, modernize home furnishings and adapt to the needs of residents. Training participants who passed the required exams receive certificates confirming the acquired skills and knowledge.

This example shows how important the role of training is in improving the quality of services for seniors. Higher employee competencies also help to strengthen people who provide care services at home.

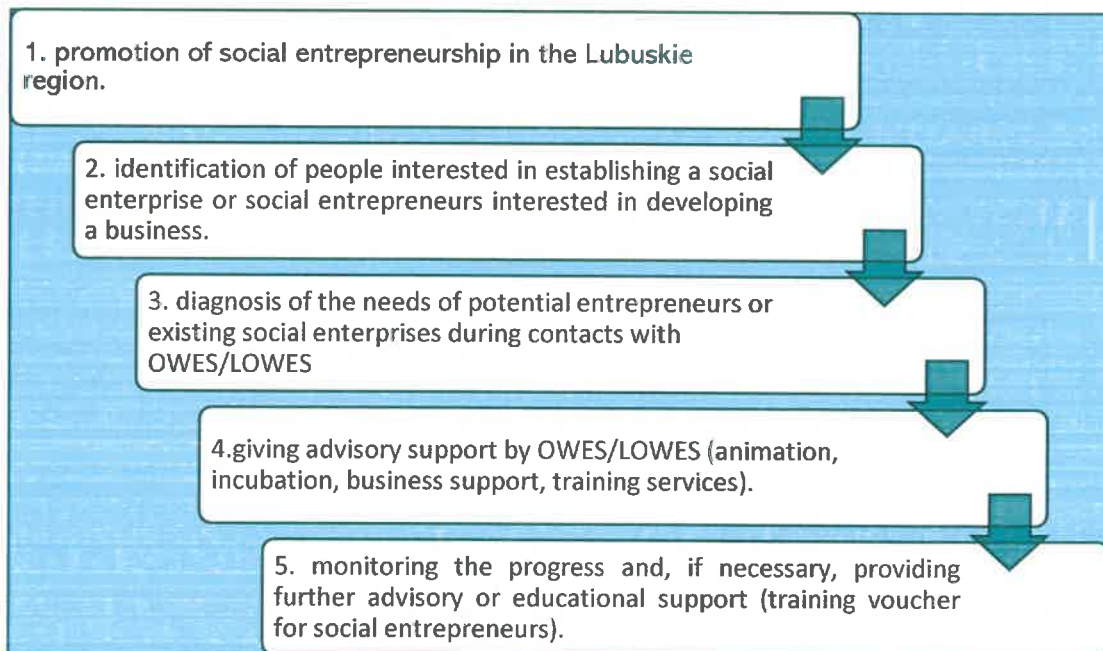
This initiative became an inspiration due to the attention paid to the importance of qualified and experienced staff in working with people in need of caring support. In Poland, there has been a shortage of people providing assistance services for several years. Training and consulting support for enterprises/social entities creates an opportunity to improve this type of service quality and increase access to this type of social service.

Action 2 consists of creating the possibility of obtaining advisory and training services both for newly established social enterprises and for the already existing ones, which want to change or extend the type of provided services/manufactured goods.

2.NATURE OF THE ACTION

This action promotes and supports the creation of social enterprises by providing two types of support:

- a) *Advisory* - the offer of advisory services provides the necessary information for future social entrepreneurs interested in establishing and maintaining a social enterprise (in the silver economy sector).
- b) *Training* - an offer of training vouchers enabling the employees to acquire the skills and qualifications needed to provide services or manufacture products.



1. Promotion of social entrepreneurship in the Lubuskie region.

The promotion carried out by the leading actors supporting the social economy in the region - ROPS and OWES/LOWES in practice consist of several activities: a) motivating to undertake activities within the social economy by organizing: competitions, social economy fairs; b) supporting the cooperation of social economy entities with local government units in the implementation of public services (e.g. encouraging local government officials to apply social clauses in the scope of outsourcing tasks to social economy entities); c) creating a directory of social enterprises and promoting them on the Internet.

2. Identification of people interested in establishing a social enterprise or social entrepreneurs interested in business development.

Future entrepreneurs are directed to OWES/LOWES advisors, where they can obtain the necessary information support.

3. Diagnosis of the needs of potential entrepreneurs or existing social enterprises during contacts with OWES/LOWES.

OWES/LOWES advisors analyze the needs of entrepreneurs and, based on them, adjust the advisory and training offer.

