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Care2Entrepreneurship (C2E)

Good Practices Identification Form

GREECE

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SAFECARE.GR

IDENTIFICATION	
Name	Safecare.gr
Country and area (Region, City...) of implementation	Volos, Thessaly
Territorial scope (does it operate to the entire territory or only in part of it?)	Nationwide
Period of execution	Ongoing

CONTENT
<p>- Description of the good practice</p> <p>The website platform safecare.gr set up as an entrepreneurial endeavour by parents and carers and is targeted to those working as formal or informal carers, seeking for employment opportunities as well as to people who want to employ professionals in their house or in their business and have no way of reaching them. It offers free subscription packages, as well as paid premium options. The website offers the option to both post for a job and look for opportunities.</p> <p>Services include baby-sitting, home schooling, housekeeping services and health caring for the infirm and for the elderly. The platform offers the service of meeting personally the people who created a profile and posted mini-videos and crosschecking their contact details and references from previous employers. The service is also available via telephone as well, for those who are not comfortable or able to use the platform.</p>
<p>- General and specific goals</p> <p>The goal of the website is to bridge the gap of those looking for employment in the caring career path and those who want access to reviewed and rated professionals, in other words to credible individuals. Moreover, this endeavour aims to provide an opportunity to carers, harness their capabilities and access the labour market.</p>
<p>-Targeted groups</p> <p>The platform is targeted to professional and informal carers, including young carers among other professionals for domestic care.</p>

FOUNDATION

Does the practice respond to the aims of the project? Does it contribute to the promotion of entrepreneurship education and social entrepreneurship among young people in the care sector?

This platform is a best practice example of a successful entrepreneurial initiative that was set up by former and ongoing carers, identifying a market gap and filling it to their best capacity making a job for themselves and helping other find one. Moreover, it enables other carers to find employment and give them incentive to educate themselves and develop their skills further.

RELEVANCE

DO you consider the practice relevant for:

- **Supporting employability and entrepreneurship skills in young carers;**
- **Recognising skills of informal carers in general (entrepreneurship skills might be a part of them)**
- **Supporting employability and entrepreneurship skills in young persons which – for their characteristics – can be particularly suitable for young carers**

This is a solution that is very useful for professionals and would-be professionals in the field of caring services and have no access to networks to seek training, empowerment and employment. This particular case can work as a best practice for all those informal carers who seek an opportunity to harness their capabilities in the business/entrepreneurial sector.

MATURITY

Has it had enough time to evolve so as to stabilize the processes involved and the results obtained?

The project has been going on approximately for six months (started March 2018). The website has been developed and expanded in a very professional manner.

EVALUATION AND MONITORING

Are monitoring mechanisms in place? Are its results regularly evaluated?

The platform offers curated featuring of professional's profiles and CVs, having personally interviewed and confirmed each professional's qualifications. The website's administrators puts effort in constantly evaluating the featured individuals.

TRANSFERABILITY

Is the experience applicable in a different context? Does the practice have mechanisms and tools in place to enable other organizations to adopt the experience? Has it been replicated with positive results in other organizations?

The example is can be replicated in different geographical areas, cities and other countries as well. It can be implemented better in a smaller area however, as the validation and personal interview of professionals would suggest a larger number of administration staff to conduct those interviews and proceed to evaluation. The website is unique in form and there is not a similar project in the Greek context as for now.

SUSTAINABILITY

Does the practice enjoy the technical, human and financial conditions to ensure its continuity over time?

The website, being an entrepreneurial effort has revenue generating activities. The website is online and financially sustainable for the moment.

INNOVATION

Has it created or adopted a novel approach to the problem? Has it generated different alternatives to the traditional options for managing the problem?

This project is a prime example of innovation, as it offers new solution through technology to both job seekers and employers. Moreover, its validation and guarantee service offers high standards and trust to those using the platform, as well as a more personal experience due to face-to-face meetings.

GENDER IMPACT

Precise the gender of the persons involved and explain the trends in terms of gender equality. Is the gender equality taken into account?

The project was set up by women and as the majority of carers and those who seek their services are women, it helps solve problems for them and empower them, especially those who do not have experience or easy access to online services. Moreover, the platform declares that it adheres to equal employment opportunities.

RESOURCES

- **Human**
- **Economic (public/private)**
- **Technnological**

The website is self-financed through revenue generating activities, such as offering paid subscription packages, paid access to professionals' contact details, advertisements (banners) and information packages and carer search by the platform itself.

Safecare.gr makes use of most technological solutions offered at the moment including the use of platform, use of videos, live support and profile management.

