

Applicant status:
<input checked="" type="checkbox"/> Seeking partner(s) <input type="checkbox"/> Need a project idea
Relevant sub-objective:
Indicate the most relevant sub-objective to your project.
<input type="checkbox"/> Further development of the care and well-being sector <input checked="" type="checkbox"/> Product(s) and/or service(s) which meet the needs of an ageing population
Relevant regional problem:
Indicate the problem your project intends to address. Choose a problem relevant to at least one of the program's objectives.
3) To identify & transfer good practices helping to establish new service provision approaches in areas where this did not exist before.
Project idea:
Indicate how your project intends to address the problem.
EXPORTING NATIVE HOME HELP SERVICES
<ul style="list-style-type: none"> • Native service providers for the elderly who live in foreign countries: For instance, the ageing Finnish emigrants in Sweden or Germany, or the pensioners in Spain or Thailand would appreciate to be treated by Finnish-speaking aides and nurses. • The content of the service resembles to that described in my first project proposal. However, as the personnel will consist of the professionals, the service set can cover nursing, too. • A market study should proceed the launch of the business.
Name and acronym (if applicable):
In case your project already has a name and an acronym, please indicate them here.
Project keyword(s):
In order for potential partners to more easily browse through the project ideas please indicate a few project keywords here.
exports, home services, nursing, native-speakers
Project synopsis:
Summarize your project idea in one short sentence.
An internationalisation opportunity for service companies to enter foreign markets where they can target their ageing native fellows

Organisation:
Indicate the public authority or organisation governed by public law to which you belong.
HAMK University of Applied Sciences
Region:
Indicate which of the seven cooperating regions you belong to.
Häme, Finland
Strengths and capacities:
Indicate the strengths and capacities of the organisation.
HAMK University of Applied Sciences is a multidisciplinary higher education institution in Southern Finland. We have 25 bachelor-level degree programmes, five master-level degree programmes and around 7000 students. Six of our degree programmes are delivered completely in English. We have

over 100 partner universities around the world. Our activities also include applied research and development projects. We are involved in the regional development in Häme.

Strong degree programmes in nursing and social services. The interdisciplinary approach is applied in this field, too. A case: Virvelinranta is a nationally and internationally unique service centre for the severely disabled, combining contributions from social and health care, design and engineering. Along the intelligent clothes designed for Virvelinranta integrate textile design, electronics and the user perspective provided by the caring personnel and HAMK's healthcare professionals. The environment of Virvelinranta will enable living lab experiments.

Experience with other EU projects/programmes:

Indicate which (if any) EU projects or programmes your organisation or enterprise has been involved in previously.

A broad range of programmes, as HAMK employs more than 800 people: ESF, ERDF, Interreg, Life+, FP7, Erasmus, Grundvig, etc.

Contact person:

Marja Nissinen, Ph.D., Research Manager

Wish to be lead participant in project:

Yes

No

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Aim(s) and goal(s):

Indicate what you intend to achieve with your project.

To provide nursing services in mother tongue for the old people residing in foreign countries. Especially when the dementia proceeds, the significance of the mother tongue increases.

The resources of the public sector are about to reach their limits. There are already too little employees to meet all the needs of the old. This business idea addresses this deficit.

Target group(s) and their location:

Indicate your target group and where this group resides.

Old-aged immigrants or minorities - for instance, Finns living in Sweden, Germany or Spain. The same idea is likewise applicable to any other nationality and country.

Expected result(s):

Indicate the expected outcomes or results of your project.

New internationally oriented service companies

Estimated budget:

Indicate an estimated cost for your project. It does not need to be a detailed budget, just an estimate.



EUR 500,000

Already established partnership (if applicable):

Indicate in case your project already has established a partnership with one or several partners.