Stimulating collaborative housing for and by seniors
Stimulating collaborative housing for and by seniors

Identification of constraints from a resident perspective

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P5 Presentation

Faculty of Architecture and the Built Environment
Management in the Built Environment
Graduation lab: Collaborative Housing

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A. Introduction
B. Research Framework
C. Phase I
D. Phase II
E. Conclusions & discussion
A Introduction
Senior?

55+

Sources:
van Iersel & Leidelmeijer, 2016
“Shortage of 80,000 dwellings for seniors, and this shortage is growing”
EenVandaag, Jun 2019

“More people will be living alone, mostly seniors”
NOS, Dec 2018

“A large lack of supply of suitable dwellings for seniors is imminent”
House of Representatives, Jun 2016

“Multi-billion Euro investment needed to address senior housing shortage”
AD, Nov 2019

“Neighborhoods are not ready for the aging population”
NOS, Feb 2018
Problem: shortage of suitable housing for seniors
Suitable

“Appropriate for a person or situation”

Seniors

Motivations

Housing
The Netherlands is aging

Sources:
CBS (2019)
What it means to be ‘senior’ is changing

- ‘Young Seniors’
- 55-65

Life expectancy

Loneliness

Education

Health

Affluence
Seniors are living in ‘unsuitable’ homes

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>55-64</td>
<td>188.946</td>
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<tr>
<td>65-74</td>
<td>154.729</td>
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<tr>
<td>75-84</td>
<td>74.842</td>
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<tr>
<td>85+</td>
<td>23.552</td>
</tr>
</tbody>
</table>

Sources: WoOn Survey (2018)
26% of seniors want or are committed to moving during the coming two years.

~726,000 seniors

Sources:
WoOn Survey (2018)
Seniors are most interested in specific types of housing:

<table>
<thead>
<tr>
<th>Supply</th>
<th>Demand</th>
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<tbody>
<tr>
<td>Flat, apartment or similar</td>
<td>1.6</td>
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<tr>
<td>Living unit w/ shared facilities</td>
<td>17</td>
</tr>
<tr>
<td>Other</td>
<td>5.5</td>
</tr>
</tbody>
</table>

Sources: WoOn Survey (2018)
Market can’t build enough

Total new-built (2018) 66,000
Unsuitable for seniors 210,000

Sources: CBS (2019)
Lack of suitable housing for (Young) Seniors

More seniors (aging)  
Changing seniors (young seniors)  
Current housing undesirable  
Lack of (suitable) new supply
Collaborative housing is one form of housing provisioning.
Benefits

• Mental wellbeing
• Community
• Shared facilities
• Custom dwelling

Disadvantages

• Takes long to realise
• Uncertain process
• Time investment
• Energy investment

Sources:
Institute for Sustainable Futures. (2019)
What is Collaborative Housing

- Initiated by residents
- Community intention
- Autonomous housing units
- Participation in process
- Not-for-profit
- Explicit housing dimension

Based on:
Fromm (2012)
International Collaborative Housing and Vestbro (2010)
R. Lang, C. Carriou, and D. Czischke (2018)
Investigate collaborative housing as a tool to contribute to resolving the housing mismatch for young seniors
Purpose of research

Understand young seniors

Improve collaborative housing projects
How can young seniors positively contribute to the realisation process of appropriate housing for them?
Research Framework
Understand young seniors

Improve (their) collaborative housing projects
“What is the housing context of young seniors?”

“How can the collaborative housing development process be improved?”
Research phase 1

Research phase 2
“What is the housing context of young seniors?”

1. What are the housing demands of young seniors, and through which criteria’s do they judge their environment?

2. How will the housing demand of young seniors change over the coming decades?

3. What government policies affect the match, and how?
“How can the collaborative housing development process be improved?”

4. What are the key constraints affecting the development process?

5. How can the constraints be alleviated?
Qualitative, empirical research

Desk research
- Scientific Literature
- Market and government documents

Semi-structured interviews
- In-person interviews

Case study analysis
- Project doc.
- Case study interviews
Research
Phase 1
“What is the housing context of young seniors?”

1. Determine how young seniors judge/qualify their housing
   - Preferences
   - Motivations

2. Identify and project relevant trends
   - Government
   - Market

3. Determine relevant policies
   - Direct
   - Indirect
Determine how young seniors qualify their housing

1. Semi-structured interviews
   → Transcript
   → “
   → Extract “thick descriptions”, quotations
   → Preference (housing attribute)
   → Motivation
I’m very hesitant to go nextdoor. At that time, I went two houses down the street, very friendly people ... well, they really liked the visit, but there is very little community feeling.

