



# HOUSING FOR ALL



YEARBOOK 2016



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[www.housingeurope.eu/section-58/reports-of-activities](http://www.housingeurope.eu/section-58/reports-of-activities)

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Brussels, January 2017



# 2016 AT A GLANCE

## JANUARY

- “Communities of our Future” policy briefing at the European Parliament jointly organised with the Committee for Civil Liberties (LIBE) as part of the “Housing for All” campaign

## FEBRUARY

- Meeting the Board of Directors of the European Investment Bank (EIB) in Luxembourg
- Official launch of the “Housing for All” campaign
- Presentation of the “European Semester Toolkit”

## MARCH

- Launch of the European Responsible Housing Awards 2016
- Letter sent to Commissioner for Competition, Vestager highlighting the need for better EU rules for better services of general interest in housing

## APRIL

- Housing Europe at the launch of the European Network for Housing & Urban Development
- European Parliament report on Fuel Poverty underlines the key role of social housing
- Housing Europe is present at the signing of the Amsterdam Declaration by Mayors of the EU Capital Cities

## MAY

- Housing Europe at the launch event of the “Transition Zero” project

## JUNE

- UN Habitat executive director meets Housing Europe and echoes “Housing for All” vision
- Housing Europe presents “Warm Homes for All” briefing on Energy Poverty as part of the “Housing for All” campaign
- Housing Europe presents the briefing “Financial Support to Social Housing Projects in Europe”
- 62 projects from 9 countries are submitted to the European Responsible Housing Awards 2016
- Housing Europe hosts the half-day seminar “EU invests in Social Housing: EIB loans in practice”

## JULY

- Housing Europe joins the Housing Partnership of the EU Urban Agenda

## SEPTEMBER

- Housing Europe General Assembly 2016 and International Conference “The Housing Policies of our Future: How to make them work” takes place at the European UN headquarters in Geneva
- VVH joins Housing Europe as a member and the Technical Educational Institute of Athens as an academic partner
- Field visit by European Commission vice-president, Maroš Šefčovič in Genk to the newest Housing Europe member organisation, VVH to a concrete example of energy efficient refurbishment in the social housing neighbourhood of Zwartberg
- Housing Europe Mediterranean members meet in Malaga

## OCTOBER

- Housing Europe attends the European Network for Housing Research (ENHR) annual event
- “Housing for All” themed conference on the “Role of Housing Associations from South to North Europe” in Albania, Tirana. Housing Europe launches its experts’ network to support the process of housing policy development
- Housing Europe delegation attends the UN “Habitat III” global conference in Quito, Ecuador

## NOVEMBER

- Housing Europe contributes to the first European Energy Poverty handbook published by the European Greens
- 20 innovative responses to the housing challenges of our times are represented at the European Responsible Housing Awards 2016 Ceremony

## DECEMBER

- Housing Europe field visit in Sweden with the social platform, focusing on integration of refugees



## FOREWORD by the President

### *Housing as the key for dignity and trust*

*As fragility and divisions keep increasing in our societies, our role to protect social inclusion becomes more challenging and necessary than ever. Therefore, in 2016 the “Housing for All” vision has been at the forefront of all our activities. As we have stressed from the very beginning this should not be an ambition, it’s our obligation.*

*Throughout the year, we have been making the case for three key elements that may ensure that social housing providers are future proofed within a challenging context, so that they can keep delivering more and better homes for all at a faster pace.*

- *Flexibility in rents, types of activities and housing will allow generating realistic solutions.*
- *Investment in various forms along with the increase of public support can put in place adequate means.*
- *Cooperation between social housing providers, local authorities, care and homeless service providers, private investors, construction companies and housing practitioners may generate a new participatory model of identifying and addressing the needs.*

*We should always keep in mind that social housing helps people live in dignity and can maintain trust within and between communities. This should be our compass for 2017 which is rather certain that is not going to be an easy year for Europe. However, we will remind ourselves of the resilience of public, social, cooperative housing providers during the International Social Housing Festival on 13-23 of June in Amsterdam.*

*Plus, we will keep investing in evidence to back our policy proposals and our activities, presenting the second edition of the “State of Housing in the EU” report in autumn.*

*Before you start browsing through the year’s highlights, I would like to thank you for your continuous support. Only by holding together we stay strong for all those who need us.*

**Marc Calon, President**

A stylized blue ink signature of Marc Calon, consisting of a large 'C' followed by a horizontal line.



## WORD from Brussels

*Every Yearbook includes a section titled “What to expect in...”, aiming to give you a taste how the year ahead might look like. Well, for 2016 probably nobody could have been able to foresee what to expect. The last bit of our multiannual work programme had to be carried out within a challenging and rather extraordinary international context. But this actually supported our core message.*

*We tried to make the case that “Housing for All” is not just the ambition of Public, Cooperative and Social Housing Providers, but it’s our obligation. Campaigning throughout the year we managed to build a broad alliance, being more active than ever at the global stage, beyond the usual EU circle. We made our mark at the Habitat III in Quito, we joined forces with the UN Economic Commission for Europe and we are among the partners that set out the Urban Agenda for the European Union.*

*Beyond the big picture of trying to put “Housing for All” on the agenda our advocacy work unfolded in a number of fields ranging from the European Pillar for Social Rights to the Energy Directives and from the Capital Requirement and Basel III regulations to the VAT Action Plan and Circular Economy.*

*An important milestone has been the second edition of the European Responsible Housing Awards. I don’t think there is better, more solid proof of the added*

