

SOCIAL HOUSING

**Looking back, moving forward;
embracing change to deliver the future**
Policy Conference



Thursday | June 15th 2017 | WesterUnie | Klönneplein | Amsterdam | Netherlands



WELCOME TO THE INTERNATIONAL SOCIAL HOUSING FESTIVAL

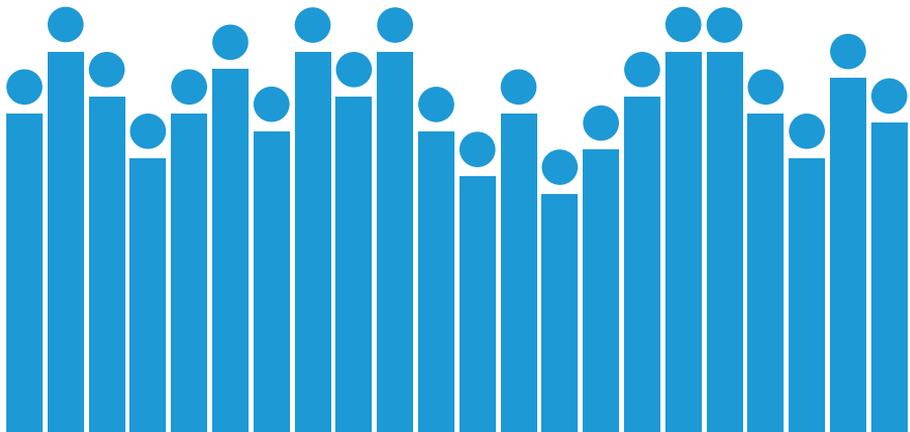
45 events organized by 30 partners, 8 different venues in the Dutch capital, more than 168 hours dedicated to a basic human right. The first celebration of the long tradition of decent, affordable housing for all is coming on June 13th in Amsterdam. Over 9 days the International Social Housing Festival (ISHF) will illustrate through conferences, workshops, lectures, tours, presentations, exhibitions, film screenings, debates, installations, activities for children and much more the added value of social housing for sustainable communities.

www.socialhousingfestival.com

WHY DO WE NEED A SOCIAL HOUSING FESTIVAL?

You don't know what you have until it's gone... This widely shared life lesson corresponds to the public, cooperative and social housing, too. Access to a decent, affordable home is the foundation of pretty much everything else. At the same time the lack of it is at the core of the urban crisis that unfolds in many metropolitan centres across Europe, widening the inequalities and generating a number of social challenges. We must keep in mind that there is no magic switch. Once decision makers take steps back concerning housing policies, it's very difficult to recover. It's very hard to start a housing system from scratch.

The International Social Housing Festival (ISHF) is a timely occasion for all of us to make noise in support of what we have in this post-truth era that reproduces stereotypes and myths around housing. We have many reasons to celebrate as well as numerous great examples to share of the work housing associations carry out on the ground changing people's lives. There's still a lot to be done, many changes we have to embrace so that we can provide the future homes. We therefore need a broad alliance of all forces to deliver this vision. Starting from the ISHF we invite you to be part of it, too!



WELCOME NOTE

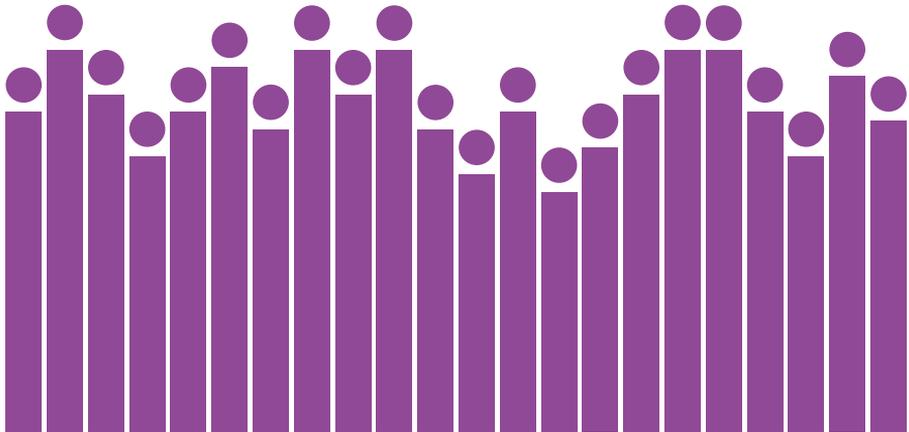
by Marc Calon, Housing Europe President



Social challenges, financial and political instability, urban and architectural developments impact the foundation of people's lives, the very home they live in. Public, cooperative and social housing providers, operating as counterbalance to the market, are confronted with a number of changes they have to embrace. But far from being passive, housing associations on the ground come up with innovative solutions and pave their own way for the future...

