

Getting the Structural Funds - SABO's strategy

Kurt Eliasson, CEO SABO
Swedish Association of Public Housing Companies



One in seven Swedes lives in public housing



- SABO: Industry and interest organisation for public housing
- Approx. 300 member companies
- 725,000 dwellings
- 12,000 employees
- Total turnover: SEK 49 billion
- Total value of property: SEK 440 billion

Situation today in Sweden

- No structural funds available for housing in particular
- Some members part in projects funded by the structural funds for activities outside housing management
- Housing not a priority of the Swedish government so far



SABO's 4 Strategies to participate in the Regional Development Fund

- Long-term oriented work
- Focus on targets, needs and outcomes
- Working in coalitions
- Regular contact with decision-makers



Strategy 1: Long-term oriented work

- Started to address this issue already in 2009
- Aiming for the existing program period
- ... but also preparing for the one to come



Strategy 2: Focus on Targets, Needs and Outcomes



- National target: 50% by 2050
- SABO target: 20% by 2016
- Housing in need of renovation
- Energy saving potential
- Job creation
- Used successful French example

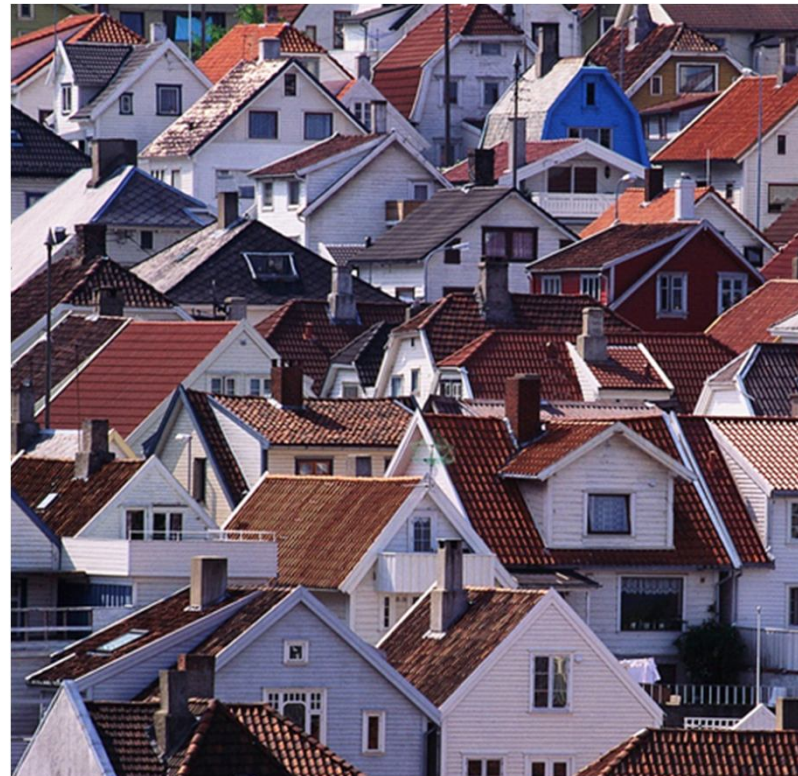
Strategy 3: Working in coalitions



- Our member companies
- Other housing organisations
- Environmental organisation

Strategy 4: Regular contact with decision-makers

- Letters
- Phone calls
- Debate articles in newspapers
- Debate on web forum
- Meetings



Local example of Social Fund Project

- Public housing company Mimer in Västerås
- Project: "Jobbpunkt Väst"
- Focus on employment of tenants
- www.jobbpunktvast.se



EUROPEISKA UNIONEN
Europeiska socialfonden



Thank you for your attention

