Appendices

A housing concept for elderly in Rotterdam that prevents loneliness

Master thesis of Nienke van der Straten
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For all parts of this research, the used method and results are described. At the end of that chapter, the gained insights from this research are collected and described. In this way, there could be made generalisations based on different sources.
A.1 Context mapping youngsters

Introduction
To design for loneliness, it is important to get a feeling of what it is to be lonely. Since loneliness is a subjective feeling which differs per person, there is tried to get an emotional impression of what it is to be lonely. To gather insights in the universality and differences of loneliness in the concept loneliness, there is spoken with elderly (above 75 years old) and y-generation (between 20 and 30 years old).

As literature revealed, loneliness is partly caused by the societal taboo. To get better insight in this taboo, there is spoken with people between 20-30 years olds. A group that stands in the middle of society and far from the elderly to find out if there is an existing taboo among them, towards elderly and how they look towards the future.

This appendix discusses first the context mapping session with 20-30 year olds followed by a context mapping session with elderly above 75 years old. Besides new insights, the context mapping session of the younger generation is also used as a pilot for the research with the elder generation. This should point out how delicate the questions should be, talking about a difficult topic.

Goal

Research questions
- What does it mean to be lonely?
- What is the societal opinion about loneliness?
- How can the pillars of design for happiness be used to design against loneliness?
- As a pilot, what should be changed to get the best insights?
- What is the knowledge on possible loneliness remedies?

Sub-research questions are
- What is the existing image of elderly in society?
- What are existing fears towards becoming old?
- How is their own future pictured?
- What are the aspects that shape this future image of themselves and current elderly?
- What is the role of personal significance in this pictured future of getting old?
- What is the role of pleasure in this pictured future of getting old?
- Are there silver linings in loneliness?
- Where does this societal taboo on loneliness stem from?
- Do virtues change over time?

Method

Participants
Three people between 20-30 years old. (In this case they were all students)

Stimuli
- Sensitising booklet (See Figure 9)
- Small gifts of appreciation
- Pens
- Waterproof marker

Knowledge
- Paper
- Persona template (See Figure 7)
- Emotion map template (See Figure 6)
- Emotion cards
- Virtue cards (see Figure 8)
- Recorder
- Three white tiles
- Camera

Due to the possible taboo on loneliness, the topic is loaded. For this reason there is chosen for a research method where people are simultaneously creating something. This should enable them to more freely, since they don't have to look the researcher in the eyes. Besides, creating supplies the researcher and participant with a topic of discussion to come to a deeper emotional layer. See Figure 3.

To get better insights in the societal taboo, there is decided to involve multiple participants in one session. This should reflect the society better and should help the participants think. Questions are: Do they agree with what the other is saying? Are easier to answer than directly talking about what they are experiencing. This should enable the participants to build on each others thoughts to get a better understanding.

Figure 2: Overview research set-up

Figure 3: Generative session are used to come to a deeper layer of knowledge. Adapted from Convivial Toolbox by E.B.N. Sanders & P.J. Stappers
of what they are experiencing themselves. For these reasons there is chosen for the research method of context mapping, as described in the book conventional toolbox of PJ Stappers. Qualitative research is seen as more suitable than quantitative research in this context, since understanding loneliness is about empathising. In this research this is done with adding questions with help of the ladderising method.

**Sensitising booklet**

Since the topic loneliness, is not something people are thinking of on a daily basis. There is decided to use a sensitising booklet. During a few days before the research, the participants are asked to fill in some questions about the topic on a daily basis. Besides getting their routines and thoughts ordered before entering the session, this also makes them want to talk about their experience and effort. The booklet is designed in a playful way, to implicate that there are no wrong answers.

The title of the booklet is chosen to give the participants the idea that they are valued and not seen in conformity with the societal taboo. This is mainly meant for the elderly.

The first page is meant as an easy start, to make them feel this booklet is not too much to ask. Besides, it gives the researcher some background information about the participants to put the results into perspective.

The question on the following page is meant to get insight in the social situation of the participant. To acknowledge the difference between emotional and social loneliness, there is asked to place the social network on a scale of emotional connection. This is also meant as a way of offering perspective to the researcher. The next page is to make the participant aware of their daily life, to make it easier to order their routines during the session.

To be able to increase the subjective happiness of elderly, it is important to get insights in the three pillars: personal significance, pleasure and virtue. On day three the participants are given a first incentive for the personal significance part. By asking how they see their own future and what they would like to learn and do, they are already getting in the mindset that their life has not come to an end yet.

The last day makes the participants think about the topic. The title should decrease the effect of the taboo a bit, by showing the universalism of loneliness. By letting them think about a moment of loneliness in their past, it should make it easier to make generalisations on how they see loneliness.

**Session**

Figure 5 gives an overview of the schedule of this context mapping session. To be able to document the information, there is chosen to record the session. The topic of the session is described as decreasing loneliness with help of positive psychology. The value of their answers to the research is emphasized and the participants are asked to think out loud as much as possible. There is highlighted that there are no wrong answers possible.

After introduction and icebreaker, there is started with gathering virtues. Which do they see as important? To conclude they are asked to write three life lessons on a tile. The virtues that come out of this part of the session, can be used in the design phase.

To answer the research question: What does it mean to be lonely? The participants are asked to make an emotional map of loneliness. There is chosen to let the participants create one map together, to expose the similarities and differences in loneliness. The focus of this session is on the discussion between the participants. To find out if there are any silver linings in the loneliness experience, the emotions to map also include positive emotions. The ease in which they are talking about loneliness, should reveal if the existing societal taboo is mainly towards elderly or is also existing among the y-generation. This assignment is started with sharing lonely experiences. In this way, the participants start making the first steps towards a common understanding of loneliness and the researchers gets insights in what it means to be lonely by empathising.

To find out how the y-generations looks towards their future, they are asked to draw themselves as if they were old. Which age this is, is up to them. This should give insight in the aspects of the societal loneliness taboo. If they see elderly as vulnerable, this might enhance the taboo. This information can than be used as a more focused design direction. By asking what their image is based on, there can be gathered information about the foundation of this taboo. If elderly are looking in the same way to themselves, there can be seen how deeply rooted this taboo is.

To finish up, the session ends with asking the participants to come up with solutions against loneliness based on their gathered knowledge. This should summarise the main findings.
Discussion
The insights that can be gathered from this research need to be placed in perspective. To be completely reliable, there should be research with more than three youngsters, preferable from different age groups and backgrounds to reflect society in a better way. For this reason there is decided to combine the results with the results from other forms of research.

Since the context mapping session with youngsters where also meant as pilot, there are some recommendations for the future sessions:

- The amount of emotions that are mapped, should be decreased to an amount of ten. In this session, it took too long to discuss all emotions separately.
- The concluding part of this session (asking participants to come up with solutions against loneliness), seemed to be difficult for the participants to answer. There was doubt about what was precisely asked. A self-help book for others that deal with loneliness could help to see what people are doing themselves against loneliness in a more directing way, without becoming too personal.
- The question in the sensitising booklet on the opposite definition of loneliness, seem to bring up a good discussion. This can play a larger role in future sessions.
- Coming up with life lessons is an assignment that was too difficult, mainly because of the large scope of the question. For this reason there is decided to find a new way to gather the importance of virtues. In next session there is asked what are the virtues that lay closest to their heart, to find some similarities.

Results
Due to the length of the results, not all results are displayed here. There is made a transcript from which are gathered quotes. These quotes are clustered to gain insights, which can be found in the paragraph insights context. Below can be found some quotes to give an impression of this part of the research:

- "Out of tune. That is maybe the word I was looking for. You just don't know. What is exactly happening?" 
  - Guus -

- "Lonely memories tend to stick longer."
  - Guus-

- If I’m alone, it makes me a bit scared. I hope I will not be lonely for the rest of my life.
  - Maarten -

- "My aunts are i someway differently old. Just now they have time, now there are starting to travel, start with their hobbies."
  - Guus-

- Loneliness is also disappointment. That it did not work out to gather people around to prevent loneliness.
  - Maarten -

- Boredom also feels like a kind of loneliness, but it is completely different than if you just broke up your relation. In that case you also feel lonely, but simultaneously sad.
  - Guus -

- Loneliness is also disappointment. That it did not work out to gather people around to prevent loneliness.
  - Maarten -

- Boredom also feels like a kind of loneliness, but it is completely different than if you just broke up your relation. In that case you also feel lonely, but simultaneously sad.
  - Guus -
Figure 8: Character strengths and virtues, M. Seligman (2004). Graphic design: Sella Groenewoud
De raad van wijzen

Hartstikke bedankt dat u mee wilt helpen met mijn onderzoek. Ik zou u willen vragen dit boekje elke dag, voor vijf dagen lang in te willen vullen. Het duurt niet meer dan 10 minuten per dag.

U heeft de ervaring en daarmee is alles wat u zegt zeer waardevol. U bent vanaf nu een lid van de raad van wijzen. Er zijn geen verkeerde antwoorden mogelijk, dus schroom niet. U kunt het zo persoonlijk maken als u zelf wilt!

Heel veel plezier en succes met het invullen!

Groet,
Nienke

Bedankt!

Even voorstellen...

Heeft u vragen? Aarzel niet om contact op te nemen. Mijn telefoonnummer is: 06-24409229

Naam:
________________________

Leeftijd:
________________________

Plaats hier een foto of maak een tekening van uzelf

Hier zou ik prima zonder kunnen leven:

Dit vind ik leuk om te doen:

Figure 9: Sensitizing booklet
Wie staat er dicht bij mij?

Vandaag wil ik u vragen een overzicht te creëren van wie er dicht bij u staat.

Stap 1:
Schrijf op de witte stickers wie er allemaal belangrijk voor u is.

