

# ageing well at home



ANTICIPATE THE HOUSING OF TOMORROW



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Working group mentor

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ACKNOWLEDGEMENTS  
**for your valuable contributions**  
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## INTRODUCTION

# the housing of tomorrow why & how?

### WHY IS BOUYGUES CONSTRUCTION INTERESTED IN AGEING WELL IN PLACE?

The ageing population is not a new topic, but due to the acceleration and scale of the phenomenon over the coming years, we must study this challenge and analyse its consequences for the housing supply. The goal is to respond to a desire shared by nearly the entire population: to live as long as possible at home.

**What are the needs and expectations of the baby boomer generation, now arriving at retirement age?  
How can we address frailties when they are both multiple and specific?  
How can housing promote prevention and anticipate disruptions to people's life paths?**

We have attempted to answer these questions to help everyone initiate housing projects on a personalized scale that contribute to ageing well in place.

### WHAT PROCESS WAS USED?

Bouygues Construction wanted to lead a shared reflection process with a working group made up of housing providers, sociologists, occupational therapists, and representatives of the individual services sector.

To guide the work, Serge Guérin, a sociologist specialized in ageing, provided mentorship to the working group.

Organized over the course of one year, from March 2015 to March 2016, this work was punctuated by several workshops and took place in two phases:

- A time for discussion of the challenges identified, during which all participants shared their visions;
- A time for creating proposals together.

This document is a synthesis of the work as well as the proposals and aims to contribute, modestly but actively, to reflections of public and private actors.



**happy reading!**





## PREFACE BY SERGE GUÉRIN

working group mentor

# Seniors and housing: a model in need of reinvention

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### Housing, an essential component of elderly identity

The longer people live in their homes, the greater their attachment, the stronger the force of habit, and the greater their fear of change will be. Housing planning and adaptation remain some of the most important ways to favour a high-quality ageing process.

One condition for a long-lived society is our collective ability to design a way of living that is adapted to the habits and expectations of ageing populations and their friends and family. To do so, financial means of users and public backers must both be taken in account. The population in question has very significant needs in addition to desires that will continue to change and multiply. Expectations will do the same.

Adapting housing to elderly people is not as simple as designing qualitatively superior, more functional, and safer solutions. Adapting housing to respond to senior lifestyles does not simply mean turning to innovative technological solutions. When discussing people's relationships to their homes, subjective information must also be considered, such as their attachment to a history, to a place, to people, and more.

**Beyond housing, environment and access to services and transport, but also conviviality and the feeling of being respected and safe, determine the quality of a sustainable residence. That might be the definition of senior housing.**

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## The emergence of new ways of living at home

Since 2010, a movement focused on new kinds of housing has been growing. Across the country, more and more projects are focusing on independent living communities, intergenerational housing, various shared housing models, and more.

Solutions for housing and welcoming seniors are increasingly eschewing normative approaches in favour of more informal models that are more centred on needs according to the area, the population, and their means and expectations. In sum, this housing is adapted to the silver generation and is not prescribed according to normative criteria. These solutions are an effort to find the best balance possible between increasingly individual needs and economic constraints that are ever more present.

This housing adaptation largely depends on using smart home and digital solutions to make the residence safe, order supplies remotely, and communicate with the outside world. Though multiple solutions exist and technological innovation will continue, the question of habits and needs remains a central one, as does the question of buyer creditworthiness.



## Complementary and personalized services

As much as possible and while remaining economically responsible, adapted housing models must be flexible and compatible with the idea of offering personalized services. Financing related and complementary services for housing means developing two focuses:

On one hand, strengthening mutualisation approaches to attempt to share the financial load with several partners.

On the other hand, developing innovative policies

that depend on empowerment and intergenerational solidarity to reduce service costs and strengthen social bonds.

## The importance of a regional approach

Finally, it must not be forgotten that projects and housing development adapted to seniors take place within diverse geographical, social, and cultural settings. Undertaking a project in a rural area is not the same as in an urban zone. Environmental, social, economic, sociological, and regional analyses must be carried out before undertaking any construction project.

**The future of silver housing lies in diverse approaches that guarantee true adaptation to the diversity of situations and geographic areas.**

We hope this document offered by Bouygues Construction, based in futures research, will make a contribution to reflections on housing in a spirit of adaptation to regional differences and senior lifestyles.

contributing to

HOUSING DESIGN  
WITH AN APPROACH  
ADAPTED TO THE AREA  
AND SENIOR  
LIFESTYLES









PART 1

# trends

AN AGEING  
POPULATION  
& HOUSING



# another way of seeing old age

TREND 1



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## **The seniors of today are not the same as those of twenty years ago.**

Society has not yet fully understood these changes. Understanding seniors in all their diversity means being able to better meet their expectations, notably concerning housing.



## BABY BOOMERS: A NEW KIND OF SENIOR

**The global phenomenon of an ageing population is not new.**

However, the mass arrival of baby boomers at retirement age brings about profound changes to our society and new relationships between generations.

This trend will grow over the coming years throughout the entire world.

This generation, born in the post-World War II period, will arrive at retirement age en masse over the next decade. Their expectations do not match those of preceding generations. They have a lifestyle based on an active, connected, healthy life, surrounded by family and friends.

**Their priorities<sup>1</sup> are:**

1. **Staying independent** for as long as possible in housing they consider to be 'home'.
2. **Spending less, more wisely.** Aware that their income diminishes after retirement and that they still have many years to live, they are seeking to maximize their experiences and optimize costs.
3. **Continuing to socialize,** especially with people like them.
4. **Staying active** by exercising and participating in cultural or educational activities.
5. **Having a comfortable life** that matches their expectations, higher than those of past generations.

6. **Being free and remaining in control of their lives,** time, and activities.

7. **Having a family support network,** but especially a network of friends.

These new expectations and the appearance of new demands have concrete consequences and require new ways of thinking about housing possibilities.

In Florida, in the United States, sun-soaked retirement residences are reaching the end of their popularity: baby boomers want to stay close to their social circles and activities, rejecting solutions that stigmatize them.

In Japan, elderly people are refusing more and more often to depend on their children, wanting to adapt their own homes to live in as long as possible.

### historic change in Europe

TODAY, THERE  
ARE MORE  
PEOPLE OVER 65  
THAN UNDER 15

<sup>1</sup> Source: benchmark Seniosphère study in five countries (France, Netherlands, United Kingdom, USA, Japan)





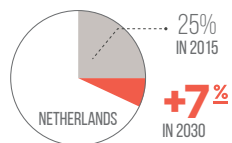
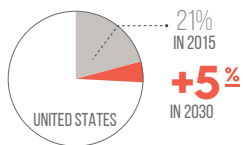
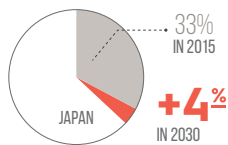
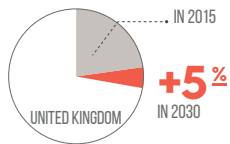
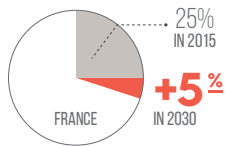
## WE ARE ALL OLD TO SOMEONE

We are too old at 35 for professional sports, too old at 50 for marketing, too old between 60 and 65 for public office, and too old at 70 for health professions!

The term 'seniors' thus covers very different realities in life, where age is not the only criterion to consider.

Family environment, frequency of social interaction, means, and physical and psychological health are all essential dimensions.

over 60 in  
2015 **2030**



A growing  
percentage of  
people over 60

Source: UN World Population Prospects: the 2015 Revision



## Seniors with varied lives and needs

In view of the heterogeneous population, different population segments must be considered separately to be able to offer solutions adapted to each one. <sup>2</sup>



active pensioners  
**autonomous**

### PRO-ACTIVE SENIORS

Young appearance / In good health, active / Surrounded by their family / Critical / See themselves as 'not old'

### ENTHUSIASTS

Older than the pro-active seniors / Not always in good health / Resolutely positive / Strong ability to adapt / Want to preserve their independence



passive pensioners  
**dependent**

### HELPER/HELPEE COUPLES

Dependent person is cared for by the other / Negative idea of old age / Feeling of isolation

### ISOLATED SENIORS

Loneliness is the dominant feeling / Depressive syndromes / Withdrawal / Home is a refuge



dependent pensioners  
**highly dependent**

### DEPENDENT, ASSISTED SENIORS

A member of the family assumes responsibility for care / Lives with family helper

## SOCIETY IS CHANGING, AND SO IS SENIOR CARE

**Yesterday: family • Today: the government**  
**• Tomorrow: a new solidarity model, still to be designed.**

From mobility and geographic dispersal to a lower number of children per family and working women, families are undergoing profound changes, and their availability to assist their ageing parents is changing too. Even societies where elders remain in the same households as their children, like Japan, have been experiencing a sharp drop in cohabitation since the 1980s (from nearly 50% of seniors living with their children in 1983 to 13.5% in 2013).

