



OUR HOMES
OUR DEAL

The Affordable Housing Initiative & The New European Bauhaus

Towards a **social** green transition in
public, cooperative
and social housing

#RenovationWave

#ourhomesourdeal

European Social
Economy Summit
Mannheim 2021

EU INDUSTRY
DAYS 2021



@HousingEurope #Roadmap #EUIndustryDays #AffordableHousingInitiative #NewEuropeanBauhaus

> Welcome

Moderators



Sorcha Edwards

Secretary-General
Housing Europe



Diana Yordanova

Communications Director
Housing Europe

Programme

13:30 – 13:40

Welcome

13:40 – 13:50

Opening – Ulla Engelmann
DG GROW – European Commission.

13:50 – 14:15

What features should the supported projects have?

- › **Natalia Rogaczewska**, B.L (The Danish Federation of Housing Associations).
- › **Carine Puyol**, USH (L'Union Social pour l'Habitat), France.
- › **Dirk Lönnecker**, Berlin Building and Housing Cooperative 1892.

14:15 – 14:30

How should the initiatives be funded?

- › **Frank Lee**, European Investment Bank (EIB).
- › **Bjorn Mallants**, VVH (Association of Flemish Social Housing Companies).

14:30 – 14:45

How should the Affordable Housing Initiative be governed?

- › **Adrien Hiel**, Energy Cities
- › **Michaela Kauer**, City of Vienna.

14:45 – 14:55

What to expect from the New European Bauhaus?

- › **Alessandro Rancati**, Joint Research Centre (JRC)

14:55 – 15:00

Closing



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> Opening



Ulla Engelmann

Head of Unit Advanced Technologies,
Clusters and Social Economy
DG GROW – European Commission

> What features should the supported projects have?



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Natalia Rogaczewska

Director of Public Affairs at B.L
The Danish Federation of
Housing Associations
Denmark



Carine Puyol

European Affairs
USH
L'Union Social pour l'Habitat
France



Dirk Lönnecker

Representative from Berlin
Building and Housing
Cooperative from 1892
Berlin, Germany



Natalia Rogaczewska

Director of Public Affairs at B.L.
The Danish Federation of Housing
Associations
Denmark

The Aalborg Model

Danish social housing



Natalia Anna Rogaczewska, director of Public Affairs, nro@bl.dk

The challenge

- Run down buildings
- Low level of sense of security
- High level of unemployment
- Health issues
- Crime
- Low level of education



