

*Our Planet,
our Cities,
our Homes*

LYON | 4-8
JUNE 2019

2ND INTERNATIONAL
SOCIAL
HOUSING
FESTIVAL

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CITIZENS

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PUBLIC, COOPERATIVE
AND SOCIAL
HOUSING PROVIDERS

..

Dare to NOT be innovative

– how to implement good ideas to mitigate segregation

Anna Kanervo and Lena Liljendahl
Public Housing Sweden



Public housing in Sweden

- Every 7th Swede lives in public housing
- Open to everyone - not 'social housing'
- Almost 20% of the Swedish housing stock – half the rental sector
- 300 companies
- Owned by municipality
- A tool to meet the housing needs of the city



WHAT IS

PUBLIC HOUSING IN SWEDEN

The Swedish model

- A universal housing policy for social mix
- The public housing must be open to and attractive for EVERYONE
- Promote integration and social cohesion
- No public subsidy
- A special law that mix businesslike principles with a social responsibility

The image is a collage of four photographs. The top-left photo shows a yellow house with a red tiled roof and white window frames. The top-right photo is a close-up of a window with white trim. The bottom-left photo shows a balcony with several large white satellite dishes and a person leaning over the railing. The bottom-right photo shows a balcony with a person and a child looking out, with several satellite dishes visible. A semi-transparent white box with the text "Segregation anyway" is centered over the collage.

Segregation anyway

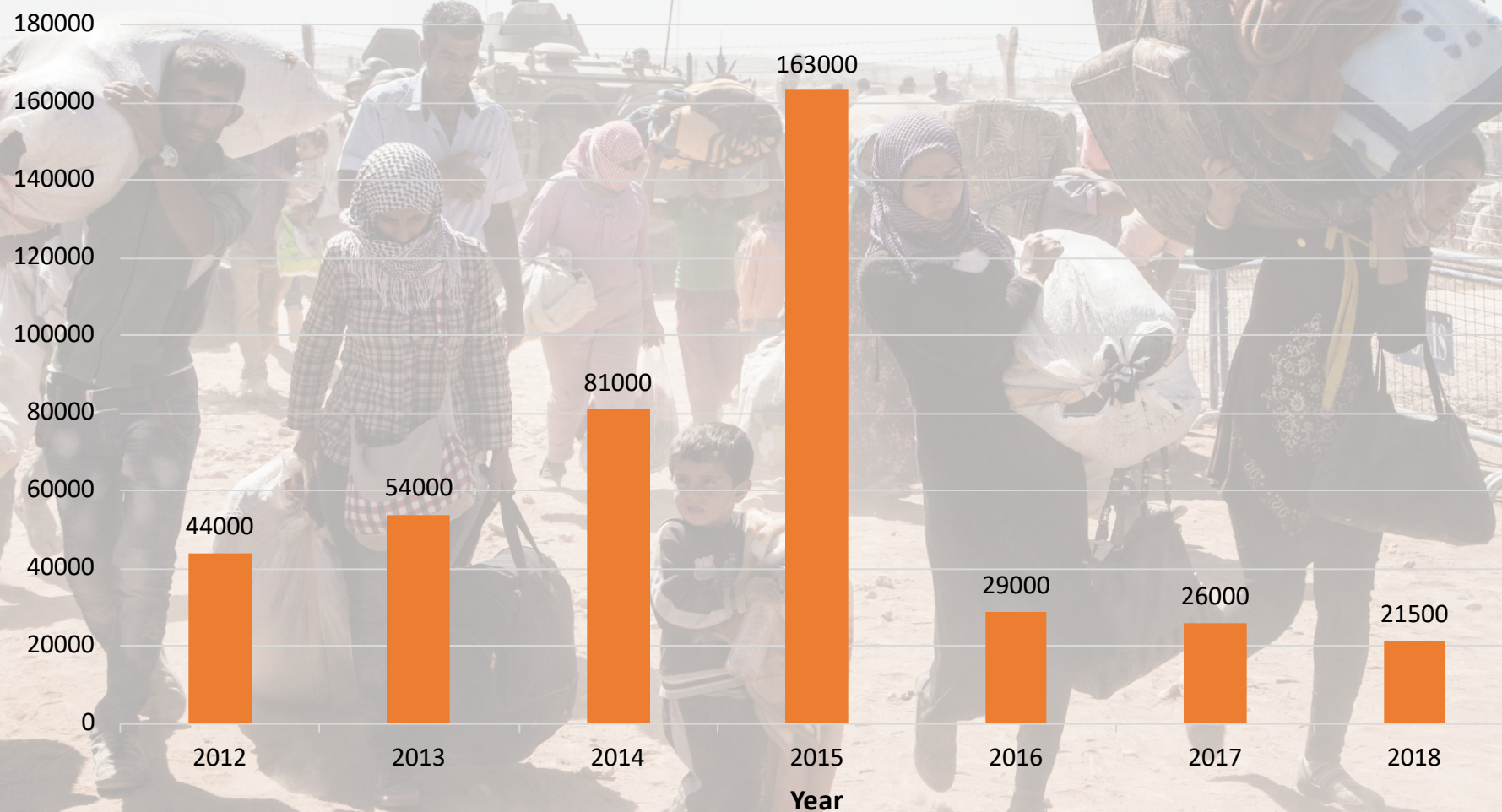
A person wearing a grey zip-up hoodie and dark pants stands in front of a weathered, grey wall with peeling paint and graffiti. The person's head is bowed, and their hands are in their pockets. The overall mood is somber and gritty.

