



“Imagine a society where your house is truly your home. A supportive, enabling environment that helps you realize your full personal and social potential. Imagine a society where such houses are within reach for Europeans of all ages, regardless of income, gender, race or ethnic background, sexual orientation, health status, or disability. This is the vision Homes4Life supports for 2040.”

# AGENDA



## Certification for Ageing in Place

Homes4Life Final Conference  
28 January 2021  
9.30 - 13.00



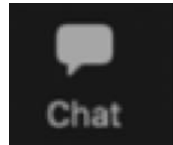
The HOMES4LIFE project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement N° 820295.

|               |  |
|---------------|--|
| 9.30 - 9.35   | WELCOME  |
| 9.35 - 9.50   | HOMES4LIFE AGE-FRIENDLY HOUSING VISION         |
| 9.50- 10.10   | HOMES4LIFE KEY MESSAGES & CERTIFICATION SCHEME |
| 10.10- 11.10  | ROUND TABLE: WHAT'S NEXT?                      |
| 11.10- 11.20  | COFFEE BREAK                                   |
| 11.20- 12.35  | AWARD CEREMONY                                 |
| 12.35 - 12.50 | Q & A  |
| 12.50 - 13.00 | CONCLUSION                                     |

# HOUSE RULES



Mute your microphone



Questions?? → chatbox



**Final Conference\_ January 28<sup>th</sup>, 2021\_ Virtual**

This project has received funding from the Horizon  
2020 Programme under Grant Agreement n°826295



# HOMES4LIFE

Certification for Ageing in Place



# INFUSING OUR VISION

## The desktop research clarified our vision.

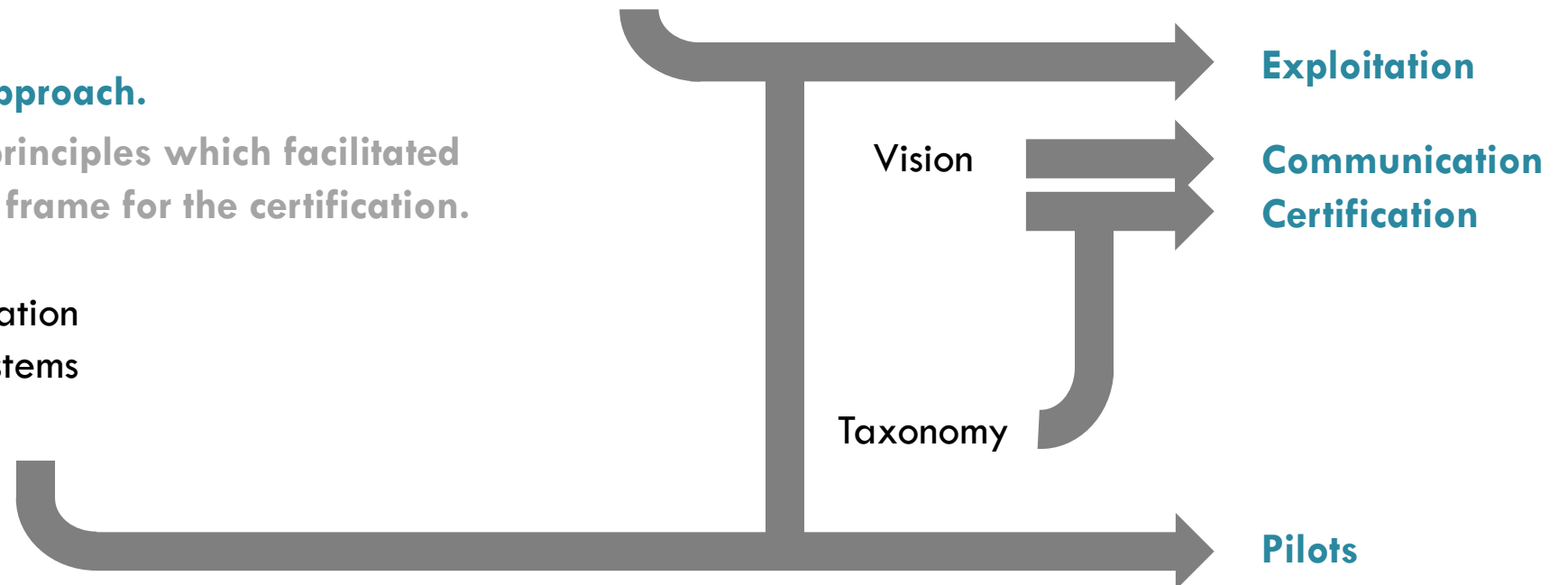
It flagged hotspots for the taxonomy and identified country specificities to feed our exploitation strategies.

