



ANALYSIS OF THE CONTRIBUTION OF SMALL RESIDENTIAL CARE CENTERS FOR THE ELDERLY TO REDUCE THE SOCIO ENVIRONMENTAL IMPACT AND FOSTER ENTREPRENEURSHIP IN BRAZILIAN MEGACITIES (SÃO PAULO)

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Abstract: On 2016 the 17 United Nations Sustainable Development Goals (SDGs) of the 2030 Agenda officially came into force proposing that Governments can work to promote inclusive and sustainable economic growth, employment and decent work for all. This study aims to analyze the contribution of Residential Elderly Care Center – RECC to promote SD along with social support in urban centers of megacities. Considering that the current scenario presents: longer life expectancy and increasing numbers of older people; the growing presence of women in the market and the hierarchy of companies making more and more difficult for them to stay at home as well as the failure of public care structure to respond adequately to citizens' demands new business models are welcome. While the families are getting smaller which removes potential caregivers within them, conversely mobility issues among peripheral areas and public institutions are increasing. Large arrangements for caring can be useful in some contexts, but generally, require commuting from home to the support structure and new public and private investments. The potential reduction of human daily dislocations could improve the environment and life quality in megacities in many aspects: decreasing vehicles CO2 emissions, pollution and the volume of traffic; giving practicality to everyday life of families with dependent members of care and generating new opportunities of small business. In addition, this new residential structures employment might reduce the need to shift the caregivers themselves to their work place, strengthen community bounds and not require immobilization of new properties of the exclusive use for Care centers in highly urbanized areas. The methodology used in this paper is based in the exploratory-descriptive and bibliographical-documentary method. Results of the study are corroborate by a series of complementary research of the authors. Conceptual step-by-step flowchart to assist an entrepreneur to open a RECC is described.

Key words: daycare centers, low budget, megacities, developing countries, Sustainable entrepreneurship

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INTRODUCTION AND PROBLEM STATEMENT

The growing concern over the environmental degradation started a series of meetings along the XX century. In 1968, the “Club of Rome”, scientists, industrialists and politicians discussed the limits of economic growth, damage the environment, industrial production, the population and the use of natural resources. The United Nations Conference on the Human Environment occurred at Stockholm (1972) considered the need for a common outlook and principles to inspire and guide the world in the preservation and enhancement of the human environment. Captained by the United Nations (UN) the relationship between the economy and the environment was incorporated to politic debates at Eco-Rio 92 conference, the Kyoto Protocol (1997), and Rio 2012 placing on many countries agenda how to deal with socioenvironmental issues.