Stap 2:
Schrijf onder de naam wie deze persoon is voor u. Bijvoorbeeld: familie, verzorg(st)er, vriend(in), oud-collega, etcetera.

Stap 3:
Plaats de stickers om u heen in de cirkels op de volgende pagina. Plak wie belangrijk is dicht bij u en wie minder belangrijk is verder van u af.

Een dag uit mijn leven

Stap 1:

Stap 2:
In de envelop zitten ook rode en groene stickers. U mag de gebeurtenissen van vandaag beoordelen als prettig (groen) of vervelend (rood) door de stickers bij de tijdlijn te plakken.

Stap 3:
Leg een fijne en minder leuke gebeurtenis van vandaag uit in de vakjes onderaan. Wat maakte het zo fijn / vervelend?
Voordat ik later oud ben


Iedereen is wel eens eenzaam

Eenzaamheid komt bij iedereen voor, maar is bij iedereen anders. Hoe ervaart u eenzaamheid?

Stap 1:
Geef naast de meetlat aan wat u ziet als de meest uiterste vormen van eenzaamheid.

Stap 2:
Geef op de schaal aan hoe eenzaam u was op het beschreven moment. Kleur het tot zover in.

Stap 3:
Eenzaamheid is een complex begrip. Schrijf in de emotie-brij welke emoties er bij uw herinnering kwamen kijken.

Eenzaamheid

Tegenover gestelde
van eenzaam:

Extreem eenzaam:

Emotie-brij:
A.2 Context mapping elderly

Goal

Research questions
- What does it mean to be lonely?
- Who are the lonely elderly in Rotterdam?
- How can the pillars of design for happiness be used to design against loneliness?
- What is the knowledge on possible loneliness remedies?

Sub-research questions
- Which negative emotions are involved in loneliness?
- Are there any silver linings in loneliness?
- Does the feeling of loneliness change over the years?
- What characterises a lonely experience?
- Do virtues change over time?
- How does the taboo influence the self-image of elderly?
- What is the role of personal significance in the daily life of elderly?

Method

Participants
- Four elderly from the age of 75 years, living in a nursing home.
- One caregiver for help and support of the elderly.

There is chosen for elderly in a nursing home, since they are by definition not socially isolated. Since the loneliness rates are still relatively high, this place is a good start to find the differences between loneliness and social isolation. A term that is often confused.

Stimuli
- Sensitising booklet (See Figure 9)
- Small gifts of appreciation

For the same reasons as the research with youngsters, context mapping is used as method. Since the previous research is also used as a pilot session, the sensitising booklet and the session have the same set-up. Below discusses the differences.

Sensitising booklet
To give a good comparison between the answers of the youngsters and elderly, there is decided to keep the booklet the same.

Session

Introduction
The introduction is done with help of the assignment of day three in the sensitising booklet. Here the participants are asked to give an impression of what they still like to learn and do in the future. This should give a positive atmosphere to the rest of the session and should give the opportunity for the researcher to gain insight in their personal significance with help of some extra questions. The topic of the session is described as decreasing loneliness with help of positive psychology. The value of their answers to the research is emphasised and the participants are asked to think out loud as much as possible. There is highlighted that there are no wrong answers possible.

Discussion of virtue cards
With help of the virtue cards and the virtue template there is tried to create an impression of which virtues resonate with the participants. The participants are asked to choose three virtues they feel most connected to and give an explanation on the side. Most important of this assignment is the discussion that rises around the given virtues. During the choosing process there are questions asked by the researchers to gain deeper understanding in the choice criteria of the participants. Furthermore there is asked if virtues are changed over time and what the role of these virtues are in their daily life.

Circle of emotions
Just as with the session with youngsters, the participants are asked to come to a collaborate understanding of loneliness. There is asked which emotions can be related to loneliness and if there are any silver linings in this feeling. To start the discussion, the participants are asked to give an example of a loneliness experience.

Self-help book
The self-help book should give insights in the knowledge of possible loneliness remedies from their own experience. To show the value of their knowledge and to give structure to the assignment this is done with help of a physical book as can be seen in Figure 11. To give ownership and pride to the creation they made, the participants are asked to draw an image of themselves and sign the book on the back. Afterwards, they are asked to present their findings to the rest to stimulate a discussion on this topic and to give data to the researcher.

Finishing up
During the finishing up there is asked if the participants have anything to add to the session. This is followed by a thanks to all participants for joining and emphasising the value of their given answers.

Results
Due to the length of the results, not all results are displayed here. There is made a transcript from which are gathered quotes. These quotes are clustered to gain insights, which can be found in the paragraph insights context. Below
can be found some quotes to give an impression of this part of the research:

“I like to make things. I do it as much as possible, but it is sometimes difficult with my hands, but I like to do it very much.”
- Van de Velde -

“Loneliness is terribly sad and settles very deep.”
- Van de Velde -

“Sometimes I am very surprised. We are always sitting with each other at one table. That everyone keeps things for themselves and there are never really friendships. If something happens to you. Lately there was something. Then I feel pity for you. But, real friendships they don’t form. At least not in my opinion.”
- Knoop -

“If I’m alone. If my children are here it is gone, but the moment that they are gone, I feel lonely again.”
- Klift -

**Discussion**

The insights that can be gathered from this research, need to be placed in perspective. To be completely reliable, there should be research with more than three youngsters, preferable from different age groups and backgrounds to reflect society in a better way. For this reason there is decided to combine the results with the results from other forms of research as described in this chapter.

Due to the extensive stories about the loneliness experience of the participants and the reaction of help to each other, the session became more loaded than expected. This caused a shortage in time and energy of the participants in the last parts of the research. The self-help book is skipped for that reason.

Besides the managing of energy level, the participants had some physical difficulties that counteract the research set-up. There were participants that had difficulties with hearing and writing. Especially the last one made filling in of the sensitising booklets difficult and even frustrating.
A.3 Interview elderly

Goal

Research questions
- What does it mean to be lonely?
- Who are the lonely elderly in Rotterdam?
- How can the pillars of design for happiness be used to design against loneliness?
- What is the knowledge on possible loneliness remedies?

Sub-research questions
- What characterises a lonely experience?
- How does the taboo influence the self-image of elderly?
- What is the role of personal significance in the daily life of elderly?
- What is the role of virtues in the daily life of elderly?
- What is the role of pleasure in the daily life of elderly?
- How do they picture their own future?
- What is the difference between loneliness in a nursing home and living independently?

Results
The insights gathered from the context mapping sessions and interview are gained by clustering statement cards with results. Figure 14 and Figure 15 give examples of such clusters. The main insights are described below.

Invisible loneliness
As the cluster in Figure 15 reveals, loneliness seems to be less straightforward than one may expect. Many participants do not seem to recognise loneliness with themselves or others. Symptoms of loneliness (as depression) are often seen as isolated diseases. Cause of this lack of recognition could be the taboo on loneliness. The way it is portrayed in society gives the impression someone can only be lonely if that person stays at home alone and feels sorry for themselves because they lost their loved ones. If someone does not fit in this exact description, that person has the opinion he or she has nothing to complain about. For others they are even less accommodating. Others are never allowed to complain about loneliness and should deal with it. They are unable to feel vulnerable. How to deal with this, is agreed on to be hard.

Personal significance
The participants talk a lot about what they are not able to do anymore (this was the standard answer on the question what they still would like to do in the future). This is partly caused by the fear of the unknown, but also because of the feeling that their life is about to end. This makes people to avoid risks and give up hope. Bad memories are in this case taken as examples for the future. It was difficult then, so it will not be easy now. Something that strokes with their pride for the past. All participants attach great value to what they liked to do in their past and what they were good at. There is hardly a personal significance that is replaced by another. They keep on to their talents and skills as long as possible. In return there is often a feeling of sadness. They all agree that it is important to hold on to what they got, but that is difficult since it disappears bit by bit. It seems to help to place your own sorrows into perspective. Gratitude seems to be a very valuable virtue in this stage of life. Talking about the possibilities and comparing their personal significance with each other, made the participants think of new options though. This means it is possible to change their

A.4 Insights research target group

The insights gathered from the context mapping sessions and interview are gained by clustering statement cards with results. Figure 14 and Figure 15 give examples of such clusters. The main insights are described below.

Personal significance
The participants talk a lot about what they are not able to do anymore (this was the standard answer on the question what they still would like to do in the future). This is partly caused by the fear of the unknown, but also because of the feeling that their life is about to end. This makes people to avoid risks and give up hope. Bad memories are in this case taken as examples for the future. It was difficult then, so it will not be easy now. Something that strokes with their pride for the past. All participants attach great value to what they liked to do in their past and what they were good at. There is hardly a personal significance that is replaced by another. They keep on to their talents and skills as long as possible. In return there is often a feeling of sadness. They all agree that it is important to hold on to what they got, but that is difficult since it disappears bit by bit. It seems to help to place your own sorrows into perspective. Gratitude seems to be a very valuable virtue in this stage of life. Talking about the possibilities and comparing their personal significance with each other, made the participants think of new options though. This means it is possible to change their

Figure 14: Impression of clustering of statement cards
mindset even in a very late stage of life (e.g. a 92 year old man came up with new activities he would like to pursue in the future). This is best done if other elderly come up with alternatives for them, or they see suitable alternatives with others.

Activities that elderly like to pursue to answer to their personal significance are activities that need to have a certain utility. Mostly the activity needs to be of any value to themselves and need to be directly visible. Best is if this activity makes them feel important.

