

DRAFT

International Masterclass on the Danish Social Housing Model

Europe needs solutions!

Social consequences of the crises are still hitting hard and the need to transit to a more resource-efficient way of forming our society is clear – but public budgets are scarce. As a result, the risk of short-sighted decisions with costly human and economic consequences is high.

We, the Danish social housing providers, want to actively engage in being part of the solution.

We believe that our holistic and solution-driven approach to social, economic and environmental issues can be part of a sustainable path for other European cities and countries.

We can be the leverage for sound economic long-term investments by ensuring the right social infrastructure to further build our society on.

Copenhagen stands as a great example, having just won the 2014 European Green Capital of Europe award. We hope that by sharing our experience, we can inspire others – as well as understand how we can do better ourselves.

We therefore invite you to participate to this Masterclass on the Danish Social Housing Model where the starting point will be Danish – but the conclusions European.

*Our aim is to use **your** input and reflections to feed into the EU's economic policy coordination tool otherwise known as the European Semester with concrete elements for the European Commission to take on board in the Annual Growth Survey 2015.*

We are part of the solution for European prosperity – socially, economically and environmentally.

We hope that you will join and help to make our voice heard!

Frank Jensen

Palle Adamsen

Lord Mayor of Copenhagen

President of BL – Federation of
Social Housing Organizations in
Denmark

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DAY 1 SETTING THE SCENE: THE DANISH MODEL IN A NUTSHELL

09:00 **Registration**

10:00 **Introduction to the Danish Social Housing Model**

Palle Adamsen, President of BL – Federation of Social Housing Organizations in Denmark

Palle is also CEO of one of the main housing organizations in Copenhagen and Denmark, Lejerbo that manages Mjølnerparken, which is where the study-trip will go. He will give you run-through of the Danish Social Housing Model in half an hour; the how's, the what's and the why's.

10:30 **Social Housing is a good investment**

Margrethe Vestager, Minister of Economic and the Interior Affairs and political leader of the Danish Social Liberal Party

Margrethe also represents Denmark in the ECOFIN Council of Ministers and her ministry thus deals with both the Danish National Reform Programs and negotiations on the Country Specific Recommendations under the European Semester. As she holds a Master of Science in Economics from the University of Copenhagen she is the perfect candidate to tell us why social housing is a good investment for the Danish public budget – and why her party supports the sector.

11:00 **The Economy behind the Policy**

Bent Madsen, CEO of the National Building Fund

Financing is key when talking about housing in the future and the demands set for social and environmental coherence. An important part of the Danish Social Housing model is the National Building Fund, which is a solidary fund that covers renovations in the entire sector. As an experienced economist he will enlighten us on the details of how the National Building Fund works and how it is used as a political tool to lever employment and growth for the Danish economy through the social housing sector.

12:00 **Sandwich, networking and exhibition**

This is your opportunity to have a bite to eat, talk to your peers and take a look at the huge 'How to House fair' exhibition .

13:00 **Copenhagen – European Green Capital 2014**

Frank Jensen, Lord Mayor of Copenhagen

Frank Jensen, former Minister of Justice and also Research has the social housing model of Denmark at heart. As Lord Mayor of Copenhagen he has ambitious targets for Copenhagen as a green city that include all its citizens and ensures low inequalities throughout the city districts. Social mix and sustainable neighborhoods are key – and he will share with us why.

13:30 Study Trip – Mjølnerparken

We will drive to Mjølnerparken in the Nørrebro District of Copenhagen. Here we will see the major renovation plans and social community work – we will talk to the tenants and see first-hand how housing delivers solutions for our society.

On the way, in the bus, we will make a short introduction to Mjølnerparken and the ideas and goals that the Municipality of Copenhagen has set for the housing area together with the social housing organization, Lejerbo.

On our trip we will ask you to take pictures and share your comments on Instagram with the hashtag #socialhousingMC2014 and #sharingCPH.

Why?

Because we will make a poster for you to take home (so please, a lot of selfies!). The poster will also serve as the front-page of our input to the European Commission for the Annual Growth Survey. And finally, we will use your comments for discussions on the second day of the Masterclass.

Looking forward to your posts!

16:00 Return to Bella Center

On our way back you can have a refreshment and a moment of zen...

16:45 The Green Side

Claire Roumet, Deputy Executive Director of Energy Cities

Claire is also former General Secretary at CECODHAS Housing Europe, and she will share with us her view on the similarities between housing and cities in energy transition. She will look at the need for financing and the structural similarities that we share – and how the energy transition and housing go hand in hand...-but also, what is needed to deliver.

17:15 The Social Side

Meik Wiking, Director of the Happiness Research Institute

The Happiness Research Institute is an independent think tank composed of next generation researchers, academics and strategists. The Institute explore why some countries and cities are happier than other.

Meik will look into what housing means for happiness and how this translates into a happier more stable and equal society – and how this relates to OECD's Better Life Initiative and a more inclusive way of calculating GDP.

18:00 Aperitif and Jazz

Let's end the Masterclass with Class!

While sipping on your well-deserved aperitif, we want you to get involved and write down all words, phrases, ideas, needs and wishes on our huge black board for us to take onboard for the input to the European Commission for the Annual Growth Survey.

20:00 **Dinner**

DAY 2 **BUILD A DANISH SOCIAL HOUSING AREA**

09:00 **Welcome**

A sum-up of yesterday's impressions and presentation of the Minecraft Game.

BL has developed a new educational tool for elementary schools for discussing society and democracy, and for educating on the Danish Social Housing model and the story behind.

Minecraft is a sandbox indie game, which allow players to build constructions out of textured cubes in a 3D procedurally generated world. Other activities in the game include exploration, gathering resources, crafting, and combat. Minecraft is played worldwide by more than 40 mio. people.

The BL Minecraft project was developed to let a young audience learn about democracy, urban planning and architecture in a new innovative way. Using a Minecraft-model of a fictional social housing area urban communities and challenges connected to the real world can be explored. The project has already created buzz in the Danish schools and media.

09:45 **Put your theory to practice!**

XX from the Danish Architecture Centre will take us through the world of Minecraft and teach us about the Danish Social Housing Model in a new and interactive way.

In groups, you will be given concrete welfare challenges that you will have to solve through the building of your own social housing area in Minecraft.

12:00 **And the winner is...**

Each group will present their solutions created in Minecraft followed by a vote to award the best solutions.

The winning case will be used as an example for the input to the European Commission's Annual Growth Survey.

13.00 **Lunch**