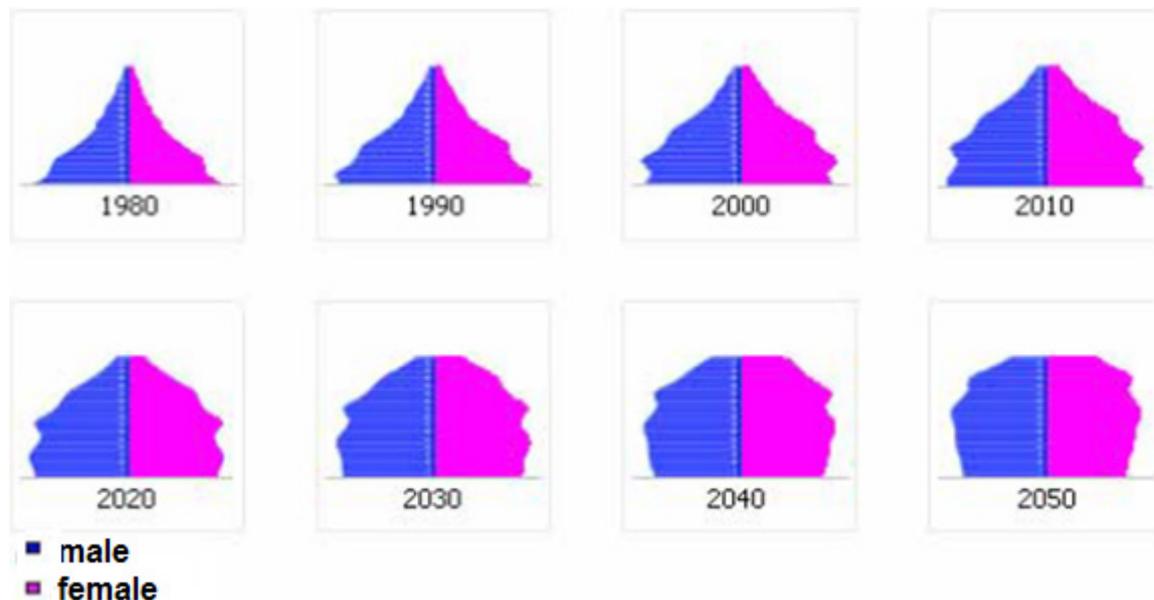
Despite all these events and consequent global agreements signed in recent decades, in order to ratify the commitment for Sustainable Development (concept that comes with the publication of the Brundtland Report 1987- WCED, 1991) several studies and proposals have been presented in the last decades, intended to protect and enhance the well-being of both present and future generations, by promoting sustained, inclusive and equitable economic growth, creating greater opportunities for all, reducing inequalities, raising basic standards of living, fostering equitable social development and inclusion, and promoting integrated and sustainable management of natural resources and ecosystems in urban areas.

The challenge is to find ways to make change in the way of thinking and acting to meet the principles of sustainability, especially in megacities, like reconfiguration of productive spaces, change in the habits of the urban population and new public policy development for municipalities (Mariuzzo, 2012). Additionally to this list, innovative business models that encompass sustainable point of view should be design.

For the acquisition of sustainable city status, it is necessary, among other objectives, to achieve the reduction of emissions of CO₂ and other greenhouse gases and the increase in quality of life for residents through strategies that reduce air pollution and increase the mobility of the growing number of people living in this area.

Many of these displacements are implicit in the age profile of the population. Analyzing the demographic projections (Figure 1) it could be observed a substantial change that profile, leading to a potential alteration in daily flow of people. Two changes happened: the population increase in life expectancy and the fall in fertility and mortality rates. Thus day by day, there are more seniors and smaller number young people. This means that in Brazil, an increasing number of older people will need caring structures and there will be fewer youngsters to care for them in the future.

Figure 1 – Age-sex structure and change in population pyramid, Brazil, 1980-2050. Brazilian Institute of Geography and Statistics - IBGE projections. Right side, males and left side, females.



Source: Itamaraty, 2002.

The same demographic projections point to smaller families in the future. The most common and consolidated default is 1 or 2 children per woman. This demographic trend creates a shortage of family members available to care for the elderly and small children. In this scenario, care business and related structures will be key to social support. In particular, the fact pointed out by Ramos: “The elderly in an urban center have a high prevalence of physical and mental disabilities, generating dependence in activities of daily living” (Ramos, 2003: 794).

The so-called caregivers of elders is someone who can help them to develop actions, assuming this way the responsibility of providing support and assistance to these needs, improving their living conditions (Rocha Jr et al. , 2011). The care can be done informally (by someone: family or community) or formal, by a qualified professional, linked to a company or an entrepreneur, for example, working at home.

Lima (2010) exemplifies its viability, showing that this practice of Home-based business, already occurs in industrial clusters of footwear and clothing sector , spread over several regions of the country, highlighting the role of Public Policies (Alencar, 2007) in promoting the so-called “necessity entrepreneurship” through support to small business and the formalization of informal activities.

In Brazil, the perception of society and the State on the importance of economic aspects of development as a necessary condition for poverty eradication has grown increasingly. In 2008, the Brazilian government introduced the Individual Micro Entrepreneur Program - IMEP (in portuguese, Programa Microempreendedor Individual- Brazil, 2008) by Federal Law 128, a great national achievement in this new scenario of the economy, allowing millions of Brazilians to act in their own business, properly legalized. The IMEP is an opportunity for the workers to conquer their rights and formalize small business without paperwork or else cost (SEBRAE - Brazilian

Service of Support for Micro and Small Enterprises, 2011). It also enables the implementation of projects that provide social support, not requiring either large displacements or new investments, object of this study.