Some areas have:

- High crime statistic
- Low grades in school
- More sickness
- Lower income

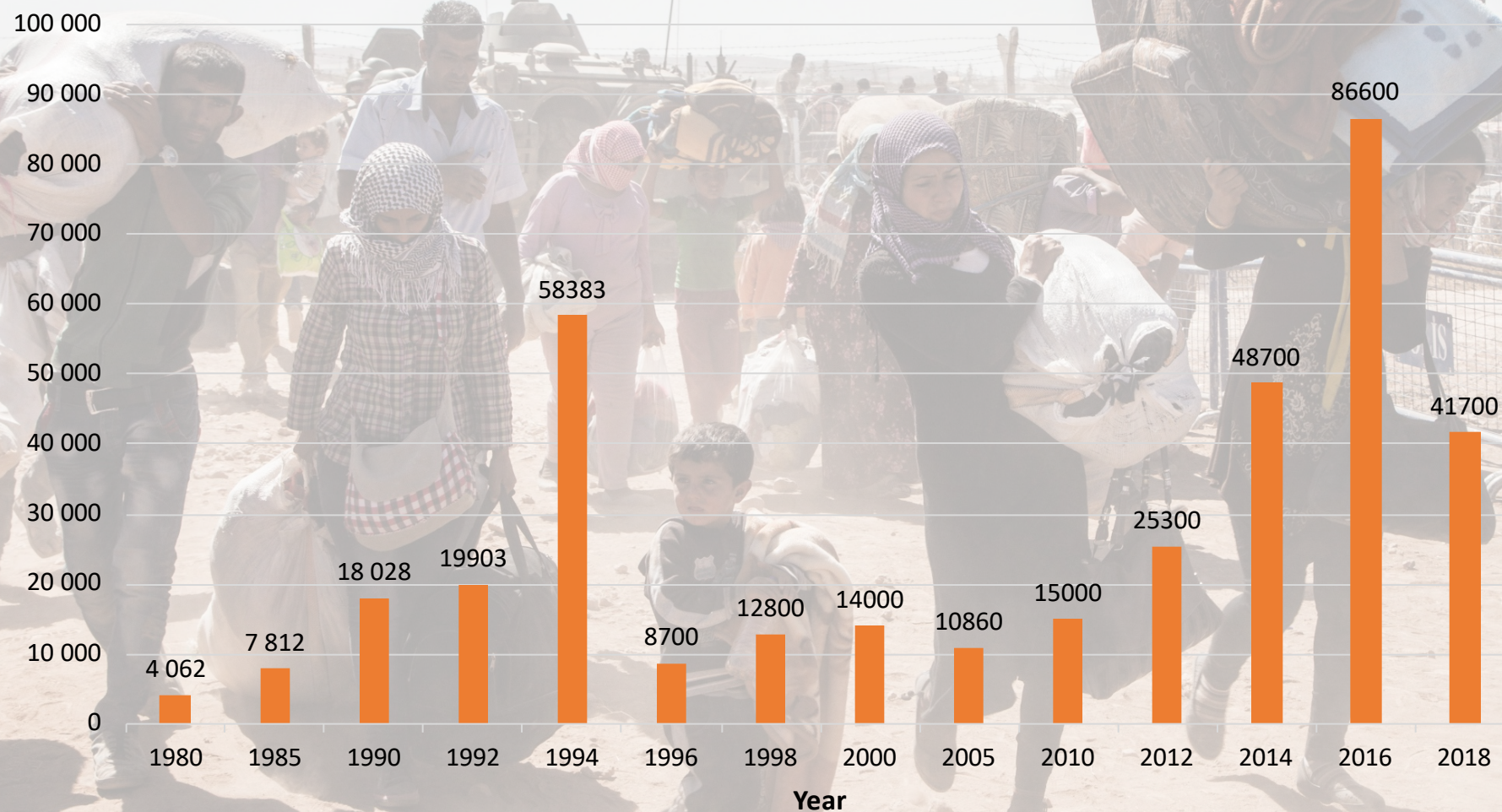


Number of asylum seekers, Sweden



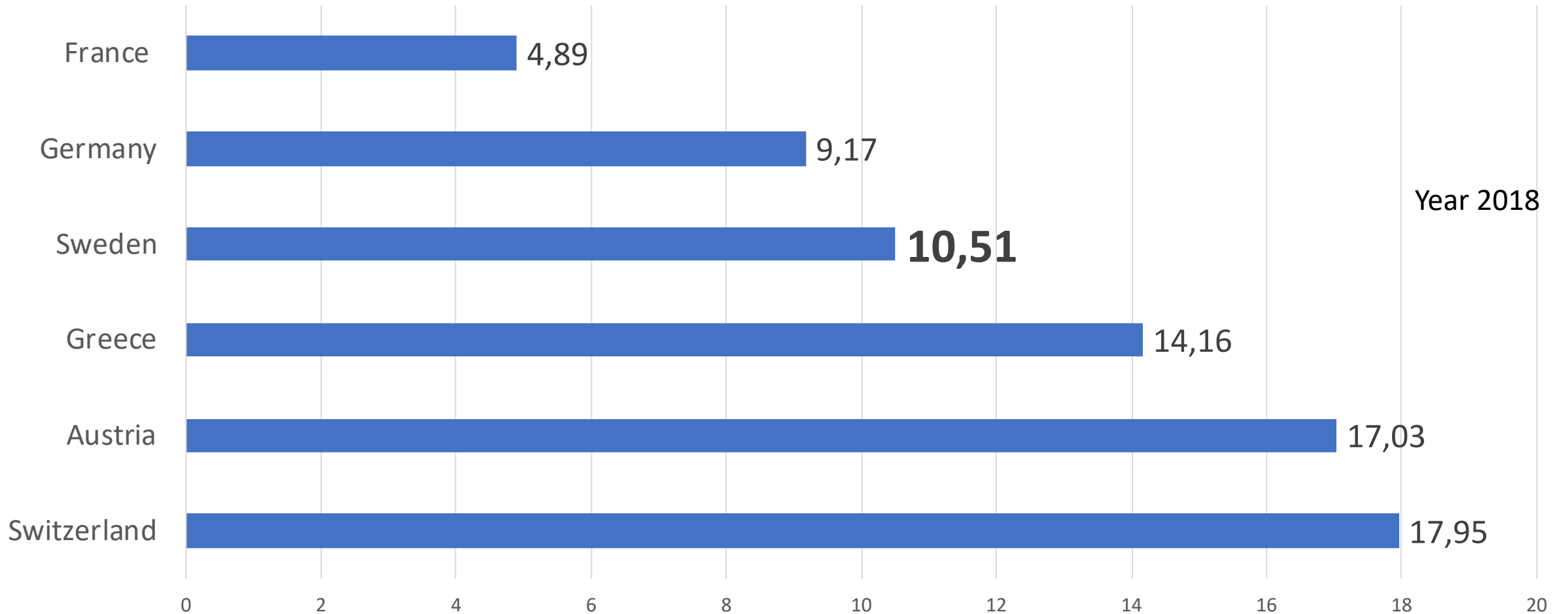
