

# SOCIAL HOUSING

**Looking back, moving forward;  
embracing change to deliver the future**  
Policy Conference



Thursday | June 15th 2017 | WesterUnie | Klönneplein | Amsterdam | Netherlands



**Thursday, 15 June 2017**

**Westerunie | Klönneplein 4-6, 1014 DD Amsterdam**

## **Conference Objective**

Social challenges, financial and political instability, urban and architectural developments impact the foundation of people's lives, the very home they live in. Public, cooperative and social housing providers, operating as counterbalance to the market, are confronted with a number of changes they have to embrace. But far from being passive, housing associations on the ground come up with innovative solutions and pave their own way for the future...

What are the practices that are already working and can inspire? How can access to affordable housing be secured for all? What should the various stakeholders involved in housing provision keep in mind with a look into the

future? What should be the objectives of housing policies? What is the role of the cities?

Are you interested in the future of housing? Be part of a dynamic debate that takes place within the International Social Housing Festival as a timely response to stereotypes and myths reproduced in our post-truth era and join a broad alliance to deliver the vision of future homes!

### **9.00 Registration & Welcome coffee**

### **9:30 WARM UP**

- Introduction by Eddy Adams, moderator
- Welcome by President of Housing Europe, Marc Calon
- Warm-up quiz: **A step back, to jump forward**

*Questions and facts about the history of social housing in Europe*

### **10:00 INSPIRE: The Keynote**

- **Ilka Ruby**, Publisher & Curator, Ruby Press  
*Together! The New Architecture of the Collective*

**10.30 – 11.00: coffee break**

### **11.00 DISCUSS: preparing for changes**

*Moderated by Eddy Adams*

Our world is changing faster than the ways we provide homes. Housing providers will need to operate in a totally different ecosystem in the future? What are the major trends that will be defining their work? Mobility, demographics, increasing urbanisation and the challenge of segregation are just a few of them. Experienced representatives of a political institution that sets the international standards in a wide range of areas, a leading European university and of a civil society organisation with a long tradition help us shape the picture of the future, inviting you to add your touch to the canvas...

- **Dr. Rudiger Ahrend**, Head of Urban Policy Division at the OECD  
*'Housing in the City: The 21st Century Challenges'*
- **Carina Dantas**, Innovation Director in Cáritas Coimbra and Vice-President of EU Covenant on Demographic Change  
*'Social housing and demography – the challenges of an ageing society'*
- **Dr. Wouter van Gent**, Assistant Professor, Department of Geography, Planning and International Development Studies, University of Amsterdam  
*'Demographics, inequality, diversity and the role of social housing'*
- **Discussion with the audience**

## **12.30 – 14.00 Lunch**

### **Special Session during Lunch Break | More than housing**

**Videos** of the 4 European Responsible Housing Awards 2016 winning projects

#### **14.00 DISCUSS: delivering the future**

*Moderated by Eddy Adams*

Housing providers are way beyond just passive recipients of the changes that shape the context in which they operate. How do public, cooperative and social housing providers futureproof their operating strategies? Which are the areas in which they invest the most in technological and social innovation? Cooperatives in Italy aiming to make the most of their unique model, a Northern Irish association creating dementia friendly communities and the biggest social housing provider in the French capital that generates affordable housing solutions. With public support retreating how can social and affordable housing providers help and be helped? Get a flavour of actual best practices on the ground and share your ideas and concerns with housing association representatives across the continent.

- **John McPeake**, Interim CEO of Helm Housing, N.Ireland & Housing Europe Board Member  
*'From a dementia scheme to a dementia friendly community: how a Belfast-based housing association is making a difference'*
- **Rossana Zaccaria**, President of Legacoop Abitanti, the Italian Association of Inhabitants' Cooperatives  
*'Ospitalia solidale: helping youth access to housing'*
- **Bertrand Bret**, Advisor to the Chairman & Head of International Affairs, Paris Habitat  
*'An innovative policy of dialogue with tenants for a better living together'*
- **Discussion with the audience**

## **15.00 – 15.30 coffee break**

#### **15.30 ACT: The United Cities of Housing**

*Moderated by Eddy Adams*

##### **Cities roundtable**

Big or small, in the centre or in the periphery cities are the places where the vast majority of the global population will be living in the future. At the moment, numerous urban centres across the globe turn into "arrival cities" for those migrating, fleeing war zones or just moving away from rural areas. With their field of responsibility being the scenery for the transformation of our society, local authorities are the first ones that make the decisions defining their future. Housing is a core element.

Representatives from major European cities sit around the same table with policy makers from Brussels and the President of Housing Europe in an open discussion with a double objective; on the one hand to present key lessons learnt over the last few years in diverse contexts and on the other hand to identify the challenges that need to be addressed in the near future.

**Round table with cities:**

- **Laia Ortiz**  
Deputy Mayor of Social Rights in **Barcelona** City Council
  
- **Laurens Ivens**  
City of **Amsterdam** Alderperson responsible for Building & Housing Planning
  
- **Dr. Elisabeth Merk**  
City of **Munich** Planning Director
  
- **Marc Calon**  
President of **Housing Europe**

**16.30 COMPASS: Lessons learnt- the way forward**

Cédric Van Styvendael, General Director of Eastern Habitat Métropole & Housing Europe Board Member

***16.45 – 17.30 Closing cocktail on the premises***