

Leena Nietosvuori (ed.)

Moving Towards Wellbeing

– cross-border cooperation in entrepreneurship

A publication of Lahti University of Applied Sciences, Series C Articles, reports and other current publications, part 156



LAHDEN AMMATTIKORKEAKOULU
Lahti University of Applied Sciences

Leena Nietosvuori (ed.)

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– cross-border cooperation in entrepreneurship

The publication series of Lahti University of Applied Sciences

A Research reports

B Study material

C Articles, reports and other current publications

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Editor-in-chief: Ilkka Väänänen

Layout: Kirsi Kaarna

ISSN 1457-8328

ISBN 978-951-827-204-8

Printed by: Juvenes Print – Suomen Yliopistopaino Oy, 2014



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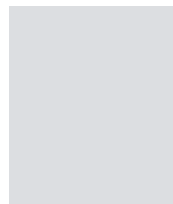
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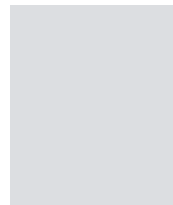
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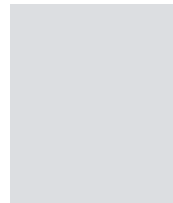
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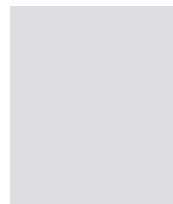
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Moving Towards Wellbeing

Lahti University of Applied Sciences, Faculty of Social and Health Care, has acted as a lead partner of the project Moving Towards Wellbeing almost three years. The project began in the spring of 2012, and it will end in September 2014. It is aimed at a new kind of cooperation of the social and health care entrepreneurs and universities in Finland and Russia. The Finnish partners included in the project are from Päijät-Häme and Kymenlaakso areas and the Russian partners are from St. Petersburg and Leningrad region.

During the project new forms have been sought to develop social and health care services and new ways to collaborate and network with all partners. The aim has been to bring together Finnish and Russian entrepreneurs, students and teachers and provide opportunities to meet, get to know cultures and ways of working and access to both countries legislation in social and health care and entrepreneurship. An important part of the cooperation has also been an academic work between universities involved in the project: to develop entrepreneur studies and students' entrepreneurial approach to work.

TARGET GROUPS

The target group of the project has been part of entrepreneurs in social and health care and welfare, regional authorities of the field as well as clients using their services. In the beginning of the project participating universities were looking for potential Russian and Finnish entrepreneurs interested to take part in the project. These entrepreneurs have seen the project as a good platform to develop activities and business and network with other entrepreneurs of the areas. Another important part of the target group has been teaching staff and students of the participating universities including their cooperation partners.

Other beneficiaries may include people who are living in the areas, social and health care and welfare regional companies, regional business development companies and municipalities since the entrepreneurship and services of the areas are developing and opportunities for collaboration are expanding.

THE GOALS OF THE PROJECT

During the project it has been continually reflected in utility of the activity, for example influence has been drawn by the new ideas and conceptions, links and cooperation have been made and a lot of information has been obtained. Thus the goals of the project have been fulfilled: to develop cooperation in social and health care and welfare and its entrepreneurship, to build business and education in entrepreneurship and to support regional entrepreneurial activities in social and health care in Päijät-Häme and Kymenlaakso areas, Leningrad region and St. Petersburg.

The cooperation between the project staff and partner universities has all the time gone well: partners saw the importance of the objectives of the project and were ready to support the business networking and collaboration between universities in Finland and Russia. They were also

ready to create a new international culture of working and to promote entrepreneurship education in social and health care in universities. An important objective was also to improve professional and entrepreneurial skills and cultural knowledge and expand cross-border co-operation opportunities.

All participants (entrepreneurs, staff and students) of the project were needed knowledge about Russian and Finnish culture, habits and laws, because of the cooperation and new ways of working. So the purpose was also to increase competences in multi-cultural work using in social and health care and welfare. In addition to the purpose was to get more information about both countries everyday life, cultures, work world and social and health care.

ACTIVITIES OF THE PROJECT

The project Moving Towards Wellbeing has served as an entrepreneurial skills and culture awareness program. Its mission has been to create and implement possibilities to develop business and services, to network and to expand markets. The concrete collaboration has been built in thematic seminars and workshops in Russia and Finland and in a common virtual environment.

Pedagogical methods of the seminars and workshops were based on social pedagogy, which meant that the community and a common functionality highlighted in activities. All participants were working during the seminars and workshops nearly all the time in the homegroups, so they had all the time a common reflection and discussions by themes together.

Seminars and workshops:

The first seminar was organized in June 2012 in Vyborg. The main objective was to meet face to face and to create a platform for the future cooperation. After the first seminar common workshops were held in Lahti, Kouvola and Kotka. The Head seminar was organized in June 2013 in St. Petersburg. The number of participants has been every time 40–70. For example, the workshop in Lahti was attended by 53 participants and in St. Petersburg by 76 participants. Every time there has also been an assigned theme, for example in Lahti the theme was wellbeing services in Päijät-Häme area. So it was also arranged during the workshop several visits to the local companies. The purpose of the Head seminar in St. Petersburg was, in turn, to present social and health care sector of Russia and to find cooperation possibilities.

Invariably the feedback has been positive and the meetings have been seen as an important way of collaboration and discussion. According to the feedback the project has offered possibilities for reflective discussions between organizations and companies included in the project. It has been found out that, despite the culture, the functional environment and the rules are different in Russia and Finland, there are also a lot of similarities.



Picture 1. Workshop in Lahti, March 2013

A virtual environment:

As a tool of social media the portal has provided a good opportunity to discuss more after the seminars and workshops. It could be said that as an active meeting place it has supported networking of the participants. Because the portal will work until 2017, entrepreneurs and other participants can continue networking with each other when the project is finished. The address of the portal is www.wellbeingconnection.fi.

Developing teaching in entrepreneurship and business studies:

Currently working life is demanding and challenging. After graduation it can be difficult to find own place at work. It is therefore important, that already during the studies the student can become familiar with the various possibilities of employment. Entrepreneurship can be seen as one of these opportunities.

The construction and development of the virtual learning environment for entrepreneurship studies organized and implemented during the project tried to respond to these challenges. Because entrepreneurship is an important area of development in all participating universities, all coordinators were involved in the planning of the course. Lahti University of Applied Sciences was, however, responsible for the teaching and implementation of the studies.

The studies were implemented in the spring of 2014 virtually and in English. The name of the course was Active competence in entrepreneurship (4 ECTS) and its learning objectives were: The student gets acquainted with entrepreneurship as an option to wage work and as a life strategy and understands the significance of her/his own knowledge management in entrepreneurship. She/he realizes the importance of entrepreneurial way of working and increases her/his

knowledge of the entrepreneurship and the entrepreneurial approach in wellbeing (in the social and health care sector). She/he is willing to develop her/his own entrepreneurial competences through self-evaluation and increases his/her knowledge of the development of welfare services.

The purpose was also to familiarize students with the small business and entrepreneur's work and to develop services in collaboration with entrepreneurs (involved in the project). The content of the course gave facilities to plan and evaluate development of services (in welfare) and business ideas. It also gave facilities to reflect on the importance of creativity and innovations in entrepreneurship. The number of participants was 40 students from Russia and Finland.

