



GRUPO SSI

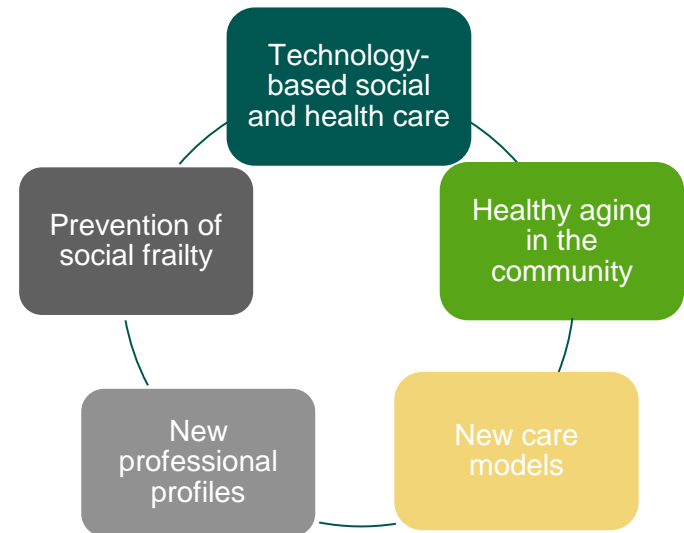
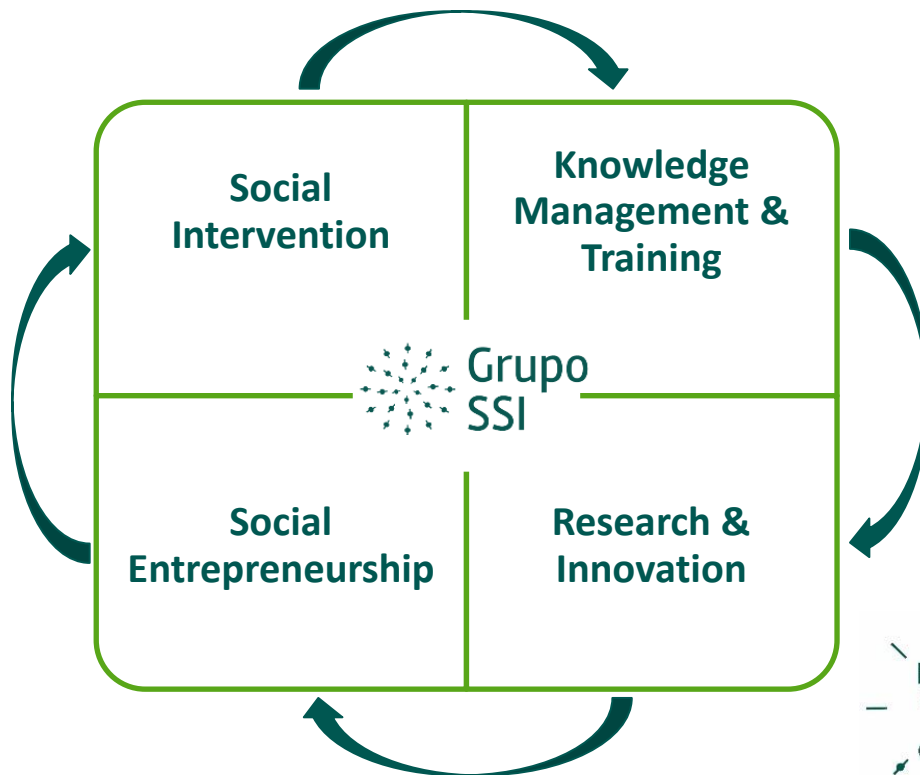
Brussels, 22nd May 2024



Somos Grupo SSI, desde 1986, trabajando para mejorar la calidad de vida de las personas con vulnerabilidad social y dependencia

Since 1986 we work to improve the quality of life of socially vulnerable and dependent people.

GRUPO SSI is a group of cooperatives in the social economy.



HCL adds value to the programs and services Grupo SSI provides through the piloting of innovative projects.





ZAINLAB:

EMPLOYMENT AND SKILLS IN THE CARE SECTOR

01

ZAINLAB 1

02

ZAINLAB 2

**NEW PROFESSIONAL
PROFILES AND ROLES TO
ADDRESS THE CHALLENGE
OF CAREGIVING**

**IMPLEMENTATION AND
DEPLOYMENT OF NEW ROLES
AND PROFESSIONAL
PROFILES IN THE FIELD OF
CAREGIVING**



IDENTIFY:

