



*To do list for  
housing providers*





Designed by  
Diane Morel


## *To do list for housing providers*

- Invest*
- Adapt*
- Go local*
- Team up*
- Get smart*

How can your Housing Europe, network of 44 members, housing 50 million residents, 7,000 staff members, 43,000 local providers, 11 % of homes in Europe, in 21 countries, help you?

**Housing Europe looks ahead and makes plans for 2020 – have your say.**

*Read on to check our proposals  
& add your ideas!*





## MAIN IDEA

We are the solution not the problem. Investing in adequate affordable housing has more benefits than costs. We know it but we need to convince the rest.

## MAKING THE CASE

Through our work we stimulate growth and local employment, without contributing to speculation, we help mitigate increasing poverty and declining purchasing power, we help improve health of millions of people. We help integrating people in a culturally diversified society. We help share the benefits of urban growth and decrease inequalities. Above all, we help people live in dignity. We providing a unique added value for people, planet, and growth.

Very often have the approach that investing in social, public, cooperative housing is too expensive for the public purse and cuts are inevitable in times of crisis. Our 2017 General Survey has shown a decrease in investment in our sector of 17%.

## MAXIMIZING THE IMPACT

Place housing as a top priority for long-term investment at European, national & local level.

- Ensure that long-term investment in social, cooperative and public housing is promoted via all relevant European legislative and policy initiatives;
- Increase access to EU funds & European financial institutions;
- Strengthen the case for more public investment by improving our impact measurement and reporting;
- Analyse and challenge the negative views on social housing;
- Show more visibility externally about the high social return on investment
- Increase our visibility towards EU institutions
- Engage in more strategic partnerships

Add your ideas!



## MAIN IDEA

The world is changing fast; so is the way we provide housing. Actually, we have to provide much more than just housing. We need to make sure that our sector has the conditions in place that would allow it to be flexible and adaptable enough to the changing needs.

## MAKING THE CASE

As per the global projection 2 billion people will require social housing by 2030. A demographic change – more elderly people, refugees, disabled and socially excluded – is also a challenge for the continent.

Consequently, there is a huge demand for a liveable and caring city which adjust the way they provide services. Housing is part of the puzzle providing a diverse housing offer – mix of social, private and shared equity housing services.

## MAXIMIZING THE IMPACT

In order to adjust to the changing needs, we need to:

- Change the way that we construct, i.e. more energy efficient homes, innovative construction techniques such as modular construction
- Cooperate with new players that help to adjust to the new needs, including the innovation sector, social services and healthcare providers.
- Point out new ways of providing housing services such as de-institutionalisation, community-led and collaborative solutions.
- Push for flexibility in investment, too. For us to be resilient to the changes hybridity in terms of finance and type of provided housing needs to be considered

*Add your ideas!*



## MAIN IDEA

It is clear that societal needs need to be answered more effectively. Affordable housing providers are part of the solution contributing to a diverse housing offer. However, we are not the only actors, we represent only 11 % of the housing market: we need to team up with cities, social, health service providers and the private sector to achieve a harmonized development and mixed tenure.

## MAKING THE CASE

More than 100 million people in the UNECE region are spending more than 40% of their income on housing. Poverty and inequalities are increasing across the continent, more and more middle- and low-income people are being priced out of the housing market, the waiting lists for social housing are growing worldwide and new construction cannot follow the pace. Consequently, more and more people are relying on the unaffordable private rental solutions.

The majority of people aged 18-34 still live with their parents – 66% of them in Italy, 58% in Portugal, 55% in Spain, 74% in Slovakia.

Flows towards Europe as well as the increased internal migration within the EU put further pressure on the national housing markets, especially in the destination countries (e.g. in DE an average additional demand of 150 thousand dwellings per year till 2020). Finally, in numerous countries home ownership remains the most favoured option both by the citizens and the governments, partly because this is seen as a substitute to pension.

