



Certified smart and integrated living  
environments for ageing well

## D4.5 – Certification Scheme Promotional Package

Deliverable D5.3		
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## Executive Summary

The European project “Homes4Life” (<http://www.homes4life.eu>) started in December 2018 and will end in November 2020. Its main output will be the development of a new European Certification Scheme for age-friendly housing in Europe. The scheme will be 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. It will help develop improved home environments that foster our independence, supporting us to remain active and healthy, and integrating construction and digital solutions where this is beneficial.

The purpose of this report is to present the Homes4Life Certification Scheme Promotional Package which has been developed to support the post-project exploitation of the Certification Scheme. The package includes:

- A certification promotional brochure
- A customisable certification poster for multi-family certified buildings
- A customisable certification metal plaque
- A customisable award certificate

The overall layout of the above elements is aligned with the already existing Homes4Life material which includes its project logo, project website, short promotional video and the Vision Document.

## Acronyms and abbreviations

CoI	Community of Interest
CS	Certification Scheme
D&C	Dissemination & Communication
EC	European Commission
EU	European Union
GA	Grant Agreement
KPI	Key Performance Indicator
LTC	Long-Term Care
PC	Project Coordinator
PO	Project Officer

# 1 Introduction

## 1.1 Aims and objectives

This report presents the Homes4Life Certification Scheme Promotional Package

The package consists in a professional quality marketing toolkit which includes a certification promotional brochure; a customisable certification poster for multi-family certified buildings; a customisable certification metal plaque; and a customisable award certificate.

## 1.2 Relations to other activities in the project

The Certification Scheme Promotional Package is an important tool to support the exploitation and supporting investment strategy developed in WP5. This promotional package as well as the signed MoU / commitment letters (D4.6) will be a part of the wider Homes4Life exploitation and supporting investment strategy (D5.2) developed in T5.2 and T5.3.

## 1.3 Report structure

**Section 2** of the report presents the methodology which led to the creation of the Certification Package. **Section 3** presents the different components of the Certification Package. **Section 4** concludes the report.

## 1.4 Contribution of partners

R2M is the main author of this report and led the work of the corresponding Task 4.4. The certification Scheme Promotional Package has been specified in close cooperation with Certivea, in order to replicate a similar approach that they successfully implemented earlier for their existing portfolio of certifications (e.g. recent building labels such as OsmoZ and Ready2Services). All partners have contributed by reviewing several design iterations of the package.



## 2 Methodology leading to the design of the Promotional Package

The overall concept and design approach for the Homes4Life Certification Scheme Promotional Package was initially discussed between R2M and Certivea in order to get inspiration from recent material developed for existing labels and certifications, such as OsmoZ<sup>1</sup> or Ready2Services (R2S)<sup>2</sup>.

The outcome of this discussion led to the writing of a design brief (see Appendix) which was used by R2M to launch a consultation toward 3 companies in order to gather and benchmark several offers. The proposal offering the “best value for money” was selected (ODBO<sup>3</sup>).

R2M developed the narrative content of the promotional package. It was submitted to all partners for an iterative peer-review, and when finalised it was communicated to the designer. Previous designed material and graphic elements (Homes4Life Vision brochure, images from the website, Homes4Life logo, etc.) were also provided to the designer in order to ensure a coherent design aligned with previously released material.

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<sup>1</sup> OsmoZ label : <https://osmoz.certivea.fr>

<sup>2</sup> R2S – Ready2Services label : <https://r2s.certivea.fr>

<sup>3</sup> ODBO designer : <https://odbo.org>

### 3 Certification Scheme Promotional Package

#### 3.1 Certification promotional brochure





# THE NEED FOR AGE-FRIENDLY HOUSING

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 makes social and economic sense.
- Age-friendly housing contributes to Europe's headline ambitions.