Many researchers in the field of Entrepreneurship have presented the advantages of network (Aldrich, H. & Zimmer, 1986; Barney, 1991; Birley, 1985; Venkataraman, 1997), and it is further stressed that the relationships networks with neighbors could improve social support of the residents (Caetano & Guadalupe, 2011). However, little consideration has been devoted towards exploring the nexus of the neighborhood and promoting entrepreneurship. This paper empirically analyses promoting entrepreneurship through social support of peripheral areas of megacities, considering elderly day care centers.

The methodological approach for this study was descriptive and exploratory, qualitative basis from bibliographic and documentary research on the themes: sustainable development, carbon footprint and environmental aspects, urban centers, mobility, changing in age structure and population pyramid, quality of life, social inclusion, Entrepreneurship and public policy.

As a methodological approach, in this study the hypothetical-deductive method was adopted (DANE, 1990), where theories, concepts, data and empirical results from the literature were presented interactively, to justify the relevance of the proposal considering the upcoming issues.

LITERATURE REVIEW

1. Sustainability: an instrument for the economic, social and human development

This concept, first introduced in a Report prepared by the World Commission on Environment and Development in 1987 (Brundtland Report), defined Sustainable Development (SD) as one: "Development that meets the needs of the present without compromising the ability of future generations to meet their own needs."(WCED, 1987)

In 2000, the United Nations working with governments, civil society and other partners, proposed the eight Millennium Development Goals (MDGs) – which ranged from halving extreme poverty rates to halting the spread of HIV/AIDS and providing universal primary education, all by the target date of 2015, galvanized unprecedented efforts to meet the needs of a new society. Since 1 January 2016 the Sustainable Development Goals (SDGs), build on the success of the Millennium Development Goals (MDGs) aim to go further to end all forms of poverty. Although they are not legally binding, countries are expected to take ownership and establish a national framework for achieving the 17 Goals and their implementation and success will rely on countries' own sustainable development policies, plans and programmes.

The concern about the environmental impacts of people and enterprises on the planet made this concept a major strategic benchmark, resulting in a continuous improvement process aimed at reducing the use of natural resources and reassessment of priorities.

In this way the concept of sustainability can be analyzed from two perspectives: the first includes both the nowadays society welfare and the society in the distant future, and the second implies the conservation of natural resources. In both cases, it should be considered in current and future policies, which include productive activities and income generation, mobility and transportation and urban land use (Heal ;1998, apud PROSPECT, 2001).

The rapid changes in social, economic, technological and environmental, poses considerable challenges for traditional structures of governments and companies. Both non-governmental organizations and academics increasingly have expressed concern about the degradation and the eventual exhaustion of services of ecosystem due to the production and consumption processes. In this way, we can not dissociate the decrease in the use of natural resources and energy and reduction of CO2 emissions to the commitment to sustainability¹.

2. Quality of life and Urban Mobility

In the 90s the European Environmental Agency- EEA (1995) punctuated the needs of city dwellers should be provided without imposing unsustainable demands at the local level as much as the global ecological system. This study defined a series of goals to become a sustainable city:

- Minimize the consumption of space and natural resources;
- Rationalising and efficiently managing urban flows
- Protect the health of the urban population;
- Ensure equal access to resources and services;
- Maintain the social and cultural diversity.

Since January 2012, Brazil has a National Urban Mobility Policy (NUMP) - Law n.12.587 (Brazil, 2012), defining guidelines for regulation and planning in Brazilian cities. It is stated in According to NUMP, municipalities with more than 20,000 inhabitants (30% of Brazilian cities) should develop, until April 2015, an Urban Mobility Plan (UMP), collaboratively with civil society, covering a short, medium and long-term planning for movements of goods and people in the city (Ministério Das Cidades - Instituto Polis, 2005; Ministério Dos Transportes, 2013).