→ **MASTER PLAN**



Our primary
instrument is
a **Master Plan**



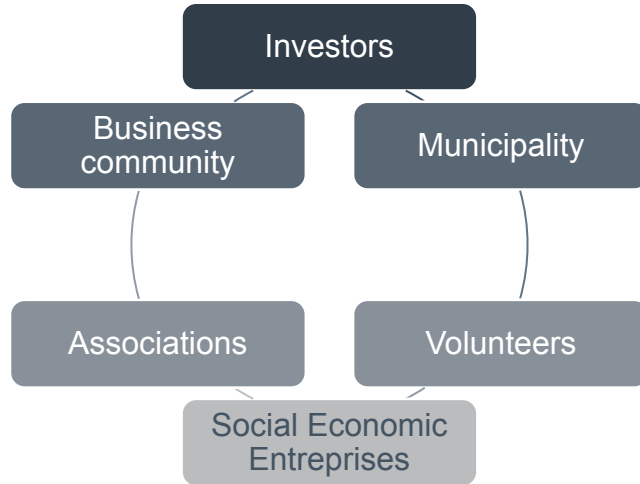
Material

Social

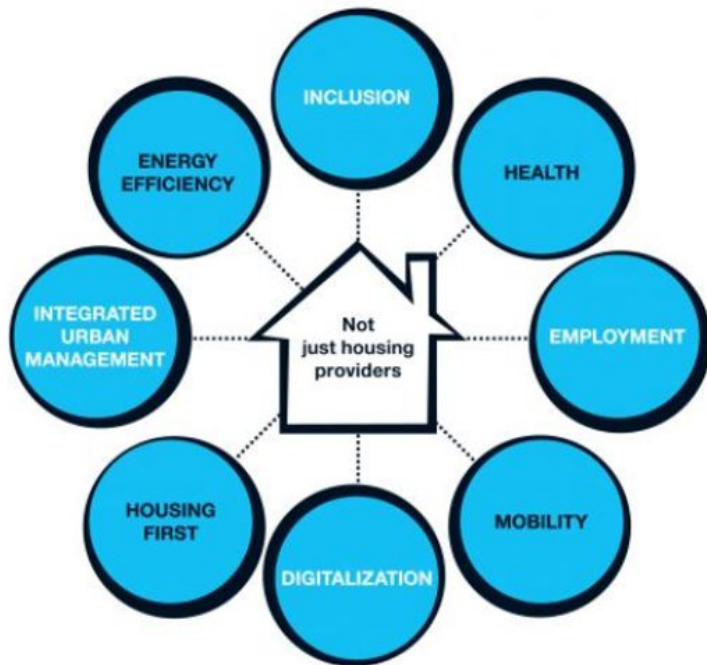


The case of Aalborg East

*A field of many actors
- working together to implement a material and social masterplan.*



Concrete actions



Variety of building types

Construction land sold to private investors

A new, public health house inside the area

Café and fitness centre

Local business network

Before



After



Before



After



Before



After



Before



After



Before



After



Health house





DID IT WORK?

Employment initiatives are successful



42.5  45 pct.

Increased employment rate



19 pct.

Higher average household income



6.8 pct.

Improved enrollment rate in education
for basic educated 20-24 year olds



AALBORG-MODELLEN

Hvordan Aalborgs erhvervsliv, kommune og boligselskaber
sammen har vendt udviklingen i et udsat boligområde



BL
DANMARKS
ALMENE
BOLIGER


HIMMERLAND
BOLIGFORENING

BL
DANMARKS
ALMENE
BOLIGER

Why did it work?

- Tenant involvement

- Attendant meetings
- Early involvement, honesty and empathy
- Close dialogue

- Mutually binding partnerships

- Common goals and strong commitment
- Both public and private sector
- Local steering committee to ensure quality

→ SOCIAL HOUSING AREAS ARE UNLOCKED POTENTIAL

	Marginalised	Normal population	Difference
Wages	3.3	15.2	11.9
Placements	-1.0	0.0	1.0
Hospitalisation	-0.9	-0.4	0.5
Medical consultations	-1.5	-0.3	1.2
Crime	-0.2	-0.1	0.1
Total, per marginalised citizen	-0.3	14.4	14.7 (2 million Euro)



THANK YOU

MORE INFORMATION

<http://www.e-pages.dk/bl/2136638824/>

Contact

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Himmerland Boligforening
Chief development officer

<https://www.abhim.dk/>
sbu@abhim.dk



Carine Puyol

European Affairs
USH (L'Union Social pour l'Habitat)
France



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Affordable Housing Initiative- Local experiences

**Local experience: what features should the
support projects have? – USH proposals**

Carine PUYOL





Local experience: what features should the support projects have? – USH proposals



AFFORDABLE HOUSING INITIATIVES PRIORITIES SUCCESS CRITERIA

- Improve quality of life of residents
- Must be Affordable
- Reproducible in EU
- Responds to needs of local areas



Local experience: what features should the support projects have? – USH proposals



AFFORDABLE HOUSING INITIATIVES PRIORITIES SELECTION CRITERIA

- Circular economy
- Low carbon renovation
- Integration of architectural and urban développement issues
- Residents participations
- Participation of Local Economy Activities



Local experience: what features should the support projects have? – USH proposals



PROJECTS ADAPTED TO THE SPECIFICITIES OF NEIGHBORHOODS AND DISTRICTS

TYPES OF SOCIAL HOUSING DISTRICTS WHICH COULD BE SUPPORTED BY EU INITIATIVES:

- 1- Neighborhoods located in industrial areas such as mining towns built between the 19th century and the 20th century
- 2- Social housing districts in regions that are losing their attractiveness (shrinking cities)
- 3- Large social housing districts in emblematic urban sites
- 4- Residential areas (individual houses) in peri-urban areas



— Cliquez pour ajouter un titre —

Webinar

3. LARGE SOCIAL HOUSING DISTRICTS IN EMBLEMATIC URBAN SITES



Plaine commune lance un #AppelAProjets pour la valorisation des matériaux du BTP et la mise en œuvre du réemploi sur son territoire.