Today the Netherlands, the most generous country in the world toward the elderly, is beginning to radically restructure its model. As the mass retirement of baby boomers approaches, the welfare state is today no longer capable of continuing to apply the same generous policy, instead turning toward an increasingly participative system and encouraging pensioners to be independent for as long as possible and to find alternative solutions.



<sup>2</sup> Patricia Mallet-Champvert, 'Segmentation et adaptation de l'offre de solutions', *Habitat social et vieillissement : représentations, formes et liens*, edited by Serge Guérin, La Documentation Française, 2008

## AGEING WELL: NEW EXPECTATIONS

Improved quality of life and access to care considerably lengthen the human lifespan. Many people who are over 85 today never imagined living so long and therefore did not prepare for the eventuality.

In 1950, the average life expectancy in France after age 60 was 16 years. **Today, people live an average of 20 years after age 60, or over one third of adult life!** This major change naturally has given rise to new expectations for quality of life.

### the three priorities for seniors

#### 1 social connection

##### Habits – assessments:

For over 60% of pensioners, retirement is an opportunity to spend more time with one's partner, family, and friends, more than any other kind of activity (well-being activities, outings, trips, etc.).

(Source: Institut Français des Seniors)

##### Expectations – needs:

62% of seniors find that public authorities do not sufficiently take their place in society into account.

(Source: Korian)

As national governments are less and less capable of supporting senior care, the network of close family and friends is the most likely to offer seniors support. Maintaining social connections is a major issue related to ageing well, especially for women, who are often the most affected by loneliness as they age.



#### 2 health

##### Habits – assessments:

48% of people over age 70 feel themselves to be in good or very good health (Source: Groupe SOS), and 85% of seniors say they wear their age comfortably (Source: Baromètre TNS Sofrès for Cogedim Club).

Dependence is the main source of ageing-related fears for people over age 45.

Dependence comes at a stage of advanced deterioration of health, usually from age 75 on, and should be distinguished from a loss of independence in certain daily activities.

##### Expectations – needs:

67% of seniors want to continue living in their current residence if they become highly dependent.

(Source: Korian)

When the seniors of today imagine themselves in 2030, they most expect services to the individual (housework, cooking), home nursing care, and a living space design that recreates a community with people who are like them and who they most appreciate. (Source: Korian)



#### 3 quality of life at home

##### Habits – assessments:

For people over age 55, transport and housing are the two least-well-adapted spaces.

(Source: Baromètre TNS Sofrès for Cogedim Club)

When physical difficulties appear, housing begins to present some limitations. Many seniors resign themselves to living in less comfortable conditions, developing adaptation strategies to get around the limitations (living on the ground floor, washing themselves in the sink, etc.).

##### Expectations – needs:

Of people between ages 45 and 60, 89% want to age in place. (Source: Groupe SOS)

To be able to do so, they expect individualized services, more comfort, and non-stigmatizing solutions.







## Persistent preconceived notions about seniors



**Serge Guérin**  
Sociologist

Seniors today no longer match the image people have of them. They are consumers; they are connected, better informed than the rest of the population, and very involved in social life.



## true or false ?

**Seniors are dependent** .....

**83%** **false**

of people ages 60-79 and

**60%**

of people age 80 and over are relatively independent

Source: OECD, 2010

**Seniors are technophiles** .....

**81%** **true**

of seniors like to surf the Internet

(Source: Korian)

**Seniors are rich** .....

**50%** **false**

of retirees receive less than £1000/month in the UK

**Seniors are disconnected from daily reality** .....

**32%** **false**

of mayors are retired

**80%**

of active volunteers in associations are retired

Source: WeDomain

# the silver economy searches for structure

TREND 2



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## **New needs, new expectations, and multiple possibilities.**

The problem of ageing well touches upon challenges of many kinds. Refocusing on the needs of people requires a nuanced understanding of the ecosystem and real coordination of actors.

## SERVICE PROVIDERS WITH VARIED SKILLS

The rise in products and services offered to seniors means facing two challenges: coordinating different service providers and organizing information.

### the main actors in ageing well



#### HOUSING

Furniture suppliers  
Occupational therapists  
Building professionals



#### MEDICAL AND HEALTH

Attending physician and health establishment  
Home caregiving professionals



#### HOME SUPPORT

Professional service providers  
Family helper



#### ADMINISTRATIVE SERVICES

Housing counsellor  
Social assistance



#### FINANCING

Insurance and retirement fund  
Mutual insurance fund



#### DIGITAL · SMART HOME

Connected objects supplier  
Telecommunications service  
Remote support platform



#### DAILY HOME SERVICES

Concierge  
Postal worker  
Grocery and food service  
Cultural and leisure service

**With these myriad actors on the scene, seniors and their family and friends need to be better informed and better guided.** For example, in Great Britain, the government has implemented a national advisory service about loss of independence and a single place to access

assistance for housing adaptation, services to the individual, and care. The creation of a network and new ways of cooperating through experimental, multi-actor platforms provides an example of an essential way to make existing resources visible and better organized.





## INDIVIDUAL SERVICES, A CORNERSTONE OF THE APPROACH

People who provide services for individuals play a key role in prevention and home support for the elderly. They often have a privileged role, especially because women, the main familial caregivers, are increasingly present on the job market and thus less available.

Beyond housework and daily assistance, much larger service packages that account for changing lifestyles and diversity of senior profiles are now under consideration.

To ensure coordination of different service providers and define the service package adapted to each beneficiary, some countries have put in place 'service monitor' jobs.

Individual Services Department - PACA  
Region (France)

**Fahrudin  
Bajric**

« The home providers of medical-social services also consider the living space of seniors, taking safety of individual residences into account as well as modern shared residences. The PACA region Individual Services Department works with regional professionals to draft functional specifications for new-generation, communal, connected housing that brings together service and product innovations. There are connections to be made among these different approaches. »



**Serge  
Guérin**  
Sociologist

« Seniors are the children of the service society and the ones who request solutions that meet their needs and lifestyles. They are looking for practical, useful, safe offers that aim in particular to make their daily lives easier and help them stay in their homes. This is a large part of the silver economy. »

### key figures

Today, over  
**8/10** dependent people  
receive help from their families

**56%** of caregivers  
are women

**11** million family caregivers  
in France in 2015, a number which is  
expected to reach **17** million by 2020

(Source: Baromètre des Aidants 2015, Fondation Avenir)



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### **the care manager in Japan**