Actually what you want is an ordinary rowhouse, where you can pick your own neighbors.
1. Young Seniors housing preferences

- Apartment, unique building
- ±70 m² (singles), ±100 m² (pairs)
- Plenty of green, sustainable
- Edge of town
- Privacy
- Future proof
- Influence in resident selection
- Diverse
To do activities together, to age together, in a closer environment, with the hope to keep self direction over our own lives for longer, instead of becoming dependent on others.
Young Seniors housing motivations

- Positive reinforcement
- Exploration, new activities, new people
- Enjoyment
- Support
- Cognitive vitality
- Chance to redesign life
- Children
2 Identify and project relevant trends

Representative sample of actors in gov/market → Document search per actor → Extract metrics → Compile list of metrics
Trend awareness government

Focus on **people**

<table>
<thead>
<tr>
<th>Number of entities</th>
<th>Findings</th>
</tr>
</thead>
<tbody>
<tr>
<td>National government</td>
<td>1</td>
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<tr>
<td>Provinces</td>
<td>12</td>
</tr>
<tr>
<td>Municipalities</td>
<td>355</td>
</tr>
</tbody>
</table>
Trend awareness market

• Focus on solution
• Given label: healthcare
• High awareness across all (sampled) parties
Determine relevant policies

Direct policy

Policy specifically aimed at young seniors realising collaborative housing projects
Determine relevant policies - direct

**Direct policies**
- Grant
- Loan
- Guarantee

**National government**
- Specific for young senior co-housing
- Phased funding

**Province**
- No direct policies

**Municipality**
- Max. €10K/30K per project (1-2%)
- Some are aimed at housing corporations
Determine relevant policies - indirect

Indirect policy

Policy from which a collaborative housing initiative by young seniors may gain some (!) benefit
3 Determine relevant policies – indirect

Indirect policies

- Ecosystem
  - ‘Aanjager’
  - ‘Kwartiermaker’

- Financial
  - Grant
  - Loan

Ecosystem
- Hard to reach
- Should ‘promote’ ecosystem

Financial
- Funding per dwelling/project
- Quite a few
“What is the housing context of young seniors?”

1. Determine how young seniors judge / qualify their housing
   - Preferences
   - Motivations

2. Identify and project relevant trends
   - Government
   - Market

3. Determine relevant policies
   - Direct
   - Indirect
Research
Phase 2
“How can the collaborative housing development process be improved?”

4 Inventorise and categorise key constraints

5 Determine how constraints can be alleviated

Types

Per project

Per phase

Case study

By residents

By municipality
5 types of constraints

- Economic constraints
- Legal constraints
- Social constraints
- Process constraints
- Communicative constraints
Constraint: financing (economic)

“Banks for example: no experience, so everybody had to chase their own bank, with a whip, because between Christmas and New Years, everybody needed to have their affairs figured out, and if one buyer did not, we would all hang.”

Eta (CPC, 21-35 residents, finished)
... at the moment everything started to become real, the legal entity, the association, we noticed we were 
overwhelmed by it. And as a result, we failed to nourish our common ideals. We simply gave it too little attention, too little time, and I think that has been a big mistake. It was the reason why in the end, the project lost its inertia.

Delta (Co-housing, 5-10 residents, abandoned)
Found 25 constraints, over the 5 types:

**Social**
- Keeping it amiable
- Lack of structured comm. method

**Communicative**
- Decision ambivalence

**Economic**
- Ground price too high
- Rising construction costs
- Economic upturn/downturn
- Contracts with time limit
- Financing
- Too expensive

**Process**
- Process taking too long
- Decision making process
- Non-profession-alism
- Not feeding the ideals

**Legal**
- Municipal inconsistency
- Municipal strictness
- Municipal willingness
- Municipal slowness
- Municipal inexperience

**Zoning**
- Municipal traditionalism

**Familiarity**
- Finding the right people

**Enough residents**
'Ideation' and 'community nurturing' are important aspects of the process.
Constraints are highly variable per project status