## The vision harmonised our approach.

It underpinned our baseline principles which facilitated our communication. It set the frame for the certification.

Innovation  
Systems

Research report



# MAIN INSIGHTS



- Confirmed **preference for ageing in place** but currently **unfit housing stock**
- Mapping and clustering of **cultural and national differences** in relation to:
  - the awareness of the benefits of an age-friendly approach to housing,
  - what composes the housing stock and what is the ownership structure,
  - the long-term care policies and services to support autonomy in older age,
  - the preferences that could make alternatives to ageing-in-place acceptable,
  - the availability of alternative accommodations to one's home
- Identification of **four typical cases** for the development of age-friendly housing

# FOUR TYPICAL CASES FOR AFH



|                               | #1<br>Frontrunner | #2<br>Happy many | #3<br>Happy few   | #4<br>Lions' den |
|-------------------------------|-------------------|------------------|-------------------|------------------|
| NEED FOR AGE-FRIENDLY HOUSING | ++                | ++               | +++               | +++              |
| AWARENESS OF THE NEED         | +++               | +++              | +++<br>of ++ of + | +                |
| OPERATIONAL READINESS         | +++               | ++               | ++                | +                |
| FINANCIAL CAPACITY            | +++               | ++               | +                 | +                |



# A RAPIDLY AGEING CONTINENT

**65+** one in five (20%) today, more than one in four (29%) in 2080  
**80+** will more than double (6% to 12%) by 2080

## Other remarkable observations

- substantial share of 65+ living alone\* (around 30%, on the rise)
- women outlive men by six years, but the difference in healthy life expectancy between women and men is only nine months  
→ half of all women aged 85+ were living alone
- material deprivation is reducing, but growing inequalities





# HOW HOUSING SHOULD LOOK LIKE IN THE FUTURE. HOMES THAT:

- support autonomy and independence
- allow us to remain active and healthy
- promote our social inclusion and engagement

## Evidences and macrotrends

- good housing means good health
- good housing keeps people and care services away from institutions
- good housing empowers informal carers



# A KEY PUBLIC POLICY BASED ON THREE ELEMENTS:

- All relevant stakeholders (construction sector, public authorities, ICT and care service providers, financial sector, owners) must be aware of the benefits related to AFH and ready to implement an AFH strategy
- Appropriate tools and policy frameworks should be in place: regulatory/legal frameworks, housing stock structure and ownership (strong and non marginalized rental sector), housing governance (to meet future demand)
- All stakeholders need incentives appropriate to their needs and concerns: grants and tax credit/reduction for retrofitting and new age-friendly houses

# HOUSING STOCK\*



## Types

### Varies from country to country

The highest proportions for each type of dwellings (all ages, 2016):

- flats in Spain, Latvia (66%), Estonia (62%)
- semi-detached houses in the UK (60%), the Netherlands (58%), and Ireland (52%)
- detached houses in Croatia (71%), Slovenia (65%), Hungary (63%), and Romania (62%)

## Tenure

### Owner-occupied homes prevail

More than half of the population in each EU Member State lived in owner-occupied dwellings;

Yet with country differences: 52% in Germany up to 96% in Romania

Share of tenants (reduced price) is highest in: Slovenia (19%), Ireland (18), UK (17.9), France (16.4)

Share of tenants (market price) is highest in: Germany (40), Denmark (37.7), Sweden (34), Austria (30)

## Quality

### Most of 65+ in the EU do not live in overcrowded dwellings

Most difficult situations found in Latvia (26%), Poland (24.9), Croatia (20.6), Romania (18.7), Slovakia (18.4), Hungary (16.9), Bulgaria (16.8), Greece (12.7), Italy (9.3), and Lithuania (9.1) – EU28 average is 6.2%

