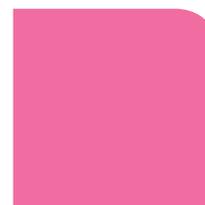


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ANALYTICAL OVERVIEW

Introduction

Europe is constantly changing and evolving. These developments happen at every level – local, regional, national and European. In the European Union, the main trends in demographic change include an ageing population, low birth rates, changing family and household structures and migration. A significant decrease in the population from 2025 onwards is predicted to be one of the most momentous demographic trends in Europe as a whole. Other factors such as ethnic diversity are also changing the face of the cities we live and work in. These demographic changes are expected to have a huge impact on cities and how they operate. We need to prepare ourselves for these developments and adapt our policies in order to accommodate the shifts that will occur in the population make-up of our municipalities. Making sure that we build inclusive communities and prevent social exclusion is paramount.

The successful implementation of the EU active inclusion strategy¹ requires adequate income support, access to the labour market and quality services for all. It is vital that the strategies implemented by local authorities consider the constant evolution of the population.

In this report EUROCITIES presents a collection of case studies from our nine Cities for Active Inclusion partners. Each of the cities – **Birmingham, Bologna, Brno, Copenhagen, Krakow, Lille Metropole-Roubaix, Rotterdam, Sofia and Stockholm** – show how their populations are changing, and gives an example of how they are adapting their active inclusion policies to prevent social exclusion. These good practices should inspire cities, national and European policy-makers and focus the policy discussion on the role of active inclusion in anticipating and dealing with demographic change.

Demographic change is the scientific study of human populations, especially with reference to their size, structure, and distribution.

¹ See the European Commission recommendation on the 'Active inclusion of people excluded from the labour market' (2008/876/EC).

Key trends

This collection of good practices is based on extensive research conducted at city level on demographic change and active inclusion.² From the information presented in the cities research reports we can make a number of observations.

A complex picture: a variety of city trends

Two of the three key trends we identified at city level are also taking place at European level, namely ageing and migration.³ The third trend - younger cities - differs. Contrary to what it is generally assumed to be the main demographic trend and challenge at European level - i.e. a decline in birth rates - some European cities are seeing an increase in the share of the youth population.

When identifying trends at city level, the complexity of demographic change becomes evident. Many of the nine cities do not belong solely to one category, but to several, meaning that some cities can have both increasing shares of older and younger populations. This shows the difficulties that local authorities have when trying to come up with strategies to deal with demographic change, especially when the trends in their cities differ from the trends at national and European level.

Six of the nine cities have experienced a significant increase in population and this growth is expected to last (only **Bologna**, **Brno** and **Lille Metropole-Roubaix** will remain static). Again, this trend of population growth at city level is different from the predicted overall population decline seen in some European countries. It needs to be managed with specific policies that may be different from the national ones.

This table presents a summary of the population share of each of the observed trends:

CITY	YOUNGER POPULATION	OLDER POPULATION	ETHNIC DIVERSITY
Birmingham	growing	growing	growing
Bologna	static	growing	growing
Brno	static	growing	static
Copenhagen	growing	growing	growing
Krakow	static	growing	static
Lille Metropole-Roubaix	growing	growing	static
Rotterdam	growing	static	growing
Sofia	static	growing	static
Stockholm	growing	growing	growing

² The nine Cities for Active Inclusion research papers can be downloaded at <http://bit.ly/Oj2xxl>.

³ See the European Commission's Demography report 2010 'Older, more numerous and diverse Europeans': <http://ec.europa.eu/social/BlobServlet?docId=6824&langId=en>.

Ageing cities

All cities except for **Rotterdam** are seeing a significant increase in the share of the older population. The information we received from **Bologna, Brno, Krakow** and **Sofia** is illustrated in figure 1, which shows the share of people aged over 65 years compared to that of children aged 0-14 years. These four cities expect the proportion of people aged over 65 to rise while the proportion of children aged 0-14 will either remain static or decline.⁴

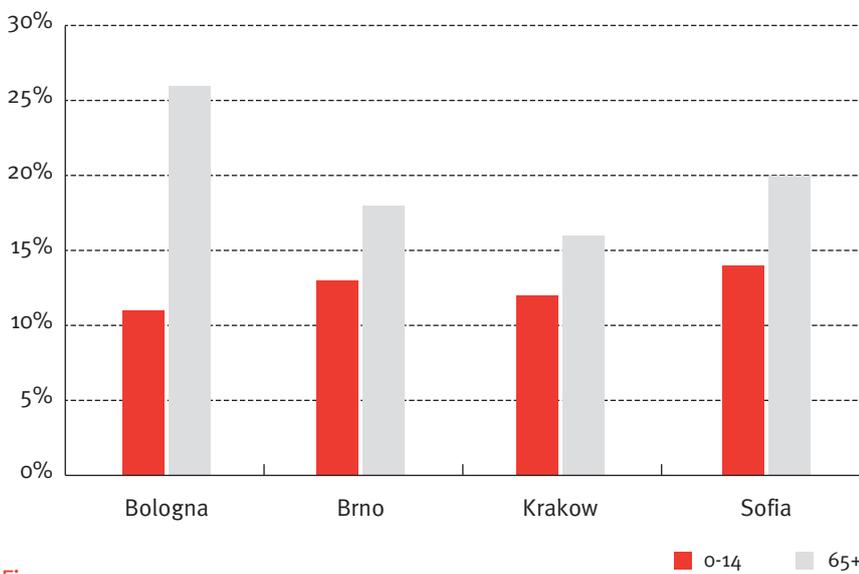
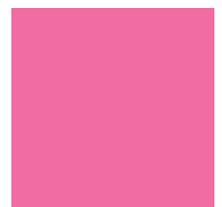


Figure 1: The share of people in the 0-14 and over 65 age groups in **Bologna, Brno, Krakow** and **Sofia**.

Young cities

Some cities are also reporting higher proportions of young people. This can be observed in **Birmingham, Copenhagen, Lille Metropole-Roubaix, Rotterdam** and **Stockholm**. Out of the nine cities, **Rotterdam** has the youngest population, with 27% of people under 23 years of age, with some areas, like the South Bank, having 40% of the residents aged under 23 years. In **Lille Metropole-Roubaix** the youth population is very concentrated in the more disadvantaged areas, where up to 40% of the population is under the age of 20. Those cities with a high migrant population often have a high youth population.

⁴ For more information on cities projected population ageing, please see the cities' individual reports: <http://bit.ly/Oj2xxl>.



Diverse cities

Birmingham, Bologna, Copenhagen, Rotterdam and **Stockholm** can be characterised as being diverse cities, each having a relatively high proportion of migrants. However, migrants are not defined in the same way in each city, making it difficult to compare the data. Depending on the city, people born outside that country and people with parents and/or grandparents of a different nationality can be considered as migrants. **Rotterdam** stands out as being a very diverse city, with more than 50% of the population having a non-Dutch background. Migration and diversity in **Bologna** are more recent but significant phenomena.

