

# **SOTKI Good Procedures: Well-being Power Plant of Eastern Finland**

## **Abstract**

The Well-being Power Plant of Eastern Finland develops comprehensive well-being services, enhances know-how related to these services and strengthens collaboration between research and development, education and work-life. At the background of the network of collaboration is the need to increase the well-being of the residents of the area and to take care of the strength and availability of qualified professionals in the region.

The emphasis of the Well-being Power Plant (VOIMALA), which was founded in 2018, targets collaboration between social, health, well-being and cultural fields. In multiprofessional well-being services cultural know-how is integrated as a part of the education, execution and management of social and health services. Joint development requires mutually including elements of social and health fields into the education of the cultural fields. Social and health-care professionals educated through integration can respond to future service requirements even better. Research and development and work-life oriented education become concrete in VOIMALA for example in collaborating with communities in Northern Savonia.

The activity of Well-being Power Plants is based on adopting a comprehensive and systemic thought model, in which the role of the director of development (coordinator) is central. The operational model is not bound to place or region, but per se duplicable both nationally and internationally. The consortium operators are committed to multiprofessional collaboration, in which utilizing existing resources, for example, secures the profitability of the operational model. The most important aim of the network is having a social impact; enhancing pervasive well-being and its development in a multi-operator collaboration.

## **Context and Goals**

The TAKUULLA! projects<sup>1</sup>, which were launched in 2012, created a basis for the activity of the Well-being Power Plant of Eastern Finland. In the projects art and cultural activity are rooted as a part of the social, health and educational sectors. Behind the projects is a long-standing local collaboration with the theme of cultural well-being. Collaborational history together with the demand for individualization which was included in the curriculum of basic arts education in the beginning of the 2000's constitute the basis of the Well-being Power Plant.

The demand for individualized curriculum has been enhanced within operators in Kuopio by different projects and by the activity of the Open Conservatory. For example, in 2007 Kuopio Conservatory together with University of the Arts Sibelius Academy's Kuopio Department and Savonia University of Applied Science carried out the Center of Development of Music and Dance Education (MUSIKE) project, during which new collaborational possibilities between different social and health-care operations were discovered.

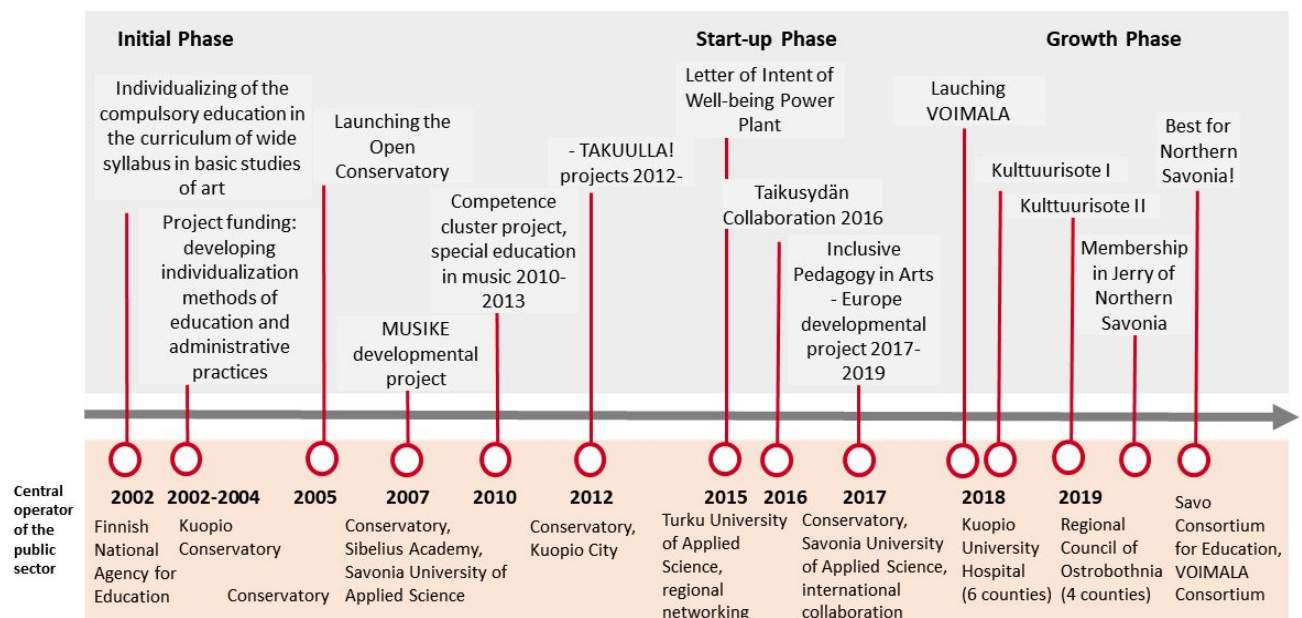
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<http://www.hyvinvointivoimala.fi/takuulla-hanke/>