Source: Swedish Migration Agency

Number of granted residence permits, Sweden



Source: Ekonomifakta

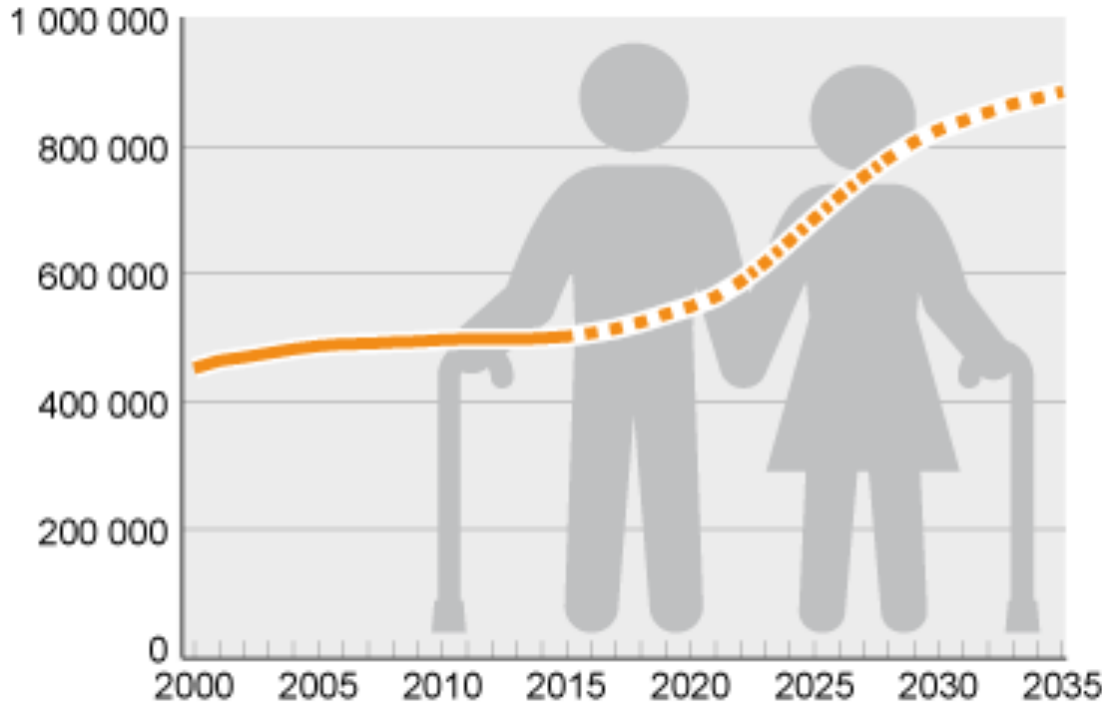
Number of asylum applications granted per 10,000 inhabitants