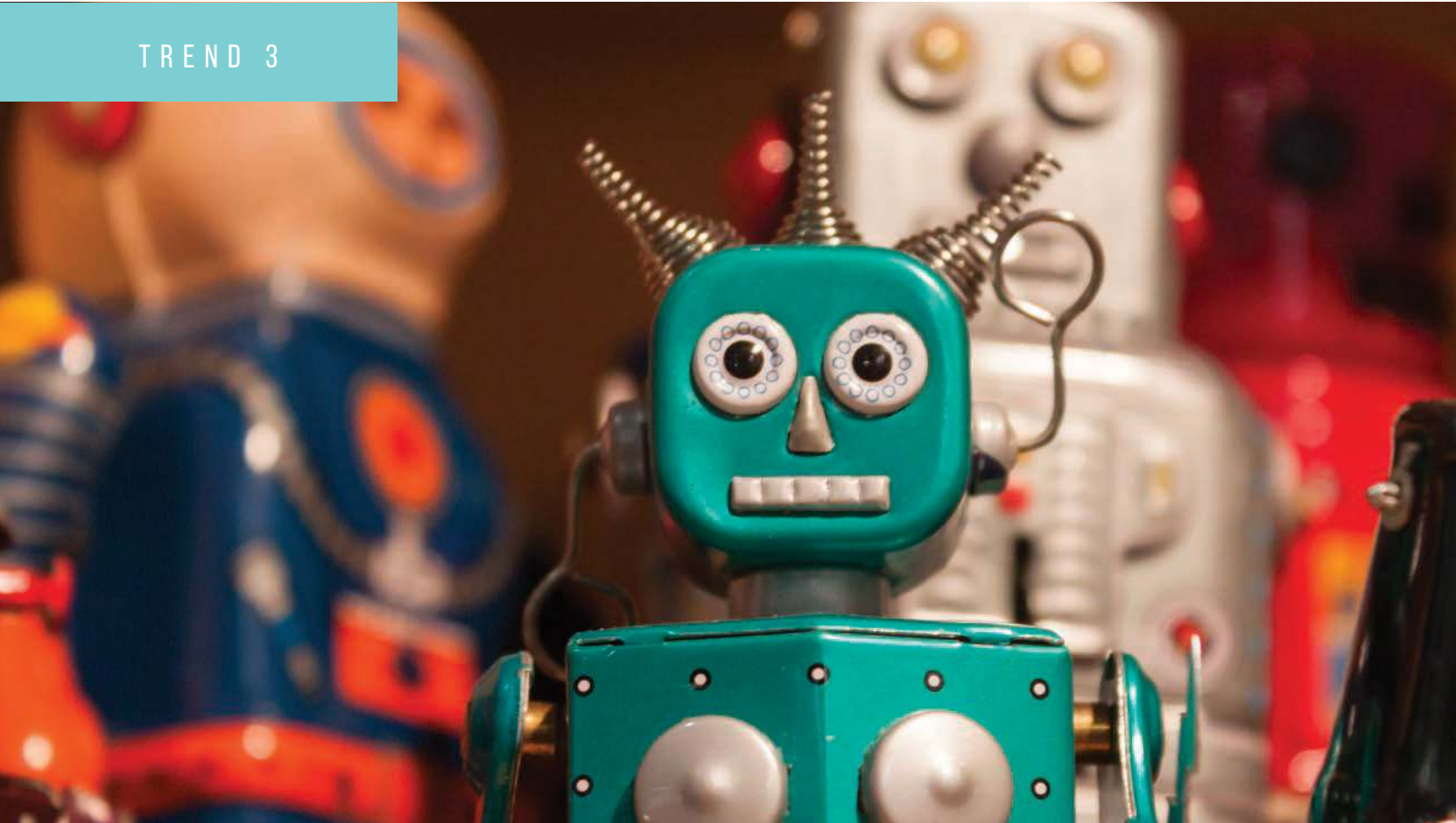
In Japan, the 'care manager' position was created 15 years ago. Care managers are the link between an elderly person and providers of services for individuals.

#### **Their responsibilities are as follows:**

- Evaluation of needs, in collaboration with a team of experts and the attending physician
  - Definition of a service and care plan
  - Coordination of services received
  - Monitoring and quality of services
-

# new digital opportunities

TREND 3



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**Digital technology to promote social connections.** Seniors are increasingly connected and are looking for technology that helps them have satisfying daily lives. Beyond its medical and social role, technology creates new opportunities to live together.



## THE IMPORTANCE OF CONSUMER HABITS

Smart home technology has experienced major growth over the last decades, with the invention of many technological solutions to make daily life easier in homes. However, it has not been a true success. Concrete solutions have been proposed, but the design involved is difficult to use for the elderly, often little subsidized, and intrusive in daily life. However, when adapted to seniors' needs, new technology helps improve quality of life and can help relieve pressure on caretakers.

**To be appropriate and effective, solutions must be personalized, unobtrusive, and modulated according to the level of autonomy.** According to people's level of frailty rather than their age, needs are different. For example, independent seniors want to use the same products as the general public. Seniors in a fragile state need assistance at home to install digital solutions.

University of Lorraine  
**Claudine Guidat**

« Today, to guarantee that a solution will be adapted to the complexity of the situation, consumer habits must be taken into account at various project stages, from diagnostics to design, development, and evaluation. This makes it possible to innovate even with significant limits, to simplify some solutions, to identify acceptability conditions, and to reduce the initial investment. »

### Accountability: a key element

An open fridge, a poorly closed shutter, abnormally high water consumption...sensors can be installed in residences to alert families to potentially risky situations in the homes of their ageing parents. However, managing these situations is too often automatically assigned to families and caretakers. Sometimes seniors do not receive the alert before their families that they have forgotten to shut a window! Assigning these responsibilities to families infantilizes seniors, because to be independent,



seniors must feel they are in charge in their own homes, even if they receive occasional assistance. According to Carole Rivière, in her book 'Bien vieillir grâce au numérique', technology of today has three unintended effects that must be overcome: **taking technology away from humans, over-simplifying and infantilizing, and removing obstacles rather than trying to negotiate them.**

**Blandine Calcio Gaudino**  
Caisse des Dépôts et Consignations

« We talk about the connected home. But it is not the home that is connected, but the person who lives there! Many systems do not sufficiently account for people's health- and independence-related needs and motivations. »

## INTEGRATING THE HOME INTO THE CARE REGIMEN USING DIGITAL TECHNOLOGY

By making personalization and pooling of resources possible, digital technology offers the possibility of moving beyond a simple physical adaptation of the home. Home aid is adapted to a certain level of health and care accessibility. Use of new information and communication technologies is a means of prevention and of information sharing between patients, doctors, and health authorities.

Today, initiatives that use consumption data (medical purchases, heating, households appliances, etc.) are developing. A cross analysis shows that these have strong potential for detecting risky situations and providing opportunities for monitoring: someone with heart failure who overheats her home may thus be identified and personally advised on her health.

### Smartrisks, a prevention platform for senior independence in the home

Through its **Autono.me platform**, Smartrisks uses smart water and electricity counters already installed in homes to collect consumption data and define usage scenarios. Abnormal behaviour can be detected, and the support network can be informed.



« If living at home is an aspiration shared by most seniors, it will make less and less sense to oppose the idea in the medical-social and health domains. Connections must be multiplied. »

## An opportunity to maintain social connections

Seniors are not hostile to new technology. Internet uses are constantly changing among seniors, especially among those in the 60-69 age bracket. The possibilities available for maintaining connections with friends and family makes older seniors' desire to learn to use the Internet grow. In France, over two million people over age 50 use Facebook (WeDemain).

Technology and the digital world are particularly useful when they help fulfil the need for a social life and news. This is clear when taking a look at senior habits today: the most used solutions are those that bring a social aspect into play. Communication via email and intake of news about culture, mobility, and leisure activities are frequent uses that they share with younger seniors.

### the mentor next door

Voisin-Âge is an Internet platform created by Les Petits Frères des Pauvres that links residents of a neighbourhood with elderly people. The key words are closeness, affinity, and reciprocal relationships. There is no commitment of available time: each person contributes according to their schedule. This is an effective digital programme for breaking

the isolation of the oldest seniors in a mutually beneficial way. The element of shared interests helps elderly people avoid a passive role, making them agents of their social life.

More information at [www.voisin-age.fr](http://www.voisin-age.fr)





## THE IMPORTANCE OF INVOLVING EVERYDAY CONTACTS

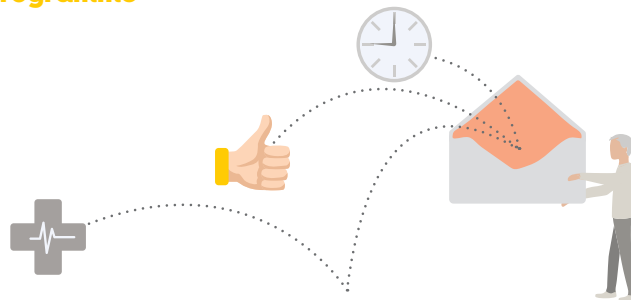
Local professionals have a real role to play in home support. Some professionals, such as pharmacists, concierges, and postal workers, come in near-daily contact with seniors. They could become essential players in preventing elderly people from falling into frailty and dependence. They could help remove some pressure from caretakers who are often overworked.

Several French administrative departments have initiated digital projects to better coordinate social and medical networks with a whole-person approach in mind. A challenge that remains is how to get all local actors involved with smart tools while limiting the intrusiveness of data collection. After a time, elderly people should be able to manage the data on their own and decide to whom information will be sent.

### La Poste launches the 'Facteur Service +' programme

La Poste, the French postal service, has already developed a service package in collaboration with city halls, 'Facteur Service +' (Postman Service +). Through the Cohésio service, postal workers visit frail and isolated people to make sure they are doing well.

