

# Grundtvig Lernpartnerschaft - Public Livingroom - a safe learning space

Topic 11 Economic Safety hosted by the Dachverband der unabhängigen EKiZ Ö

Theme paper Austria Meeting in Vienna and Mödling March, 5th - 7th 2015

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*Economic Safety is something, everybody seems to need to lead a good life. But Economic Safety may mean something totally different for any person. For some people it may only mean to have enough to eat and a safe place to live, for somebody else it might be much more than that. The theme paper is about this – from a very personal point of view to a larger scale (welfare state) and also tackles Economic Safety for our Mother Centres. Persons and institutions do act and function differently – sometimes there are similarities and institutions mirror the people who run the institutions.*

*The discussion and reflexion was done with various methods, in various settings (MC as an institution but also on a private scale in the families of the participants – to get as much aspects of this topic.*

*This are the collected results from the discussion in the Mother Centres, families and the World Café, which was held at the Mobility in Austria*

## What does financial security mean to you and your family?

- regular income
- not worrying
- being able to afford what we want without thinking too much about it: having a certain financial scope and freedom beyond basic needs
- being able to afford help/treatment if sick.
- getting a pension, which we can live from, not having to fear about the future, when we are old and cannot work any longer.
- having enough money to live reasonably in the present but also in the future and being able to save money for when it is needed
- freedom of choice (f.i.: going back to work or staying at home when children are small)
- supporting social net
- having enough money for education and training (children and for once own)
- being able to live hobbies and leisure activities
- not being dependent on a certain job

### A. What do you need to feel financially safe?

- Health
- partner with own income
- secure job
- good education
- good social system



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- enough money and savings
- property (own house)
- good future prospects
- insurances
- regular minimum income

## B. What social conditions influence your financial security?

- social benefits
- equality – gender equality and equal human rights
- pay gap – gender and socially
- social situation
- peace/war
- democracy and freedom, freedom of opinion / political climate
- economic system and stability
- social hierarchies
- social acceptance of work and professions
- ecologic way of life (how ecology is lived in society)
- inflation/deflation – stable money
- influence of media

Conclusion:

It all revolves around **work/job** and social and political conditions. Work is the main if not only financial source in the families. The discussion also centred around the family concepts and gender equality. There still is a wide range of ideological differences in how family is seen in the context of financial stability: the traditional role concept of one (male) breadwinner versus two incomes. Apart from this ideological gaps it is acknowledged, that the welfare state is needed to secure the economic situation of families – either through financial benefits for families or through transfer services (good and accessible childcare institutions) and a social climate which enables people to live a family life which is equal in gender opportunities. Another hot topic is a secured pension in the retirement phase of life.

The discussion also tackled the different systems of maternity/parental benefits. From economic and social science we know, that the longer a women stays at home after childbirth, the bigger is the pay gap and so much the worse career possibilities. But it is important to see it in a wide perspective (not only the economic one) and not forgetting the children. It's time to find new ways to support all – the children, the mothers/women and the fathers/men – so that all can live a self-determined life.



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## Economic Safety in Mother Centres

### A. Economic Safety in Mother Centres

The financial situation of the Mother Centres throughout Europe is very varying and diverse. In some countries, there is a good support from state, county and councils. Especially the Mother Centres and Networks which were founded in the 1980s and 1990s and have had the opportunities and power to get recognition and partnership of/with the welfare state can (partly) get on with the help of state subsidies. Nevertheless, a lot of unpaid work, voluntary work and initiative is needed to keep up the existence and development of Mother Centres. Fundraising is a very important topic – either state subsidies get down or the financial need is growing – also because voluntary unpaid activists are harder to find. There has been a change in society, the traditional way to run a Mother Centre (no or few appointed professional staff and lots of temporary volunteers) is coming to its limits. Families (mostly mothers or those who stays at home with the children) start much earlier with employed work after the childbirth, therefore time and energy for voluntary work and commitment is not so easy to find.

### B. What does your Mother Centre need to be stabilised financially and economically? What can MC activists and members contribute?

- basic subsidies which are not project orientated but secure the everyday life of the MC
- access to projects on regional, national and European/international level
- fundraising skills
- good balance of income-generating activities (various groups for children and parents, education programmes, services....) AND low threshold activities which bring in visitors and keep up the “Mother Centre Feeling”
- professional and transparent book keeping
- quality management
- PR and advertising to get new and constant members and visitors, good cooperation with regional press and media
- diverse ways of advertising (word-of-mouth advertising, social media, print media ...)
- good networking with various stakeholders
- donations and sponsors
- sharing ideas within the own network
- responsibility, mindfulness, liability, elaborateness
- good balance of paid work and voluntary commitment



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- identification of the activists with the content of a MC
  - a good lobby
  - teamwork
  - diverse potential and resources of the activists
  - active, dedicated members and activists
  - parsimony and mindful spending

## Conclusion:

In order to achieve this Mother Centres needs people who are focused and dedicate their time to work on marketing, advertisement, market research, networking and workshops. Often the active members do not have all this time. Maybe it would be worth it to employ someone to do it professionally – and there we have to be careful not to chaise our own tail.....

## Fundraising – a basic workshop (4 lessons/á 50 minutes)

(held by “the moneymakers” Ulrike Plichta und Dalia Sarig-Fellner, dear friends of the Austrian Dachverband)

Fundraising is a hard and professional method of generating money. It needs time and knowledge and costs money, but if done properly, the money comes back multiplied.

