Empowering the care for sustainable care

Flanders
State of the Art

DEPARTMENT OF
CARE

departementzorg.be

How to build awareness on sustainable care among the care workforce (including management) and how to empower them?

Moderators: Erwin Daenen & Sofie Desmet (Department of Care)

Objective of the workshop

Capture practices (do's **and** dont's) to stimulate and mobilise staff and management of the care sector (the whole ecosystem) towards sustainable care.

Introduction

- How does the Flemish GDSC empower the care workforce?
  By Erwin Daenen & Sofie Desmet (Department of Care)

- How does the federation for hospitals, mental health organizations and elderly care work on sustainability?
  By Peter Raeymaekers (Zorgnet-Icuro)

- How do other federations within the care sector work on sustainability?
  By Joost Venken (Verso)

- Questions?

Objective of the workshop
Capture practices (do's **and** dont's) to stimulate and mobilise staff and management of the care sector (the whole ecosystem) towards sustainable care.

In small groups (4-5p)

- Brainstorm: collect examples from the different regions
  initiatives, instruments (e.g. subsidies), policies...
- Choose (1 or 2) examples of which your group thinks are most or least effective in:
  - Mobilizing staff and management (or other indicators for success)
  - Implementing sustainability policies and environmental effects...

  When 'least effective': what are the counter forces?

- Present selected examples to all
- Short round of questions to each group for clarification if necessary

Concluding

Do we identify practices and/or (governmental) policies which are likely to be implemented in several regions (considering specific contexts)?
Have we inspired each other?

Introduction

Flanders
State of the Art

How does the Flemish Green Deal Sustainable Care empower the care workforce?

By Erwin Daenen & Sofie Desmet (Department of Care)

Instruments by the Department of Care to promote sustainable care

- Construction works subsidies *(by division VIPA)*
  Sustainability criteria

- Temporary climate subsidies *(by division VIPA)*
- Advising care organisations in their climate policies *(by division VIPA)*
- Tools to raise awareness and share knowledge concerning climate adaptation and mitigation
  For example, measurements linked to heat, water, environment…
  (by division VIPA & Preventive Health policy)

⇒ **Government sets standards, subsidises, informs, raises awareness….**

- Green Deal sustainable care = **network instrument** => **Government as facilitator**

Goal: Building awareness and ownership for sustainable care
Methodology: Giving sustainability a platform and megaphone (buzz)
+ single point of contact within government

Where did it start?

- **Bottom-up signals** concerning the pollution from the care sector

  Driving forces here were mostly not from the care sector itself

  - Flemish Public Waste Agency
  - Water Knowledge Center
  - Association of Flemish environmental professionals (incl. from the care sector)
  - …

- Methodology available: the **Green Deals (GD) Flanders**

  = flexible instrument aimed at cross-sector collaboration

- Response from the Government

  Facilitate a preliminary process by bringing together the driving forces, (health)care representatives and other experts

  Goal:

  ✓ Explore if there is an interest for a GD concerning sustainable care

  ✓ Create awareness and ownership of this (potential) GD

  ✓ Establish a framework, content and core teams (= pulling forces, diverse composition)

What is it?

a **network instrument** to build awareness and ownership for sustainable care within the sector

A platform to

- Make the topic and need for action **visible** (="buzz")
- Shed light on the green and engaged pioneers within the sector
  => making ongoing (private) initiatives **visible** (= "megaphone")
- **Bring together** organisations facing the same challenges
  => learning from each other
- **Connect** the sector with specific experts from other sectors
- Communicate **signals and needs** bottom-up
  => support demonstrated by numbers (common voice)
  => opportunity to give input as a participant

Crucial characteristics

- Accessibility: low threshold to join and "best-efforts commitment" (= building awareness)
- Participation
- **Self-organizing** (activities, newsletters, working groups towards deliverables...)
- Diversity of partners (in experience level, background and type of organisation)

How? The Department of Care (government) as facilitator

1. Establishing and maintaining a well-functioning governance

Towards participating organizations

- Inform & inspire
  newsletter, website, annual event (and other overarching activities), disseminate activities organized by theme initiators
- Monitor annual reporting on progress of individual engagements and general goals
- Capture receive and dispatch signals
- Central point of contact (for all parties)

Towards theme initiators => **SELF-ORGANIZING** => **Ownership within the sector**

Support individual and group follow-up, matchmaking, information sharing...

Towards Steering committee

Organize prepare, report, follow-up

2. Matchmaker

Within learning network
With parallel initiatives and relevant actors (Flanders, Belgium and EU)

How?