Virtues

Virtues are seen as something important, but difficult to live by. This also represents the virtue modesty. They feel embarrassed to talk about their virtues, since it feels like bragging. As said earlier, gratitude is an important virtue that helps to put their own life into perspective. Other important values are acceptance, pride and appreciation. The combination with modesty and pride is interesting. On one hand they do not want to brag about their accomplishments and virtues, but they do tell a lot about the lack of these virtues in others and what they do different. Besides, they are often very flattered and proud if there is spoken about their accomplishments of themselves and their partner in the past. This gives among other things, a hinge that they romanticise their past. Pride can as easily be raised by the way they are addressed. The title of the sensitising booklet is a good example for this. The virtues seem to change over time. Perseverance and bravery disappear and prudence and gratitude come in return. The set-up of the nursing home has a negative effect on the pursuing of these virtues. The assumption that the caretaker is the only one responsible to take care of the mental and physical health of its residents, decreases the initiative to take care of each other. Giving the responsibility at least partly back to the residents could help them to live by their virtues as kindness and social intelligence. The lack of initiative to look after each other is also increased by the decrease in empathy. It seems people that came at age are incapable of empathising into someone else. The statements made during the sessions are sometimes very bold and misses lack of understanding of the other. This is helped with an increasing lack of flexibility. Especially in nursing homes and community buildings, elderly seem to be very keen on following their own routines as the same seating. This can make it more difficult to make social contacts.

Pleasure

Especially in nursing homes and community buildings, there are plenty of activities based on the pleasure part of the design for happiness triangle. From bridge, trips to the beach or gatherings for dinner. There is enough to do. However, this does not solely seem to have the desired effect against loneliness.

Lack of emotional contacts

Especially in nursing homes, there is a lack of emotional contacts. As multiple residents remark, they miss a friend that keeps an eye on them and gives a comforting arm when needed. Already existing friendships from the past disappear and new ones need to be made. Something that is scary, since there is the possibility you lose them as well. Besides, the people in a nursing home are very different from each other. Outside this nursing home, they would not be friend neither. Instead of making new friends, there is high feeling of pity towards each other. Something that creates an hierarchy that is deadly for friendships.

The lack of emotional contacts in nursing homes is also partly caused by the decrease in empathy of elderly, lower flexibility when dealing with others and the hesitation towards new people. Elderly often want to talk about their own sorrows, but have difficulties with listening to someone else’s. The elderly and youngsters keep on complaining that elderly keep telling the same stories over and over again. Besides, they seem to want to know what the other person can offer them, before tolerating them in their life. This wall should be broken, to make sure the future intervention is viable.

Mental difficulties

Besides the well-known physical implications of getting older, the participants had difficulties with staying on top of things. Things as getting used to technology and moving to another place, can keep people up at night. Part of this is caused by mental decrease, but it is also by the fear of the unknown. Especially moving is a happening that people are reluctant to. After all the years of making their home their home, it is difficult to start over.

This makes the elderly also reluctant towards help they might be able to use very well. Examples of things people are reluctant against are hearing aids, internet banking, tablets and phones with larger buttons. Some of them rather do without. If an adaptation of their life is needed for a success of the intervention, it is important make the benefit very clear and give them the confidence they can do it.

Knowledge on what to do against loneliness

The participants all agree that there is no simple solution against loneliness. There are countless of initiatives, who all do a similar job. They try to bring people together and hope for the best. This makes it difficult for them to know where to go.

What they do all agree on is to stay active. Going outside, doing your hobby or do volunteering job. The overall message seems to be that people should keep the control over their lives in their own hands. Something that is a high goal for many. This also prevents people from taking advantage of others or services. If the intervention includes a service that is based on helping, it should make sure that people are not taking it for granted over time. This decreases that willingness to take control over their own life, which increases loneliness.

Involving the children in the battle against loneliness, involves multiple difficulties. First of all, most elderly do not want to burden their children with their sorrows. Second, the children most of the time have their own lives, live far away and do not have the time to spend too much time with their parents. Third, children seem to be not sufficient against loneliness. Emotional contacts are without hierarchy, something that is often seen as impossible with children.

People have difficulties with dealing with other
people's loneliness. They do not know what to do when someone clears their heart out with them, or if they see the struggles. This talking about their loneliness helps for the moment and a hug or a kind word seems enough for them. However, on the long term sharing of loneliness is hardly sufficient. The lonely has the feeling of being on their own, without anyone who can understand what they are feeling. Besides, they do not want to burden anyone with their sorrows and they all agree that complaining makes it worse. Reciprocity is something that is wanted by many.

**Start of loneliness**

After losing a partner it is needed to mourn for some while. It is the challenge to build a life again later. Not everyone succeeds to do so, depending on their personality.

**Fear for the unknown**

Elderly have a large fear for the unknown, which includes their future. They are afraid for death, being vulnerable or even violence outside the door. This fear is also present towards the care of others. The fear that someone with starting dementia leaves the gas open or falls from the stairs.

**Caring versus taking care**

Taking care of someone seems to decrease the responsibility someone takes over their own life. At a certain time they start to see the care as something self-evident. Something that has a negative effect on their health. The set-up of a current nursing home stimulates people to be taken care of with as result that people are “stop living”.

**Different kinds of loneliness**

It seems that everyone experiences loneliness in his own way, with different moments of climaxes. Often heard moments of loneliness are being misunderstood, when bored or when remembered at a missing person. However, it is always experiences as breathtaking in a negative way. Often experienced emotions during lonely moments are silent, vulnerable, out of tune, desperate, sad and insecure. Besides sometimes missing someone, there is no silver lining in loneliness.

**Smaller network**

It might be obvious, but worth to mention that the social network of elderly is smaller than the ones of youngster. Even if they are living in a nursing home and meeting people on a regular basis.

**Societal taboo**

As hinted above, the societal taboo seems to have a clear effect on loneliness among elderly. They even try not to recognise loneliness. The taboo seems to have his foundation by youngster looking at their grandparents. The moment the grandparent are active as long as possible and are standing in life, elderly are portrait more positive than if they are waiting for nothing to come. Their own future is reflected on this, in general putting more emphasis on staying active.

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**A.5 Insights home visits**

As a volunteer for the municipality of Rotterdam, I visited six elderly above 75 year old to determine loneliness. (See appendix interview with Marijke de Vries, for how these results are processed by the municipality) Main insights are discussed below.

There is often seen hat elderly are getting less mobile, but have taken little precaution for this. The stairs they have to walk every day are too much, but moving is too much of a hassle. Especially people with a lower income do not have the capabilities to overcome these difficulties, with as result that they only get outside when absolutely needed. This lack of money has also as a result that some elderly eat less than they would like to.

A lot of elderly live on the assumption that the government will take care of them when things are getting worse. That there will be a place with care when they need it and money will not be a problem in that case. They do not want to think about that time too much. Reality learns however, that this is not always the case. Besides, if people need to move in a later stage of life, they are less willing to. When looking for a new place, there is a complaint about the price. If you do not get any rental subsidy and have a low income, there is too little left to move to. Communal living is something that elderly seem to be hesitant against.

“You do not want to be always together” and “I am not gonna sit with all those oldies.”

People are not always looking for the organised activities. They are afraid they will not fit in due to the existing relations in the group or because they have difficulties hearing. Besides, it does not mean that if someone is looking for more contact, that person is also looking for a chit chat and the fear for too much gossip is often heard. It makes the threshold too high. Some elderly told that they like to be alone, don’t want to chit chat with the neighbours, but someone to talk to someone with the same interests (e.g. astrology) would be nice.

People are generally reluctant against volunteering work. They see themselves as vulnerable and incapable of helping someone else. Everybody agrees though, that there are enough initiatives available for them.

Even when active in the neighbourhood, there needs to be put effort in social relationships. An often heard “but they don’t call neither” does not have the effect and can cause social isolation. The lack of social skills of some elderly make it difficult to organise things in a community house. As a visited person said:

“Sometimes those elderly are just high school kids, all those fights about nothing and who did what.”

Some elderly have the tendency to take over control, what strokes others.

The ones who did best where actively working on the contact with others and their mental and physical health. As a 82 year old said:

“You are becoming old, but you should not see yourself as old, then things go wrong.”
Knowledge of the target group is one. It gets really interesting if this information is combined with existing knowledge on the topic. This chapter includes information gathered from interviews with the municipality, generation experts and a workshop.
Dennis Lohuis is the founder of platvorm voor eenzaamheid. He is working several years on this topic and tries to create awareness for loneliness by collaborating with artists and designers. There is done an interview which helped with choosing a design direction. The workshop had as topic understanding loneliness and was meant to get a better understanding in what it is to be lonely. This is done by creating an intervention to raise awareness and execute this idea.

B.1 Interview
Marijke de Vries

Marijke de Vries is head of the program “Laat me niet alleen” in Rotterdam. She decided and lead the initiatives against loneliness for the past three and a half years. One of these initiatives are the home visits of which the graduate participated.

Goal
- What does the municipality see as the problem with lonely elderly?
- What is the reasoning behind choosing the initiatives they implemented?
- How do they reach the lonely?
- Which initiatives seem to have the best results? And why?

Main results
- A lot of interventions are unknown among the elderly above 75.
- When the intervention aims at people above 75, it is important that the communication is not solely digital. This is why elderly above 75 are allowed to travel for free in the evenings.
- When working with volunteers, they should be taken seriously and given enough responsibility.
- It is important to think local when addressing loneliness among elderly.
- Loneliness is solved by the municipality with introducing a buddy system.
- Citizen initiatives that arise are based on directly helping lonely, without taking too much notice on the taboo.
- There cannot be expected too much of the family of the elderly, since the youngsters are mostly caught in a ratrace.
- Elderly become vulnerable when the boredom kicks approximately three months after retirement.
- Working with a combination of elderly with youngsters or children is promising. There should be prepared on some resistance in the beginning on side of the elderly.
- Initiatives that give responsibility to the elderly and make them feel valuable, seems to work very well. (Kletskoppen)
- Money increases the risk on loneliness significantly, since elderly are not able to join the initiatives.
- The municipality does see the technology revolution as a answer to the loneliness problem.
- The municipality focuses on decreasing social isolation by bringing people together.
- The care avoiders are almost impossible to reach with interventions, due to their own reluctance.

