



Contribution by Dirk Jarré
President of the European Federation of Older Persons, EURAG
to the
celebration of the 100th anniversary of GRUND
Reykjavik, 29th October 2022

Honourable President of the Republic of Iceland,
Dear Chairman of the Board of Grund, dear Gúdrun and dear Gísli Páll,
Dear distinguished guests,

It is a great honour for me and my wife Anneli to be among you today to celebrate the 100th anniversary of the existence of Grund. Thanks a lot for the invitation.

I have the pleasure of expressing our warm congratulations and great admiration for this great achievement of highly appreciated services for older persons in Iceland, started as the first initiative of this kind in Iceland already generations ago. I do so proudly on behalf of the European Federation of Older Persons, EURAG, as well as in my own name.

One of the co-founders of the European Federation of Older Persons, created exactly 60 years ago, was Gísli Sigurbjörnsson, the son of the founder of Grund – a man with great visions and the energy to realise them despite difficult conditions.

His grandson here present, Gísli Páll, has inherited from his ancestors this deep humanistic attitude, the service spirit, and the capacity to lead successfully a complex family enterprise. In addition, Gísli Páll has a high sense of responsibility. In troubled times, he saved and reoriented the European Federation of Older Persons by taking over its leadership as the youngest president of the organisation. We shall always be deeply thankful to him.



When he decided to totally concentrate on care for the elderly in Iceland and expand the offers of the service enterprise, he asked me to become his successor as president of the European Federation of Older Persons – which I accepted with pleasure.

During all the years we could work together, Gísli Páll and I have become friends – very good good friends, indeed, with a deep mutual understanding and trust, which is the best basis of human relationships.

Now, dear Johann, Chairman of the Board of Grund, I personally admire a lot your deep and longstanding commitment for the work for the elderly. Receive a copy of my contribution to the celebration of the 60th anniversary of EURAG which took place just weeks ago in Graz/Austria. This text will tell you something about the history of the European Federation of Older Persons and its connection with Grund. Enjoy the reading!

Dear Gísli Páll, for me always simply “Gísli”, I also have a present for you: A painting of the famous Swiss artist Hermann A. Sigg. When you look intensely at this painting, you will detect somewhat behind the coloured scene the shape of a figure. The significance of this composition is that in all our doings we must always be conscious of the fact that there is a human being behind to guide and determine our objectives and our action.

The painting is for your office, wherever it may be, so that you can see it almost daily, be inspired in your work – and perhaps even remember your friends Anneli and Dirk.

Dirk Jarré, President of EURAG

29th October 2022