As mentioned earlier, the studies were mainly carried out virtually, but they also included a week-long intensive period in both countries. After that Finnish students were developing services in Russia with entrepreneurs involved in the project. At the same time Russian students worked in Lahti with Finnish entrepreneurs. Finally all gathered in Lahti and rated their development activities together.

The course received good feedback from the students in particular because of its multi-cultural and multi-sector nature. Students' opinion was also that practical work in companies had been rewarding and fruitful and they had received a lot of useful experience.



Picture 2. Virtual course decision meeting, April 2014

Publication:

The participating universities have worked actively together throughout the project. In addition, they have worked on different types of written material, for example this publication. One of the aims of academic work has been to improve the academic world knowledge of entrepreneurship and entrepreneurial activity and to strengthen cross-border cooperation. Publication is not in the truest sense of the scientific publication – it is more the story of participants: what has happened during the project, how it is implemented and what kind of new influences have been.



Picture 3. Coordinators meeting in Vyborg, 2012

PROMOTION OF THE COOPERATION – POSSIBILITIES AND PROBLEMS

The common working language in the project has been English – but only in coordinators' meetings. It has not been used as a common working language in seminars, workshops and company visits, especially because the Russians entrepreneurs knew only their mother tongue or little English. Because of this problem, in all seminars, workshops and visits there have been Russian – Finnish translators. The lack of language skills has also hampered networking and discussions among participants on the portal. Therefore, its use has not been as active as it originally was intended.

Every participating university has been responsible for the project activities in their own region and their implementation in accordance with the project objectives. Also because of this collaboration between companies involved in the project has deepened and enhanced. Particularly active in regional cooperation has been Kymenlaakso region. That is why it should be noted that entrepreneurs in Kymenlaakso region have been very committed to the project. Also Russian entrepreneurs have worked together and developed their own activities, for example companies in Leningrad region have begun to develop common services.

There have been problems only in Päijät-Häme region: the commitment to the project by companies in the social and health care field has not been as high as in other regions. Willingness to be involved was found, but because the companies were quite small, it was difficult to leave the job done during the seminars and workshops. It also appears that in Päijät-Häme region the importance of cross-border cooperation is not yet understood. The fact is also that Russian tourists are either stopping in Kymenlaakso region and passing Lahti area or they are travelling directly to Helsinki.

When you look at all the project activities, the collaboration has been anyway rewarding: conditions for increased regional wellbeing have been created in both Russia and Finland. During the project, both Russian and Finnish business expertise, familiarity with the culture and entrepreneurship knowledge have increased, and the project has resulted in the creation of effective entrepreneurial network. The project has also increased the collaboration between participating universities in entrepreneurship studies and entrepreneurial way of working.

RECAPITULATION

In recent years some big changes have taken places in the societies of both countries, for example the loss of the services in the public sector and the aging of the population force entrepreneurs in social and health care to change their service structures. Since the public sector is no longer able to provide all the services, more and more private enterprises are needed. Private services are taking more important role in the welfare of individuals and the need for various kinds of welfare services is increasing.

The project has responded to the challenges of today and supported by Russian and Finnish regional entrepreneurial activities and development of new services. The benefits of the project are reflected in the fact that the immediate impact of the project is that entrepreneurial knowledge and activities of the involved universities and regional entrepreneurs are strengthened and new joint venture companies and networks are initiated.

Furthermore, the cross-border cooperation and entrepreneurship and university networks created during the project are increasing opportunities to build new businesses and improving the business skills and cultural knowledge, as well as providing conditions for the creation of joint innovation. During the project, Russian and Finnish business cooperation and dialogue were enhanced and cooperation between participating universities and their studies in entrepreneurship were developed. Project participants formed a consortium, whose expertise, cooperation and networks ensured that project objectives were achieved.

The very important role in work was to increase awareness of the both countries cultures and practices in the social and health care and welfare. For example, the feedback from the virtual course indicated that the student's knowledge of the partner countries was increased. Also the potential for cooperation and networks were increased among students and entrepreneurs.

Tiina Punkanen

TO BE OR NOT TO BE AN ENTREPRENEUR

Summary

Entrepreneurship is a way of life. Who choose entrepreneurship and why? The main thing is to be free and to be independent, to be your own boss. Working as an entrepreneur is more meaningful, but not meaning money, than work to somebody.

Key words

Entrepreneur, entrepreneurship, examples of wellbeing branch, change, internal entrepreneurship

More leisure time, more freedom, what other reasons we need when choosing the entrepreneurship? No matter what point of view we choose, the entrepreneur is the most important factor in the modern economics (Lazear 2005). The growth of economy comes from enterprise and enterprises come from entrepreneurs. That is why, it is so important to understand the entrepreneur's skills, motives and limits, when we speak of healthy and growing economics (Ilmakunnas & Kanniainen 2001).

“Seeming to do is not doing.” – Thomas Edison

How to define an entrepreneur? We can say that self-employed and business owners are entrepreneurs. Those who are aiming to create an enterprise, we might call too entrepreneurs. I myself think, that it is very important to be an entrepreneur in heart and in mind, even if you work for someone else. Internal entrepreneurship is the strength, which keeps us moving.

“Opportunity is missed by most people because it is dressed overalls and looks like work.”
Thomas Edison

Why to choose entrepreneurship? I interviewed myself as an entrepreneur and two other self-employed women. We all took part in Moving Towards Wellbeing project. The project is between Finland and Russia including small welfare entrepreneurs in limited area: Kymenlaakso, Päijät-Häme, Vyborg and St. Petersburg, but we three knew each other before the project.

All three of us chose this career, because we were bored and we wanted changes. In the welfare sector, you don't necessarily have to make big investments to be self-employed. We all have background in nursing and after that we have educated ourselves a lot. One of us, Sari Tjeder, CEO of Riilax Ltd is Health Care Nurse, Relaxing Therapist and Supervisor. The other, Marjut Jaakosela is CEO of Tmi Ryhmäpeili. She is a Special Nurse, Group Therapist and Supervisor. I run a company named after myself. I'm a Special Nurse in Psychiatry, a Nursing Teacher and I have special education for business management. In addition, I have a Master Degree in Education.

It is important to have “name” before you start your own business. The more wide network you have, the more contacts you have already. I have been involved in several associations and it has helped me to build my own company. For the same reason it was so easy to get entrepreneurs to the Moving Towards Wellbeing project: “I know everybody and everybody knows me”.

We all three women have such broad education and knowledge, that it is hard to find job where all skills could be used in one position. When you are self-employed you can do several different jobs at the same time. We all think that the best part in entrepreneurship is freedom and responsibility. Freedom means that you can make your own schedules both for work and leisure time. Responsibility is everywhere, what ever you do and say. There is no-one else taking it.

How to be sure, when to choose entrepreneurship for your living? Entrepreneurs are people who want change and variety at work. Usually money is not a reason to be an entrepreneur. In many cases entrepreneurs make less money than those who have rationally proceeded on with their career (Evans & Leighton, 1989 and Åstebro & Thompson, 2011). On the other hand, entrepreneur can raise their income without limits, which is not usually possible in paid work (Lazear, 2005). We all three agree with these thoughts. The main thing is to be free and to be independent, to be your own boss. Entrepreneurs experience that entrepreneurship itself is more rewarding than paid work (Hamilton, 2000).

