



Vision 2040 for an age-friendly environment in Europe: potential scenarios and the stakeholder roles

Homes4Life Stakeholder Workshop | Brussels, Belgium | 11 June 2019

**A European certification
for ageing in place**



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A hand is shown holding a wireframe architectural model of a house. The background is a dark, textured surface with various digital icons and network lines, suggesting a futuristic or technological theme. The text is overlaid in the center of the image.

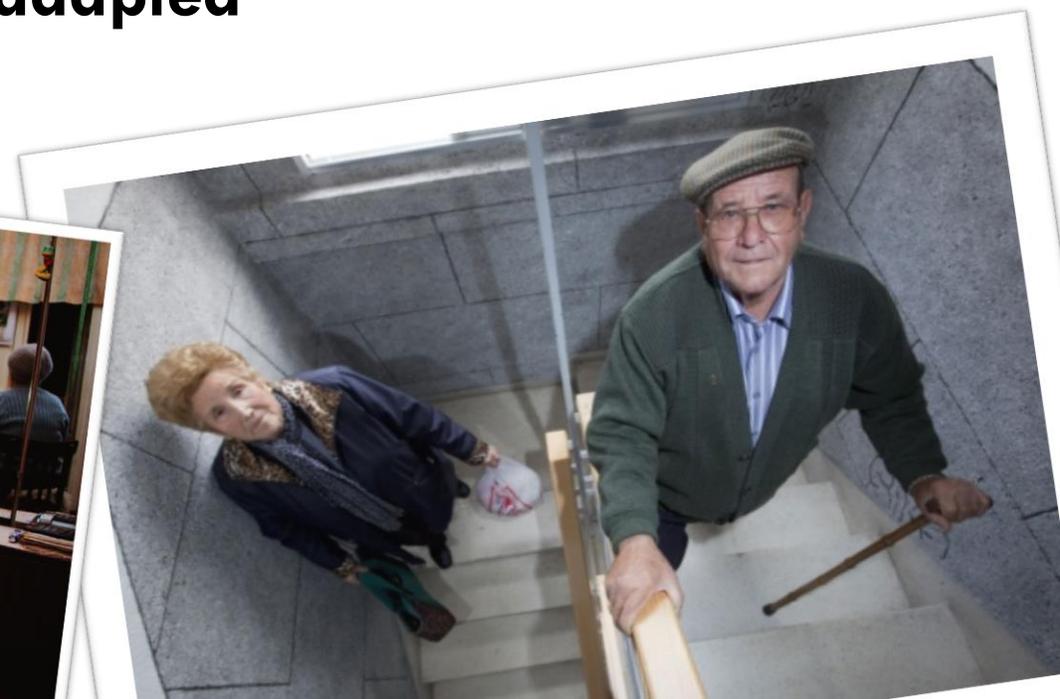
WHAT DO WE EXPECT FOR 2040?

OUR LIVING ENVIRONMENTS



A tremendous impact on our **health** and **wellbeing**

- Challenges of Europe's **ageing** demographics
- A huge share of the building stock is not **adapted**





THE HOMES4LIFE VISION



Our vision proposes
the **desirable**
age-friendly
environments
which should be
the **standard**
in the Europe of 2040



ACCORDING TO WHO...

An environment can be labelled as age-friendly:

- when **accessible, equitable, inclusive, safe, secure, and supportive**
- when it fosters **health, well-being** and **participation** to society
- when it **prevents** the onset of disease and functional decline
- when it provides **people-centred** services and support to enable recovery or to compensate for the loss of function

A COMPREHENSIVE VISION



Where housing is...

- **adaptable, accessible, affordable** – all in all: suitable
- integrated into the **outdoor environment** (neighbourhoods, cities, country side, etc.) with the help of **inclusive mobility** solutions
- **preventive** and **compatible** with health and social care needs
- supportive of people's **participation to society** either through formal employment and volunteering
- contributing to **financial sustainability** via the reduction of healthcare costs and increased market value for certified homes

A BACKBONE FOR THE CERTIFICATION SCHEME

The Homes4Life vision is the underpinning rationale for the adoption of the certification scheme

- comprehensive
- applicable to different local contexts
- supportive of all stakeholders

In order to achieve our goal, we have reflected on several exploitation paths for the certification following four *draft* (!) scenarios

LIKELINESS OF AGE-FRIENDLY HOUSING TO DEVELOP



	#1 Frontrunners	#2 Happy many	#3 Happy few	#4 Lions' den
NEED FOR AGE-FRIENDLY HOUSING	++	++	+++	+++
AWARENESS OF THE NEED	+++	+++	N/A	++ or +
OPERATIONAL READINESS	+++	++	++	+
FINANCIAL CAPACITY	+++	++	+	+