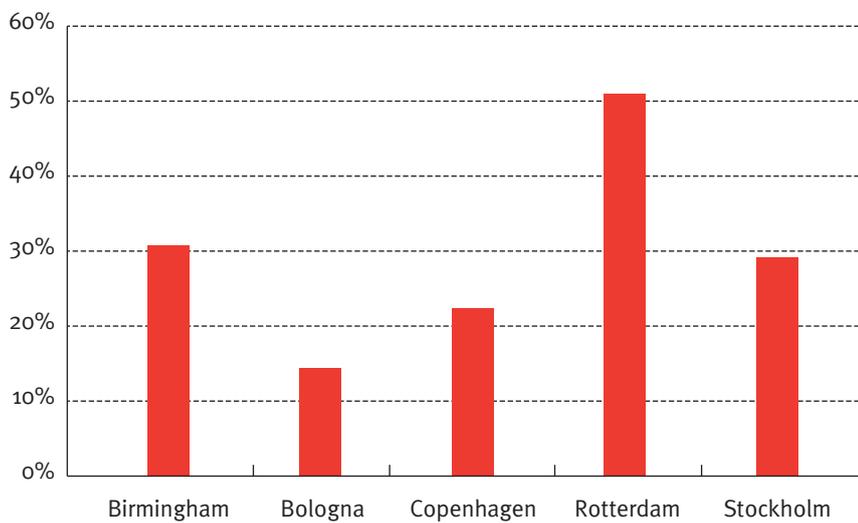
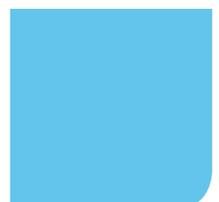
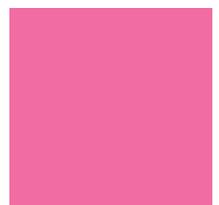
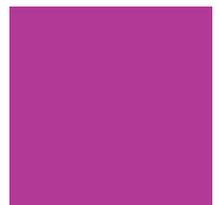


Figure 2:

The proportion of migrants living in **Birmingham, Bologna, Copenhagen, Rotterdam** and **Stockholm** as a percentage of the whole population.



Dealing with the impact of demographic change

These complex demographic changes will impact on our cities and the services we provide. The greatest pressures are expected to be on the employment, education, health and housing services. To deal with the new challenges and to prevent the exclusion of certain groups, cities are putting in place strategies to tackle the impact of demographic change.

Area based solutions

In some cities demographic change and its impact on service provision is concentrated in certain areas, while other areas of the city appear to be much less affected. This spatial concentration can lead to social exclusion, especially of migrants and young people. If these trends are not properly managed, whole areas can fall behind the rest of the city, making it very difficult for people to improve their living conditions. **Copenhagen** and **Rotterdam** are facing such a risk. Both are working to improve the social situation of people living in these at-risk areas. These cities noticed that as people's social situation improved, they moved out of the area and new people moved in. This meant that these deprived areas remained so and fell further behind the rest of the city. **Copenhagen** and **Rotterdam** both have urban regeneration programmes in which they develop integrated long-term strategies to combat the social issues in these neighbourhoods as well as to improve the physical infrastructure. Both cities promote active inclusion by providing quality social services and creating inclusive labour markets.

- **Rotterdam** – the Quality Leap initiative: this is the regeneration of the South Bank area, one of the most deprived, not only in the city, but in the Netherlands. The initiative has three focus areas:
 - enabling talent
 - economy and labour market
 - housing and physical infrastructure.
- **Copenhagen**: a 10-year framework to be met by 2020 was established to bring the seven most deprived areas of the city up to the same standard of living as the rest of the city. The three overall objectives of the strategy are:
 - closing the gap between the disadvantaged areas and the rest of the city
 - education and employment for everyone, so that no human resource potential is left unused
 - disadvantaged areas are developed into attractive, distinctive areas characterised by diversity, cultural pluralism and creativity.



Active inclusion of older people

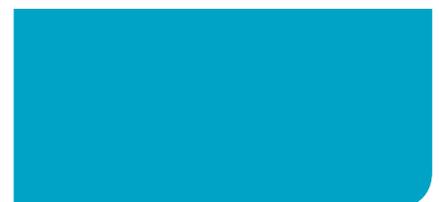
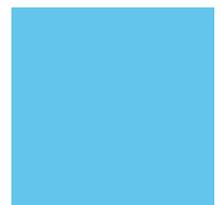
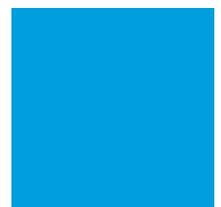
Cities with a growing number of older people are finding new ways to keep their ‘silver citizens’ actively involved in society. Providing quality services adapted to users needs means that older people are learning new skills or updating ones they already have, helping to keep them involved in the community as well as mentally and physically active, such as;

- **Brno** – Senior Academy: The Senior Academy project teaches older people how to be more secure in their homes and on the street. Participants learn how to prevent crimes being perpetrated against them and how to react if they are attacked.
- **Krakow** – School @Active Seniors (S@S): Senior citizens are encouraged to develop their interests and hobbies such as history, art, photography and using computers. The S@S helps older people get involved in the activities they are interested in.
- **Lille Metropole-Roubaix**: the city helps older workers to retrain and upgrade their skills so that they can remain in the labour market. This helps combat the trend observed in the city of older workers being replaced by younger ones.

Offering family support

Some cities developed family support structures to ensure the active inclusion of children both now and in the future.

- **Birmingham** – St Thomas Children’s Centre: The centre brings together childcare, early education, health, employment and support services for pre-school children and families. This helps to reduce child poverty and give children the best start in life. The centre is located in one of the most deprived areas in the city.
- **Bologna** - 6+ and Two-for-One projects: Improving language skills of migrants helps them to integrate more into their new home country and means that students do better in school, which in turn improves the student’s chances of getting a better education and job later in life.
- **Sofia** – Community Support Centre and the Mother and Baby unit: The Community Support Centre provides an integrated social services system to support children and parents at risk of social exclusion. It promotes responsible parenting, and helps prevent adverse parental behaviour, including abuse or violence, that threatens children’s health and lives. The Mother and Baby unit offers long-term comprehensive support for single parents and their children. This includes shelter, medical services and psycho-emotional support, to help each mother develop a close relationship with her baby, to avoid abandonment and to enable the child to grow up in a caring family environment.
- **Stockholm** – ABC centre’s ‘All Children in Focus’ programme: The city set up a family centre which offers integrated health and social wellbeing support services for children aged 0-12 years of age and their parents. The family centre offers group meetings on effective parenting.



Building social services around the users

An integrated and coordinated approach

The EU active inclusion strategy emphasises integrated and coordinated approaches to ensuring that everyone fulfils their role in society. In the case studies presented, we see that cities are providing integrated services and making it easier for people to access them. In practice this means that cities identify which services complement each other and assist providers to work together to give users a comprehensive range of services. From an active inclusion perspective, the integration of the ‘quality social services’ and ‘access to labour market’ pillars is clearly at the heart of most of the case studies.