First of all, it is important to clarify one’s relationship regarding money. To do this, the participants were asked to remember the first time in one’s life money was the topic. This shows quite exactly how we deal with money in the course of one’s life. It is important to skip all bad emotions on money and accept that it is not objectionable to ask for money.

### *Unique Selling Proposition and Analysis of the stakeholders*

USP (Unique Selling Proposition) – what make a Mother Centre unique

- We can be responsive to the needs of every individual
  - We accompany families, women and children from pre-birth up to adolescence
  - We have a socio-politically mission
  - We live inclusion
  - We are flexible because we are small entities
  - We have experience of many years
  - We can (more or less freely) throw light on critical topics
  - We are authentically
  - We instantly can pick up new social developments and changes
  - We are politically independent
  - We are active
- .....



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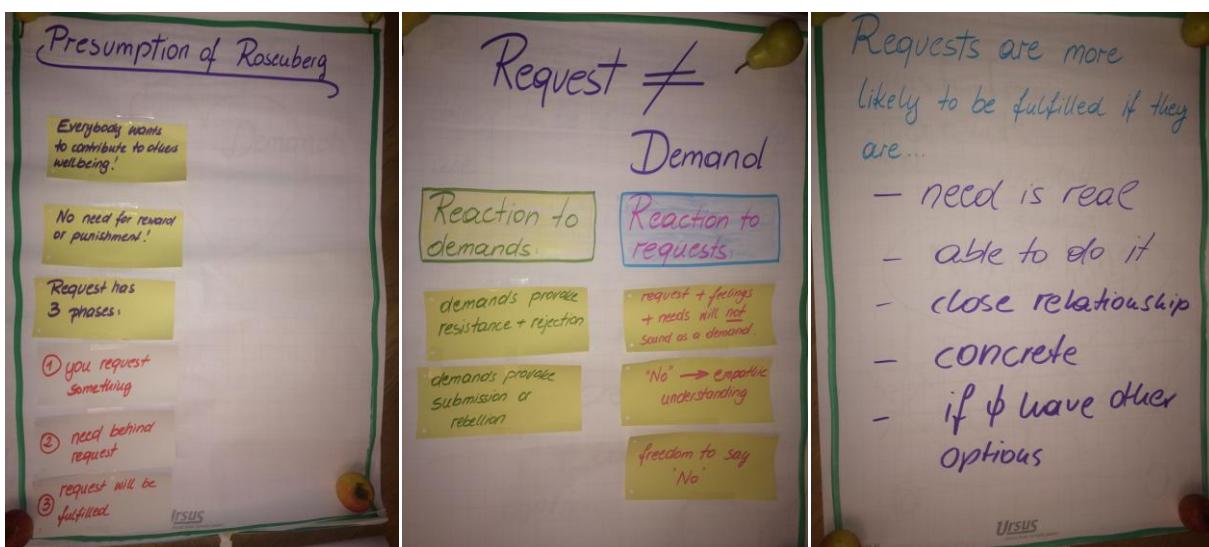
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## How to do a Stakeholder Analysis

- identify stakeholder
- group stakeholder
- reduce number of stakeholder to a manageable number
- what do stakeholder expect from us?
- customized strategy
- be careful! Branch exclusivity!

The arrangements we offer are:

- personal
- rely on a relationship to the sponsor
- they are customized and tailor made for exactly the one sponsor



Handouts (attached to the theme paper)

- "how to create meaningful mailings"
- Fundraising Controlling Figures for planning



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**The Grundtvig Meeting on Topic 11 – Economic Safety – took place in EKiZ Kind&Kegel, Wien, EKiZ Mödling and EKiZ Nanaya, Wien (Members of Dachverband) and was organised by the 3 MC in cooperation with the Dachverband.**

**The topic was introduced with “Money makes the world go round” by the theatre group “Tam Tam”/Kind&Kegel with the method of “playback theatre” – a participatory theatre.**

**In EKiZ Mödling, regional stakeholders (mayor, press...) were invited and the event got notice in regional newspapers.**

**To avoid the topic presentation with power point, the method World Café enabled every participant to be active in the discussion.**

**The third day in EKiZ Nanaya was dedicated to the Fundraising Workshop.**

Participants of the Grundtvig Partnership from

- Poland “Mamy Czas” (Anja Nejman, Magdalena Skorupka)
- Slovakia UMC (Katharina Scott, Martina Kozuchova, Andrea Dobosova)
- Germany Mütterforum Baden Württemberg (Uta Linß, Luminata Trasca)
- Germany Landesverband der Mütter und Familienzentren Bavaria (Susanne Veit, Susanne Beyer, Bisserra Herud, Myriam Mainz)
- Turkey International Children Centre ICC (Cagil Metin, Defne Agaoglu, Ayse Esra Belge)
- Austria Dachverband der unabhängigen Eltern-Kind-Zentren (Team Kind&Kegel: Katharina Kamelreiter, Eva Schrems, Theatergruppe TamTam, Team Mödling: Susanne Pichler, Irmtraud Heylik + MitarbeiterInnen, Team Nanaya: Claudia Versluis, Petra Hainz, Niki Kofler, + MitarbeiterInnen, TeilnehmerInnen aus den DV Mitgliedszentren: Irmgard Jiresch, Maria Böhm, Edith Zollner, Alexandra Bauer)
- *Discussion on the method*

*The partners used various settings*

- Focus group discussions (TR)
- announced discussions groups open to MC attendants (D, TR)
- non announced discussion in various open groups and gatherings in MC (DS, A)
- discussion in the MC staff group (A, PL)
- handing out questionnaire to parents visiting MC (PL)
- informal discussion in the families of the MC activists



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