We all three entrepreneurs think that we cannot any more be part of a team, because we are used to be our own bosses. In teams there are always such powers as intake of groups and the demand for all to be similar. These are negative phenomena in all groups and we don't want to be part of these kinds of things. If being an employee, being the boss somewhere could be an option. We all are used to work alone, even though a whole new world has opened after becoming an entrepreneur. There are so many new opportunities, and we have got possibilities to work with so many different people and things. Before working as an employee, the whole life was much narrower. On the other hand, we have always worked like entrepreneurs; we all have an attitude, which can be called internal entrepreneurship. We have always focused on the work itself. This is what I call the basic task of work.

In Finland highly educated people tend to work as employees rather than entrepreneurs, that is why we three are exceptions. What fascinates us in entrepreneurship? What should happen that we went back to work as employees? If we made bankruptcy or we got terminally ill or something horrible happened for our families or somebody offered us a very good job with a good salary and a position where we could use all our skills and if the work looked like ourselves. These could be reasons to end entrepreneurship.

To be self-employed is a hard work, we don't constantly have any more dreams of entrepreneurs' “easy life”. We know that this is a real work: marketing ourselves and living with the anxiety of having enough work in the next upcoming months. Entrepreneurship is a way of life. This is our way.

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Valentin Galenko and Olga Tabelova

EXPERIENCE OF RUSSIAN-FINNISH COOPERATION IN THE DEVELOPMENT OF SOCIAL FIELD OF BORDER REGIONS

Summary

The article analyses the issues of management in the social field in St Petersburg; assesses its state in 2013 as well as prospects of its further development; discusses opportunities for international cooperation in the abovementioned field, including experience exchange among entrepreneurs, authorities and universities.

Key words

Management in social field, health care, infrastructure of social field, SMEs, public-private partnership (PPP), training in entrepreneurship, international cooperation

The processes of functioning and development of social field are determined by objective rules and are based on certain management principles.

If we also take into account the fact that social field is the environment where the needs in goods required for self-realisation of creative potential of human beings are formed and satisfied, we need to examine this field as a system, which structure has its own quality features. This system is based on social infrastructure and corresponding consumer goods, processes of education, medical, social and household servicing, as well as on bodies and institutions of social field management, which, in their turn, are functioning on the basis of mechanisms and normative base regulating consumer behaviour of a person, a group, population in general.

Obviously, the elements of social field structure are of different complexity levels, depend on each other and are the derivatives from social field as an integral system. Their specific features, origin and existence are determined by the key function of social field – social reproduction of people as subjects of life activity and functioning of structures, social institutions as well as resources for maintenance of social subjects. (Federal law No178FZ, 93.)

It has to be emphasized that social infrastructure is a combination of material elements, which create appropriate conditions for satisfaction of a complex of needs and ensure reproduction of people and society. Organizationally, infrastructure of social field includes institutions, enterprises and management bodies that aim at efficiency increase of social field functioning as a system. (Federal Law No 26, 72.)

It is worth mentioning that medical and household servicing, as well as other forms of social protection of various population groups, are constant processes of social interaction of people, which obviously have to be managed. This means that management of social field should aim to achieve the following key goals: preserve previously accumulated human potential; ensure accessibility and affordability of services and create new institutional conditions for improvement of quality characteristics of social reproduction of future generations; develop potential of social field.

St Petersburg is the second largest city of Russia in terms of population and it possesses all the problems of social field typical for big megapolises, including social tension related to various factors of city development.

According to “Petrostat”, population of the city on 1 April 2013 made up 5035,1 thousand people. At the same time, over 1,2 mln. people are elderly citizens and approximately 1 mln are handicapped people.

If we speak about city policy in management of social field in general, this includes regulation of the labour market, as well as social protection and assistance to citizens. In this regard, we have to pay special attention to activities held to ensure health care, family and childhood protection, educational services, as well as various types of services such as consulting, rehabilitation and adaptation services.

Table 1. Structure of St Petersburg budget in social and cultural fields in 2010-2013, % ¹.

Nro	Cost item	2010	2011	2012	2013
1.	Housing and communal services	17,4	16,7	17,9	15,7
2.	Environmental protection	0,3	0,3	0,4	0,5
3.	Education	18,1	17,1	18,8	19,7
4.	Culture and filmmaking	3,7	3,6	3,2	3,0
5.	Healthcare	17,7	16,0	10,4	13,4
6.	Social policy	12,0	11,3	11,1	11,5
7.	Physical culture and sport	-	2,2	2,3	2,4
8.	Mass media	-	0,3	0,3	0,3
9.	State and municipal debt servicing	-	0,3	0,1	0,3
10.	Interbudgetary transfers of general nature to budgets of subjects of Russian Federation and municipalities	3,0	3,2	3,5	0,1

¹ Data of St Petersburg Committee of Finance

In general, the part of St Petersburg budget for 2013 allocated for social and cultural fields, makes up no less than half of the total budget of expenses. This part includes expenses (Table 1) of the following types: education – 80,8 bln.rub. (19,7% in total budget of expenses), social policy – 47,4 bln.rub. (11,5%), health care – 52,3 bln.rub. (13,4%).

At the same time, even budgets of 2014-2015 already provide increase of expenses for social field, including: expenses for education will rise up to 91,2 bln.rub.; for social policy – up to 53,3 bln.rub.; for health care – up to 55,4 bln.rub.(Law of Petersburg).

All the abovementioned, allows us to make a conclusion that the Government of St Petersburg constantly keeps in sight the issues of social field development.

That seems quite important taking into consideration the fact that the percentage of elderly people among St Petersburg residents is constantly growing. According to forecasts of “Rosstat”, by 2020 the percentage of elderly people in total number of St Petersburg residents will make up 28,9%, therefore the problem of this category of citizens is one of the most urgent problems of the megalopolis. In order to implement a complex of measures aimed at improving the quality of life of elderly people in St Petersburg and taking into consideration the interests and needs of all categories and groups of elderly people, the Government of St Petersburg by the resolution No171 dated 15.02.2011 approved the “Improving the quality of life of elderly people in St Petersburg” Programme for 2011-2013, which is highly likely to be continued afterwards in this or that form. (Resolution No 171.)

If we look at the problems, we have to admit that the issues of permanent placement of elderly and handicapped people in inpatient organizations of social servicing, for example, should be mentioned among the most urgent of them.

Despite the fact that there are 13 inpatient organizations of social servicing in the city, which are targeted for permanent residence and can accommodate 7297 places/beds, that is obviously too far from being enough. At the time being, to get a place in such organizations, a person might be waiting from one month to several years (on 01.02.2013 the queue included 721 people). It also has to be mentioned that the most urgent need is in expansion of the chain of psychoneurological internats.

Another important problem lays in development of such form of social servicing as a system of home-based servicing. At the moment such servicing is provided by 241 departments of home-based social servicing. The city also provides (by means of the city budget) social support for some certain categories of citizens through such technologies as “Emergency button”, nursing services and “Social taxi”. (Economics and socium No 4 2013.)

Another pressing problem of social servicing of elderly and handicapped people is insufficient (incomplete) staffing of inpatient organizations (66,2%), which is mainly connected to a very low level of salary. According to “Petrostat”, in St Petersburg in the first quarter of 2013 the average salary of a social worker amounted to 17.788,40 rub., which was only about 52% of average salary in this region of Russian Federation. The analysis of the level of average salaries of workers (grouped in categories) employed in social field in organizations of state and municipal

forms of ownership for January-March 2013 showed that the maximal salary were earned by doctors and employees of medical organizations – 37375 rub., while the minimal salary went to social workers and nurses.