What are the practices that are already working and can inspire? How can access to affordable housing be secured for all? What should the various stakeholders involved in housing provision keep in mind with a look into the future? What should be the objectives of housing policies? What is the role of the cities?

Are you interested in the future of housing? Be part of a dynamic debate that takes place within the International Social Housing Festival as a timely response to stereotypes and myths reproduced in our post-truth era and join a broad alliance to deliver the vision of future homes!



THE AGENDA AT A GLANCE

SOCIAL HOUSING: LOOKING BACK, MOVING FORWARD; EMBRACING CHANGE TO DELIVER THE FUTURE

International Conference

15 June 2017, 9:30 - 16:30

WesterUnie, Klönneplein, Amsterdam, Netherlands

9.00 Registration & Welcome coffee

9:30 Warm up

- Introduction by Eddy Adams, moderator
- Welcome by President of Housing Europe, Marc Calon
- Warm-up quiz: *A step back, to jump forward - Questions and facts about the history of social housing in Europe.*

10:00 INSPIRE: KEYNOTE PRESENTATION

- Ilka Ruby, Publisher & Curator, Ruby Press: *Together! The New Architecture of the Collective*

10.30 - 11.00 Coffee Break

11.00 DISCUSS I: PREPARING FOR CHANGES

Moderated by Eddy Adams

- Dr. Rudiger Ahrend, Head of Urban Policy Division at the OECD: *Housing in the City: The 21st Century Challenges*
- Carina Dantas, Innovation Director in Cáritas Coimbra and Vice-President of EU Covenant on Demographic Change: *Social housing and demography - the challenges of an ageing society*
- Dr. Wouter van Gent, Assistant Professor, Department of Geography, Planning and International Development Studies, University of Amsterdam: *Demographics, inequality, diversity and the role of social housing*
- Discussion with the audience

12.30 - 14.00 Lunch

- Special Session during Lunch Break | More than housing: *Videos of the 4 European Responsible Housing Awards 2016 winning projects*

14.00 DISCUSS II: EMBRACING CHANGES

Moderated by Eddy Adams

- John McPeake, Interim CEO of Helm Housing, N.Ireland & Housing Europe Board Member: *'From a dementia scheme to a dementia friendly community: how a Belfast-based housing association is making a difference'*
- Rossana Zaccaria, President of Legacoop Abitanti, the Italian Association of Inhabitants' Cooperatives: *'Ospitalia solidale: helping youth access to housing'*
- Bertrand Bret, Advisor to the Chairman & Head of International Affairs, Paris Habitat: *'An innovative policy of dialogue with tenants for a better living together'*

- Discussion with the audience

15.00 - 15.30 Coffee Break

15.30 ACT: THE UNITED CITIES OF EUROPE

Moderated by Eddy Adams

Round table discussion with cities:

- Laia Ortiz, Deputy Mayor of Social Rights in Barcelona City Council
- Laurens Ivens, City of Amsterdam Alderperson responsible for Building & Housing Planning
- Dr. Elisabeth Merk, City of Munich Planning Director
- Marc Calon, President of Housing Europe

16.30 COMPASS: LESSONS LEARNT AND THE WAY FORWARD

- Cédric Van Styvendael, General Director of Eastern Habitat Métropole & Housing Europe Board Member

Closing cocktail on the premises



FOCUS ON THE CONTENT

INSPIRE: THE KEYNOTE

'Together! The New Architecture of the Collective'

Affordable housing is scarce – that much has become evident in the last few years. As real estate prices in big cities continue to skyrocket, conventional ideas of housing development prove unable to meet demands. The reaction to these challenges has been a silent revolution in contemporary architecture – towards collective building and living.