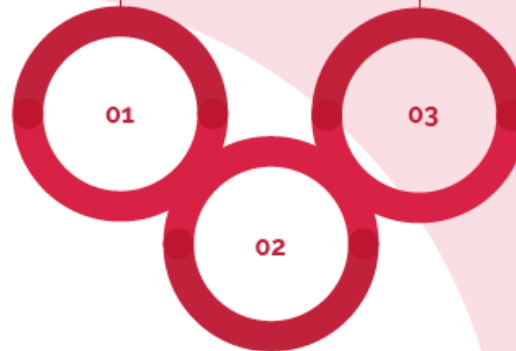
- ✓ NEEDS IN THE FIELD OF CARE OF OLDER ADULTS
- ✓ NEW PROFESSIONAL PROFILES AND ROLES TO MEET THESE NEEDS
- ✓ DRIVERS FOR THE IMPLEMENTATION



CHALLENGES TO MEET

HOUSING: CHALLENGES

Receive information, counselling, training and/or comprehensive support in the maintenance, conservation and adaptation.



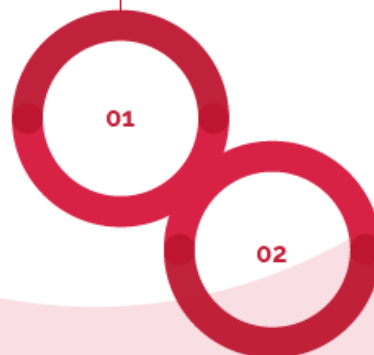
Receive information, advice and/or comprehensive support for moving house.

Undertake required interventions in the household as (renovations, repairs, modifications, installations, etc.) to ensure the necessary housing characteristics.

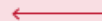


COMMUNITY: CHALLENGES

Receive information, advice, training and/or comprehensive support regarding resources, services, programmes, assistance, etc. existing in the vicinity.

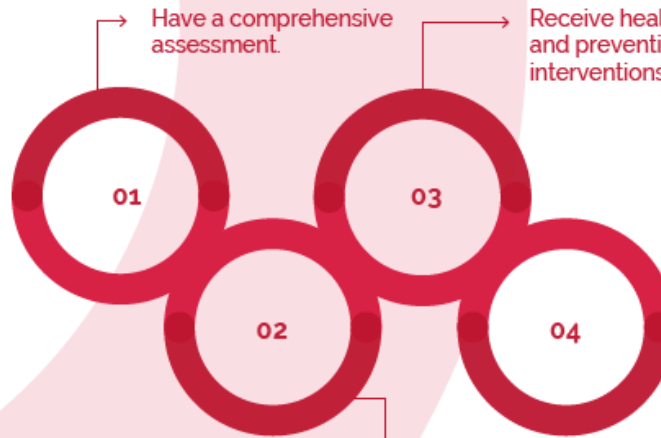


Have friendly and coordinated resources, services, programmes, etc.



HEALTH: CHALLENGES

Have a comprehensive assessment.



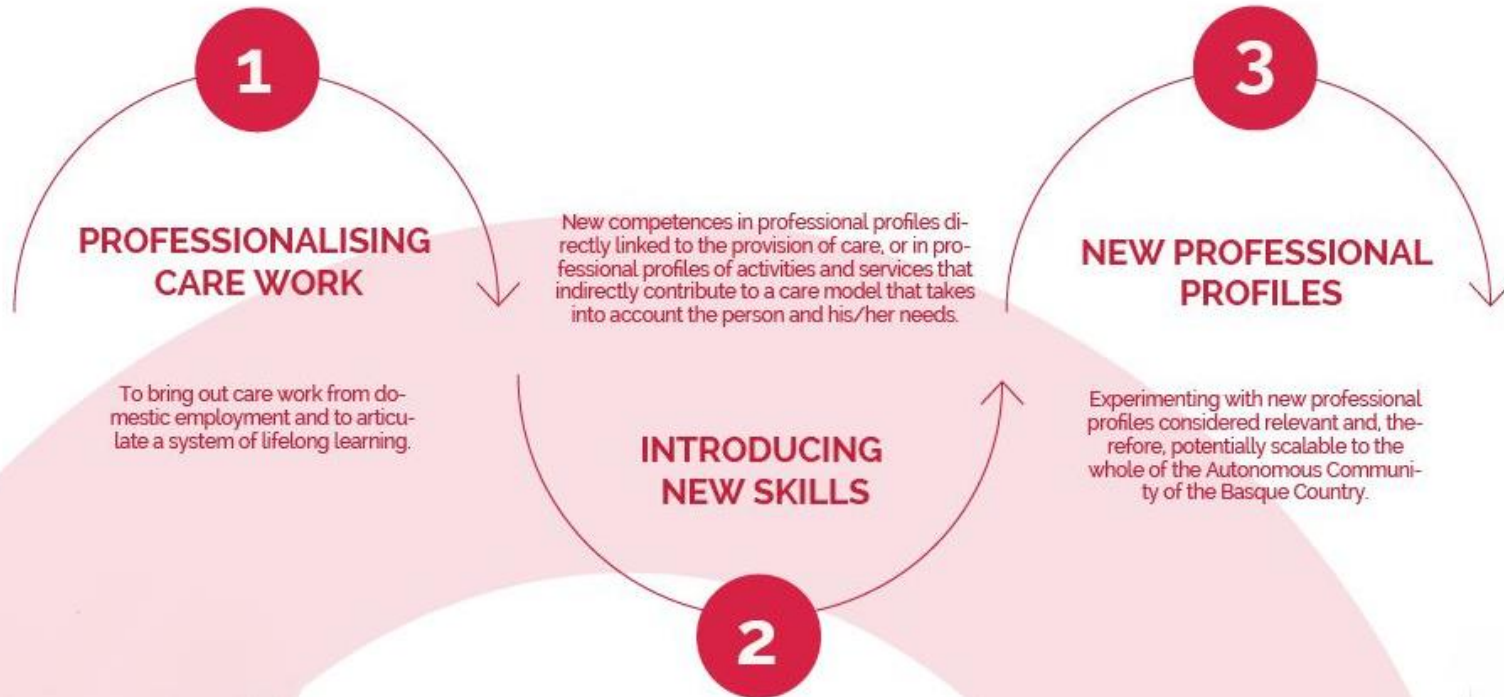
Receive health promotion and prevention of disease interventions.