Source: Eurostat

Aging population in Sweden

Number of people who are 80 years or more



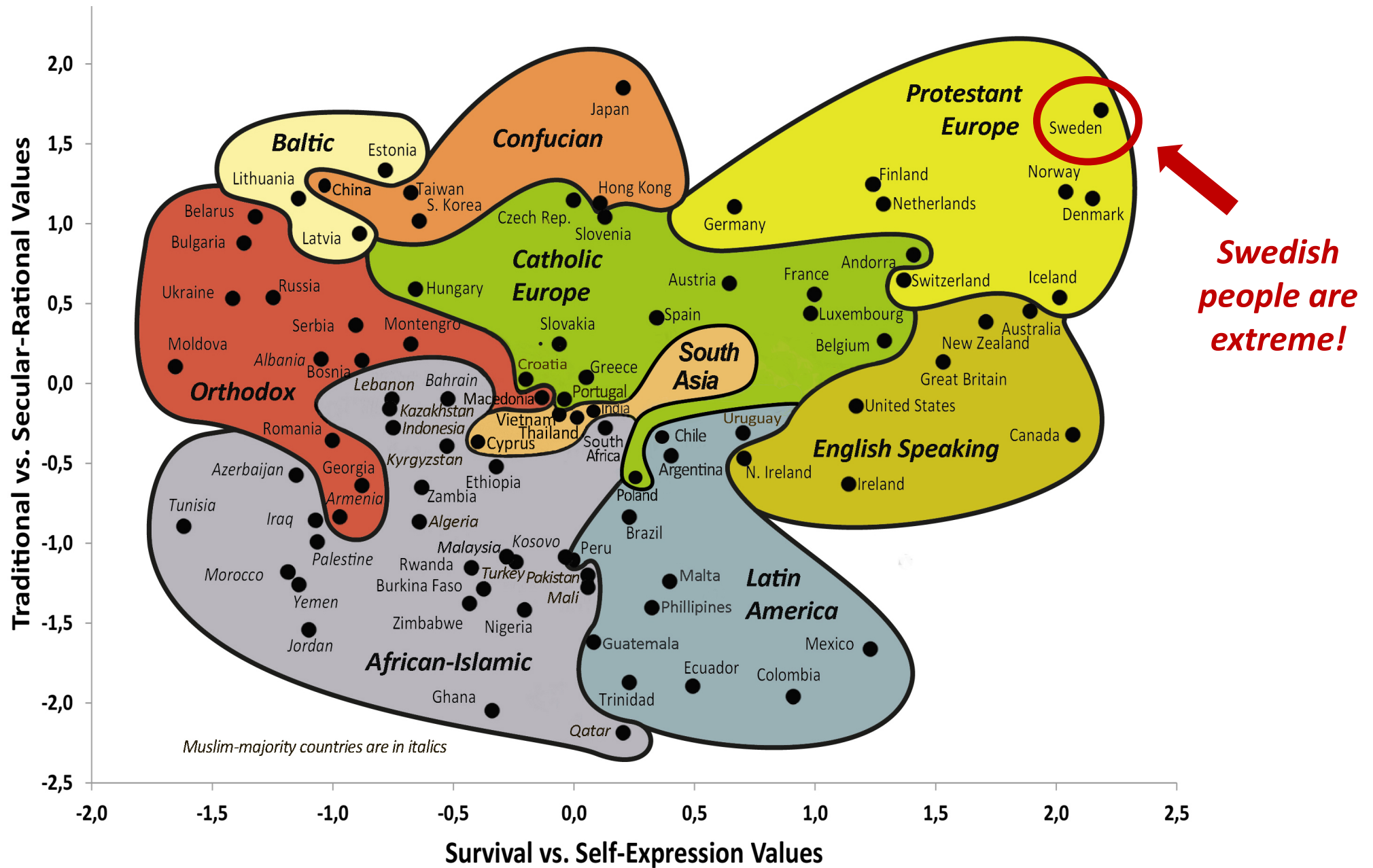
Source: Swedish Central Bureau of Statistics



*Only in the real estate
industry we need
15 000 people
for the next 10 years.*

Source: Fastighetsbranschens utbildningsnämnd (FASTUN)

Foto: Åsa Sjödin



Källa: World Values Survey. Ronald Inglehart "Cultural evolution" (2015)



*The housing companies
are important actors,
there are a lot of good
examples*

*If we have the same
problems,
let's share the
solutions!*



The Portalen concept

“To reduce the level of dependence on welfare through work or self-financed studies.”



The Portalen concept

- A place for matching people with work in two neighbourhoods in city of Norrköping
- The concept is based on an American development theory: **ABCD – Asset Based Community Development**
 - The focus is on the persons competences and strengths instead of weaknesses



Hageby – One of the neighbourhoods

- 9600 inhabitants
- 57% foreign-born residents
- 100 different nationalities
- 24% have post-secondary education
- 50% in gainful employment (working age)



Strong Partnership behind the initiative

- Public housing company in city of Norrköping
- Municipality of Norrköping
- The Church of Sweden
- the Worker's Educational Association
- The Folk High school of Marieborg



The four principles of Portalen

- Proximity
- Simplicity
- Networks
- Approach (ABCD)

Activities focuses on...

- Language training
 - Knowledge about labour market
 - Skills of Swedish social code
- ... participants ideas and needs are the starting point

Methods:

- Study circles
- Open lectures
- Coaching
- Mentorship
- Recruiting programs with certain companies







Organisation

- 5 employees
- 2-4 project employees and trainees
- 160 volunteers
- 30 local organisations in cooperation

Local network support the Portalen

Campaign #starkaretillsammans ("stronger together") gets together local companies, NGO's and sport clubs to contribute to the common challenge: Make people and work to meet