The opening of cross-administrative funding channels made it possible to start the TAKUULLA! Projects. The TAKUULLA! projects in turn advanced the birth of the agreement of intent of VOIMALA in 2015 and beginning the actual activity on January 1, 2018.

After beginning its activity, VOIMALA has proceeded to a phase of growth, in which an even wider interest group and network of collaboration has internalized the significance of the activity of the consortium. The synergy created by this collaboration has become concrete in project activity, and in the strengthening of the position of the consortium in the research, development and innovation of the social and health-care field.



**Figure 1. The central phases of development of Well-being Power Plant and the history of the operational environment**

Well-being Power Plant develops education and work-life: VOIMALA cross-pollinates both work methods as professional know-how, and enhances need and customer oriented education. The development done by VOIMALA targets especially children and families, youth with the risk of social exclusion, drug and mental health rehab patients, ethnic minorities and the elderly. By integrating cultural know-how into services in the social sector VOIMALA wants to enhance equal access to cultural services within these target groups.

In 2025 VOIMALA aims to be an internationally acknowledged multi-sectoral ecosystem of well-being knowhow. In Vision 2020, 'The new way of working', changing the way of working has a central role. Changes in the way of working are reflected in well-being of the client and family members and the work community. Care which activates the client and supports their physical, psychological and social well-being strengthens the performances of the individual and reduces the work-load of the personnel. Realizing the vision of VOIMALA requires combining know-how from different fields and renewing work-life and education. A comprehensive model of operation and taking different perspectives into consideration reduces overlap in the work done by different operators and the setting of competition in for example project funding.

The operational goals of VOIMALA can be divided in three levels according to the following figure<sup>2</sup>.



**Figure 2. Regional, educational and professional goals of the Well-being Power Plant.**

### Structure

Members of the Well-being Power Plant of Eastern Finland consortium are:

- o University of Eastern Finland
- o City of Kuopio
- o Kuopio Conservatory
- o Kuopio University Hospital
- o Savo Consortium for Education
- o Savonia University of Applied Science
- o University of the Arts Sibelius Academy's Kuopio Department
- o Doctor Matthias Ingman's Foundation, Ingmanedu Cultural Institute
- o Tukipilari, center of non-governmental activity, Kuopion Invalidit ry

The current partnership agreement of the consortium is valid until December 31, 2020, and the collaboration is managed by Kuopio Conservatory. Each partner answers to the administrator according to their contract on their part of administrating the VOIMALA network, coordination and preparation of research, development and innovation projects.

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The Director of Development works at the core of the network of collaboration with the support of VOIMALA's highest decisive organ, the group of directors. The group of directors outlines the vision and strategy of VOIMALA (the current period of strategy is valid until 2020) and secures the financial conditions of the activity. Each consortium organization is presented in the group of directors.

The activity of the Well-being Power Plant is based on committees consisting of members of the consortium, which are in addition to the group of directors, the committee of research, development and innovation, committee of education, and for each project separate project committees. Each organization may place their own member in VOIMALA's committees.

The research, development and innovation committee of VOIMALA has currently representatives from the University of Eastern Finland, Savonia University of Applied Science, Savo Consortium for Education, Kuopio Conservatory and Kuopio University Hospital. The main activities of the committee for research, development and innovation are in the year 2019:

- Drawing up the strategy of VOIMALA and directing the activity
- Drawing up an annual operational plan
- Preparation of national projects
- Preparation of international collaboration and projects
- Guiding and background support of other workgroups of VOIMALA.
- Follow-up of the actualizing of the activity

The members of the VOIMALA consortium enable the activity by utilizing various sources of funding. In funded projects other members of the consortium are active as partial operators alongside of the organization of application, or by offering specialist support without an official status of beneficiary. The activity of VOIMALA has been developed also by separately channeled funding from the City of Kuopio.