<table>
<thead>
<tr>
<th>Category</th>
<th>Constraints</th>
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</thead>
<tbody>
<tr>
<td>Economic</td>
<td>Rising construction costs, Outside investment for rental, Contracts with time limit, Too expensive, Ground price too high, Shared ownership, Financing, Economic upturn/downturn influence</td>
</tr>
<tr>
<td>Legal</td>
<td>Municipal inexperience, Municipal inconsistency, Zoning, Municipal traditionalism, Municipal strictness, Municipal willingness, Municipal slowness</td>
</tr>
<tr>
<td>Process</td>
<td>Not feeding the ideals, Process taking too long, Non-professionalism, Decision making process</td>
</tr>
<tr>
<td>Communication</td>
<td>Lack of structured communication method, Keeping it amiable, Decision ambivalence</td>
</tr>
<tr>
<td>Social</td>
<td>Familiarity, Finding the right people, Enough residents</td>
</tr>
</tbody>
</table>
Constraints are tied to phases, majority in development

<table>
<thead>
<tr>
<th>Social</th>
<th>Familiarity</th>
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<td>Enough residents</td>
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<td>Finding the right people</td>
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<td>Legal</td>
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<td>Municipal willingness</td>
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<td>Municipal slowness</td>
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<td>Municipal inexperience</td>
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<td>Process</td>
<td>Not feeding the ideals</td>
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<td>Process taking too long</td>
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<td>Decision making process</td>
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<td>Non-professionalism</td>
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<td>Ground price too high</td>
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<td>Financing</td>
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<td>Contracts with time limit</td>
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<td>Shared ownership</td>
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<td>Outside investment for rental</td>
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<tr>
<td></td>
<td>Rising construction costs</td>
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<td></td>
<td>Keeping it amiable</td>
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<td></td>
<td>Lack of structured communication method</td>
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</table>
Constraints findings

• 25 unique constraints
• Highly variable per project
• The development phase is most affected
• Most ‘lasting’ constraints are:

- Rising construction costs
- Too expensive
- Decision making process
- Non-professionalism
- Lack of structured communication method
Constraint alleviation findings

For each constraint:

Case study interview
How did they ‘manage’ the constraint

(A list of) preventive tasks
5 Case study

• ‘De Roze Hallen’
• Amsterdam
• 55+ LGBT+
We’ve hired all kinds of advisors for the different jobs. The biggest job was to write and think about all those job descriptions. How do you know you ask for the right thing? For a part my work experience helped in this, or colleagues helped me with it.
We gained a lot from the other five self-build projects.

And certainly, at the start, we shared a lot of knowledge. Of course, we were all looking for the best way to do this. That group contained one professional, who was really experienced in these projects.
Preventive tasks

Positive influence (potential)
Some tasks alleviate multiple constraints

<table>
<thead>
<tr>
<th>Actor</th>
<th>Should:</th>
<th>Using:</th>
<th>Leading to:</th>
<th>To alleviate the constraint(s):</th>
</tr>
</thead>
<tbody>
<tr>
<td>Residents</td>
<td>Determine suitable budget</td>
<td>Building cost expert</td>
<td>Costs overview</td>
<td>Rising construction costs</td>
</tr>
<tr>
<td>Residents</td>
<td>Determine contract form</td>
<td>Development advisor</td>
<td>Contract form decision</td>
<td>Rising construction costs</td>
</tr>
</tbody>
</table>
Some tasks alleviate constraints across multiple types

<table>
<thead>
<tr>
<th>Actor</th>
<th>Should:</th>
<th>Using:</th>
<th>Leading to:</th>
<th>To alleviate the constraint(s):</th>
</tr>
</thead>
<tbody>
<tr>
<td>Residents</td>
<td>Determine group decision process</td>
<td>Process advisor</td>
<td>Decision making model</td>
<td>Decision making process</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Shared ownership</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Not feeding the ideals</td>
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</table>
### Some constraints have multiple tasks to alleviate them

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<tr>
<th>Actor</th>
<th>Should:</th>
<th>Using:</th>
<th>Leading to:</th>
<th>To alleviate the constraint(s):</th>
</tr>
</thead>
<tbody>
<tr>
<td>Residents</td>
<td>Decide meeting duration</td>
<td>Dates + times</td>
<td></td>
<td>Lack of structured comm. method</td>
</tr>
<tr>
<td>Residents</td>
<td>Recruit independent president</td>
<td>Appointed president</td>
<td></td>
<td>Lack of structured comm. method</td>
</tr>
<tr>
<td>Residents</td>
<td>Determine voting strategy</td>
<td>Voting strategy</td>
<td></td>
<td>Lack of structured comm. method</td>
</tr>
<tr>
<td>Residents</td>
<td>Determine most important</td>
<td>List of topics</td>
<td></td>
<td>Lack of structured comm. method</td>
</tr>
<tr>
<td></td>
<td>discussion topics</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Some tasks involve an advisor, some don’t