For example, in the Metropolitan Region of São Paulo (MRSP), vehicle emissions play a key role in the air quality, as they were responsible in 2005 of 97% of carbon monoxide (CO), 97 % of hydrocarbon (HC), 96% of nitrogen oxides (NOx), 40% of particulate matter (PM) and 35% of sulfur oxides (SOX) released in the atmosphere (CETESB, 2007). The study by Hogan (2000) has identified that 78% of air pollution comes from vehicles operating daily in the city.

Another study shows that the transportation sector accounts for about 20% of global CO2 emissions, which is a major cause of greenhouse gases, without regard to emissions of other gases also harmful to the environment and health (Carvalho, 2011). The Kyoto Protocol, signed and ratified by Brazil, stated that the signatory developed countries had a period until 2012 to reduce emissions of greenhouse gases by around 5% from the total observed in 1990.

The report of World Business Council for Sustainable Development produced in the late 90 summarizes the agenda for the promotion of global sustainable development, centered on the concept of “eco-efficiency” (WBCSD, 1998), twenty years later reworked as “Green Economy” (Diniz & Bermann, 2012). According to the United Nations, the “Green Economy” is defined as one that “results in improved human well-being and social equity, while significantly reducing environmental risks and ecological scarcities” (United Nations ..., 2011, p.16) because has low carbon emission, efficient use of resources and social inclusion.

The Organisation de Coopération et de Développement Economiques (OCDE) held in 2000, a forum to identify future trends under the theme “Man, nature and technology: sustainable

1 <http://www.nsf.org/about-nsf/commitment-to-sustainability/>

companies in the XXI century”, pointing to the emergence of a new economic and social order, based on the knowledge economy and democratic societies network (OCDE, 2001).

Individual initiatives are crucial to achieve a more sustainable society, nevertheless, it should not be forgotten that, the role of governments and public policies, are decisive. According Löffler (2001, p. 212), the term governance is related to “a new generation of administrative reforms and State, which have the purpose of joint action, carried out in an efficient, transparent and shared, by the State, companies and civil society to achieve an innovative solution of social problems and creating opportunities and chances of a sustainable future development for all participants”.

Automotive vehicles emit in addition to carbon dioxide (CO₂), a powerful greenhouse gas, other pollutants such as sulfur dioxide, nitrous oxide and particulates in the air, adding a number of environmental problems and health (Esteves et al., 2003) besides contributing to climate changes. The study of Bento et al (2012) concluded that the release into the air of gases like carbon monoxide, hydrocarbons and nitrogen oxides from motor vehicles (using fossil fuels) could cause severe respiratory diseases in people and animals, and even damage the photosynthesis of plants.

Although several countries and cities (such as MASP) have adopted measures to lower pollution levels, such as the adjustment and adaptation of engines, reducing toxic substances in fuels (lead and sulfur in gasoline) and even car wheels in the central areas, air contamination still poses a serious threat to human health and the environment.

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Vormitag (2013 apud Rubin & Leitao, 2013) points out that in 2011 almost 27,000 hospitalizations in the MRSP were related to air pollution. In Sao Paulo, spending on these admissions reached approximately US\$ 12 million.

Considering the 31 cities with the lowest urban mobility, São Paulo, is number two, right after Shanghai, China’s largest city, and, in a ranking of the ten cities with longer dislocation time, five are Brazilian and all appear to be in more critical situation that the city of New York, which has one of the highest rates of motorization in the world (IPEA, 2013). The reduced mobility in an inadequate transport system and a great concentration of vehicles leads to an increased fatigue, sudden anger, anxiety and irritation of users. These factors are considered stressful and could affect one’s emotional balance (Zerbini et al., 2009), compromising the quality of life and well-being of the local population. The work of Rezende (2012: 52) that evaluated the influence of transport on the worker’s stress level in Brazil, mentions that “endure excessive stress on shipping may compromises the productivity and quality at work and influence on socio-emotional balance”, results also found by Wener and Evans (2011 apud Rezende, 2012), comparing distances and time of urban displacement, caused by going back and forth to work in metropolitan area of New York.