## Affordability

### 10% of 65+ in the EU is overburdened by the cost of housing

Highest rates in Bulgaria (29%), Greece (27%), Denmark (21%), Germany (20%)

Lowest rates in Ireland (1.7%), France (3.1%), Spain (4.2%)

# FACTORS INFLUENCING THE DEVELOPMENT OF AGE-FRIENDLY HOUSING



## Enabling – facilitators

- **Regulatory framework:** legal provisions for accessibility, home adaptation and home care services;
- **Existing know-how:** official guidance (e.g. handbooks, accessibility standards, etc.) and supportive organisations;
- **Financial incentives:** grants and tax credit/reduction for retrofitting and new age-friendly constructions;
- **Housing stock:** strong and non-marginalized rental sector (facilitating access to smaller dwelling i.e. flat);
- **Clear responsibilities:** analysis of housing market and planning to meet future demand; specific institutions designated to deliver.

## Disabling – obstacles

- **No clear regulatory framework**
- **Existing know-how:** absence or very limited know-how, or absence of knowledge transfer;
- **Little or no financial incentives** for property owners and/or individuals to adapt dwellings;
- **Housing stock:** weak and marginalized rental sector (emphasis on home-ownership → responsibility to individuals);
- **No clear responsibilities:** leads to competing priorities in housing.

# OTHER POSSIBLE CHALLENGES

## Competing priorities

- Regarding housing policies (migrants, ghettos, cheap housing...)
- Regarding resource allocation (limited budget)

## Multi-level governance

- Reluctance to invest due to low level of (financial) support from beneficiaries

## Mismatch between housing market and reality

- Lock-in effect due to tax-related issues

## **In the absence of business models for age-friendly housing...**

- Only driven by what binding regulations require
- or if owners receive subsidies/financial incentives

## Growing need for age-friendly housing in all EU28 yet to different extent depending on:

- the structure of the housing market
- projected housing shortage
- urgency levels for adaptation

## Various maturity levels of age-friendly housing as defined in the Homes4Life vision:

- awareness of the issue
- range of good practices to “age in place”
- range of resilient housing options
- structural operational readiness for change
- financial capacity to make the shift

**A tailored approach is needed!**

[www.homes4life.eu](http://www.homes4life.eu)





THANK YOU FOR YOUR ATTENTION!

[Silvia.urra@tecnalia.com](mailto:Silvia.urra@tecnalia.com)



**Final conference\_ January 28<sup>th</sup>, 2020**

This project has received funding from the Horizon  
2020 Programme under Grant Agreement n°826295



# HOMES4LIFE

Certification for Ageing in Place



# ABOUT US



Project started in December 2018 – 27 months

9 partners from 5 EU countries

- TECNALIA | Spain (coordinator)
- TNO, Utrecht University | Netherlands
- Università Politecnica Delle Marche | Italy
- Certivéa and its subsidiary Cerway, R2M Solution | France
- ECTP, AGE Platform Europe, EUROCARERS | Belgium

# OBJECTIVES



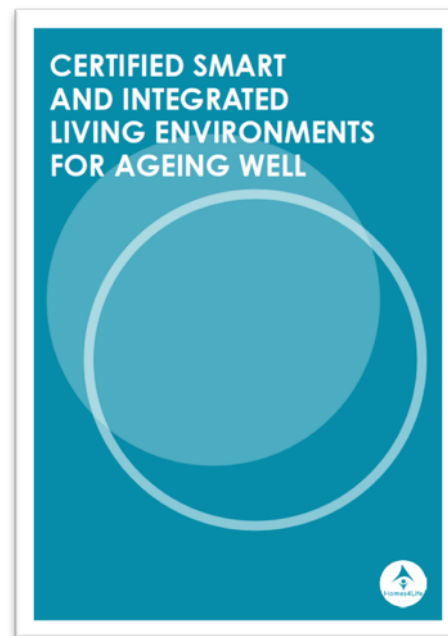
- **To develop an inspirational and realistic long-term vision and working taxonomy** of the needs and requirements for the development of age-friendly living environments
- **To develop a functional brief for the deployment of Homes4Life vision**, that overcomes the gaps detected in R&I projects and certification/labelling schemes
- **To develop and validate the Homes4Life certification scheme** on the basis of the Homes4Life functional brief
- **To deliver proof of increased future investment** into age-friendly living environments
- **To ensure a wide-spread dissemination and exploitation** of Homes4Life results



