

Social Trends and Innovations: their importance and current approaches in long-term and direct care

Tuesday 19th 2013 – Conference at Hotel Fortuna City, Bečvářova 2083/14

A) Introduction

- 9:00 – 9:30** Registration
- 9:30 – 9:40** **Opening speech**
Mr. Martin Synkule, *Director of the European Development Agency*
- 9:40 – 10:00** **Introduction of the project**
Mr. Jan Šindelář, *Project Coordinator at the European Development Agency*
- 10:00 – 10:15** **Innovated approach to long term care**
Mr. Erik Čípera, *Deputy Director of the Civic Association "Asistence"*
- 10:15 – 10:30** **Social Innovations: what are they?**
Mr. Jan Šindelář, *Project Coordinator at the European Development Agency*
- 10:30 – 10:45** **VIDEO: Breaking down barriers**
Film produced by the Civic Association "Asistence"
- 10:45 – 11:00** **Coffee Break**

B) Case studies – project partners

- 11:00 – 11:05** **Welcoming words**
Mrs. Ivana Staňková – *deputy mayor of the Prague 4 municipality*
- 11:05 – 11:20** **Example of institutional care in the Czech Republic**
Mr. Miloš Hájek – *Director of the Institute of Social Services in Prague 4 Municipality (Czech Republic)*
Mr. Karel Čípek – *Head of the Social and Legal Affairs Section at the Institute of Social Services in Prague 4 (Czech Republic)*

- 11:20 – 11:35** **MsSense Group: Successful Business in the Community**
Mr. David Maxwell - Director and Chief Executive Officer of the
Mayfield Community Self-Employed Natural Collective Exercise Ltd.
(United Kingdom)
Mr. Alan Paterson – Director and Business Development Manager at
the *Mayfield Community Self-Employed Natural Collective Exercise*
Ltd. (United Kingdom)
- 11:35 – 11:50** **National Patient’s Organisation/ Long-term Care in Bulgaria**
Mrs. Vanya Genova – Vlahova – Project Manager at the *National*
Patient’s Organisation (Bulgaria)
Mrs. Maria Dimitrova – Chairperson of “Heart Association” (Bulgaria)
- 11:50 – 12:05** **Human Resources and Social Care: Polish Example**
Katarzyna Urban, *Institute for Human Resources Development*
Maria Krzowska, *Institute for Human Resources Development*
(Poland)
- 12:05 – 12:20** **Social Innovation Platform**
Daniel Matocha, *Director of Evropské inovační centrum (Czech*
Republic)
- 12:20 – 12:30** **Concluding remarks**
- 12:30 – 13:45** **Lunch**
- C) Public Discussion**
- 13:45 – 15:30**
- A) What are the obstacles to social innovations?
B) The essentials of social innovations?
- 15:30 – 16:00** **Coffee Break**
- 16:00 – 17:00** **Steering Committee (1st Meeting),**
Exclusively for partners