

K5 - ONLINE SERVICES AND BLENDED PILOT OFFICES PROVIDING INFORMATION, GUIDANCE, BROKERAGE AND SUPPORT FOR LIFE PROJECTS FOR OLDER PEOPLE

Design and launch a centralised online office and three blended pilot offices in order to offer the over-65s, or those approaching retirement, support for their individual and collective life projects, by means of providing information, guidance, brokerage and specialised mentoring (in those life stages), and support that is comprehensive (covering the different aspects of interest to implement their life projects) and personalised.

START AND END DATE: 2021-2024

WHO WILL BE INVOLVED IN THE IMPLEMENTATION?

LEAD AUTHORITY

Name of the institution	Department	Contact name	Post	Email	Role in the development
Basque Government	Ministry of Equality, Justice and Social Policies	Rafa Lopez-Arostegui	Social Policies Advisor	r-lopez-arostegui@euskadi.eus	Promoter

CO-LEADER ORGANISATION FROM CIVIL SOCIETY (as applicable)

Name of the organisation	Contact name	Post	Email	Role in the development
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OTHER STAKEHOLDERS INVOLVED

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OTHER STAKEHOLDERS INVOLVED					
	<i>Name of the organisation</i>	<i>Contact name</i>	<i>Post</i>	<i>Email</i>	<i>Role in the development</i>
9	Araba Provincial Council				Contrast
10	Bizkaia Provincial Council				Contrast
11	Gipuzkoa Provincial Council				Contrast
12	Local Council (EUDEL)				Contrast
13	Bilbao City Council	M ^a Angeles Pérez de Albeniz Amagoia Ibarrodo	B+60 Plan Coordinator Quality and Assessment Director	marian.albeniz@bilbao.eus amagoia@bilbao.eus	Contrast

DESCRIPTION OF THE COMMITMENT	
RATIONALE	
CHALLENGE BEING MET	<ul style="list-style-type: none"> Improve public-run services in cooperation with the social initiative by driving online and in-person information, guidance, brokerage and mentoring services, that are comprehensive, specialised and personalised, and with the emphasis on a full life. The target is all older people and managed with their participation in a Basque society that is increasingly ageing and digitalised, while incorporating OGP parameters. Increase corporate responsibility of the Administration in the dialogue and cooperation with a significant segment for the Basque Country, by co-designing and deploying initiatives with the organised participation of older people. <p>The project seeks to offer information, guidance, brokerage and mentoring on different issues relating to older people's life projects – retirement, coexistence and occupation, lifelong learning, leisure, support for situations of dependency, wills and living wills, estate planning, etc. – from when they approach retirement age to end of life, with the goal of them enjoying a full life and being engaged in society. The aim is to facilitate informed and aware personal decision-making regarding the way in which they wish to live the different stages of this very long phase of the life cycle. It also seeks to give impetus to resources adapted to the profile, expectations, values... of the new generations, along with comprehensive, personalised and specialised support, in accordance with the Voluntary <i>European Quality Framework for Social Services</i> (general social services: services for people, health, education, social services...).</p>
BASELINE SITUATION	<p>The context to which the project is in response and in which it is implemented is characterised, among other aspects, by:</p> <ul style="list-style-type: none"> The need for quality, free public support to access key information in those life stages, about old-age care resources and about the initiatives and the relationship, participation and mutual aid networks organised by the older people. The difficulties of the more vulnerable to access information, resources and networks, particularly in a digital environment (digital gap that affects many older people and the most vulnerable in particular, mainly due to insufficient skills and lack of economic and material resources). The ever-increasing emergence of new profiles of older people with skills, talents and full life expectations in these life cycle stages and political and social engagement, in the broadest sense. Stages that they therefore consider as a time full of opportunities to embrace the different aspects of their life, broaden their perspective and continue to make their contribution to society, taking into account that not only ageing, but also personal growth, is part of our lives right to the end. The diversity of life journeys, experiences, qualifications, skills acquired throughout life, in different contexts, that they have and are ready to harness and to put to the service of a society requiring their talent. The overwhelming desire of the new generation of older people to continue living in their homes and their willingness to be cared for, and to care, provided that the caring does not compromise the health, leisure, self-care and other fundamental aspects of the work (or occupational), family and personal life of the carer.