In addition to the physical and psychological aspects, the loss of urban mobility has economic impacts in the city. According to study by the Getulio Vargas Foundation (FGV), the São Paulo traffic brought to the city losses of approximately US \$ 15 billion in 2012. This represents

1% of GDP, with each citizen leaving to earn or spend about US \$ 1,35 while imprisoned, totally unproductive, in traffic jams (Rubin & Leitão, 2013).

In Rio de Janeiro about 47.3 minutes is spent in traffic just to get to work. In São Paulo, is approximately 45.8 minutes according to the PNAD 2012 (National Research by Household Sample- IBGE, 2011). This consumption of time the displacement challenges one to seek new paths of development in which the individual does not need to drive more than 20 minutes to have access to work, education and leisure.

The research Zandonade and Moretti (2012) mentions that “metropolis and urban sprawl have made the mobility system, which before was secondary in the relationship between the definition and forms of housing and ways of working, in a structuring element of these systems into the urban fabric “.

From this premise, reducing the need to travel by structuring small residential care centers for seniors, in regions close to the houses have the ability to contribute to an increase in the health conditions, quality of life and well being of citizens, as well as reduce emissions CO₂, promoting thus SD and a social support mechanisms in urban centers. Not to mention that, caregivers shall be released from of the stress of traffic jams, increasing willingness and attention to the complex needs of the care dependents.

3. Women at work and new family arrangements

The women’s work has always been present in history, initially restricted to women of the lower classes. However, since the 50s, it has been observed a increasingly valuation of work by women of the middle and upper layers. Faced with the task of reconciling their professional activities and care for children or someone else, women that work outside the home seek several arrangements: grandparents, aunts, babysitters, day care centers and schools. With age changes the family caregivers will be available. Furthermore, modern family structures are quite different from previous generations ones. Numerous social changes coincided: divorces, serial marriages, single motherhood, migration to seek better alternative employment and income, option not to have children, full participation of women in the labour market etc. All these movements cause a new venture: to built caring structure for seniors.

The literature review of Sospeter et al. (2014) pointed out that there is a pressing necessity to initiate gender-sensitive empowerment programmes to enable them to succeed in their endeavours. On the other hand, the creativity and talents of women entrepreneurs are an invaluable resource, which can and should be developed for both their own self-realisation, income generation and society benefit (Kikwasi, 2005; Hodginkson, 2006; Shah & Saurabh, 2015)

4. Elderly and their care in small residential centers

Following the classification proposed by the World Health Organization (WHO) for developing countries, is considered senior, individuals aged 60 or more (IBGE, 2011). As mentioned earlier, there is a tendency of increase in the number of elderly in the coming decades, fueled by higher life expectancy, as pointed out by demographers.

In Brazil, the 1988 Federal Constitution, the Elderly National Policy (Brazil, 1994) and the Elderly Statute (Brazil, 2003) consider that the support for seniors is the responsibility of the family, the state and society. Brazilian law predicts the “construction of a network of services for

the elderly, to meet biopsychosocial needs, if possible at home or nearby” (Mello, 2007).

Despite this fact, Ribeiro et al. (2008) study pointed out that the permanence of the elderly in their own home requires supervision and an environment that can reduce the likelihood of accidents (which often occur due to a wet floor or a poorly positioned carpet). It is known that falls (and the injuries resulting from this fact) have considerable importance in the life of the elderly, which may include significant morbidity, mortality, functional impairment, hospitalization, institutionalization and high economic and social costs, placing a further burden on the health services. Studies in Brazil have shown that people younger than 75 years are more likely to fall outdoors and over 75 years fall more within their own homes (Fabrício et al., 2004; Cruz et al, 2012.).

