



DANMARKS ALMENE BOLIGER

“Preparing the future : ageing and affordable housing”

2012 European Year On Active Ageing and Solidarity  
between Generations

Natalia Rogaczewska – November 28<sup>th</sup> 2012.

# Solidarity between generations

- Goal 1 - Children will have a voice in matters which affect them and their views [...]
- Goal 2 - Children's lives will be better understood; their lives will benefit from evaluation, research and information on their needs, rights and the effectiveness of services.
- Goal 3 - Children will receive quality supports and services to promote all aspects of their development

# Example 1: Resident's taxi in Greve



# How does it work?

- Bookings by phone
- 25 people engaged
- Sponsorship-based



# The benefits - calculated

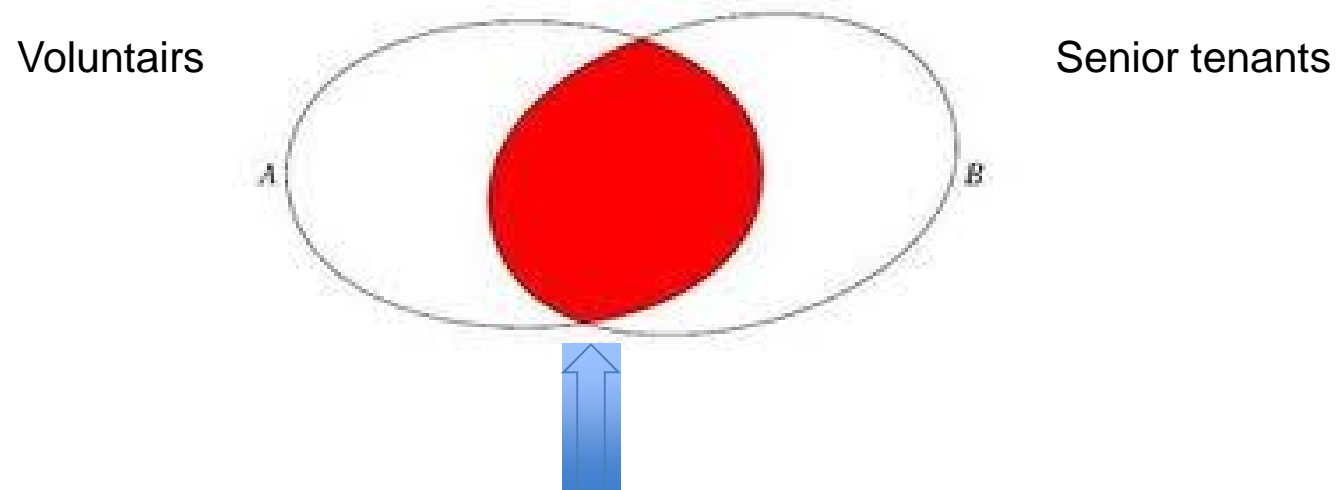


Security, independence,  
empowerment

"Doing something good"-  
feeling + sponsorships  
(local CSR)

Investing in own need

# The benefits – not calculated



What happens "outside of the box" : the non-intended human X-factor

## Example 2: Nursing home "Langgadehus"



# Planned engagement - construction





# Planned engagement - activities



# Sum up...Success factors

bottom up  
process

long-  
perspective  
planning

end-user  
focus

facilitation of  
being a “full”  
person

holistic  
approach

recognition and focus  
on strengths and  
skills instead of  
limitations.

# Recommendations for the future

## PROMOTION

- **Change the mentality of future generations**
    - Sharing best practices
    - Including young people and children in the effort
- The youth of today are the decision makers of tomorrow; an age-friendly Europe depends on them.

## IMPLEMENTATION

- **Makes use of EU-level framework conditions nationally**
  - User-driven and social innovation through public procurement
  - Easier access to capital (e.g. venture capital)
  - More focused used of structural funds



# THANK YOU