It is obvious that it is necessary to raise the minimal salary of employees by approximately 25%, which will at least help to reduce the shortage of staff. At the moment, the system of state organizations of social servicing of St Petersburg citizens includes 57 organizations, among which: 20 multi-functional centres of social servicing of citizens; 14 centres of social rehabilitation of handicapped adults and children; 15 centres of social assistance for family and children; 7 social-rehabilitation centres for minors; and one house for night-time staying that obviously don't satisfy the needs of the city. (Economics and socium No 4 2013.)

At the same time, nowadays we almost don't use one of the most efficient resources for social field improvement, which is development of small and medium enterprises and organizations, including using the mechanism of public-private partnership (PPP).

One of the most important ways of improvement of social field and quality of implemented projects lays in international cooperation. In this sense, St Petersburg and Leningrad region have certain competitive advantage, since our closest neighbour – Finland – is one of the most advanced countries in the field of social security of citizens and management of social field.

It's worth mentioning that in Finland the problems related to social field are quite similar in content with those that are typical for St Petersburg and that have been mentioned above.

That's why starting from 2012 St Petersburg State Economic University (SPbSEU) in cooperation with Finnish partners: Lahti University of Applied Sciences and Kymenlaakso University of Applied Sciences as well as with Vyborg branch of Russian Academy of National Economy and Public Administration has developed and has been successfully implementing a joint “Moving Towards Wellbeing” project, which is financed by the EU, Finland and Russian Federation. (E-portal of the project.)



Picture 4. Valentin Galenko. Workshop in Kotka, February 2014

The goal of the project is to organize cross-border cooperation in several interrelated directions:

- cooperation of Russian and Finnish companies and organizations in order to exchange experience in the field of health care and social services, as well as search for opportunities for development of joint projects;
- cooperation of Russian and Finnish partner universities in the field of development and implementation of educational programmes in entrepreneurship in health care and social field (both for students and for active entrepreneurs);
- consulting of companies and organizations in development and promotion of projects and organization of interaction with authorities;
- creation of interactive environment (educational-consulting portal) for direct communication among entrepreneurs, students and representatives of partner universities.

At the moment the project has participants from over 30 companies and organizations of St Petersburg and Leningrad region. On the Finnish side the project has been joined by approximately 25 companies from Kymenlaakso and Päijät-Häme regions.



Picture 5. Workshop in St. Petersburg, June 2013

The partners hold within the framework of the project conferences, seminars and workshops, organize visits to the most advanced companies and organizations of the region, where direct communication among entrepreneurs and experts take place as well as best-practices and best-techniques exchange. Another very important aspect is experience exchange in interaction with authorities in order to organize public-private partnerships (PPPs).

The educational component of the project is already implemented in development of joint course “Active competence in entrepreneurship” that is targeted both at students and entrepreneurs. The specific feature of this course is in fact that it’s implemented in a distance-learning mode, though its core part is an internship period in Russian companies and organizations – for Finnish students, and in Finnish companies – for Russian students.

Taking into consideration the fact that the training period ends up with creation of a mini-project related to development of the corresponding company, in our opinion, the course helps to successfully achieve two goals at the same time: improve entrepreneurial competencies in the field of health care and social services, as well as develop skills in cross-cultural interaction.

Joint work within the framework of the project shows that Russian and Finnish participants of the project don’t only exchange experience and advanced professional practices, but also have gone as far as creation of joint business projects.



Picture 6. Project partners together. Coordinators meeting, 2012

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Vassel Evgenia and Andrey Mustyats

INTERNATIONAL PROJECT Moving Towards Wellbeing Cross-border cooperation between Russia and Finland

One of the efficient performance indicators of the universities is the activity in international projects, actions in international programs and implementation of exchange programs with international universities – partners. The subject of our article is international academic project Moving Towards Wellbeing (Grant Contract ENPI 2011-045-SE490).

Entrepreneurship in social and health care is activities of organizations and private persons aimed at strengthening and improving the health and wellbeing of population. One of the main reasons for the development of entrepreneurship in the field of health is the government's inability to provide the population with the guaranteed free medical care in full scope. The main aim of the project is the setting up and implementation of the partnership in order to develop communication in entrepreneurship based on social and health care, possibility of arranging new companies in Russia and in Finland.

The Lead Partner of the project is Lahti University of Applied Sciences, the other Project Partners are Vyborg branch of RANEPА, Higher Economic school of Saint Petersburg State University of Economics and Finance and Kymenlaakso University of Applied Sciences.

The Russian partners from Vyborg are represented by a group of teachers and students from Vyborg branch of Russian Academy of National Economy and Public Administration and entrepreneurs working in the field of social and health care. They are: medical centre “TY-SI” (specialized in reflex therapy), complex serving centre in Svetogorsk (specialized in rehabilitation of elderly and disabled people), valeological centre “Simpatica” (health care), massage art studio “GIVO”.

During the three years of implementation of the project the partners visited about twenty companies in Russia and Finland. These companies work in the field of rehabilitation and treatment of elderly people. The project partners visited the centers of rehabilitation of disabled people and supporting disabled children. The partners exchanged ideas about modification of their work, showed different methods of rehabilitation, shared the basic instruments in understanding the specific items in the work in this field.

During this time closely communicated contacts of cooperation were established which in the future will contribute to the practical application of received skills in this field.

The first workshop of the project was held in Vyborg in 2012. The three years of the project passed educationally. There were held about 10 workshops and meetings in Russia and in Finland. Besides implementing the project with entrepreneurs, the partners involved students of four universities. Thus within the project, a virtual course based on the theme of entrepreneurship was successfully organized.

The virtual course was aimed to explain the concept of entrepreneurship as a life strategy and an alternative to a wage work. The course provided the students with the most essential knowledge and skills in entrepreneurship with a focus on entrepreneurship in social and health care fields. It covered basic concepts of entrepreneurial and entrepreneurial approaches in business and outlined the importance of innovations and creativity as well as knowledge management in entrepreneurship.

The course was aimed to develop welfare services in cooperation with Finnish and Russian companies participating in Moving Towards Wellbeing project.

Special attention in the course was also paid to development of competencies in cross-cultural communication by practical work for Finnish and Russian companies participating in the project.

Students of four universities – partners developed and then defended their own business plans created after visiting companies in both countries. According to the results of this course each student will get a certificate with four ECTS and a good experience of working in a foreign company.

Due to the project entrepreneurs have unique possibility of developing their business beyond Russia, which can contribute to additional income and self-development.

Financial support is provided by the European Union and by some Finnish and Russian companies.

This kind of project allows partners to expand borders of educational space and helps successful integration in the European Union.

Lanovaja Ekaterina

ACTIVE COMPETENCE IN ENTREPRENEURSHIP

International virtual course

The main idea of the course was to teach students from different countries (Finland and Russia) and fields of study entrepreneurship basics both theoretically and in practice, teach them to work in groups and to overcome cultural and linguistic barriers.

At the lectures and during the preparation process student found out that entrepreneur and entrepreneurship is not only an economic activity aimed at the regular reception of profit from the production, sales of the goods, rendering of services. Entrepreneurship is an activity which includes a number of elements such as:

1. life strategy;
2. essential knowledge and skills in entrepreneurship;
3. entrepreneurial competences;
4. group work and cross-cultural communication;
5. mutual understanding.

The course includes several parts:

1. Theoretical - independent study of the textbooks, selected materials (articles and videos).
2. Training week - company visits, case-assignments and a Business model Canvas.
3. Summarizing - presentation of the course results. Namely presentation of the group work according to the example of the Business model Canvas.

