



**Housing Europe COMM Network 2<sup>nd</sup> meeting  
5 November 2018, Brussels**

***A brief introduction to the Housing  
Europe Work on Communication by***

**Michalis Goudis**  
Housing Europe Communications Director

# Welcome back!



October  
2015

# Agenda of the day

- **09:00-09:45**  
**Introduction & Tour de table**
- **09:45-11:00**  
**The Brussels scene and the European Elections 2019 – a collective action**

***11:00-11:15 Coffee Break***

- **11:15-12:30 Keeping the Communication Network active**

***12:45-14:15 Lunch Break @ Radisson RED***

- **14:30-15:15 @ the European Parliament**

Meeting the European Parliament President's Spokesperson Unit, also responsible to track and combat fake news

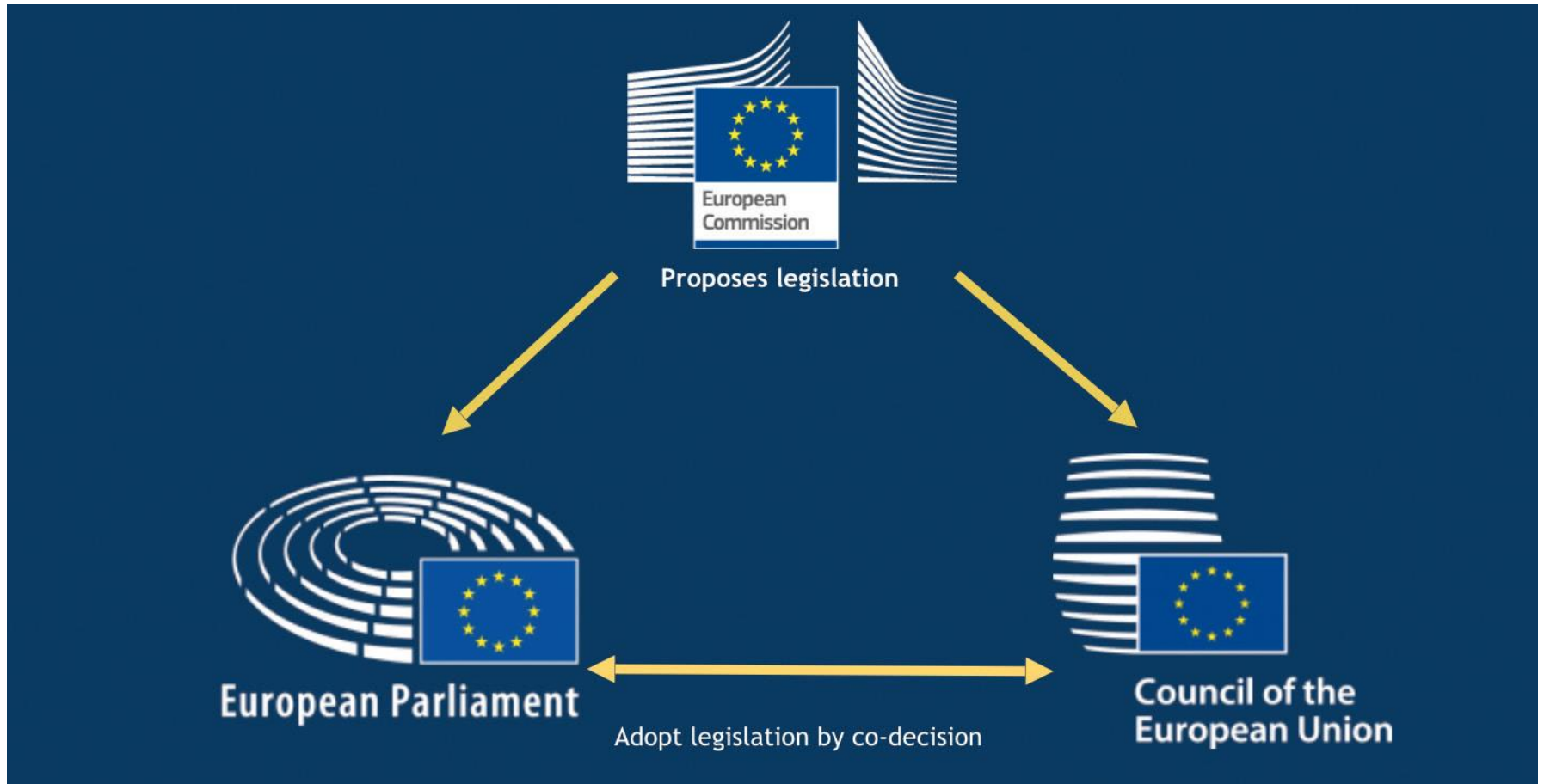
# Who are we?

