



GOOD PRACTICE INVENTORY

Exploiting Potentials of

Social Enterprises through Standardized

European Evaluation

and Development System

SOCIAL SEEDS

Interreg Europe



SME competitiveness



European Union
European Regional
Development Fund

I. GOOD PRACTICE COLLECTION

1. Name of the good practice (100 characters)

Parents' House civil franchise

2. Overview (2000 characters)

I. The Parents' House Institution

The Parents' House cultural and mental hygienic institution was founded in 2007 by social politician Judit Regős in Budapest, the XIth District 'Eleven Center'. The main activities of the institution include:

- direct and indirect development of the parental competence
- bio-psycho-social strengthening of the family as the basic unit of society
- empowerment
- community building

Areas:

- alternative childcare primarily for families raising 0-12 years old children (with or without parental supervision, occasionally or regularly)
- counseling
- cultural programs for children and families
- club sessions, courses for parents, families

1. Professional methodology

At Parents' Houses, pedagogues of special psychological and sociological education are employed. With this expertise they are able to build trust relationships with families; recognize and handle upcoming problems and issues in parenting and family relationships; facilitate a community and help to keep connection to make sure real integration actually happens.

2. The business model

The business model is a special cooperation including the venture (70-80% of revenues), the local government, the state (support and tenders) and the business sector (CSR-based cooperation).

3. Sustainability, expansion

The model is based on the above mentioned logic that ensures long-term sustainability. This makes it possible for Parents' House to become a national civil franchise network and to provide support and cost-saving for its partners. The business model provides opportunity for small entrepreneurs to operate according to a viable, proven economic model while taking local opportunities and needs into consideration as well.

II. Contents of the Parents' House program:

- Standardized, continuously improved professional program – continuous quality control
- 120 hour long training for employees, extension courses
- Support in developing the business plan
- Central marketing, PR, procurement
- Handing over a working model, support in cooperation with local governments in the interest of families in need
- Channeling corporate subsidies for families in need through the national foundation of Parents' House. The founder of the foundation is Dénes Kemény, PhD.

III. Goals of the Parents' House initiative:

- supporting viable, sustainable, good quality service providers
- ensuring professional quality
- expanding children daycare places
- innovation in family policy

3. Abstract (500 characters)

Judit Regős founded Parents' House in 2007 together with other high-skilled and authentic experts. She is a family counselor, social politician and an active analytical therapist. Parents' House is a special childcare institution and social environment, targeting not only children aged between 0 and 12, but also their families or parents expecting their first child.

However, it is not only a simple childcare, but one dedicated to guide parents and their children throughout the first important years of their personality development.

The program consists of the following activities:

- alternative childcare activities mainly for families with younger kids (aged between 0-12) (together with the parents or without them, occasionally or regularly)
- consultancy (to provide help to families directly or indirectly)
- cultural programs for children and for the entire family
- club activities, courses designed for parents, families

4. Coherence with the Dimension of the Social Enterprise Inventory

X Social innovation (including services)

X Social impact and measurement opportunities

X Cooperation atmosphere (PPPs)

X Regulatory frameworks and bottom-up grassroots

X Social entrepreneurship skills and competencies

X Access to finance (including external funding)

Access to market (including the internationalization approach)

New(ly) established social enterprise model

Other (specify): _____

You can tick more than one dimension, but emphasize which one is the most significant!

5. Policy Instrument connected with the good practice

Parents' House is a cultural and mental health institute that was created to give support for families during the very first years in order to be great parents and become a real family both physically and mentally.

The founder and manager of Parents' House is Judit Regős, family consultant, social politician, active analytical therapist. She developed the system together with several high-skilled and authentic experts.

The Parents' House Family Center, Mini-Nursery, which is based on the Regős Methodology, is well known all over Hungary. In 2009, Judit Regős won a competition called „Többet érsz” ('You are worth more') by Vodafone, won a prize for Családbarát Média ('Family-friendly Media'), and since 2012 she has collaborated as an expert at different media channels that discussed family topics, and became an expert consultant of the Ministry of Human Resources.

Today, the program has been recognized by other experts; furthermore the European Council and the World Bank highlighted it as a great example to follow and to support. In 2016, Parents' House won another prize, called “Családbarát munkahely” ('Family-friendly workplace') due to its supporting activities to make the life of families easier and smoother. The first center was founded in January 2007 in Budapest, where you can find a playhouse and two smaller rooms for special programs. It was a deliberate choice to start this activity within a shopping mall, in order to bring our service closer to the target group.

Our main target is families with young children and those that are expecting a child.