And now a little bit more details about the training week. Student groups received such tasks:

- standard forms of the Case-assignment such as to come up with their own business idea and participate in the Business model Canvas (and some groups even made their own calculations).
- case -assignment connected with the promotion of the goods and client orientation.

Here are some business ideas:

1. Caretakers - assistance to people with the problems of the excess weight in the adjusting of their diet, in the developing of the right exercise system and psychological help.
2. You are part of us - help for the elderly aimed to attract them to work in the handicraft clubs.
3. The Center for children and socialization named after L. Roshal - additional development of the children including interest clubs, outdoor activities, counseling sessions, trips, focused group discussions.
4. Feel at home club – club for people who had moved from another city or country, traveling alone, have problems with socializing. The main idea is to find new friends, communication, joint leisure activities.

During team work there was:

- great and friendly atmosphere;
- mutual understanding and harmonious work;
- multicultural cooperation;
- mutual assistance and experience exchange;
- good humor.

Summarizing the training week I can distinguish:

1. improved entrepreneurial skills;
2. practical work with business model canvas;
3. visits to Finnish and Russian companies;
4. great experience;
5. teamwork skills.



Picture 7. Training week in Lahti, April 2014

Valentin Galenko and Olga Tabelova

MOVING TOWARDS WELLBEING IS GOING ON. THE EXPERIENCE OF RUSSIAN-FINNISH COOPERATION

The processes of functioning and development of the social field are mainly directed at satisfaction of need in goods required for self-realisation of human potential. Social field as a system is based on social infrastructure and corresponding consumer goods, processes of education, medical, social and household servicing, as well as on bodies and institutions of social field management. And if we want to improve social infrastructure and system in general, we have to understand the extreme importance of international experience application in this field.

One of the key goals of Moving Towards Wellbeing project is development of cross-border cooperation among entrepreneurs and universities of Russia and Finland, as well as creation of conditions for sustainable economic development of project regions (Kymenlaakso and Päijät-Häme regions in Finland and St Petersburg and Leningrad region in Russia) in social field in general and health care as its structural component.



Picture 8. Valentin Galenko

St Petersburg is the second largest city of Russia in terms of population and it possesses all the problems of social field typical for big megapolises, including social tension related to various factors of city development. In view of the abovementioned, examination of international experience of social field development is one of the city priorities.

The population of St Peterburg exceeds 5.000 thousand people, which is comparatively equal to the population of Finland. At the same time, over 1,2 mln. people are elderly citizens and approximately 1 mln – are handicapped people.

State policy in management of social field is quite active and includes health care as well as social security and assistance to citizens. In this sense we have to emphasize activities held to ensure health care, family and childhood protection, educational services, as well as various types of services such as consulting, rehabilitation and adaptation services, where international experience is of great importance. Finnish experience is especially valuable for us, since in Finland great attention is paid to social services.

The target group of the project is entrepreneurs, companies and organizations working in the fields of health and social care, employees of such companies, their clients as well as employees of partner universities and their students.

In a broader sense, the final beneficiary of the project is the whole population of the border regions of Russia and Finland, since the project aims at development of entrepreneurship in one of the most significant aspect of regional life. Therefore, one of the project tasks is to improve quality of the services provided for citizens as well as to expand their range.

The focus is made on attracting to the project mainly small and medium companies and organizations, which is hoped to ensure the exchange of experience, know-how, create opportunities for promotion of joint innovative ideas and projects as well as interaction within the framework of cross-cultural environment.

In view of this, we can also name among final beneficiaries such organizations as regional organizations developing social services, regional business-associations, chambers of commerce and industry, associations of entrepreneurs and organizations of business-education.

It has to be mentioned that since already at the stage of making the project application we started searching for potential project participants, it turned out that it was of great interest for various companies and organizations of St Petersburg and Leningrad region. These organizations might be divided into the following groups:

- health care organizations;
- social security organizations;
- organizations and companies that provide various services of health care, wellness and socially oriented types.

Since social field is a very broad term – from direct medical services and services of medical and social rehabilitation to such services as massage, fitness, consulting in nutriscology, etc. – and taking into consideration the limited scope of the project (time, budget, etc.), we had to determine the most important, to our mind, and focus on them. At the same time, in the future we are planning to apply for a grant in order to continue this project by expanding the range of participants and aspects of social sphere they represent.



Picture 9. Company visit in Finland

Approximately 30 companies from St Petersburg and Leningrad region participated in the project. For example, health care organizations are represented by such companies as “Almed” Co Ltd, Children’s hospice, Association for support and development of canis-therapy, etc. Social security organizations are represented by such organizations as Centres of social rehabilitation of handicapped adults and children of Kirovsky, Krasnoselsky and Pushkinsky districts of St Petersburg, “Care System” Co Ltd (“Emergency Button” project), etc. As for social service providers, they are represented by such companies as Social geriatric centre “Opeka”, child care centre “Plombir”, consulting-educational centre “Way to Health”, “Yeti” Co Ltd, AMK company and many others.

In this sense, an important task of the project has been to organize interaction with Finnish partners in such a way that makes it possible to find in border regions of Finland such organizations that would be close in their fields of activity to Russian companies and organizations represented in the project.

It has also been very important for us to attract for participation in the project on Russian side not only state organizations (since it’s exactly state organizations that mainly represent social field in our country), but also find private companies and “entrepreneurs-pioneers”, who have been already working in this market, implemented programmes of public-private partnership (PPP) and could share their experience and know-how with those who have been just thinking over the possibility of building their own businesses in this field.

We believe that in general we have managed to achieve these goals, which have helped to make project events rather substantial. These events have been organized in Russia in St Petersburg at the premises of the project partner – Higher Economic School of St Petersburg State Economic University (HES SPbSEU), in Vyborg – at the premises of Vyborg branch of Russian Academy of National Economy and Public Administration, and in Finland in Lahti – at Lahti University of Applied Sciences and in Kouvola and Kotka – at Kymenlaakso University of Applied Sciences.

Already in the first project forum that took place in Vyborg there were seven participating companies and organizations from St Petersburg.



Picture 10. Olga Tabelova and Valentin Galenko in workshop in Vyborg

Eventually the project has been also promoted by its participants and the number of companies interested in participation has been constantly increased.

During the project we have organized about 10 joint seminars and forums both in Finland and in Russia, where participant did not only receive theoretical information about certain important issues of business management in Finland and Russia (legal issues, taxation, etc.), as well as about psychological and cultural aspects of cross-cultural interaction, but also visited leading enterprises of the region working in social and health care fields, and then discussed the things they had seen, plans of joint projects development, exchanged experience and know-how and examined the possibility of their practical application.

During the project implementation period each partner also organized local meetings and seminars for participants of the region in question, though project participants from other regions have also been highly welcome in case they have felt interested. In these seminars we discussed more focused issues, specific for a certain project region, for example, the actual programmes of state support for entrepreneurs acting in social sphere, new taxation rules in this field, etc.



Picture 11. Workshop in St. Petersburg

It also has to be mentioned that project staff of all project partner universities has been monitoring the level of interest among project participants (both questionnaires and visits to companies, interviews, etc.) during the whole project in order to make the project events as interesting and efficient as possible. Project partners have also provided assistance in organization of interaction among participants from both sides of the border, given consultations in creation of new joint projects between project participants.