The coordinated approach refers to the importance of involving all relevant stakeholders in the preparation and implementation of an active inclusion strategy. Cities recognise this. A good example is **Brno’s** ‘Seniors Academy’. A broad range of partners were involved in developing the plan, including representatives from organisations working with older people and the issue of ageing, such as the national Ministry of Labour and Social Affairs, the local office of the World Health Organisation, the South Moravia regional authority, the association of private non-profit organisations in South Moravia and various research organisations.

User involvement and individualised services

One aspect of importance to all cities is user involvement. Including users in the development of the services recognises the importance of having a service that is fit for purpose and gives the users a sense of ownership and empowerment. An example here comes from **Krakow**, where the School @Active Seniors teaches older people new skills, including how to use computers, the Internet and Skype. The senior citizens were surveyed on what skills they would like to learn and the courses were built around what they wanted.

In addition to user involvement we see a strong focus on providing individualised services. Cities report that individualised services have a better and stronger impact.⁵ An example of these can be found in **Sofia**, where the ‘Mother and Baby unit’ provides single mothers with a personalised long-term care solution to help them integrate into society. This also enables them to live on their own and take care of their children.

Preventative approach

A common element of each case study is that they are all forward looking. Each city works to prevent future problems by being aware of the demographic challenges that lie ahead. This is very clear from the family support programme case studies presented (**Birmingham, Bologna, Stockholm** and **Sofia**). When children and families who are either in or at risk of poverty are supported at an early stage and given opportunities in education, they have a better chance of being an active player in society and accessing the labour market in the future.

⁵ See EURO CITIES Cities and Active Inclusion: Quality of Social Services and the Social Economy: <http://bit.ly/QDr68x>.

Challenges

Each of the nine cities is facing challenges when it comes to preparing themselves for the demographic changes that lie ahead. Financial constraints are the main difficulty for all the cities. The financial crisis and austerity measures are making it very difficult to get funding for new initiatives and cities have to work with very small budgets. The result is that there are often insufficient resources for dealing with very high demand.

All of the cities reported that trying new initiatives and implementing policy changes is not always easy and requires some time.

Differing priorities between the national and local level can also be a challenge, as the impact of demographic change at local level may be significantly different from the national one. In this instance it may be very hard to get support and resources from the national government. Another challenge is that it can take some time and effort to get the target group interested in participating in the initiatives. This can be due to difficulties in reaching them or scepticism. Persistence and involving the target group are key to combating this problem.

In some cases inter-departmental coordination can also be a challenge and requires some time, but for other cities this works very well. In any case, all cities believe that this is very important.

Conclusions

The constant change in European population dynamics requires that clear measures are taken at all levels of government.

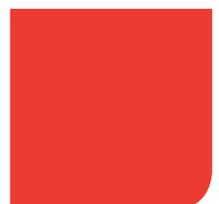
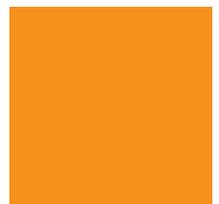
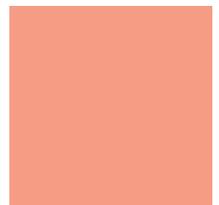
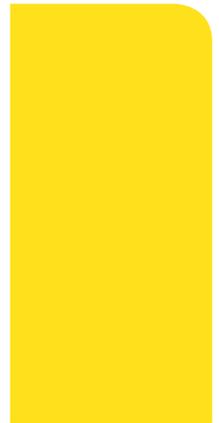
Our Cities for Active Inclusion partners have identified three trends in demographic change in their cities:

- ageing cities
- diverse cities
- young cities.

This complex picture at local level differs from national level, which is mainly concerned with ageing and shrinking populations. This is further complicated by the fact that cities are facing several changes taking place at the same time (growing shares of young and older people, or more young people from different minority groups). Clear measures to cope with these changes are needed at all levels of government.

From a policy-making perspective it is essential to understand the impact of demographic change, as shifts in population numbers and composition will have an impact on the lives of people and cities will need to adapt service provision and prevent social exclusion.

Local authorities are committed to the active inclusion of all citizens in their cities. They are prepared to adapt existing integrated services according to the demographic change taking place as a way to ensure an inclusive and cohesive society.



BIRMINGHAM

St THOMAS CHILDREN'S CENTRE



The St Thomas Children's Centre provides integrated services for families with children aged 0-5 years in Birmingham's Attwood Green area. The Children's Centre plays a crucial role in early intervention and acts as a hub for the local community.

Demographic change and social exclusion

Birmingham has just over 1 million inhabitants. Children aged under 16 years represent 22% of the population and this is forecast to rise by 47,500 by 2028. Between 2001 and 2008, the city's birth rate increased by 21% - higher in the inner-city neighbourhoods - creating significant pressure on early years services, education and health care.

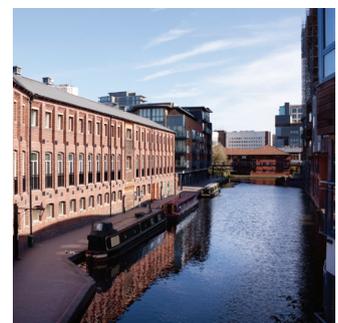
Birmingham is very ethnically diverse. Some 50% of children are from minority groups, and this is set to rise to 64% by 2026. One of Birmingham's most deprived and diverse areas is the Ladywood ward. Unemployment is high at 24.4% and 45% of children live in poverty.⁶ Most children in this area enter early years care and education with skills that are lower than expected for their age.

Best practice solution: St Thomas Children's Centre

Established in 2000, the St Thomas Children's Centre integrates childcare, early education, health, employment and support services for pre-school children and their families in Attwood Green in the Ladywood ward. It is one of several Sure Start centres in Birmingham, which aims to give children aged 0-5 years the best start in life and provides universal integrated services under one roof.

The St Thomas Children's Centre serves as a 'one-stop-shop' for its users, helping to identify and address potential problems at an early stage to prevent more intractable problems from emerging later on. The centre is designed to cater for 1,000 children a year from a variety of backgrounds.

The centre operates a drop-in facility to help with issues such as domestic abuse, housing and debt. It also helps families to access health services. In addition, the centre assists parents who are furthest from the labour market: it directs them to relevant training courses and job vacancy services, as well as offering English courses for speakers of other languages. The centre provides parenting classes, a counselling service, computer literacy training and advice for asylum seekers and refugees.



⁶ See 'Demographic change and active inclusion in Birmingham: St Thomas Children's centre' <http://bit.ly/PWYivk>.

Successes

One of the key successes for the St Thomas Children's Centre is its work in partnership with local agencies, to enable:

- information sharing
- referrals by partner agencies
- encouragement by local professionals, such as midwives and health visitors, for parents to attend the centre
- housing association links to ensure housing advice and assistance.