The Well-being Power Plant of Eastern Finland attempts to strengthen awareness of the suitability of multisectoral well-being services for different target groups as well as the know-how required to provide these services. As a part of this work the Steps of Cultural Well-being were developed in VOIMALA, in which art and culture are integrated into development of education and work-life. Steps four and five are the hard core of VOIMALA.



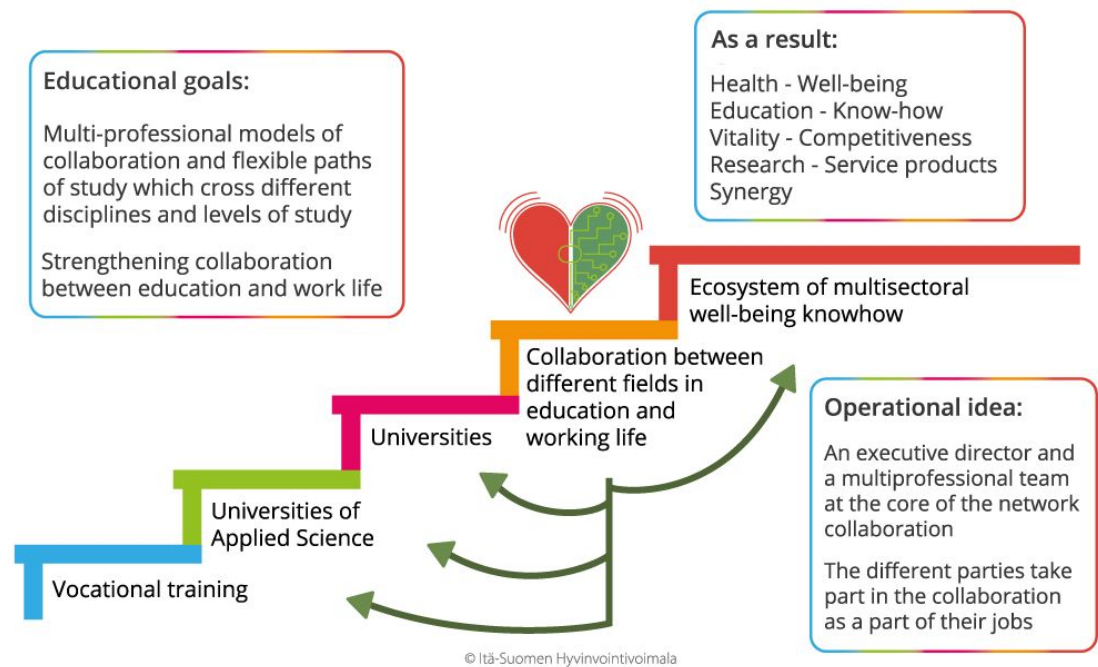
**Figure 3 . Steps of Cultural Well-being.**

In the operational field of research, development and innovation of the social and health-care sectors VOIMALA acts as regional agent – both as a whole consortium and each consortium operator separately. VOIMALA participated in the preparatory work of the regional and social and health-care reform which was previously under preparation for example in the Kulttuurisote project. In autumn 2018 the project executed a questionnaire on the present situation and needs of cultural well-being, which targeted both operators in the municipality as well as those preparing for the new regional social and health-care reform. The questionnaire recognized the needs of the communities and social and health-care providers concerning for example specialist consultation and updating education of culturally oriented methods and models. VOIMALA participated in the social and health-care reform also in the modification program of the family center training of the child and family services, in the county workshops of the I&O project (a project developing in-home care of elderly and strengthening care-giving for all age groups), and in developing regional well-being and health.

At present the main project work of VOIMALA is concretized in the Kulttuurisote II follow-up project (2019) and the Best for Northern Savonia! educational project (2019–2020). In the partial project of Northern Savonia, Kulttuurisote II, the cultural rights are enhanced multioperatorally, integrating cultural services into social and healthcare services and the availability of these services. In the Best for Northern Savonia! project specialists lecturers from the educational organizations of VOIMALA train personnel from care businesses to utilize multisectoral know-how and their own interests in their work. The project aims to develop collaboration between educators and work-life also by educational planning which combines different fields and levels of study. The goal is to strengthen the work stamina of employees and to improve the quality of life of customers by new ways of working. VOIMALA also recognizes commercialization possibilities related to educational services. For example, aging of the population and social exclusion of youth require new multisectoral innovations, for which there is a clear international demand.

