

EAHSA-EDE EU Lobby

*Be present, inform, network, innovate,
reach out and have impact*



Marcel J.G. Smeets, Executive consultant EAHSA
Bratislava, 1 April 2017

I - Strategic Plan

EAHSA Priorities

Priority 1: Provides strong leadership, representation and support

- Lead and promote opportunities
- Represent our members' interests
- Support our members to capitalise opportunities

Priority 2: Promotes the provision of 'best practices' and innovation in Housing, Services and Care

- Engage current and potential members to ensure our strategies reflect the needs of member, existing market and trends and the relevance of member, existing market and trends and the relevance of our services to members and the sector
- Support organisations to achieve the highest quality levels in housing and services

Priority 3: Develop the association's capacity building

- While consolidating present membership, increase the association's capacity building ability
- Creation and Expansion of a 'Best Practices Network'
- Maintain our three-year Strategic Plan to deliver EAHSA's Vision, Values and Mission

II – Key tactical lines 2015-2017

Priority 1: Provides strong leadership, representation and support

Context

EAHSA operates in a complex and highly politically sensitive arena. Ageing, elderly (health) care and entrepreneurship are high on the political agendas and there is competition among the various interest representatives. There is a need for one specific representative industry organisation – EAHSA – that takes on board all these aspects and that can actively shape policies by bringing best practices and policy visions to the table.

Rationale

In order to become the interest representative for the providers of homes and services for the ageing in the European Union, EAHSA has to be acknowledged internally and be recognised externally. EAHSA has to be present in the arena, to operate as the eyes and ears of the membership, to take the floor at conferences and meetings to voice the interests of the membership and to continuously inform about news and trends internally and externally. A strong position in the arena will attract attention, influence and hence, new members/ critical mass.

II – Key tactical lines 2015-2016

Priority 2: Promotes the provision of 'best practices' and innovation in housing, services and care

Context

Ageing and the provision of cost-effective quality services to older people are considered as problems for which EU policy and decision makers seem to have found no adequate answers yet. Although all issues are inter-related, there still is a tendency to split the issues in specific policy domains, to analyse per domain and to tackle the problems separately. There is a need for a bird's view and a holistic approach and to promote true innovation.

Rationale

EAHSA should position itself as the only organisation in Brussels that by its varied membership could provide a broad spectrum ranging from provision of quality services to adapted housing for older people, or that is able to build networks that could do so. Daily practice on the ground has to be brought to the table and translated in policy options.