4. Providing advisory support by OWES/LOWES (animation, incubation, business support, training services).

Forms of OWES/LOWES advisory activity - key adviser service - the following forms of key advisers' activities are used: a) traditional (one key adviser - one client); b) group (one key adviser - several clients); c) using electronic or telephone communication tools.

The following types of consulting are possible within the framework of consulting services: a) general consulting, b) specialist consulting (legal, financial or marketing), c) business consulting, d) consulting in the field of public procurement.

5. Monitoring progress and, if necessary, providing further advisory or educational support (e.g. training voucher for social entrepreneurs).

OWES/LOWES, apart from offering consultancy for start-ups, provides support to entities that have already been operating for some time. After meeting the formal requirements and justifying the demand, social entrepreneurs can also obtain training vouchers, which are financial resources that they can spend on training that OWES/LOWES cannot offer them.

3. STAKEHOLDERS INVOLVED

Regional Centre of Social Politics in Zielona Góra - it is an institution that coordinates activities related to the development of the social economy in the Lubuskie Voivodeship

Two Social Economy Support Centers (OWES and LOWES) – deal in practice with activities supporting social entrepreneurs (provide advisory and training services, distribute funds intended to create new workplaces).

The Regional Center for Social Policy and two social economy support centers (OWES and LOWES) promote the social economy in the Lubuskie region, among other things, by organizing the "Lubuski Włócznik" competition, in which they award the best performing social enterprises. The prizes awarded in the competition may be used to promote goods and services offered by social entrepreneurs.

4. TIMEFRAME

2021 - access to training services (training vouchers);

2021-2023 – counselling for social entrepreneurs or people setting up a social enterprise;

5.COSTS

The cost of consulting and educational support depends on the scope of the entrepreneur's needs. Services of this type are included in the scope of operating standards of the Social Economy Support Center (OWES/LOWES).

The estimated cost of consulting and educational support

Type of support	Number of hours	Unit price (in EUR)	Number of vouchers	Number of enterprises	Total in the category (in EUR)
Consulting	10*	22	x	3**	660
Training vouchers	x	1 333	3	2***	4000
Total:					4660

Source of cost estimation: based on published tariffs under the Regional Operational Programmes of the regions.

* - hours of consultancy provided to entrepreneurs/entities planning to provide services in the field of the silver economy;

** - number of enterprises/entities that will benefit from the advisory services;

*** - number of enterprises/entities that will benefit from training vouchers;

6.FUNDING SOURCES

Is funding provided through the policy instrument(s) indicated in part II?

Yes. This task is financed through the policy instrument indicated in part II (Lubuski Programme of Social Economy Development - LPRES).

How is the action financed?

The financing of the activities included in the "Lubuski Programme of Social Economy Development" has a framework tailored to the needs of entities involved in its implementation. There are several possible sources of financing for the action:

- European Social Fund;
- National public funds (state budget, including earmarked funds, including the State Fund for Rehabilitation of Disabled Persons, Labor Fund, own funds of local government units),
- Private funds (own contribution to projects).

Programme (LPRES) realization was based on three primary mechanisms: organization of the process of building the social economy sector (coordination of activities), managing the implementation of the Programme provisions (LPRES implementation), controlling the results of undertaken activities (monitoring and evaluation of the effectiveness of the Programme implementation).

ACTION 3

Name of the action:

DEVELOPMENT OF A MODEL FOR CREATING CARE FARMING

1. RELEVANCE TO THE PROJECT

Care farm has been identified as a promising niche for developing business in the SILVER economy over the project implementation thanks to the interregional learning activities carried out. It is also worth adding that representatives of the Regional Development Agency and other stakeholders, took part in a study visit to care farms in other regions of Poland, the RDA employers are also part of the working group that is developing a model for creating foster farms.

Using the knowledge gained from the Silver SMEs project, one can speak of several inspirations. Of these, the most important, in our opinion, are two which common feature is the use of the potential of local small businesses to provide services to seniors in their place of residence in rural areas.

The first good practise also relates to the potential to provide assistance and assistance services to seniors in the place of residence (good practice name: **Cuidamos Burgos**). The small company Cuidamos carry out this practice in the province of Burgos in Spain. This company provides high-quality supportive care for people with disabilities (especially seniors). As a result, they can continue to live in their own homes in their local community. The company also helps seniors adapt their flats to their current needs; they stay in their homes, towns, and local communities. Thanks to this, seniors can avoid the need to stay in institutions that provide care. They feel more comfortable and independent in the places of their living.