*value of the work you and your members carry out on a daily basis on the ground. The 20 best practices that are included in the Handbook we have circulated just before Christmas are a true source of inspiration for all of us in the sector and even beyond.*

*We may be happy that the Housing Europe family is growing for one more year. We have one new member from Flanders and we have managed to re-establish our ties with Greece, welcoming our first Academic Partner from Athens.*

*At the same time figures confirm that our outreach keeps expanding and many outcomes of our work turn out to be points of reference at EU level such as our monitoring of the various EU funding opportunities and our suggestions on how to make the best possible use of them.*

*I am confident that after going through the pages that follow you will feel a bit more optimistic about the future of housing. And this is an encouraging first step before the many harder ones to come...*

*Enjoy the read and stay in touch with us!*

**Sorcha Edwards, Secretary General**



## OUR VALUES, OUR GUIDE

2016 has been the final year of the multi-annual work programme that has been compiled by Housing Europe members and secretariat in 2012. The goals set within the programme as well as the overall Housing Europe vision were the compass that guided the organisation throughout a challenging year, the seventh in a row in the global financial crisis spiral.

### VISION

We, not-for-profit, public and co-operatives housing providers, have a vision of a Europe which provides access to decent and affordable housing for all in communities which are socially, economically and environmentally sustainable and where all are enabled to reach their full potential. We provide housing for socially sustainable neighbourhoods.

### MAIN AXES

1. Reality Checks
2. Communicate Vision
3. Network for Impact
4. Challenge the EU
5. Innovate to Stay Ahead
6. Build Evidence



### SHAPING THE FUTURE TOGETHER!

For the first time at the General Assembly that took place in September in Geneva the “Ignite Session” offered members the chance to shape the work plan of Housing Europe for the years to come. Through an intensive exchange both within the GA body and in smaller working groups representatives from all member organisations shared challenges in the field as well as the ways of addressing these challenges in the different countries. 3 strategic themes were chosen, following the structure of the “Housing for All” campaign:

- a) housing and society,**
- b) construction and finance,**
- c) social mix.**

For more than two hours the Housing Europe family put on the table all essential elements for its new work plan that will be the compass for the work carried out by the secretariat and working committees, defining also the strategy of the European federation.



## HIGHLIGHT OF THE YEAR

### *The “Housing for All” campaign*



*You may see all campaign outcomes and asks by visiting the dedicated web page [www.housing4all.eu](http://www.housing4all.eu)*

The “Housing for All” campaign has been at the epicentre of both our policy work and our external communication throughout the year. The starting point has been the launch event on February 22<sup>nd</sup> at our office in Brussels, moderated by the Guardian Housing Editor, Dawn Foster and attended by Spanish MEP, Javi Lopez.

The campaign generated concrete policy suggestions on issues that directly or indirectly affect the housing policies of all member states:

- **migration,**
- **energy,**
- **urban policy and,**
- **EU regulation, including the framework for SGEI.**

## THE TOOLS

We have used many tools and different formats, including videos, print thematic briefings, web content with a strong focus on social media and even a letter to the European Commissioner for Competition, Margrethe Vestager.

Additionally, within the framework of the campaign a practical guide on all State Aid related issues has been produced aiming to help public, cooperative and social housing providers with any questions they may have about Services of General Economic Interest (SGEI), clarifying all aspects of EU legislation that affect the provision of decent and affordable housing in markets where such housing is not available in a sufficient quantity or way.



Log in on our website to access the guide: <http://bit.ly/2kQLqOr>

## THE CONFERENCE

The high point of the campaign has been the international conference that we organized together with Cooperative Housing International, the UN Economic Commission for Europe (UNECE) under the auspices of the Slovak Presidency of the EU. The event that took place at the European Headquarters of the United Nations in Geneva on September 15<sup>th</sup> showcased the impact of successful housing policies.



More than 180 delegates, including housing providers, representatives from a wide range of housing ministries from the UNECE region, local authorities, international institutions, academia and from the civil society discussed in various formats, including Pecha Kucha sessions, how we can the housing policies of our future work.

▶ Check out here a short and a detailed report from the event: <http://bit.ly/2cCfNo0>

## THE EUROPEAN RESPONSIBLE HOUSING AWARDS



The Award Ceremony of the 2<sup>nd</sup> edition of the European Responsible Housing Awards took place on November 23<sup>rd</sup> at the Committee of the Regions in Brussels. 4 Awards were handed during the ceremony to the winners of each category that corresponds to the core elements of the Corporate Social Responsibility (CSR).

The competition was jointly organised by Housing Europe, Delphis and the International Union of Tenants (IUT) with the aim to share the innovative responses of affordable housing providers to the local, social and environmental challenges of our

times. It's important to stress that this time the Awards were held based on the financial support of sponsors while in 2014 the first edition was part of an EU-funded project.

This year, 62 Housing associations from 9 EU countries France, Italy, Spain, Denmark, Sweden, Belgium, Germany, the Netherlands and the United Kingdom submitted their projects. The 20 finalists will be added to the Responsible Housing database and shared with other peers through the Handbook of best practices.

▶ Find out more about the competition & the ceremony of the 2<sup>nd</sup> European Responsible Housing Awards: <http://bit.ly/2h6sd5f>

▶ Read and download the handbook of best practices to find out more about the 4 winners and the 16 finalists: <http://bit.ly/2fwSq0E>

▶ Watch the videos of the winning projects: <http://bit.ly/2jWB7q1>

## CONTRIBUTION TO HABITAT III

Housing Europe concluded its "Housing for All" campaign, bringing evidence-based proposals to the Habitat III table in Quito that made the case for affordable housing in the centre of the New Urban Agenda. The campaign called indeed for the co-production of policies that will bridge the gap between demand and supply of affordable homes in most European countries, echoing the central message of this global event on urban issues that takes place once every 20 years.

