



Universiteit Utrecht



Neighbourhoods of the Future



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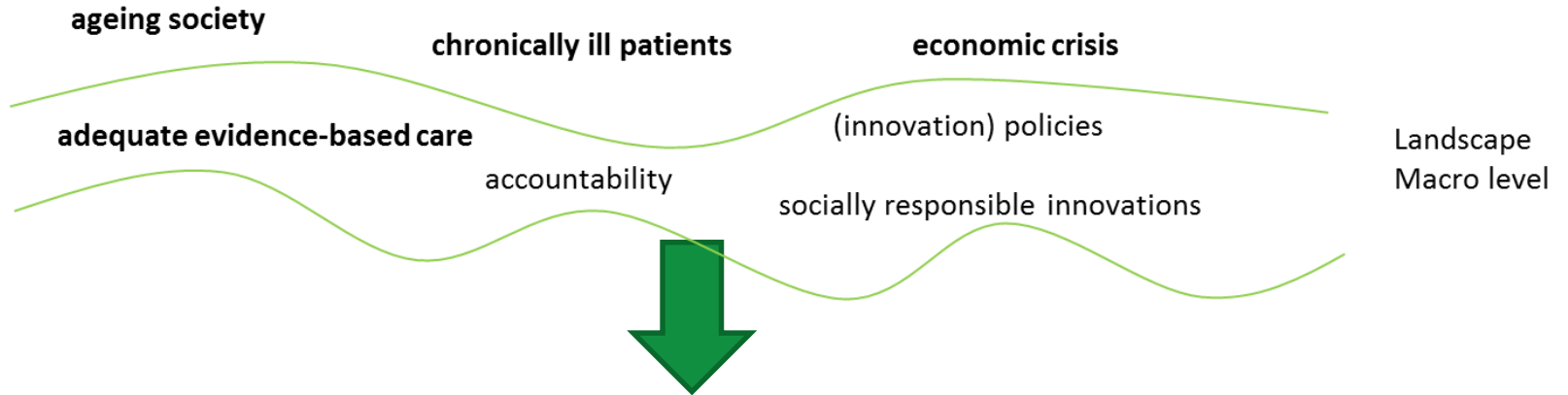
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#AgileAgeingRoadshow



Why?

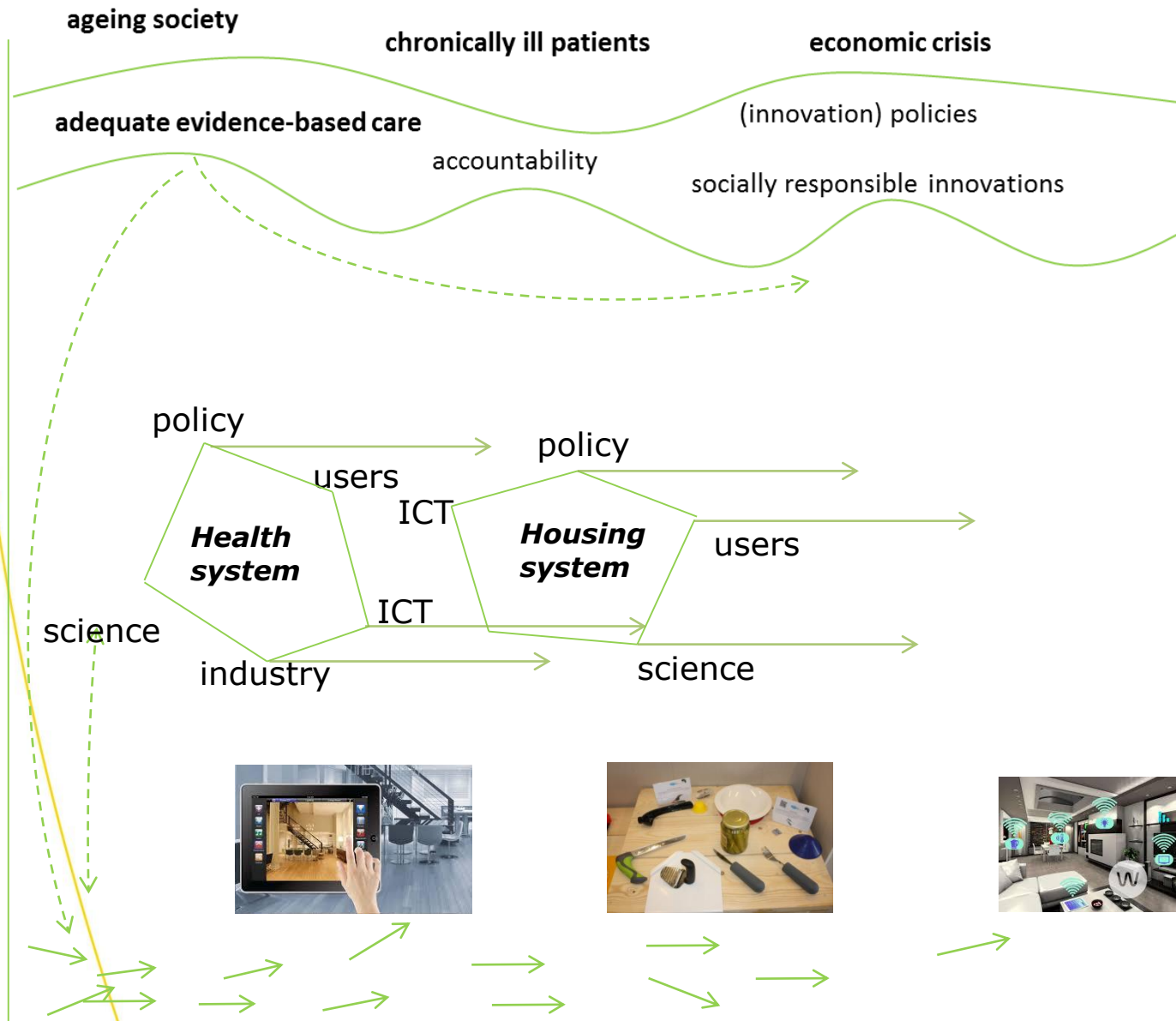




What?



Niche
Micro level





How?

A roadshow of interconnected
Open Innovation Workshops



Language

Language (or the lack of it) is a barrier to innovation

- *To consumer buy-in, probably labels*
- *To stakeholders outside social housing, health or care*

“Homes need to have a soul!” – “The pleasurable home”

- *Homes rather than housing, “ageing with options”*
- *Opportunity based design and the “why” for consumers*

Reference framework to provide such a language

- *“Age-friendliness” as the new business as usual*
- *KPIs and benchmarks as well as accessible “stories”*
- *Defined by the relevant stakeholders*



Collaboration

Industry logics are a barrier to innovation

- *Scaling up requires a joint innovation agenda in new partnerships*
- *Health and housing/construction and ICT*
- *Creative industries, design thinking and entrepreneurship*

Hence, leadership is important and exists (“good practices”)

- *Ermua in the Basque Country, “2000 new homes in Utrecht”*
- *Citizen driven initiatives*
- *The “AAL Advisor/pilot” -> new services*

But scattered – the Reference Framework should

- *collect best innovation practices*
- *enable “twinning” of initiatives – provide “stories”*
- *map success factors and barriers*



Financing

- Lack of money is not a barrier to innovation – but lack of investment is
- Neglect of the “middleground” between social housing and individual projects
 - 50-70% of housing market is sunk capital
- But also alternative financing such as health/social impact bonds, crowdfunding, loan schemes, revolving funds etc.
 - Many examples exist outside the housing domain
- How can the EC help, minimize risks and “leverage” investments?