Main insights interview
Out of the insights described in appendix A.4, there came four directions based on some contradicting factors. These directions are discussed with Dennis Lohuis with as conclusion that making friends in a nursing home seems the most promising, since it focuses less on fixing it. The following directions were formulated:

1. Reciprocal support
   Design something that enables elderly in a nursing home to offer each other support in case of loneliness.

2. Bridge the generation gap
   - Make the contact between children and parents more fun, useful.
   - Decrease the threshold for children to contact their parents
   - Lower the standard of elderly
   - Worth the energy
   - Make the elderly interested in each other by showing the common interests and values.
   - See the potential
   - Make the potential of elderly visible and useful.

3. Worth the energy
   Make the elderly interested in each other by showing the common interests and values.

4. See the potential
   - It is hard to burden someone with your loneliness. It asks something of the other of which you are not even sure what that is exactly.
   - People talk easier about loneliness to a stranger than someone they are familiar with.
   - Even in the best love relations there can exist loneliness. Sometimes the unconditional love is even the cause. It can make someone feel alone, since it feels like a one direction.
   - If people are working with their hands during a conversations they are opener about difficult topics as loneliness. Working with your hands has besides a kind of therapeutic effect on people.

B.2 Interview and workshop on loneliness
B.3 Interview Aart Bontekoning

Aart Bontekoning is the only one promoted on generations.

Goal
Getting insight in the characteristics of the future elderly, to be able to make forecasts about loneliness in the future.
Exploring the possibility to combine different generations in the intervention.

Sub-questions
What are the different characteristics of the current elderly and the future elderly?
Which characteristics are likely to influence loneliness?
Are there generations that work better together than other generations?
Are there generations that have difficulties working together? Which characteristics are foundation to this?
Are there ways to improve collaboration between different generations?

To which extent can the findings on collaborating of generations be translated to living together?

Method
With help of an interview with informal structure, there is tried to come to a deeper understanding of generation. This interview is taken by phone.

Results
80 Percent of the people recognises the characteristics of generations. The characteristics of a generations that give energy are often taken over by the next generation. However, there are things that keep the same. Every company always starts at 9:00 instead of flexible hours. One of the overall values among generations is health. Everybody wants to stay healthy. Being aware of these common values and goals in a company makes people to accept the differences and use them instead.

Silent generation (1925 - 1940)
• Emotions are hardly shared
• Ethical questions where asked to authorities as the church.

Protest generation (1940-1955)
Also called babyboomers
• Needs to put effort to stay vital. Mentally and physically.
• Do not want to burden their children with their sorrows.
• They do not want to talk about their future, but if they do they are more willing to take precautions.
• They attach a lot of value to control over their own life. One would rather be dead then letting someone else take control over the time they eat and what they are allowed to do and what not.
• They have an urge for development of skills and gaining new knowledge. They want to do new things.
• It starts to be common knowledge that staying active helps to reach this. They do not talk a lot about this, due to the fear for the future they are experiencing.
• Most of them are not ready to stop working after their 65. They do want to stop because they are done with their boss looking over their shoulder, they want more space for themselves, increase the flexibility in work and finding their passion and work on that.
• Value learning in a job a bit less than the y-generation.
• Have difficulties with taking risks. That might decrease the open mindset to new things as technology. Also in organisations they tend to be less open to risks. They tend to first map out all the risks, meet some more, talk to an expert. And then they have to actually start. This makes the decisions a bit slower.

X generation (1955 - 1970)
Connecting generation.
• Tell there children to think first about ethical questions themselves and than ask help.
• Behave different as managers or colleagues different than at home.
• Occupy a lot of leading functions.
• As leaders the x-generation is completely stuck. Often something happened to them they were not happy about. Transferred to another job for example. This causes them to keep on complaining, repeating old habits instead of coming to action and making a change.

Pragmatic generation (1970-1985)
• Say the same about work as the protest generation: They are done with their boss looking over their shoulder, they want more space for themselves, increase the flexibility in work and finding their passion and work on that.
• Want to have the feeling that they are learning something.
• Are not afraid to make mistakes. They tend to try, fail and try again.

Y generation (1985- 2000)
• Is willing to help their parents when they will get less mobile, but they need to have a conversation in beforehand. If they are really willing to is not tested.
• They are very busy since they have children, work and sometimes follow an education.
• Have the feeling they start to lose their parents. This is the reason they start the talk about the future with their parents.

Collaboration between Y and protest generation
• If the protest generation is open for the work ethics of the y-generation, they stay more vital. They see this generation as disarming.
• Having a closed mindset towards the working principles of the y-generation causes ageing.
• Y-generation is very curious to the
experience of the protest generation.
• The protest generation likes to teach the youngsters about their experience. It gives them a feeling of satisfaction.
• If the protest generation is open for learning from the y-generation, they get really enthusiastic. Especially about the possibilities that technology brings.
• Generally the protest generation thinks they know best and start discussions that draws the energy away from the y-generation and themselves.
• The collaboration can be increased by showing that they have the same values.
• In organisation where these generation collaborate, but youngsters are in the lead the best results come out, the most energy is released and the vitality is highest. Here the experience of the protest generation mixes the best with the fresh insights of the y-generation.
• It is important that the y-generation acknowledges that the energy they have, not naturally comes for all generations. They need to be aware that if they are spontaneous in meetings, better results are reached than if they go along in the existing locked communication. This is something the protest generation is looking for as well.
• Improving this collaboration needs to be done in small steps, telling and showing the x generation the effects of their behaviour.

Generations and loneliness
In care institutes they seem not to be able to deal with loneliness. The care system is aged for that sense. The way they are trying to fix it now, sometimes only enhances it. They should not address the elderly as piteous or vulnerable with the intention to fix it for them. Better is to ask them what they already did themselves to overcome this? That helps the elderly to take conscious actions. It is important to let them take the control.

It is important to take the environment into account. His researches show that this has definitely effect on how people behave and interact with each other.

Collaboration between y-generation and silent generation
• The silent generation gets energy from the way the y-generation works.
• If the elderly are addressed in a way that fits elderly, things go wrong. It is better to address them in a contemporary way, a way they get energy from it as well.

Collaboration with the x-generation
• Do not know how to fascinate the y-generation.
• They know exactly who their children are and how to raise them at home. They are the best parents till now, since they give their children the most qualitative and quantitative attention. At home they know that they should give their children space and positive feedback. Things of which the y-generation gets their energy.
• In an organisation the x-generation is of the opinion that there is a need for hierarchy and bureaucratic, to prevent it from being a mess. The way they talk about people, things they are doing for others and talking with experts and making a decision does not always work out well. This opinion draws away the energy of all generations, including themselves.

Learn from the experienced, that is what this chapter is about. People that founded a residential form. How do they experience it? What challenges did they have to overcome?

Figure 23: Impression of the communal living in Delft

Residential interviews

Appendix C
C.1 Thuishuis

The ‘thuisbezoek’ visits elderly in the neighbourhood and stimulates them to be active again.

People are getting more and more enthusiastic about the idea of a ‘Thuishuis’. Some already put themselves on a waiting list in preparation for the future. However, it is not suitable for everyone. People that want to live here are people who feel vulnerable and are actively looking for more contact. This makes it easier for them to ask another residents to join in an activity. The chance they would like to join is high. Besides, residents are never alone. There is always someone they can talk to. It is not the intention of a ‘Thuishuis’ to stimulate friendships, but they do have to tolerate each other.

The house is accessible for wheelchairs and there is an elevator, but there are no brackets on the wall. Every sign of care asks for new care. If the residents really need help, they can invoke the WMO just as in a regular house. People do take care of each other out of free will. These are little offers of kindness as bringing a cup of soup when someone is ill. There is tried to obligate as less as possible, since this works counterproductive.

In the selection procedure, they try to avoid to choose only people that are extremely lonely. They don’t want to create a house that is build on pettiness.

There is chosen for single elderly only. However, there is starts to grow something and the situation changes he will not stop them.

The first period of group forming is very important. This is guided by the volunteers and privacy is crucial in this period. This can take a year. It can be difficult to start living together after living alone for such a long time.

There is chosen to create the same rooms for everyone. This avoids conflict about the rooms.

Realisation of a Thuishuis

It is relatively time consuming to realise a Thuishuis, due to the many involved stakeholders. The most important ones are the municipality, the housing association and institutes as the red cross, zonnebloem, GP, etcetera. Most reluctance to the idea stems from the care system. It is difficult to bring those stakeholders together, but a law obligates them to do so.

Housing seemed to be one of the most difficult things. They tried to arrange it in the private sector, but it seemed more realistic to collaborate with housing associations.

About the concept of Thuis

The worlds between generations is very different. This could cause clashes if they have to live together. Elderly might not be looking for the responsibilities that come with running a business. However, if elderly work together they dare to do a lot more than alone.

Effect

The available care of this moment does not meet the standards and the ‘thuishuis’ shows that the same effect can be reached way cheaper. They guarantee that people are not lonely in such a house, which is independently proofed. Besides, the health of the residents increases significantly. People that are walking with aid, start walking stairs again and the parkinson of another becomes less.

Visit of Thuishuis Hardewijk

Target group

The residents are social renting and for single elderly above the age of 60 years. By law the housing corporation is permitted to deviate two or three people that earn a little bit more than is allowed.

Of the residents that live in a Thuishuis, 80% has lost their partner and 20% is alone for a longer period of a few years. This last group mainly wants to live here because this is a place with not too many rules and obligations.

A few of the residents are still working. Reason that they move to a Thuishuis is because they want to think ahead and do not want to feel lonely in the future. Some people already put themselves on the waiting list, but do not want to move until it is really necessary. Then they want to move the next day.