PURPOSE	
<p>WHAT WE WANT TO ACHIEVE</p> <p><i>Results and general goals</i></p>	<ul style="list-style-type: none"> • The design, implementation and assessment of an online assistance service (Basque Government) and 3 pilot assistance offices for older people (blended, nurtured by previous services and the testing of different in-person care management models in the pilot phase): The necessary measures are to be designed beforehand with the community (older people’s organisations and those working for them), by means of a co-design and participation process, in order to provide care that is: <ul style="list-style-type: none"> a) comprehensive and, therefore, differentiated from yet connected to the specific resources of each system (health, social services, lifelong learning...) b) specialised and, therefore, differentiated from, yet connected to those services offering resources for the whole population such as <i>Zuzenean</i> or the citizen advice offices c) and personalised, targeting both individuals and families, and groups, in relation to collective projects. • Co-design of the different possible care models. For example, with different degrees of participation of older people’s associations or teams in the provision of the different service content (retirement, social participation, etc). Older people’s organisations will be involved, and other private or social initiatives and/or public stakeholders may intervene, in the design of the prototype of the pilot offices and their deployment, assessment and updating. • The office prototype may be adapted to the characteristics of each territory and envisage different ways of organising and providing the services, including self-management by older people's organisations or their participation in the office activity involving a team of older people... In any event, the offices will always offer decentralised and blended services, in other words, supported by a single online service managed by the Basque Government, but with in-person care. • Ultimately, the aim is for the support offered to act as the basis for older people to engage in their life projects, according to their expectations, values, interests... both individually or as families and groups. This will involve triggering projects and initiatives allowing them to develop their abilities and talent, in order to serve the common good (volunteering, intergenerational, self-managed projects...) and with an impact on the community where the offices have been set up.
<p>ONCE IMPLEMENTED, WHAT WILL HAVE CHANGED: <i>how and extent to which the expected results contribute to meeting the challenge</i></p>	<ul style="list-style-type: none"> • A service aligned with the community model - characterised by the personalisation, continuity, comprehensiveness and proximity of the care and participation of the (older) recipients - and which includes query solving, information, guidance and brokerage services to access a whole range of resources and social mentoring during the different stages and milestones of this stage of the life cycle. • A view of older people, particularly of the new generations of older people, as people with talent and skills that may be harnessed for the common good or general interests and with expectations of a full life at this senior stage of the life cycle; a full life as a paradigm of satisfaction of comprehensive needs and personal growth in different aspects that expand the active ageing approach. • Synergies among different types of stakeholders; the talent of older people are channelled and fostered, while counting on their participation.

TO WHAT WE WANT TO CONTRIBUTE	
HOW IT CONTRIBUTES TO THE OPEN GOVERNMENT VISION	<p>It is a commitment that seeks to apply OGP standards to a social policy for older people:</p> <ul style="list-style-type: none"> • Applying the areas or principles (information/open data/transparency, integrity, accountability and engagement of the stakeholders) and the Open Government Partnership methodology to the design, implementation, assessment and updating process (PDCA). The OGP methodology seeks, among other aspects, to use digital technologies to strengthen governance. • It is demanded by society and is a commitment of the Basque Government's Government Plan for the 2020-2024 parliamentary term. It is also a project included in Next Generation Euskadi. • The application of this open government partnership is in keeping with the Basque Government's Social Policy Office's implementation of the <i>Basque Governance Strategy with older people</i> and the <i>Nagusi Agenda</i> as an associated participation methodology in recent years. <p>It also connects to the inherent dynamics of civil dialogue and, therefore, to the rights of the target individuals, families, groups and communities and who are at the heart of the social intervention as they participate in all phases of the public policies affecting them, including the implementation phase. The Basque Social Third Sector Act 6/2016, of 12 May, recognises that "in the terms envisaged in this legislation and in the regulations of each system, without undermining the decision-making powers of the governing bodies of each institution". Furthermore, the Act defines civil dialogue as a formal process of communication and cooperation between the public sector and the organisations and networks of the social third sector, to drive, guide and assess social policies and other initiatives of the public sector and of the social third sector in the area of social intervention (Article 7, Section 1 and 2 and Act 6/2016). Therefore, it represents a measurable impact commitment and which will be co-designed with civil society, by means of Euskadiko Adinekoen Batzordea (committee of the recently constituted Basque Civil Dialogue Bureau), along with other related projects aimed at older people.</p>
THE POLICIES IT AFFECTS	<ul style="list-style-type: none"> • Social policies: policies with older people and social care policy (fostering independence and full life, policies with independent older people¹). • Open government, civil dialogue and promoting social third sector policies. • Social-healthcare or social-demographic transformation. Demographic challenge Euskadi Next. Basque Recovery and Resilience Programme 2021-2026.
FOR WHICH SECTOR(S)	<p>Public sector and social third sector in general and older people's organisations and networks, or which are working on their behalf, in particular.</p> <p>Areas: leisure, consumption, lifelong learning, social participation, social care...</p>
THE OGP VALUES TO WHICH IT CONTRIBUTES	<p>On the one hand, this commitment seeks to foster the involvement of citizens to improve public-run services. Public engagement, in the shape of co-design, clearly benefits institutions whose processes incorporate the knowledge, ideas, innovation capacity and the critical oversights of the citizens - and in particular of older people - in the design, deployment and assessment of this new service. Furthermore, this commitment seeks to protect the ability of non-profit organisations and civil society to take part in generating public value, by combining OPG methodology and civil dialogue. Finally, the implementation of this commitment will allow institutions to explore the opportunities that the new technologies offer to share information and to generate greater engagement and cooperation.</p>

¹ As the majority of older people are independent, policies are focused, at present, on the vulnerable or dependent.