▶ Read more about our involvement and our representation at Habitat III in Quito: <http://bit.ly/2jUKxAh>





## POLICY IMPACT

At policy level the advocacy work of Housing Europe has a solid record of achievements. Below we aimed to put together a mapping of the key dossiers that kept us busy in 2016 and that will also stay on our plate in 2017 and beyond.

### THE EUROPEAN PILLAR OF SOCIAL RIGHTS



#### *What is it?*

The Pillar has been conceived as a reference framework to screen the employment and social performance, to drive reforms at national level and, more specifically, to urge EU Member States to converge on social standards without creating new legislation. The right to affordable housing is mentioned in the chapter on access to social services.

#### *The role of Housing Europe*

We have contributed to the public consultation that was running until the end of 2016, in which on the one hand we welcomed the EU Pillar initiative while on the other hand we highlighted that the European Commission should consider reformulating the text on housing.



Check out our position:  
<http://bit.ly/2jUW3M0>

### THE SO CALLED “CLEAN ENERGY” PACKAGE



#### *What is it?*

Both the Energy Efficiency Directive (EED) & Energy Performance of Buildings Directive (EPBD) are among the key elements of the package of measures announced by the European Commission on the last day of November “to keep the European Union competitive as the clean energy transition is changing global energy markets”.

#### *The role of Housing Europe*

How to provide (build or refurbish) “nearly zero” energy homes while at the same time maintaining affordability for the residents? That is the key question, Housing Europe members have been trying to answer over the past years either in their daily activities or via European projects such as the Nearly Zero Energy Challenge. Identifying the answer to this question forms the basis of our input as it is key to the success of the EED and the EPBD and the overall EU Energy strategy.

We have prepared an analysis of the implications that the revision of both directives may have on our sector.



Log in on our website to read our analysis and our position on both Directives:  
<http://bit.ly/2kqTWTv>

## STATE AID DECISION RELATED TO SOCIAL HOUSING



### ***What is it?***

In 2017, the European Commission is supposed to review the SGEI decision and decide whether there is a need for a change. The 2011 decision on Services of General Economic Interest (SGEI) specifies the conditions under which compensation to companies for the provision of public services, including social housing companies in many countries, is compatible with the EU state aid rules and does not have to be notified.

### ***The role of Housing Europe***

Within the framework of our “Housing for All” campaign a letter to the European Commissioner for Competition, Vestager was sent, highlighting the need for better EU rules for better services of general interest in housing. Housing Europe asks, among other things, the Commission to:

- Keep the current exemption of social housing under the SGEI Decision
- Help to provide guidance to use the SGEI rules for social and affordable housing
- Recognize the wide discretions of Member States in case SGEIs are the object of country specific recommendations within the European semester



Read our letter to Commissioner Vestager as well as her response: <http://bit.ly/1QAI9tv>

## VAT RULES



### ***What is it?***

The European Commission has published in spring 2016 an action plan that includes proposals for increased flexibility for Member States with respect to reduced rates of VAT. The formal legislative proposal will follow in 2017 once the public consultation is concluded.

### ***The role of Housing Europe***

Reduced VAT rates are applied to housing according to the directive 2006/112: reduced rates can be applied to “provision, construction, renovation and alteration of housing, as part of a social policy”. The VAT treatment of the social housing sector is related to the economic and financial conditions of the good accomplishment of general interest tasks defined by public authorities. The reduced rate is closely linked to funding mechanisms and supports the public provision of social housing. We have made sure through our participation to meetings with European Commission officials that this status won’t change and we will also contribute to the public consultation.

## CAPITAL REQUIREMENTS AND BANKING REGULATIONS: NEW STEPS UNDER THE BASEL III RULES



### ***What is it?***

In June 2013, the EU Capital Requirement Regulation (CRR) was adopted setting rules for the capital treatment of mortgage collateral. In fact, there is no social housing package under CRR, however it sets a new, comprehensive mortgage regime. The new Basel package which is the follow-up and complementary of Basel III package might increase the price of borrowing for housing investment.

### ***The role of Housing Europe***

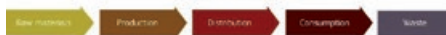
In November, a delegation of Housing Europe Members met Representatives from the Directorate General for Financial Stability, Financial Services and Capital Markets Union (FISMA) raising the most crucial concerns. Housing Europe has urged its members in Germany, Netherlands and the UK to contact their Ministries of Finance since nothing can be achieved without the support of Member States.

## ENVIRONMENTAL AND INDUSTRIAL POLICIES: THE CIRCULAR ECONOMY AND CORE ENVIRONMENTAL PERFORMANCE OF BUILDINGS



**Vs**

Linear economy



### ***What is it?***

The European Commission's 2014 Communication on Resource Efficiency Opportunities in the Building Sector identified the need for a common EU approach to the assessment of the environmental performance of buildings. Greenhouse Gas Emissions and Circular Economy, i.e. the life cycle of construction materials are the keys.

### ***The role of Housing Europe***

A greater recycling and re-use of materials, i.e. how to deliver new houses in a more sustainable way is totally relevant for public, cooperative and social housing providers. Housing Europe has therefore replied to the public consultation, stressing that flexibility and voluntariness are essential. Existing initiatives and holistic approaches should be supported, while a simpler approach to both indicators "life cycle assessment" (LCA) and "life cycle costs" (LCC) is recommended. Additionally, we have been mobilizing our members to benefit from available EU funding under the circular topic (H2020 – innovative demonstration projects, Structural Funds-demolition waste management, LIFE and EFSI).



