

*One step ahead*



**Knowledge and innovation at  
your fingertips**

*Polibienestar: One step ahead*

POLIBIENESTAR, **Research Institute on Social Welfare Policy**, is one of Universitat de València's research institutes. Well-known internationally, **its main research areas are innovation in social technology, technical advising and training** in the social policy field.

For **twenty years** now, it has been doing both basic and applied research on the economic, social, political and technical sustainability aspects of welfare systems. **It has also been advising both the Administration and private companies on the planning**, design and implementation of social welfare policies and sustainability.

Polibienestar is made up of an **interdisciplinary team** led by Jorge Garcés Ferrer, who is a Former Príncipe de Asturias professor at Georgetown University, Washington DC (USA) 2014 - 2016. **More than 60 researchers** shape the team. They come from Universitat de València and 7 other Spanish and 2 international universities. Polibienestar cooperates with universities and centres from the European Union, the United States, South America and Africa as well.



# Polibienestar

## Vision, mission and principles

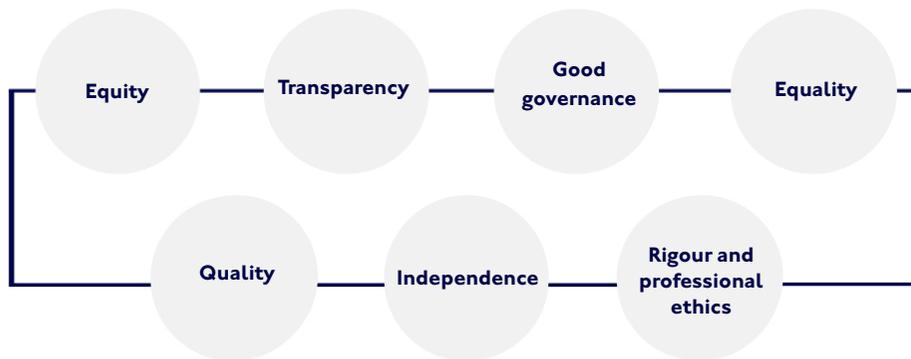
### Vision and Mission

**VISION:** Improving welfare, sustainability and society's quality of life.

**MISSION:** Achieving a better efficiency among public policies, private entities and the tertiary sector by means of innovative, holistic and interinstitutional ideas which will be led by an interdisciplinary and poly-centric team.

**CHALLENGE FOR 2030:** Innovating on public policies through ICTs.

### Values



The institute offers the best services in the field of public policy thanks to its interdisciplinary team. The members in the **team are internationally connected** and are all experts in each working area of the institute. Their wide knowledge and capacity as well as their dynamism and cohesion allow the institute to grow towards excellence.

The members of the team work as lecturers at different undergraduate, graduate and other training courses at Universitat de València. Apart from these researchers, which are part of the permanent staff at UV, many other researchers from other universities collaborate with the institute.

### Jorge Garcés Ferrer

Professor of Social Policy

Jorge Garcés Ferrer is a Full Professor at Universitat de València and Former Príncipe de Asturias professor at Georgetown University, Washington DC (USA) 2014 - 2016. He is the Director of the Research Institute on Social Welfare Policy (POLIBIENESTAR) at Universitat de València. He has worked as a lecturer at Innsbruck University in Austria and at Erasmus University Rotterdam in the Netherlands. He has been a visiting researcher at Washington, Oxford, Cambridge, New York, Kent, Manchester, Lisbon and Paris universities.



VNIVERSITAT  
DE VALÈNCIA



erran ta zabal zazu



Universidad del País Vasco Euskal Herriko Unibertsitatea

# Polibienestar

## Areas of research



**Health**



**Smart Cities**



**Social and accessible tourism**



**Governance and public administrations**



**Social policy**



**Corporate economics**

### Health

Polibienestar pursues a **dual objective: improving health and quality of life, particularly for the elderly and vulnerable groups, and contributing to efficiency and sustainability of health and social welfare systems.**

**For more than 15 years, we have been working on the study of the psychosocial factors**, related to health and illness conditions, which have a direct impact on people's well-being and quality of life. We are also very committed to the promotion of active healthy ageing and personal autonomy. The institute designs and develops new funding governance models for social protection systems as well, which makes them more sustainable and efficient.

Polibienestar institute has been accredited by the Social Welfare Ministry at Generalitat Valenciana to assess how to improve residential care in the region of Valencia. We develop technology and quality management systems in private houses and nursing homes following ISO 9000 and European excellence standards. We ensure not only people but also professionals in the field take part in these processes.



