

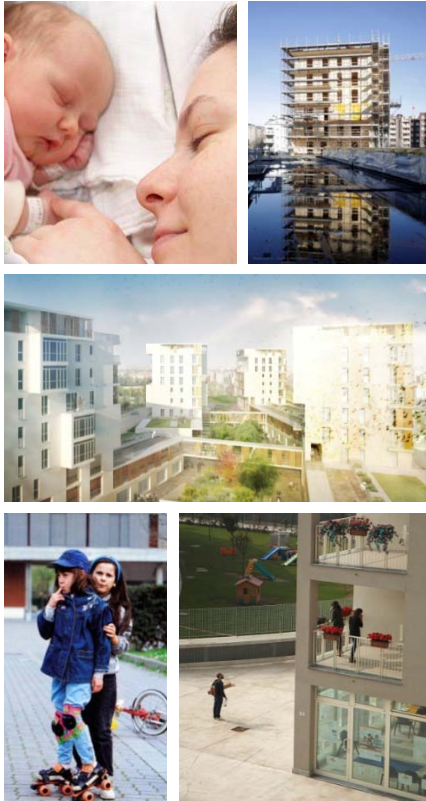


COLLABORATIVE COMMUNITY IN SOCIAL HOUSING

13 ottobre 2016, milano

1.The financial model

The birth of Fondazione Housing Sociale



- **Fondazione Cariplo** first addressed the issue of disadvantaged conditions in housing in 1999, testing an innovative approach to housing challenges and contributing to the realization of housing projects dedicated to the weakest segments of the population
- Aware of the limited amount of resources available in the form of grants, the Foundation began experimenting **in 2004** an innovative model based on **sustainability and ethical investment**, to expand the range of planning instruments and seek to involve in its initiatives other public and private institutions.
- The initiative thus took concrete form in the “Social Housing Programme” and the **Fondazione Housing Sociale** (or “**FHS**”) instituted to implement it.
- FHS is a **private, non profit entity, and works for the purposes of public and social interest** Among the founders were also **Regione Lombardia** and **ANCI Lombardia**, underlying the public - private partnership that characterizes the project
- FHS has acquired diversified skill sets, enabling an **integrated approach** to the development of private social housing initiatives: urban, social and financial.

The full coverage of Italy is completing



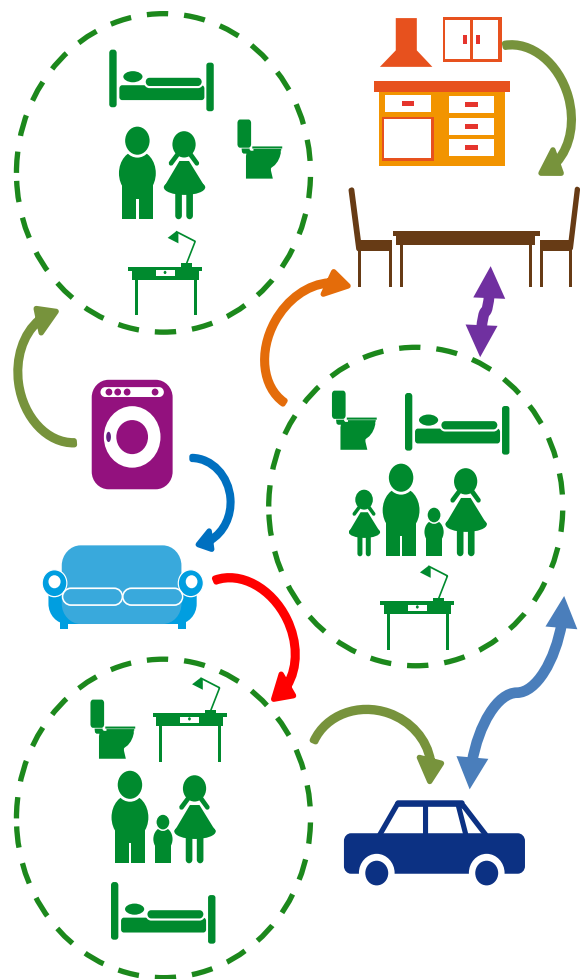
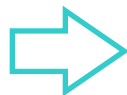
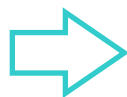
2. Community start up