During the year 2019 VOIMALA has expanded its network of collaboration towards the range of associations by joining Pohjois-Savon Jerry – a regional group of networking associations – and the association council which functions as its council and collaboration organ.

### The Well-being Power Plant (VOIMALA) As a Renewer Of Education



**Figure 4. VOIMALA advances work-life by enabling flexible study paths which cross different educational sectors and levels.**

The Well-being Power Plant recognizes as strong need to increase awareness of the well-being affects of art and culture, the suitability of various well-being services for different target groups, and the know-how needed to provide the services. The goal targeted activities and results are presented in the following, also anticipating future activity and its implications.

Goals	Activity	Results
<p>A regional model of collaborational networking enhances comprehensive well-being and supports the vitality and attraction of the region.</p>	<p>Developing collaboration between social, health, well-being and cultural sectors. Verifying the significance of the collaboration and increasing understanding → enhancing education of well-being services, execution and management.</p> <p>Researching effectivity taking into consideration different perspectives and long-term evaluation.</p> <p>TAKUULLA projects, regional Best for Northern Savonia! project and the national Kulttuurisote I and II projects.</p> <p>Collaboration between the regional alliance, counties of the region, social and health-care operators, operators enhancing well-being and health, and associations.</p> <p>Having influence in the national and international development work and networks.</p> <p>Communication and public relations.</p>	<p>Advancing change in the operational culture: towards a unified and comprehensive view of well-being.</p> <p>The effects of multisectoral and renewing work-life and joint development:</p> <ul style="list-style-type: none"> <li>• more skilled employees, new kind of job descriptions</li> <li>• better quality services</li> <li>• improved customer satisfaction</li> <li>• job attractiveness</li> <li>• increased professional well-being</li> <li>• increased productivity</li> </ul> <p>Recognizing the need for new methods and operational models which combine know-how and specialization from different sectors and updating education -&gt; providing tools for communities.</p> <p>Stronger national and international visibility.</p>
<p>Developing multisectoral collaborational models which enhance comprehensive well-being as well as flexible study paths which cross over different educational sectors and levels.</p> <p>Strengthening collaboration between education and work-life.</p>	<p>Strengthening educational collaboration: elements of art and culture know-how into the social and health sectors. Respectively integrating social and health-care know-how into education of cultural fields. Attention also into work-life oriented development of degree education and updating education.</p> <p>Enhancing communal functionality and know-how in maternity clinics, daycare centers, schools, hospitals and service centers, for example.</p>	<p>Creating and establishing new multisectoral know-how and operational culture.</p> <p>Strengthening the availability of the workforce which advances comprehensional well-being.</p> <p>Supporting health-care businesses in utilizing art and culture oriented methods -&gt; strengthening the competitiveness of the social and health-care area.</p> <p>Recognizing possibilities of commercialization; the VOIMALA model and education and work method concepts, for example the TAKUULLA! and Best for Northern Savonia! service and educational products, Miniature Voimala (VOIMALA in the micro level, for example county or other regional level).</p>



<p>Increasing understanding on the well-being benefits of arts and culture and on the significance of the collaboration between different professional groups to work-life.</p> <p>Advancing updating education to strengthen know-how and to improve work motivation and quality of work.</p>	<p>Combining social and art pedagogic know-how and implanting the operational model.</p> <p>VOIMALA and TAKUULLA updating education  <input type="checkbox"/> know-how, change of attitude and creating more understanding to why the new way of working is profitable cost-effective execution in the work environment and work places.</p> <p>Collaborative functionality as a basis for learning.</p>	<p>Improving work productivity and professional well-being.</p> <p>Enabling flexible job descriptions and lengthening careers by taking into consideration the individual know-how and interests of employees.</p> <p>Reflection on the stability of the workforce, the quality of services and client satisfaction.</p>
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## Conclusions

The operational model of the Well-being Power Plant of Eastern Finland is duplicable both nationally and internationally. Building a network of collaboration does not require separate investments, excluding covering the expenses of the development and coordination of the network. In addition to this contribution each network operator is required to provide their work input to planning and execution of the collaboration.