PLAINECOMMUNE.FR

Vers de nouveaux circuits de valorisation des matériaux du BTP



— Cliquez pour ajouter un titre —

Webinar

2. SOCIAL HOUSING DISTRICTS IN REGIONS THAT ARE LOSING THEIR ATTRACTIVENESS (SHRINKING CITIES)





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Webinar

1. NEIGHBORHOODS LOCATED IN INDUSTRIAL AREAS SUCH AS MINING TOWNS BUILT BETWEEN THE 19TH CENTURY AND THE 20TH CENTURY





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4. RESIDENTIAL AREAS (INDIVIDUAL HOUSES) IN PERI-URBAN AREAS





Dirk Lönnecker

Representative from Berlin Building
and Housing Cooperative from 1892
Berlin, Germany



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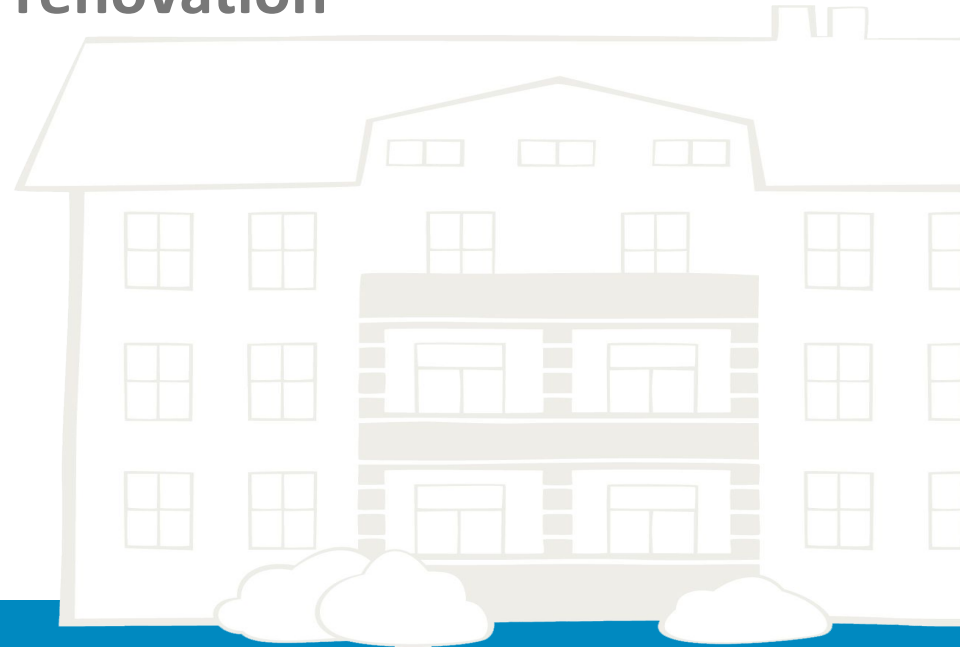