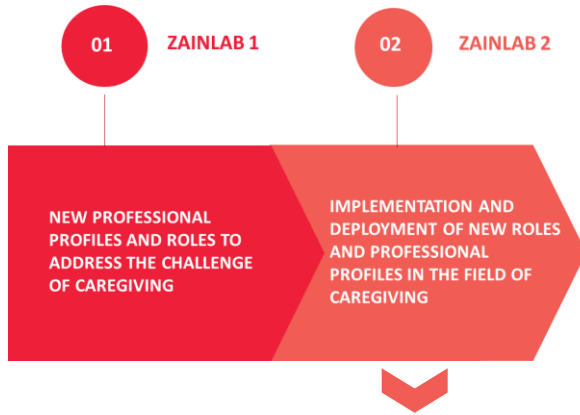
Receive comprehensive health care and support.

Receive interventions for the improvement and/or maintenance of the personal autonomy.



PROPOSAL FOR THREE PILLARS OF INTERVENTION





CHALLENGES

01.

PROFESSIONALISATION OF CARE

02.

UPSKILLING OF CARE PROFESSIONS AND SILVERISATION OF OTHER PROFESSIONS

03.

PILOTING NEW PROFESSIONAL ROLES AND PROFILES

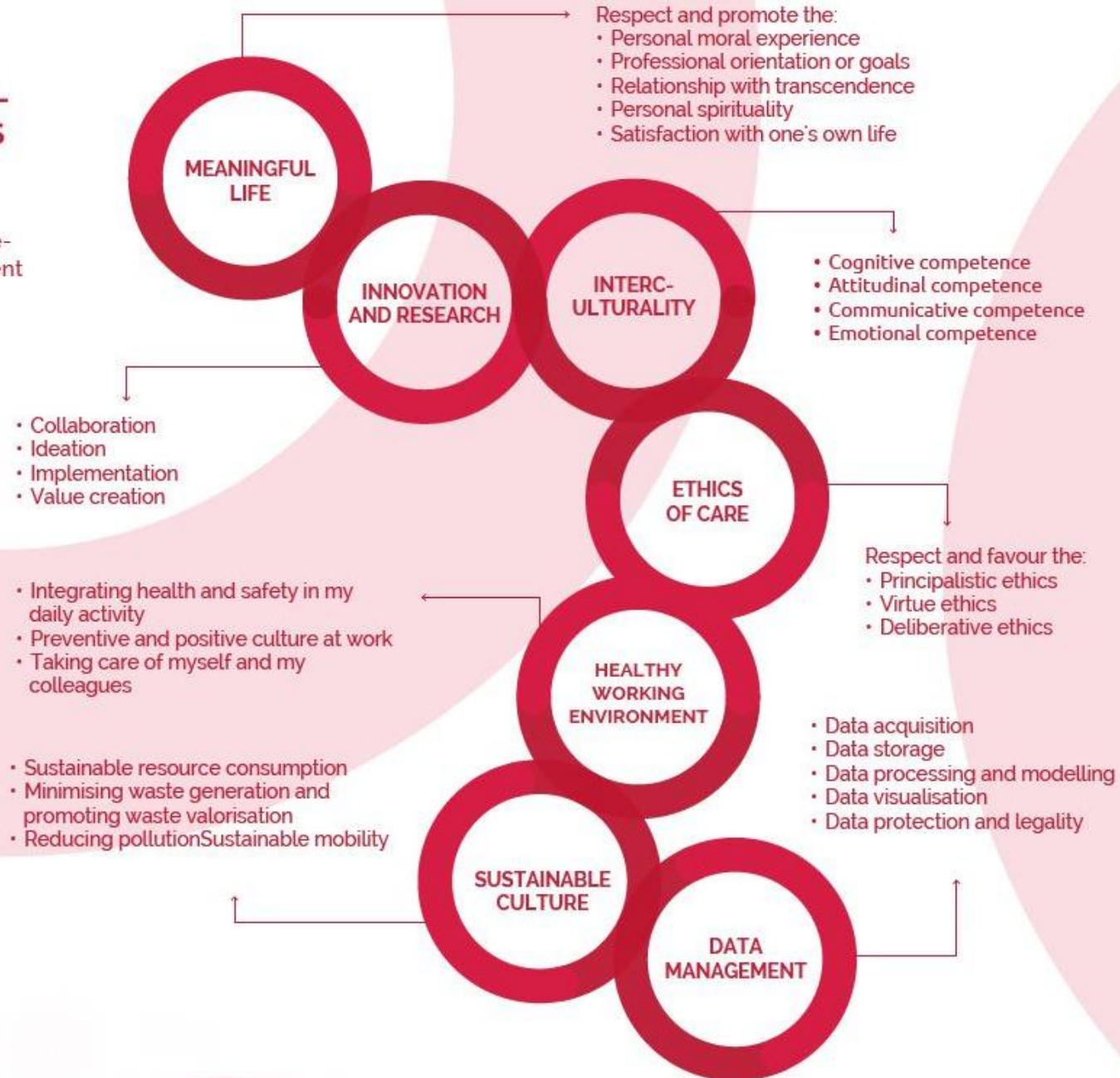
04.