## MAXIMIZING THE IMPACT

In order to adjust to the changing needs, we need to:

- Emphasize the importance of diverse tenure and social mix
- Ensure that the regulatory framework for the governance supports long-term housing structures
- Strengthen our cooperation with key players such as the International Union of Tenants, Habitat for Humanity, the UNECE, the OECD and FEANTSA among others.
- Work at national level in favour of government support and supervision. Intervention is needed where market failure is present, for instance in form of empty homes.

*Add your ideas!*

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## Get 'smart'

### MAIN IDEA

Housing providers are ready and able to be at the centre of the digital revolution, the built environment and society.

### MAKING THE CASE

The so called “Digital Union” is not only about jobs and goods but also about making the government more effective or turning it into e-government, getting services accessible for people with special needs such as elderly and disabled and making the European society more inclusive.

Digital inclusion should be the aim that actually ensures that personalized technologies are available, for instance smart technologies, e-health apps, in homes of All and special attention is given to elderly and disabled people. Technologies will also help people to age in a healthy way and to be able to work longer, even by teleworking.

### MAXIMIZING THE IMPACT

Our toolkit should include:

- The development of the market in the interest of more vulnerable groups
- Full use of different funds to develop infrastructure
- Availability of inclusive digital products for a wide range of end users
- Ensure healthy ageing and independent living of tenants
- Data protection
- Resource efficiency and fair digital transition

Add your ideas!



## MAIN IDEA

Housing is local. However, we need to connect cross borders and continents.

## MAKING THE CASE

Housing is very much a local issue, therefore local housing providers are the first ones who deal with emerging problems, such as refugee influx.

Local economic and structural problems, the lack of territorial cohesion often contribute to shrinking cities, post-industrial under-developed areas where numerous empty homes are available.

Consequently, the role of regional and national level are key players to contributing to the provision of affordable housing and sustainable development through regulatory framework, funding schemes or strategic and learning partnerships. After all, each level requires a tailor-made policy mix.

## MAXIMIZING THE IMPACT

In practice, this would mean that:

- Local needs are reflected in policy
- We advocate, together with strategic partners like EUROCITIES, for multi-level governance
- Flexibility in responses for ex.: rural enablers concentrating on community development
- A link is made between post-industrialised areas and rural areas
- We work for access to EU funding that actually fits local needs

*Add your ideas!*

# Next steps



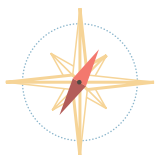
When you go back to your office, we would encourage you to take a few minutes and **send your feedback to the Policy team**, so that you give shape to the updated version of the Work Plan.

- ▶ [julien.dijol@housingeurope.eu](mailto:julien.dijol@housingeurope.eu)
- ▶ [edit.lakatos@housingeurope.eu](mailto:edit.lakatos@housingeurope.eu)



When the **Work Plan 2.0** will be ready, we will circulate it to all members via an e-mail, offering everyone the chance to make further comments.

The **final version** of this sort of compass for Housing Europe for the years to come will be approved by the newly elected Board of Directors in October in Brussels and will be made available for members only on our website.



The document will provide with guidelines for the individual work plans of the Housing Europe **Working Committees** on Urban Affairs, Social Affairs, Financial Affairs, Energy & Construction and the Housing Europe Observatory, our Research Branch. You and your colleagues, participating in the committee meetings taking place every 3-4 months in Brussels will then have the chance to give shape to the more concrete goals and actions behind the big picture of this Work Plan.

Throughout the year, you are able to follow the key developments in policy and the actions by Housing Europe thanks to our **Policy Scoreboard**.

Log in on our website anytime to stay up-to-date:

- ▶ [www.housingeurope.eu/resource-901/policy-scoreboard](http://www.housingeurope.eu/resource-901/policy-scoreboard)



Do you have **questions or other ideas**? Feel free to share them with us:

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







Housing Europe is the European Federation of Public, Cooperative & Social Housing. Since 1988 it comprises a network of 44 national & regional federations representing 43,000 housing providers in 24 countries. Together they manage over 26 million homes, about 11% of existing dwellings in Europe.

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