<table>
<thead>
<tr>
<th>Actor</th>
<th>Should:</th>
<th>Using:</th>
<th>Leading to:</th>
<th>To alleviate the constraint(s):</th>
</tr>
</thead>
<tbody>
<tr>
<td>Residents</td>
<td>Manage knowledge</td>
<td>Process advisor</td>
<td>Knowledge base</td>
<td>Non-professionism</td>
</tr>
<tr>
<td>Residents</td>
<td>Determine committees</td>
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<td>Non-professionism</td>
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<tr>
<td>Residents</td>
<td>Determine proposal method</td>
<td>Process advisor</td>
<td>Proposal protocol</td>
<td>Non-professionism</td>
</tr>
<tr>
<td>Residents</td>
<td>Share knowledge</td>
<td>Meetings or public knowledge base</td>
<td></td>
<td>Non-professionism</td>
</tr>
</tbody>
</table>

- 24 tasks in total for residents
- 71% of tasks involve an advisor
## A municipality only has 3 tasks

<table>
<thead>
<tr>
<th>Actor:</th>
<th>Should:</th>
<th>Using:</th>
<th>Leading to:</th>
<th>To alleviate the constraint:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Municipality</td>
<td>Determine self-build vision</td>
<td>Collaborative housing advisor</td>
<td>Vision document or statement</td>
<td>Municipal inconsistency</td>
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<tr>
<td>Municipality</td>
<td>Determine self-build plots</td>
<td>Reference municipalities</td>
<td>Plots and selection procedures</td>
<td>Zoning</td>
</tr>
<tr>
<td>Municipality</td>
<td>Determine appropriate ground-price</td>
<td>Reference municipalities</td>
<td>Ground price</td>
<td>Ground price too high</td>
</tr>
</tbody>
</table>
Tasks occur mostly in early phases of project

- Ideation
- Community building
- Development
- Requirements definition
- Design
- Implementation
- Operation/maintenance
- Community nurturing

**Municipal tasks**

**Resident tasks**
“How can the collaborative housing development process be improved?”

4. Inventorise and categorise key constraints
   - Types
   - Per project
   - Per phase
   - Case study

5. Determine how constraints can be alleviated
   - By residents
   - By municipality
Conclusions & discussion
How can young seniors positively contribute to the realisation process of appropriate housing for them?
What

Young Seniors
Hoe loopt het proces en wat kun je doen?

Elke fase
Sommige taken zijn van belang om gedurende het gehele proces te onderhouden om bijvoorbeeld de sfeer goed te houden en mensen te motiveren.
- Vier elk succes, ga samen uit eten, ga samen naar terrasjes of barretjes: ondersteun het sociale proces.

Ideevorming
Begrijp en prioriteer jouw eigen motivaties. Maak expliciet wat jouw verwachtingen zijn.
- Bepaal kernprincipes van het project
- Zoek uit en bepaal hoe je nieuwe deelnemers gaan vinden
- Maak een keuze voor hoe je kennisopschrijft en deelt.
Gebruik: \textit{processadviseur}

Projectgroep verzamelen
Het vinden van de juiste mensen, met de juiste motieven en middelen. Plan voor verloop in deze groep, en leer samen beslissingen maken.
- Bepaal frequentie en duur van vergaderingen
- Bepaal groepsbeslismethode: \textit{processadviseur}
- Bepaal of en hoe beslissingen kunnen worden teruggedraaid: \textit{processadviseur}
- Financieel advies inwinnen: \textit{financieel adviseur}
- Bepaal budget: (grofweg)
- Evalueer of dit het juiste startmoment is (i.v.m. economische conjunctuur): \textit{ontwikkelingsadviseur}

Ontwerpen
Maak gebruik van de vastgestelde eisen, en maak het gebouw eigen samen met een architect.
- Zoek naar manieren waarop bewoners (visuele) herkenpunten in het gebouw kunnen hebben

Eisen definiëren
Zoek samen naar welke kenmerken het gebouw moet hebben om voor iedereen de meest ideale oplossing te zijn. Niet alle verwachtingen zullen worden vervuld.
- Bepaal commissies
- Bepaal voorstelmethode voor commissies: \textit{processadviseur}
- Rekruteer onafhankelijke president om discussies te leiden
- Bepaal stemstrategie
- Bepaal belangrijkste discussieonderwerpen

Uitvoering
De bouw van het door jullie gemaakte ontwerp. De hoeveelheid tijd die je er tijdens deze fase in moet steken hangt af van de gekozen contractvorm.

