



**Housing Europe COMM Network 2nd meeting
5 November 2018, Brussels**

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

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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

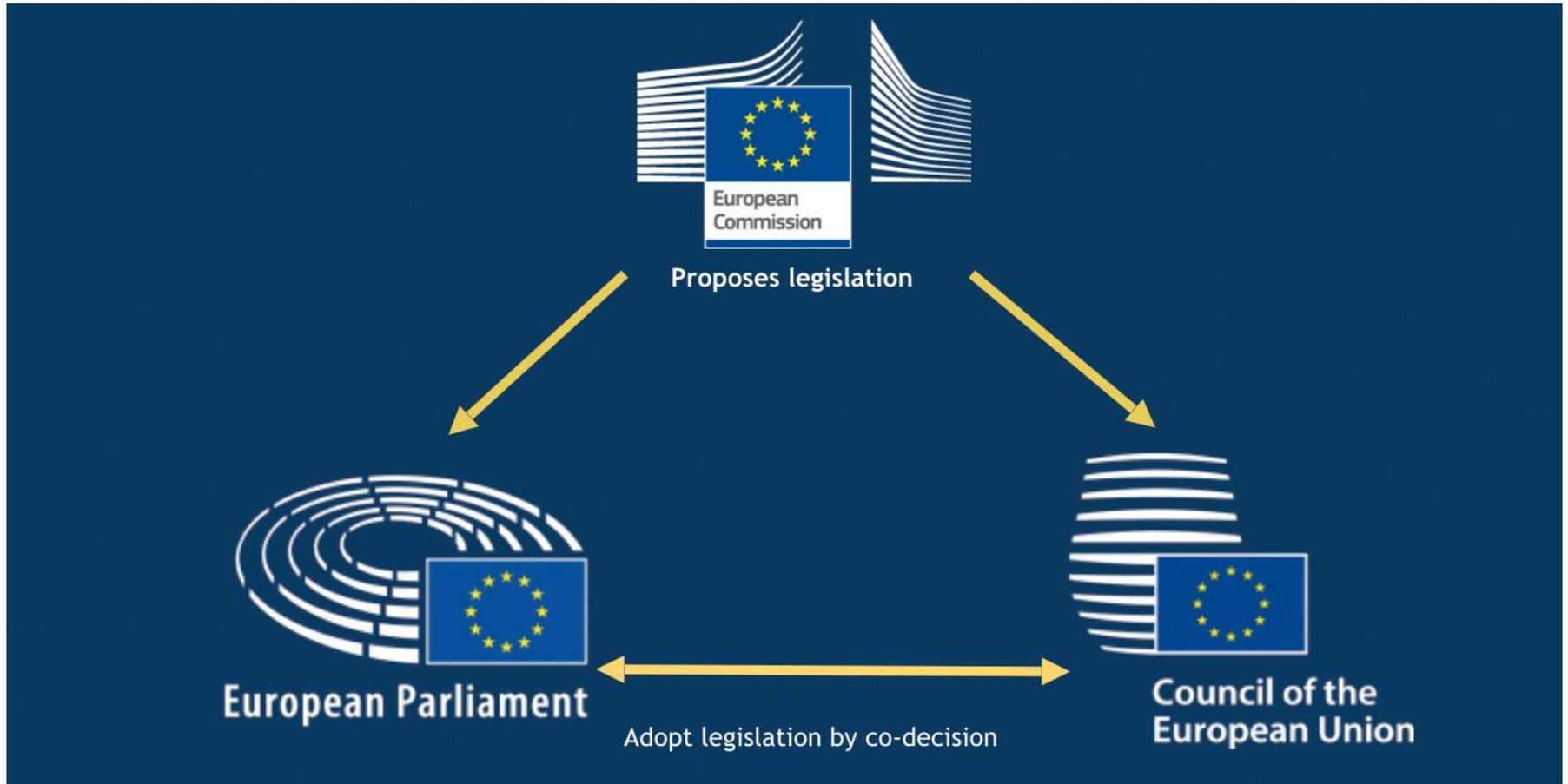
Who are we?

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



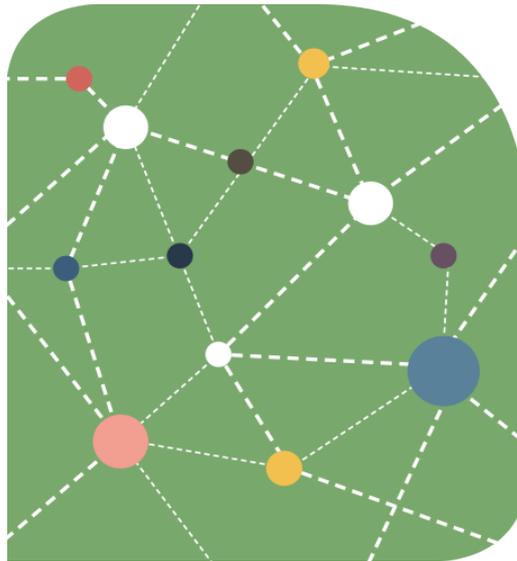
Part of the EU Urban Agenda

- 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

#housing4all
Housing for All - Better EU policies for more and better homes

1,004 views

👍 9 💬 0 ➦ SHARE ⋮

- 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

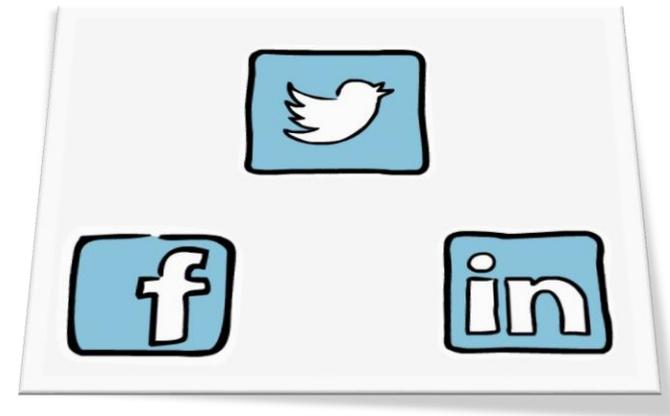


Keeping the Communication Network active

- 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

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 [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

The screenshot shows the EURACTIV website header with navigation links for Agrifood, Digital, Economy & Jobs, Energy & Environment, and Global Europe. The main article title is "It's the housing challenge, Mr Juncker" with a disclaimer: "All opinions in this column reflect the views of the author(s), not necessarily those of EURACTIV." The author is Cédric van Styvendael, and the date is Sep 13, 2017. The article features a large aerial photograph of a dense residential area with red brick houses. Below the image is a quote: "We need to start treating housing as a right rather than a commodity." and a social media sharing bar.

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

A collage of various media articles and social media posts. It includes: a Greek newspaper article titled "Ακρίβη που ακίνδυνος" (Expensive but safe); a "housing" magazine cover with the headline "Report reveals 'critical' state of housing across the EU"; a "pbc today" article titled "Report: State of housing across the EU is 'critical'"; a "Sociology Lens" article titled "A European housing crisis? How housing becoming increasingly unaffordable and how it contributes to inequality"; and a "THE IRISH TIMES" article titled "EU housing report highlights Ireland's reliance on private sector". There are also social media snippets from POLITICO and ekathimerini.com.



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



#ISHF
#HOUSINGFEST
WWW.ISHF2019.COM

*Our Planet,
our Cities,
our Homes*

- ***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***

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