Unfortunately, it is still too early to speak of such concrete results as creation of joint companies (here we may refer to differences in mentality and the habit of our northern neighbors “to harness slowly”). At the same time, participants from different partners actively discuss and negotiate the opportunities, several economically reasonable ideas are already in the air – and they are directly on the way to their implementation. For instance, the negotiations are in active phase between Finnish company “Mewell” and “AMK” company from St Petersburg. They are planning to build some modern health and wellness centres both in Russia and Finland with use of Russian and Finnish know-how.



Picture 12. Workshop In Lahti, 2013

It should be emphasized that we have also managed to implement another important task of the project, which is to organize efficient cooperation between partner universities. This cooperation, on the one hand, has helped to attract project participation of the experts from partner universities, and on the other hand, has supported development and implementation of a pilot version of virtual educational course “Active competence in entrepreneurship” related to the issues of entrepreneurship, which has been attended by both Finnish and Russian students.

We are happy to say that the pilot version of the course has become really successful and laid foundation for its further adaptation to the needs of another target group – entrepreneurs, managers and experts of companies and organizations working in social field, i.e. for adult audience.

The main highlight of the course has been in parallel internship of Finnish and Russian students in Russian and Finnish companies correspondingly. The internship idea was initiated by HES with active support of entrepreneurs participating in the project, who were immediately willing to host the students studying in the course.

The course lasted for 2,5 months, which is 108 academic hrs or 4 ECTS. All students who participated in the course were officially enrolled to Lahti University of Applied Sciences. The course was attended by 13 students from St Petersburg who afterwards went to Finland for a week internship in the leading companies of Lahti region representing social field. In their own turn, Finnish students had their week's internship in St Petersburg at the premises of Social geriatric centre "Opeca".

It is extremely important that the whole course in general and the internship in particular ended with development of real business-projects that were created in mixed Russian-Finnish groups of students.

Students had a great opportunity to present their projects at the special seminar in Lahti, organized within the framework of the study-tour for entrepreneurs participating in the project. The presented projects turned out to be of big interest for both Finnish and Russian entrepreneurs, who were actively asking students extra questions and also gave advice for rationalization and improvement of projects for their further implementation. Based on the results of these defenses and discussions, students received joint certificates of project partner universities.



Picture 13. Students in workshop in St. Petersburg

It also needs to be mentioned that during the project we have created an educational-consulting portal www.wellbeingconnection.com. The portal contains all materials of the educational course, presentations and photo reports from project events as well as (which is extremely important) includes contact info of all project participants and an open forum where everyone can discuss any essential problems, ideas, etc. On the one hand, that is a place where project participants may find each other when there are no project face-to-face activities going on and discuss the opportunities for further cooperation. On the other hand, the portal is open for any other interested participants. This means that the results of the project (created materials, articles, etc.) are open for wide audience, and interested entrepreneurs, companies and organizations that haven't directly taken part in the project (for example, from other regions of Finland and St Petersburg) might also join common work, find partners for their own projects and examine the experience of their colleagues.

When summarizing the results of our joint efforts (with Finnish partners) in this project, we may sincerely say that the majority of the set goals have been achieved. It's no less important that the results of our joint work provide good foundation for further mutually profitable cooperation between border regions of Russia and Finland.



Picture 14. Participants from Russia

Lyudmila Amaratova

DOGS FOR LIFE IN MOVING TOWARDS WELLBEING

Dogs for Life has existed since 2007. In the beginning it was an initiative group but some time later it became a public organization. Our activity is canis-therapy. The specially trained dogs help disabled people rehabilitate and improve social, mental and cognitive functioning. Canis-therapy is a kind of animal-assisted therapy like horse therapy, dolphin therapy, etc. however, canis-therapy has a wider and more various range of applicability. We deal with a wide variety of disabled people such as the blind, the deaf and the hearing-impaired, people with spinal cord injury, people recovering from a cerebrovascular accident, children born with infantile cerebral paralysis, people with autistic disturbance, development delay and speech retardation, etc. Regular physical, psychological and social recovery activities are arranged for them.

All the activities are differently oriented and depend on a diagnosis. A specially trained dog is a tool, motivational object and a helper at classes.

Moreover, we train guide dogs to help people with disabilities such as the blind, the deaf and the hearing-impaired, patients suffering from diabetes, children born with infantile cerebral paralysis, etc. We carry out preparatory work with disabled people, teach them to guide a dog and we patronize a disabled person and a dog forever.

We were interested in the experience of such work in Finland. As we could see during the project Moving Towards Wellbeing, canis-therapy is used in Finland very seldom. However, this method has a huge potential. We visited a lot of centers that deal with people with diseases of the musculoskeletal system. Physical therapy for children born with infantile cerebral paralysis, people with spinal cord injury, people recovering from a cerebrovascular accident could be held with the help of a dog.



Photo 15. A gentle moment



Photo 16. Canistherapy 1

1. Play games with a dog and items of different size, weight and structure.
2. Fasten dog's ammunition, dress body cloth and boots, etc.
3. Brush a dog with different combs and hairbrushes.
4. Train a dog: a patient learns to pronounce words clearly, gesticulate, make a dog sit down and lie down by hands, hold equipment for a dog (rings, balls, hoops), go over an obstacle course (individual one, depending on severity of impairment).
5. Walk a dog: learn to walk properly, perform exercises walking up along inclined plane in order to improve balance and strength.
6. Lie down and relax with a dog. This exercise is especially good for children born with infantile cerebral paralysis and autistic disturbance. It lets a child relax deeply.

Also we know that autism is a tremendous problem in modern society everywhere in Europe. The children with autistic disturbance are more willing to start communication with a dog rather than with their closest people. A dog helps a child establish good relations with their parents, then with other people. For these children, all the exercises are oriented towards developing bodily sensation, communication skills, speech, focusing attention and being able to manipulate items.



Photo 17. Canistherapy 2



Photo 18. Canistherapy 3

The presentation of our work in St. Petersburg aroused great interest of the Finnish colleagues. Therefore, we believe that it would be possible to continue our cooperation - both scientific and practical. Our dogs speak all languages of the world!

Aleksey Mavrin, Tatyana Kovrizhnykh, Ekaterina Tanaeva

SGC “OPECA” – MOVING AGEING IN RUSSIA TOWARDS WELLBEING

Social geriatric centre (SGC) “Opeca” (Guardianship) is the first in NWFD (North-West Federal District) and the biggest in Russia network of private boarding houses with medical treatment for elderly people who need being looked after. These are establishments of new format, rendering qualified medical and social aid to most vulnerable group of society. SGC “Opeca” is involved in socially oriented business and favours active development of the new for Russia sphere of entrepreneurship, which in its turn serves the foundation for socially significant changes in our country.

Services of SGC “Opeca” are elderly-people-oriented:

- people with total or partial loss of autonomy and ability to live independently;
- people with Alzheimer’s disease, dementia (dotage);
- people who need medical rehabilitation after disease, trauma or surgical operation;
- people who need nursing, emotional discharge or psychological assistance.

Results and quality of work of SGC “Opeca” are confirmed by 6 years of practice and numerous responses from our tenants and their relatives. Our organization deserved public recognition and received awards and honourable certificates as a result of participation in various all-Russian contests. In March 2014 our organization was among the Best Social Projects in Russia. We suppose that our main achievement is that during the last 3 years we have succeeded in establishing a constructive dialogue and starting collaboration with the government: most proposals from the innovative model of social service of elderly people in RF, developed by us, are included in the new Law ‘On the foundations of social service of citizens in the Russian Federation’ and also in the 5-year plan of the Ministry of Labour and Social Protection. Also in July 2014 SGC “Opeca” won the first in the region open contest and negotiated a contract on rendering hospital social service to elderly citizens with partial or complete loss of autonomy.