SUPPORT FOR ENTREPRENEURSHIP IN THE SILVER ECONOMY

02. UPSKILLING OF CARE PROFESSIONS AND SILVERISATION OF OTHER PROFESSIONS

CHALLENGE:

Provide specialised and strategic competences in care field in order to face current and future challenges.



03. PILOTING NEW PROFESSIONAL ROLES AND PROFILES

CHALLENGE:
Deploy new professional profiles and/or roles in the framework of innovative programmes and/or services.

1

HEALTH

- Care-worker for social and health coordination
- Social worker in coordination with the health system
- Nurse in coordination with the social system
- Physiotherapist specialised in frailty
- Musculoskeletal health promoter

2

COMMUNITY

- Community connector
- Personal connector
- Architect for the promotion of inclusive spaces for public use

3

TECHNOLOGY

- Social technologist

01. PROFESSIONALISATION OF CARE

CHALLENGE:
Improve the qualification of carers in private services.

1

TRAINING: MENTSAD

Promote the training of professional home care workers so they can obtain the Professional Certificate in social and health care for people living at home through non-formal channels (mixed methodology), and provide quality services.

2

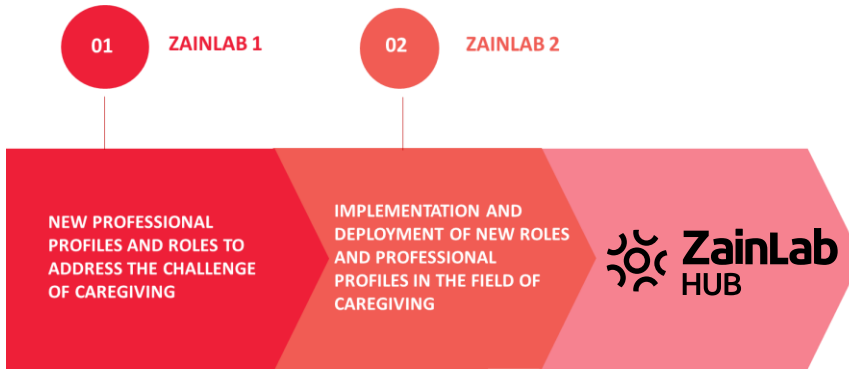
SPECIALISED CARE COUNSELLING SERVICES

Guidance, support and monitoring service in the care sector for foreign nationals or people at social risk.

3

INTERCULTURAL COMPETENCES

Intercultural competences of professional caregivers.



MISIÓN

To contribute to the improvement, development and promotion of the **care and longevity economy** through the **design, experimentation and implementation of innovative actions from the perspective of employment and training**, and through the activation of expert communities made up of public and private agents involved in the field of employment, training, innovation and research and care.

LINEAS DE ACTUACIÓN

2 main lines of work (including 12 projects):

A: **Occupational and skill horizon Scanning (OSKS).**

B: **Professionalisation, attracting talent and connecting supply and demand.**



Thank you

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