A new living culture

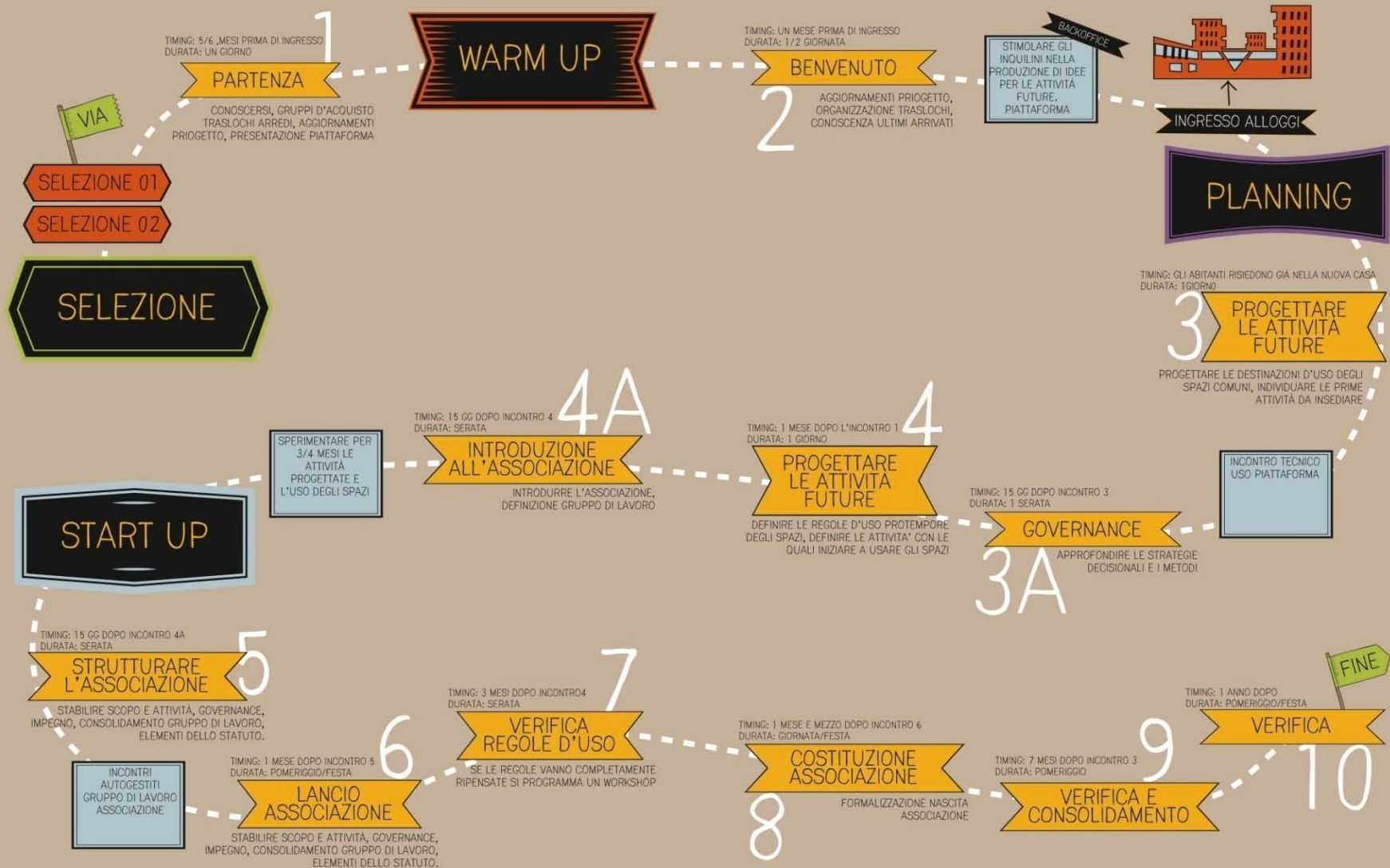
- There is a **new developing culture** for living in an **alternative** way both in **private and state** housing. This is an **active and collaborative** experience which we technically call **wellbeing**, in which people organize **themselves to change** and **improve** some aspects of their **lifestyle**.
- **The result** of this interaction brings about **not only** a more **sustainable** activity **but also** generates **good values**.
- **To achieve this**, it is important to **research** and **make available** all **sorts of platforms** that teach individual people and groups **to join in** and **take an active part** in **events** and **face any problems** in their neighbourhood.