The following practice comes **from Spain**. The initiative "**Envejece en tu pueblo**" ("**Ageing in my village**") is about offering an individual approach to older people living in mountain and rural areas through a cooperative of young people for whom this type of work is also an opportunity to live rural communities away from the hustle and bustle of cities. A social enterprise runs this Programme, and the funding for the operation comes from a private-public partnership. The advantage of this Programme is the possibility of seniors staying in their hometown.

The examples mentioned above give the elderly a chance to stay independent longer in their own homes, which is more comfortable. It is also a cheaper solution, as care institutions are less burdened because it strengthens seniors to remain independent as long as possible, with some support.

Both presented examples are linked by adapting the assistance offer for people in need of it, staying in their place of residence. At the same time, it is the implementation of business goals with respect for social priorities and concerning the sustainable development strategy.

It is this idea that guides the creation of caring farms. Creating a network of farms of this type will be an undertaking spread over time. At this stage, it is possible to develop a model of such a farm based on farms existing in Poland and the above-described examples of good practices from the SILVER SMEs project.

2. NATURE OF THE ACTION

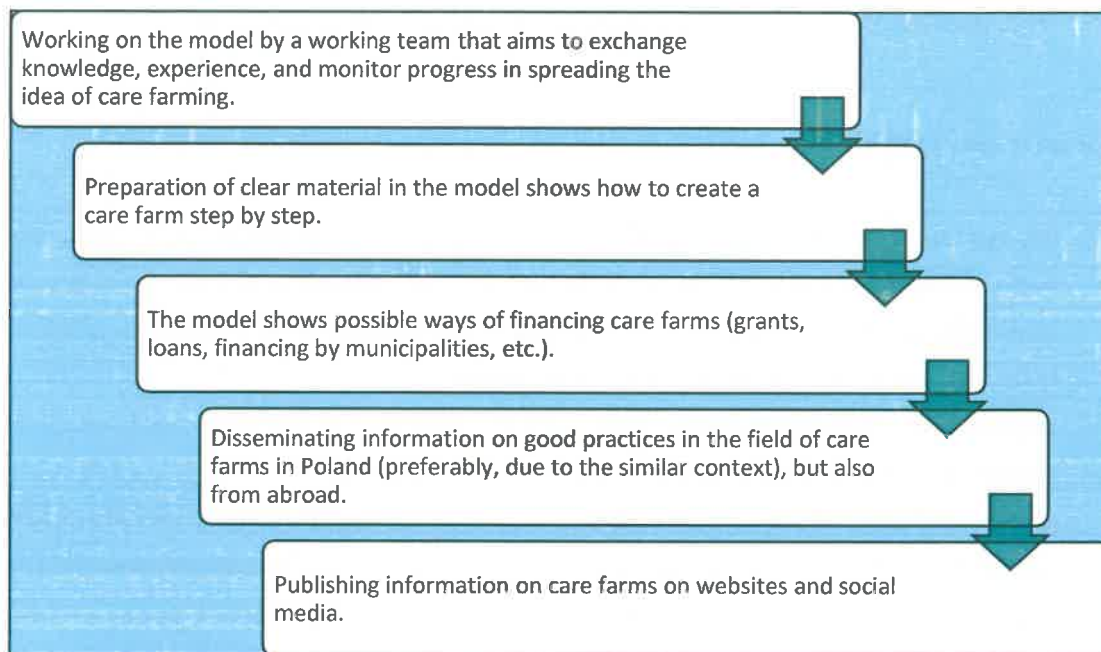
The concept of a care farm is little known in Poland. For several years, few farms have been established in various parts of Poland. Meanwhile, care farms can be an alternative to large care institutions. They are also one of the many answers to the demographic problems of contemporary Polish society. Ageing of the population, migration of young people to cities and structural changes of Polish families are just some of the factors leading to the deterioration of the situation of seniors.

One of the activities planned under LPRES is the development of a model of creating care farming. A care farm is a place where social services are provided based on the resources of a traditional farm. The main goal is to activate the elderly, fight loneliness and improve their health. In a local community, implementing these activities in the senior's environment gives a better chance of maintaining fitness for a longer time and at least partially independent life.

Many seniors in Poland live in rural areas (over 2 million). One of these people's problems is loneliness, a limited number of contacts, and a sense of isolation and social exclusion. It is often accompanied by deterioration of health. The service allows the seniors to live still in their homes and spend a few hours away from home on a care farm. Spending a few hours a day on such a farm gives a chance to overcome some problems. The service can help reduce loneliness and significantly improve health due to organized activities on such a farm.

Care farms may take the form of day homes (daycare homes) or 24/7 family homes.