As we see the goal of activity of SGC “Opeca” in improving the quality of life of elderly people and their caretakers, we build all our work on client-oriented marketing, study successful foreign experience and adapt it with a glance at people’s mentality in our country. The first country, which provoked the strongest interest, was undoubtedly Finland. The reasons of why we chose exactly Finland are as follows:

1. This country has high standard of life and developed and effective model of public-private partnership (PPP) in medical-social sphere of nursing elderly people;
2. Due to its geographical location it has climate and weather conditions similar to our region and, consequently, has the closest desirable living facilities of private nursing homes.

Our acquaintance with Finnish medical-social establishments started before the proposal to take part in the EU International Project “Moving Towards Wellbeing”. During our first trip to Joensuu we visited the largest medical-social centre belonging to VETREA network. One of the main areas of its activity completely corresponds with ours – nursing elderly people (prophylaxis of diseases, medical rehabilitation, temporary and long-term dwelling, including palliative care). Also we visited a private nursing home HELMI and specialized exhibition of goods for this group of citizens HILIMA. As a result of close acquaintance with quite different Finnish nursing homes we adopted some interesting aspects and introduced them in our boarding houses.

Participation in the project Moving Towards Wellbeing aimed at development of partnership in social sphere between South-Eastern Finland and NWFED became the next important step for us. We eagerly responded to the invitation of HES SPbSEU to enter the project and during more than 2 years have been actively participating in all the events within its bounds.

It was most interesting for us to get acquainted with various Finnish profile organizations which specialize in rendering service to elderly and disabled people. While visiting them we paid attention to the size, functionality, illumination of the premises, organization of the process of receiving aid by the people. We also noted that the interior of such establishments was specially chosen and designed in warm, light and joyous range of colours which facilitates improvement of psycho-emotional state of the patients.

One of the most useful for us was the visit to “Kymijoen hoiva ry”, where apart from the general acquaintance with the establishment, our Finnish colleagues gave us detailed answers to all our questions concerning state-private partnership and gave us statistics, characterizing the situation in their region.

We would like to separately mention “A-Clinic Foundation”, where they look after people suffering from alcoholism and drug addiction. We liked that A-Clinic is located in the country side in a picturesque place far away from the city. Thus, its patients have less temptations and risk of breakdown. And it is well-known that nature itself cures perfectly.

We suppose that Finnish hospitality, friendliness, readiness of our colleagues to communicate and not only make the business programme rich but also to arrange leisure-time for us – their guests – deserve special attention.

We think that the important part of our participation in the project ‘Moving Towards Wellbeing’ is that it lead to collaboration with the Finnish party – since March 2014 Finnish students have had weeklong training in boarding houses of Social Geriatric Centre “Opeca”. It was pleasant to hear that later on in their interview to the editor-in-chief of the “Care for Elderly People” magazine they noted that they hadn’t noticed any difference between living conditions and atmosphere in St. Petersburg and Finnish boarding houses. They also said that in Finland such establishments rather resemble hospitals while our “Opeca” houses are more homely and cozy. Besides, in Finland staying in such institutions costs several times as much as in SGC “Opeca”.

When asked ‘Would you recommend “Opeca” boarding houses to your countrymen whose elderly relatives live outside Finland, say, in St. Petersburg or Moscow?’ females answered: ‘Yes, certainly, with total confidence in the correctness of such advice’.

Already last autumn in the process of closer acquaintance with Finnish hospitals and the organization of medical-social system in Finland we had an idea of a project to open a boarding house for Finnish pensioners in Vyborg (which is located on the border territory with Finland). Taking into consideration the fact that in Finland staying in nursing homes is mainly financed by the state, and the cost of the services is several times higher than in boarding houses of SGC “Opeca”, the interest of both parties is obvious:

- the state saves the budget (and thus can render services to more people on the assigned means);
- the waiting list to hospitals decreases;
- elderly people (Finnish citizens) timely receive complex medical-social care of high quality in habitual conditions (both climate conditions and organization of space and service);
- relatives of elderly people can freely visit them thanks to convenient and close location of Vyborg to the Russian-Finnish border;
- SGC “Opeca” actively develop international collaboration.

The first tenants of such a boarding house can be elderly Finns who once immigrated to Russia.

We announced this idea to the Finnish students who had training in our institutions and asked them about their opinion taking into consideration that for many Finnish people Russia is a mysterious and wild country. They answered the following: ‘If we are talking about the Russians who live in Finland, then a huge advantage is the absence of language barrier. Home environment, as we had mentioned previously, a lot of natural flowers which create pleasant relaxing atmosphere, the staff of medical specialists, undoubtedly allow recommending your boarding houses to other people. No less important argument in support of our recommendation is friendly qualified personnel. For any person, and for elderly person in particular, care, attention, sincere interest are very important. We also noticed that in your boarding houses there is a doctor on duty every day. The presence of the doctor allows elderly people to receive medical aid without leaving the boundaries of the institution, which (leaving it) is difficult to accomplish, taking into consideration the age of the tenants. In some of the similar organizations in Finland it is not the doctor who comes to the patients, but the patients have to be transported to the doctor.’

We are planning to attract Finnish investors in order to open this boarding house in Vyborg. Also, due to our participation in the project we got acquainted with Amarantova Lyudmila, vice-president of “Association for support and development of canis-therapy”, candidate of medical science, instructor in training dogs- aids for disabled people, specialist in rehabilitation with dogs. Now canis-therapy is successfully practiced in the boarding houses of “Opeca” network.

In the process of interaction with the participants of the project we received a lot of useful information and contacts. We thank our Finnish and Russian colleagues for acquired experience, organizers for their work and friendliness and look forward to further fruitful collaboration!

Yulia Tischenko, Elena Shorina, Daria Nekrasova

RUSSIA-FINLAND: MOVING TOWARDS WELLBEING

When we were invited to participate in Moving Towards Wellbeing project in 2012, we were really pleased and surprised. The field of social services in Russia is still very young, the society hasn't formed any certain opinion about the services of such organizations as our Centre yet. Therefore we considered participation in this project as a great opportunity to both exchange experience with Russian and Finnish colleagues and promote our own ideas and know-how in the field of social services.

State budget institution "Centre of social rehabilitation of handicapped adults and children of Krasnoselsky district" started its activity in January 2008. The Centre develops and implements individual routes of social rehabilitation for physically handicapped people taking into consideration medical grounds in psychological, pedagogical, social, sport-and-recreation, professional orientation and socio-cultural directions.

Annually the Centre provides about 45.000 services for approximately 5.000 handicapped adults and children, who live in Krasnoselsky district of St Petersburg. At the moment the Centre includes 11 departments for children and teenagers (from birth to 18 years) and for handicapped adults of working age (up to 55/60 years for women and men correspondingly).

The most important and interesting thing in the project, in our opinion, was getting to know the organizations and companies involved in social rehabilitation of handicapped adults in children in Finland, their methods, techniques and forms of work, as well as prospects of organization of further cooperation. In this sense we especially liked the visits to NGO "Kaakkois-Suomen Sosiaalipsykiatrinen yhdistys ry" (and its general director Markku Kärmeniemi), "Hoitokoti Pilari" centre, the House of temporary accommodation of handicapped people "Validia", "Valkama-yhteisö" centre of "A-klinikka" foundation (and its development manager Jari Peltola). These organizations create all the conditions for comfortable accommodation of handicapped adults and children with various disabilities. That helps them to live quite independent style of living, but being under permanent care of highly qualified specialists at the same time: social and medical staff, psychologists, specialists in adaptive physical training.