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Nettelbeckplatz

Innovation in construction and renovation



Berliner Bau- und Wohnungsgenossenschaft von 1892 eG

Knobelsdorffstraße 96, 14050 Berlin

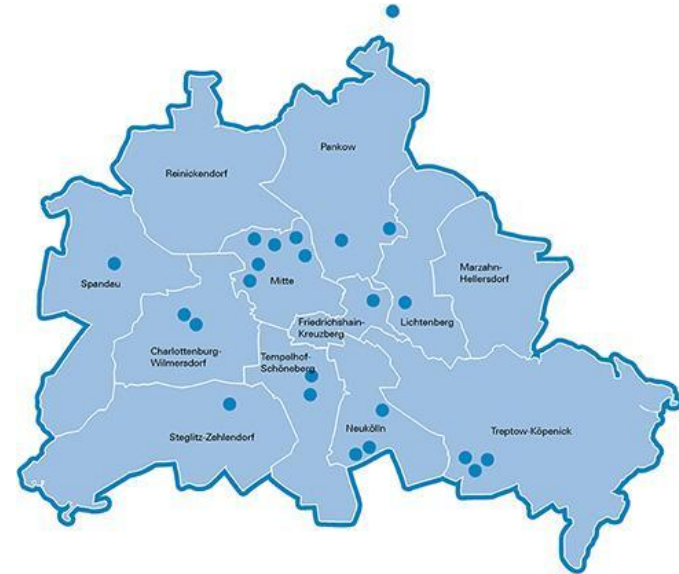
www.1892.de

Berlin Building and Housing Cooperative from 1892 , Dirk Lönnecker

Berlin Building and Housing Cooperative from 1892



- founded in 1892
- 6,937 dwellings in 10 of 12 Berlin districts
- about 18,000 members
- house building in all decades
- approximately 60 % of housing stocks are listed buildings, 400 dwellings are listed as UNESCO World Heritage
- 85 employees
- equity ratio: 20 %
- balance sheet € 537 Mio.