- Ilka Ruby, Berlin-based Publisher and Curator on issues surrounding Architecture and Urbanism, will deliver her keynote presentation addressing this global phenomenon by presenting a broad array of collective building and living projects from Europe, Asia, and the United States. An overview of historical precedents for the current wave of collectives demonstrates that the idea of collectivity has been a recurring theme in the history of architecture, from the reformist ideas of the nineteenth century to the hippies and squatters of the twentieth who touted the slogan *make love, not lofts*.

DISCUSS I: PREPARING FOR CHANGES

Our world is changing faster than the ways we provide homes. Housing providers will need to operate in a totally different ecosystem in the future. What are the major trends that will be defining their work? Mobility, demographics, increasing urbanisation and the challenge of segregation are just a few of them. Experienced representatives of a political institution that sets the international standards in a wide range of areas, a leading European university and of a civil society organisation with a long tradition help us shape the picture of the future, inviting you to add your touch to the canvas...

- Dr. Rudiger Ahrend, Head of Urban Policy Division at the OECD: *'Housing in the City: The 21st Century Challenges'*
- Carina Dantas, Innovation Director in Cáritas Coimbra & Vice-President of EU Covenant on Demographic Change: *'Social housing and demography – the challenges of an ageing society'*
- Dr. Wouter van Gent, Assistant Professor, Department of Geography, Planning and International Development Studies, University of Amsterdam: *'Demographics, inequality, diversity and the role of social housing'*

DISCUSS II: EMBRACING CHANGES

Housing providers are way beyond just passive recipients of the changes that shape the context in which they operate. How do public, cooperative and social housing providers futureproof their operating strategies? Which are the areas in which they invest the most in technological and social innovation? Cooperatives in Italy aiming to make the most of their unique model, a Northern Irish association creating dementia friendly communities and the biggest social housing provider in the French capital that generates affordable housing solutions. With public support retreating how can social and affordable housing providers help and be helped? Get a flavour of actual best practices on the ground and share your ideas and concerns with housing association representatives from across the continent.

- John McPeake, Interim CEO, Helm Housing in N.Ireland & Housing Europe Board Member: *'From a dementia scheme to a dementia friendly community: how a Belfast-based housing association is making a difference'*

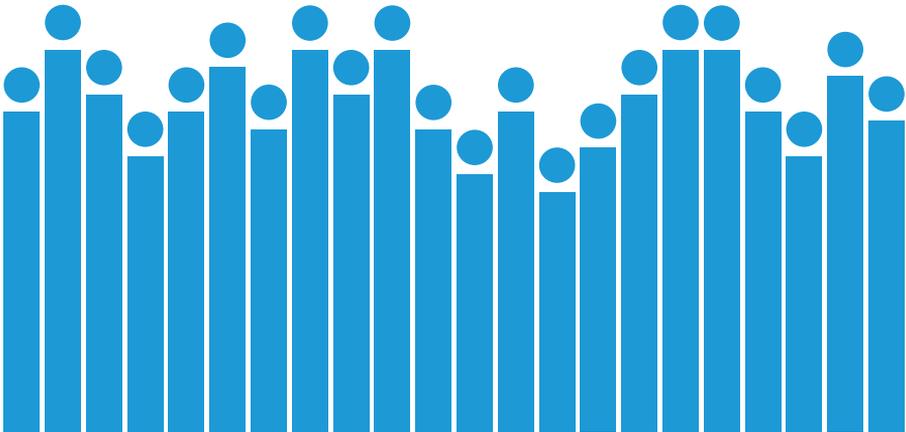
- Rossana Zaccaria, President of Legacoop Abitanti, the Italian Association of Inhabitants' Cooperatives: *'Ospitalia solidale: helping youth access to housing'*
- Bertrand Bret, Advisor to the Chairman & Head of International Affairs, Paris Habitat: *'An innovative policy of dialogue with tenants for a better living together'*

ACT: THE UNITED CITIES OF EUROPE

Big or small, in the centre or in the periphery cities are the places where the vast majority of the global population will be living in the future. At the moment, numerous urban centres across the globe turn into “arrival cities” for those migrating, fleeing war zones or just moving away from rural areas. With their field of responsibility being the scenery for the transformation of our society, local authorities are the first ones that make the decisions defining their future. Housing is a core element.