Picture 19. Company visit in ST. Peterburg, June 2014

Since the staff of these organizations also uses the methods of socio-cultural rehabilitation in their work, on many occasions during the whole project we invited Finnish colleagues and their handicapped clients to St Petersburg in order to participate in the events organized by our Centre, such as: sport and arts festival “Rainbow Bridge”, which has been taking place in April each year since 2009. Our invitations have always been warmly welcome, but unfortunately, the Finnish participants have always had some certain obstacles and difficulties that prevented them from coming to the festival. Anyway, we really hope that we will be able to implement these plans in the future.

We would also like to specially emphasize the participation in the project of teaching staff and students from educational centre Fellmania and the Faculty of social and health care of Lahti University of Applied Sciences. We met them both in Finland and in St Petersburg. We’ve been really pleased to see interest in development of the range of social services provided for handicapped people in Finland as well as in application of Russian experience and knowledge to Finnish practice. Therefore in our own turn, we were very glad to welcome the representatives of these educational institutes at our Centre in June 2014. During the meeting we discussed the prospects of cooperation between our organizations, experience exchange as well as possibility of organization of internship of Finnish students on the base of the “Centre of social rehabilitation of handicapped adults and children of Krasnoselsky district of St Petersburg”.



Picture 20. Company visit in Kotka, February 2014

We want to express great gratitude to the organizers of Moving Towards Wellbeing project and to the staff of the Higher Economic School of St Petersburg State Economic University in particular. The meetings of colleagues that were organized within the framework of the project, experience exchange have given a new impulse to our work. We strongly believe that such practice of international cooperation opens up new opportunities for development of services in the field of social rehabilitation.

Olga Zhilkina, Svetlana Kopelevich, Lidiya Dergacheva

FIND YOURSELF IN MOVING TOWARDS WELLBEING

Creation of a comfort environment for disabled people, development of their capacities is the priority direction of activity of St Petersburg state budget institution “Centre of social rehabilitation of handicapped adults and children of Kirovsky district of St Petersburg” (the Centre), which was founded in 2007. Our work aims at social support, targeted social servicing and satisfaction of individual needs of handicapped people of working age and children. In Kirovsky district we have a total number of over 10 thousand handicapped adults and children. About 4 thousand of them receive services in our Centre either on an ongoing basis, or on an ad hoc basis. At the moment, all services are provided for handicapped people free of charge.

The Centre organizes activities for socio-psychological, socio-pedagogical and socio-cultural rehabilitation, socio-environmental orientation, social adaptation, consults in issues of social support and range of provided services, provides psychological and legal assistance, organizes home support and home nursing for families with handicapped children with severe disabilities.

A grown-up child needs assistance in order to develop his/her capabilities, overcome complexes and determine the field of professional activity that he/she's most appropriate for, therefore we care about the future of our students and organize activities that promote professional rehabilitation of young handicapped people and professional orientation of handicapped children.

Paying quite a lot of attention to cultural development, the Centre organizes visits to parks, museums, exhibitions, theatres, the centre of ecological education, oceanarium, etc.

The sport team of students from the Centre wins prizes, taking part in competitions in tennis, chess, gorodki sport, light athletics, bocce, swimming, ski races, mini-football, which helps to form and improve physical, psychical, functional qualities and strong-will of handicapped adults and children. Our students also demonstrate their achievements in exhibitions of their creative handcraft works and concerts.

Taking into account social focus of our activity, we have been looking to receive from Moving Towards Wellbeing project certain experience that would help us to improve and develop social services.

Within the framework of company-visits, we have especially liked visits to Kaakkois-Suomen sosiaalipsykiatritinen (NGO: day/24-hrs boarding house) in Kouvola, as well as to a boarding house for disabled people in Lahti, where we get to know Finnish accommodation and servicing system for people with mental disorders and disabilities. We have also been very interested in business-projects in social field that are implemented within the framework of public-private partnership (PPP).

We're very impressed with the servicing system, accessible environment, a wide range of various technical means of rehabilitation: from kitchen and bathrooms to opportunities for independent moving and going out for a walk provided for handicapped people. Thematic discussions

at workshops and in small working groups of the issues that have been risen by entrepreneurs, have provided a good idea of organization of entrepreneurship in social and health care fields in Finland, which will greatly contribute to management of socio-rehabilitation services, especially when introducing innovation methods and techniques. These are such methods that are not typical for us as animal-therapy (canistherapy, hippoterapy, dolphin-therapy), relaxotherapy.

The project fruitfully and successfully organized and implemented plenary sessions and work in small groups, company visits, discussions and exchange of opinions on development of further cooperation among businesses and universities in the border regions of Russia and Finland. Friendly and positive atmosphere have been accompanying project participants from two countries. It has been especially pleasant to tell about specific features of your own activity, discuss the urgent questions face-to-face and find out the ways for the most efficient solution of the existing problems and set tasks.

Informal meetings with Finnish colleagues have helped us to find out more about each other, outline possible variants of further cooperation. The forms of joint work might be various and economically justified both for commercial and state companies and organizations.

The results of these meetings confirm that private persons and companies are getting more and more interested and involved in cooperation in order to improve and develop social services both in Russia and in Finland. We are absolutely sure that the acquired experience will foster further effectiveness of our work by introduction of modern technologies of social servicing, expansion of the range of services provided.

We really want to thank the organizers and managers of “Moving Towards Wellbeing” project for the opportunity to get to know a variety of types and forms of social work, for moving, in which we acknowledge and value the impact we have on the world around.

We are immensely grateful to our head and leader, Professor Valentin Galenko and to the manager of the project Olga Tabelova for clear organization of the process, creativity, well-designed and logically planned project activities, attentiveness and taking into consideration individual suggestions and wishes of project participants.

We sincerely wish all project participants a lot of health and success in all projects and are looking forward for further cooperation!



Picture 21. Participants from St. Petersburg

This publication consists of articles, which are introducing the Moving Towards Wellbeing project activities and their effectiveness. The authors are project partners from Finland and Russia who actively developed cross-border cooperation during the project.

The authors are presenting in their articles the objectives of the action, such as supporting the regional entrepreneurial activities and the development of services. They are also discussing about the creation of a new working culture and the improvement of cultural knowledge, about supporting contacts and networks and expanding the cross-border cooperation opportunities.

Project's target group has been entrepreneurs from social and health care field, and staff and students from universities involved in the project. Many seminars and workshops have been organised on the basis of the cooperation, including the common virtual environment.

Execution time of the project 1.4.2012 – 30.9.2014

Sponsor Kaakkois-Suomi – Venäjä ENPI CBC -programme



Kymenlaakso University of Applied Sciences (P1)



The Russian Presidential Academy of National Economy and Public Administration, Vyborg Branch (P2)



Saint-Petersburg State Economic University, Higher Economic School (P3)



This Programme is co-funded by the European Union, the Russian Federation and the Republic of Finland.

MOVING TOWARDS
WELLBEING

The publication series of Lahti University of Applied Sciences

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ISSN 1457-8328

ISBN 978-951-827-204-8