Community development



Digital platform



Space H

Social cards



Social cards



Planning cards

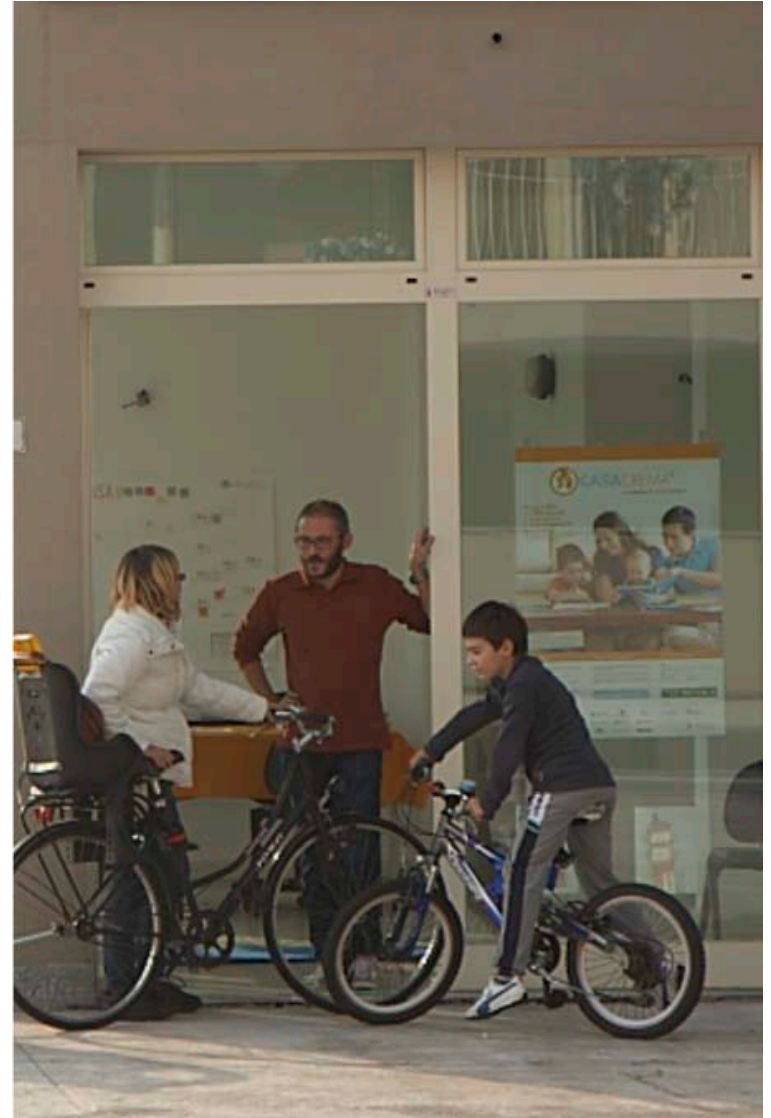




Tutorial