We are looking for parents, who would like to:

- enroll their child aged between 0,5-3 years to a small nursery
- take their child to a social environment for a couple of hours where they can play or attend to a music lesson, creative activity or sport
- leave their kid with a skilled teacher at a familiar place
- organize a birthday party or any other event outside of home
- look for advice and help regarding their relationship, family or children's education through personal consultations, trainings or thematic events

The aim of this structure is to create more and more places where we can help and support families and provide alternative childcare that operates according to the Regős Methodology.

The franchise system helps its members to act more efficiently: integrated methodology, standard outlook, professional trainings and services.

In order to achieve the above mentioned benefits, the next step is to open Parents' House at new locations.

6. Location

N
R
L

7. Start date (tentative)

2007

8. Total revenue / income created / personnel employed by the good practice (EUR)

N/A

9. Challenges

Nowadays, one of the greatest problems is the separation of mothers, children and families and their atomized existence. In previous centuries, families struggled with different challenges. Today's latest challenge is recognizing the pitfalls of the so called "I can do everything alone" attitude and realizing new horizons, experiencing the strength of community and cooperation in a way that is more advanced than previous periods.

Previous communities were fundamentally based on hierarchical structures and they usually relied on the – often overstated – human adaptability. People of the 20th century refused all this and have chosen separation and atomization instead. However, we started to recognize that peer relationships, cooperation and the communities that own these characteristics ensure survival, elevation and a higher level of living standards.

The Parents' House Program recognised this trend. Building on the strength of a cooperative community we created our institutional program where children, parents can be together in a room and they can acquire new knowledge and coping strategies. They can build new relationships here and as a result, the social network widens and the participants' quality of life and sense of security improves significantly.

The program connects generations, brings different social strata together which bring about real integration. The program also greatly supports women reintegration. Women, besides participating in the program itself, have an opportunity to establish their own Parents' House unit as an entrepreneur.

Network-like operation supports small enterprises too. It has a positive effect on social affiliation; develop the competence level of parents, minority's acceptance - Roma minority in particular. Belonging to a community strengthens the sense of emotional security which may contribute to having more kids. It helps develop the level of children's and parents'

emotional intelligence, the level of empathy and improves their bio-psycho-social and mental hygienic conditions.

Our professional methodology, besides parents' support, also focuses on environmental consciousness, energy saving, parents' education to reach material goods, and provides flexible children day care.

10. Would this programme work well in another European context?

The transferability of the Parent's House concept is quite high into other European contexts.

In 2012, the Parents' House program was awarded "Best Practice" by the European Foundation for the Improvement of Living and Working Conditions (Eurofound). Two important reasons were highlighted as for this great achievement. On the one hand, the support of parents was built upon collaborative communities. As a result of this, not only professional specialists (family therapists, psychologists and animators) but also the community of parents are able to help the parents by providing solutions for problems of certain families.

On the other hand, the Parents' House operation model was founded on several pillars, creating financial sustainability and the possibility of developing a social network. The aforementioned pillars include child welfare assistance provided by the government, various grants rewarded by certain departments and the EU, and access to the CSR programs of the business sphere in addition to the profit of the enterprise itself.

The program was also admitted as a best practice by The World Bank, headquartered in Washington, in 2014. They recognized that our innovative and global know-how could be adapted locally and could work in different European countries too. Generally, European countries struggle with same social problems that of Hungary. Our business and professional model is flexible, ensures other countries to consider local conditions and based on this, develop their own local model.

Corporations, companies, institutes, privates that have already connected to the CSR program and support families' integration thought our 'Do Good!' (Tegyél Jót!) campaign:

- Vodafone Hungary
- Council of Újbuda
- Hungarian Waterpolo Association
- Zwack Unicum Ltd.
- Audi ETO KC, Győr
- Helen Doron language school
- Elevenpark Ltd.
- Prielle Corner Ltd.
- Aqua World
- Bringohinto Margaret Island
- Abusz Ltd.
- Pillangofotó

- Coop
- Gyermely Tészta Ltd.
- Univer

How can you support us?

- Adopt a family! Ensure them sport and art related programs.
- Participate in our Children's Camp Program
- Donate cultural or kids' program tickets
- Babysitting and child care
- Participate in children's program (rhymes, gyms, art crafts, etc.)
- Do decoration
- Do garden job (painting fences, planting, etc.),
- Manage marketing and communication tasks
- Donate detergents, clothes and non-perishable food.