# MAIN OUTCOMES

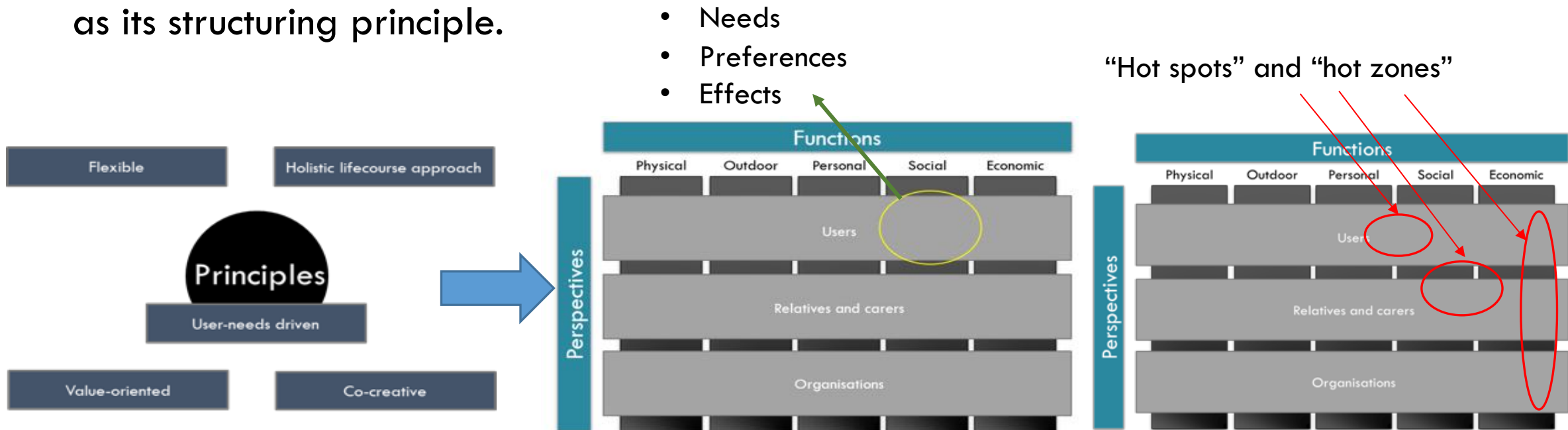


- **Homes4life Vision:** The H4L Vision is a document outlining the sector vision at 2040. The Vision will provide guidelines and tools for stakeholders that have to create business and policies about age-friendly environments.



# MAIN OUTCOMES

- **Taxonomy and KPI definition methodology:** The working taxonomy of age-friendly homes presents a structured and detailed breakdown of what it means for a home to be age-friendly. The KPI-framework uses the taxonomy as its structuring principle.



# MAIN OUTCOMES



- **Homes4life Certification Scheme:** A new European Certification Scheme for age-friendly housing in Europe. The scheme is based on a long-term vision of people's needs and requirements based upon a holistic life-course approach and a new conceptual framework for age-friendly housing.

### AGE-FRIENDLY HOUSING TO SUPPORT HEALTH AND WELL-BEING

Besides the wish of people to live independently in their homes, age-friendly housing offers many benefits.

- Age-friendly housing means good health.
- Age-friendly housing keeps people and care services away from institutions.
- Age-friendly housing empowers informal carers.
- Investing in citizens' health means social and economic sense.
- Age-friendly housing contributes to Europe's headline ambitions.

**27.1%**  
of all citizens will be over 65 in 2040.  
1.2% will be over 85.

**one in eight**  
of Europeans over 65 declare that their house is not comfortable when winter.

**10 million**  
the estimated demand for age-friendly homes in the upcoming years across the continent.

**x2**  
Public expenditure for long-term care is set to double by 2050. Age-friendly housing can help people receive care in their own homes and familiar environs.