LIKELINESS TO ADOPT THE CERTIFICATION



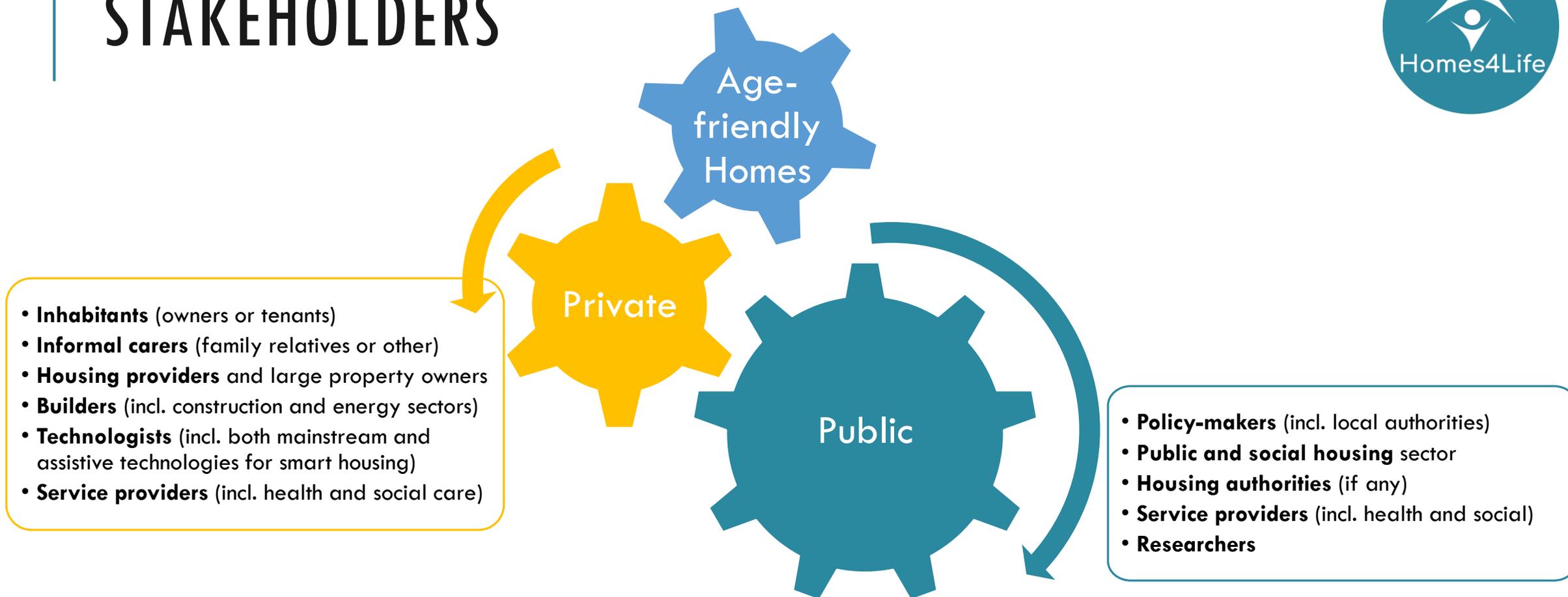
	#1 Frontrunners	#2 Happy many	#3 Happy few	#4 Lions' den
INCENTIVES TO SUPPORT AF HOUSING	already existing and used by stakeholders in the field	in sharp increase (legal, policy, financial)	non-existent or unfit	non-existent
DWELLING OWNERS	convinced and already taking action	incentivised, willing to adapt the stock	very isolated, represent a small share of the stock	competing priorities OR not fully in charge of making decisions
FINANCIAL CAPACITY	high	relatively high	mixed	low
LIKELINESS TO ADOPT THE SCHEME	no sufficient added value given the current practices	<i>(best candidate)</i> need for coordination, awareness raised, capacity to invest and implement the scheme	<i>(scattered candidates)</i> inequalities between stakeholders' capacity to invest and implement the scheme	incapacity to adopt the certification scheme no matter the level of awareness



DRAFT HOMES4LIFE EXPLOITATION PATHS

	#1 Frontrunners	#2 Happy many	#3 Happy few	#4 Lions' den
MAIN STAKEHOLDERS INVOLVED	All key stakeholders are committed and involved in the process	Public authorities, social housing organisations, private stakeholders with a social purpose	Private for-profit stakeholders with financial capacity to invest in age-friendly housing	Pilot leaders and innovators, very localised public authorities
HOMES4LIFE STRATEGY	Maintain contact and exchange respective good practices	Support the implementation of the certification scheme (e.g. help public authorities integrate the certification in public procurements)	Support the implementation of the certification scheme where frontrunner can be identified + Keep raising awareness of the return on investment of age-friendly housing	Identify barriers; raise awareness of the added-value of age-friendly housing; set up multi-stakeholders cooperation when needed

STAKEHOLDERS





BREAKOUT SESSION

Question 1.

Do you agree with this vision? What would you change or improve?

Question 2.

From your stakeholder's perspective, what should be your role to contribute to make this vision a reality? What kind of support would you need to play this role? Is that specific to your country?

Question 3.

What would you expect from a certification for age-friendly housing?

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