Representatives from major European cities sit around the same table with the President of Housing Europe in an open discussion with a double objective; on the one hand to present key lessons learnt over the last few years in diverse contexts and on the other hand to identify the challenges that need to be addressed in the near future.

- Laia Ortiz, Deputy Mayor of Social Rights in Barcelona City Council
- Laurens Ivens, City of Amsterdam Alderperson responsible for Building & Housing Planning
- Dr. Elisabeth Merk, City of Munich Planning Director
- Marc Calon, President of Housing Europe



THE SPEAKERS' LINE-UP

INSPIRE: KEYNOTE SPEAKER

Ilka Ruby, Publisher and Curator on issues surrounding Architecture and Urbanism



Ilka Ruby is a Berlin-based Publisher and Curator on issues surrounding Architecture and Urbanism. She studied Architecture at RWTH Aachen and TU Vienna. Together with her partner Andreas Ruby, she founded *textbild*, an office for architectural communication, and Ruby Press, a publishing house with a focus on architecture, art, and other cultural practices engaged in the production of space.

Through Ruby Press, the two have produced award winning books such as *City of God - Cidade de Deus* (2013), and *Housing Cairo* (2016) and realised a number of curatorial projects, such as the video installation *Endless Bauhaus*, part of the Modell Bauhaus exhibition at the Martin Gropius Bau in Berlin (2009); *Never Demolish* for the Copenhagen Architecture Festival (2017); and *Together! The New Architecture of the Collective* at the Vitra Design Museum (2017). Additionally, they have organized several international symposia on architecture and design, including the *Min to Max* symposium on affordable housing (2011).

Ilka Ruby has taught at Cornell University, Berlin University of the Arts, and the Peter Behrens School of Architecture in Düsseldorf.

DISCUSS I: PREPARING FOR CHANGES

Dr. Rudiger Ahrend, Head of the Urban Programme in the OECD's Directorate for Public Governance and Territorial Development



Dr. Rudiger Ahrend is Head of the Urban Programme in the OECD's Directorate for Public Governance and Territorial Development. In this capacity, he has been supervising numerous urban projects, for example on metropolitan development and governance, urban productivity, land use, housing, green growth, urban transport, and national urban policies.

As Head of the Urban Programme, Dr Ahrend is also in charge of the OECD Working Party on Urban Policies, as well as the OECD Roundtable of Mayors and Ministers. At the OECD, where he started as an official in 2002, Dr. Ahrend worked as a Senior Economist in the OECD's Economic Department. Prior to joining OECD, he worked as a researcher and independent consultant and has published widely, both in academic journals and newspapers. Rudiger Ahrend holds a PhD in Economics from the London School of Economics, as well as degrees in Social Sciences and Mathematics from the University of Göttingen, Paris-IX Dauphine, and the Sorbonne.

Carina Dantas, Innovation Director in Cáritas Coimbra & Vice-President of EU Covenant on Demographic Change



Carina Dantas has a degree in Law and post graduate studies in Psychoanalytic Psychotherapy. She is Director of the Innovation Department of Cáritas Coimbra (Portugal) since 2011, a non-profit organisation that supports more than 25.000 persons/year, with about 1000 employees and 150 volunteers. She is Caritas project manager of GrowMeUp; Project Reduz Internal Evaluator; Member of technical and pedagogical council of CEARTE – EVT centre; Representative in UE Digital Skills and Jobs Coalition; member of group 4 in

RIS3 Centro - smart specialization strategy; person of contact in Ageing@Coimbra network and for the Refugees support in the Dioceses. She is also Vice-President of the European Covenant

on Demographic Change; Main Coordinator in group D4 - Age-friendly Building, Cities and Environments of the European Innovation Partnership on Active and Healthy Ageing and Evaluator of the Innovative Practices Repository of the EIP-AHA. www.carinadantas.nl



Dr. Wouter van Gent, Assistant Professor, Department of Geography, Planning and International Development Studies, University of Amsterdam

Wouter van Gent is an assistant professor in urban geography at the University of Amsterdam. His work focuses on segregation, gentrification, neighbourhood change, housing and urban policies. Currently he is involved in a joint-research project with housing associations and municipalities that looks at regional dynamics to re-think neighbourhood regeneration and housing provision in Dutch urban regions.