## FUNDING OPPORTUNITIES

*Monitoring of all European Funding Sources and Opportunities has been established as one of our priorities in 2016. The added value of the work carried out particularly by our Policy Officer, Edit Lakatos has been acknowledged by the European Investment Bank and the Council of Europe Development Bank. Using a combination of tools the Secretariat aims at making it easy for all Housing Europe members to keep track of all chances for international cooperation that may be emerging at EU level.*

### THE BRIEFING

Adding up to our role as a point of reference for housing related EU funding our focus last year was to deliver an overview of the various forms of financial support to social housing projects in Europe. Therefore, we delivered in May 2016 a Briefing that analyses the role of the European Investment Bank (EIB), the Council of Europe Development Bank (CEB) and of the European Fund for Strategic Investments (EFSI). In a challenging context of big structural needs and migration flows while the potential support to social housing seems to be scaling up there are still a few grey areas on which the publication sheds light. The Briefing not only presents the different loan opportunities but also provides with a number of concrete project examples per category that may be inspiring for future applications and collaborations.



Access the online version of the Briefing:

<http://bit.ly/1VJZ8xH>

### PRACTICAL GUIDE ON THE FINANCIAL ASPECT OF ENERGY POVERTY



Housing Europe contributed to a much-needed tool for an alarming issue, energy poverty. The article by Edit Lakatos in the Handbook issued by the European Greens covers one of the chapters aiming to increase the understanding of

the current financial support mechanisms at EU level to tackle energy poverty. The opportunities range from the Structural and Investment Funds, through the Juncker Plan, to bank loans from CEB or National Promotion Banks. The best practices showcase that investing in energy efficiency is a cost-effective way to combat energy poverty.

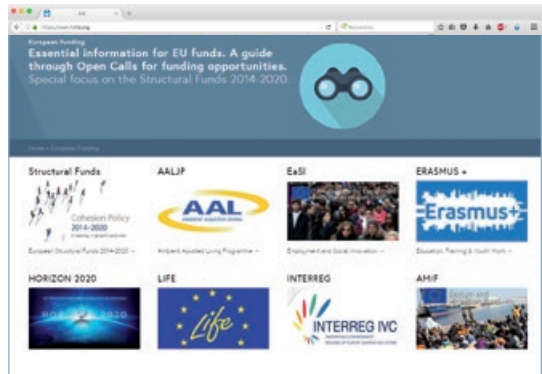


You may access the Handbook online:

<http://bit.ly/2ksseSP>

## THE WEB PORTAL

As the European Commission has started preparing the mid-term review of the Structural Funds, due in 2017, that will provide the data on the project implementation, the online portal that we had already set up in 2014 is expanding keeping exclusively Housing Europe members up-to-date with all essential information for EU funds. At the moment, you may find 11 different sections, dedicated to the following funding sources:



- 1 The European Structural and Investment Funds
- 2 The Ambient Assisted Living Programme
- 3 The Employment and Social Innovation Programme (EaSI)
- 4 The Erasmus Plus
- 5 Horizon 2020
- 6 The EU Funding Instrument for Environment, LIFE
- 7 INTERREG
- 8 The Asylum, Migration and Integration Fund (AMIF)
- 9 The European Fund for Strategic Investments, the so called “Juncker Plan”
- 10 The Urban Innovative Actions and
- 11 The European Fund for Sustainable Development



Get informed about new calls, download guidelines and background information and check out best practices across Europe. Log in to our European Funding Portal: <http://bit.ly/1TpWgHg>

## MOBILISING OUR MEMBERS BY GIVING PRACTICAL INFORMATION ON EU FUNDING

We presented opportunities in different member countries, such as the United Kingdom, Belgium, Hungary and Ireland.

## ANALYSING THE SIMPLIFICATION PROCEDURE INITIATED BY THE EUROPEAN COMMISSION

The recommendations of the High-Level group of the Commission are continuously reported on our website. Monitoring of the legislative procedures that could affect funding opportunities such as modification proposals to the CPR, the so-called “Omnibus Regulation”, the EFSI 2.0 proposal or the mid-term review of MFF (Multiannual financial framework) which will continue in 2017.



## LEADING VOICE AT THE INTERNATIONAL STAGE

### IMPACT THROUGH THE EU URBAN AGENDA

Partnerships are central to the success of housing providers at local and national levels, but also at European level. Housing Europe as part of the housing partnership of the EU Urban Agenda high-level stakeholder group bringing together the European Commission, the EIB, Cities, Member States, Housing Europe, EUROCITIES and URBACT is a new platform to ensure better financing, regulation and information on Housing at EU level. Within the partnership which will run until 2018, Housing Europe is leading the sub-group on affordability.

At the same time and due to the pivotal role that our members are playing at national and local level in dealing with the issue we have been invited to participate to the Migration Partnership. Indeed, Housing Europe has drafted a policy briefing based on the work carried out as part of the “Housing for All” campaign that was used as a basis for discussion at the first meetings of the partners regarding the needs and the best practices in the various European countries.



At the EU Urban Agenda meeting in Prague

## THE HOUSING EUROPE DELEGATION AT HABITAT III IN QUITO



The delegation of Housing Europe at Habitat III in Quito

Housing Europe had its own voice at Habitat III, the global conference shaping the New Urban Agenda for the next 20 years. The Chair of the Urban Affairs Committee, Özgür Öner as well as the Chair of the Social Affairs Committee, João Carvalhosa represented the European Federation of Public, Cooperative and Social Housing in Quito.