Gebruik en onderhoud
Zodra het gebouw is opgeleverd, kan men verhuizen en het gebouw gebruiken. Gedurende zijn leven zal er onderhoud moeten worden gepleegd.

Gemeenschap koesteren
Zodra een gebouw staat, moet de gemeenschap worden ‘gevoed’ en sociaal worden onderhouden. Erg belangrijk.
Waar kun je steun krijgen?

**Heel Nederland**
Subsidie tijdens initiatief, planontwikkeling, en bouwfase voor woonzorgprojecten.
Meer info: Stimuleringsregeling wonen en Zorg (SWZ)

**Provincie Noord-Holland**
Subsidie tot €13.000 per project voor haalbaarheidsonderzoeken gezamenlijk wonen projecten. Tot €11.000 per woning lenen voor realisatie (2019).

**Provincie Gelderland**
Subsidie tot €1.250 per woning voor haalbaarheidsonderzoek tijdens initiatief en ontwikkelingsfase van CPO projecten.
Lening tot €12.500 per woning voor realisatie van CPO projecten.
Meer info: https://www.gelderland.nl/Collectief-particulier-opdrachtgeverschap-CPO

**Gemeente Amsterdam**
Verschillende subsidies en regelingen voor nieuwe woonvormen:
- Subsidie voor aangepast wonen
- Aanjager Wooncorporaties
- Subsidie geclusterd wonen
Meer info: https://www.amsterdam.nl/subsidies/subsidies-onderwerp/subsidies-wonen/

**Provincie Zeeland**
Subsidie en lening voor initiatief en planontwikkelingsfase van CPO projecten, tot €50.000 per project
Meer info: http://www.cpoz.nl/

**Gemeente Den Haag**
Subsidie voor procesbegeleiding. Tot €10.000 per project. Onder de naam ‘Subsidie Stimuleren Initiatieven voor Groepswonen’. Mede gericht op senioren.

**Gemeente Utrecht**
Heeft een kwartiermaker in het leven geroepen. Hij onderzoekt de mogelijkheden voor nieuwe woonvormen.
Meer info: vraag naar Wouter Spijkerman bij gemeente Utrecht.

**Gemeente Eindhoven**
Lening voor de initiatieffase van CPO projecten. Subsidie loopt op tot €6.000 per nieuwe woning, en €7.500 per bestaande woning (transformatie).
Wat kun je als gemeente doen om collectief wonen voor en door (jonge) senioren te stimuleren?

Begrijp wat ze willen

- Appartement, uniek gebouw
- ±70 m² (singles), ±100 m² (koppels)
- Genoeg groen, duurzaam
- Rand van stad
- Privacy
- Toekomstbestendig
- Invloed op bewonersselectie
- Diversiteit qua bewoners

En waarom ze dat willen

- Positieve terugkoppeling
- Nieuwe activiteiten, nieuwe mensen
- Plezier
- Ondersteuning
- Cognitieve vitaliteit
- Een kans om 'opnieuw' te beginnen
- Kinderen uit huis

Wat kun je als gemeente concreet doen?

1. Definieer zelfbouw visie
   Maak expliciet wat jullie als gemeente willen bereiken met zelfbouw. Is het een crisisoplossing, of willen jullie het structureel toepassen?

2. Wijs zelfbouw kavels aan
   Collectieve zelfbouw werkt anders dan bouwen door marktpartijen, en moet kunnen meedenken op aangewezen plots. Investeer in een selectieprocedure.

3. Bepaal gepaste grondprijs
   Gebruik referentiegemeentes en referentieprojecten om een gepaste grondprijs te bepalen. Wees je bewust van de opbrengsten op korte en lange termijn.
Limitations

• Biased sampling (interviews)
• Wrong initial assumptions
• One case study
• Limited generalisability
Promising

• New approach
• Multiple findings confirmed by literature
• Led to new findings
• Potential new research directions
• Proof of concept
Questions?