II – Key tactical lines 2015-2016

Priority 3: Develops the association's capacity building

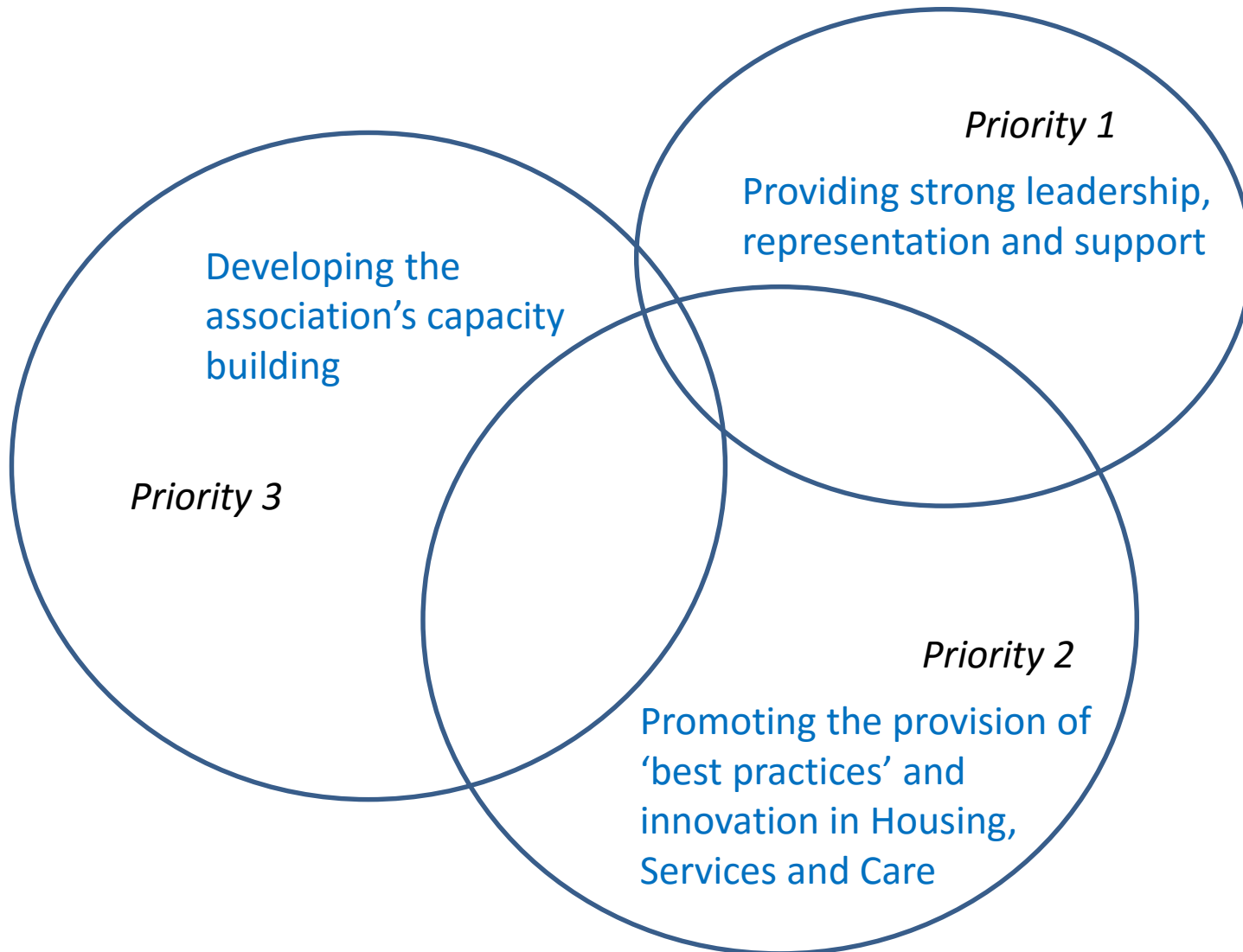
Context

EAHSA is in competition with many other interest representatives in the EU arena. Housing and services providers for older people have a broad choice for representation at an EU level and plenty of networks to exchange on best practices. EAHSA has to distinguish by offering clear and supportive services to its members to consolidate and to expand – in volume and in impact.