On the first day of the Habitat III Housing Europe co-organised a networking event dedicated on the way national and international housing policies can support the implementation of the UN Sustainable Development Goals (SDGs).

The Delegation of Housing Europe acknowledged that the Quito declaration contains a lot of positive elements referring to the importance of affordable housing. However, something seems to be missing in the Declaration; The recognition of the necessity to set up long term housing institutions and structures, delivering the message of the “Housing for All” campaign.

Additionally, the German Federal Ministry For Environment organised within the framework of Habitat III an international conference dedicated to the importance of tenure security. The event was chaired by the Housing Europe Urban Affairs Committee Chair, Dr. Özgür Öner. Özgür had the chance to also present the work of Housing Europe on these issues, stressing that tenancy law is affecting the daily lives of European citizens with about one third of them depending on rental housing. Therefore, residential renting plays a crucial role in providing flexible and affordable housing for the healthy functioning of national labour markets and welfare states.



## INNOVATE THROUGH EXCHANGE

Housing Europe takes part in European Projects and other initiatives promoting exchange on tackling energy poverty with new refurbishment solutions and local solar energy production in social housing, innovative approaches to combining housing and social support and housing centred ways to address youth poverty.

It is our objective to make the link between these international alliances and our advocacy work. We keep feeding the policy demands with practical experience on the ground.

### PROJECT OUTCOMES

Over the last year, we've had the chance to establish closer ties with engineers and architects on skills in nZEB renovations through the EU project PROF/TRAC, to hold a presentation as well as to include the perspective of social housing providers in self-generation of energy at a project on financing photovoltaic energy.



### PROJECT OPPORTUNITIES

While working on future co-operations we've established closer ties with both stakeholders in construction and renovation as well as with research organisations while we have always kept our members involved in emerging partnerships such as the project proposal Transition Zero under Horizon 2020 in which Housing Europe is working together with AEDES, USH and the NHF.



## OUR LINE-UP OF EUROPEAN PROJECTS

Where do we stand in terms of projects at the moment? We've prepared a list for you:

### Transition Zero

**TRANSITION ZERO** will make Net Zero Energy (E=0) refurbishments a market reality in the UK, France and The Netherlands. Energiesprong brokered a deal between housing associations and builders to refurbish 111,000 houses to E=0 levels in the Netherlands of which the roll-out will be further supported.



The central goals of the project with the "magic name" **ABRACADABRA** consist of an important reduction of the payback time of the interventions, a strengthening of the key investors' confidence, increasing quality and attractiveness of the existing buildings' stock and, finally, reaching a concrete market acceleration towards the Nearly Zero Energy Buildings target.

### PVFINANCING

**PV FINANCING** aims at defining and developing new business and financing models for photovoltaics installations, to disseminate them among stakeholders, to shape the necessary policy framework for their application and to remove barriers that prevent those models from realization.



**PROF-TRAC** will create an open education platform for continuous vocational training of building professionals with an inter-disciplinary focus on nZEB design and construction and a strong European dimension across 7 countries.



**ENLIGHTEN** addresses political, social, and economic challenges that are transforming democratic politics in Europe through a series of linked cases that speak directly to the legitimacy and efficiency of European models of governance.

### BUILD UP

The European Portal For  
Energy Efficiency in Buildings

**BUILD UP** is a web portal, intended to reap the benefits of Europe's collective intelligence on energy reduction in buildings through exchange of best practices, knowledge, tools & resources. Housing Europe is one of the expert contributors to the portal and will be feeding it with news from its network.



The **European Energy Poverty Observatory** will conduct an energy poverty analysis establishing missing links for households to achieve essential levels of energy services.

**HomeLab** is implementing a social rental enterprise by integrating employment, housing and social services.



Keep an eye on all project related developments on our website: <http://bit.ly/1WPC12O>



## THE WORK ON THE GROUND

It's evident that housing climbs up the ladder of the political agenda in many member states that are increasingly at crossroads regarding their housing policies. Therefore, in 2016 we've tried even more than before to keep you up-to-date with the most important developments at national level, illustrating the diversity of approaches existing in housing but also aiming to inspire possible future practices.

🌿 The "10' with" magazine put together in its first volume the initial 20 interviews with the people who are leading the work behind our member organizations. They share some personal thoughts that put a face behind housing providers across Europe but mainly offer a better overview of the perception of housing in their country. These portraits can be used as a less formal



point of reference for anyone who would like to check the state of housing in Europe at the moment. The column is an ongoing process, which means that soon any of our members might be next in line.

🌿 Our blog has played a key role as a place where both Housing Europe members and external visitors of our website may find all news, projects and opinion pieces that are linked one way or another with the housing reality in the various EU member states:

► We checked out how through an original and collaborative format, the city of Lyon-Villeurbanne, hosted around 2,000 social housing actors for its "proximity Fablab" event that took place on 24 and 25 May. Social Innovation was the keyword of the event; innovation that will be driven by the ambition to revolutionize the notion of service in the social housing sector.

► We followed the story of Brexit with a guest blog post by Paul Doe, the Chief Executive of the Shepherd's Bush Housing Group, a member of the National Housing Federation who outlined how the future might look for the British housing associations outside the EU. But our focus on the UK also included the research initiative on how social housing providers can help to improve the lives of LGBT+ people.



► We published a number of reports that outlined the key challenges for the construction sector in Germany.



