

Good Practice template

- All Good Practices identified by an Interreg Europe project and reported in the progress reports have to be submitted to the Programme.
- In order to submit a practice, you will have to register in the Interreg Europe website. Online submission will be available the first semester of 2017.
- NB: in orange: 2 optional fields. All other fields are compulsory.

1. General information	
Title of the practice	Parents' House civil franchise
Does this practice come from an Interreg Europe Project	No

In case 'yes' is selected, the following sections appear:

Please select the project acronym	SOCIAL SEEDS
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Specific objective	<p>Parents' House is more than a simple childcare as it guides parents and their children throughout the first important years of their personality development. The program consists of the following activities:</p> <ul style="list-style-type: none"> ▪ 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 	
Main institution involved	<p>Parents' House operates as a civil franchise that runs and manages various institutes in Hungary as well as provides services and methodology to its franchising partners. The first Parents' House Family Center and Playhouse was created in 2007 in Újbuda in Budapest, the XIth District 'Eleven Center' in a shopping mall where the playhouse is close to families both in financially better and poorer situation.</p> <p>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 4 locations across the country welcome families.</p>	
Location of the practice	Country	Hungary
	NUTS 1	Közép-Magyarország
	NUTS 2	Közép-Magyarország
	NUTS 3	Budapest

2. Detailed description



<p>Detailed information on the practice</p>	<p><i>Parents' House is a special childcare institution and social environment, targeting not only children aged up to 12, but also their families or parents expecting their first child. However, it is dedicated to guide parents and their children throughout the first important years of their personality development. The program consists of the following activities:</i></p> <ul style="list-style-type: none"> • <i>alternative childcare activities mainly for families with younger kids (aged between 0-12) (with or without parents, occasionally or regularly)</i> • <i>consultancy (to provide help directly or indirectly)</i> • <i>cultural programs</i> • <i>club activities, courses designed for parents, families</i> <p><i>At Parents' Houses, pedagogues of special psychological and sociological education are employed. With this expertise they are able to 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.</i></p> <p><i>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).</i></p> <p><i>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. The franchise system helps its members to act more efficiently: integrated methodology, standard outlook, professional trainings and services.</i></p>
<p>Resources needed</p>	<p><i>At Parents' Houses, pedagogues of special psychological and sociological education are employed, along with the employees needed to run the franchise business such as financial leader, marketing leader, banking assistant.</i></p>
<p>Timescale (start/end date)</p>	<p><i>2007 - onwards</i></p>
<p>Evidence of success (results achieved)</p>	<p><i>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.</i></p> <p><i>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.</i></p> <p><i>The program was also admitted as a best practice by The World Bank, located 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.</i></p> <p><i>Corporations, companies, institutes, privates that have already connected to the CSR program and support families' integration thought our 'Do Good!' (Tegyél Jót!) campaign:</i></p> <ul style="list-style-type: none"> ▪ <i>Vodafone Hungary</i> ▪ <i>Council of Újbuda</i> ▪ <i>Hungarian Waterpolo Association</i> ▪ <i>Zwack Unicum Ltd.</i> ▪ <i>Audi ETO KC, Győr</i> ▪ <i>Helen Doron language school</i> ▪ <i>Elevenpark Ltd.</i> ▪ <i>Prielle Corner Ltd.</i> ▪ <i>Aqua World</i> ▪ <i>Bringohinto Margaret Island</i> ▪ <i>Abusz Ltd.</i> ▪ <i>Pillangofotó</i> ▪ <i>Coop</i> ▪ <i>Gyermely Tészta Ltd.</i> ▪ <i>Univer</i> <p><i>Awards and prizes:</i> 2016 <i>Family-friendly Workplace award</i> 2014 <i>Introduction of the program for the World Bank located in Washington</i></p>

	<p>2012 Eurofound Best Practice qualification 2011, 2012 Graham Maher international award nominations 2009 Full-time Angel („Fóállású angyal”), Winner of the ‘You are Worth More’ Program Vodafone Hungary 2008 ‘Family-friendly Media’ Award („Családbarát médiáért” díj), Media for the Family Foundation</p> <p>Further 15-20 new applicants are waiting to join the civil franchise program.</p>
<p>Difficulties encountered/ lessons learned</p>	<p>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.</p> <p>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.</p> <p>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.</p>
<p>Potential for learning or transfer</p>	<p>The transferability of the Parent’s House concept is quite high into other European contexts. Key to success are the following:</p> <ul style="list-style-type: none"> ▪ 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 <p>The model makes it possible for Parents’ House to become a national civil franchise network and to provide support and cost-saving for its partners.</p>
<p>Further information</p>	<p>Websites: http://szulokhaza.hu/ http://regosjudit.hu/ http://tegyeljot.hu/ http://szulokhazamagazin.hu/ http://www.civilfranchise.com/</p> <p>Facebook sites: https://www.facebook.com/szulokhaza/ https://www.facebook.com/szulokhazagyorszive https://www.facebook.com/erdiszulokhaza https://www.facebook.com/szulokhazamarhegy/</p>



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