The first group of residents are chosen by the board of Thuishuis. This is done in a special program of seven to nine meetings. The first meeting is about getting to know each other in different ways. The second meeting is about how to live together on an equal level. Questions that are asked are: this is the kitchen for all of you, how are we going to solve this? Elderly have the tendency to let someone take care of them. Something that should be avoided.

One of the residents (Frans) came from a...
big house. He was looking for a place which included a space for himself. For one initiative he was too old, for the other too young and for the last one not ill enough. He did not find any suitable housing until the Thuis huis. It has been a big step to move to a Thuishuis. His health even increased since the moment he started living here (5 months).

Main reason for the residents I spoke, to move to a ‘Thuishuis’ are missing contact with others. The people should know that they can feel save here. To make it feel like home, people can take their own comfy chair for in the common room.

The amount of people that are willing to move to a Thuishuis will increase. The group of elderly is getting bigger and people do not want to go to a nursing home. In Eindhoven (approximately 200.000 inhabitants) there is a request for to a nursing home. In Eindhoven (approximately 200.000 inhabitants) there is a request for approximately 120 Thuishuizen.

The reason that there is a maximum of seven residents in a Thuis huis is because they have to fit on one dinner table. If there is a need for more tables, it feels like an institute and that is why this room is close to the living area and is anticipated on getting older. The bed can be transported easily for example.

The house is built on a lot of 800 square meter. The municipality payed part of the costs of this lot, since it included social renting houses.

In Winkel they work on building a ‘thuishuis’ in a nursing home.

Architecture
The rooms are 40m2 each. At first people are a bit hesitant to the lack of space, but there seems to be always enough. It includes a living area, a bathroom, bedroom and a pantry. Sliding doors work very well to separate the rooms. The 40m2 is without the kitchen and a washing machine, which is placed in the common room. Due to the lack of space, people are drawn to the common area.

The kitchen is divided as in a student home. Everybody has their own drawer in the fridge.

There is one spare room including bathroom for guests, but also if someone gets terminal. That is why this room is close to the living area and is anticipated on getting older. The bed can be transported easily for example.

The house is built on a lot of 800 square meter. The municipality payed part of the costs of this lot, since it included social renting houses.

In Winkel they work on building a ‘thuishuis’ in a nursing home.

Stakeholders
Housing corporations do have their own ideas on how such a building should be. Also with in mind that this can be rebuilt to another destination. Housing is one of the most important aspects of the realisation of a Thuis huis. Many housing corporations are still in the hold of the crisis. They need to be able to invest. Many housing corporations think that this is not allowed by the government, but it is. For the corporations it does not matter if they build a Thuis huis for seven people or a social renting building for seven people. By law there is no restriction on this. They do have to do with volunteers levy, which is a big part of their investment capacity. This means that the corporation really needs to believe in the concept, to make it a priority.

Housing corporations are afraid they cannot keep the Thuis huis inhabited. They are afraid the other residents are causing troubles when someone needs to be replaced. This is never happened. If someone needs to be replaced, there is a ‘hospiteer afternoon’ with the current residents.

Corporations are currently pressured by the government to lower their prices of social renting houses. They are more willing to invest in housing for people with a lower income than for the middle class.

The municipality wants to release the houses of current elderly for young families. They are of the opinion that you cannot solve loneliness, but you can solve social isolation by bringing people together. They thought a thuishuis was a citizen initiative, which is impossible according to Jan Ruyten. The target group will not do that by themselves.

Costs
Prices in Euros
920 000
Founding costs
50 000
Directional feasibility study
(Payed by the municipality)
50 000
Making the house energy neutral
50 000
(invented by Omniawonen and is recouped after 15 years)
Sliding doors
1 400
Furnishing of the common space
35 000
Implementation phase
38 000
(This are one time developing costs of a Thuis huis and takes about 1,5-3 years)

Porticus has been a big sponsor of the Thuis huis. There has been three sponsors in total.

The residents do not have the money to furnish the common room themselves. The municipality earns the most from the Thuis huis. Mainly by the effect is has on the residents and inhabitants that are reached by the Thuis visit.

If the Thuishuis is built with a private investment, the rent should be increased. There are investors who would like to invest in a house like this with a rate of return of 4-5%. The investors are likely to be less willing to invest in furnishing the common space. But a million should not be a problem.

Taken steps
They start a new Thuis huis with the creation of a directional feasibility study, which takes three months. This shows how many people would like to live in a Thuis huis. This is done in collaboration with people that are in contact with elderly. Mainly because the elderly are too easy convinced and would like to move in before the Thuis huis is realised. Questions that are asked to the experts are: How many do you think would consider moving to a Thuis huis? How many would consider it? A district nurse is asked how many she would send, since people listen to her. Same for GP’s and the Zonnebloem.

The municipality of Heerlen is working with a public housing coach, to ask people if they do not want to live somewhere else instead.

Figure 26. Together with stakeholders as developers, housing corporations and counselors there was given a tour by the founder of Thuis huis.
C.2 Interview community housing

At the Roland Holstlaan in Delft is a communal living organised by an idealist that wanted to make a connection with the neighbourhood. Ewout van Oosten. Founder of a communal living resident in Delft.

Residents
There are living 13 residents in total, which includes all ages together. The number is kept small on purpose, to keep the overview. Not everybody is extravert, but that is desired. A mix of different people is needed to keep the balance, as long as they have their noses in the same direction. They know what they can expect and what is expected of them. One of the residents is a bit more to himself, but loves to fix things. That is fine as well.

Everybody has there own house, which are internal connected. They have their own lives, but they eat together on Wednesdays and everybody agreed on spending at least half day a week on the neighbourhood. The residents learnt over time that it works better to obligate as less as possible. When something is obligated there rises resistance. The residents look after each other. It feels like a village where people can enter. You know what is going on, but you do not impair someones privacy.

There is a strict selection procedure, which exists of multiple conversations with residence and a walk along. It is important to be sure that person will fit the others.

There is a communal space for the ones that are living alone. People do make use of it, even if they have everything they need in their house.

It is important that there is a communal activity or goal. But this should be made by the people themselves. Besides, it is necessary to have a physical place where people meet.

Cafe
There is a common garden and cafe on Fridays, organised by volunteers. They make their own schedule and organise activities when they have the urge. The organisation is done by one person, which takes about two hours a week. This cafe breathes acceptance. There is tried to convince people to participate instead of consume. This means that people are allowed to pay in natura of by offering their services. A women from the neighbourhood saw in this the possibility to get out of her loneliness. She is now active again.

The moment people walk into the cafe, they know they can be themselves. A homeless comes over ones in a while to work and he says he does not have a need for alcohol when he is there and a mentally disabled is chatting in the cafe. People are valued on who they are and what they can add.

Starting phase
The first phase there are no activities planned, to be able to get to know each other better. They came together every week to discuss how things were going, which created an open atmosphere. If someone does not agree with the way things are going, they feel free to say so.

Starting is not seen as something easy. It is easier to join in a movement than starting something new no-one is familiar with. There is a naïve one needed to break through the ways people are normally interacting. Then you find out that people are looking for contact and joined activities.

It is important to make the house and the idea your own. Refurnishing and thinking of the possibilities helps in this process.

Preconceptions
There are some preconceptions about communal living. People thing that it a commune with a lot of rules, which is only for people with an extravert character. Which is not the case. Ewout thinks, that the crux is mainly in marketing of the concept.
Marieke van der Helm-Jansen.

Dotted living is a way of living in which the houses are connected over distance. This version in Rotterdam is brought together by their church and organisation Timon and is meant to help young mothers with troubles to make ends meet. There are seven volunteers and twenty mothers involved.

The mothers that are connected to these organisations are offered a house. In return they get guidance of professionals to find their way in society. The volunteers take initiative to organise activities for these mothers. Over time the mothers take more and more initiative. This makes the relationship more equal. Something that is important for a friendship.

The connection with the mothers is not always easy. The contact is done in little steps. The volunteers go door to door to ask if the mothers want to participate. Something that is not very rewarding, since these are not the people that say thank you very often. You have to give them the feeling that they are wanted and that there opinion is taken seriously. It is about bringing people together and that is about human principles.

The connection is easier if you have something in common. Children from the same age are a good example of this. It gives something to talk about. It helps if a mothers and volunteer is around the same age.

It is important that there are some ground rules, which are created by the mothers themselves. This increases the chance of they will honour them. One of them is that there should be a positive atmosphere.

A new connection between mothers is eased if they are aware of each others needs. If both are actively looking for a friend, the chance is higher they will find each other.

The contact between the other volunteers needs to be their from the beginning, with people who like to start something like this. Afterwards others can be included as well.

There needs to someone who is taking the lead. You can divide tasks, but someone needs to be end responsible to prevent things from going wrong.

The group meets every week and these meetings are loyally visited.

This dotted living is still a big step for the volunteers. They see it as something for pioneers.
This chapter gives an impression of the ideation process. It pays attention to the development of the interaction vision, the diverge and converge in the ideation phase and the insights gained from the creative session. Since the process has not always been evenly structured, there is not much attention paid to the elaboration of the ideas.
D.1 Interaction vision

The interaction vision is build by wordclouds and moodboards. Figure 31 shows the moodboard of stimulating. One of the earlier versions. The more in the middle of the image, the closer to the fitting interaction as intended. This method helped to get back to the intuition in the design.

Besides intuition, the results from the research is used for the construction of the interaction vision.
D.2 Ideation

Based on the relevant factors and design vision, there are developed numerous ideas. The yellow banners on the following pages give the starting point of the idea generation. There are ideas generated on different virtues, personal significance, residential forms, interaction vision and some relevant factors.
Design for reciprocity

GLANS
EN GETWISTHOUD
EEN EN LEKE BEZIGHEDEN
ER

LATER LIJN HOE
GOED JE IEMAND
aat
BERECHTEN ACHTERLEN
OVER WIE IEMAND IS.