**Homes4Life**  
EUROPEAN CERTIFICATION FOR AGEING IN PLACE

Homes4Life is a project which received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement 101019207.

### THE NEED FOR AGE-FRIENDLY HOUSING

The holistic approach of the Homes4Life certification scheme ensures needs of people who wish to age in place are recognised and addressed in the context of their wider social, economic and personal needs and preferences.  
Nadia Karmel, EUROCARERS  
The European Association Working for Carers

Our living environments have a tremendous impact on our health and well-being.

Ensuring that suitability and adaptability to people's needs and preferences, including when these evolve over time – is one of the most effective approaches to respond to challenges brought by our ageing demographics. However, a huge share of the building stock is not adapted to permit ageing in place. Even today's new constructions are often not prepared to support health and well-being over the life course.

Homes4Life is a European certification scheme based on an integrational and realistic vision of people's needs and requirements in a life-course approach. The certificate builds both on the potential of well-designed construction and digital solutions, for more resilient dwellings.

The Homes4Life certificate has been successfully tested in 10 pilot cities throughout Europe. Learn about their experience on [www.homes4life.eu](http://www.homes4life.eu)

### THE BENEFITS OF AGE-FRIENDLY HOUSING

Our homes should be a place that:

- supports our independence and autonomy;
- allows us to remain active and healthy;
- promotes our social inclusion and engagement within our communities;
- respects our lifestyle choices and evolving needs as the years go by.

A Homes4Life certified dwelling encompasses all these dimensions.

Homes4Life will enable rethinking the construction sector practices towards a built environment that is resilient against social and demographic changes. Thanks to its Certification Scheme leveraging on digital technologies to empower Europe's built assets with new service-based functionalities.

Alain Zaki, Secretary General of The European Construction Technology Platform (ECTP)

Interfaces with other building certifications

Homes4Life works hand in hand with the HQE certification, the Accessibility label, and the EcoClimat label, delivered by Certuris, to demonstrate the overall performance of your building assets.

### A COMPREHENSIVE EVALUATION FRAMEWORK DESIGNED AROUND 6 STRATEGIC CLUSTERS

The 6 clusters cover an in-depth and holistic analysis of what a home and its components need to fulfil to create and maintain an age-friendly environment that is enabling, fit for purpose, flexible and resilient.

- PHYSICAL**  
Personal safety – Comfort – Accessibility and orientation – Health and social care – Smart-residential
- ECONOMIC**  
Affordable housing – Affordability for informal carers – Long-term security on cost of housing – Choice: availability of housing programmes and resources, etc.
- PERSONAL**  
Identity and emotional connectivity – Privacy and dignity
- SOCIAL**  
Social activity: ability to have social contact in home facilities, online connectivity – Employment – Autonomy of the home as a place to work, connection to a place of work, connection to a place of employment, etc.
- OUTDOOR ACCESS**  
Home and building – Immediate environment – Neighbourhood or village
- MANAGEMENT**  
Commitment – Analysis of the site – Involvement of stakeholders – Surveys

**HOMES4LIFE CAN BE APPLIED BOTH AT DESIGN, CONSTRUCTION, AND IN-USE PHASES**

**DESIGN & CONSTRUCTION**  
Make sure your future building is designed according to Homes4Life requirements

**IN-USE**  
Evaluate your current age-friendliness level and get recommendations on how to make it even better

### THE BENEFITS OF HOMES4LIFE CERTIFICATION

**WHO IS CONCERNED ?**  
Are you interested in developing age-friendly housing in residential homes so that they better support health and well-being over the life course? Whatever you are a residential property developer, a public authority, a social housing organisation or a committed citizen, Homes4Life is designed for you.

**WHICH HOMES ARE ELIGIBLE?**  
The certification scheme is inclusive in its design and can be applied to both new and existing buildings (see detached houses, small residential buildings, or individual flats) and regardless of the tenureship model.