DISCUSS II: EMBRACING CHANGES



Dr. John McPeake, Interim CEO, Helm Housing N.Ireland & Housing Europe Board Member

John McPeake is an economist and an urban planner who has spent the bulk of his professional career working in the field of social and affordable housing, mostly with the Northern Ireland Housing Executive (NIHE) in Belfast. He joined the NIHE in 1982 as a Graduate Trainee and retired in 2014 as its Chief Executive. In retirement he has maintained an active interest in housing and currently holds board roles at the Northern Ireland Federation of Housing Associations (Belfast), Wales and West Housing (Cardiff), and Housing Europe (Brussels). Following retirement John was appointed as an Honorary Professor in Housing at the School of Planning at Queen's University, Belfast. In 2016 John was encouraged back to full time employment as the Interim CEO at Helm Housing, where he led a merger with another NI based association to form Radius Housing, the largest housing association on the island of Ireland.



Rossana Zaccaria, President of Legacoop Abitanti, the Italian Association of Inhabitants' Cooperatives

Rossana was born in Milan and now lives in Rome. After her graduation in Modern Literature, with a specialisation on Adult Education she has worked for some years in the social field with elderly and children, researching for many years human rights with Amnesty International – Ambient Assisted Living with ITC/CNR – Social Cooperative Housing etc. Since 2006 her focus was the coordination of research projects within the network of Social Housing in Europe on different topics, including energy efficiency, innovative building technologies, empowerment of behavioural changes of tenants in the direction of sustainable use of the house with a new awareness of life style and collaborative methods, technologies and devices for elderly oriented to an Ambient Assisted Living. Over the last two years Rossana has been President of the National Association of Inhabitants' Cooperatives in Italy, Legacoop Abitanti, a member of Housing Europe.



Bertrand Bret, Advisor to the Chairman & Head of International Affairs, Paris Habitat

Bertrand Bret, 60, has a Post Graduate Diploma in Political Sciences and a Master of Communication. Prior to joining Paris Habitat in 2001 as Advisor to the Chairman, he worked for the Ministry of Foreign Affairs and served to French Embassies in the Middle-East. Then he held various roles and elected functions including advisor to a M.P, President of the Security Committee of the Region Ile-de

France Council, 1st Deputy – Mayor in charge of housing and urban projects of the 20th district of Paris and he joined the Mayor of Paris' staff as advisor to social housing companies' activities. He has been involved since 2012 in developing international partnerships and relationships between Paris Habitat and other social housing companies as in European and Asian capitals than in French-speaking countries. He is now the Head of International Affairs.

ACT: THE UNITED CITIES OF EUROPE



Laia Ortiz, Deputy Mayor of Social Rights in Barcelona City Council

Laia Ortiz i Castellví is deputy mayor for Social Rights in Barcelona. She is spokesperson for the political party Barcelona en Comú in the City Council. From 2011-2015 she was a member of the Congress of Deputies of Spain. She has been coordinator of Joves d'Esquerra Verda (Green Youth) party, Dones amb Iniciativa (women with initiative movement) and an analyst for the Institute of Political and Social Sciences. She is currently deputy mayor for social rights in the city council of Barcelona, president of the municipal institute for the disabled, and president of the municipal institute of social services. Since 2016 she is Chair of the Social Affairs Forum of Eurocities.



Laurens Ivens, City of Amsterdam Alderperson responsible for Building & Housing Planning

During his study of Economics, Laurens Ivens specialised in microeconomics, public finance, development economics and environmental economics. During his Political Science studies, he focused on group processes, elections and international comparisons. From 2001 to 2010 he was the Policy Assistant of the SP (Dutch Socialist Party) group in the House of Representatives. Since 2006 Ivens has been a member of the SP's City Council group, chairing it from 2010. In the same year, 40 prominent Amsterdammers elected Ivens as Amsterdam Councillor of the Year. In the City Council he spoke on finance, art and culture, and sport. In his post as Senior Assistant Public Affairs at the ANWB (Royal Dutch Touring Club) he was concerned with advocacy in the field of road safety and infrastructure.