Voor krijgerij

Elke week
Bewust een stukje
Meer laten zien
Nieuwsgierigheid
Stimuleren

SAMS KOPPELEN.

PUNTEN VERONHEEN
MET KLAAR LEREN
LEREN.

Brandende
deel verhuut een
ACTIVITEIT

BUDDIES VOOR DIE
WEEK

Design for virtue

Sociale
Intelligentie
Stimuleren

Waliteit van de
Woonomgeving is ook
Belangrijk

Ouderen hebben veel
Contact met hun buurten
Grotere invloed op sociale
Koeshie

Levens op open anders

Social
Intelligentie
by tradition

Inschatten
Wat iedereen
zou willen

Ontmoetingsplek
voor de buurt

Uit hoofde van
Waardevol

Kleed
Maen

Handwerk
Woonjuden

OMA's
Appeltaart

Privacy,
Aan niet alleen

Oud Hollandse
Speletjes met
Vluchtingen

Plek waar je
kinderen kan
Brengen
Design for virtue

Free the active listener

Oefenen Papagoaen spel

"Kakaw!" Hoe beter je luistert hoe hoger het niveau

Huiswerk Hoewel het

Communicatie verhalen ophalen

"Vroeger was alles beter"

Empathie

Virtual reality to the past

Memory game Namen onthouden

+ Of But So you palpita

Practice
D.3 Creative session

To be able to generate more ideas and get input for a new ideation phase, there is done a creative session. Wybren ten Cate lead the session, with an architect student, humanistic caretaker, two IPD students and a DFI student as participants.

The scheme of that evening can be found on page... . It started with an explanation of the problem statement, in which the current situation was positioned. It also included different persona’s inside the target group. Each of the participants was asked to represent this persona, to keep the creativity going. This also helped to gain results that were suitable for a complete target group.

During the formulation of “how to’s”, the facilitator helped choosing the most interesting ones. This appeared to be:

- How to give a residential form added value?
- How to reach vulnerable elderly?
- How to give elderly a personal purport?
- How to stimulate friendship?

In two groups, the participants came up with ideas that answered the how to questions. After a few minutes they switched, to build on ideas of the others. In short time a large amount of ideas was generated. If stuck, the idea flow was stimulated by giving random words.

The ideas were clustered and presented to each other to finish it up.
Creative Session

Facilitator: Wybren ten Cate
Buddy: Nienke van der Straten
Client: Nienke van der Straten
Group of participants: Stella Groenewoud (architect student and founder of the course architecture for happiness); Corrie Kreuk (humanistisch geestelijk verzorger); Tessa Souhoka (IPD); Bram van Veen (IPD); Diantha Boll (DI)

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
<th>Description</th>
<th>Materials</th>
</tr>
</thead>
<tbody>
<tr>
<td>19:30</td>
<td>Intro</td>
<td>Welcome, overview of evening</td>
<td>Facilitator has written intro</td>
</tr>
<tr>
<td>19:35</td>
<td>Getting acquainted</td>
<td>Ice breaker game</td>
<td>“People-strangled-game”</td>
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<tr>
<td>19:45</td>
<td>Briefing</td>
<td>Client explains briefly</td>
<td>Client has written briefing</td>
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<tr>
<td></td>
<td></td>
<td>- Context</td>
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<tr>
<td></td>
<td></td>
<td>- Target group – personas</td>
<td>Persona figures</td>
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<tr>
<td></td>
<td></td>
<td>- Problem</td>
<td>Virtue cards, friendship</td>
</tr>
<tr>
<td>20:00</td>
<td>Problem definition</td>
<td>Group: questions client based on persona</td>
<td>Flip-over or large sheet on wall</td>
</tr>
<tr>
<td></td>
<td></td>
<td>- summarises, bullet points</td>
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<tr>
<td></td>
<td></td>
<td>- defines problem statement(s)</td>
<td></td>
</tr>
<tr>
<td>20:15</td>
<td>How To definitions</td>
<td>Group: brainsstorms H2's</td>
<td>Post-its on large sheets on wall</td>
</tr>
<tr>
<td></td>
<td></td>
<td>- wall</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>- clusters H2's</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>- selects 3x H2's</td>
<td></td>
</tr>
<tr>
<td>20:30</td>
<td>Short break</td>
<td>Group: ?</td>
<td>Food &amp; drinks always</td>
</tr>
<tr>
<td></td>
<td>available? (can be after surge)</td>
<td>Client &amp; facilitator discuss progress</td>
<td></td>
</tr>
<tr>
<td>20:40</td>
<td>Surge</td>
<td>Group ‘surges’ 3 minutes per H2</td>
<td>Post-its on sheets on wall</td>
</tr>
<tr>
<td>21:00</td>
<td>Brainstorms</td>
<td>Group: brainsstorms 10 minutes per H2</td>
<td>Post-its on sheets on wall</td>
</tr>
<tr>
<td></td>
<td></td>
<td>- Facilitator: gives random analogies</td>
<td>Facilitator has many</td>
</tr>
<tr>
<td></td>
<td></td>
<td>- analogies</td>
<td></td>
</tr>
<tr>
<td>21:40</td>
<td>Cluster</td>
<td>Group</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>- clusters post-its</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>- names clusters</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>- Facilitator: can clusters be expanded?</td>
<td></td>
</tr>
<tr>
<td>21:30</td>
<td>Short break</td>
<td>Group: ?</td>
<td></td>
</tr>
<tr>
<td></td>
<td>available?</td>
<td>Client &amp; facilitator discuss progress</td>
<td></td>
</tr>
<tr>
<td>21:40</td>
<td>Elaboration</td>
<td>Group</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>- elaborates on specific ideas</td>
<td></td>
</tr>
<tr>
<td>22:10</td>
<td>Evaluation</td>
<td>Selection of best clusters</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Do we miss anything?</td>
<td></td>
</tr>
<tr>
<td>22:30</td>
<td>End</td>
<td>Client says thank you</td>
<td></td>
</tr>
</tbody>
</table>

Figure 34: Schedule of the creative session made by Wybren ten Cate

Figure 35: An impression of the creative session
A concept stands or falls by the financial feasibility. This chapter gives a small peak in the calculations for Thuis &

Figure 36: Source: www.haikudeck.com

Appendix E

Financial feasibility

A concept stands or falls by the financial feasibility. This chapter gives a small peak in the calculations for Thuis &.
The costs and revenues are based on multiple assumptions.

- There are no additional professionals needed.
- In the high season there are more rooms occupied.
- Elderly only receive money when there is made profit.
- The architectural costs are highly dependent on the building. There is taken a broad estimation.
- The location of the bed and breakfast is favorable.

**Youngsters**
Are given a compensation of 300 Euro each month. Times five, is 1500 Euro per month in total.

**Elderly**
Elderly pay rent of 580 Euro each, which is low enough to be called social renting. The elderly can apply for renting subsidy, if their income is below 29,825 Euro per year. This should be doable for the target group. Times 8 residents brings to a total rent of 4640 Euro.

**Volunteers**
Work for free, but can get free drinks and small food. If they take around 3,5 Euro per person every day, for 3 volunteers. This will come to 300 Euro per month.

**Board**
The board is payed less in the beginning, since it will not be a full time job if there is only one variant to organise. When there are more than three variants they are payed a full-time salary of 2000 Euro each. Which brings to 6000 Euro in total per month.

**Construction costs**
The construction costs are based on the construction of Thuishuis and the research of Dam, 2013. An calculation is given in the report, but this is a highly rough one. It will be more precise after finding a lot or building.

**Neighbour**
There is estimated that there will be 10 customers a day. This is the average of a sunny Sunday and a cold February day. If they all buy something for 3 Euro, this will make 30 Euro’s a day and approximately 800 per month. If they are closed on Mondays.

<table>
<thead>
<tr>
<th>Operational</th>
<th>Amount</th>
<th>Costs/ Piece</th>
</tr>
</thead>
<tbody>
<tr>
<td>Electricity</td>
<td>300</td>
<td></td>
</tr>
<tr>
<td>Water</td>
<td>500</td>
<td></td>
</tr>
<tr>
<td>Youngsters as staff</td>
<td>1900</td>
<td></td>
</tr>
<tr>
<td>Elderly as staff</td>
<td>2400</td>
<td></td>
</tr>
<tr>
<td>Service Desk</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Receipts</td>
<td>2,84</td>
<td></td>
</tr>
<tr>
<td>Paper</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Pens</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>ATM service costs</td>
<td>52,06</td>
<td></td>
</tr>
<tr>
<td>Cleaning</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Detergents</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>Toilet paper</td>
<td>10</td>
<td></td>
</tr>
<tr>
<td>Cleaning wipes</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>Maintenance</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Small maintenance (e.g. fixing a lamp)</td>
<td>10</td>
<td></td>
</tr>
<tr>
<td>Large maintenance (e.g. switching washing machine)</td>
<td>100</td>
<td></td>
</tr>
<tr>
<td>Total operational costs</td>
<td>4884,79</td>
<td></td>
</tr>
</tbody>
</table>

