

# How Finland Designs for Good Living When You are Old



Este proyecto (Ref. VS/2020/0290)  
ha recibido financiación del programa de la Unión Europea  
Empleo e Innovación Social ("EaSI") 2014-2020



# Katariina Välikangas



**Researcher and Specialist  
Elderly Care and Public Services  
[katariina.valikangas@gmail.com](mailto:katariina.valikangas@gmail.com)**



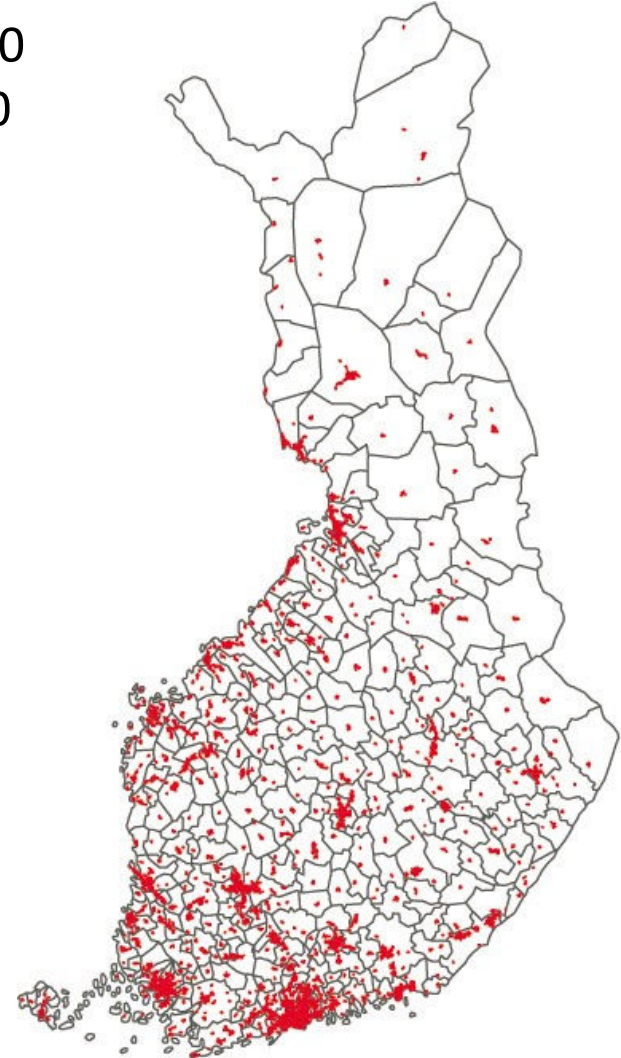
# Finland as an aging country

- 95% of Finland's area is rural
  - Red dots on the map = residential areas (200 inhabitants or more)
- Almost a third of the population lives permanently in rural areas where about a third of the residents are over 65 years old
- In the whole country 93% of people over 75 live at home
  - 57,000 of them need home care
- The social and healthcare reform 2023
  - requires social and healthcare regions (21 pcs) and municipalities (309 pcs) jointly develop housing and services for the elderly
  - obliges social and health care regions and municipalities to plan needs-oriented housing and new housing concepts with services (when needed)

**Population:** 5,565,600

**People over 65 years:** 1,240,000, 23.3%

- **People over 75:** 600,000
- **People over 90:** 50,000
- **People over 100:** 1200



# Example: Iittala, the Rural area in City of Hämeenlinna



How to respond to the housing and services needs of the aging population in Iittala rural area?

- Development approach from the Netherlands (Woonzorg Zones) and Denmark (Almen Plejebolig) -> Service Zone, Neighborhood Zone and Rural area Zone
- **Well-being center: a village including everyone, from babies to the elderly**

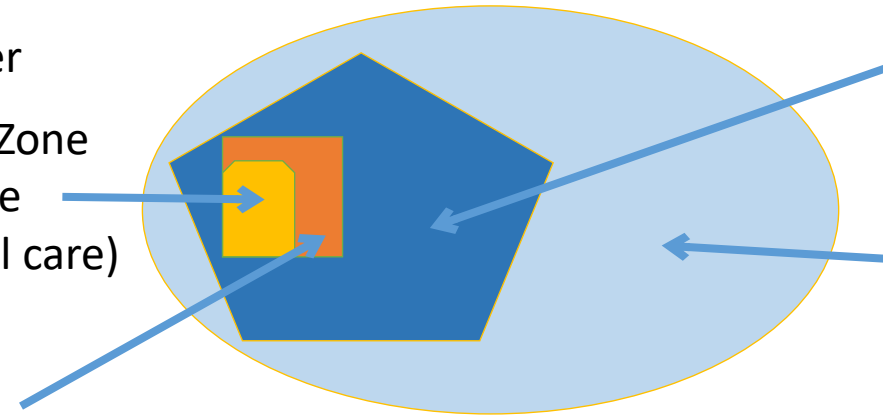
- Planned service and operation for all zones

