

BORDERS TO CROSS

Title:	Workshop 1.1
Name workshop:	Health and Well-being
Projects presented:	1. Center for Social Entrepreneurship Malmö 2. Program transition of long term care in the region West-Brabant
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Date and time of workshop:	9:30-11:00

Facing modern challenges (such as citizens' growing desire to acquire more self-control over their own health care issues) that posed on governments' role in health care system, the governments realized that delegating rights to citizens can improve both citizens and the society's performance within this transitional era.

While Sweden is world-famous for its comprehensive and effective health care system, the Swedish citizens of Rostange, Malmö still managed to come up with an innovative idea of self-supporting home care system based on community cooperation, which better suited the particular situation in this rural village and can be applied to places facing similar difficulties (such as relatively poor remote areas with aging population) after careful adaptation as well.

1. The Sweden Malmö project:

As a poor rural area in Sweden, residents of Rostange, Malmö encountered a trend of depopulation which was partly due to its aging population. While the dismantling public sector and the absence of private business challenged the citizens, they also left open spaces for social innovation. As a result, residents of Rostange created their unique community home care system under the law of "freedom of choice". This innovative structure combined the effort of public sector, private/business sector and civil society sector with "value based" enterprises which are locally owned and operated. These newly formed businesses offered job opportunities in the area; provided additional services; reinvested their profits in the village; and built social capital by taking care of lonely elderly residents.

2. The Western Brabant project

To cope with threats such as the unbearable rise of long term care costs for the government raised in the transitional time, a participatory society was established through delegation/decentralization process which shifted the power from the central government to local municipalities. As a deregulated transition in Western Brabant, the goal of the project is to set up an effective and innovative system of long term care which involves municipalities, professional organizations, social networks, volunteers, active citizens, health care insurer and local residents as participants. Its

methods of change include encouraging social innovation, solving wicked problems, promoting co-creation as well as building on-line community.

While establishing “value based” enterprises is an attractive suggestion for the solution of problems emerged in the transition era, the popularization of this innovation to other areas needs careful evaluation of situation differences. For instance, the small scale of these businesses can accelerate the pace of trust building among community members but also indicates that they may not be suitable for communities with a large population. Besides, though the limitation of dividend for business managers channels more financial resources to community development, it can demotivate managers and thus harm the sustainability of the enterprises as well as the community as a whole.

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