Read the Homes4Life 2040 vision on age-friendly housing at [www.homes4life.eu](http://www.homes4life.eu)

\* See the Homes4Life Desktop research Report at [www.homes4life.eu/deliverables](http://www.homes4life.eu/deliverables)

## 27,1%

of EU citizens will be over 65 in 2040.  
9,2% will be over 80.

## one in eight

of Europeans over 65 declare that their house is not comfortably warm during 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 2070. Age-friendly housing can help people receive care in their own homes and familiar environs.



**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 Kamel, EUROCARERS  
The European Association Working for Carers

### **Our living environments have a tremendous impact on our health and wellbeing.**

Ensuring their 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 to us by Europe's 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 wellbeing over the life course.

Homes4Life is a European certification scheme based on an inspirational 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 sites 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.

**Age-friendly housing is relevant for all citizens as it impacts on our health and wellbeing, our social interactions and capacity to participate in community life.**

Homes4Life supports the vision of a society where people have the opportunity to pick the place they want to live in and grow older. A society where age-friendly housing is available, accessible and affordable to all.



**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 Zarli, 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 Ready2Services delivered by Cerway, 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 readiness



### 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, proximity to activities and facilities, online connectivity; Employment: suitability of the home as a place to 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 refurbishing homes so that they better support health and well-being over the life course? Whether 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 (be it detached houses, multi- 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 minimizing stress levels

### HOMEOWNERS

- Increased inhabitants' quality of life and wellbeing
- 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 ISIA 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 ISIA 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 certification 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 civil society organisations, policy-makers, and professionals of the construction sector to build together a more inclusive housing market."

Estelle Huchet, AGE Platform Europe,  
The European network of older persons



### Homes4Life

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

EUROPEAN CERTIFICATION FOR AGEING IN PLACE

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

**HOMES4LIFE IS  
DELIVERED BY  
THE FOLLOWING  
EUROPEAN  
CERTIFICATION  
BODIES**

#### CERWAY

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#### TECNALIA CERTIFICACIÓN

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### 3.2 Customisable certification poster for multi-family certified buildings

## PÔLE INTERGÉNÉRATIONNEL DE NICE MÉRIDIA





**CERTIFIED  
AGE-FRIENDLY HOUSING**

This building has been Homes4Life-certified in 2021 in its Design phase, demonstrating a commitment to support ageing-in-place and the well-being of its occupants.

Contracting authority: CCAS Ville de Nice  
Phase : Design  
Certificate n° : H4L/428/17/271 REV00 of 01/02/2021