1. Personal introduction & a few words about the organisation each one represents
2. How does each organisation communicate EU issues so far?

# The Brussels scene & the European Elections 2019 – a collective action

1. Quick overview of the EU Institutions and the legislative procedure
2. The role of Housing Europe in the “Bubble”
3. The 2019 European Elections: co-producing the Housing Europe campaign
4. Our Manifesto
5. National agendas

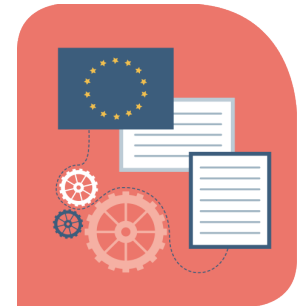
# The European Triangle



# Our added value

## Policy Formulation & Advocacy

Through the constant **monitoring** of the work of the EU in the field of housing and related **advocacy** work, **being heard** at the top level by developing a positive message to EU leaders.



## Knowledge Sharing & Networking

**Conferences, workshops, study visits**, exchange of **good practices, toolkits**, e.g. Housing for All campaign [#housing4all](#), funding opportunities etc...



## Research

**Research briefings**, social housing country **profiles, reports, toolkits**. The observatory identifies and analyses key trends and research needs in the field of housing and social housing at European level



# Strong alliances



**BUILD UP**

The European Portal For  
Energy Efficiency In Buildings



**socialplatform**



# Part of the EU Urban Agenda

- Cross-sectoral platform for cooperation between Member States, Cities, the European Commission and other stakeholders
  - growth
  - liveability
  - Innovation
- Partnerships (thematic)
  - HE key role in the **Housing Partnership** with overall aims better knowledge | funding | regulation



# European Elections 2019

- Co-producing the Housing Europe campaign
- Making the link with national realities



# Housing Europe Manifesto

- **Our homes... Europe's future**
  - ***12 ways in which access to affordable housing for all will set Europe's post-2020 course***

Make Housing Reality your Growth Indicator	Support all Territories, heal Europe's inequality wound	Help Affordable Housing survive the Market	Let's improve constructions skills, let's democratize Energy!
1.The European Semester and the European Pillar of Social Rights represent two different visions of Europe. We call the European Commission to terminate the ambiguity by making investment in social infrastructure a priority.	4. We want the Structural and Investment Funds to further support social and affordable housing, given the sector's track record in the current programming period. Investment in social housing has the best return on investment for Europe.	7. We invite the European Commission to respect the autonomy of Member States and local authorities in defining, financing and organising social housing as a Service of General Economic Interest (SGEI).	10. Harmonisation of construction and renovation services in the EU in order to decrease costs, increase quality
2. We need the European Commission to encourage Member States to make use of the investment clause in the Stability and Growth Pact.	5. We strongly believe that EU funding programmes and regional funds should encourage collaboration between local governments and housing organisations with measurable targets concerning the provision of affordable homes.	8. It's necessary for the European Commission to make the internal market favourable for the challenges of the social housing sector such as Public Procurement and the Services' Directive.	11. We call the European Parliament to further support combining energy efficiency with decentralised production of renewable energy in order to increase comfort and affordability.
3. The housing markets are changing. We are ready to support the European Parliament and national authorities involved in introducing more balanced analyses.	6. We need the Commission and the Council to define integration and support the process in a cohesive way through EU funds for migration and the European Investment Bank (EIB) making housing, not shelters, a priority.	9. We ask the European Commission to maintain Reduced VAT rates for social housing.	12. Upskilling of the labour force and housing companies for sustainable development and circular economy

# Members' role

- Adding to the scope of the challenge
- Supporting with data, examples etc 'what we offer'
- Making the link with candidate MEPs
- Spreading the word through the campaign video



# Campaign video



Along the  
*Housing4all.eu*  
lines

- Core message
- Addressing wider public
- Multilingual ?