► We introduced you to the first crime novel with a touch of cooperative housing, an innovative initiative by the Swiss Housing Cooperatives, a Housing Europe member, that asked a popular novelist in the country to come up with another murder case...

► We reported from the study visits to affordable housing alternatives in Geneva, a cooperative and a student housing project that provide solid proof about their balancing impact on a saturated housing market.

► We followed the Vice-President of the European Commission, responsible for the Energy Union, Maroš Šefčovič who made a field visit in Genk to the newest Housing Europe member organisation, VVH – the Association of Flemish Social Housing Companies. Mr. Šefčovič had the chance to visit a housing project that is a concrete example of energy efficient refurbishment in the social housing neighbourhood of Zwartberg but also to have an exchange with Housing Europe Secretary General, Sorch Edwards around the overall contribution of public, cooperative and social housing providers towards a fair, green energy transition.

► We presented what is the added value of the Local Housing Monitor developed by our

Dutch member, Aedes jointly with the tenants' union and the municipalities. Sebastien Garnier, Head of European Affairs explained how is the Benchmarking system in the Netherlands going to be further developed, providing a scheme for inspiration.



► We celebrated with our Estonian member, EKYL their 20<sup>th</sup> anniversary blowing the candles at the the XIX Housing Forum for Apartment Associations that was hosted in Tallinn.



► We had the chance for a close observation of Palazzo del Carbone, a rather extraordinary student housing project that was recently completed in Reggio Emilia, Italy and is part of a plan to regenerate the historical centre of the city.



► Visit our blog and subscribe to it using your RSS Feed: <http://bit.ly/2IIQhUz>



The communication strategy of Housing Europe was based on the same main pillars in 2016:

- 1 Increasing the overall visibility of the organisation while building up the profile of the public, cooperative and social housing providers
- 2 Keeping a positive narrative rather than a complaining attitude, common in the NGO sector
- 3 Giving the word to the work carried out by the members on the ground

## HIGHLIGHTS

● The “**Housing for All**” campaign, the highlight of the Housing Europe activities in 2016 has also been at the epicentre of our external communication. We have used many tools and different formats, including videos, print materials, web content and even a letter to reach the desired outcomes. The campaign related pages on our website attracted more than 3,000 visitors while the promotional video had more than 700 views on our YouTube channel. At the same time the Twitter hashtag #housing4all has been turned into an interesting pool of knowledge and views with more than 400 tweets directly or indirectly linked to our campaign.



● Regarding our strategy to get as much press coverage as possible we tried to build up on our existing partnerships that allowed us to have the Guardian Housing Editor, Dawn Foster at the “Housing for All” campaign launch and to publish a series of articles on various media, such as “24 Housing”, “EurActiv” and others. Furthermore, we tried to make use of timely opportunities. For example, the presence of our Secretary General, Sorch Edwards on the TV show “Via Europa” of the Catalan Television that is hosted in the European Parliament initiated our collaboration with Green MEP Tamás Meszerics on Energy Poverty, increasing the visibility of this particular pillar of our campaign.



## IN FIGURES

**2,939**   
**Followers**  
on Twitter  
(2,115 in 2015)



**920 Likes**  
on our Facebook  
Page (638 in 2015)

**444**   
**connections**  
on **LinkedIn**  
(284 in 2015)

**5** Position Papers



**7** Press Releases



**30** Blog Posts  
with a strong  
focus on national  
developments



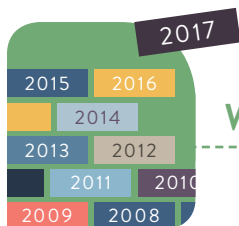
Housing Europe  
presentations in  
**more than**  
**45 events**  
in Brussels and abroad



More than **40,000**  
**unique visits** and  
**178,000 pageviews**  
on our website, an increase  
of 80.6% and 51.9% respectively

Around  
**1,000**  
**recipients**  
of our bi-weekly  
**Newsletter**





## WHAT TO EXPECT IN 2017?

2017 may be the year that will further change Europe as we know it, following up the rather unexpected political developments of 2016. Elections are scheduled in many European countries, including the Netherlands, France and Germany, the outcome of which will determine the course of the whole Union to a certain extent. Housing is definitely going to be on the agenda and therefore Housing Europe and its members are going to be ready to provide with evidence where needed.

### 1. MYTHBUSTERS

In spring, we will deliver a series of “Mythbusters”, aiming to respond with concrete facts and figures to widely spread stereotypes linked with social housing. The idea is to deliver an online tool that can be integrated in the websites of Housing Europe and its members but also one that can be easily adapted to the national context also thanks to automatic translation. The “Mythbusters” will highlight that:

- diversity of tenure is needed for a working “housing ecosystem”
- housing may indeed be used as a platform for care, especially taking into consideration our changing societies.

### 2. THE INTERNATIONAL SOCIAL HOUSING FESTIVAL

A global celebration of the long tradition of decent, affordable housing for all aiming to generate convincing responses to current and future challenges. A series of events, exhibitions, meetings, field visits, community activities and much more from June 13<sup>th</sup> to June 23<sup>th</sup> 2017 in Amsterdam will make up the first International Social Housing Festival.

A diverse alliance of partners led by the historical Amsterdam School Museum Het Schip, including Aedes – The Federation of Dutch Social Housing Associations, Housing Europe-the European Federation of Public, Cooperative and Social Housing, the Amsterdam Federation of Housing Corporations and the Municipality of Amsterdam invite all sorts of housing professionals, policy makers, tenants, academia and the wider public to a journey through the history of the social housing sector with a view to preparing it for a demanding future.