The management board includes representatives from the local community to ensure that the centre's services continue to meet their needs.

The success of the centre has been recognised by the national education standards organisation, Ofsted. In its most recent inspection in 2010, the St Thomas Children's Centre was rated 'outstanding', and is 'extremely well' managed.

Between spring 2009 and spring 2012, 1,350 women attended antenatal clinics at the centre. To date, the centre has engaged with over 70% of workless households with children; 77% of ethnic minority families in the area have accessed the centre and in the year between spring 2009 and spring 2010, 3,041 people attended the centre's stay and play sessions.

Challenges

Initially, the main challenge for the St Thomas Children's Centre lay in winning local support. Many people believed that the needs of established residents would be overlooked and that the centre would only address the needs of newly-arrived communities.

Another challenge was for the professional teams and organisations involved to change their work style. Traditionally, they all worked separately, which can result in gaps and overlaps in services. The centre introduced new integrated ways of working. Strong leadership was needed to change mindsets.

The centre also had to ensure that personal client information could be shared safely and sensitively with different statutory agencies.

The main challenge today is sustainability, as funding streams are no longer protected.

The future and sharing the good practice

Disseminating best practice is an integral part of the work of the centre. It shares policies, procedures and practice with other Children's Centres and professionals, both locally and nationally.

The Council's Business Plan 2011+ highlights demographic change as a key policy driver in relation to children, young people and families. This reflects the vision of the city's strategic 'Be Birmingham' partnership and its Birmingham 2026 strategy.

Despite funding cuts, the St Thomas Children's Centre will be trying to maintain its current level of services wherever possible.

Funding

The centre received £300,000 a year in funding, from a variety of sources, including Birmingham City Council, national budgets, the EU and the Arts Council. However, all Children's Centres in Birmingham have recently been subject to a 20% cut in funding.



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BOLOGNA 6+ AND TWO-FOR-ONE



The 6+ project and the Two-for-One project focus on helping high school students with a migrant background to settle into school, pass each academic year and avoid dropping out. These projects include language training and support, the involvement of families and teachers and peer tutoring.

Demographic change and social exclusion

Bologna is the main city of Italy's Emilia-Romagna region, with just over 382,000 inhabitants. There are two main demographic trends in Bologna. Firstly, the population is ageing: almost 26% of the inhabitants are now aged 65+ years, and this trend is continuing.

The second trend is increasing ethnic diversity, with high migration. Figures for 2011 indicate that 13.7% of people living in Bologna are foreign-born or have foreign-born parents. These migrants are young: 16.7% are aged 0-16 years.

The children of migrants are often referred to as second generation immigrants. They are essentially natives of Italy but their experience is very different compared to other young Italians. Many have problems with the Italian language and many have difficulty in being accepted by their peer group, particularly in secondary school. This can lead to high rates of school dropout and of low or no educational qualifications, which leaves them at risk of unemployment and social exclusion.

Best practice solutions: 6+ and Two-for-One

Since 2007, Bologna has implemented many measures to include young second generation immigrants in society. Two particularly important initiatives were developed by the Bologna Education Department's centre for intercultural education, together with other local organisations:

- **6+ project (SeiPiù):** The 6+ project helps second generation secondary school students to pass each year with a grade 6 or above. It addresses various barriers to success, including problems with the Italian language, socio-economic difficulties and socio-cultural pressures. The 6+ project provides an innovative, integrated programme of activities that involves the second generation students, their families and teachers.



- **Two-for-One project (Due per uno x2G):** The Two-for-One project helps new second generation secondary school students to capitalise on their skills, competences and talents in order to help build their identity and integrate into their educational and social environments. The project is innovative in that established second generation secondary school students are trained to act as peer tutors: they guide new students to include them actively in school and social activities. Each peer tutor is paid a small stipend for the work and receives academic credits.

Successes

Both the projects work in a preventative way to ensure that second generation immigrants are actively included into society through educational success. This increases their chances of future employment and participation in society.

- **6+ project:** The 6+ project has already helped 1,153 second generation students and their families, with 58% of students passing their year with a grade 6 or above. This percentage is significantly higher than the average for second generation students in Bologna province. Only 144 of the students failed the year, and 17 withdrew from school altogether.
- **Two-for-One project:** The Two-for-One project has helped 160 second generation secondary school students. The peer tutoring strategy has been successful in promoting the natural process of sharing knowledge, emotions and experience between students.

Challenges

Project coordinators had to overcome initial doubts about some aspects of the projects:

- **6+ project:** The most problematic and challenging aspect was persuading parents to get involved. The project coordinators explained the benefits offered by the project to parents, who then became interested.
- **Two-for-One project:** The main challenge was encouraging the teachers to support the peer tutoring approach. This was overcome through working with the literacy specialists who provide linguistic support to the students and support the teachers.

The future and sharing the good practice

Both these projects began during the 2006-07 academic year and are continuing in 16 technical and vocational secondary schools across the city and province of Bologna.

- **6+ project:** The success of the 6+ project's multilevel approach, involving students, their parents and their teachers, has been recognised by the province, the city, and Bologna's secondary schools. Their evaluation shows that the 6+ project helps optimise available resources and should be continued.
- **Two-for-One project:** The sustainability of the project relies on the support and commitment of the schools and teachers involved. In particular, in order to recruit effective peer tutors, the efforts of these peer tutors need to be recognised by their teachers and taken into account in end-of-term performance assessments.

Funding

Both these projects are promoted and coordinated by the Fondazione Del Monte and the CD-LEI centre for intercultural education, with private and public funding including funds from Italy's Ministry of the Interior.



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BRNO SENIOR ACADEMY



The Senior Academy provides free six-month courses on safety and security for people aged 55-85 years. Initiated by the Brno police force crime prevention unit, the Senior Academy helps older people play an active role in ensuring their own safety as well as that of their local area.

Demographic change and social exclusion

Brno is the Czech Republic's second biggest city, with 379,000 inhabitants. The total population has remained stable but the city has seen significant population ageing. By the end of 2011, 24.2% of citizens were aged over 60. It is expected that this population ageing will continue. Although Brno has a flexible and varied network of services for older people the risk of social exclusion is a growing problem.

Best practice solution: Senior Academy

The city's police force established Brno's Senior Academy in 2006 to help prevent crime being perpetrated on older people and actively include them in society. Students attending the Senior Academy are people aged over 55, living across the South Moravia region.

The Senior Academy offers basic and advanced life-long learning courses. The courses all relate to safety and include practical courses such as first aid, self-defence, memory training and computer literacy, law (including the rights of consumers, tenants, patients and people living in retirement homes and institutions), the risks to older people from criminals, traffic and fire and psychology, such as relationships, and victim support. The academy also runs 'post-graduate' courses such as summer seminars and evening discussions. These are all provided free of charge.

Students are encouraged to pass on their knowledge and skills to other family members, friends and neighbours. Graduates can also become crime prevention assistants and safety wardens in their neighbourhood.

