ageing well at home
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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 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.

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.
Seniors and housing: a model in need of reinvention

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.
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.

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.
PART 1

AN AGEING POPULATION & HOUSING
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 priorities¹ 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.

¹ 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.

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.²

**PRO-ACTIVE SENIORS**  
Young appearance / In good health, active / Surround 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

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

**DEPENDENT, ASSISTED SENIORS**  
A member of the family assumes responsibility for care / Lives with family helper

**DEPENDENT, ISOLATED SENIORS**  
Loneliness is the dominant feeling / Depressive syndromes / Withdrawal / Home is a refuge

**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.

² 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.

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.

The three priorities for seniors

TREND 1
Persistent preconceived notions about seniors

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.

Seniors are rich

83% of people ages 60-79 and 60% of people age 80 and over are relatively independent.

Source: OECD, 2010

Seniors are technophiles

81% of seniors like to surf the Internet.

(Source: Korian)

Seniors are dependent

83% false

Seniors are rich

50% false

Seniors are disconnected from daily reality

32% false

Seniors are active in associations

80% false

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

**Service Providers with Varied Skills**

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 are 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.

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.

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.

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

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.

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.

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.
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.

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.

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.

Sociologist

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
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 mine. 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

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.

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.

Elisabeth Hercberg
Occupational therapist
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.

In the United Kingdom, Downsizer homes

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)

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.”

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**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

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**Proportion of adapted housing in Europe**

<table>
<thead>
<tr>
<th>Country</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Poland</td>
<td>16%</td>
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<tr>
<td>Greece</td>
<td>16%</td>
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<tr>
<td>Italy</td>
<td>19%</td>
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<tr>
<td>Czech Republic</td>
<td>4%</td>
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<tr>
<td>Belgium</td>
<td>6%</td>
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<tr>
<td>France</td>
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<td>Austria</td>
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<td>Germany</td>
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<td>Denmark</td>
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<tr>
<td>Netherlands</td>
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</tbody>
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Average: 6.2%

Source: SHARE 2006 survey
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.

**HIGHLY VARIED TYPES OF HOUSING**

**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.

**Brune de Bodman**

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.

**Valophis Habitat**

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**Brune de Bodman**

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INTERGENERATIONAL HOUSING: A SOLUTION FOR AGING 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 Île-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.
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
DEVELOPING
EASILY
PERSONALIZED
RESIDENCES

proposal 1
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

- **Enthusiasts**
  - Pro-active seniors

- **Target more independent seniors to prevent loss of independence**

- **Key players**
  - Housing provider
  - Tenant
  - Occupational therapist
  - Developer/Construction company

- **Market: New/Renovation**
  - Possibility of combining adaptation works with energy renovation works for buildings.
WHAT IS A PRE-EQUIPPED RESIDENCE?

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

- **HIGH SOCKET**
  Between 0.9 m and 1.3 m from the ground and in a contrasting colour

- **SWITCHES**
  Wireless, without batteries

- **WALL COVERINGS**
  In contrast colours at door thresholds

- **REINFORCEMENTS IN THE WALLS**
  For installing grab bars, extra sheaths for installing new equipment

- **PREWIRING**
  Of rolling shutters

- **VIDEOPHONE**
  Placed up high (1.3 m)

- **IN THE SHOWER ROOM**
  Tiling or durable materials that make it possible to install grab bars without losing watertightness

- **DEVICES IN THE APARTMENT**
  Improved quality of lighting (20% of living area covered by windows)

- **REMOVABLE PARTITIONS**
  Between the shower room and toilet that can be removed in case of loss of independence

- **SINK BASIN ON CONSOLE**
  (without pedestal) or with removable pedestal (with a space-saving trap)

- **EXTRA-FLAT SHOWER**
  At an angle from curtain (minimum dimensions of 0.8 m by 1.2 m); the shower bracket is placed on the long side (for easy installation of a shower chair on the short side)

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

1. Co-designing residences to determine basic equipment to include in the project
2. Launching works based on collectively defined specifications
3. Allocation of residences
4. Carrying out a diagnostic procedure for tenants and allocated residences
5. Launch of complementary works facilitated by pre-equipment and monitoring and support of tenants over time

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
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)
OFFERING INTERGENERATIONAL COMMUNAL AREAS

proposal 2
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.

**Must-haves in an intergenerational communal area**

**Essential Criteria**

- **Plan for enough space**
  - A 50-m² 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 sub metre 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/helpee couples

**Key Players**

- Housing provider
- Tenant
- Manager (association or CCAS)
THE FIVE STEPS FOR MAKING AN INTERGENERATIONAL COMMUNAL AREA SUCCESSFUL

PLAYER
Housing provider

PLAYER
Manager

PLAYER
Tenants

PLAYER
Manager

PLAYER
Housing provider

1. Creation and set-up of the communal area
2. Renting of residence by an association which then provides management and activities. The manager can work with local associations to diversify activities
3. Participation of residents in activities offered. A life charter can be created to collectively set and share rules so building life functions smoothly
4. Renting the space upon resident request
5. Possibility for the housing provider to recover the space if desired

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
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.

ADAPTÉD PHYSICAL ACTIVITY WITH SIÉL 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.
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.

**concierge: 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

1. Training on challenges of ageing for the concierge
2. Identification of most at-risk tenants, visits to whom should be prioritized
3. Communication with tenants about the presence and availability of the concierge
4. Regular courtesy visits to detect possible frailties of certain tenants
5. Alerts for designated family member and housing provider, which may send a social worker to undertake a more precise evaluation of the tenant

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.
OFFERING RESIDENTS A PLATFORM FOR MANAGING EVERYDAY SERVICES
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.
IMPLEMENTATION OF A SERVICE PLATFORM IN FIVE STEPS

1. Identification of a location for the centre and creation of an online platform
2. Signature of a partnership agreement with local professionals to secure preferential rates
3. Placing of offers and service requests online by members and professionals
4. Management of the platform and centre by an organizer with support from a volunteer network
5. Service exchange between members, and remunerated professional interventions in apartments

PLAYERS
- Housing provider • Developer
- Tenants • Service providers
- Tenants • Organizer
- Tenants • Service providers

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
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.
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**

1. **Choice of type of measure**
   (association, employed organizer)

2. **Creation of a network of designated people**
   in charge of rolling out the programme

3. **Regular communication**
   with various local networks
   (local merchants, medical networks, association) and
   integrating them into the programme

4. **Organization of regular meetings and communication**
   with various target audiences

5. **Participation in events**

**PLAYERS**

- **Organizer • Association**
- **Residents**
- **Urban planner • Municipality**
- **Organizer • Association**
- **Organizer • Association**
- **Residents**

**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
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.
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 ‘concierge-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!
anticipating, offering and building the housing of tomorrow to ‘age well’ at home
INTRODUCTION

of the think tank members

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

Fahrudin Bajric
Project executive at the PACA Region Individual Services Department

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.

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

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.

Brune de Bodman
Action Tank Entreprise et Pauvreté
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 Île-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.
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.

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.

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.
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:

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