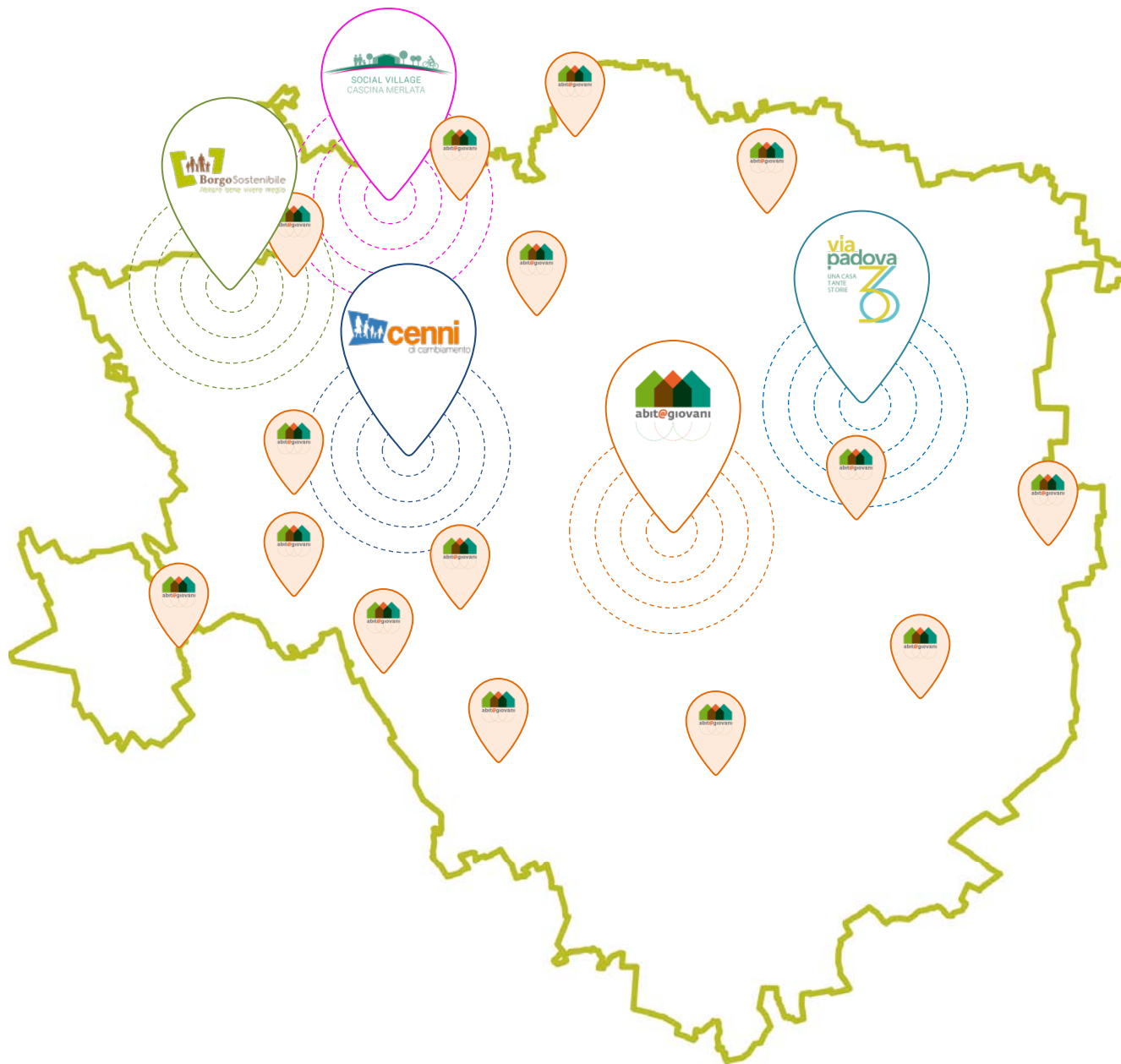


Community manager



Urban hot spot

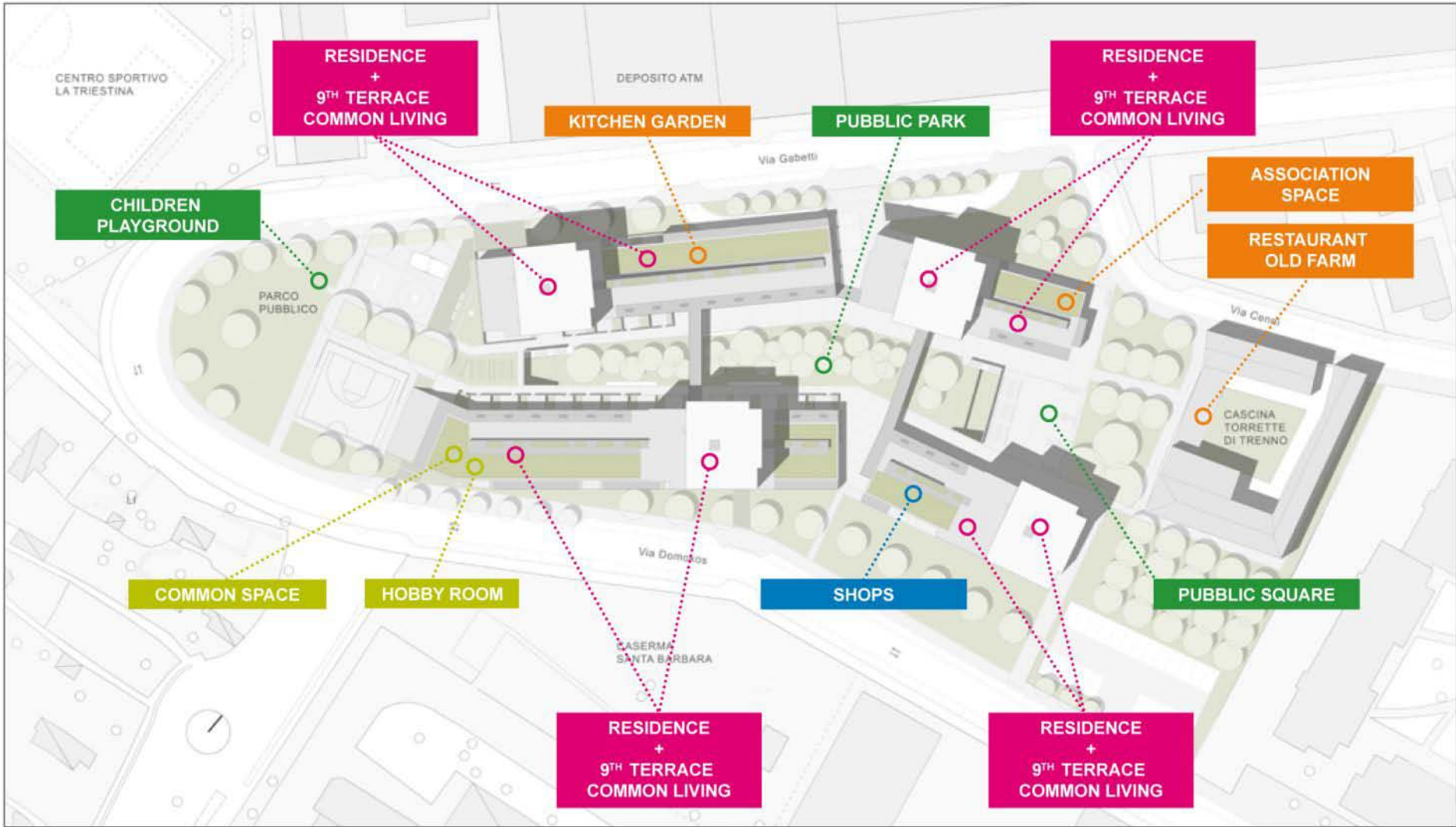






Xlam A energy class

**123 flats
850 sqm shops
250 sqm tenants amenities
1800 sqm district amenities**





Web site projects



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