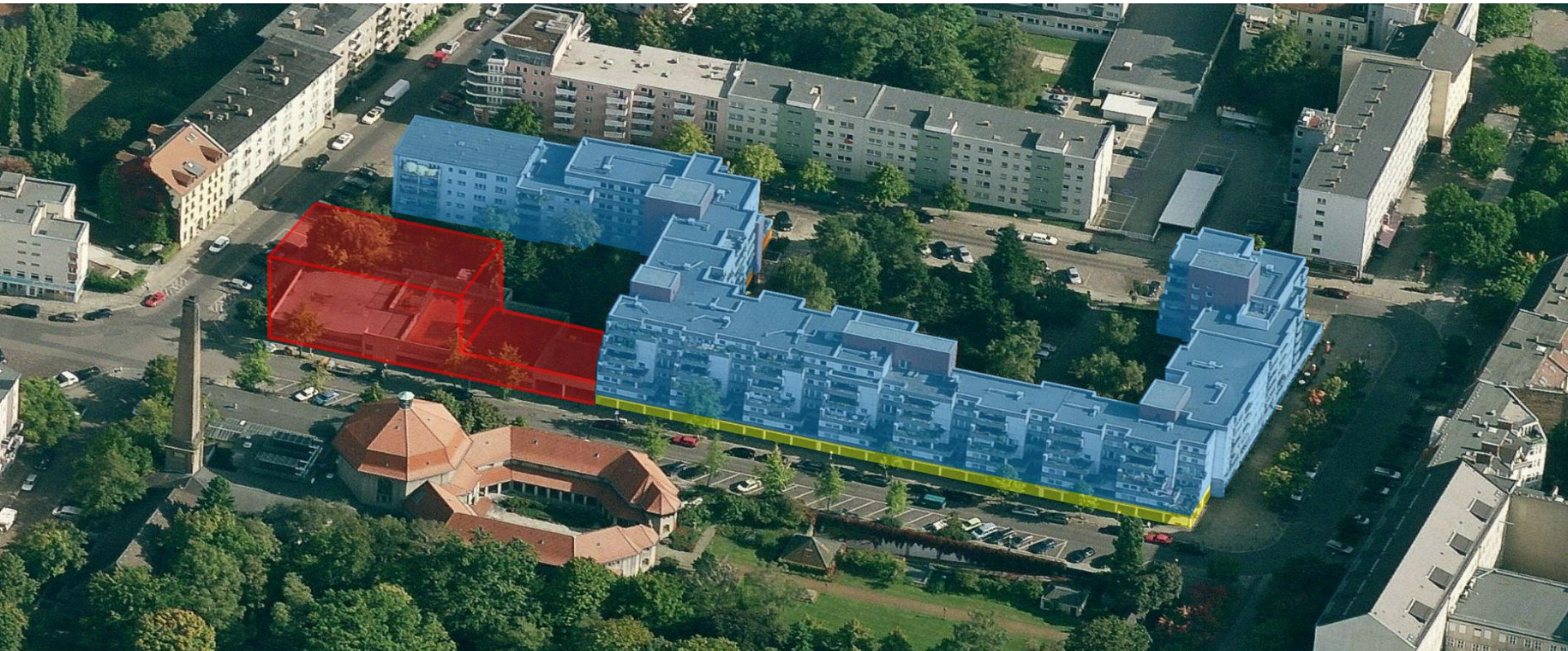


Nettelbeckplatz – project components

- A. Expansion ground floor-zone
- B. New residential building
- C. Renovation residential settlement



A first impression



A) Expansion ground floor-zone

- A. new common area: 147 m²
- B. Senior citizens living for 10 elderly people with care needs: 411 m²



B) New residential building

- 40 apartments, 4 commercial units
- 3.200 m² living space
- 260 m² commercial space



C) Renovation residential settlement



- **172 apartments**
- **10.850 m² living space, construction years 1956/1975**
- **construction works:**
 - replacement of the windows
 - roof insulation
 - photovoltaic system with battery storage
 - energy monitoring during the DREEAM project
 - LED lightning
 - new energy savings lifts with energy recovery
 - redesign of the outside space



C) Renovation residential settlement



- Tenant Engagement:

- „We can't think long-term about renovation, if we don't engage tenants“
- big plenary sessions with all residents took place to present the ongoing project as transparently as possible and to secure tenants values
- involvement of local representatives in the planning of the common areas and the outdoor facilities
- a series of households were interviewed to raise data about living conditions and personal needs before and after renovation
- Training of "Green Neighbors" in sustainability, energy consumption (preventing the “rebound-effect”)



What features should the support projects have?

- **Economic and ecological sustainability**
 - Balancing of measurements regarding the energy effect and the costs
 - o façade
 - Creation of new living space without sealing of new areas
 - o Area for new construction on former parking garage
 - Architecture that favors low energy consumption
 - o new living and common area filled in the - so far - open ground floor spaces
 - o Compact design of the new building
 - renewable energy
 - o photovoltaic system with battery storage for tenant electricity
 - renewable materials for the construction
 - Consider life cycle costs (running costs, construction costs)



50 Out-of-the-Box
Housing Solutions

What features should the support projects have?



- **Social responsibility**
 - community facilities for the encouragement of the community
 - different types of housing for a balanced social mix
 - affordable housing, reduction of the running costs
 - engagement of tenants/members



Winner of the Erhin Award
“MORE THAN A ROOF” SUPPORTING
COMMUNITIES OF EQUAL
OPPORTUNITIES

Thank you for listening.

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> How should the initiatives be funded?



Frank Lee
Head of Division
Financial Instruments Advisory
European Investment Bank (EIB)
Luxembourg



Björn Mallants
Director of VHH
Association of Flemish Social
Housing Companies
Flanders, Belgium



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Frank Lee

Head of Division
Financial Instruments Advisory
European Investment Bank (EIB)
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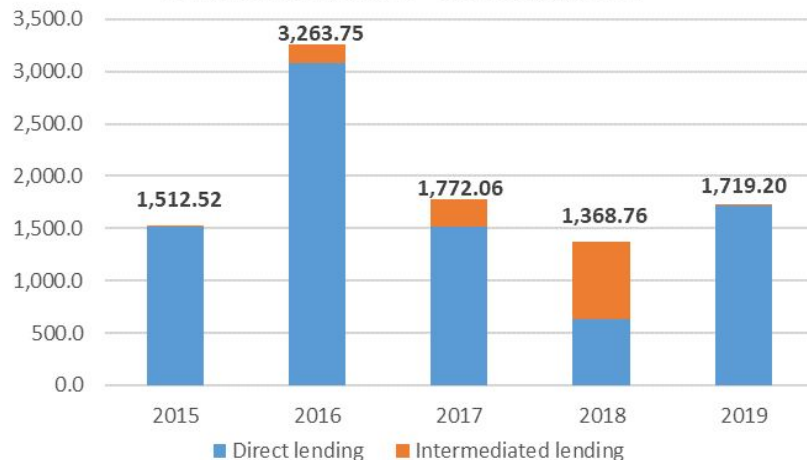