The Department of Care (government) as facilitator

3. Capturing and initiating

   From a facilitating role: establishing broad network

   Connect & identify gaps, propose new initiatives to steering committee, seek new partners…

   Focus on working towards **deliverables** for this learning network => **translate needs**

   = create tools that <u>support a broad implementation and transition towards SC</u>

4. Consolidation at the end of the GD

   E.g. deliverables, best practices in the picture, recommendations, clarity regarding the next steps

How? Self-organizing

Pillars of the learning network: **the Theme initiators**

- Organizing activities for the participants within their theme
  including theme newsletters, webinars, live activities…

- Working (and coordinating the process) towards concrete objectives per theme
  => working groups (cross-sector collaboration)
  => Deliverables

The Green Deal in numbers

229
Participating organizations

141 organizations
from
care sector

Diversity of partners

Outcome learning network

=> **SELF-ORGANIZING**

Activity within learning network (excluding governance activities)

Level of participation and engagement?

Poll during last overarching event (May 2025) - 100 responses

>70% participates in the activities from the learning network
at different levels of commitment

- 33% (Yellow – green): participant in online and/or live activities (next to first global event)
- 38% (Blue – purple): actively working towards GD deliverables

Feedback-poll <u>week after event</u>

Potential value:

- 73% new ideas/insights
- 67% new contacts
- 60% more knowledge on sustainable care
- …

Applied value:

- 35% dispatched new info internally
- 23% started on working out new ideas
- 15% contacted the new contacts
- …

Challenges

Target group

- Broad both in type of organisation & experience level (beginner vs advanced)
  => to translate this into relevant activities, communication…
- Reaching only those who are truly interested
- Difficult to reach small organisations

The carrot versus the stick

- No subsidies to stimulate - main goal is to learn form each other
  => difficult to keep focus on results in terms of benefits for the climate
- Low threshold and no 'punishment' if not successful (best-efforts commitment)
  => effort may decrease

Voluntary

- Strong dependence on ownership from experts and motivated workers from the sector or within government services

Topic

- Broad (4 themes, many objectives and possible actions…)
  => keeping track and really taking steps forwards

Lessons learned

- Working towards deliverables for this learning network
  - installing a focus (within the broad topic)
  - at the end: tangible (& lasting!) products (instruments, tools, scripts, ...) derived from this temporary project
  - the potential of a long-lasting impact (both the tools and the collaborations)

- Even with a 'best-effort commitment' => Monitoring the progress of the participants is useful
  - As a check-in once a year
  - To promote reflection on their commitment (self-chosen actions)
  - Moment to capture signals & feedback

- A learning network is a good instrument to unite, to create visibility, to (temporary) install a single point of contact within the government...

  But: a comprehensive policy for sustainability asks for more measures

  Government commitment, subsidies, regulations => "Carrots & sticks"

  + incorporating sustainability into the core of care (& its regulations) (e.g. = quality standards)

  => Sustainable care = care

Flanders
State of the Art

www.greendealduurzamezorg.be

GreenDeal_zorgwelzijn@vlaanderen.be

DEPARTMENT OF
CARE

zorg@vlaanderen.be - departementzorg.be

Flanders
State of the Art

How does the federation for hospitals, mental health organizations and elderly care work on sustainability?

By Peter Raeymaekers (Zorgnet-Icuro)

How do other federations within the care sector work on sustainability?

By Joost Venken (Verso)

Flanders
State of the Art

Questions?

Brainstorm

Flanders
State of the Art

Objective of the workshop
Capture practices (do's **and** dont's) to stimulate and mobilize staff and management of the care sector (the whole ecosystem) towards sustainable care.

Objective of the workshop
Capture practices (do's **and** dont's) to stimulate and mobilize staff and management of the care sector (the whole ecosystem) towards sustainable care.

In small groups (4-5p):

- Brainstorm: collect examples from the different regions
  initiatives, instruments (e.g. subsidies), policies...

- Choose (1 or 2) examples of which your group thinks are most or least effective in:
  - Mobilizing staff and management (or other indicators for success)
  - Implementing sustainability policies and environmental effects...

  When 'least effective': what were the counter forces?

- Present selected examples to all

- Short round of questions to each group for clarification if necessary

Objective of the workshop
Capture practices (do's **and** dont's) to stimulate and mobilize staff and management of the care sector (the whole ecosystem) towards sustainable care.

Concluding

Do we identify practices and/or (governmental) policies which are likely to be implemented in several regions (considering specific contexts)?
Have we inspired each other?