The following activities may contribute to the dissemination of the care farm model of innovative social services addressed to the elderly and persons with disabilities:



1. Working on the model as part of a working team that aims to exchange knowledge, experience and monitor progress in popularizing the idea of care farms.

- Meetings of a work team of persons from various institutions and organizations who work together to develop a model for creating a caring farm.
- Team participation in a study visit to a care farm.
- Meetings with an expert with experience gained during the implementation of the project of creating care farms in other regions of Poland.

2. Preparation of clear material in the model shows how to create a care farm step by step.

Preparation of the first version of the model and subjecting it to consultations with employees of institutions dealing with social services, financial advisors, representatives of local government units. Make corrections to the model and publishing it.

3. The model shows possible ways of financing care farms (grants, loans, financing by municipalities, etc.).

Indication of various sources of obtaining financing in the case of creating and running care farms.

4. Disseminating information on good practices in the field of care farms in local institutions and organizations.

Collecting and presenting good examples of farms operating in Poland and abroad that provide care services.

5. Publishing information on care farms on websites and social media.

Popularization of entrepreneurship conducted in the form of a caring farm.

3. STAKEHOLDERS INVOLVED

- **Regional Center for Social Policy (ROPS)** - actively popularises the idea of care farms, among other things, by organizing study visits for social entrepreneurs from the Lubuskie region; the role in the implementation of the action is: collecting material, developing a model for creating a care farming, collecting examples of good practices, and publishing them.
- **Regional Development Agency (ARR)** - offering loans for companies/organizations running care farms.
- **The University of Zielona Góra** - popularising the idea of care farming.
- **Lubuski Agricultural Advisory Center** - piloting (since 2017), training for owners of agritourism farms entitled "Caring farms - a new challenge for agritourism farms" to care farms operating under the pilot project "Green care - care farms in the province. Kuyavian-Pomeranian".

4. TIMEFRAME

2021 - working team to prepare the model;

2021 - creation and publication of a model for creating a caring farm;

2021-2023 - popularisation of the idea of the caring farm and the good practice examples

5. COSTS

Estimated cost about 4465 Euro

The cost of work on the preparation of a document that is a model for creating a care farm (meetings, workshops). The costs include: organizing a one-day visit to the Lubuskie region to agritourism farms that want to extend their activities to provide care services. Also included are such activities to popularize the model as publishing materials and information on the subject.

The estimated cost of developing a model of creating a care farm

Type of action	Unit cost (in EUR)	Number of persons	Number of materials	Number of documents	cost (in EUR)
Creating a workgroup	0	10-15	x	x	0
Organization of a one-day study visit	44	15	x	x	660
Organization of a two-day workshop for the working group	268	10	x	x	2680
Preparing a model of starting a care farm	445	x	x	1	445
Preparing materials about the care farming	68	x	10	x	680
Total:					4 465

Source of cost estimation: based on published tariffs under the Regional Operational Programmes of the regions.

6. FUNDING SOURCES

Is funding provided through the policy instrument(s) indicated in part II?

Yes, the financing of this task will result from the implementation of the Lubuski Programme of Social Economy Development (LPRES). Developing a model of creating a caring farm is one of the activities included in this document.

How is the action financed?

Work on the model of creating care farms operating in the field of silver economy services are financed from the European Social Fund, and the resources of the Regional Center for Social Policy in Zielona Góra obtained as part of the project financed by the European Social Fund and own funds being co-financing for the project implementation.

Lubuski Programme of Social Economy Development defines the key directions of public intervention aimed at creating the best conditions for the development of the social economy sector in the region, thus including the social economy in the mainstream of public policies. The activities included in the Action Plan focus on supporting those initiatives related to the silver economy.

Name of the organisation	Name of the organisation
<p>AGENCJA ROZWOJU REGIONALNEGO S.A. w Zielonej Górze</p> <p><i>Hanna Nowicka</i> Prezes Zarządu</p>	<p>DYREKTOR REGIONALNEGO OŚRODKA POLITYKI SPOŁECZNEJ</p> <p><i>Jakub Piosik</i></p> <p>REC PO 60</p> <p>OŚRODEK SPOŁECZNEJ GÓRZE ul. 36 na Góra</p>
<p>Signature</p>	<p>Signature</p>
<p>Date: 30.07.2021</p>	<p>Date: 30.07.2021</p>

**REGIONALNY OŚRODEK
POLITYKI SPOŁECZNEJ**
w Zielonej Górze
ul. Niepodległości 36
65-042 Zielona Góra