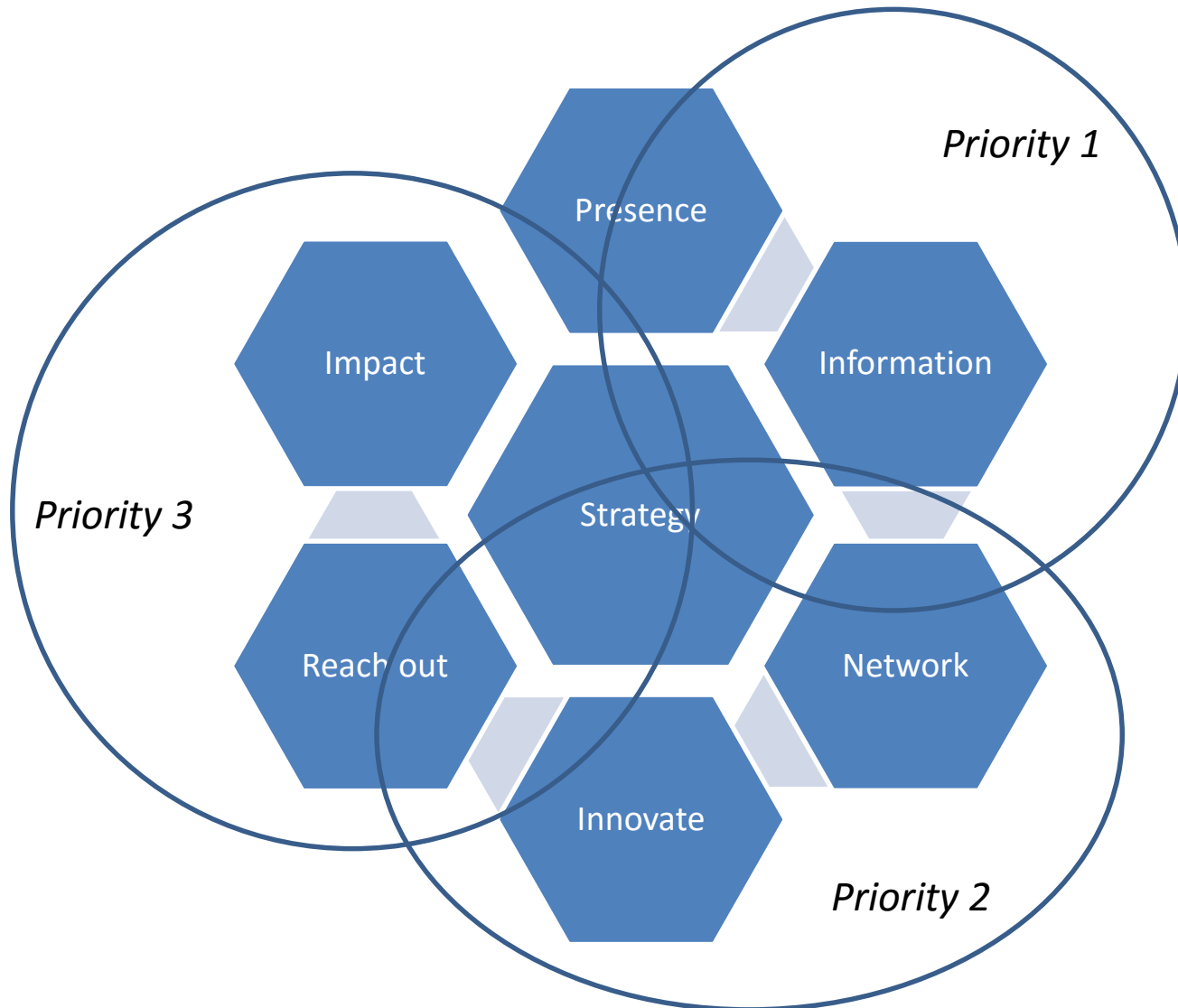
Rationale

The vicious circle in which EAHSA operates today can only be broken if it is able to demonstrate its strengths and value added to members, potentials and stakeholders. Its strengths are to be found among an activated and actively guided membership and its ability to influence stakeholders. The new leadership position will attract attention from policy makers and stakeholders and hence potentials.