Frank Lee

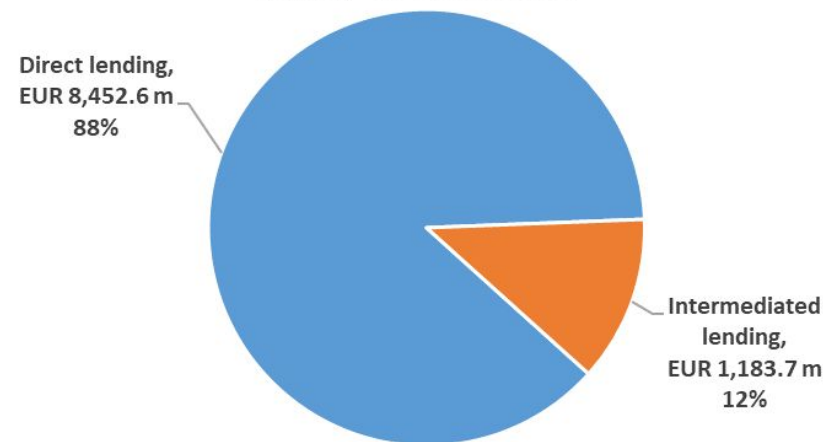
**Head of Division
European Investment Advisory Hub**

EIB lending to the urban sector (incl housing)

EIB lending to social and affordable housing
in 2015-2019 (MEUR) = EUR 9.636 billion



EIB lending to social and affordable housing in 2015-2019
(MEUR) = EUR 9.636 billion



The way EIB advises and/or finances housing projects

ADVISORY AND TECHNICAL ASSISTANCE

- ▶ The European Investment Advisory Hub
- ▶ project feasibility, preparation and implementation support
- ▶ Individual projects or multiple sites
- ▶ Market assessments
- ▶ Financial modelling and transaction structuring
- ▶ ELENA -Energy conservation related supports

DIRECT FRAMEWORK LOAN

- ▶ Housing associations
- ▶ Cities and municipal companies
- ▶ Approved/regulated social and affordable housing providers
- ▶ Finances a three to five-year slice of an investment programme
- ▶ Multi-scheme investment that meets defined criteria, including those not completely prepared at time of signing

INVESTMENT LOAN

- ▶ Housing associations
- ▶ Cities and municipal companies
- ▶ Approved/regulated social and affordable housing providers
- ▶ Direct loan for a specific investment project or programme
- ▶ All investment components identified/appraised up-front

FRAMEWORK LOAN VIA AN INTERMEDIARY

- ▶ National and local promotional banks
- ▶ Dedicated financial organisations backed by governments
- ▶ Commercial banks
- ▶ Facility for financing housing associations
- ▶ Relies on a good intermediary that applies financing criteria agreed with the EIB

Housing supported projects across Europe

Social Housing with
Heimstaden

New build and renovation



Investment Platform



Zarząd Komunalnych Zasobów Lokalowych sp. z o.o.

Advisory Support
to City of Warsaw

1. European Alliance for Sustainable
and Inclusive Social Housing

2. Intermediated loan



Advisory Hub

Social Housing units Partnership with
Social Impact Bonds (advisory support)
Combination with ESIF resources (IFFRU)



Ingredients for success!

- Bundling of smaller projects needed (i.e. framework approach)
- Intermediation also often needed, by local banks (incl NPBs), that can also aggregate funding to reach smaller projects
- Homogenous vs diversified risk of underlying project portfolio
- Sometimes specific advisory support needed (like financial analysis/models, energy efficiency audits/assessments, etc)
- New models being tested linking social outcomes (hard infrastructure with soft measures bundled together)



Frank Lee

Head of Division

European Investment Advisory Hub

European Investment *Advisory Hub*
Europe's gateway to investment support

More information

European Investment Advisory Hub

<https://eiah.eib.org> or email eiah@eib.org

EIB

<https://www.eib.org> or email info@eib.org





Björn Mallants

Director of VHH
Association of Flemish Social
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Flanders, Belgium



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> How should the Affordable Housing Initiative be governed?