**Incidental costs**

<table>
<thead>
<tr>
<th>Furniture for activity</th>
<th>Amount</th>
<th>Costs/ Piece</th>
</tr>
</thead>
<tbody>
<tr>
<td>Washing machine</td>
<td>1</td>
<td>299</td>
</tr>
<tr>
<td>Dryer</td>
<td>1</td>
<td>349</td>
</tr>
<tr>
<td>Reception</td>
<td>1</td>
<td>249</td>
</tr>
<tr>
<td>Dishwasher</td>
<td>1</td>
<td>279</td>
</tr>
<tr>
<td>Oven</td>
<td>1</td>
<td>449</td>
</tr>
<tr>
<td>Hood (attaching)</td>
<td>1</td>
<td>199</td>
</tr>
<tr>
<td>Shower</td>
<td>5</td>
<td>24,75</td>
</tr>
<tr>
<td>Shower curtain</td>
<td>5</td>
<td>34,95</td>
</tr>
<tr>
<td>Tap</td>
<td>5</td>
<td>40</td>
</tr>
<tr>
<td>Sink</td>
<td>5</td>
<td>289</td>
</tr>
<tr>
<td>Microwave</td>
<td>1</td>
<td>245</td>
</tr>
<tr>
<td>Stove</td>
<td>1</td>
<td>245</td>
</tr>
<tr>
<td>Toilet</td>
<td>0</td>
<td>449</td>
</tr>
<tr>
<td>Coffee machine</td>
<td>1</td>
<td>2000</td>
</tr>
<tr>
<td>Small equipment</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Room keys</td>
<td>20</td>
<td>5</td>
</tr>
<tr>
<td>Locks</td>
<td>10</td>
<td>12,95</td>
</tr>
<tr>
<td>Cash desk</td>
<td>1</td>
<td>300</td>
</tr>
<tr>
<td>Lamps</td>
<td>20</td>
<td>30</td>
</tr>
<tr>
<td>Sheets</td>
<td>20</td>
<td>30</td>
</tr>
<tr>
<td>Cleaning equipment</td>
<td>1</td>
<td>50</td>
</tr>
<tr>
<td>Mirror</td>
<td>5</td>
<td>10</td>
</tr>
<tr>
<td>Towels</td>
<td>40</td>
<td>3,49</td>
</tr>
<tr>
<td>Unexpected costs</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total incidental costs</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Figure 37:** Overview maintenance costs

**Customer**
The customers will pay 55 Euro per person.
If half of the rooms are booked, this means a revenue of 55 times 10 times 25 days a week is 13750 Euro in that month. This includes the price for breakfast.

The costs of the customers are derived from the rent of that room and breakfast. For breakfast there is calculated 4 Euro per person. Which is an estimation. The rent is based on the estimated price/m². If the rent for the elderly is around 600 Euro for 45m². This makes 13,3 Euro/m². Times the m² of the rooms (10), makes 130 Euro/room/month. See figure...

**Figure 38:** Overview incidental costs
<table>
<thead>
<tr>
<th>Thuis +</th>
<th>Best case scenario</th>
<th>(B&amp;B)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prices in Euros</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Price</td>
<td>55</td>
<td></td>
</tr>
<tr>
<td>Amount of occupied days/month</td>
<td>25</td>
<td></td>
</tr>
<tr>
<td>Amount of rooms for B&amp;B</td>
<td>10</td>
<td></td>
</tr>
<tr>
<td><strong>Period</strong></td>
<td><strong>YEAR 1</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Month</strong></td>
<td>Jan</td>
<td>Febr</td>
</tr>
<tr>
<td><strong>Amount of customers / night</strong></td>
<td>2</td>
<td>4</td>
</tr>
<tr>
<td><strong>Earnings:</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Customers</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Rent room</strong></td>
<td>Amount of occupied days a month</td>
<td>25</td>
</tr>
<tr>
<td><strong>Costs</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Customers</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Breakfast</strong></td>
<td>PP</td>
<td>4</td>
</tr>
<tr>
<td><strong>Rent room</strong></td>
<td>Per month / room with double bed</td>
<td>130</td>
</tr>
<tr>
<td><strong>Total Costs</strong></td>
<td>1500</td>
<td>1700</td>
</tr>
<tr>
<td><strong>Total Profit</strong></td>
<td>1250</td>
<td>3800</td>
</tr>
</tbody>
</table>

Figure 39: Earnings and costs over time
The existing interventions are structured with respect to the positive psychology and design for happiness method. This gives new insights on the effectiveness of certain methods.
without. when the volunteer thinks the elderly can do which the problems are discussed and ends reliance. The project starts with an intake in environment of elderly, including their self-

Goal of this project was to enhance the social talked about the joys and sorrows of the elderly. with practicalities, gave them company and homosexuals to the lonely who helped them this, “Buddy for homosexuals” sent voluntary this program was that it is extra difficult for this program had as target group lonely 

Below can be found a description for each of the interventions used in Figure 41, including reasons behind their placement. The numbers in the text correspond with the numbers in the scheme. Only the most interesting ones will be discussed below, to give an impression on how the division is made.

**Buddy for homosexuals**

**Description**

This program had as target group lonely homosexual elderly with a physical, mental or chronic diseases. The assumption for this program was that it is extra difficult for homosexuals to find a new life partner, which can make them lonely. To partly overcome this, “Buddy for homosexuals” sent voluntary homosexuals to the lonely who helped them with practicalities, gave them company and talked about the joys and sorrows of the elderly. Goal of this project was to enhance the social environment of elderly, including their self-reliance. The project starts with an intake in which the problems are discussed and ends when the volunteer thinks the elderly can do without.

**Effectiveness**

In the beginning of the project, there can be seen a small decrease of experienced loneliness. However, this effect disappeared again after certain amount of time and had an increase of subjective loneliness with respect to the first measurement, the moment the project is stopped. This last effect can be explained by the mis-feeling that arose for the buddies. The given attention was not uncommonly mistaken for the attention a previous lover of lost friend used to give, which scared in its turn the buddy. At the moment the buddy took some distance, the elderly experienced again a feeling of abandonment.

**Positive/Negative**

On the positive/negative scale, the buddy project lays on the negative side. This is mainly due to their negative attitude at the intake. As Fokkinga suggest there should be paid less attention to the paternalistic thought that the concerned person is pitiful and very lonely; more attention should be payed to the emancipation and empowerment.

**Group activities nursing homes**

This intervention is divided into a ‘coffee-time’ and talk-group. In the first, people are stimulated to get together and join in small activities as reading a poem, games and discussion of the news. At the talk-group, people talk about memories, current and past aspirations/ hobbies and there are theme discussions.

**Effectiveness**

This intervention booked good results. Compared to the control group, there was a clear decrease in the experienced loneliness.

**Positive/Negative**

On the positive/negative scale, the group activities nursing homes lays on the positive side. This has mostly to do with the taken approach towards the elderly and towards the goal of the session. Central in this intervention were the activities and improvement of the atmosphere among the residents which gave a low-threshold for the elderly to join. They did not have to acknowledge to others their reason for joining. Inside the program there was focused on ‘feeling good’, every session started with a positive happening or thought, which stimulated to talk more freely in the rest of the session.

**Through other glasses**

Goal of this solution was to make people start thinking critically about their way of activity pattern, social relationships and behaviour and how they can realize change themselves. This is done as a course with professional coaching.

**Effectiveness**

This approach caused an increase in perceived loneliness among the participants. Main reason for this is seen as asked questions that were too confronting, which reopened past sorrows. They became aware of their unpleasant situation. Positive effects were an improvement of relationships in families and better resistance towards criticism.

**Positive/Negative**

This idea lies on the negative side of the scale. Mostly because the coordinators tried to create awareness on loneliness and the way of dealing.

**Esc@pe**

**Description**

Esc@pe had as goal to connect people that are stuck in home due to a chronic disease or disability by use of the internet. The social network of those elderly can be enlarged by the possibility to meet in a digital way. To enable them, the participants are taught how to make use of a computer.

**Effectiveness**

This initiative had some good results. Due to some interviews afterwards, there is suggested that this can be mainly ascribed to the increase of self-confidence of the participants. They were given the idea that they are still able to learn.

**Positive/Negative**

This initiative is placed on the positive side, since it is not focused on solely loneliness but on teaching them something. As described underneath the effectiveness part, the participants experienced a larger feeling of self-confidence. They were given new aspirations and hope to a better future.

Figure ... shows that there is a clear relation between the use of positive psychology or negative psychology with the success of the project in terms of decreasing the loneliness of the participants. Positive psychology is hereby defined as interventions that contribute to human flourishing of the lonely. This means that the intervention does not focus on the denial or a “solution” for the loneliness, but looks at the full spectrum of human experience. (Desmet, P. M. A., & Pohlmeyer, A. E. (2013) The examples that are shown in Figure 41 are only examples that are scientifically tested on their effectiveness. (Fokkema, et al. 2005).

---

**Table:**

<table>
<thead>
<tr>
<th>Significant decrease of loneliness</th>
<th>Positive psychology</th>
<th>Negative psychology</th>
</tr>
</thead>
<tbody>
<tr>
<td>Group activities in living facilities</td>
<td>Row 3</td>
<td>Row 4</td>
</tr>
<tr>
<td>Free public travel for O2+</td>
<td>Row 5</td>
<td>Row 6</td>
</tr>
<tr>
<td>Educational package impaired hearing</td>
<td>Row 7</td>
<td>Row 8</td>
</tr>
<tr>
<td>Active network</td>
<td>Row 9</td>
<td>Row 10</td>
</tr>
</tbody>
</table>

Figure 41: Structuring of existing solutions in positive psychology against effectiveness.
For the validation of the Thuis & concept, there is talked with multiple experts, stakeholders and the target group. The results can be found in this chapter.

Figure 43: Impression of the validation with the target group. Photo by Jet Gispen
G.1 Interview Maartje Lammers

Maartje Lammers, previous owner and founder of 24h architecture. Currently owner of earthbound coaching and architecture.

Goal
- Validation of concept on an architectural layer. What can be better, what is good.
- What is a suitable location?
- What is needed to set-up a Thuis+ variant with respect to the architectural layer?

Results
Senior apartments are generally bigger than nursing homes, especially the older ones. To create a homy atmosphere it is important to do decrease the amount of residents to approximately seven and place them in a building that fits that size. Of course a part of a building can be cut off, but a flat will never reach this atmosphere. Social renting is less suitable for this, since they are mostly located in big flats with a long unfriendly corridor. You do not have a common space available.