The Senior Academy helps older people become 'secure seniors': active, self-confident, aware, and well-informed. This enables them to age securely and become actively included in society: enjoying a meaningful use of their leisure time and making new contacts.



Successes

A key achievement for the Senior Academy project is the involvement of so many partner organisations, including Brno municipal authority, Brno social services department, the Brno crime prevention council and many NGOs. It is led by the Brno municipal police crime prevention department.

The project has been very successful in attracting students. In its first year, 90 people graduated from the Senior Academy and in 2012, there are 270 students. In addition, almost 700 Senior Academy graduates have taken part in the post-graduate programmes over the last five years. The curriculum is constantly being refined. In 2011, in a national competition organised by the Czech Ministry of Interior, the Senior Academy won the annual Crime Prevention Award. Project evaluation is based on personal interviews with students and graduates. Feedback shows that the courses have helped students build their self-confidence and provide valuable psychological support. The courses also helped alleviate fear, make new friends, and become active in senior clubs, special-interest groups, and housing associations. Many of the students also act as mediators between individuals and the police or other authorities.

Challenges

Due to increasing interest, the lecture hall at the municipal police headquarters proved to be too small, so the Senior Academy had to move premises. The Senior Academy is now based at the Ombudsman's Office. Other challenges for the Senior Academy are mainly financial. However, thanks to funding from the municipal, regional, and national budget, increases in costs are still being covered.

The future and sharing the good practice

The Senior Academy is regularly promoted by the local and regional media. Photos, articles and TV coverage give information about course dates, topics and graduation ceremonies and include interviews with Senior Academy students.

The plan is for the Senior Academy to be continued. Courses will not only be extended, they will be integrated into the University of the Third Age. This offers life-long learning for older people and is organised by Masaryk University, the University of Veterinary and Pharmaceutical Sciences and Brno's University of Technology.

In addition, Brno's crime prevention department is planning to build a new road safety centre in Brno - a playground where children can be trained in road safety, with the help of Senior Academy graduates. Brno's municipal police are also planning to increase the number of Senior Academy graduates who become local safety wardens.

Funding

The Senior Academy project is funded by Brno Police and Brno municipal authority.



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COPENHAGEN INTEGRATED POLICY FOR DISADVANTAGED AREAS



Copenhagen's seven administrations are working together to implement a policy to tackle social exclusion in the city's most disadvantaged areas. For Copenhagen, this type of commitment from all seven administrations and their respective mayors is ambitious and unusual.

Demographic change and social exclusion

Copenhagen has 550,000 inhabitants. Like many other European cities, the population is growing due to an increase in migration. Copenhagen is Denmark's most diverse city: 22% of the population have a non-Danish background and the city is expecting greater diversity in cultures and lifestyles

Increased diversity offers opportunities for innovation but it can increase segregation between low-income and high-income groups, between different cultural and ethnic affiliations and between different urban areas. Analysis of the city's demographic and socio-economic development over the last 15 years shows that problems have accumulated unevenly: some urban areas have become increasingly disadvantaged. These areas have a higher proportion of people who are socially excluded.

Traditionally, each municipal administration or department in Copenhagen developed their own active inclusion policies and projects, for each area, with separate policies for education, employment, health care etc. These separate policies have made it difficult to solve the complex problems of social exclusion. In addition, many active inclusion projects for disadvantaged areas have been too short-term.

Best practice solution: Integrated policy for disadvantaged areas

Copenhagen's municipal planning strategy 2010 included an ambitious vision for the city to become more diverse, yet cohesive and safe. To meet this vision, the municipality developed a multi-faceted social inclusion policy: the Policy for Disadvantaged Urban Areas of Copenhagen. This covers all aspects of city policy and has been agreed by the seven city administrations. This shared, integrated social inclusion policy sets out what is needed to achieve the city's vision for its disadvantaged areas.

This new integrated policy sets out a coordinated long-term active inclusion policy that is integrated into the core municipal operations. It lays out a 10-year framework with three overall objectives to be met by 2020:



- **closing the gap:** disadvantaged areas are to be brought up to the level of other areas in Copenhagen, to close the gap between disadvantaged areas and the rest
- **equal opportunities:** education and employment is to be available for everyone, so that no human resource potential is left unutilised
- **transformation:** each disadvantaged area is to be transformed into an attractive distinctive neighbourhood characterised by diversity, cultural pluralism and creativity.

An innovative socio-economic map of Copenhagen was developed to identify the six most deprived areas of the city. This allows all seven administrations to use the same definition of disadvantage and the same baseline figures. To prevent the continuing segregation of the city, four methods were developed to actively include the citizens of disadvantaged areas. These cover:

- preferential treatment for each area
- focused core operations to meet the area's specific needs
- a municipal yet local approach involving all stakeholders
- stronger cooperation with the public housing associations and residents.

Throughout the process, residents' representatives and all other relevant stakeholders are being consulted, including experts.

An innovative structure for cooperation was set up to transform the policy into concrete action. This ensures that all seven municipal administrations can work together to produce a customised development plan to address each disadvantaged area's specific problems. The focus is not only to help residents, but also to make these areas attractive places to live.

Successes

The most significant success for this initiative so far is that all seven mayors of Copenhagen⁷ have committed to joint responsibility for achieving the objectives of the integrated policy. In addition, agreement on the policy itself, on the structure for collaboration, on the disadvantage indicators and on the overall policy targets for 2020 also represent major successes.

Furthermore, the follow-up process is already in place with specific overall goals, baselines and agreed quantification methods. This completely integrated approach sets this initiative apart from previous active inclusion initiatives.

Challenges

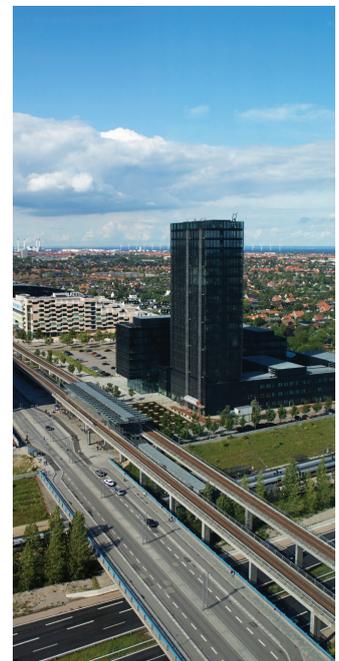
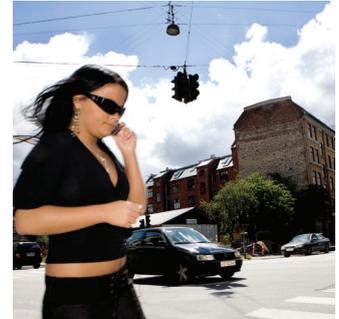
The inter-departmental coordination required to ensure an integrated policy shared between seven administrations, has been a huge challenge. Significant resources have been invested in creating a common approach. With the complexity of the problems faced by the most disadvantaged areas and their residents, it is hoped that using a coordinated approach and integrated initiatives will achieve a successful outcome.