Adrien Hiel
EU Policy and Communications
Energy Cities
Brussels



Michael Kauer
Head of Brussels Office
City of Vienna



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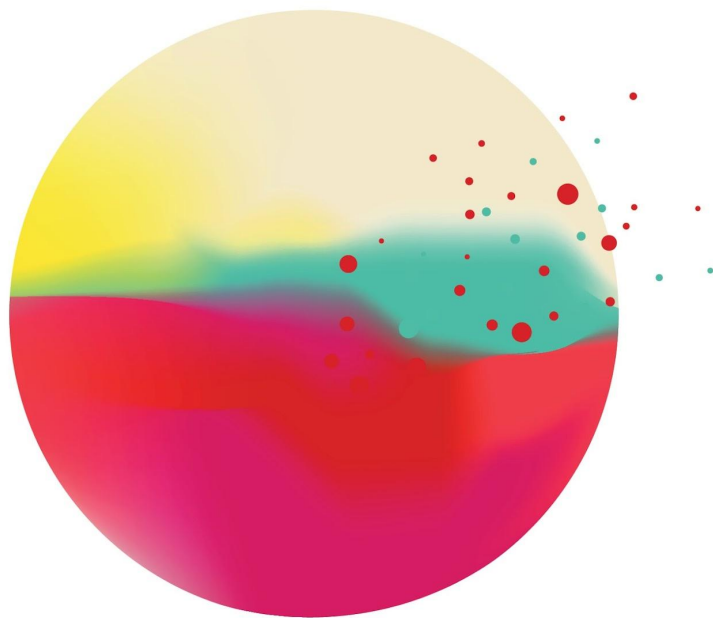


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Adrien Hiel

EU Policy and Communications
Energy Cities
Brussels



ENERGY **CITIES**

www.energy-cities.eu

Governance in green, affordable housing

To succeed at any collective, complex challenge it is generally cities who set the table and invite the guests



Governance in green, affordable housing

– Who is Leuven 2030?



Non-profit with 60 founding members with shared goal of a climate-neutral Leuven:

Includes the city, university, chamber of commerce, tech companies, banks, etc.
Now more than 600 members.

Leuven 2030 represents inhabitants, companies, civil society organisations, knowledge institutions and public authorities.

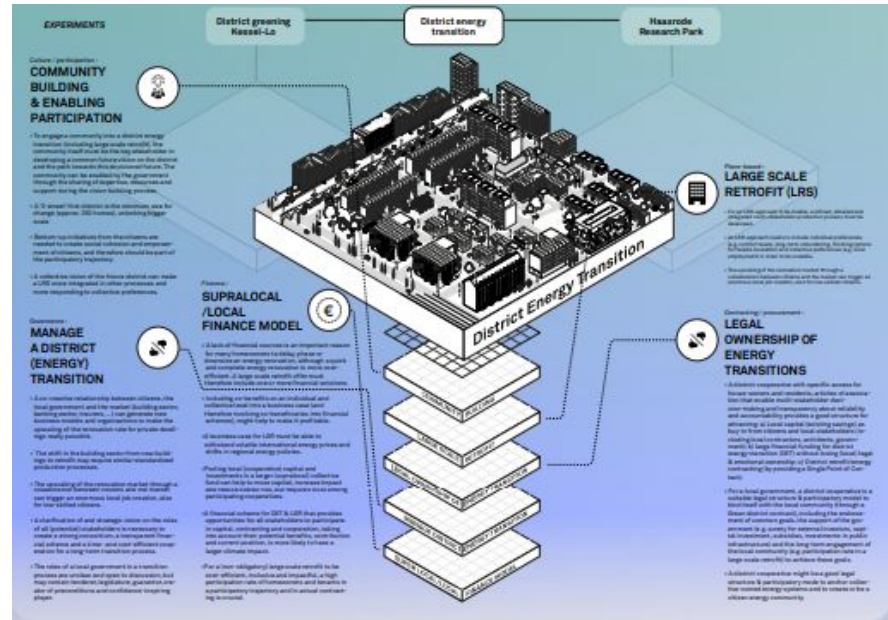
“This unique partnership is our strength. After all, cooperation is crucial to evolve into a healthy, livable and climate-neutral city. We have the knowledge, the network and the plan to achieve a climate-neutral city by 2050”