IMPACTS

Has the practice produced demonstrable impacts? Does it help to solve the problem? Does it show outcomes with a positive trend? Does it contribute to achieving the goals?

There are few published results of the use of the platform. However, there is constant positive feedback and coverage by local media or websites focus on healthcare or entrepreneurship.

EPIONI NETWORK

IDENTIFICATION	
Name	EPIONI NETWORK – GREEK NETWORK OF CARERS - https://epioniblog.wordpress.com/
Country and area (Region, City...) of implementation	ATHENS, GREECE
Territorial scope (does it operate to the entire territory or only in part of it?)	ATHENS, GREECE
Period of execution	September 2017

CONTENT

- Description of the good practice

The newly found network of informal carers – EPIONI (Member of the European network - Eurocarers) has organised in 2017 and already planned for 2018 the annual day meeting specifically targeted towards the needs of young carers. The organisation and the conference has an agenda that has never been addressed in such depth in Greece before.

- General and specific goals

The goals of the network is the overall support of Informal Carers in Greece through constant and quality services.

Another objective of the organisation is documenting and raising awareness about the significant contribution made by carers to the Greek health and social care system and the economy as a whole, and of the need to safeguard this contribution;

Lastly EPIONI advocates for national policies that take account of carers, i.e. promote their social inclusion, the development of support services, enable them to remain active in paid employment and maintain a social life.

-Targeted groups

The organisation's target group is mainly informal carers including young carers. They support informal carers in Greece, regardless of age or health need of the person they are taking care of. More specifically, their services address to those individuals who work as informal, unpaid carers of family members or other friends and loved ones, who are struggling with physical or mental illness, disability or addiction.

FOUNDATION

Does the practice respond to the aims of the project? Does it contribute to the Promotion of entrepreneurship education and social entrepreneurship among young people in the care sector?

The organisation can be a key stakeholder in the dissemination of the project's outputs, as there is a gap in entrepreneurial training for young informal trainers. EPIONI could provide to us access to young carers and promote our call for participants for the training programmes.

RELEVANCE

DO you consider the practice relevant for

- Supporting employability and entrepreneurship skills in young carers

- Recognising skills of informal carers in general (entrepreneurship skills might be a part of them)

- Supporting employability and entrepreneurship skills in young persons which – for their characteristics – can be particularly suitable for young carers

The set-up of this organisation and the goals are directly related to the goals of the project. EPIONI goal is to represent, empower and advocate for informal carers, which is the exact target group of the Care to Entrepreneurship project.

MATURITY

Has it had enough time to evolve so as to stabilize the processes involved and the results obtained?

The organisation has approximately two years of operation, but the activities organised and the online presence indicate an increase in maturity level and a potential to booster activities, synergies and overall impact.

EVALUATION AND MONITORING

Are monitoring mechanisms in place? Are its results regularly evaluated?

The organisation has a Board of Directors, which meets every December and is elected by the General Assembly. Moreover, there is a Scientific Board and an Audit Committee, composed of three external members and its role is to monitor the organisation and secure transparency and accountability. We can see that EPIONI, a new established and for now a small organisation, has a good organisational structure, according to the good governance practices.

TRANSFERABILITY

Is the experience applicable in a different context? Does the practice have mechanisms and tools in place to enable other organizations to adopt the experience? Has it been replicated with positive results in other organizations?

The results are expected to be transferable, such as the events organised, the alliances built with other relevant organisations of physical and psychological health organisations and has attracted the interest of institutions and press pages. The activities can be conducted on a larger scales around Greece or in other countries.

SUSTAINABILITY

Does the practice enjoy the technical, human and financial conditions to ensure its continuity over time?

The organisation is sustainable for the moment and seeks to expand its activity through NGO support programmes and CSR support by businesses. Additionally,

the organisation is already active in the European level, as participates in the KA1 and KA2 actions of Erasmus plus with one project in each category.

INNOVATION

Has it created or adopted a novel approach to the problem? Has it generated different alternatives to the traditional options for managing the problem?

The organisation is the first to directly address the issues of informal cares (in contrast with pre-existing organisation that cater for formal workers or are patient-orientated). Moreover, EPIONI addresses the personal and professional welfare of the carers, not only their caring duties.

GENDER IMPACT

Precise the gender of the persons involved and explain the trends in terms of gender equality. Is the gender equality taken into account?

There has been no special mention of gender-specific activities by the organisation yet, although it recognised that the majority of informal carers are women.

RESOURCES

- **Human**
- **Economic (public/ private)**
- **Technological**

The organisation makes use of crowdfunding, as well as a number of smaller grants to support their work. More specifically, there are donors and sponsors that provide financial and other support, while there are also three companies that provide in-kind contribution.