Mutually beneficial measures such as this one deserve to be implemented using digital tools that centralize and cross-reference information on health, life habits, and medication.



# moving toward an increasingly personalized home

## TREND 4



**90% of people want to age in place**, so housing plays an essential role in promoting the process of ageing well. What solutions should be implemented to promote home support? How can housing be adapted to the needs of residents and evolve with them?



## HOME, AN INTIMATE PLACE

**A place of intimacy and memory, a home reflects a person's entire story.** On average, people over age 60 have lived in their home for over 25 years. After retirement, their residence becomes the main place in their lives.

To be effective and appropriate, the housing offer should concentrate on people and rely on personalized solutions, taking the specific needs of each person into account.

Occupational therapist **Elisabeth Hercborg** << It is vitally important not to throw away systematic adaptation mechanisms but to differentiate situations and define the degrees of adaptation that are possible. The role of the occupational therapist is to evaluate and identify people's needs, beginning with their life plan and abilities, but also their environment. >>

### Home support: definition

Why talk about home support rather than maintaining someone at home? The expression 'home support' is much more positive. It gives the idea of allowing people to have free choice and supporting them in their daily lives rather than doing things for them. It is about promoting independence of the elderly and making them agents in their own process of ageing well.



## WHERE DO SENIORS LIVE? VARIED HOUSING MODELS

Just as types of housing, occupant status, and life plans are diverse, solutions are as well.

A very significant majority of people over age 65 own their homes. However, the property does not indicate great financial capacity: in the United Kingdom, people over age 65 spend on average £1,000 per year for heating, and 1/3 say they live in a single room in order to reduce their bill.

**In the United Kingdom, 32% of people over age 55 have already considered moving into a smaller home during the past five years.** This means that voluntary changes in residence to a more adapted living space, with an eye to prevention and anticipation of the future, are possible.

« The challenge of the coming years will be to anticipate the ageing of the population by providing financially acceptable, non-stigmatizing answers. The technical and service solutions implemented must be developed with all stakeholders (city government, housing providers, suppliers, etc.). »

**Badr Rharbi**  
RIVP



### Downsizer homes in the United Kingdom

In the United Kingdom, Hanover, the first association to offer housing for rent or for sale for elderly people, has developed a targeted offer for baby boomers called 'Downsizer Homes'.

Hanover supports residents through the processes of selling their current residence and moving to reduce all kinds of stress. Marketing and arguments are targeted at independent seniors who want to move to a new stage in their lives.

### Housing: a factor in social exclusion?

Just as housing can be a factor in independence and prevention, it can also increase dependence and isolation when it is not properly adapted.

- After age 80, one in two people fall at home; 9000 elderly deaths each year are linked to a fall (Haute Autorité de Santé, 2005)
- Housing can also encourage withdrawing into oneself: 27% of people age 75 and over are isolated, compared to 10% of people ages 40-49 (Fondation de France, July 2014)

### in the United Kingdom

MORE THAN 70 %  
OF PEOPLE OVER 65  
OWN THE HOME THEY  
LIVE IN

## WHAT IS ADAPTED HOUSING?

Today, supply is inadequate to meet demand: only 6% of European housing is adapted.

The question of home support is not limited to a technical adaptation of housing and must not be confused with adaptation to a disability.

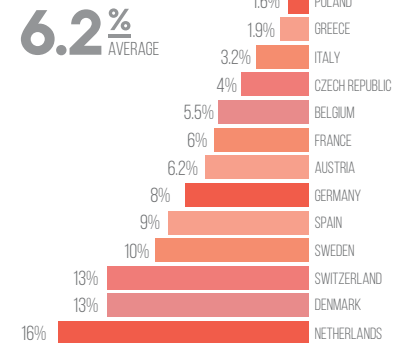
Ageing is a process, which means that prevention and anticipation solutions must be involved. Many factors must be considered:

- Comfort of use
- Accessibility of the building
- Distance to businesses and services: after a certain age, the perimeter in which people move around is limited to 500 metres around the home.

Immobilière Podeliha  
**Pierre-Eric Turpault**

« We must work on technical adaptation of housing but also on the common spaces and surroundings of buildings to limit the risk of falling. Within the framework of the Habitat Senior Services certification for a residence, services are offered by the housing provider or its partners. Environment is an important element, because the residence must be located near a range of services. All of this points toward a goal: helping elderly people remain independent for as long as possible at home. »

## Proportion of adapted housing in Europe



Source: SHARE 2006 survey

## Ageing well in place: a range of solutions

### WALKING OUTSIDE THE RESIDENCE

Gently sloping outside paths or clearly marked steps with a handrail

Outdoor furniture for resting, lighting for paths

Outings (shopping, walks) accompanied by a family member, friend, home caregiver, or volunteer

Use of a cane or other mobility aid

### USING STAIRS

Shallow steps; anti-slip and contrasting nosing, two handrails

Benches for resting on the landings, quality and triggering of lighting system

Installation of a stair lift

### MEETING AND HOSTING PEOPLE

Communal areas, welcoming communal spaces, outside areas good for socializing (shared gardens, lawn bowling pitch)

Provision of complementary services (concierge)

Management of social connections in the neighbourhood: orientation about local activities through associations (physical activity, leisure, etc.)

### BEING ABLE TO USE THE BATHROOM

Installation of an Italian-style shower, extra-flat shower pan, anti-slip floor

Grab bars, shower seat, walls

Assistance from a friend, family member, or personal care assistant

Use of a shower wheelchair

Valophis Habitat  
**Marie Dumas**

« It is essential not to go against life habits of the elderly and to give them the necessary time to accept changes. This is especially true when design choices are seen as stigmatizing and negate the goal of improving comfort of use. »



« Housing solutions must be imagined that make it possible to respond to appearing frailties at a controlled overall cost, affordable both for elderly people with modest incomes and for the municipality. »

Action Tank Entreprise et Pauvretés  
**Brune de Bodman**

## HIGHLY VARIED TYPES OF HOUSING

The significant disparities in senior incomes make it necessary to think of solutions adapted to each person's financial means. The kinds of housing that provide solutions for the elderly are thus numerous, differentiated by the degree of services offered and the significance of the role of communal living areas.

For a fluid residential journey, solutions adapted to needs and to seniors' loss of independence must be integrated into all market segments, from traditional housing to institutions.





## INTERGENERATIONAL HOUSING: A SOLUTION FOR AGEING WELL?

As a response to the growing demand for social connections, 'hybrid' forms of housing are emerging. The goals are to promote social connections and communication between generations, and to bring services together to share the costs. By offering a common base and differentiated services for each person's needs, intergenerational housing is one of the ways to age well.

### Intergenerational housing: definition

These are residences designed and set up to simultaneously house young and elderly renters (with a quota for elderly renters) and encourage and facilitate interactions between them, notably through exchange of services. There are small living units that bring together private spaces and communal areas. The design is adapted to the needs of ageing people. It is thus more than a simple co-living situation without actually falling under communal living. (CAF, 2010)

### The intergenerational Villa, between innovation and conviviality

Developed by Linkcity and Bouygues Bâtiment Ile-de-France, the idea of the intergenerational villa is a way of meeting the goal of creating connections between the generations.

By integrating the multigenerational idea from the design phase on, necessary elements for operating such a residence are considered far in advance. Communal areas, types of residence that meet the needs of each generation, adapted services: everything is planned to promote different generations living together. In Ivry-sur-Seine, a project will be unveiled in May 2016 that holds 123 residence units for France Habitation and a 40-child daycare at the bottom of the building for SADEV 94, a Val-de-Marne development organization.



### in the Netherlands seniors and students live side by side

In Deventer (in the east of the Netherlands), a retirement home reserves several rooms for students, who, in exchange for 30 hours of work there per month, receive free housing.

These students are encouraged to be available for their senior neighbours, do activities together, accompany them on outings, play games, and so on. But the students can also come and go as they please and invite friends over to the home.