Governance in green, affordable housing

STRATEGIC EXPERIMENT 1 - DISTRICT ENERGY TRANSITION

How to create a climate-positive district through community empowerment

1. Strategic Objectives
2. Complex Challenges
3. Experiment Design



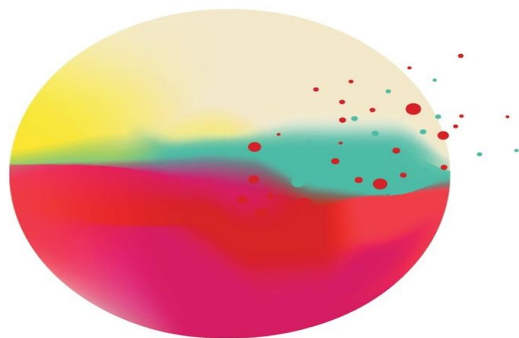
Governance in green, affordable housing

Manchester Low Carbon Homes Event – Scaling up social housing retrofits

- Manchester Council teams up with service provider to organise three days seminar
- Form an Advisory Group of other local stakeholders, which can include housing associations, universities, chambers of commerce, trade bodies and community groups.
- Agree the desired outputs from the conference, and then curate a programme to meet those objectives (in this week's case it was social housing)
- Audience profile for each event: engineers, architects, contractors, consultants, landlords and policy makers

Main lessons so far:

1. Collaboration is a vital element of scaling up retrofit
2. That technical solutions exist for most scenarios
3. Stop the 'reinventing of the wheel' by sharing best-practice and facilitating conversations between all involved



ENERGY**CITIES**

www.energy-cities.eu



@energycities



@energycities.eu



Michaela Kauer

Head of Brussels Office
City of Vienna



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Good governance for the Affordable Housing Initiative & New European Bauhaus

Workshop, February 25th, 2021

Michaela Kauer, Director, Brussels Liaison Office of the City of Vienna, EU Urban Agenda Housing Partnership



Good governance on all levels does:

- ✓ Put people at the center: involve, empower, emancipate
- ✓ Involve capable stakeholders: co-design, co-manage, co-own
- ✓ Protect from speculation and eviction
- ✓ Set goals and processes in a transparent and accountable way
- ✓ Account for multi-level, multi-stakeholder framework
- ✓ Create reliable housing systems

Let's talk about life

- Communities and neighbourhoods should be liveable places for all our citizens, with a lifelong perspective.
- Long-term perspective needs to be reflected in financing, governance and body of law on all governance levels.
- Sustainability and corporate social responsibility are key principles.
- Housing is a right, not an asset, not a charity.

Smarter Together in Vienna

... is an EU funded urban renewal initiative to develop smart city solutions:

- Focus was on building renovation, energy, mobility and logistics as well as information and communication technology.
- People were at the heart of the project.
- Broad stakeholder involvement was key.



Key documents on good housing policy

EU Urban Agenda Housing Partnership Action Plan 2018

https://ec.europa.eu/futurium/en/system/files/ged/final_action_plan_euua_housing_partnership_december_2018_1.pdf

ERHIN – European Responsible Housing Initiative

<https://www.responsiblehousing.eu/>

EP Report on Access to decent and affordable housing for all (2021)

https://www.europarl.europa.eu/doceo/document/TA-9-2021-0020_EN.html

> What to expect from the New European Bauhaus?



Alessandro Rancati

Policy Officer New European Bauhaus
Joint Research Centre (JRC)
European Commission



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> Closing



Sorcha Edwards
Secretary-General
Housing Europe