***To be presented in Strasbourg in the  
end of January 2019***

# National angle

- Priorities & major initiatives
- Planned actions in light of the EU Elections

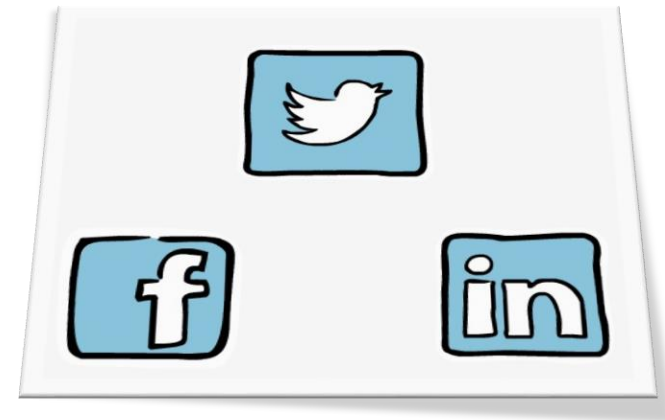


# Keeping the Communication Network active

1. **Do we want/need that?**
2. Exchange around practices and ways of work
3. Ways forward, tools to enhance cooperation between COMM officers
4. ***2019 Milestones:*** Elections + International Social Housing Festival + State of Housing 2019

# We keep growing on Social Media

- Important channel, especially within the “Eurobubble” but also to echo members
  - **4.483 Twitter Followers**
    - *More than 80.000 impressions/month*
    - Press & Political Contacts, partners, members, events
  - **1.432 Facebook Likes**
    - Wider audience
  - **843 LinkedIn Connections** Specialised audience
    - We plan to use it more for internal communication, too.



# We went *on air*

## *Making a house a home*



### List of episodes

- Episode 1 - The State of Housing in the EU 2017



- Episode 2 - Affordable housing and sustainable cities: a dynamic relationship



- Episode 3 - Housing First



- Episode 4 - EU support for social housing and a meetup with the largest housing provider in France



- Episode 5 - Pathways to social inclusion



---

\* Subscribe to our channel on 'Mixcloud' where you can listen to episodes



# A BETTER FUTURE FOR OUR COMMUNITIES

*30 years providing  
housing for all  
for societies that  
include & support*



The European Federation of  
Public, Cooperative and Social Housing



[www.housingeurope.eu](http://www.housingeurope.eu)



[info@housingeurope.eu](mailto:info@housingeurope.eu)



[@housingeurope](https://twitter.com/housingeurope)



[HousingEurope](https://www.facebook.com/HousingEurope)



[HousingEurope](https://www.linkedin.com/company/HousingEurope)



1988-2018

## Housing Europe is the European Federation of Public, Cooperative and Social Housing

Established in 1988, it is a network of 45 national and regional federations which together gather about 43.000 public, social and cooperative housing providers in 24 countries. Altogether they manage over 26 million homes, about 11% of existing dwellings in the EU.

Social, public and co-operative 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 everyone is enabled to reach their full potential.