Incorporating or building from scratch is way cheaper to use already existing buildings. Besides, the construction process is time consuming which is time you might not have. If you want the youngsters and elderly to set this up together, this creates a pause that does not help the process. The lead-time is about 2-3 years if everything goes by plan. Getting the licences might add to the hassle. Something that is less when you incorporate the idea in already existing places.

Housing corporation vs private investment
A housing corporation has the advantage of available housing options. Especially for a Thuis+ variant they might have good options available. You can think about empty offices, senior houses or nursing homes. This makes the project very present-day. The student hotel in Rotterdam has been placed in such offices, which worked very well.

Housing corporations are not always adapting enough to this new trend, which makes them old fashioned. There are a few housing corporations that want to invest in participation and follow the trend. They are interested in the story behind such a initiative and want to move forward.

In key a housing corporation does not care if there are people living in a Thuis+ or in a standard flat. They just want to make sure that there is a continues flow of residents, to decrease the risk of loss of money.

It might be interesting to use a combination of investors and a corporation. The investors want to have a return on investment. They buy the place and get there profit the moment they rent it out.

G.2 Interview municipality

Interview with Marjon van der Meurs
Part of the real estate and urban planning of the municipality of Rotterdam. Responsible for the program ‘langer thuis’. Which is founded to enable people to grow old in homes without care. Her task is to link inhabitants, developers, housing corporations and the municipality with each other to reach this goal.

She is currently graduating from the master area development.

Goal
- Validation of the concept
- Insight in the laws and regulations around setting up a Thuis+ variant.
- Role of the municipality in this initiation phase

Results
In general she is enthusiastic about the idea. Thuis & fits well in the direction of ‘participation society’ and she knows a group a people that would be looking for such a house and is happy that someone would like to take initiative. The municipality, the housing corporations and care institutions all agree that the current care institutions are not suitable anymore in this time and that there is a need for alternative residential forms like this one. The only way to reach these residential forms is by collaborating and building on ideas like this one. There are regular meetings in which those stakeholders come together to find new opportunities. This idea could be presented in such a meeting.

She believes it is necessary to include constant accompaniment to keep the concept working. People should have the same intentions and should be obligated in some way to participate. If not, they will stop communicating at a certain point and people will withdraw from the social discussions.

This accompaniment is mostly important around the rotation of residents. Since the residents are not the owner of the building, there needs to be some arrangement with the housing corporation. If they want to keep the spot open for someone that fits exactly their expectations, this might go against regulations from the government or the policy of the housing corporation. A small housing corporation could be suitable for this job. If the elderly want to do activities together, there should be someone that takes the lead and money available. Something that is missing in this target group.

Role of municipality
The municipality would like to see ideas like Thuis & realised. However, since the municipality does not have money or buildings, their role would be solely directing and facilitating. Since they are an objective institution with a lot of expertise, they can bring people together. Inside the municipality and outside, to make the plan work.

It is of the interest of the municipality to make initiatives like this work. Not only are there problems solved for their own inhabitants, it also helps them personally. If they can help the city councillor reach his goals, they are likely to be promoted and the city councillor has the chance to be elected for next year as well.

Location
Best is to reconstruct a current empty nursing home. Many do not have a new destination yet and are looking for one. In those buildings are still areas in use for high care, which is good to have in the neighbourhood. The central location of those buildings, the accessibility and the existing communal space are a pre as well. The
old nursing homes will get a new image, since they are currently filled with new initiatives. Senior housing on the other hand miss the communal feeling, since you have to step outside before you can meet someone else. Empty offices are too expensive to reconstruct since they have generally one toilet per floor and large empty spaces. For that reason it is not done more often. Construction of a new building is no option since there is not enough available space in Rotterdam.

A good location for the first Thuis & variant would be in Alexanderpolder. This area in the east of Rotterdam includes many empty nursing homes and senior housings, that are currently looking for a new destination for their buildings. The initiatives that are currently there are now opening their doors to collaborate which creates a good atmosphere.

There is a relative high need for social renting among elderly, which would make that a pre.

**Challenges**
The main challenge is bringing the stakeholders together and money. To realise the first variant, it can take around five years. Most initiative do not make it, because there are not the right people on the right spots. Most of the success stories are coincidence and talking with people in the right tone of voice. Know what their interests are and make sure the story is formulated in such a way it can help them.

The capabilities and perseverance of the board is crucial for the realisation. There need to be people involved that know what they are doing. Solely a good story and enthusiasm is not enough. As a board you need to be able to tell your story over and over again to different stakeholders and answer all different kind of questions. This will be questions about construction drawings and possible implementation of solar panels. There is advised to outsource this to an architect.

Enrolling the first residents is likely to be a challenge too. They are asked to invest their time, effort and potentially social contacts into the initiation phase. If they do not have money, this will be on the plate of the municipality or the housing corporation which will not be an easier question. This, while the future success is not completely sure. If they are enrolled, it is important to keep the energy and motivation high. If they drop out, the responsibility of finding new residents will be with the ones with the highest investment, the housing corporation.

Since the housing corporation is likely to invest the largest amount of money, they might ask a shared risk in return. In a previous realised example, the housing corporation asked 100.00 Euro guarantor.

**Laws and regulations**
There are countless laws and regulation the municipality and housing corporations need to answer to. Strangely, some even contradict to each other, which creates a tension between the two parties.

**Municipality**
As a basic regulation, the municipality is mainly concerned about the accessibility, patency and fire protection of a building. Especially for elderly it is important that the building is WMO-proof. Basically this means that someone can grow old in that house. If needed with some small financial help from the municipality.

Besides the standard regulations, the regulations depend on who is involved inside the municipality and the current college program of the city councilor. The interest of that person can determine how ‘green’ the house should be or if it should be suitable for people with dementia. A contact person inside the municipality will guide this process.

Inside the WMO regulations, there is money available for making a house senior proof. If elderly are in need for an aid and are not able to pay for it themselves, they can apply for this fund. This is only for the inside of a house. Possible reconstructions of communal space is the responsibility of the housing corporation.

**Housing corporations**
The housing corporations have to do with the ‘woonwet’. This regulates things as the maximum price of € 710.68/ month for a social renting house and the amount of people outside the financial target group that can enter a social renting house.

**Future steps**
The initiation proces is rather parallel than linear. It starts with finding a board that is willing to sacrifice time and effort for a few years to make this work.

- Find future residence. Without this perspective, the housing corporation is asked to take a too large of a risk, they are not likely to take.
- Convincing elderly corporations to start thinking about new residential forms. It is a smaller step for them than for other corporations, since they can stay with their target group.
- Get in contact with the municipality. Someone from the ‘langer thuis program’ and someone from the department of societal developments. The last one is responsible for the WMO subsidies.
- Start a collaboration with an architect and start the permit procedure.

An illustration of these future steps can be found in the report.

Figure 46: Source: republicbuzz.com
Introduction Woonbron
Woonbron has approximately 50,000 residents, in the area of Rotterdam, Dordrecht, Spijkenisse, Hoogvliet and Delft. In Rotterdam, they are the only ones in the city centre. The other areas are IJsselmonde, Alexander and Delfsehaven. Woonbron is there for the vulnerable. This means people with a lower income, mental and physical problems or immigrants. 95% percent of the residences they own are social renting. The other five percent is in the free sector and some buildings are bought from the municipality. These buildings are used for entrepreneurs in combination with student housing.

In the previous years woonbron took also the responsibility to take care of initiatives. This changed, because the government asked them to. Result of this is that woonbron invests less in social projects that do not have anything to do with housing and the collaboration with other partners is stronger. They see it as their responsibility to make sure people live in a good neighbourhood.

Alien van der Haar is project manager of the branch Delfsehaven.

Interest in the topic
They see the problem that people have to stay longer at home. Despite the fact that it is about care, they see the rising problem for the corporation as well. Many elderly do not dare to come outside anymore, due to physical implications or fear for the outside world. Since those people often do not want to move, woonbron offers a care structure. This helps them with groceries or other practicalities. However, they do not see a solution for loneliness yet. That is why they are currently looking for existing solutions and research from the welfare organisations.

Impression of Thuis &
Alien van der Haar was under the impression that the Thuis & already existed and immediately noted the name of housing corporation ‘van Harte’, to get in touch after that meeting. She was especially enthusiastic about the collaboration with the neighbourhood, which should increase the social network of the elderly. She thinks that if it is a group of future residents that do what they want to do and are intrinsically motivated to make it work, there is a high chance of success.

Location
There are no big restructuring plans, so the housing stock will remain the same for the coming ten years. They are not certain about the needs of elderly, but they are certain that the current housings of these elderly are not suitable. These houses have too many stairs without elevators and are not accessible for wheelchairs. There are not much story buildings available that they can reconstruct for these housings.

The municipality of Rotterdam sells housings, which can be bought with a group of people. The disadvantage of this, is that those people have no contact with the neighbourhood. This makes it a ‘golden edge of society, for the ones that are already lucky’. They often have money to spend and are willing to take initiative. Something that does not fit for the target group of the Thuis &. These houses of the municipality include gymnastics buildings, churches, community houses and schools.

Target group
There are distinguished four different lifestyles. Blue is ambition. They want everything to be organised perfectly. Red are creative people. They are independent, do what they like and have a good social network. Yellow is actively involved in the neighbourhood and brings people together. Green is focused on their own group of people. This is often seen with Moroccans and Turks. There can be distinguished places in Rotterdam where there are certain colours more dominant than others. Thuis & would be suitable for elderly that have purchasing power and want to start something on their own, but do not know where to start. Thuis & can in that case help those people to find a building, a group or both.