PART 2

**the proposals**

FOR AGEING WELL  
IN PLACE



## The 5 proposals FOR AGEING WELL IN PLACE



1

DEVELOPING  
easily personalized residences

2

OFFERING  
intergenerational communal areas



3

SHIFTING THE ROLE  
of the concierge toward that of monitor

4

OFFERING  
residents a platform for managing  
everyday services



5

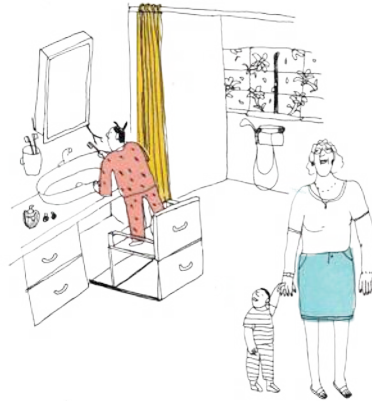
MAKING LOCAL LIFE LIVELY  
with a neighbourhood organizer



# proposal

DEVELOPING  
EASILY  
PERSONALIZED  
RESIDENCES





Being able, easily and more inexpensively, to adapt residences according to the needs of residents, throughout their entire lives.

## the must-haves in a personalized residence

**A residence that can be personalized** is a pre-equipped residence, that technically adapts to senior needs over time and that respects their living habits above all.

### ESSENTIAL CRITERIA

**Ensuring the safety of residents**

- Absence of doorsills

**Respecting people's privacy and living habits**

- More two- and three-room apartments than studios

**Helping maintain social connections**

- Intergenerational housing and communal living spaces

**Facilitating intervention of possible caregivers**

- Room available in the building capable of being used for medical care



**MARKET: NEW/RENOVATION**

Possibility of combining adaptation works with energy renovation works for buildings.



**TARGET AUDIENCES AMONG SENIORS**

Enthusiasts  
Pro-active seniors

Target more independent seniors to prevent loss of independence

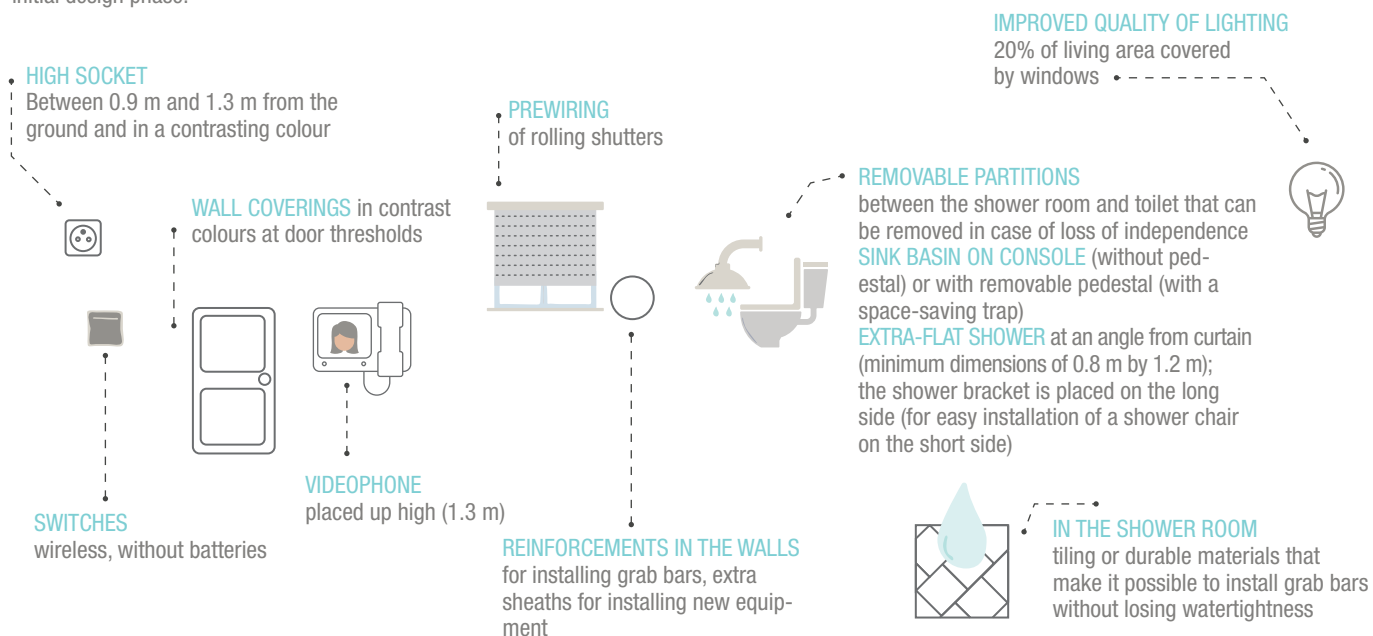


**KEY PLAYERS**

Housing provider  
Tenant  
Occupational therapist  
Developer/Construction company

## WHAT IS A PRE-EQUIPPED RESIDENCE?

In housing, simple and inexpensive equipment can be integrated starting in the initial design phase:



And furthermore, in shared spaces:

**FLOOR COVERINGS**, contrasting walls, and colours on stair nosing

**OVERALL SIGNAGE**  
visible and highly contrasting

**AUTOMATIC LIGHTING** or lighting with switches that are easy to find

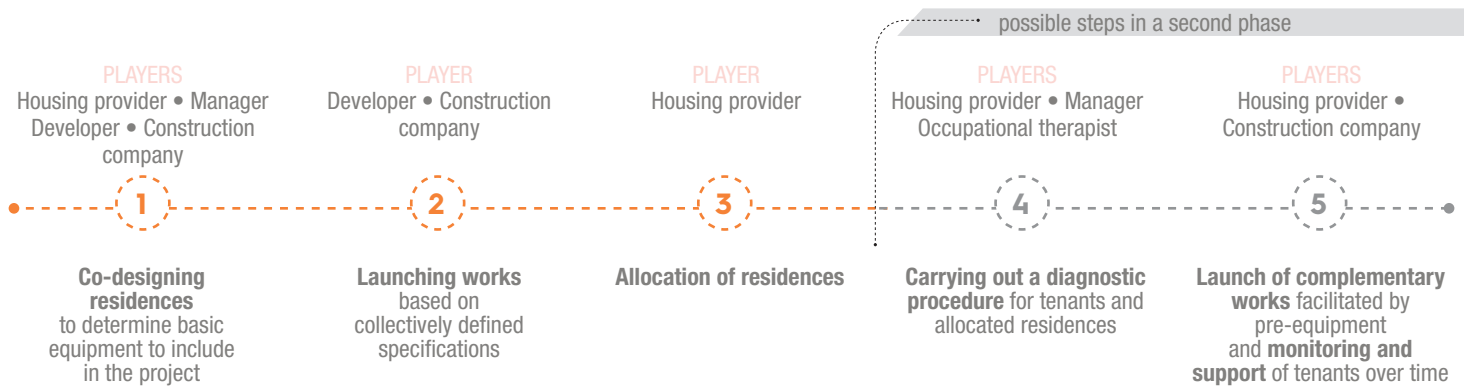
**APARTMENT NUMBERS IN BRAILLE**  
on door handles

**LETTER BOXES**  
at a sufficient height (not too high)





## PERSONALIZED HOUSING IN 5 STEPS



### expected benefits

#### FOR THE TENANT:

- Adaptations carried out at the entrance to the residence, less limiting
- Residences not seen as stigmatizing
- Adaptations targeted to real individual needs
- A residence that adapts to changes in the individual

#### FOR THE HOUSING PROVIDER:

- Anticipation of changing tenant needs
- Savings on additional costs of later adaptations
- Lower turnover
- Pre-equipping makes it possible to remedy the lack of training of involved companies

### limits

- Importance of integrating all basic pre-equipment in the initial specifications
- Traceability of adapted residences specifically by the housing provider
- Poorly defined available financing for successive adaptations





## putting it into practice

### PERSONALIZING RESIDENCES ACCORDING TO THE CONDITION

In the United States, LifeWise Renovations offers to adapt residences on a case-by-case basis, according to people's medical conditions. The company has franchises that bring together the expertise of occupational therapists and service providers.

The offer is made up of flexible packages of solutions specific to each condition in terms of safety and ergonomics, helping people fine-tune their housing according to their needs.

---

### INVOLVING RESIDENTS IN RENOVATION PROJECTS

In Yokohama, in Japan, the URA (Urban Renaissance Agency), an independent administrative agency, launched an ambitious renovation program of a group of 3400 residences from the 1970s. Over 20% of tenants were over age 65.

Residents were involved in the renovation project. The seniors were able to express their expectations and needs in order to stay in the neighbourhood for as long as possible.