Polibienestar develops this area of knowledge in 13 research lines:

- Long-term care
- Social and health care
- Primary health care
- Psychology of health
- Emergency services
- Compassion
- Stratification
- Autism
- Infertility
- Alzheimer
- Oncology
- Chronic diseases
- Rare diseases

# Polibienestar

## Areas of research

### Social and accessible tourism

The research line on social and accessible tourism is focused on **promoting strategies for the development and innovation of a 'tourism for all' in Spain and Europe**. The great number of disadvantaged, disabled or dependent people in Europe triggers reorientation of tourism towards new customers and new consumers with special needs, respecting the principles of free movement, non-discrimination and equal opportunities at the same time. We need to innovate at a socio-technical level with new designs, which should be adapted to all and based on universal design criteria.

Within this area, Polibienestar develops:

In order to implement this research line, Polibienestar launched a **Tourism**

- Assessment and recommendations for accessibility (friendly environments)
- Promotion of tourism as a strategy for active, healthy ageing
- ICTs analysis in the promotion of tourism for all
- Training
- Design of business models
- Needs analysis
- Pilots



**Technological Platform**, Thinktur, which is funded by the Spanish Ministry of Economy, the Instituto Tecnológico Hotelero (Hotel Technological Institute), AMETIC, and Segittur.

Within this tourism area, Polibienestar works on five research lines:

- Friendly environments
- Rurality
- Tourism for all
- Hotels

### Social policy

Social policy is Polibienestar's bedrock. Social policies are understood as the main tool that contemporary societies have for keeping, guaranteeing, and improving citizens' quality of life. From this point of view, **Polibienestar contributes to the research, innovation and application of new processes which improve social welfare for the many different groups in the society.**

**Polibienestar devises innovative ideas** that are able to respond to the current interconnected, complex needs from a **multidisciplinary and holistic approach**. This approach tackles several social policy areas that impinge on social welfare and quality of life of contemporary societies, on both general population and disadvantaged people such as minors, young people, women, disabled people, immigrants or the elderly.



This area includes the following research lines:

- Active and healthy ageing
- Employment
- Violence
- Immigration
- Multiculturalism
- Education
- Training
- Family
- Prevention
- Diversity
- Sports
- Inclusion
- Dignified death

# Polibienestar

## Areas of research

### Smart Cities

**The future of cities cannot do without an integrated and sustainable urban development.** Polibienestar contributes to it from a strong social and environmental commitment with society and innovation.

**We give solutions to the challenge of promoting cities that will be able to meet citizens' real needs** through combining and integrating parameters like citizens' quality of life, social-economic-environmental integrated development, sustainable and proper use of resources, value of human capital, and use of new ICTs for a more efficient management of cities.

Polibienestar has an active role in the **European Construction Technology Platform (ECTP)**, Plataforma Nacional de Construcción Sostenible (Sustainable Building National Platform), and **AENOR's** Subcommittee Aen/Ctn 4I/Sc9 "Construcción Sostenible".



The eight research areas in this field are:

- Accessibility (physical, social and access to services)
- Autonomy
- ICTs
- Air quality
- Environment
- Energy efficiency
- Transport and mobility
- Social housing

### Governance and public administrations

Public administrations should base their policies on strategic plans, aligned with European strategies like Horizonte 2020. In this regard, **Polibienestar institute analyses, designs and adapts global policies to any particular administration in order to obtain a balance between growth and sustainability through the optimisation of public policies.**

These research lines pursue the following aims:



Contributing to improve public services.



Improving efficacy of public policies.



Increase efficiency of public resources.



Increase transparency and participation of citizens in the design of public policies.



Make accountability regarding public-sector actions easier for citizens.



Within this field, the research lines developed by Polibienestar are 10:

- Public policies
- Participation
- Solidarity
- Cooperation
- Resilience
- Labour markets
- Culture
- CSR
- Retirement pensions
- Awareness

### Corporate economy

Companies are fundamental to contemporary societies, and **Polibienestar institute is able to give global solutions to general and individual questions**, from general management to specific areas such as marketing, R+D+i and waste management, among many others.

The institute's dynamism and its constant growth make it an objective entity, which is accredited for auditing quality, equality, or corporate social responsibility plans, among other things. Furthermore, the institute advises its clients on R+D+i processes, providing them with its European know-how on these kind of processes and on the provision of funding for the development of the processes.



