



EBZ Business
School

Social Housing and Rapid Digitalisation: Working Together (and Apart)

EBZ/EFL Summer School for Young
and Early Career Professionals

05–15 July 2021, Online



Co-Organizer

Partner



EUROPEAN FEDERATION
FOR LIVING



Social Housing and Rapid Digitalisation: Working Together (and Apart)

EBZ/EFL Summer School for Young and Early Career Professionals 2021:
Online in sessions between the 5th and 15th July

Participation involves roughly 24 hours online over two weeks, including 8 hours in small group sessions with international peers that can be timed to fit groups' needs. Most teaching occurs in week one, leaving time for group work later. Session times are shown in CEST, lecture titles are indicative, and some speakers are to be confirmed.

Monday, 05 July 2021

Theme 1: Social and affordable housing around Europe

Theme 2: Delivering tenant services digitally

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| 10:00-10:30 | Welcome & Introduction
Prof. Dr. Jan Üblacker, Professor for Housing and Neighbourhood Development, EBZ Business School
Ben Pluijmers, Chairman, European Federation for Living
Joost Nieuwenhuijzen, Managing Director, European Federation for Living
Dr. Anita Blessing, Research Coordinator, European Federation for Living |
| 10:30-12:00 | The State of Social Housing in the EU
Alice Pittini, Research Director, Housing Europe

Discussion & Quiz: Social Housing Around Europe

Formation of groups & teambuilding exercise |
| 12:00-14:00 | Free period |
| 14:00-15:00 | Workshop: Digital Innovations in Accessible Tenant Services for Social Landlords
Ninesh Muthiah, CEO Home Connections UK |
| 15:00-16:00 | Introduction to the group exercise and Q&A
Prof. Dr. Jan Üblacker, Professor for Housing and Neighbourhood Development, EBZ Business School
Dr. Anita Blessing, Research Coordinator, European Federation for Living |

Tuesday, 06 July 2021

Theme: Harnessing digital technology to build community capacity and resilience

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| 10:00-12:00 | Digital Innovation for Tenants and Communities
Alexander Weihe, Innovation Management Vonovia

Digital Inclusion and Community Capacity Building
Kenne Amissah, Digital Inclusion Manager, Clarion Futures Digital |
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Draft Programme

Group discussion and activity

- 12:00-14:00** **Free period**
- 14:00-15:00** **Neighbourhood Social Integration and Digitalisation: What do We Know?**
Prof. Dr. Jan Üblacker, Professor for Housing and Neighbourhood Development, EBZ Business School
- 15:00-16:00** **Interactive team building and scheduling group work sessions**

Wednesday, 07 July 2021

Theme: New income streams from digital technology: Business models for affordable landlords

- 10:00-12:00** **Business Strategies for Social Landlord Service Development**
Dr. Oliver Falk Becker, Corporate Development Manager, Gewobag, Berlin
Roman Riebow, IT manager, Gewobag, Berlin
- Digital Innovations in Building Energy Data Collection (TBC)**
Dr. York Ostermeyer, Associate Professor, Chalmers University of Technology (TBC)
- Discussion and workshop activity**
- 12:00-14:00** **Free period**
- 14:00-15:30** **When 'Smart' Technology Goes Wrong for Tenants and Social Landlords**
Dr. Anita Blessing, Research Coordinator, European Federation for Living
- Business Risks for Social Landlords and SWOT Analysis Activity**
Prof. Dr. Jan Üblacker, Professor for Housing and Neighbourhood Development, EBZ Business School
Dr. Anita Blessing, Research Coordinator, European Federation for Living

Thursday, 08 July 2021

Theme: Making smart homes and buildings work for tenants and affordable landlords

- 10:00-11:45** **How to Achieve Empathic Innovation – Smart Devices Tenants Feel Good About**
Prof. Masi Mohammadi, Chair Smart Architecture, TU Eindhoven
- Additional Speaker TBC**
- Discussion and group activity**
- (morning session only, afternoon is free with option for shared virtual lunch)

Friday, 09 July 2021

Theme: Harnessing digital technology for community crisis response

- 10:00-11:45** **Digital Support Strategies for Heatwaves and Adaptation for COVID-19**
Paris Habitat, speaker TBC





Draft Programme

Digital Innovations for Care and Support Through Crises

John McLean, Chief Executive, Radius Housing, Northern Ireland

Discussion and group activity

12:00-14:00 Free period

14:00-16:00 Option for supervised group work

Monday, 12 July 2021

Theme: Working together (and apart)

10:00-11:00 An All-Digital Housing Association (TBC)
Speaker TBC

11:00-12:00 Hybrid Models for Working Together Beyond COVID-19, Combining the Strengths of Digital and Face to Face Working
Speaker TBC

12:00-14:00 Free period

14:00-16:00 Option for supervised group work

Tuesday, 13 July 2021

10:00-12:00 Option for supervised group work

14:00-16:00 Option for supervised group work

Wednesday, 14 July 2021

10:00-12:00 Interactive Warmer
Group Work and feed into group report

12:00-14:00 Free period

14:00-16:00 Option for supervised group work

Thursday, 15 July 2021

Theme: Our visions: Team challenge presentations

10:00-12:00 Final Presentations, discuss options to co-author EFL report

12:00-14:00 Free period



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Social and affordable housing providers around Europe are dealing with rapidly changing conditions. Pressures to increase efficiency have them working in new ways, propelled by the rapid pace of prop-tech innovation. In response to the COVID-19 crisis, the digitalisation of many of their organisational functions and services has sped up. Multiple aspects of housing professionals' work and daily lives have been brought online, rapidly altering communications with colleagues, partners and tenants. Amidst hopes that our patterns of living will soon normalise, the year 2021 has many of us asking if higher levels of remote working and digital service provision are becoming the new normal.

This 2021 edition of the Summer School for Young and Early Career Housing Professionals will be delivered through an interactive online platform in sessions designed to fit around other work or activities. It will bring our students into discussion with leading experts to learn about emerging practices in digitalising housing and community services to meet the needs of diverse communities, and to empower their residents to help each other. Students will work together to learn how organizational

practices are changing around Europe, and to critically evaluate digital and smart home innovations by identifying the risks they pose – as well as the benefits they offer – for housing providers, tenants and communities. Our highly interactive programme will combine lectures and discussions with small team collaborations, enabling students to learn from their international peers and establish networks despite lockdowns. Teams will research, discuss and then present recommendations for challenges relating to digital inclusion, community capacity building, smart home technology, new income streams for social housing, and remote working. With EFL and EBZ Business School's assistance, an option will be provided for students wishing to expand on their topic to contribute to an international report.

The participation fee is 500,00 € per person; if employed by a company that is a member of EFL European Federation for Living (EFL), a reduced fee of 350,00 € applies. The number of participants is limited, so save your spot, and register here:

www.ebz-business-school.de

For more information:

[Visit our website](#)

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