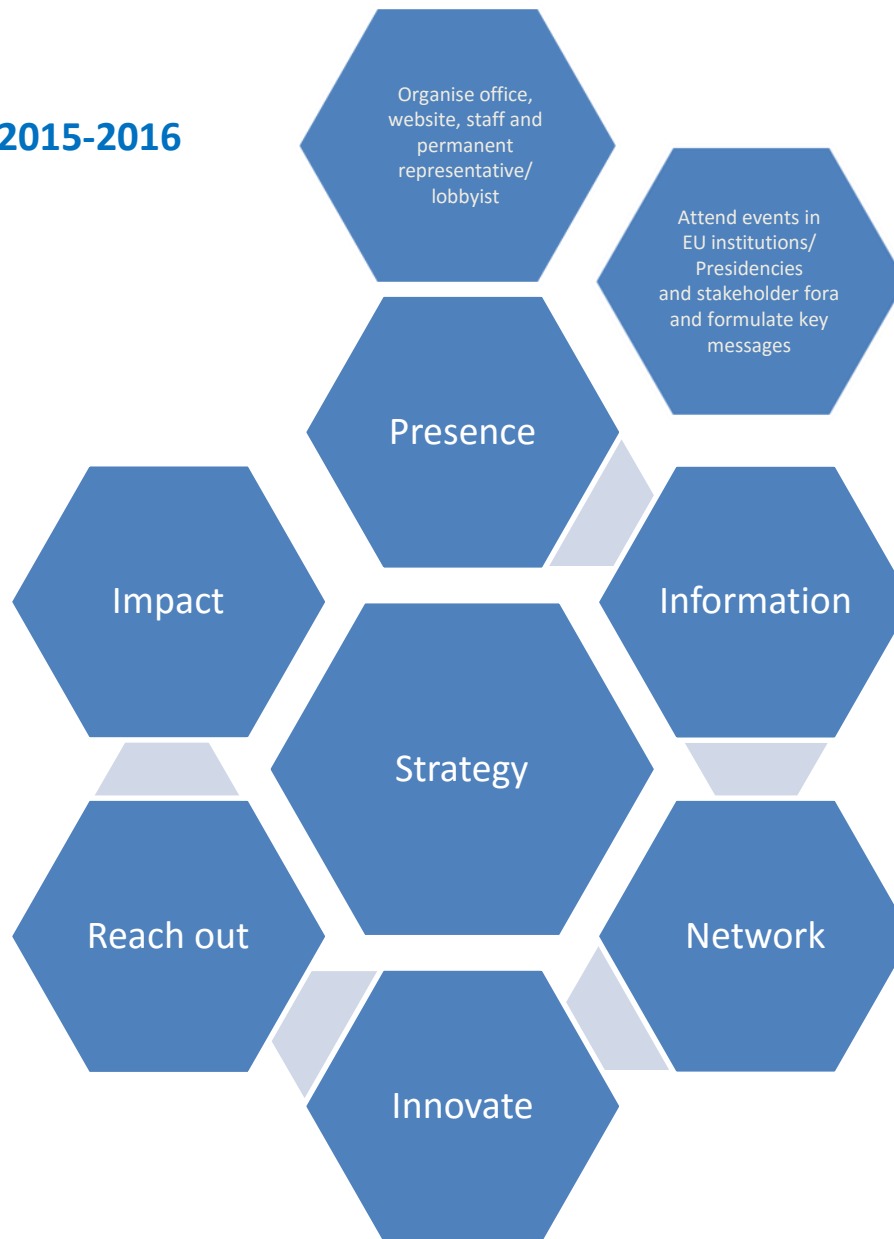
III – Key strategical lines



IV – Key tactical lines



IV – Key tactical lines 2015-2016



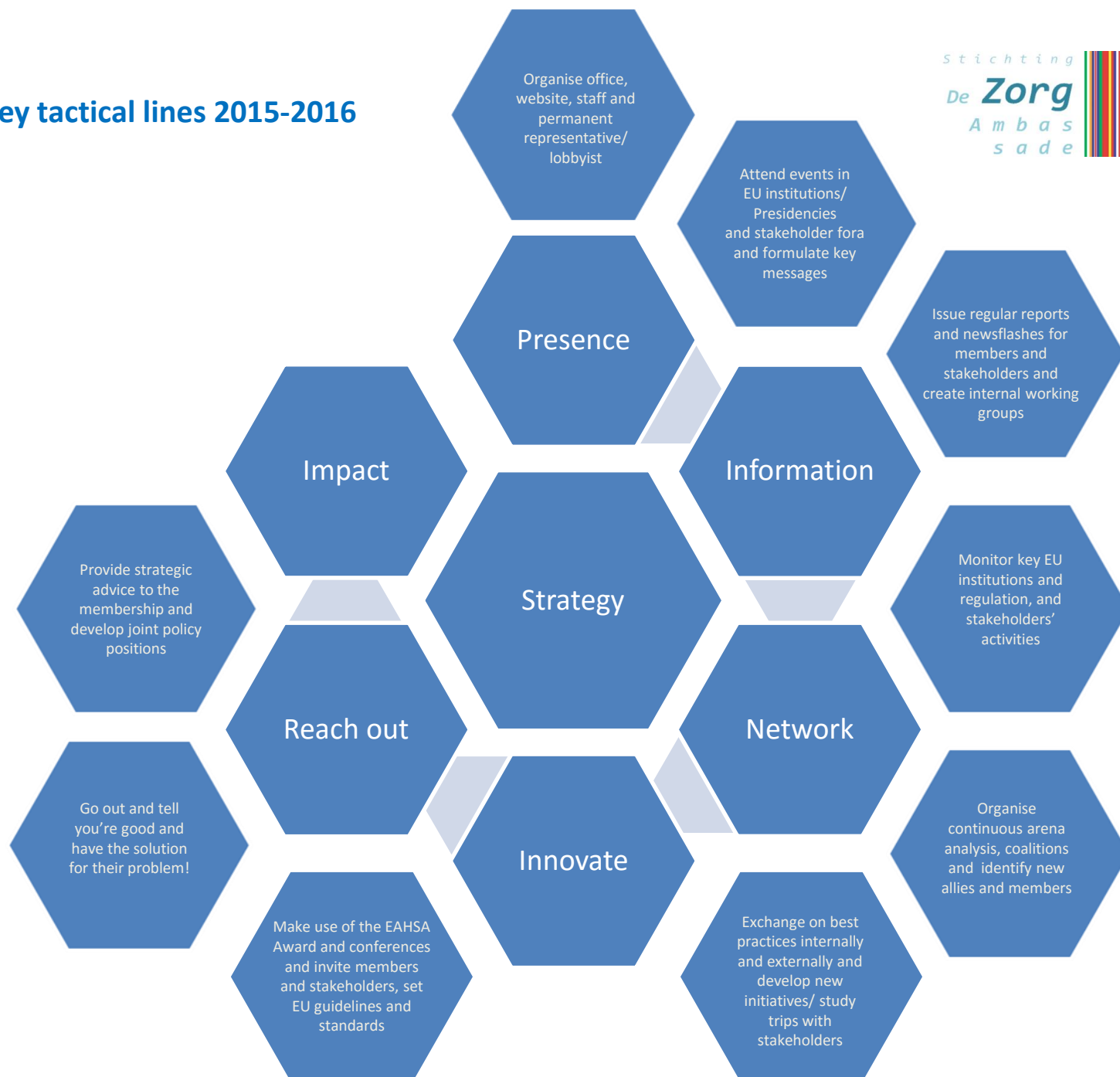
IV – Key tactical lines 2015-2016



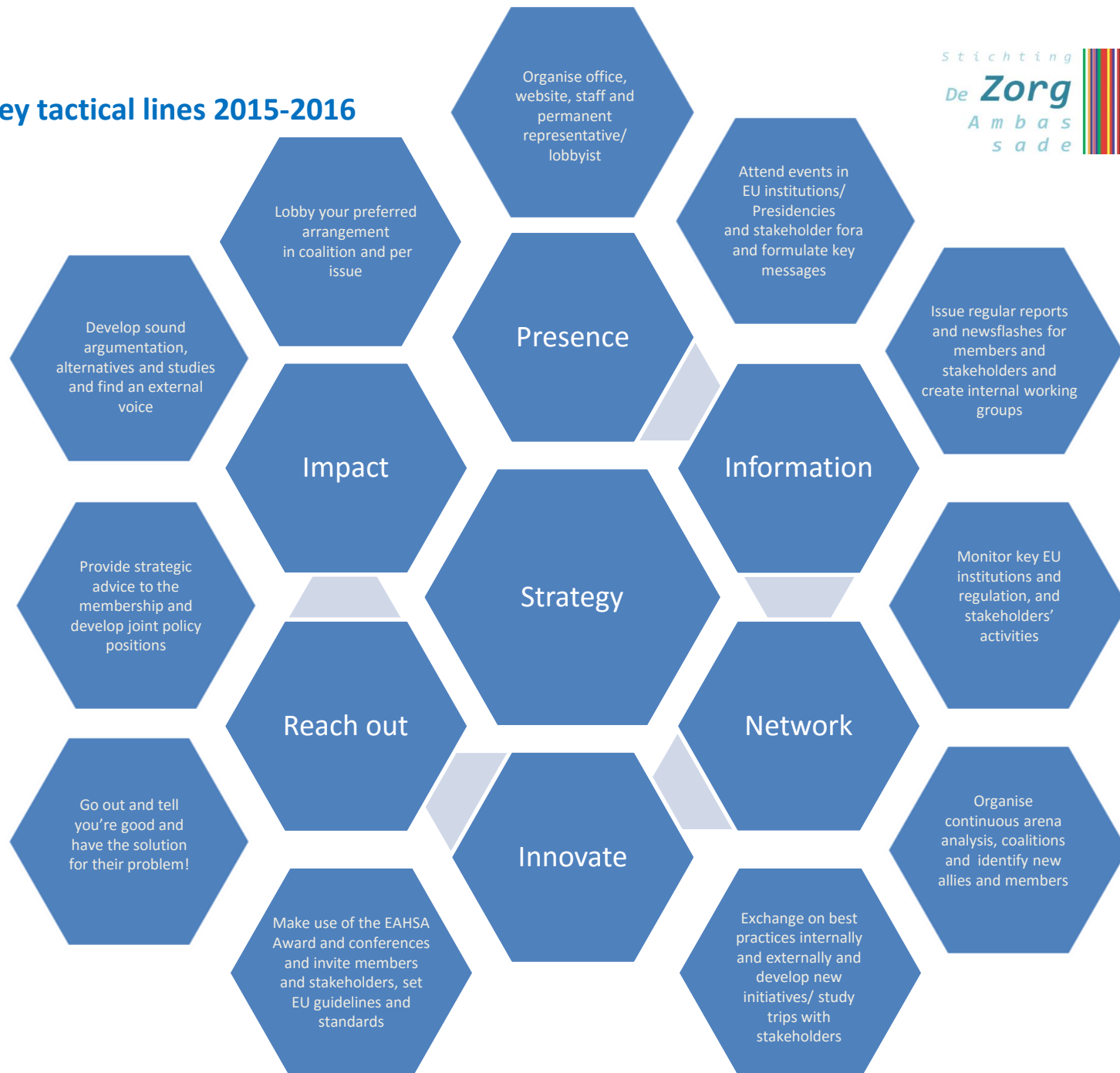
IV – Key tactical lines 2015-2016



IV – Key tactical lines 2015-2016



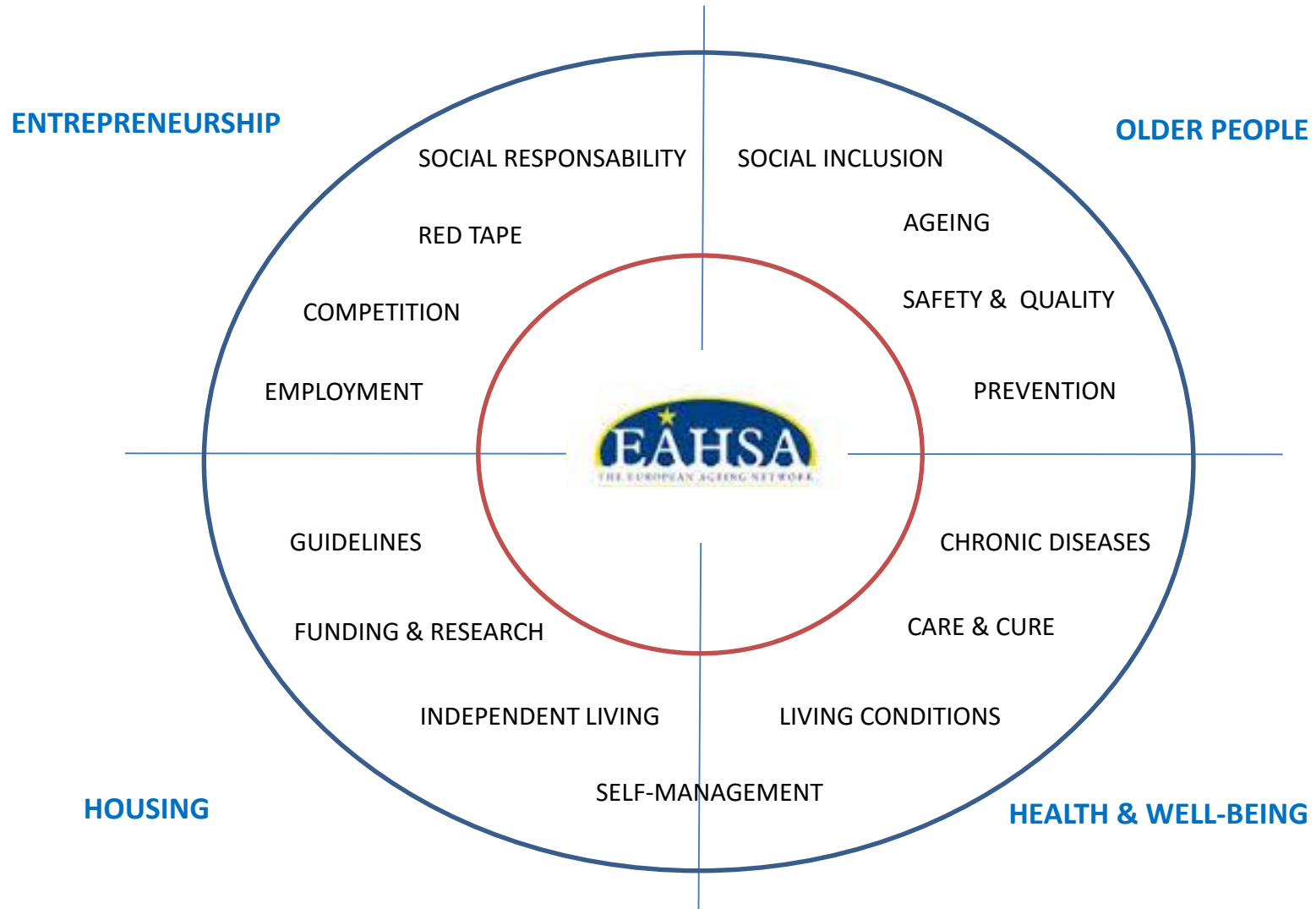
IV – Key tactical lines 2015-2016



V – Frame for reasoning

Lead theme	Europe 2020 Growth Strategy : <i>Towards a smart, inclusive and sustainable Europe by 2020</i>		
Sub-themes	“Smart”	“Inclusive”	“Sustainable”
Issue	<ul style="list-style-type: none"> • Knowledge and information • Education and training • Labour productivity • Employment and quality jobs • Independent living/ adapted housing • Self-management • ICT and tele-monitoring • Quality and safety • Standards and guidelines 	<ul style="list-style-type: none"> • Accessibility • Affordability • Public/ Private • Co-payments • Stigma • Participation • Poverty • Loneliness • Under-nutrition 	<ul style="list-style-type: none"> • Financing • Pensions • HSA • Intergenerational solidarity • Prevention • Well-being • Consensus and (social) dialogue • Co-operation and partnerships
European <i>buzz words</i>	<ul style="list-style-type: none"> • Early diagnosis and treatment • Promotion • Coaching • Tele-monitoring and treatment • Domotica • Disease management 	<ul style="list-style-type: none"> • Inequalities • Social inclusion • Poverty risk • Human and patient rights • Discrimination • Mobility 	<ul style="list-style-type: none"> • Cost-effectiveness • Evidence-based • Health technology assessment • Well-being • Social enterprise • Green and ecological foot print
Main themes	Innovation	Well-ageing	Social entrepreneurship