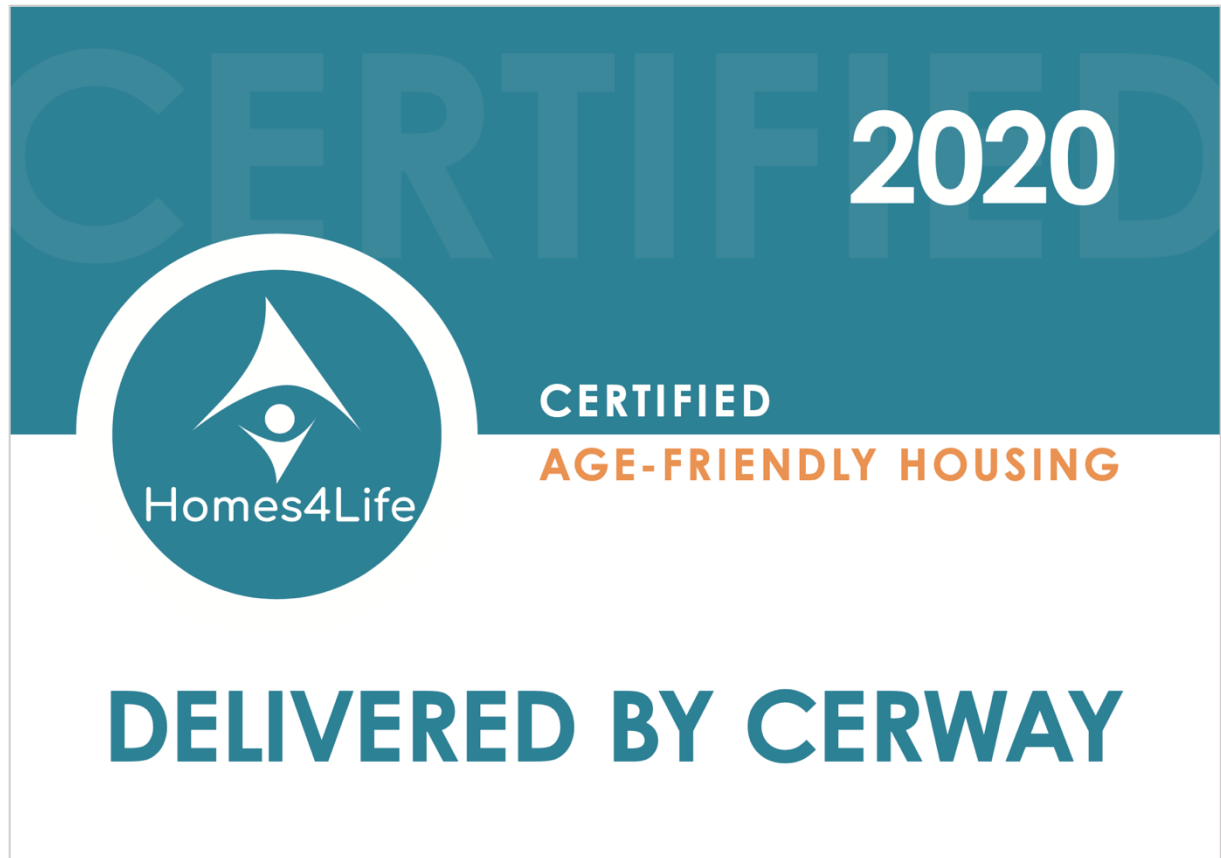
The Homes4Life certification criteria are available at [www.cerway.com](http://www.cerway.com)