11. Activities (2000 characters)

The House of Parents civil franchise is a program built on real demand. It connects civil players with the government and business sectors. It mobilizes people and links different social segments together. Also, it integrates different parts of society with different opportunities and backgrounds. The operation of the program can be sustainable, it can be extended flexibly based on the changing demands.

Advantages of the program:

It is beneficial for the government because:

- It launches a real integration program which will be self-sustaining
- By being first in the region it's a unique family related innovation involving civil players

It is beneficial for the 'civil entrepreneurs' because:

- They can start a business which has state and local government support.

The program helps families because:

- It provides psychological and social support
- It allows mothers not to enroll their small children (0-3 years) into all-day daycare or to stay at home with them all day.
- It helps to resolve the isolation due to the lack of big family or a circle of friends.
- It supports the mothers' integration into society and work environment.
- It has an intensive family cohesion role through joint family activities supported by experts and therapists.

The program helps the families to stay functional and as a result of this it reduces:

- The number of divorces
- Domestic violence

- Isolation
- The number of psychic and psychosomatic (psychic based with physical symptoms) illnesses
- Addiction (alcohol, cigarette, drugs, prescription drugs)

The program has significant social benefits:

- the number of entrepreneurs increases
- helps women to re-join the work force
 - By activating the female entrepreneurs and family enterprises they can become the operators of the House of Parents units.
 - The employees could be mothers returning from maternity leave (GYES, GYED), mothers joining the work force, women that are close to retirement who have been managing the family.
 - Women taking advantage of the program can join the work force: they could participate in trainings and attend job interviews.
 - They can take a job.
 - Through their community connections they can have access to job opportunities.
- It creates a real integration: it is easier to integrate families in needs into the part of the society where high-end services are used rather than inviting the wealthier segment to join a program which is created for the less wealthy families.

Advantages of the integration: it supports the development of solidarity and empathy and it helps families with disadvantages catching up.

12. Achievements so far

The first Parents' House Family Center and Playhouse was created in 2007 in Újbuda. During the pilot period we provided support for more than 1000 families both with ability to pay and in need.

After the Újbuda unit, Parents' House 'Győr's Heart' Family Center was opened in 2014. Then, in 2015 the 'Warmth of Home' unit in Érd opened which was the first Parent's House Community Family Daycare where the acknowledged method of Parents' House was combined with the family daycare format. In 2016 another new unit opened, the Parents' House 'Child Nest' Family Daycare has been waiting for the families since then. So, currently we welcome the families at 4 locations across the country.

Within the framework of the program, we introduced the International Festival of Parents. Together with other family organisations and the State Secretary of Family and Youth Affairs of the Ministry of Human Resources, we helped the people in need with a large-scale charity event.

Furthermore, we were involved in CSR programs and supported the voluntary work of Vodafone.

In the summers of 2015 and 2016, the Ministry of Human Resources selected us to organise the summer camp for the children of their staff.

In 2015, the Parents' House Foundation was founded and then launched its 'Tegyel Jót!' ('Do Good!') campaign. The aim of the campaign is to integrate those families into the community, sport and art life that could not do so due to lack of financial resources. The campaign is justified as the disadvantaged families are often isolated, live in their own closed communities and they have no opportunity to create new relationships or break out from the neediness-trap. Sport and community programs, networking with peers in better social situations provide opportunity for them to create new relationships, get new experiences and break out.

Awards and prizes:

2016 Family-friendly Workplace award

2014 Introduction of the program for the World Bank located in Washington

2012 Eurofound Best Practice qualification

2011, 2012 Graham Maher international award nominations

2009 Full-time Angel („Főállású angyal”), Winner of the 'You are Worth More' Program (Többet Érsz Program), Vodafone Hungary

2008 'Family-friendly Media' Award („Családbarát médiáért” díj), Media for the Family Foundation

Currently, 15-20 new applicants are waiting to join the civil franchise program.

13. Strengths, weaknesses, difficulties and lessons learned

Parents' House builds social enterprises in civil franchise framework. It is a very positive experience, that in the past 7 years, many well-meaning and helpful families joined our communities. The families purchasing the services on the one hand have moved the Parents' House Centers towards the direction of sustainability; on the other hand they could support the families in need as well. The local governments and the state accepts the legitimacy of the model more and more and political decision-makers are becoming more open towards common thinking. Various civil organisations and professionals help the work of the network. The benefits of networking are the continuous service and product developments, quality development of executive and expert staff.

Difficulty is that not all social problems are to be solved by this model. It can involve rather those families that either have sufficient income or that – after joining the community through a charity program – could mobilize their strength and thereby develop. It is not easy to satisfy the increasing resource need of the increasing demand. An important element and purpose of the program is the integration of families in need. The conditions of the European Union and domestic tenders are often very complicated and require excessive human resource capacity.