Some of the research and development lines on the area of corporate economy are:

- Management
- Financing
- Marketing
- Social media
- Quality systems
- Equality
- CRM (Customer Relationship Management)
- Entrepreneurship
- Working groups
- 3PM
- Innovation. R+D+i
- Sponsorship
- Branding
- New products
- Management of construction and demolition waste (RCD)
- Sustainable construction

# Services



**Public  
administrations**



**Companies**



**Tertiary sector**



**Training**

Polibienestar offers consultancy services and technical advice on strategy and public policy for the Administration, private corporations or the tertiary sector.

**We help our clients to design and achieve their strategic objectives.** In order to do that, we assess and identify clients and their environment and **we ensure the highest involvement and commitment to the results.**

# Services

## Public administration

Through design, **development and assessment of public policy strategies**, Polibienestar offers a thorough service, **which is in accordance with European strategies to optimise the administration resources and contribute to improve the public services.**

In order to have an efficient government, the public sector constantly needs new solutions to face different social challenges, and from this point of view, **Polibienestar gets involved in each project in an objective**, fair and cooperative way thanks to its interdisciplinary team, which can assess on each area.

Thus, for planning, prioritising and implementing the objectives that will be the background for a STRATEGY, the institute is based on the premise that it needs to be coherent with the guidelines of the other administrations – European, national, regional and local.



### Some of the services for our clients are:

- Design, development and assessment of **public policy strategies**.
- **Particular strategic plans** for health, social welfare, violence, equality, CSR, environment, energy efficiency, ICT's, sustainable construction, etc.
- **Consultancy**
  - Design and updating of municipal services.
  - Design of processes for citizen participation.
  - Assessment and reorganization of public services, programmes and public policies.
- **Auditing**
- **Studies** on particular subjects
- **Funds raising**
- **Training**



The institute has been offering its services to a wide range of companies from different fields. It works in an interdisciplinary and comprehensive way thanks to its experience of 20 years and the deep knowledge on each of its **six working areas**.

Polibienestar **is specialised in invigorating and managing innovation processes at companies**. After a diagnosis stage and the analysis of deficiencies and opportunities for each client, **an action plan is developed along with its later implementation, development and assessment**.

Our experience in EU projects makes Polibienestar an expert in fund raising policies, and that is why we try to look for the highest external funding to give the company, not only these funds but also a training for its employees, who will learn how to get these resources in the future.

**Some of the services we offer to these clients are:**

- **Consultancy**
- **Particular strategic plans:**
  - Equality plan
  - Quality plan (ISO...)
  - CSR plan
- **Technical assistance in R+D+i projects**
- **Fund raising**
- **Training**

# Services

## Tertiary sector

Tertiary sector has been developing social innovation at the economies and societies where it is found. It generates and transmits concepts that end up being integrated and used by the rest of socio-economic actors.

In this context, **some studies on management of non-profit and volunteering organisations**, administration of social projects, fund raising strategies, philanthropy and sponsorship, management of administration of teams, tax and accounting plans, and management of public aid are created. **These are focused on the different action areas where the tertiary sector works** – social welfare systems, proximity services, international cooperation, environment, culture, etc.



**We assist foundations, associations and NGOs in the following areas:**

- **Technical and management advising:** protocols of organisation.
- **Strategic planning** - economic, thematic and human resources.
- **Technical auditing** for all organizations receiving governmental funding.
- **Fund raising**
- **Training**



Polibienestar's training offer 3 Master's degrees, 1 diploma and 1 certificate.

### Master's degree

- Master's Degree in Infertility: psycho-social, medical and legal aspects
- Master's Degree in Regenerative Medicine and Anti-aging
- Master's Degree in Business Administration of Health Services

### Diploma

- Diploma in European Research Project Promotion and Management

### Certificate

- Mindfulness at Work Certificate: Consciousness in the Positive Management of Stress and Leadership

### Customized training

Besides this certificate, Polibienestar also offers in-house training programmes for the public administration and private corporations on several subjects that may go from European fund raising and management to training for medical staff or corporate social responsibility teams, among others.

# Research networks



Instituto Superior de Investigación  
Traslación e Innovación Cooperativas  
orientadas al Bienestar del Ser Humano



Council for  
European  
Studies



# Contact

Universitat de València  
Edificio Institutos de Investigación

Campus de Tarongers  
Calle Serpis, nº 29  
46022 – Valencia

Teléfono: +34 96 162 54 35 / +34 96 162 54 12

Fax: +34 96 162 54 12

Email: [polibienestar@uv.es](mailto:polibienestar@uv.es)

**[www.polibienestar.org](http://www.polibienestar.org)**