#### Among measures implemented:

- Improved accessibility to promote ability of seniors to get around
- Creation of a housing changes forum where tenants can express their needs. Owners can sublet their residence to finance their move to a better adapted residence
- Incentive to have nearby family caretakers by offering a 5% reduction on rent over five years for families with a senior family member living in the neighbourhood
- Partnership with IKEA to install furniture
- Setting up of specific services in the neighbourhood (notably making shared spaces available)





# proposal 2

OFFERING  
INTERGENERATIONAL  
COMMUNAL AREAS





Offering neighbourhood residents a communal multi-purpose room with different spaces to promote conversations and fight against isolation of the elderly.

## must-haves in an intergenerational communal area

**Creating an intergenerational communal area** is more than simply making a room available. It must be accompanied by services, to be defined according to the project, in order to attract residents.

### ESSENTIAL CRITERIA

#### Plan for enough space

- A 50-m<sup>2</sup> room for a building with around 100 residences

#### Easily accessible

- Preferably, plan for an entrance from the street

#### Design a space adapted to multiple activities

- Ideally, an attached room will be available for medical appointments (physical therapy, nursing care)
- Think ahead of time of services to offer and create partnerships as early as possible with institutions (associations) that could provide organization capacities: reservation, event planning, maintenance.

Use of the space must be considered ahead of time to anticipate, for example, problems associated with noise, accessibility, and billing security (plan for a submetre for utility charges).

The space could be privatized by tenants with the association.



#### MARKET: NEW/RENOVATION

**New:** Plan for a dedicated space on the ground floor

**Renovation:** Use patios if it is not possible to recover a part of the ground floor for the purpose

Design a mobile space like a mobile home/bus



#### TARGET AUDIENCES AMONG SENIORS

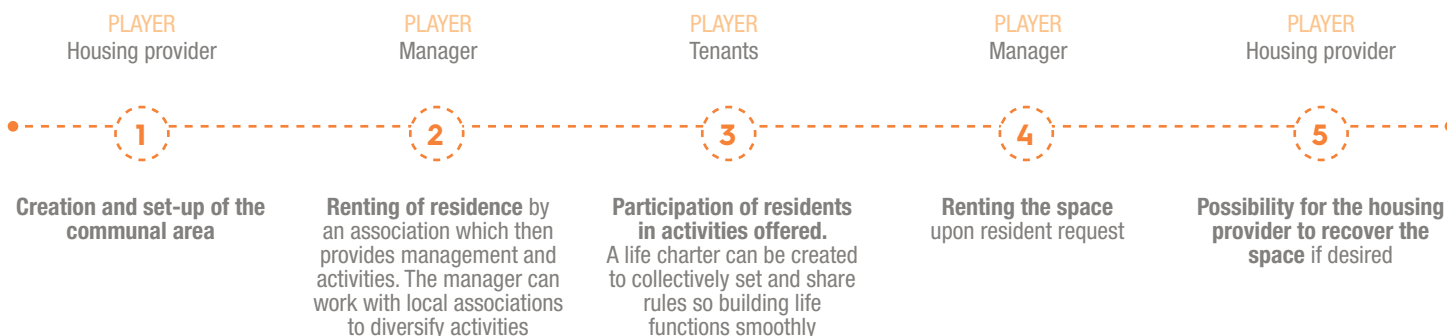
Enthusiasts  
Pro-active seniors  
Helper/helppee couples



#### KEY PLAYERS

Housing provider  
Tenant  
Manager (association or CCAS)

## THE FIVE STEPS FOR MAKING AN INTERGENERATIONAL COMMUNAL AREA SUCCESSFUL



## WHAT TYPES OF SERVICES SHOULD BE INTEGRATED INTO THE COMMUNAL AREA?

The challenge is to offer diverse activities that meet resident expectations. These activities can only be developed in partnership with local associations and municipal services. An evaluation of existing resources is therefore needed.

### SPECIFIC TO FRAGILE POPULATIONS:

- **Prevention, physical activity:** balance and fall-prevention workshops or physical activity sessions adapted to the elderly
- **Health:** the housing provider can create an expanded partnership with a residence pour dependent elderly people located in the same neighbourhood, which can outsource its services or create a partnership with local medical professionals
- **Information:** the housing provider can reserve the room for organizing information centres (including on home aid measures and housing adaptation, or on useful local service providers)

### INTERGENERATIONAL:

- **Cultural and artistic activities**
- **Play spaces for children**
- **A multimedia library/reading corner**
- **Media centre:** Internet/TV

### expected benefits

#### FOR THE TENANT:

- Opportunity to break the isolation of the most elderly
- Opportunity to get to know neighbours better
- Access to new activities
- Possibility of renting the room for personal activities

#### FOR THE HOUSING PROVIDER:

- Higher tenant satisfaction
- Opportunity to identify potential frailties in elderly residents
- Strengthening of social connections

### limits

- Risk of deterioration or abuse of the shared space
- Need to have activities appropriate for all populations (including elderly people)
- Need for an organizer/association to guarantee proper use of the space over time
- Task sharing and sustainability of the programme for maintenance, caregiving, and financing





## putting it into practice

### COMMUNITY BOX, SHARING AND HELPING EACH OTHER

In Japan, a company has developed intergenerational residences intended to accommodate single mothers and independent senior women. Near the private rooms, common spaces (living room, kitchen, bar accessible by the neighbourhood) allow residents to spend time together. The goal is to promote cooperation and sharing.

### ADAPTED PHYSICAL ACTIVITY WITH SIEL BLEU

The association Siel Bleu offers community classes —in certain cases, at home— to improve quality of life for everyone throughout life, through adapted physical activity. These classes are a health and well-being prevention tool for extending an independent and active life.

In addition to workshops offered to companies, each departmental entity enters into partnerships with local actors to find financing: mutual insurance funds, regional councils, cities, health agencies, etc. Through these groups, individuals can also learn of the existence of these activities, which are driving forces for social connection in the neighbourhood.

A photograph of two people shaking hands. The person on the left is wearing a dark jacket over a red and white checkered shirt. The person on the right is wearing a light blue button-down shirt under a brown corduroy jacket. The background is a plain, light-colored wall. A green plant is visible in the bottom right corner.

# proposal 3

SHIFTING THE ROLE OF  
THE CONCIERGE TOWARD  
THAT OF MONITOR



The role of monitor matches a new way of seeing the concierge position. Monitors can respond differently depending on the kind of tenants, with particular attention paid to the most elderly. The concierge thus becomes the steward of social connections in the building.

## conciierge: a profession community to redefine

**The concierge is in contact with residents on a daily basis.** This role puts the concierge in a privileged position for recommending local services, differentiated according to resident profiles.

### MAIN MONITOR FUNCTIONS

**Playing a preventive role through courtesy visits to residents in the most fragile situations**

- According to a monthly schedule to be defined

**Monitoring residents**

- Alerting housing provider if frailties are detected
- Possibly contacting designated family member

**Relaying information between tenants, the housing provider, and local partners**

- Presenting of different activities offered by the city
- Orienting people toward local service providers





## ROLE OF THE MONITOR IN FIVE STEPS



## DIGITAL TECHNOLOGY TO ASSIST CONCIERGES

Digital smart home technology can take over or complement some concierge responsibilities (online platform for tenant assistance requests, alert sent by the concierge in case an elderly person falls, communication of information to the local housing provider agency on weekly visits to tenants). New technologies are not intended to replace the concierges but to **help them be more available and reactive**.

### ORGANIZE RESIDENTS TO CARRY OUT CERTAIN UPKEEP TASKS

To avoid overworking concierges and help them focus their work on supporting tenants, an upkeep system for communal spaces can be proposed.

#### Advantages:

- More time spent on community actions
- More disposable income for tenants if they participate in upkeep

### expected benefits

#### FOR THE TENANT:

- Making daily life safe for seniors
- Individualized, personalized service
- Maintenance of social connections and a relationship of trust

#### FOR THE HOUSING PROVIDER:

- Answer to a growing need of residents, especially elderly residents, to see the role of the concierge evolve
- Limitation of turnover in residences (gaining the loyalty of tenants)
- Adding status to the concierge profession (increased attractiveness of a little-recognized career)

### limits

- Regulatory constraints on the concierge role and billing of rental charges to tenants
- Need to clearly define everyone's role (the concierge should not be a substitute for caregivers)
- Concierge residences are rarely included in new buildings though the expanded role requires full-time presence
- New concierge profile: new skills to consider in training and hiring



## putting it into practice

### SENIOR ADVISER - HAUTE-SAVOIE HABITAT

In Ambilly (administrative department 74), Haute-Savoie Habitat offers senior residents (over age 75) the chance to have a bi-annual visit from a designated 'adviser'. The adviser visits residents' homes to carry out an evaluation and helps them carry out any possible administrative formalities related to housing. People who have tried out the programme are unanimously satisfied.