OGP EUSKADI PLAN 2021-2024 - COMMITMENT SHEETS

WITH WHAT																									
WHICH RESOURCES ARE NEEDED	<ul style="list-style-type: none"> The initiative comes under the <i>Agreement for the recovery of the economy and employment by defending public services and social policies</i>, underpinned by the concept of more and better self-government², along with the government programme and Euskadi Next. Basque Recovery and Resilience Programme 2021-2026. As already indicated, the OGP principles and methodologies are going to be applied to the whole management cycle 																								
WHAT IS AVAILABLE	<table border="1"> <thead> <tr> <th style="background-color: #e0e0e0;">BUDGET (€ MILLION)</th> <th style="background-color: #e0e0e0;">2021</th> <th style="background-color: #e0e0e0;">2022</th> <th style="background-color: #e0e0e0;">2023</th> <th style="background-color: #e0e0e0;">2024</th> <th style="background-color: #e0e0e0;">2025</th> <th style="background-color: #e0e0e0;">2026</th> <th style="background-color: #e0e0e0;">TOTAL</th> </tr> </thead> <tbody> <tr> <td style="background-color: #e0e0e0;">BG</td> <td>0.1</td> <td>0.3</td> <td>0.35</td> <td>0.4</td> <td>0.45</td> <td>0.75</td> <td>2.35</td> </tr> <tr> <td style="background-color: #e0e0e0;">MRR</td> <td>1</td> <td>0.34</td> <td>0.83</td> <td>0.25</td> <td>0.2</td> <td>0.15</td> <td>2.77</td> </tr> </tbody> </table>	BUDGET (€ MILLION)	2021	2022	2023	2024	2025	2026	TOTAL	BG	0.1	0.3	0.35	0.4	0.45	0.75	2.35	MRR	1	0.34	0.83	0.25	0.2	0.15	2.77
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ACTIONS					
MILESTONE	WHAT IS OBTAINED <i>Product or service</i>	START DATE	END DATE	RESPONSIBLE INSTITUTION	CONTACT
1	Design of the prototypes (benchmarking and approach) with impetus for an Open Government Partnership (OGP) pilot scheme.	2021	2021	Basque Government. Ministry of Equality, Justice and Social Policies	Rafa López –Arostegui
2	Tendering, resolution and awarding of the centralised service and of the three pilot offices, with different models.	2021-2022 (Q2)	2021-2022 (Q2)		
3	Setting up the offices: fitting out the premises, forming teams and the office network (sharing, coordination and cooperation mechanisms, coordination with <i>Zuzenean</i> and other services and programmes of the government, centralised online services, training...) and preparing the 2022-2024 work plan.	2022	2022-2024		
4	Deployment of the offices (opening, dissemination, task forces with institutions and older people, online activities, decentralised in-person and telephone assistance, etc.).	2022	2022-2024		
5	Continuous assessment , with participation of users and recipients from 2022 onwards.	2022	2022-2024		
6	Knowledge systematisation and transfer	2023	2023-2024		
7	Final assessment.	2024	2024		

² Section 11 (Guarantee social policies) and in Point 11.3 (Older People), page 51.

CROSS-CUTTING ELEMENTS	
<p>IS IT IN LINE WITH THE 2030 AGENDA TO WHICH SDG DOES IT CONTRIBUTE? HOW?</p>	<p>This commitment is in keeping with the 2030 Agenda, as it encourages older people to develop a full life and guarantee their right to participate: a key aspect for everyone, regardless of their age, in order to have decent, full, safe and healthy lives.</p> <p>Furthermore, it directly contributes to wellbeing (SDG3), reducing inequalities (SDG10) and transforming communities so they are inclusive, safe, resilient and sustainable (SDG11). This is all by means of the development and adoption of public services co-designed with older people to strengthen their abilities and foster their autonomy, independence and decision making.</p>
<p>HOW WILL THE GENDER PERSPECTIVE BE ADDRESSED? <i>Design, deployment and assessment phase</i></p>	<p>In this regard, the Basque Government's Department of Equality, Justice and Social Policies will be able to draw on the expertise and experience of Emakunde – Basque Institute for Women in the design, impetus and assessment of equality policies. In the design, deployment and assessment of the commitment:</p> <ul style="list-style-type: none"> • The differences in the social and life process of ageing of women and men and the impact on their independence and their empowerment processes (structural inequalities in aspects such as retirement, income, care, the use of time, illness, loneliness, etc.) will be taken into account and addressed. • Individuals or stakeholders with gender perspective in the design of public policies or services will be included in the process. • Spaces and conditions will be guaranteed for equal, not just parity, participation of women and men both in the co-design group and in the feedback forums. • Gender perspective monitoring and assessment indicators will be envisaged, both relating to the service design (which services and how they will be provided) and in the contrast process with their users and recipients.