Our experience is that it is beneficial if the members of the network have entrepreneurial spirit. With this approach they can operate the individual units more effectively. The advantage of the model is that it makes the civil entrepreneurs' interest to welcoming the families in need, but at the same time, the contract also obliges them to do so.

14. Tips for success

- Global know-how that is locally adaptable
- Connects the civil, that public and the private sector
- Can also be made sustainable as a business
- Services could be flexibly broadened
- Can have a mindset-changing impact
- Connects families of different social strata
- Connects different generations
- Creates workplaces
- Helps workplace reintegration of women and people who have reduced capacity of work
- Creates inclusive, open communities, especially for people living with disability and the Roma
- Helps the bio-psycho-social and mental hygienic mindset formulation and prevention
- Contributes to the flexible daycare of small children
- Supports the increase of the willingness to have children
- Supports entrepreneurship, especially of women

15. Dissemination and sustainability

In December 2015, Judit Regős's book 'You weren't born to be a mother' was published. It is a book about becoming a family without any taboos. Judit Regős has been supporting families as a counselor for 20 years over which thousands have turned to her for advice. She is the one behind the 'Regős Methodology' that is used at the Parents' House network and at the foundation wearing the same name (Parents' House Foundation). Furthermore, she is the mother of four kids. In her book, Regős summarizes her experiences at these two fields of life, each of which being very far-reaching by itself. The main idea of the book is that 'the parent is also a person'.

The book gives answer to some 150 actual questions, thereby offering an authentic alternative for those planning to have a baby or already raising some: FAMILY. It does not list readymade solutions for issues, but highlights those connections that bond or cause clashes among family members. The content is enriched by personal stories and examples of well-known interviewees and quotes taken from the 'Társalgó' (Chat) column of BABANET clearly prove that the book discusses relevant issues.

Media appearances:

<http://szulokhaza.hu/ujbuda/rolunk/mediamegjelenesek/>

Communication strategy of the Parents' House Center

Comprehensive visualization that gives basis for local design, marketing and promotional activities is provided by the Parents' House National Methodological Center in an electronic

format. Furthermore, central marketing activities (national website, local subdomain, online and offline advertisements, media appearances, CSR, participation in national events, event & activity organization, etc.) are coordinated by the Center.

The local franchise partner has the responsibility to popularize the Parents' House Family Center and Mini Nursery locally, publicize the brand and organize local events along the guidelines of the National Center:

- Publicizing and strengthening the Parents' House brand locally
- Effective reach of target groups
- Growing and maximizing the visitor numbers of Parents' House institution
- Strengthening sustainability of the institution
- Reaching relevant local governments, authentic introduction (pitch) of the institution, involving them in funding
- Effectively reaching the business sector, then involving them in funding

Target groups of communication

- Residents:
 - Families expecting a baby
 - Families with small children (primarily 0-6 year-olds, early elementary school pupils)
- Local governments, local governmental institutions, experts:
 - Social departments, leading representatives of childcare
 - Human Service Centers
 - Family Support Centers
 - Local governmental representatives of social activities
- Healthcare:
 - Pediatricians
 - Health visitors
- Institutions of childcare:
 - Nursery homes
 - Kindergartens
 - Family daycare places
- Business sector:
 - Local CSR and/or HR experts
 - PR experts of companies
- Media:
 - Media focusing on social topics
 - Columns, Journals on social topics

Tools of communication

- Posters and leaflets
- Business cards
- Online and offline advertisements in the local media (press, television, radio, internet)
- Opening Ceremony
- POS (Point of Sale)
- Event offerings
- Direct mailing
- Website
- Social media - facebook
- Events
- Professional networking conferences, meetings
- Contact with interested people, customers – newsletter, magazine, etc.

16. Source – URL or Facebook

Websites:

<http://szulokhaza.hu/>
<http://regosjudit.hu/>
<http://tegyeljot.hu/>
<http://szulokhazamagazin.hu/>
<http://www.civilfranchise.com/>

Facebook sites:

<https://www.facebook.com/szulokhaza/>
<https://www.facebook.com/szulokhazagyorszive>
<https://www.facebook.com/erdiszulokhaza>
<https://www.facebook.com/szulokhazamadarhegy/>
<https://www.facebook.com/regosjudit.oldal>
<https://www.facebook.com/szulokhazaalapitvany/>
<https://www.facebook.com/szulokhazamagazin/>

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