



22-23 October, 2020

EFL Autumn Conference

Future of Housing Post Covid



organised by



Gewobag
Die ganze Vielfalt Berlins.



EUROPEAN FEDERATION
FOR LIVING

THURSDAY October 22

Virtual Conference via MS Teams
EFL Autumn Conference (1)

Moderation: *Joost Nieuwenhuijzen*

13.00- 13.10 **Welcome and Introduction**
Ben Pluijmers, EFL Chairman

13.10- 14.40 **WORKSHOP**
The Future of Housing and new (digital) business models

- **Insight on new business strategies**
Dr. Oliver Falk-Becker, Gewobag
- **Ambient Assisted Living (AAL) – insights from the living lab “Pflege@Quartier”**
Helene Böhm, Gesobau Berlin

Assisted Living in Berlin
Melanie Rosliwek-Hollering, SOPHIA

- **Smart apartments for elderly tenants – a hands on user journey workshop with latest AAL-technology**
*Roman Riebow &
Dr. Oliver Falk-Becker, Gewobag*

14.40 – 15.10 **Sustainability Management**
*Kathrin Bratke & Maria Blume,
Gewobag*

15.10 – 15.30 **Sustainability Trends in European Housing**
First edition of Housing Sustainability Outlook
Lutz Rittig and Austen Reid, RITTERWALD

15.30 **Q&A**

16.00 **Closing**

SPEAKERS

Helene Böhm

Gesobau AG



Helene Böhm is head of the department Social & Community Development of the Berlin based GESOBAU AG. The GESOBAU AG is one of Berlin's six municipal housing associations, and the owner of around 42,000 flats serving ca. 100,000 tenants.

Helene Böhm's main responsibilities lie in the professional management of the department, implementing new strategies for the development of suburban neighbourhoods as well as developing new strategies and projects within the topics of integration, communities, mobility, senior citizens and voluntary work. She is also the GESOBAU's representative on topics regarding community development, and our leading expert and frequent guest at talks and panels concerning municipal politics.

She holds a Master's degree in social management and is a part-time lecturer at the BBA – Akademie der Immobilienwirtschaft e.V. / BA Sachsen, Saxony's state business school/ University of Applied Sciences, Potsdam. Her book "Social work in the housing industry – an analysis for the improvement of living quality in housing corporations" (Vdm Verlag Dr. Müller) was published in 2008.

Helene Böhm was awarded the prestigious "Köpfe der Immobilienwirtschaft" award from The German Property Federation (ZIA) and *Immobilienwirtschaft*, one of Germany's leading weekly business news magazines, in 2018.

SPEAKERS

Melanie Rosliwek-Hollering *SOPHIA*



Melanie Rosliwek-Hollering is director of the SOPHIA Berlin GmbH. SOPHIA was founded in 2007 and is a subsidiary company owned by Degewo AG and STADT UND LAND, two of the six municipal housing companies in Berlin. SOPHIA first focused on elderly tenants to support independent and self-responsible living at home, as long as possible. Therefore a combination of human care – both by volunteers and full-time employees – and modern devices like emergency call systems with automatic alarms was set up. Being operator of several assisted livings in Berlin SOPHIA also focused on developing neighbourhoods and is operating five “Nachbarschaftstreffs” for the housing companies. Another key aspect of SOPHIA is social counselling both for tenants (e.g. care, social law, rent arrears) and the employees of the housing companies working with tenants who need higher attention or mediation processes.

Melanie Rosliwek-Hollering holds a degree in education and “Real Estate Management” (MBA). Her book “Ambient Assisted Living and innovative services – a future concept for housing companies?” was published in 2012. SOPHIA is currently part of an “Innovationsfonds”-project of the German federal government called “Virtual Assisted Living”, working together with health insurances, a housing company and device manufacturers.