IMPACTS

Has the practice produced demonstrable impacts? Does it help to solve the problem? Does it show outcomes with a positive trend? Does it contribute to achieving the goals?

EPIONI is a promising organisation that is expected to have an increasing impact in the small and unrecognised until recently niche of catering for informal carers. It is a new initiative with a high potential for the near future.

CAREGIVERS SCHOOLS

IDENTIFICATION	
Name	Caregivers schools
Country and area (Region, City...) of implementation	Social Clinic of the Municipality of Vrilisia
Territorial scope (does it operate to the entire territory or only in part of it?)	Vrilisia, Athens
Period of execution	April-May 2018

CONTENT
<p><u>- Description of the good practice</u></p> <p>Psychogeriatric Association “Nestor”, together with the Municipality of Vrilisia and the Greek Gerontology Society launched the first cycle of the Carers School on April 2018. For most carers it was a teaching and meaningful experience as they were relieved of the difficulties they face and the intense feelings they are experiencing and are called to manage. The meetings took place two days on April and another two on May 2018.</p> <p>At the same time, they were briefed and received valuable advice from healthcare professionals on how to deal with the stressful and demanding situations of everyday life. Moreover, carers had the opportunity to listen to professionals from the medical and other sectors, about new therapies, non-medical treatments and ways to release burden from themselves.</p>
<p><u>- General and specific goals</u></p> <p>The general goal is to specifically identify the needs and the problems for carers in general and help raise the issues and the gaps in their training and support. These meeting give the opportunity to the carers to exchange views with other peers, and take a break from their heavy schedule, while having coffee and spending a little time on themselves.</p>
<p><u>- Targeted groups</u></p> <p>The meetings are aimed at people who taking care of patients with Alzheimer's disease or other mental diseases and is offered free of charge.</p>

FOUNDATION

Does the practice respond to the aims of the project? Does it contribute to the promotion of entrepreneurship education and social entrepreneurship among young people in the care sector?

This practice facilitates the exchange of ideas and motivation among carers, while getting support for personal, psychological and financial issues.

RELEVANCE

Do you consider the practice relevant for:

- **Supporting employability and entrepreneurship skills in young carers**
- **Recognising skills of informal carers in general (entrepreneurship skills might be a part of them)**
- **Supporting employability and entrepreneurship skills in young persons which – for their characteristics – can be particularly suitable for young carers**

This practice takes into consideration the personal needs of the carers and encourages their engagement and extroversion, as well as the update with current practices and methods. Although there is not a business/entrepreneurial aspect in this practice, initiatives like this are rare in the Greek context and so is relevant and interesting for our project.

MATURITY

Has it had enough time to evolve so as to stabilize the processes involved and the results obtained?

This initiative of the Psychogeriatric Association “Nestor” was successful and there is also another round of meetings, this time for carers who taking care of patients with Alzheimer and with collaboration of the Municipality of Athens. This school consists of cycles of 6 meetings and begins on September 2018. There is a potential for these schools to become a seasonal event.

EVALUATION AND MONITORING

Are monitoring mechanisms in place? Are its results regularly evaluated?

There is an internal evaluation to the effectiveness of these meetings within the organisation of “Nestor” and the other members of the consortium.

TRANSFERABILITY

Is the experience applicable in a different context? Does the practice have mechanisms and tools in place to enable other organizations to adopt the experience?

This practice is easily transferable in other organisations, geographic areas and countries. It can be scaled up with the inclusion of more structured activities and motivational speeches, personal empowerment, psychological support and professional advice.

SUSTAINABILITY

Does the practice enjoy the technical, human and financial conditions to ensure its continuity over time?

This practice is low cost, so it can be considered sustainable.

INNOVATION

Has it created or adopted a novel approach to the problem? Has it generated different alternatives to the traditional options for managing the problem?

The innovative aspect of this practice is that enables peer learning and not too much top down counselling. This helps the empowerment of the participants and promotes peer-learning and interaction between carers.

GENDER IMPACT

Precise the gender of the persons involved and explain the trends in terms of gender equality. Is the gender equality taken into account?

There is no specific mention of gender.

RESOURCES

- **Human**
- **Economic (public/ private)**
- **Technological**

These meeting have need of some experts to take part or make guest visits to touch upon different issues that are concerning to informal carers.

IMPACTS

Has the practice produced demonstrable impacts? Does it help to solve the problem? Does it show outcomes with a positive trend? Does it contribute to achieving the goals?

The continuation of the school indicate that the previous cycle was successful and so it continues with new autumn cycle of meetings. The impact on individual carers seems to be significant.

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