The future and sharing the good practice

Copenhagen's policy for disadvantaged areas will be implemented from 2013 to 2020. The plans and associated projects for each area will be prepared in two phases: the first in time for the budget negotiations for 2013 and plans for the remaining areas will be prepared in time for the budget negotiations for 2014.

Funding

Funding for the development of the integrated policy, plans and projects for the disadvantaged areas is included in the budgets for Copenhagen's seven administrations.



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⁷ Copenhagen's city council is comprised of seven separate administrations, each with its own council director and mayor.

KRAKOW SCHOOL @ACTIVE SENIORS



Krakow's School @Active Seniors provides older people with free life-long learning activities. Through courses, seminars and events, older people are encouraged to pursue their interests and hobbies while joining the information society, meeting new people, and becoming active citizens.

Demographic change and social exclusion

Krakow is Poland's second largest city. It is one of the country's main economic hubs and has a growing population: between 1995 and 2010, Krakow's population grew by 11,000. Krakow's most significant demographic trend is population ageing - by 2010 almost 16% of inhabitants were aged over 65. Forecasts estimate that by 2035, Krakow will have 40% more people aged over 65 than today. Developing older people's technological skills will be a key factor in preventing social exclusion and loneliness.

Best practice solution: School @Active Seniors' (S@S)

The School @Active Seniors programme was developed to actively include Krakow's older people into society. Run by the regional public library, it offers courses, special interest meetings and themed events. These help older people develop their interests and hobbies while learning new skills, meeting new people, and taking part in public life. Courses and activities are designed and organised with the users' involvement, based on their individual preferences and needs.

The school also enables its partner organisations, including the library, NGOs, businesses, and associations for older people, to extend their educational activities.

The School @Active Seniors has three main strands of activity:

- seniors in the world of culture and art
- seniors in the world of new technology and the information society
- seniors in public life: towards active citizenship.

The School @Active Seniors programme provides a unique multi-faceted approach:

- it encourages the creativity of senior citizens through cultural life-long learning activities, membership of the information society, and active citizenship
- computer training is used to help actively include older people and motivate them to plan and participate in activities



- the use of computing skills enables older people to put their ideas into action
- life-long learning for older people is improved through the use of modern technology
- intergenerational and intercultural dialogue is part of the programme: older people are taught by younger trainers, and people from all backgrounds are welcomed.

The School @Active Seniors was set up in 2006. All activities are provided free of charge. It now involves many partners, including NGOs, social services partners, service providers and the private sector. It is a win-win public-private partnership.

Successes

So far, 3,000 older people have taken part in the School @Active Seniors, including about 1,000 people who have been trained in computing and internet skills. The school organised lectures on culture, information technology and active citizenship, as well as international conferences and seminars. It has also collaborated with partners from 12 other countries.

One participant emphasised the success of the School @Active Seniors: “Without this programme and its staff, our lives would be much worse and much poorer, which is now just incredible to imagine. The world is changing and - with certain skills and without any difficulties or complexes - we would like to find ourselves there (in this new world)”.

Challenges

The initial challenge for the School @Active Seniors lay in convincing Krakow’s regional public library to create the school and to provide free rooms to host the activities and volunteers from the library staff to run these. Now, the main challenge for the School @Active Seniors is funding.

The future and sharing the good practice

The volunteer staff at the regional public library are committed to keeping the School @Active Seniors running and to developing the programme even further. They also provide information on the School @Active Seniors to other libraries.

The participants act as ambassadors for the School @Active Seniors: they spread the word about the programmes and organise and participate in information-sharing conferences and seminars. The School @Active Seniors is often featured in the local media, flyers are used to promote the programme and the website provides further information.

Funding

The School @Active Seniors does not receive regular funding. Each year, funding depends on successfully applying for funds to develop new projects. Finance for these new projects is provided from regional and national budgets and through the European Commission’s Grundtvig programme. Even with limited funds, all activities can be provided free of charge as they are led by volunteers from the library staff.



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LILLE METROPOLE-ROUBAIX FOCUS ON SENIORS



The Focus on Seniors project is a initiative to address the problems of unemployment among people aged over 45 in the Lille metropolitan area. Public authorities and employment organisations are encouraged to adopt policies and strategies to reduce discrimination against older people in the labour market and to encourage older people to adapt to change.

Demographic change and social exclusion in Roubaix and across Lille

Roubaix is a town within the Lille metropolitan area and has just under 100,000 inhabitants. People aged over 50 make up 14% of all unemployed people and 19% of the long-term unemployed.

The problems facing older workers include:

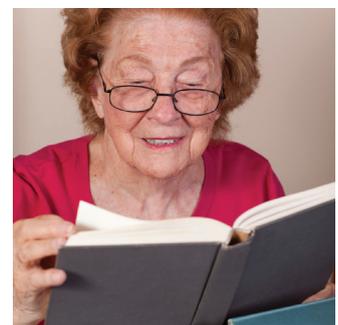
- first to be made redundant or offered early retirement
- skills obsolescence;
- fear or unwillingness to re-train
- lack of suitable training courses
- widely-held preconceptions about their adaptability to change
- health problems
- discrimination, with preference given to younger workers.

Until recently, Lille Metropole-Roubaix did not have clear policies or strategies to address the problems faced by older people in the labour market.

Best practice solution: Focus on Seniors

The Focus on Seniors project was set up by the public authorities and stakeholders to highlight and address the issues affecting the employment of older people. The project aims to:

- achieve a unified public policy for older people to ensure employment and job protection
- create an inclusive labour market that prevents the social exclusion of older workers
- improve the quality of advice and mentoring for older workers and jobseekers
- develop a set of job profiles detailing the types of work available and the skills needed so that supply can meet demand.



The project partners set up a task force to look at the issues and possible solutions. Initial work involved an objective analysis of the problems and experiences of older people in the Lille metropolitan area's labour market, the types of jobs available for older workers and the skills required. This has resulted in two key initial recommendations:

- encourage more older workers to take part in existing training and back-to-work schemes
- publicise the problems faced by older workers in innovative ways e.g. special campaigns and events within the local community, within companies, and via social networking.

A Focus on Seniors task force is negotiating with regional authorities so that policies and strategies can be adopted to help employed older workers keep their jobs and to help move unemployed older workers into jobs.

Led by the Comité de Bassin de Lille Métropole (Lille Employment Committee), the Focus on Seniors project involves the national, regional and municipal public authorities, public job centres and private employer organisations. The project is innovative in that it is creating an overall policy framework for the many initiatives developed by stakeholders who have until now worked in isolation.

Successes

The Focus on Seniors task force expects a positive conclusion to negotiations with the public authorities, so that stakeholders can make commitments to employing older people. The anticipated long-term outcomes are:

- fewer job seekers aged over 45 in the Lille metropolitan area
- more corporate businesses/enterprises willing to commit to employing older workers
- greater focus on older people within the existing measures
- more specific actions to address the problems of older people in the workforce.