Besides constant supervision in order to prevent falls and environmental monitoring , one can not disregard other advantages strongly associated with increasing life quality of small residential seniors care centers, such as social interaction, involvement in everyday activities, independence, security, protection and psychological well-being (Hwang et al., 2003). Whereas diet, physical activity, stress management, relationships and preventive behavior are essential to the maintenance of health in all stages of human development, authors highlight the importance of socialization in old age (Kuchemann, 2012).

In addition, correctly points Karsch (2003), “caring for the elderly at home is surely a situation that should be preserved and encouraged; however, care for an elderly and disabled for 24 hours without a break is not a job for a woman to do alone, because usually she has more than 50 years old and without adequate support or services that may meet her needs.

Consistent with this proposal, Ordinance No 73 of the Ministry Social Security (Ministério Previdência e Assistência Social - Brazil, 2001) recommends that priority should be given for the elderly staying in the family, in republics for seniors and other community centers. Regarding the legal aspects of these spaces, the Elderly Statute provides that the governmental and non-governmental organizations responsible for the care of the senior should submit their programs to the competent organ of the Health Surveillance and the Municipal Council of the Elderly for approval.

Resolution of the National Health Surveillance Agency (ANVISA, 2005) in Brazil, defines the minimum criteria for the operation and evaluation, as well as the mechanisms for looking after seniors. The small residential care centers could receive individuals with Dependency Grade I (independent elderly, even requiring use of self-help equipment). For the care of these it is recommended a proportion of “one caregiver for every 20 seniors, or fraction thereof, with a working schedule of 8 hours / day”; which is perfectly feasible in the model proposed in this study.

Small care centers could strengthen emotional bonds between people, especially in traditional neighborhoods, where families occupy the same geographical area for generations. Proximity also induces the attitude of leaving the elderly only during part of the day at the care center, because it does not require a major logistical effort like travel back and forth to the large and distant reception centers. Within this scenario, integration with family is natural and the viability of care is more accessible. Besides, it contribute to the active aging and to a better quality of life.

Contrariwise, the institutionalization of elderly, mainly in developing countries, where a large part of the population is low income, without socioeconomic conditions to manage a private home care leads to a sense of family abandonment, exclusion and social isolation.

In the master's thesis, Life Quality of Institutionalized Elderly (Moreira, 2014) there is a crucial report: "It seems that here I have everything, but there is one thing missing that is even harder to say: here there is no love, there is a lack of humanity" this phrase was taken from a speech of a 93 years man. This can be explained since usually large elderly care structures prioritize and manage objective aspects: food, medical care, hygiene, cognitive activities among others. It is worthy to point out that the volumes of duties and responsibilities are not trivial, so sometimes there is little time or place for more affective and fraternal care.

In 2016, some training courses were offered for this activity. Some hospitals, associations and NGO's could help in this issue. Brazilian Red Cross develop a 100 hours additional training on direct care for the elderly (family members or caregivers), aiming to improve the quality of life in old age, based on the principles of Gerontology and Geriatrics, with an investment of US \$ 300,00². National Service for Commercial Education (Senac), a professional educational institution open to the whole society, responding to the National Confederation of Commerce. It is a private nonprofit organization, receiving 1% of the collection intended for Social Security (INSS) and paying private and also public services (educational services to poor communities) presents a 160 hour course for US \$ 350,00³.

But there are free courses, for example, the city of São Paulo had opened registration for those interested in attending a free course aimed at caregivers of elderly or people who want to know about the old age and classes and lectures were held in the City Hall⁴. And National Service of Industrial Training – SENAI has the elderly caregiver course (also free) which enables professionals to watch over the physical and psychological integrity and well-being of elderly in nursing homes and clubs of old age or to work in private accompaniments. In the course are discussed topics such as posture and professional ethics, food and hygiene of the elderly, use of support materials such as chairs and security bars, leisure and social integration of the elderly, first aid, emergency actions, postural management of the elderly, notions use of equipment and the main pathologies that can affect the elderly and their characteristics⁵.