[www.socialhousingfestival.com](http://www.socialhousingfestival.com)

### 3. THE “STATE OF HOUSING IN THE EU” 2017

Following up the big success of the 2015 edition the Housing Europe Observatory will present the updated version of the only Pan-european report that reflects the state of the housing sector in the continent. In autumn, we will once again fit in one publication:

- Detailed statistics per member state
- The latest housing trends in a cross-country observation
- A compilation of the most significant policy updates since 2015
- Case studies that feature energy efficiency, social integration, innovation in public policy and governance
- Analysis of the interaction of housing policies and EU policies
- and more...



In the meantime, you can always check out the 2015 edition: <http://bit.ly/1JnEw58>

### 4. A MONTH ON ENERGY

March will be a month dedicated to the multiple crucial political developments in the field of energy that 2017 will bring from Brussels to the everyday work of housing providers across Europe. A one-day session in the beginning of the month will focus on the skills and training needs in order to carry out energy renovation in the social housing sector, while a Policy Lunch Seminar will be held on March 22<sup>nd</sup> in the European Parliament, bringing together MEPs, representatives of EU Institutions, Housing Europe members and other relevant stakeholders for a debate around the impact of the European legislation on the ground.



**SAVE  
THE  
DATES!**

WHEN?	WHAT?	WHERE?
8 March	Energy Training: Skilling up for the Energy Future	Brussels
9 March	Working Committee Meetings	Brussels
22 March	Policy Lunch Seminar: Energy Metering in the Residential Sector	European Parliament in Brussels
13-23 June	International Social Housing Festival	Amsterdam
13 June	Festival Opening Event	Amsterdam
Thursday, 15 June 11:00 – 17:00	Housing Europe General Assembly	Amsterdam
Friday, 16 June	Housing Europe Conference	Amsterdam
September / October exact date tbc	Launch of the State of Housing in the EU 2017	Brussels
5-6 October	Working Committee Meetings	Brussels



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Vice-Chair: **Ingrid Vogler**



### **Economic & Financial Affairs**

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Vice-Chairs: **Natalia Rogazewska**



### **Social Affairs**

Chair: **João Carvalhosa**

Vice-Chair: **Cédric Van Styvendael**



### **Urban Affairs**

Chair: **Özgür Öner**

Vice-Chair: **Ara Nazinyan**



### **Housing Europe Observatory**

Chair: **Laurent Ghekiere**

Vice-Chair: **Klaus Lugger**

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**Bent Madsen**

Member

**Marten Lilja**

Member

**John McPeake**

Member

**Cédric Van Styvendael**

Member



## THE HOUSING EUROPE FAMILY IS GROWING



### VVH IS THE NEW MEMBER OF HOUSING EUROPE

Housing Europe has welcomed a new member during the General Assembly that was held this year in September in Geneva. **VVH, the Association of Flemish Social Housing Companies** is the latest addition to our membership.

VVH is the Representative umbrella organisation of the Flemish social housing companies. It organises exchange of knowledge, training, model documents etc., protects the interests of its members, through networking and lobbying and represents the social housing sector as member of the Vlaamse Woonraad (Flemish Housing Council) and the SARO (Flemish Spatial Planning Council), as president of het Vlaamse Overlegplatform Sociaal Wonen (Flemish Social Housingplatform) and as member of the Beoordelingscommissie (Planning Committee Sociale Housing). VVH focuses on communication about social housing in Flanders both internally and externally.

Altogether, the members of VVH **manage 150,000 housing units**, while only in 2015 the organisation **has invested more than 1 billion €** in construction and renovation.



**Find out more about them:** <http://bit.ly/2d2msDr>

For the October 2016 edition of our “10’with” blog column that is dedicated to the faces behind housing providers across Europe we virtually took the train to nearby Antwerp to welcome the Director of VVH, Björn Mallants to the Housing Europe family. Björn introduces the organisation, gives us information about the perception of housing in Flanders and shares some thoughts about the current challenges at national and regional level. Plus, as usual, he presents his own way to strike a good life-work balance.



**Read our interview with Björn Mallants:** <http://bit.ly/2f9UbB8>



## THE TECHNOLOGICAL EDUCATIONAL INSTITUTE OF ATHENS (TEIA) BECOMES THE FIRST PARTNER OF HOUSING EUROPE

The Technological Educational Institute of Athens is the first academic institute to join Housing Europe as a partner. It was established in 1983 and is the largest of all Technological Educational Institutes in Greece. It includes 5 Faculties, 27 Academic Departments, 18 Research Labs and one central library. There were over 36,000 students in 2015 at the T.E.I. of Athens, including 33,000 undergraduates and 3,000 graduate students.

The Unit of Health and Social Welfare Management is the successor of the Department of Health and Social Welfare Management, established in 1979 as the first relevant Department in the Greek academic framework. During 1990-2015 there have been around 30 funded research projects, with more than 45 research staff involved. Funds come from government departments, local authorities, charitable foundations, and increasingly from overseas governments or EU institutions.

Since the late 2000s research and policy advice have included some major national and international studies that have made a very substantial impact on national and local resource allocation, policy formation, policy implementation and evaluation. The Unit has established important networks with other academic institutions and research centres in Greece and abroad, while it represents the T.E.I. of Athens in Housing Europe.



**Find out more about them:** <http://bit.ly/2d5AM0i>

### INTERESTED TO JOIN US?



#### **Membership is open to the following organisations:**

- As full members, besides the founding members, to national organisations of providers building and/or managing social housing in EU member states.
- As associate members, to national organisations of providers building and/or managing social housing in non-member states of the EU.
- As partners, academic institutions, foundations and other organisations that are working on housing research and policy.



