



a general interest company
for **Housing for All**



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- Social housing stakeholder since 1948
- Developer
- Builder
- Administrator

Strong values...

- Solidarity
- Professionalism
- Respect
- Ambition

...in the service of a goal

Design, produce and manage accessible housing to the greatest number. Housing environmentally friendly, energy efficient and at low-water consumption



1st Social Enterprise For Housing in Isère (31/12/11)

- > 16,654 units
- > 131 municipalities
- > 201 employees
- > 350 delivered units
- > 1,976 assignments
- > Turnover more than 66 M€



A partnership with DELPHIS



L'association DELPHIS

www.delphis-asso.org

- Association created in 1989
- French network of 24 social landlords
- 4 components of R&D :
 - Environment
 - Corporate social responsibility
 - Social integration
 - Housing-services



Context : A major challenge for the years to come!



- 60 and over population increases sharply ("papy boom")
- The ratio of 65 and over population will double by 2050 in France (from 16 % nowadays to 30% in 2050)
➔ For SDH, the projections foresee a population of 54% of tenants aged over 65 by 2030
- Public policies converge towards the home support for the elderly. We age better and longer!



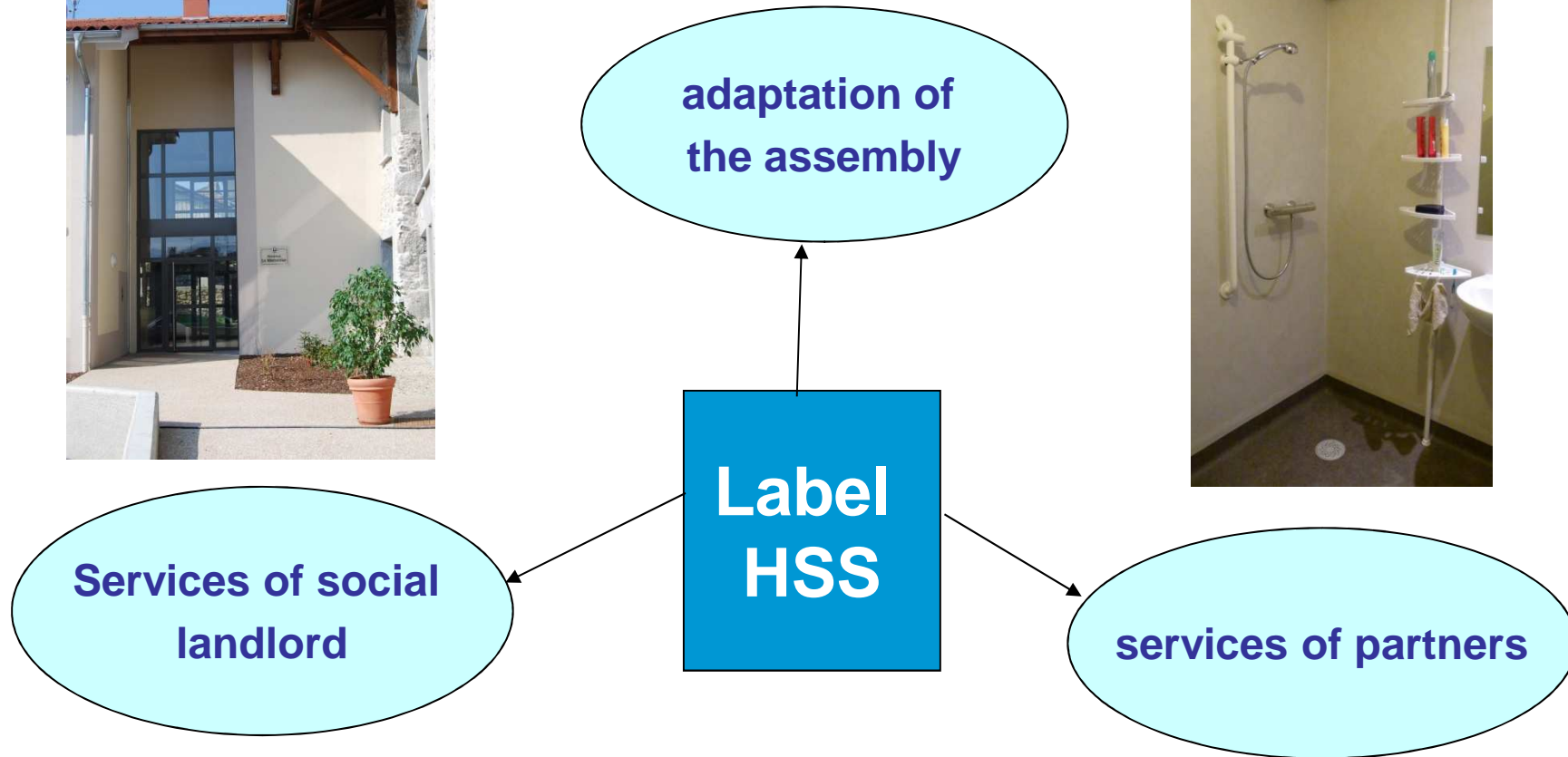
Project aims



- adaptation of the assembly (surroundings and common areas accessibility, features within the housing)
- Implementation of a **network of services** around elderly → *partnership with local players of Gerontology: co-production of a partnership agreement between City and SDH*
- **internal management** adaptation for a **more customized answer** to the needs of elderly
- **staff awareness raising** on elderly issues (communication and risk prevention for the elderly)
→ *identification and report on risk situation*



Birth of label Habitat Senior Services



Setting up of projects mixing different generations



- Importance of location (proximity services, transportation, accessibility ...)
- Program definition (a mixture of small apartments (2 or 3 rooms + kitchen) and large housing + if possible presence of a common room)
- Mix of families with children with older people to promote social cohesion and mutual exchanges
 - ➔ « Bon voisin' âge » Charter (*Good Neighborhood*)
- Formalize a more refined assignments approach to meet specific needs of elderly and maintain an intergenerational balance
- 1 annual meeting with the different stakeholders:
 - SDH
 - City
 - (Association of small crafts)

=> assessment and corrective actions to improve residence functioning



Outcomes



- Realization of 168 new units “Habitat Senior Services” in 15 residences mixing different generations
- Developement of twenty units “Habitat Senior Services” in 2 residences
- Success factors?
 - a balance in mixing generations
 - close to shops and transport
 - Animation by city services
- Difficulties ?
 - Human dimension
 - Technical technique



Conclusion



- Important monitoring work on gerontechnology
- Work in connection with medico-social players through group discussions on new devices introduction
- Regular participation in R&D working groups
- Mixing different generations can not be decreed, it is made of human relationships, of links initiated, of "living together". It is based on human, partnership and associations.



**THANKS FOR YOUR
ATTENTION**