# The State of Housing in the EU 2017

**TEURACTIV** f t in g+ v e Login / Register Events

Agrifood Digital Economy & Jobs Energy & Environment Global Europe

## It's the housing challenge, Mr Juncker

**DISCLAIMER:** All opinions in this column reflect the views of the author(s), not necessarily those of Euractiv.

By Cédric van Styvendael | Housing Europe

Sep 13, 2017



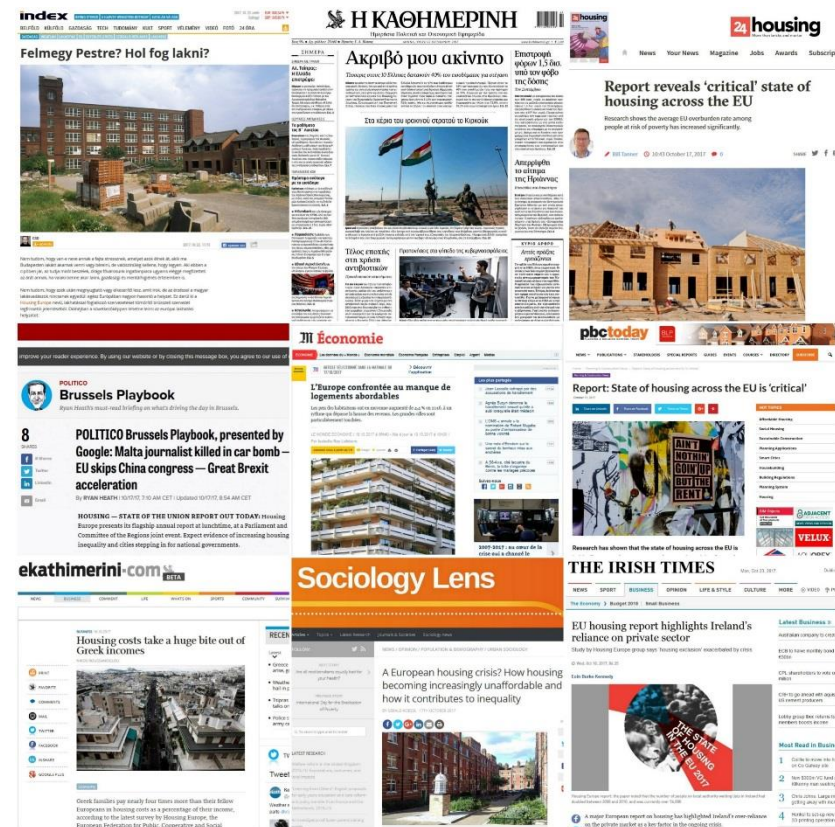
"We need to start treating housing as a right rather than a commodity".

Comments Print f in g+ t e

Despite President Juncker's cheerful speech, actual recovery in the EU cannot be celebrated as long as it is confronted by an alarming housing challenge.

*Cédric van Styvendael is president of Housing Europe, the European Federation of Public,*

- More Extensive media coverage than ever | 24 articles, interviews etc in 9 countries
- **13,829 unique views** on our website



# The State of Housing in the EU 2019

- Next State of Housing report in autumn 2019!
  - Should update the ‘nuts & bolts’ publication reflecting changes (*e.g. diversification of actors? Switch to local level/cities? More or less investment?*)
  - What are new/emerging policies and regulation with regards to (social) housing in your country?
- Plan to turn its launch into a collective activity
  - Link with national media
  - Targeted promo of the country profiles

# Be part of the ISHF 2019



- ***Organize your own event***
  - Use the occasion to network
  - Use the platform to exchange
  - *Celebrate 100 years & beyond*
  - Explore ideas and solutions from around the world
  - **Link with Cities**
- 
- ***Our cornerstone of soft communication***

SPONSORED BY

ActionLogement

WITH THE ACTIVE  
PARTICIPATION OF

Sciences  
Po LYON

SUPPORTED BY

AURA FILM  
VINCI

ORGANIZED BY

GRAND LYON



**Michalis Goudis**

Communications Director

[michalis.goudis@housingeurope.eu](mailto:michalis.goudis@housingeurope.eu)

+ 32 2 541 05 61

+32 486 760 013

[www.housingeurope.eu](http://www.housingeurope.eu)

[info@housingeurope.eu](mailto:info@housingeurope.eu)

 [@housingeurope](https://twitter.com/housingeurope)

 [HousingEurope](https://www.facebook.com/HousingEurope)

 [Housing Europe](https://www.linkedin.com/company/HousingEurope)