- Sheltered/assisted housing
- Home care unit
- Rental housing
- Daytime activities
- Health center
- Activities of the third sector
- Activities of volunteers
- Restaurant
- Meeting room
- Library
- Internet cafe
- Spaces for hanging out

**Service Zone:**  
Wellbeing center

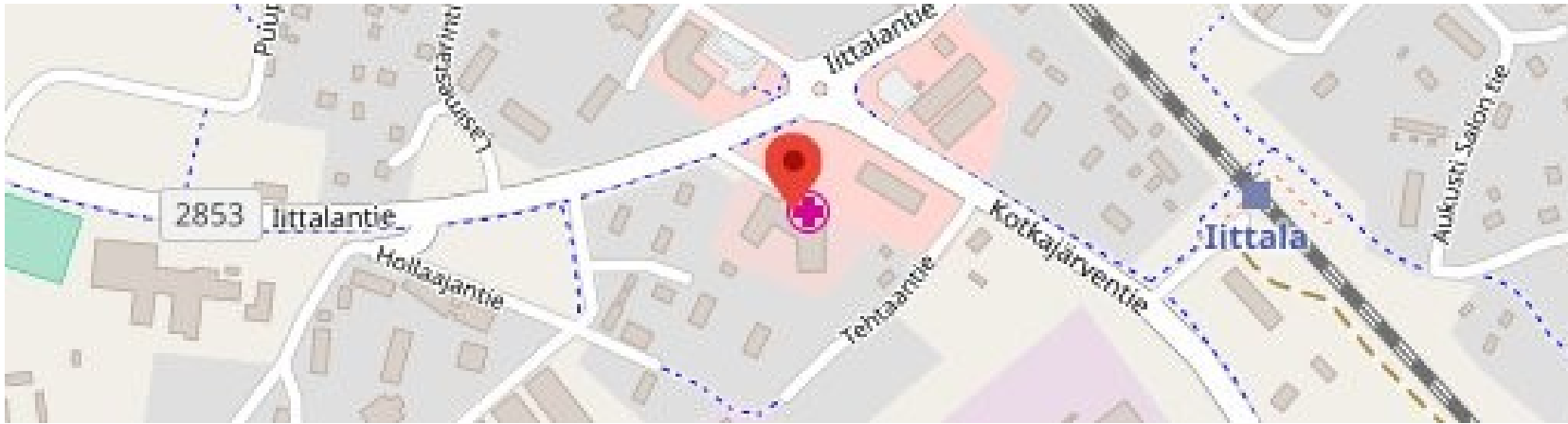
Closed Service Zone  
of intensive care  
(no institutional care)

A Service Zone  
open to all  
Rental housing



**Neighborhood Zone**  
Accessible zone (400 m)  
Rental housing

**Rural area Zone**  
Connected to the  
services of wellbeing  
center







# Social Innovation

- A Community consists of different age groups
  - living and spending free time together
  - doing different kinds of activities together
  - helping each other when necessary
- Co-operation with the Primary School
  - teaching includes voluntary activities for students

## Public services approach

- Inviting responsibility for one's own well-being
- Anticipation and preventative care and continuous work towards well-being
- Need based housing and accessible life
- Planned well-being and good everyday life as well as needs-based services for the entire area
- The well-being center with its activities attracts elderly people to move to its vicinity







# **Built Environment is organized so that it captivates and invites everyone to enjoy it!**

- Services move, you do not: an elderly person does not have to move when the need for services changes (a permanent home)
- There is a community spirit: the elderly, volunteers, the third sector and public service providers implement the activities together
- Architectural solutions allow different hobby groups, multiple age groups and occasional visitors to share the same space in Iittala

# Home care is organized in different zones according to the needs of the customers



## Quality of home care

1. The assessment and provision of the customer's needs in a timely manner
  - Functional cooperation with service management
  - Flexibility of services
2. In-house control plan: Practical understanding of providing equal care, nursing and support services
  - Knowledge of different caring and nursing processes and models, and their high-quality implementation.
3. Sufficient number of staff (the staff and the elderly live in the same unit)
4. Time is spent in providing care: 60% of working time is spent at the customer's home (writing down information/recording etc. are done together with customers)
5. Utilizing digital solutions individually, flexibly, proactively as the first means of responding to the service needs before or alongside home visits.
6. Investing in good leadership



**Thank you for your interest!**

Katariina Välikangas  
Researcher and Specialist  
+358 40 768 6969  
katariina.valikangas@