**HIGHLIGHT YOUR COMMITMENT AND INVESTMENTS INTO AGE-FRIENDLY HOMES THROUGH A CERTIFICATION PROCESS THAT ENSURES A TRANSPARENT, EXTERNAL EVALUATION AND RECOGNITION.**

**PROPERTY DEVELOPERS**  
• Meet the growing demand for age-friendly homes due to European demographic projections  
• Increase the market value of your properties  
• Add new housing models to your portfolio aligned with current social trends

**HEALTH AND SOCIAL CARE PROVIDERS**  
Improved quality of houses is reflected in a better work environment for home-care workers, contributing to increase their job satisfaction, physical health and propensity to stay with the organisation, while minimising stress levels.

**HOMES4LIFE OWNERS**  
• Increased inhabitants' quality of life and well-being  
• Improved sense of comfort and safety at home  
• Increased value of your property: additional argument for renting

### HOMES4LIFE SERVICES: ADEQUATE SOLUTIONS FOR EACH PHASE OF YOUR PROJECT

Homes4Life is a collaborative, scalable and open approach. Join the Homes4Life community to keep up to date with the latest best practices, and communicate with other stakeholders engaged into the development of age-friendly housing.

**HOMES4LIFE EVALUATION**  
Explore the Homes4Life evaluation framework in its entirety. Evaluate your age-friendly performance with our EA online platform on all evaluation criteria from the 6 strategic clusters. Determine your strength, areas for improvement, and prepare your certification request.

**HOMES4LIFE CERTIFICATION**  
Demonstrate your commitment to the development of age-friendly housing, through an external and independent certification. Promote your actions addressing the health, demographic change and well-being societal challenge.

- formalise your certification request
- Conduct your self-evaluation on the EA online platform
- Provide required elements to demonstrate your performance
- Benefit from external advice and guidance during the on-site audit of your building
- Communicate your achievements when your certificate is awarded

**HOMES4LIFE TRAINING**  
Get trained in the holistic Homes4Life approach and methodology, in order to progress and further develop age-friendly housing that support health and well-being. You can expect benefits for everyone!

### CONTRIBUTE TO MAKE OUR HOMES RESILIENT TO OUR LIFE CHANGES. BUILD LIVING ENVIRONMENTS THAT MAINTAIN WELLBEING AS WE AGE.

Our certification comes with a communication package for every awarded client. It includes an official certificate, a promotional plate and poster, and customised reports.

The Homes4Life certification provides a much-needed common language for old safety organisations, policy-makers, and professionals of the construction sector to build together a more inclusive housing market.\*

Delia Hatzler, AGC, Platform Europe, The European network of older persons

**Homes4Life**  
EUROPEAN CERTIFICATION FOR AGEING IN PLACE  
[www.homes4life.eu](http://www.homes4life.eu)

Are you interested to deliver the Homes4Life certification? Contact us at [cert@homes4life.eu](mailto:cert@homes4life.eu)

|   |  |  |
|---|--|--|
| <b>HOMES4LIFE IS DELIVERED BY</b><br>EUROCARERS<br>EUROPEAN CONSTRUCTION BODIES | <b>CERTIFY</b><br>+33 (0) 3 20 85<br>cert@eurocarers.com | <b>TECHNICAL CERTIFICATION</b><br>+33 (0) 3 20 85<br>cert@eurocarers.com |
|---|--|--|

# MAIN OUTCOMES



4.1 Affordability

4.2 Choice

4 –  
Economic

5 –  
Physical

- 5.1 Personal Safety
- 5.2 Comfort
- 5.3 Accessibility and orientation
- 5.4 Health and social care
- 5.5 Smart readiness

6 –  
Outdoor  
access

- 6.1 Home and building
- 6.2 Immediate environment
- 6.3 Neighbourhood or village

1 –  
Management

3 – Social

- 3.1 Social activity
- 3.2 Employment

2 –  
Personal

- 2.1 Identity and emotional connectivity
- 2.2 Privacy and dignity

Taxo-  
nomy

+

KPIs  
(ca. 220)

Context  
analysis

+

Requirements  
(ca. 100)