Challenges

The Focus on Seniors project faces several challenges:

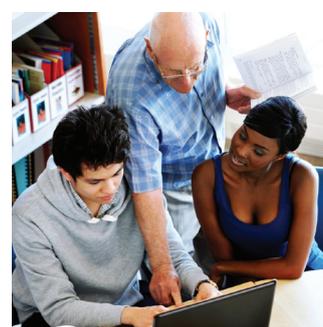
- the employment of older workers is not viewed as a priority by regional or national authorities
- there is no specific budget for the Focus on Seniors project, so activities are limited to raising awareness of the issues and persuading public authorities and private organisations to introduce policies and strategies
- there is no means of conducting a survey of older people in the labour market
- it is difficult to create initiatives specifically for older people in the labour market: instead, initiatives are created for all employees or jobseekers, with the content tailored to meet the needs of older workers.

The future and sharing the good practice

If the Focus on Seniors negotiations with the public authorities are successful, a clear overall policy for older people in the labour market will be put in place, and the project partners will work together to implement their proposed action plan. Older workers' problems will be taken in account by all employment operators, and the existing initiatives of some stakeholders can be publicised and implemented more widely.

Funding

There is no specific budget or funding for the Focus on Seniors project or for the task force. It is a collaborative partnership of many different stakeholders working together to achieve effective labour market policies for older people.



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ROTTERDAM QUALITY LEAP AND THE RDM CAMPUS



Rotterdam's Quality Leap initiative integrates active inclusion and urban regeneration measures, so that residents of disadvantaged neighbourhoods will remain living in these neighbourhoods when their situation improves. The RDM Campus is one example of this: the former RDM wharf now hosts educational institutions as well as businesses. 'RDM' stands for Research, Design and Manufacturing.

Demographic change and social exclusion

Rotterdam is the second largest city in the Netherlands and it has a relatively young population: 27% of its inhabitants are under 23 years old.

Over the years, large numbers of people moved to the South Bank to work in the docks and related industries. In the 1960s and 1970s, as the port activities moved westwards, unemployment increased in the South Bank, and the low-cost housing deteriorated. Some 200,000 people now live in South Bank, and the area faces social problems. Seven neighbourhoods in particular suffer from lower household incomes, lower employment rates, and lower educational levels. In addition, 40% of the residents are under 23 years old and are at risk of long-term unemployment and exclusion in the future.

Best practice solution: Quality Leap and the RDM campus

To reverse the persistent problems of social exclusion in Rotterdam's South Bank, the city developed the Quality Leap initiative. This multi-faceted approach involves more than 100 projects. These projects will not only improve lives, but will also regenerate the South Bank itself.

The Quality Leap initiative has three key objectives:

- enabling talent: to develop the talents of the South Bank's young population by focusing on education, skills training, life-long learning and preventing school dropout, so young people can make the most of new jobs created locally.
- economy and labour market: to help generate employment in Rotterdam's South Bank, particularly in developing high value sectors such as healthcare and the creative industry and to ensure an active and inclusive labour market.
- housing and physical infrastructure: to rebuild and/or upgrade a third of the South Bank's 35,000 homes over the next 20 years and improve the physical infrastructure of the area.



Quality Leap is a nationally supported initiative involving many public and private stakeholders, including South Bank residents. It focuses on the South Bank's most disadvantaged neighbourhoods. A team of social workers in each neighbourhood gives information and support on many aspects of life, across different policy fields, including education, sports, culture and employment.

The RDM Campus is one of the projects within the Quality Leap initiative. To address youth unemployment, the former RDM wharf has been transformed into an innovative high-tech education and employment hub. Educational institutions and employers are already established on the RDM Campus.

Successes

The Quality Leap initiative represents an agreement between 17 stakeholders to take a new and very different approach to solving persistent South Bank problems by combining active inclusion with regeneration.

The RDM Campus project has already achieved close cooperation between education services and employers. Some 2,500 people now use the RDM Campus. Five educational institutions with 1,200 students are established there and companies are moving in. Young people are now acquiring the level and type of education and training that employers actually need.

Challenges

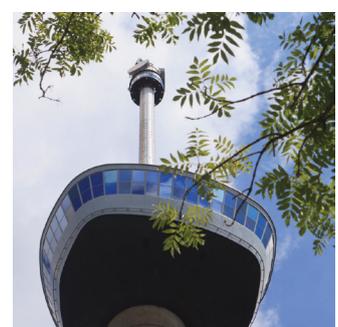
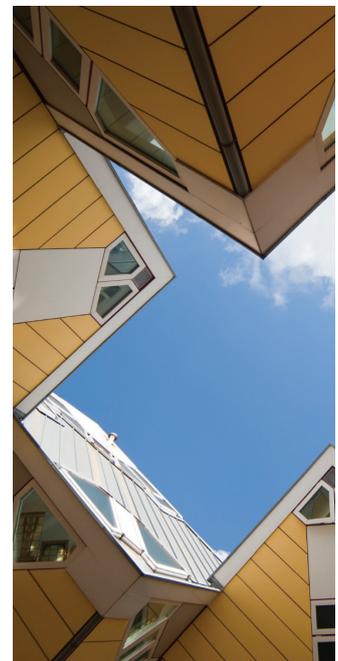
Although the South Bank has benefited from many active inclusion initiatives over many years, the problems have proved persistent. The Quality Leap initiative faces significant challenges in ensuring each of the 100 or so projects effectively contributes to active inclusion and regeneration. Funding may be a problem for some of the projects, and it could be difficult for employers to maintain job creation. A further challenge is ensuring young people in the most disadvantaged neighbourhoods are properly educated at primary and secondary level so they can move on to further education and training.

The future and sharing the good practice

Quality Leap will run until 2030, with an evaluation every four years. Significant national and international interest has already been shown in the project. The RDM Campus project provides mutual learning on regeneration strategies, employer engagement and improved regional labour market mobility, including how best to connect education and training, job opportunities and a high value economy.

Funding

The Quality Leap initiative is financed from national and local public funds, private funds, and public-private housing corporation funds. The RDM Campus project is financed by its stakeholders with support from other organisations, including the European Regional Development Fund. Transforming the former wharf into a campus required €25 million from the Port of Rotterdam and €13m from Albeda College and Rotterdam University.



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SOPIA COMMUNITY SUPPORT CENTRE AND MOTHER AND BABY UNIT



Sofia's Community Support Centre and its Mother and Baby Unit provide integrated services for vulnerable children and their parents. The Community Support Centre offers help and advice for families at risk, and the Mother and Baby Unit provides accommodation, training and support for single mothers and their babies.

Demographic change and social exclusion

Sofia has 1.3 million inhabitants. During the 1990s, there was a significant decline in the birth rate, mainly due to the country's economic situation and the resulting emigration. In the last decade, many young people have been migrating from rural areas into Sofia. As a result, the birth rate has slowly begun to rise.