Dr. Elisabeth Merk, City of Munich Planning Director

Elisabeth Merk was born in Regensburg in 1963. From 1988 to 1994, she worked in architecture and monument protection and completed her PhD in Florence. From 1995 to 2000, she contributed to urban planning, urban monument conservation and special projects in Munich and Regensburg. She led the urban development and urban planning division in Halle/Saale from 2000 to 2006. From 2005 until 2007, Elisabeth Merk held a chair in urban construction/urban planning at HFT Stuttgart. Since 2007, Elisabeth Merk has been the City of Munich Planning Director and was re-elected in 2013. In 2009, she was appointed honorary professor at the HFT Stuttgart. In 2015, Professor Merk was elected President of the German Academy for Urban Construction and Regional Planning (DASL).



Marc Calon, President of Housing Europe

Marc Calon is President of Housing Europe since 2014. He was President of Aedes, the Association of Dutch Social Housing Organizations from June 2009 till the end of 2016. Since January 2017 he is the chairman of LTO Nederland, the Dutch Federation of Agriculture and Horticulture. In that capacity, he was member of the Executive Board of the Dutch federation of SMEs

(MKB Nederland), member of the General Board of the Foundation for Urban Renewal and Board member of the Amsterdam School of Real Estate (ASRE). Prior to this, he has served as a Deputy of the Province of Groningen for ten years on behalf of the Labour Party. In his personal capacity, Marc is a member of the advisory board of the public transport company Arriva, member of the supervisory board of the distribution network operator Enexis, and still active as a farmer.

COMPASS: LESSONS LEARNT AND THE WAY FORWARD



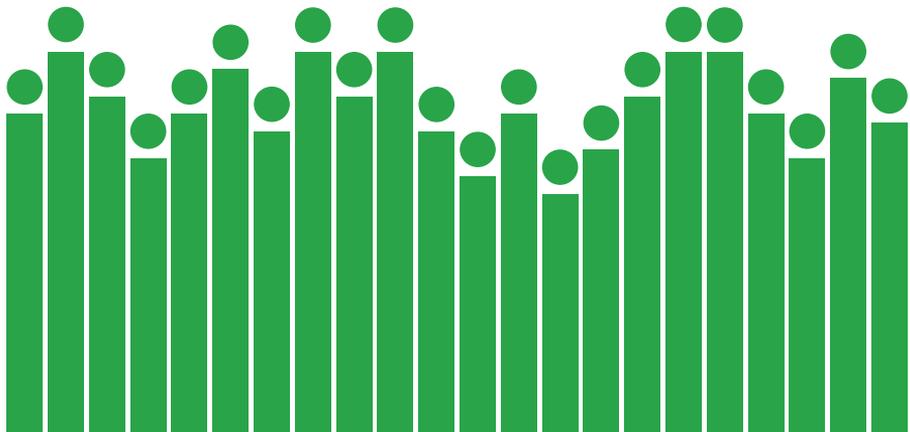
Cédric Van Styvendael, General Director of Eastern Habitat Métropole & Housing Europe Board Member

The organisation, a member of Union Sociale pour l' Habitat (USH), the French partner of Housing Europe, manages around 14.000 homes and has more than 300 partners. After his term at the Habitat and Territories Council on issues of urban local management, urban renovation and strategy, Cédric became General Manager of Villeurbanne Eastern Habitat. He is member of the Board of Housing Europe as well as a member of the executive committee of USH.

The event is moderated by Eddy Adams



Eddy Adams is interested in cities. He works as an Expert for URBACT, Urban Innovative Actions and the OECD, amongst others. He is also an adviser to the Social Innovation Exchange (SIX). You may find him on Twitter @Eddyca1





BROUGHT TO YOU BY

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.

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



Aedes is the national organisation promoting the interests of practically every social housing organisation in the Netherlands, on all possible fronts. Together, Aedes members manage 2.4 million dwellings, constituting 32 percent of the total housing stock. As a network organisation, knowledge centre and think tank, Aedes provides a platform for its 299 members to meet, exchange ideas and develop visions.

www.aedes.nl | [@aedesnet](https://twitter.com/aedesnet)

The Festival is you! [@ishf2017](https://twitter.com/ishf2017) [#housingfest](https://twitter.com/housingfest) [#futurehome](https://twitter.com/futurehome)