**More information:** <http://bit.ly/2jayQaP>



## WE ARE OUR MEMBERS

Housing Members invested  
**31,895,287,258 €** in 2015

**7,198** members  
of staff employed  
by the national federations

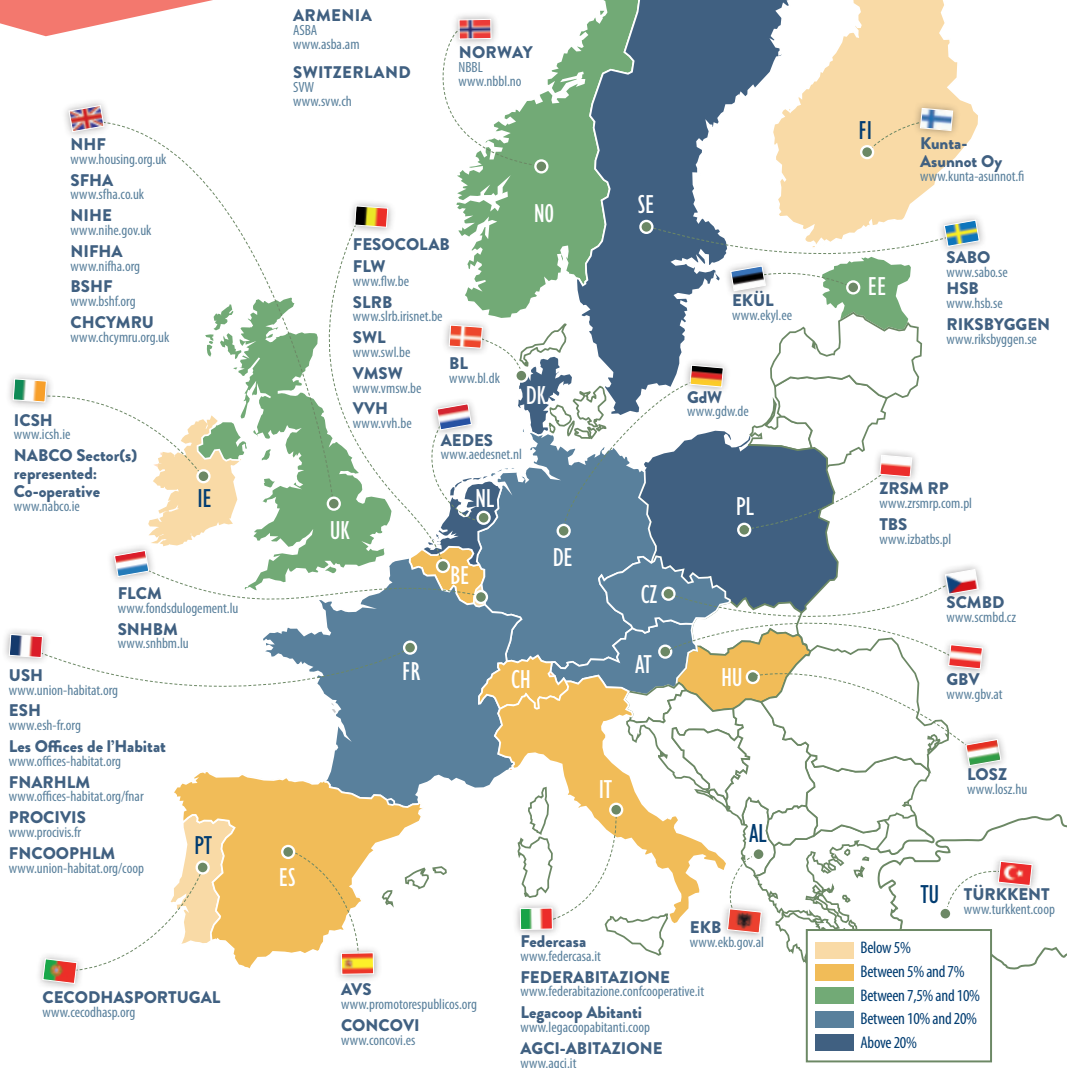
**328,481** members  
of staff employed by local  
housing providers

Total number of dwellings  
completed in 2014:  
**301,878**

Total number of dwellings  
renovated in 2014:  
**1,283,231**

## OUR MEMBERS

### ASSOCIATE MEMBERS



## OUR PARTNERS

► TEI – Technical Educational Institute of Athens • www.teiath.gr



## STRONG ALLIANCES

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Throughout the years, we have been building strong alliances with key stakeholders in Brussels that strengthen our voice when it comes to specific issues, such as finance, energy savings etc. Here's an overview:



Finance Watch acts as a public interest counterweight to the powerful financial lobby.



The URBAN Intergroup at the European Parliament is a cross-parties and cross-committees grouping with a horizontal approach to discuss urban related issues with the civil society.



On behalf of its 84 member organisations from 33 European countries across all business sectors, Cooperatives Europe promotes the cooperative business model in Europe.



Co-operative Housing International as part of the International Co-operative Alliance promotes the development of co-operative housing in all countries as an economic and social contribution to the problem of providing shelter.



The Coalition for Energy Savings strives to make energy efficiency and savings a policy priority towards a secure, sustainable and competitive European Union. Its membership unites businesses, professionals, local authorities, trade unions and civil society organisations in pursuit of this goal.



Social Platform is the largest network of European rights – and value – based civil society organisations working in the social sector.



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**The European Federation of  
Public, Cooperative and Social Housing**

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