#STARKARE
TILLSAMMANS

AN INITIATIVE OF





Results 2011-2018

- 900 participants
- 206 in work

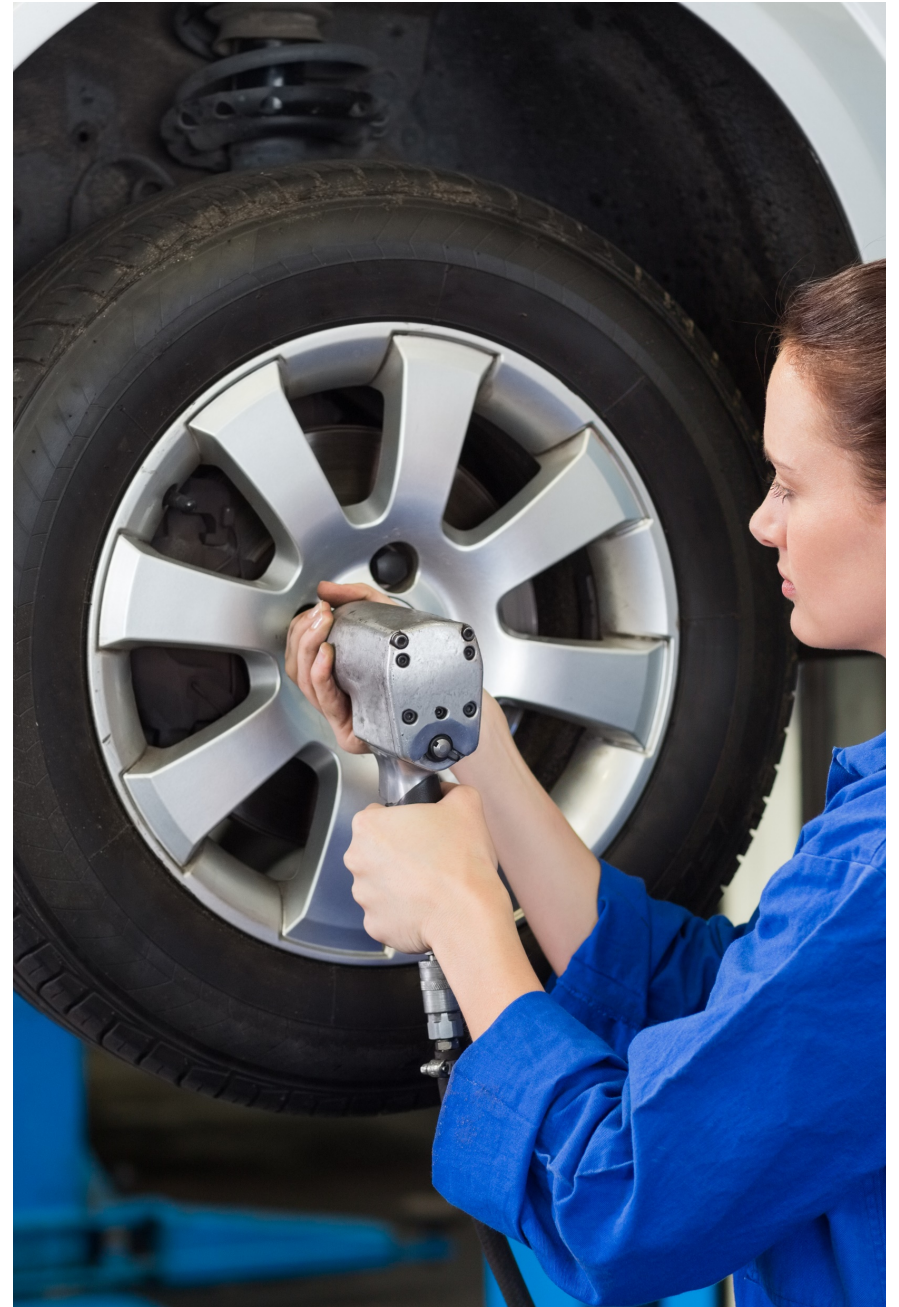


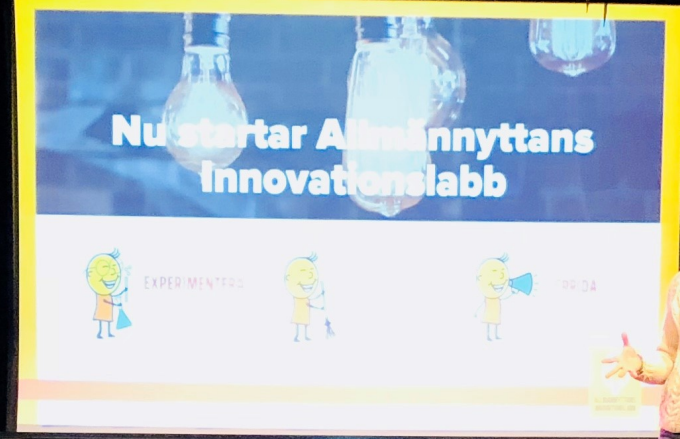
Copy + Paste Boden





No more new innovations are needed
But more organisations to do more





How to spread social innovations?