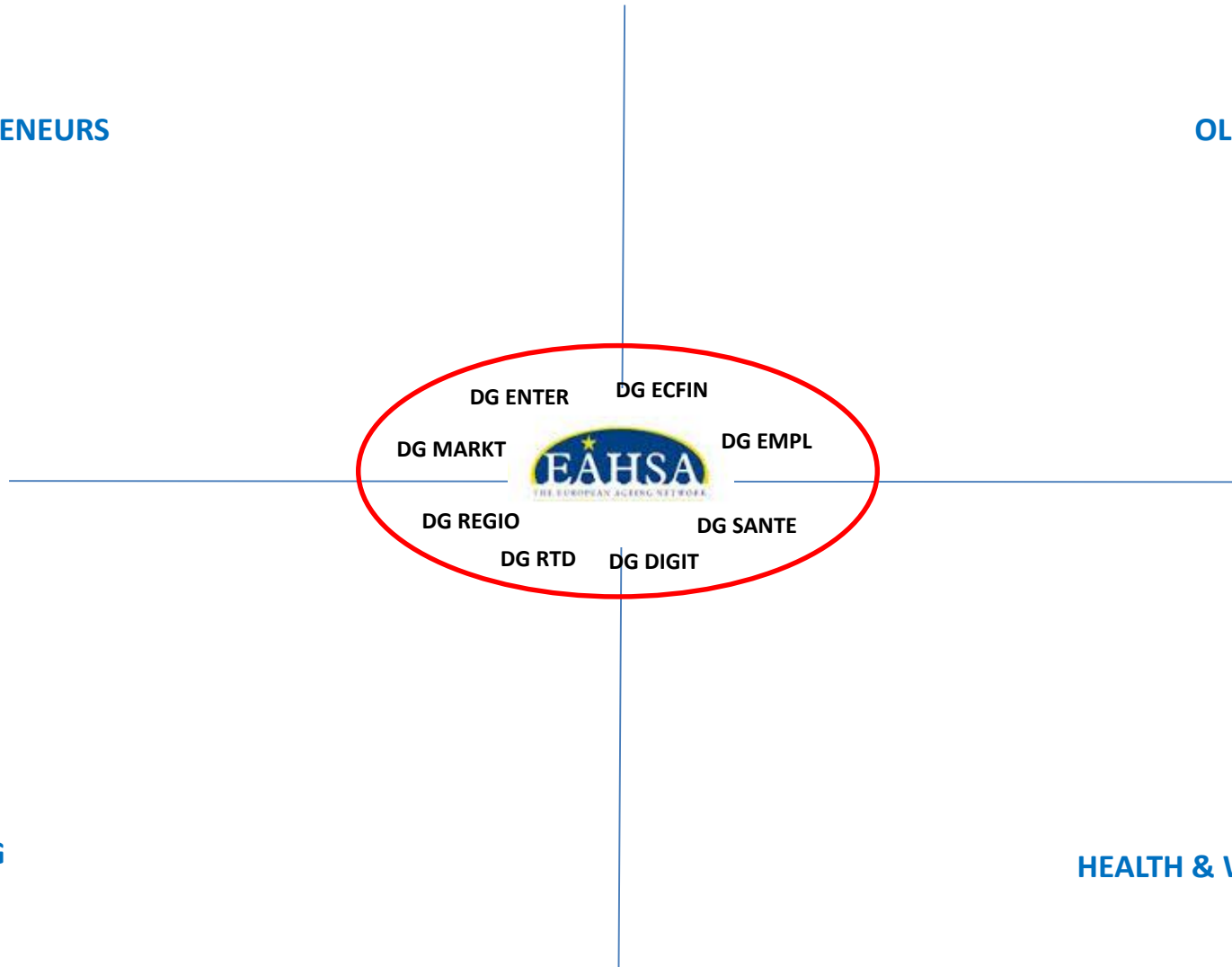
VI – The interest domains and issues of EAHSA