### VALOPHIS HABITAT

With concierges who are increasingly well trained in social support, housing providers are considering new management methods that would free up more time for the concierge to provide support to residents: making courtesy visits to seniors, making connections with social action organizations and partners, or providing logistical support at events organized by the city government. This kind of management is in the test phase in the municipality of Chevilly-Larue (administrative department 94), and both elderly tenants and concierges have responded very positively.



# proposal 4

OFFERING RESIDENTS  
A PLATFORM FOR MANAGING  
EVERYDAY SERVICES





Facilitating seniors' lives by offering them an online platform and an on-site centre for exchanging services between neighbours and accessing selected service providers at negotiated rates.

## everyday services: a necessity

This type of system must make it possible to respond to two challenges: making seniors' lives easier and helping seniors maintain a social role by helping them feel useful.

### TWO POSSIBLE OPTIONS FOR EVERYDAY SERVICES

#### SERVICE EXCHANGE BETWEEN (NON-MERCHANT) MEMBERS

Members exchange services paid for with an artificial currency, with which they can use other services offered by their neighbours.

*Examples: babysitting, maths tutoring, cooking, massage, haircutting, etc.*

An employee can manage the system during the first year after which the platform is launched.

The system is open to residents of the same neighbourhood.

#### PARTNERSHIP WITH LOCAL (MERCHANT) ARTISANS AND PROFESSIONALS


The service platform can also include services for a fee, especially for technical interventions that require expertise and emergency services. The professional accepts

responsibility for the service provided. The entity that manages the whole system defines services that must be provided by a professional ahead of time.

*Examples: changing a broken light bulb that could be a source of anxiety for an elderly resident, or installation of a grab bar.*

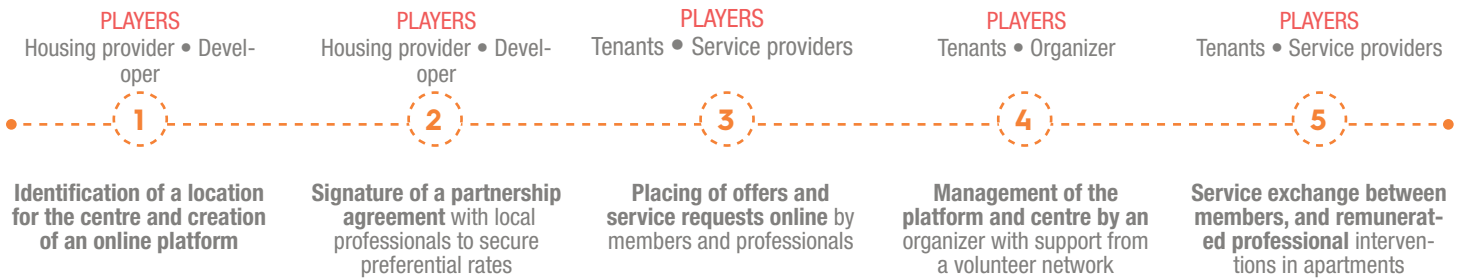
The tenant can purchase a subscription or pay for single services.

  
MARKET: NEW/RENOVATION

  
TARGET AUDIENCES AMONG SENIORS  
Enthusiasts  
Isolated seniors  
Helper/helped couples  
Independent seniors receiving assistance

  
KEY PLAYERS  
Housing provider  
Tenant  
Developer  
Organizer  
Service providers

## IMPLEMENTATION OF A SERVICE PLATFORM IN FIVE STEPS



### expected benefits

#### FOR THE TENANT:

- Guarantee of more available local services
- Services at a controlled cost (services paid for with time or negotiated through agreements)
- Relief for family caregivers, often overworked

#### FOR THE HOUSING PROVIDER:

- Prevent deterioration
- Prevent risk of falls and domestic accidents for the most fragile seniors (process to make the home safer)
- Response to growing demand from tenants for more services

### limits

- Awareness raised among service providers about challenges of ageing
- Multi-skilled service providers to limit the number of service providers
- Financing of interventions
- Use of volunteers

## putting it into practice

### THE ACCORDERIE

The Accorderie, in the 14th arrondissement of Paris, is a place where neighbours can exchange services. No real money is in play; participants bill each other for time spent according to the services provided and use an online platform developed by the Réseau des Accorderies de France. The most requested services are help with home maintenance and well-being services: massages, hairdressing, etc. The association has a centre, which is a meeting place for neighbours. Two employees provide support for the project, which is financed by public and private partners. Residents are getting increasingly involved in the management of the Accorderie.

### THE IMMOBILIÈRE PODELIHA HOME MAINTENANCE AND ODD JOBS SERVICE

Under the Habitat Senior Services (HSS) certification roll-out, Immobilière Podeliha signed a contract with service providers in charge of maintaining the entire property. Tenants of HSS-certified residences can benefit from the services of professionals for home maintenance and odd jobs at preferential prices.

To do so, they purchase a subscription (about €2-3/month). They have a list of service providers whom they can contact directly.





# proposal 5

MAKING LOCAL LIFE LIVELY  
WITH A NEIGHBOURHOOD  
ORGANIZER



Bringing energy to local life (welcoming new arrivals, providing information, organizing events, neighbourhood parties) by putting in place shared neighbourhood organizer positions.

## neighbourhood organizer responsibilities

The main responsibilities of the organizer are to put together neighbourhood activities and promote connections between residents. The organizer can also be in charge of the resident service exchange programme (see proposal 4).

The organizer promotes intergenerational communication and special treatment of elderly people.

### WHO IS THE NEIGHBOURHOOD ORGANIZER?

The position can be organized in two ways:

- The organizer can be an **employee** hired specifically for the post by the municipality or the neighbourhood urban planner (a half-time job, for example). The organizer relies on a network of volunteers or concierges from surrounding buildings to relay information.
- The organizer can also be a **collective of members** of an association created for the purpose, a neighbourhood life club. Several people manage the centre, organize events, provide welcome, and spend time on call.

No matter the set-up, the programme requires a dedicated space that is visible and easily accessible to make it sustainable.

### DIGITAL TECHNOLOGY AS AN AMPLIFICATION TOOL

Organizers can become community managers, using a digital application and organizing a community of residents around affinities and centres of interest.

This neighbourhood application gathers useful information such as bus schedules, emergency numbers and addresses of local businesses and services, dates of coming events, information on residence consumption, etc.

A digital platform can help organizers concentrate on making local life more dynamic.



#### MARKET: NEW/RENOVATION

**An ideal programme in new buildings:** The presence of an organizer is especially useful when a new neighbourhood is being built, where the challenge is to establish a real local feeling.

**In renovation projects,** the programme should rely on existing networks to avoid disrupting local dynamics.



#### TARGET AUDIENCES AMONG SENIORS

This proposal is relevant to all seniors



#### KEY PLAYERS

Community  
Association/Organizer  
Residents  
Urban planner



## FIVE STEPS TO PUT IN PLACE A NEIGHBOURHOOD ORGANIZER POSITION



### expected benefits

- Sole interlocutor
- Goodwill toward elderly people
- Strengthened local life
- Better coordination of different local networks
- Easier integration into a new neighbourhood after a move

### limits

- Financing
- Risk of overuse of volunteer network
- Importance of the profile of the person hired (skills, personality, energy)
- Clear definition of the role to avoid impinging on the work of the concierge



## putting it into practice

### ERLENMATT, SWITZERLAND

From the time the new neighbourhood of Erlenmatt was inaugurated, residents have benefited from a social network just for them, accessible from their smartphone and other mobile devices, to get information about events as well as practical information (transport, local exchange platforms, classified ads, etc.).

An organizer was designated for the first two years to launch neighbourhood life; the programme was put in place by the property developer.



## CONCLUSION

### ageing well means living well

The ageing population is a societal challenge to which actors in the housing sector must respond. Within the interaction between individuals and their direct environment, housing plays a central role in ageing well.