We need...

- 1. Inspiration – for knowing What to do**
- 2. Knowledge – for knowing How to do**
- 3. Network of colleagues – for Not been alone**
- 4. Support – for moments when we've stucked**

Tre träffar för mer kvinnokraft



Efter tre tematräffar med **Portalens** kvinnor har vi nu minst tre olika aktiviteter på gång – alla initierade av de deltagande kvinnorna själva.

Den **första träffen** – med temat "entreprenörskap" – ledde till ett fortsatt spår för åtta kvinnor med **Coompanion**.

På den andra träffen – med temat "kvinnans roll i det svenska samhället" – uppstod behov av att fortsätta prata om kvinnans hälsa och makt över sin egen kropp. Detta kommer att genomföras i studiecirkeform med en före detta barmorska som cirkelledare.

Och från den tredje träffen – med temat "nätverk" – blev gruppen inspirerad att fortsätta använda den sociala entreprenören Mary Juuselas metod "**Lika Olika**" som ett sätt att stärka självkänslan och öka medvetenheten om sina egna styrkor.

Den tredje träffen började med Mary Juuselas lunchföreläsning inför Portalens samverkanspartners. Totalt deltog 65 personer, däribland representanter från Norrköpings kommun, fotbollsklubben IFK Norrköping, Rotary och flera olika arbetsgivare.

– Det är med ett fyllt hjärta jag åker hem från dagen på Portalen. Att ha fått möjligheten att ge inspiration och verktyg för vidare framgång till de arbetssökande är en sann glädje. Vilka människor, vilka talanger! Nu hoppas jag att Norrköpings näringsliv förstår styrkan hos de inskrivna, sa Mary Juusela själv efter dagen på Portalen.

Bilden är från ett tidigare möte med kvinnans roll som tema: Portalens deltagande kvinnor. Portalens personal samt inspiratörerna slökapten/lots Hanna Odenrund och f

Få nya inlägg i din inkorg

Jag accepterar att ni behandlar [mina personuppgifter](#).



Följ oss på Instagram



71

Inlägg

159

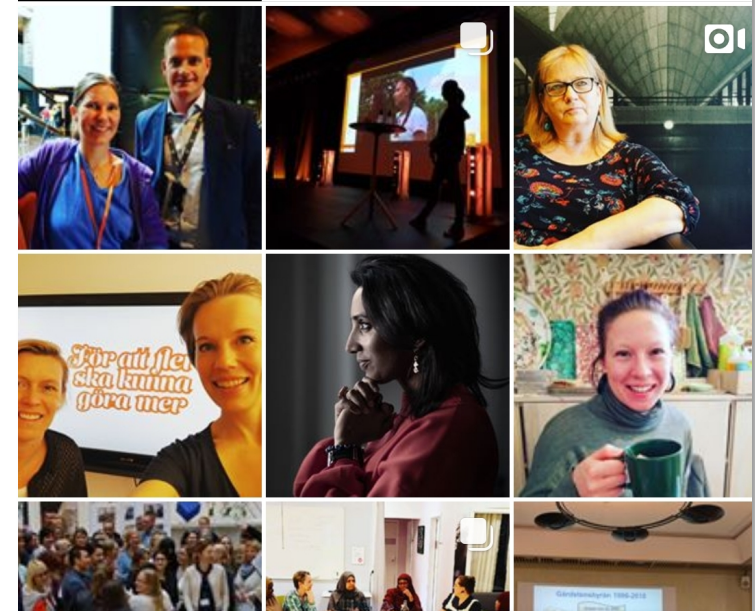
Följare

18

Följer

Allmännyttans innovationslabb

Vi utformar metoder och verktyg för bostadsbolag och andra som vill bidra till en positiv... mer
www.allmannyttan.se/innovationslabb



A close-up photograph of two white computer keyboard keys. The key on the left is labeled 'COPY' in large, bold, black capital letters. The key on the right is labeled 'PASTE' in large, bold, black capital letters. The keys are set against a dark background. Two semi-transparent blue rectangular overlays are present: one in the top-left corner containing the text 'Have Courage' and one in the bottom-right corner containing the text 'Any reflections?'.

Have Courage

PASTE

Any reflections?



Thank you!

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