The number of births to single mothers increased in the last two decades. By 2011, the share of children born to single mothers had risen to 54.1%, up from 18.5% in 1992. Society in Bulgaria still regards having a child outside marriage as undesirable, with a detrimental affect on the physical and psychological development of both the child and the mother.

With changed family models, dispersed extended families and unemployment, many young families in Sofia are at risk of social exclusion. Although the number of children living in institutions continues to decline, there are few support services for parents.

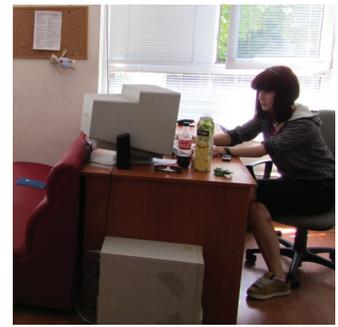
Best practice solution: Community Support Centre and Mother and Baby Unit

The city set up a Community Support Centre and a Mother and Baby Unit.

- Community Support Centre: with a capacity of 120 clients per month, the Community Support Centre provides an integrated social services system to support children and parents at risk of exclusion. It promotes responsible parenting, and helps prevent adverse parental behaviour, including abuse or violence. It also helps prevent children being abandoned and supports the reintegration of children into the family unit, particularly children with disabilities.



- **Mother and Baby Unit:** with room to accommodate around 30 mothers and babies, the unit offers long-term comprehensive support for single mothers and their children. This includes shelter, medical services and psycho-emotional support to help each mother develop a close relationship with her baby, to avoid abandonment and to enable the child to grow up in a caring family environment. It also prepares mothers for independent living by improving her social skills, helping to arrange housing and healthcare, and providing legal advice, career advice and training courses. Unmarried mothers wishing to use the service either apply to the city's child protection units or contact the service directly.



Successes

The Community Support Centre and the Mother and Baby Unit have both been successful in taking a preventative approach and promoting the active inclusion of children.

As a result of the work of the Community Support Centre, there has been a clear increase in the successful reintegration of children into the family unit. The rising number of people asking for help at the centre is both an indicator of the need for such service and a measure of the public's positive attitude and trust in the team's work. The most significant success for the Mother and Baby Unit is the increasing number of mothers who keep their children.



Challenges

The main challenges for the Community Support Centre are a result of its success. The team is working at more than full capacity. The centre's team now helps 200 clients per month compared with a planned capacity of 120 per month. The main challenge for the Mother and Baby Unit is that there are not enough places in foster care or adoptive families, which means that some babies still end up in institutions. The unit is trying to promote foster care through foster parent training and information campaigns.



The future and sharing the good practice

There is a strong need for integrated services for children and families in Sofia. The city needs a new, integrated approach to service delivery because in many cases, the existing services only offer partial solutions. In 2011 Sofia successfully applied for funding to the Ministry of Labour and Social Affairs to build two more community centres for children and families at risk. These centres opened in September 2012. They offer integrated services for parents and children aged 0-7 years old.

Funding

The Community Support Centre and Mother and Baby Unit are municipal services, funded by the state and co-financed by Sofia municipality.



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STOCKHOLM ABC PARENTAL SUPPORT PROGRAMME



The ABC parental support programme helps parents build positive relationships with their children that form the foundation for a positive future. It is open to all parents with children aged 3-12 years old in Stockholm's Spånga-Tensta district.

Demographic change and social exclusion

The main demographic challenge for Stockholm is population increase. The city is forecast to grow from 863,000 inhabitants today to 1 million inhabitants by 2025. The city will become more diverse due to immigration. In 2010, 29% of the population was of a non-Swedish background.

As a result of these demographic changes, some parts of the city, such as the Spånga-Tensta district, are facing particular difficulties, with high rates of unemployment and high dependency on social financial assistance. By 2010, 56% of the people living in the district had a migrant background: this is far higher than the city average and has led to increasing isolation and segregation. Many children and young people have no role model in the labour market, which can make them more likely to experience long-term unemployment. In addition, although many ethnic minority parents in the area are confident in their parental role when their children are very young, they feel worried about how they will cope as their children get older and need to fit in with the school culture and the wider society.

Best-practice solution: ABC parental support programme

The city set up a family centre offering integrated health and social wellbeing support services for children aged 3-12 years and their parents. The centre runs an important programme for families: the ABC programme ('Alla barn i centrum' or 'All Children in Focus'), providing group meetings on effective parenting. Topics include:

- show your love
- take part
- show the way
- choose your battles
- follow-up (optional).



Up to 16 parents take part in each ABC meeting, sharing information, discussing, then watch a film or role-play. Topics include: what makes an effective parent, how to build a positive relationship with your child, how to be a good role model and conflict prevention. In this way, ABC builds a firm foundation on which parents can effectively manage problems. The content is based on parents' needs and children's perspectives as well as on research into effective parenting methods and input from the district and municipal authorities.

The ABC programme is offered at the Spånga-Tensta family centre and in kindergartens and schools. The Swedish For Immigrants (SFI) language service also offers the programme: participants develop their language skills more quickly because of their interest in Swedish parenting methods.

The programme was developed in 2010 by the National Institute of Public Health in collaboration with the Spånga-Tensta municipality and other stakeholders including NGOs and municipalities.

The approach used in the ABC programme is shown to promote positive child development and helps protect children from the risk of dropping out of school, mental illness, criminality and other social problems.

Successes

During 2011, a total of 19 sets of ABC meetings were run, involving 130 parents. Feedback from participants has generally been very positive:

- Father aged 41 years: "It made me really think about how important it is to be a good role model".
- Mother aged 36 years: "It's good to know how to change behaviour in order to resolve situations".

Participants' comments are taken into account in refining the ABC programme and the programme has a good reputation, which has resulted in significant interest from local residents.

Challenges

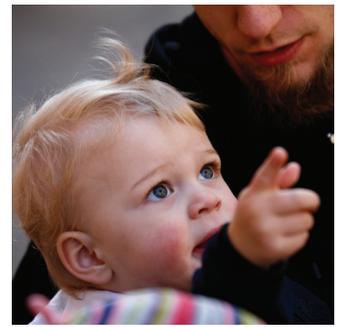
Prior to implementing the ABC programme, the major challenge was convincing the local district authority managers to invest in this type of initiative. However, once these managers had attended an initial ABC meeting, they gave the programme their full support. Another early challenge was recruiting enough participants. However, now that satisfied participants have spread the word about the ABC programme, there is a waiting list for places.

The future and sharing the good practice

Spånga-Tensta's ABC programme is ongoing. It started as a pilot project in 2010, funded by the city and the National Institute of Public Health. Results of the Karolinska Institute's extensive evaluation of the ABC programme will be published in 2014. However, it is hoped that initial results will be available earlier, as they will help to determine whether ABC should be rolled out across the city.

Funding

In 2012, Stockholm city is funding the entire ABC programme, including a part-time coordinator and €7,000 for activities. Stockholm's 2012 budget also includes a commitment to further parental support programmes to prevent social exclusion among young people.



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