5. Preliminary Evaluation of Investments and Funding

As the autonomy reduces with aging, seniors are more likely to need assistance to carry out everyday activities and environmental adaptations should be included in elderly care center projects.

In order to have a safe building to held an elderly day care minor adaptations would include, for example, fitting lever taps in the kitchen, fixing safety bars at the bathroom or hand rails around the home. Major adaptations could include, for example, widening doorways or installing ramps to avoid using steps. The place must be safe, with good lighting, clear spaces to

2 http://www.cvbsp.org.br/media/cl_cuidador.php

3 <http://www.sp.senac.br/jsp/default.jsp?newsID=DYNAMIC,oracle.br.dataservers.CourseDataServer,selectCourse&course=22378&template=395.dwt&unit=NONE&testeira=473>

4 <http://g1.globo.com/sao-paulo/noticia/2016/03/sao-paulo-tem-curso-gratuito-para-cuidadores-de-idosos-na-cidade.html>

5 <http://www.cursosgratuitossenai.com.br/curso-de-cuidador-de-idosos/>

walk, no stairs. As any architectural intervention requires financial resources, therefore, possible funding sources should be sought by the interested.

Like many countries, Brazilian Public banks are an important part of the banking market and they have been used to implement strategies furthering political and social goals, like microcredit for IMEP.

For example, in some Public banks like Caixa Econômica Federal, the amount to be requested can be up to 60% of the value of the consideration (Property), but can not commit more than 30% of proved income. For example, revenues of US \$ 20,000 (annual considered = Microenterprise) may obtain a US \$ 1,666 funding (1/12).

With Oriented Productive Microcredit (MPO - Microcrédito Produtivo Orientado), IME projects can obtain a loan to improve cash flow (working capital) or for investments such as the purchase of equipment, furniture, tools and other items necessary for the functioning of economic activity. Bank of Brazil through its branch network and business partner, Movera, provides guidance to the enterprise during the credit period. Presenting a zero tax rate on Financial Operations (IOF), the loan amount and the payment period are defined during a “in loco” visit of the business, and the maturity period of operations for working capital is usually 4 to 12 installments and of investment is 4-18 installments, nevertheless, it needs a third-party personal guarantee (in some cases it may be waived).

The Paulista People’s Bank (BPP- Banco do Povo Paulista) is a productive microcredit program developed by the State Government of São Paulo, through the Department of Employment and Labor Relations (SERT - Secretaria do Emprego e Relações do Trabalho), in partnership with local governments, as provisions of State Law No. 9,533, of April 30, 1997 and the State Decree No. 43.283, of July 3, 1998. The goal of the program is to provide funding for formal and informal entrepreneurs, associations and productive cooperatives or work, for working capital and fixed investment, intending to promote socio-economic development and the creation of opportunities. Currently, the BPP is present in 536 municipalities in São Paulo, almost 80% of the entire state. The credit lines vary from US \$ 70,00 to US \$ 5,000.00 for natural persons (also called physical persons), from US \$ 70,00 to US \$ 6,666.66 for legal (juridical persons) and US \$ 70,00 to US \$ 8,333.33 for associations and productive cooperatives. The interest rate, which at the beginning was 1%, today is one of the lowest in the country: 0.35% per month (pre-set).

Private institutions can leverage entrepreneurship in Brazil. Operating in São Paulo within this purpose, 7 Credit Societies for Micro-entrepreneurs (Sociedades de Crédito aos Microempreendedores – SCM) currently exist. There are also some Civil Society Organizations of Public Interest (Organizações da Sociedade Civil de Interesse Público – OSCIP) that participate in the National Oriented Productive Microcredit Program. It was identified 22 organizations operating in São Paulo State at the site of Ministry of Labor And Employment⁶. Funding Agencies and Corporate Credit operators to Microentrepreneur – Federal Law 11.110 / 2005 were not found working in the state.