**MÉTROPOLE  
NICE CÔTE D'AZUR**

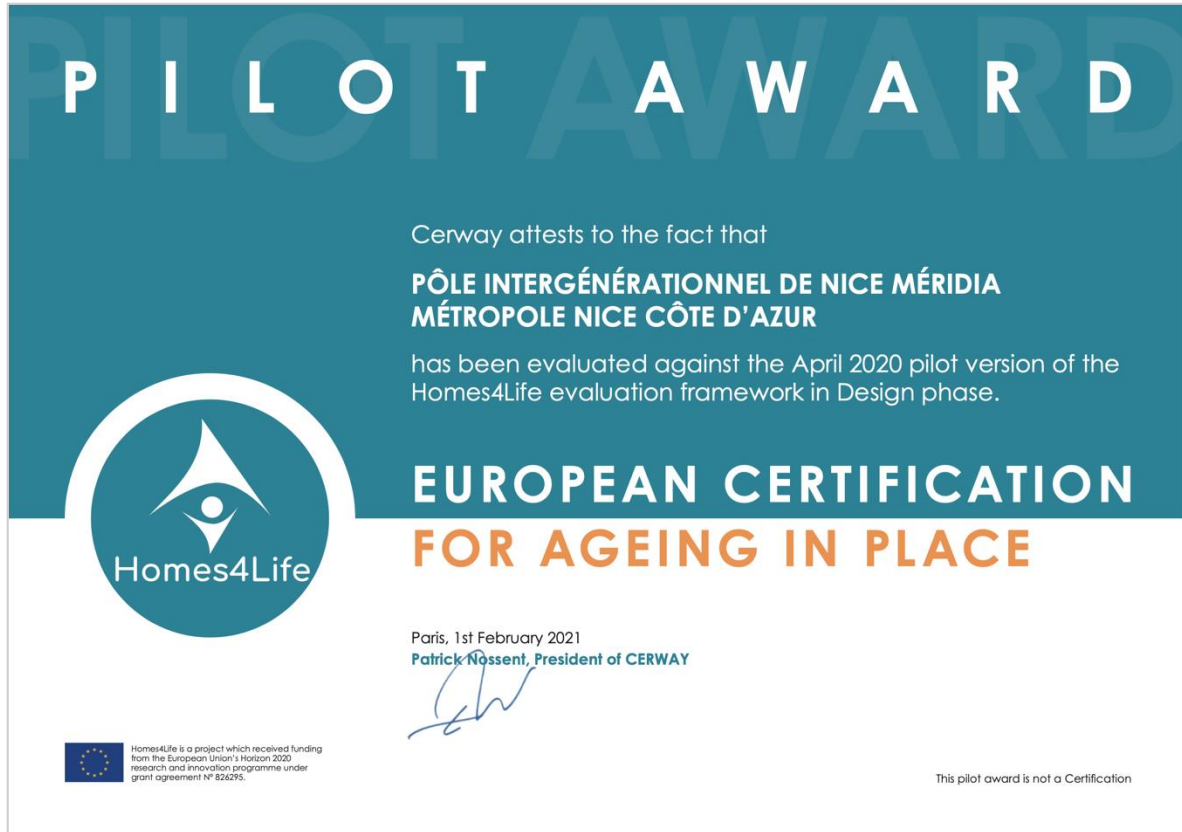




### 3.3 Customisable certification metal plaque



### 3.4 Customisable award certificate



## 4 Conclusions

The Homes4Life Certification Scheme Promotion promotional package includes:

- A certification promotional brochure
- A customisable certification poster for multi-family certified buildings
- A customisable certification metal plaque
- A customisable award certificate

The brochure will support discussion with relevant stakeholders (including those from the Homes4Life Community of Interest – D5.1) in order to gather the signed MoU / commitment letters to invest in Age-Friendly housing (D4.6). The award certificates will be customised and delivered to each pilot site taking part in the experiments conducted in WP4.

The overall package will be a part of the wider Homes4Life exploitation and supporting investment strategy (D5.2) developed in T5.2 and T5.3. It aims at supporting the post-project commercialisation of the developed Certification Scheme.

## Appendix: Design brief



### About Homes4Life

The European project "Homes4Life" (<http://www.homes4life.eu>) started in December 2018 and will end in November 2020. Its main output will be the development of a new European Certification Scheme for age-friendly housing in Europe. The scheme will be 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. It will help develop improved home environments that foster our independence, supporting us to remain active and healthy, and integrating construction and digital solutions where this is beneficial.

### Homes4Life Certification Promotional Package

The project intends to develop a Certification Promotional Package which will support the post-project commercial exploitation activities. This package should include the design of:

- A certification promotional brochure (8 pages, text content will be provided by the consortium – see example [here](#))
- A customisable certification poster for multi-family certified-buildings (example [here](#))
- A customisable certification metal plaque (examples [here](#))
- A customisable award certificate (1 page – A4 format)

The overall layout of the above elements should be aligned with the already existing Homes4Life material which includes its project logo, project [website](#), short promotional [video](#) and the Vision Document (see draft version [here](#))

### Proposals preparation and evaluation

[R2M.Solution](#), partner of Homes4Life, intends to subcontract a specialised company to develop the above promotional package. Interested companies are invited to submit in digital format their offer which should include:

1. A short company presentation (1-page max.)
2. A list of up to 5 references / links to earlier work that you deem relevant
3. CV of the designer who would execute the work
4. A signed financial proposal

Proposals will be evaluated according to the following 2 criteria:

1. Professional skills: evaluation performed based on provided references & CV (50%)
2. Price (50%).

This mission will be attributed to [the proposal offering the "best value for money"](#).

Applications should be submitted to [regis.decome@r2msolution.com](mailto:regis.decome@r2msolution.com) no later than **April 15<sup>th</sup> 2020**. Any question about this consultation shall also be sent to this email address.



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