VII – The arena of EAHSA

ENTREPRENEURS

OLDER PEOPLE



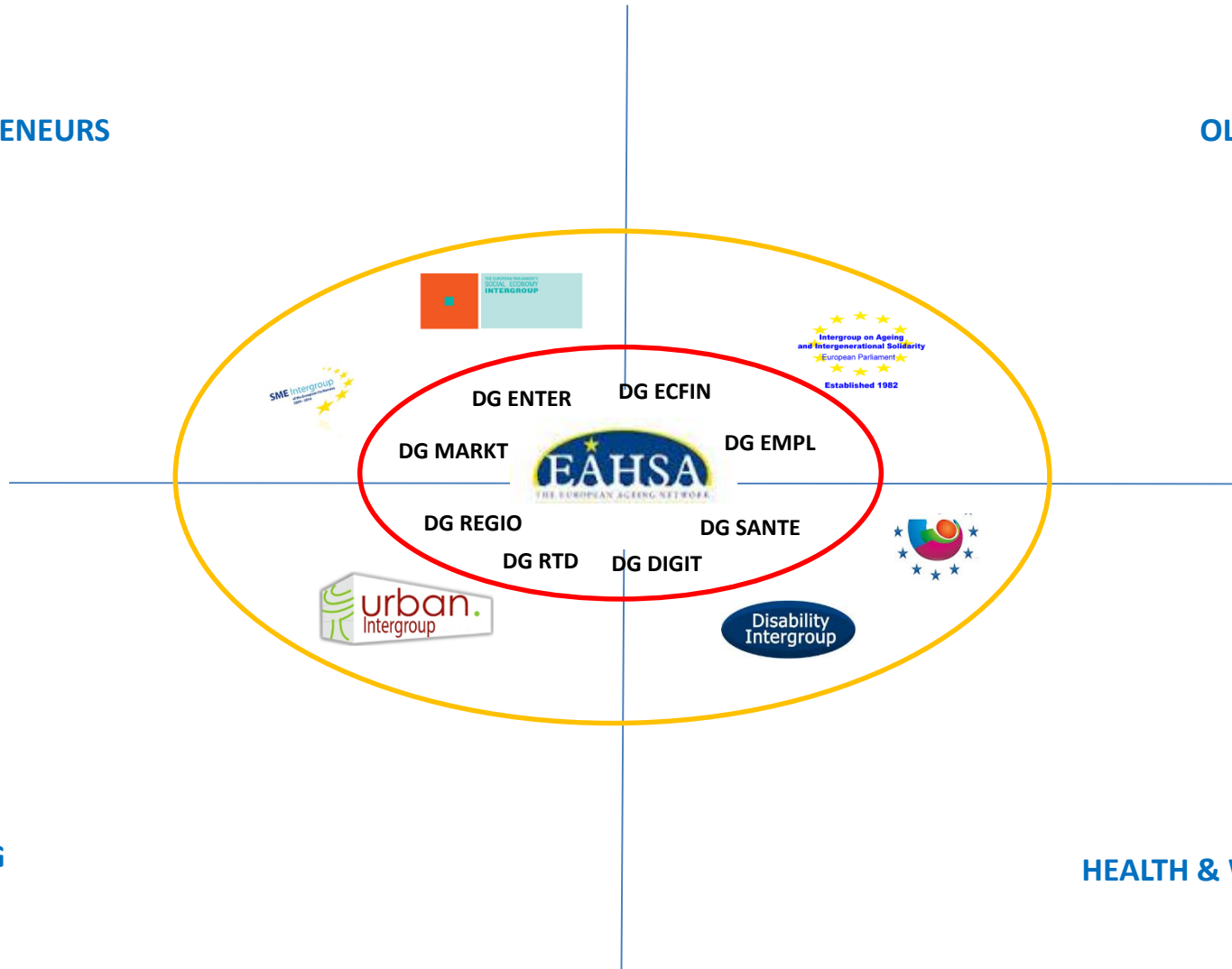
HOUSING

HEALTH & WELL-BEING

VII – The arena of EAHSA

ENTREPRENEURS

OLDER PEOPLE



HOUSING

HEALTH & WELL-BEING

VII – The arena of EAHSA

ENTREPRENEURS

OLDER PEOPLE

HOUSING

HEALTH & WELL-BEING



VIII – The lobby advantages of co-operation



In terms of complementarity:

- Organisations-based
- Strong anchorage in Northern-Europe
- Well-reputed representative of provider organisations
- People- and organisations based
- Strong anchorage in South-East Europe
- Established as well-known partner in EU funded projects

In terms of efficiency:

- Website
- Monthly newsletter
- Position statements
- Permanent representative in Brussels
- Website
- Newsletter
- Papers
- Full-time Secretariat

In terms of efficacy:

- Creating volume and EU geographical spread
- Knotting joint networks and preparing joint responses to calls for proposals for EU funded projects
- Responding jointly to EU (public) consultations
- Organising joint meetings, seminars and conferences
- Establishing the one-and-only EU representative association of services providers for older people in the EU