If a loan is obtained to start the business, it is necessary to check how it will be paid. For such planning, it is recommended a cash flow worksheet to perform financial projections. For

6 http://www3.mte.gov.br/sistemas/pnmpo/conteudo/instituicoes_habilitadas/habilitadas_IMPO.asp. Access on: 1 Oct 2016

that, SEBRAE (Brazilian Agency for Support of Micro and Small Enterprises) could be support organization through external consultantship to the companies.

Considering that create a business is filled with potential challenges and pitfalls, each strategy involves determining your goals, researching your market, finding or adapting the proper place and financing the project.

According to Timmons & Spinelli (2007) it is important to show how the money will be spent for the funding investors' return. Return on investment (ROI) is a financial ratio intended to measure the benefit obtained from an investment. Time is usually of the essence in this measurement because it takes time for an investment to realize a benefit (Baker et al, 2005).

The following picture (figure 2) depicts a flow of main activities designed to support an entrepreneur to open a Residential Elderly Care Center – RECC.

Figure 2 – Conceptual step-by-step flowchart to assist an entrepreneur to open a Residential Elderly Care Center – RECC



Source: authors.

FINAL REMARKS

Installation of nursing care centers seems inevitable. The age pyramid with many elderly increases the incidence of people with limitations to the treatment of their everyday lives. These difficulties could be met by the offspring, if there were many children around. However, the number of children per family fell a lot and gets smaller every year. With the reduction of the birth of children, there is consequently, less uncles, cousins, brothers. Therefore, in the future (and already noticeable today) there are many families with elderly and few or no candidate available for caregivers. This demographic trend will force the emergence of various care centers for the elderly. For this reason, small residential centers are consequently a very simple and self-organized mechanism to meet social support strategies for older people.

The advantages of stimulating legal and operational feasibility of residential entrepreneur for the care of seniors are fully in line with Agenda 21, the NUMP, the Brazilian Federal Constitution, the suggestions of multilateral agencies and numerous national and international studies. Thus, it is urgent that this issue could be seeded in different forums and spaces for discussion and, above all, municipal and federal regulators. Municipalities have the need to regulate and discipline the activity, and the federal authorities should create legal and fiscal mechanisms to rule them.

The residential entrepreneur is a key part of the configuration of sustainable cities. It generates a positive externality in large urban centers: reducing energy consumption in the transport sector, meeting the targets for reducing greenhouse gas emissions, reducing the problems and health hazards related to pollution and traffic jams, strengthening of social relations in the community and quality of life for those involved.

Despite the demographic change in the urban expansion process, economic flows do not always correspond to the integration of daily activities of individuals. Which leads to new opportunities for low-cost projects to meet needs. In parallel to the generation of income, this initiative contributes to recover the social function of the city in order to integrate the economic, social and environmental dimensions and to promote an integrated and systemic view of the metropolis to the individual and the community.

Brazil, as many countries, has developed and improved activities to eradicate informal employment, which range from increasing productivity and facilitating formalization to guaranteeing social benefits to workers regardless of their employment status.

At the same time, during a new economic activity start up, highlighting is placed on the business plan with regard to entrepreneurship education and training, funding from external investors, business plan competitions and government development agencies in the Small, Medium and Micro Enterprise (SMME) sector like SEBRAE.

The broader impact of the project in addition to validating a new business opportunity and an alternative to social support for the elderly and their families, this project also have the prospect of contributing to the reduction of public and private medical costs.

It is scientifically proven that caregivers for old adults would enhance the possibility of consumption of healthy meals, proper medication and social activities decreasing the possibility of falls and other medical problems. Through the partnership with public health system – neighborhood Health Basic Center, the evaluation of the functional status, diet and well-being of the elderly could be done.

The intellectual merit of the project is the promotion of Active Ageing and Social Entrepreneurship for citizens living in vulnerable areas, usually without access to public spaces for coexistence. Therefore, the data presented indicate that the development of model RECC seems to be a viable economic, social and environmental alternative for the future of cities in Brazil.

Further research is needed to establish the estimated investments needed for Entrepreneurship in vulnerable areas, considering a daycare center structure for seniors like RECC.

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