Housing design should make it possible to support individuals through all stages of their lives and make major family changes easier: retirement, a child leaving home, a temporary return of another child, grandchildren, intervention of a caregiver, a return home after hospitalization, etc.

**All in all, ageing well at home (the subject of this paper) means living well at home.**

Services that are expected or offered have an essential role to play in this good life. The seniors of today and tomorrow are increasingly anticipating this 'third stage of life', alone or with their families, their friends, and society. That is why it is so important to understand their needs and how those needs are likely to change.

Solutions must be found using partnerships. That is the goal of this working group: addressing the points of view and feedback of professionals who, still too often, work in isolation, in order to identify major housing trends targeted at seniors.

Though this reflection paper has shown that there is not a single solution but a possible combination of several solutions according to the context of each project, this working group has nonetheless highlighted the importance of considering residences with a high potential for personalization that can change with the needs of residents, starting in the design phase. The working group also shone a light on seniors' expectations for socialization, which is why it is important to integrate plans for communal areas, adapted to facilitate communication, into projects, but also services, such as the creation of a 'conciergerie-monitor' or a neighbourhood organizer.

For Bouygues Construction, this document is a way of inspiring employees and partners to take ageing into account in all housing projects. May this contribution help innovative projects and experiments materialize!



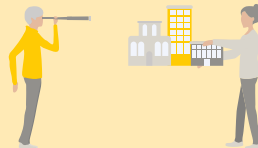
Outlook and Strategy Director,  
Bouygues Bâtiment Ile-de-France Habitat Social

working group co-leader

**Xavier  
Rodarie**



**anticipating,**



OFFERING AND BUILDING  
THE HOUSING OF TOMORROW TO  
'AGE WELL' AT HOME



## INTRODUCTION

# of the think tank members

### Fahrudin Bajric

Project executive at the PACA Region Individual Services Department

Fahrudin helps develop innovation projects for institutions belonging to the PACA Region Individual Services Department, a services and home care network. Ageing well at home is one of the focuses of his work. In 2015, with regional actors and in connection with the Regional Council and AG2R La Mondiale, he launched a project for designing functional specifications for a modern intermediate residence, adapted to the needs of elderly people in a fragile situation. The specifications elaborated are being tested today by seniors in different parts of the region.

A presentation of the idea is available at:

<http://www.lhabitatdevotregeneration.fr/#firstPage>

### Blandine Calcio Gaudino

Health-Social-Ageing Department Manager in the Territorial Digital Development division at the Caisse des Dépôts

Since 2012, Blandine has been a manager in the Health-Social-Ageing Department in the Territorial Digital Development division at the Caisse des Dépôts. Her division aims to mobilize investments to contribute to economic recovery throughout the country, to help make sure that all areas have the best modern infrastructures and digital services, and to innovate to find the services of tomorrow. It searches for projects that aim to accelerate the roll-out of solutions that meet the needs of areas of the country with immature markets, emerging areas, or areas where private offers are fairly or completely unavailable.

### Brune de Bodman

Action Tank Entreprise et Pauvreté

Brune worked for two years at Action Tank Entreprise et Pauvreté, before joining the consulting firm Bain at the beginning of 2016. A social experimentation laboratory, Action Tank brings together businesses, associations, and the academic world to develop economically sustainable projects that help reduce poverty and social exclusion in France. Housing is a main focus of the laboratory. In 2015, Brune launched a project on housing for modest-income seniors in fragile situations.

of the think tank members

  
**Marie  
Dumas**

Project manager for  
adapted and specific  
housing at Valophis Habitat

Marie is responsible for adapted and specific housing policy at Valophis Habitat. A leading social housing provider with 40,000 residences, Valophis is present throughout the entire Ile-de-France administrative department and in most of the Val-de-Marne department. Responsive to the needs of its tenants and eager to promote ageing in place, Valophis Habitat has been implementing its adaptation policy for many years with the support of occupational therapists. Its three main orientations are adaptation, inventorying and codifying of property, and adaptation of management and service. In all, over 1000 residences have been adapted since 2007.


  
**Laurie  
Espinosa**

Sustainable Development  
Manager at ICF Habitat

Responsible for managing sustainable development policy, Laurie supports ICF Habitat subsidiaries as they implement their environmental and societal commitments. In charge of over 100,000 residences, ICF Habitat houses over 300,000 people throughout the country. The Group has committed to adapting at least 2,000 residences between 2011 and 2016 to benefit the elderly or people with reduced mobility, and to provide support to each of those individual cases. Initiatives range from carrying out adaptation works in older buildings to developing specific programmes in intergenerational housing.


  
**Serge  
Guérin**

Sociologist

A specialist on issues related to ageing and the ageing society, Serge holds a doctorate (with accreditation to supervise research) in information sciences and communications. He is also a professor at INSEEC Management and Communication Schools, where he is in charge of the Health Establishment Management programme. He has also written many books and articles on the sociology of seniors and the relationship of French society with ageing, including *Silver Generation*, published in March 2015. He aims to improve the image of elderly people in society, to reassert the importance of caregiving professions and social connection, and to support policies favouring intergenerational relationships.


  
**Claudine  
Guidat**

Professor at Université  
de Lorraine

A former regional councillor from Lorraine and first deputy to the mayor of Nancy, Claudine is the founder of ENSGSI Nancy (a French industrial systems engineering institution), of which she has been director since 2009. A professor at Université de Lorraine, she holds the REVEs chair (ecological renaissance of cities and regions). As such, she is also co-founder of Smart City Living Lab and participates in the development of the Fabliving Lab platform, which aims to accelerate innovation under strong constraints by involving users in the design process. Supporting ageing healthily and independently at home is one of the three orientations of the REVEs chair.

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## Elisabeth Hercberg

Occupational therapist and  
co-founder of the firm La Kleh

An occupational therapist, Elisabeth co-founded the firm La Kleh, where she works in usage quality and accessibility for people with disabilities, carrying out assignments involving individual needs assessments, assistance to contractors, consultations for architects and construction professionals, and training of people who work with the elderly. She was also a member of the Fondation de France disability commission and a consulting expert at the Benefits Office of the Caisse Nationale de Solidarité pour l'Autonomie.

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## Badr Rharbi

Property strategy department  
manager at RIVP

Badr is a strategic property plan manager at RIVP whose main focuses include accessibility, disability, and ageing. The action plan aims to make 40% of property accessible and to adapt 3% of existing housing by 2020. The annual investment is €3 million. The short-term objective is currently to develop a range of ageing-related services for tenants.

In charge of nearly 57,000 residences (apartment buildings and residence halls), RIVP is one of the major social housing players in Paris.

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## Pierre-Eric Turpault

Immobilière Podeliha Real  
Estate Property Manager

Pierre-Eric is a manager in the Real Estate Property Department at Podeliha, a leading social housing provider in the Pays de la Loire region and an Immobilière 3F subsidiary. To promote ageing well in place for elderly people, and to help them be independent in their homes for as long as possible, Immobilière Podeliha has earned the Habitat Senior Services (HSS) certification from the Delphis association for some of its properties. In 2015, nearly 300 residences had received the HSS certification. At Immobilière Podeliha, there is also an adaptation commission that makes it possible to use targeted adaptation techniques (replacing a bathtub with a shower, installation of grab bars, making rolling shutters automatic, etc.) to respond to particular problems tenants over 60 face in daily use of their residences. The commission has made it possible to adapt over 200 residences per year.



## ACKNOWLEDGEMENTS

### for your valuable contribution

Bouygues Construction would like to warmly thank **Serge Guérin** for having mentored the working group and contributed all his expertise to enrich its reflections and discussions.

Beyond the experts in the working group, Bouygues Construction would like to thank the **participating specialists** who shared their expertise on the subject:

**Camille Boutte | Alain Franco | Olivier Gualtierotti | Catherine Joubert | Mohammed Malki | Carole Rivière | Sophie Schmitt | Matthieu Vendomele**

We would also like to thank the Bouygues Construction **employees** who shared their expertise:

**Virginie Alonzi | Valérie Barlois Leroux | Jean-Charles Bertrand | Matthieu Dejean | Matthieu Gauvin | Xavier Gauvin | Patricia Lorre | Marie Lenormand | Clara Marion | Laurent Michelin | Xavier Rodarie | Claude Rolland | Antoine Thomazo | Pascal Pelique | Philippe Vereecke**





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