+

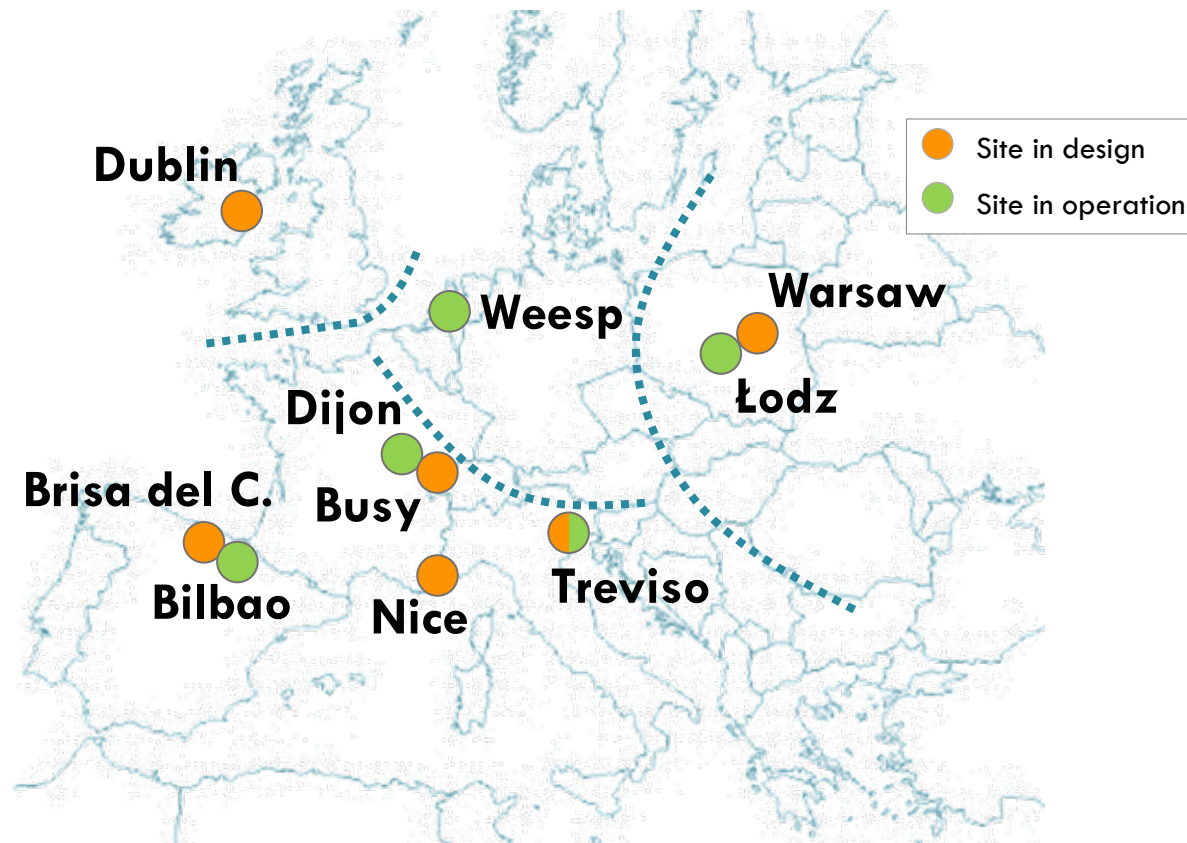
Surveys  
(ca. 50  
questions)