The Well-being Power Plant offers a multisectoral model, with an emphasis of education and work-life, for producing and developing social, health and well-being services. Interest and appreciation towards VOIMALA has concretized for example in 2018 when the work of VOIMALA was nominated as the arts education act of the year. The nomination emphasized the innovative activity of VOIMALA which crosses sectorial borders, which supports well-being and involvement<sup>3</sup>. The same year VOIMALA came up as a Good Procedure in the EU report Voices of Culture (VoC) as a networking collaboration model enhancing social inclusion<sup>4</sup>.

A networking operational model, utilizing existing resources, the synergy enabled by various projects, enhancing systemic thinking, joint development and multisectorality form the keywords of the operational model of VOIMALA. Regional educational organizations participating in the network of collaboration enables education which crosses different educational levels and sectors, as well as joint development of education and work-life. Wide understanding of well-being builds as dialogue between various models of thought and operation.

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<http://www.musicedu.fi/sml-ajankohtaista/ita-suomen-hyvinvointivoimala-on-valittu-vuoden-2018-taidekasvatusteoksi%EF%BB%BF/>

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<http://www.voicesofculture.eu/wp-content/uploads/2018/10/FINAL-Brainstorming-report-SD7-Social-inclusion.pdf>



**Table 1. Strengths of Well-being Power Plant and points of development, and the possibilities and preconditions of the duplicability of the procedural model.**

<p><b>Strengths</b></p> <ul style="list-style-type: none"> <li>● Collaboral history of the consortium operators, building common understanding</li> <li>● The consortium includes the largest educational organizations of the region</li> <li>● A light structure of operational model, which does not require large initial or maintenance investments</li> <li>● Recognizing the productization and commercialization possibilities of the developed educational services</li> <li>● International interest and recognition raised by the operational model</li> <li>● Work-life oriented development activity</li> <li>● Advancing the effectivity point of view of well-being services. For example on regional level supporting the attraction of the region through multisectoral education, availability of employees and professional well-being.</li> </ul>	<p><b>Points of Development</b></p> <ul style="list-style-type: none"> <li>● Strengthening coordination resources and guaranteeing the multisectoral basis of know-how required by coordination</li> <li>● Ensuring the continuity of the partnership agreement</li> <li>● Defining and systematizing the research, development and innovation activity</li> <li>● Responding to the possible challenges in the change in operational culture and management of change</li> <li>● Pervasive communication and implementation of the results of the activity</li> <li>● Ensuring know-how of productization and commercialization, internalization of the operational concept as the model expands</li> </ul>
<p><b>Possibilities for wider utilization/duplicability</b></p> <p>The operational model is not bound to region or country. The commitment and will of different operators is central to fulfil common aims and multisectoral well-being services.</p> <p>Concrete project collaboration strengthens internalization of the operational model and effectivity of the activity.</p> <p>The model of collaboral networking enables application of the "new way to work" approach also in other fields.</p>	<p><b>Preconditions of duplicability</b></p> <p>Adopting the operational culture: the aim is comprehensive well-being, in which cultural know-how is integrated as a part of the social and health-care education, services and management. Mutually re-evaluation of the degree education and updating education of cultural fields.</p> <p>Strong coordination of multisectoral collaboration which combines several operators.</p> <p>Support from the management of the consortium operators and the commitment of the group of directors to collaboration and developing it.</p> <p>Successful productization and commercialization are a key to successfully spreading the concept.</p>

## References

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Well-being Power Plant of Eastern Finland has been nominated as the Arts Education Act of 2018

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Plan of operation of Well-being Power Plant of Eastern Finland 2019

Webpages of the Well-being Power Plant of Eastern Finland

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Kulttuurisote

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Best for Northern Savonia! project

<http://www.hyvinvointivoimala.fi/parasta-pohjois-savoon-hanke/>

Taikusydän

<https://taikusydan.turkuamk.fi>

The TAKUULLA projects root art and culture as a part of the social, health and educational sectors.

<http://www.hyvinvointivoimala.fi/takuulla-hanke/>

Voices of Culture. Brainstorming Report

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