# IMPACT



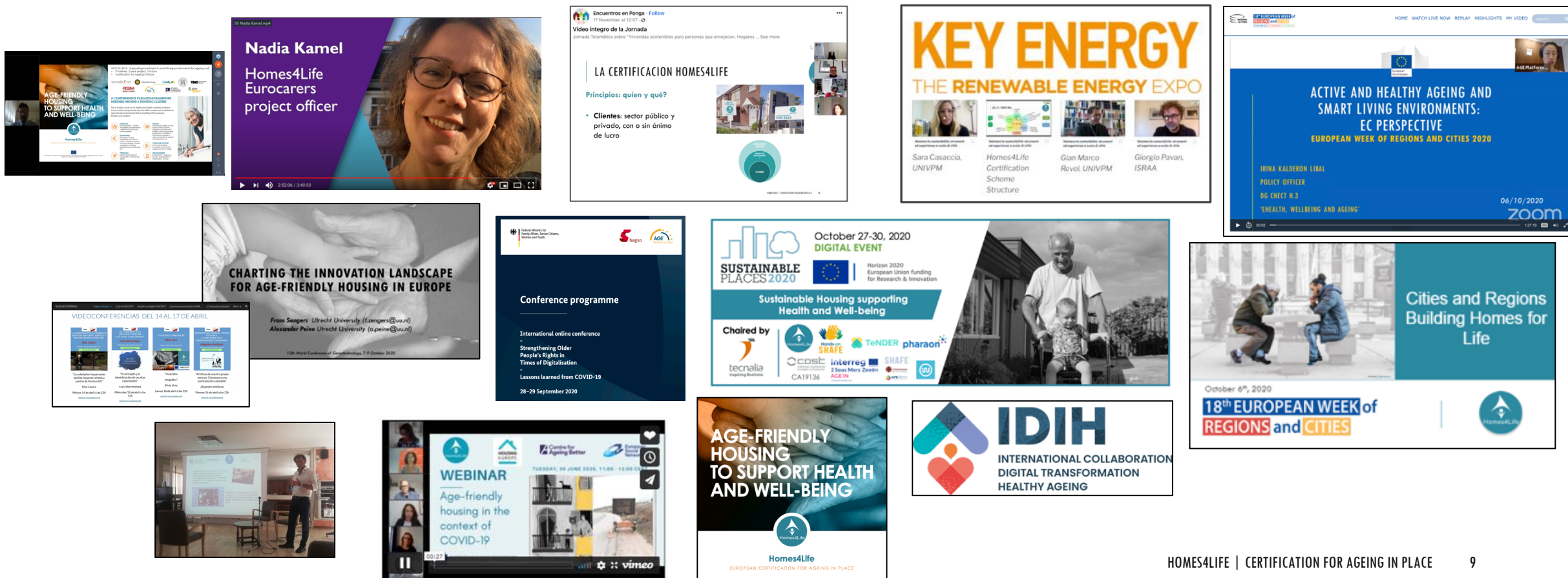
- 11 buildings throughout Europe successfully tested against the Homes4Life Certification Scheme



# IMPACT



- Participation in more than 50 events to disseminate the Homes4Life Vision





# IMPACT

- Finalist in the housing category at the SilverEco Award 2020 competition



# IMPACT

- Participation in one book chapter : The age friendly lens . Not published yet
- 1 article published <https://www.mdpi.com/2504-3900/65/1/12> , other one in review phase and another one on progress.





# IMPACT

- Homes4Life Community of Interest of 170+ stakeholders interested in age-friendly environments

## Homes4Life Community of Interest

Join the Homes4Life Community of Interest to keep in touch with us:

- Receive updates about our project progress (recently released public reports, etc.)
- Be invited to workshops or events organised by our partners
- Receive opportunities to contribute the Homes4Life certification scheme development (call for comments, pilot testing phase, etc.)



Photo credit: Unsplash

Your audience has **177** contacts. **174** of these are subscribers.

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⋮ Information and Communication Technologies · [Edit](#)  
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101 contacts

⋮ Sustainability · [Edit](#)  
115 contacts

# STAY IN TOUCH & COOPERATION



**Website :** [www.homes4life.eu](http://www.homes4life.eu)



**To discuss dissemination,  
communication &/or exploitation  
opportunities:**

[regis.decorme@r2msolution.com](mailto:regis.decorme@r2msolution.com)



**Deliverables available on** <http://www.homes4life.eu/deliverables/>  
[Silvia.urra@tecnalia.com](mailto:Silvia.urra@tecnalia.com)

THANK YOU FOR YOUR ATTENTION!

**Moderator:**

❖ Menno Hinkema (TNO)

**Speakers:**

❖ Kim van Sparrentak, Member of the European Parliament, Greens/EFA

❖ Catherine McGuigan, Chief Officer, Age Friendly Ireland

❖ Roslyn Molloy, Researcher, Housing Agency (IE)



# ROUNDTABLE: WHAT'S NEXT?