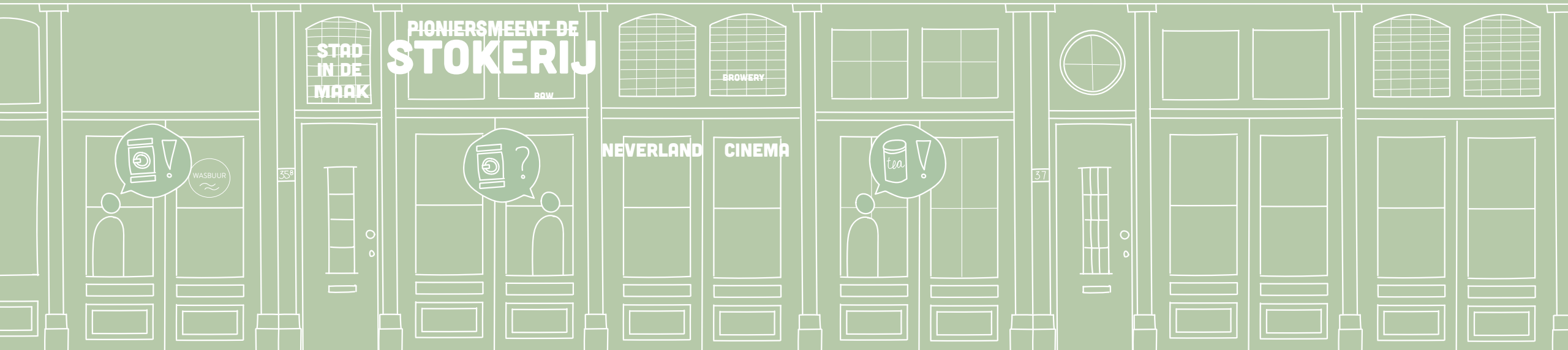


WHAT'S MINE IS OURS

INTEGRATED THESIS PRESENTATION - NINA VAN WIJK - 4 NOVEMBER 2019



LET'S SEE SOME HANDS

Who's biggest monthly fixed expense is their housing cost?



BACKGROUND



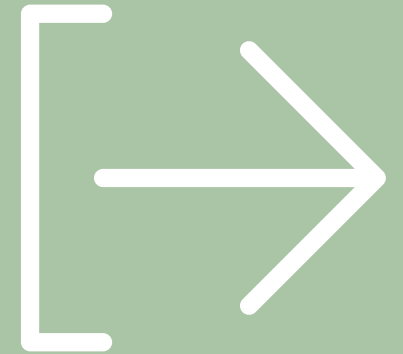
METHODS



INTERVIEW
RESULTS



SYNTHESIS &
DESIGN



CONCLUSIONS

PROBLEM STATEMENT



INCREASING
HOUSING PRICES

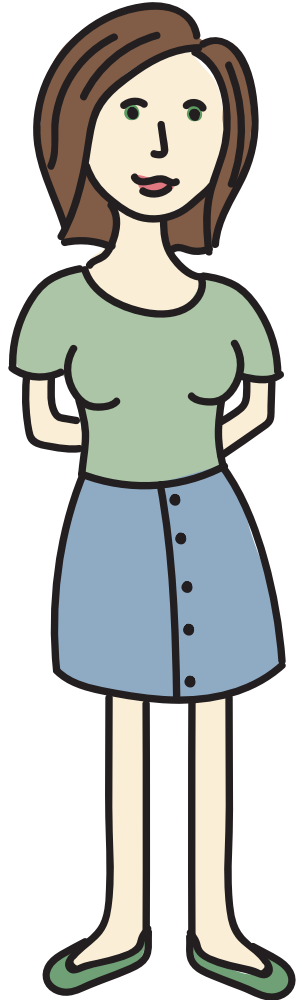


INCREASING NUMBER
OF SINGLE-PERSON
HOUSEHOLDS



NEED FOR
ENVIRONMENTAL
SUSTAINABILITY

THIS IS EMMA



Single-person household

2.9 mln in the Netherlands, 1/3 of all households, 45% of households in big cities by 2040

24 years old

Average age of single-person households

Struggles with paying rent

Rents in the large cities have increased with 3% past year



CHALLENGES FOLLOWING FROM THE INCREASE OF SINGLE-PERSON HOUSEHOLDS



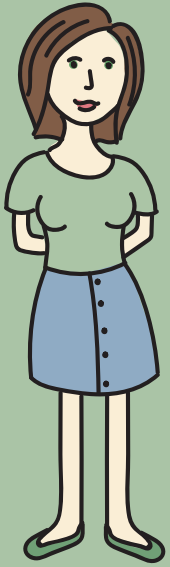
SOLE RESPONSIBILITY
FOR THE RENT



ENVIRONMENTAL
SUSTAINABILITY



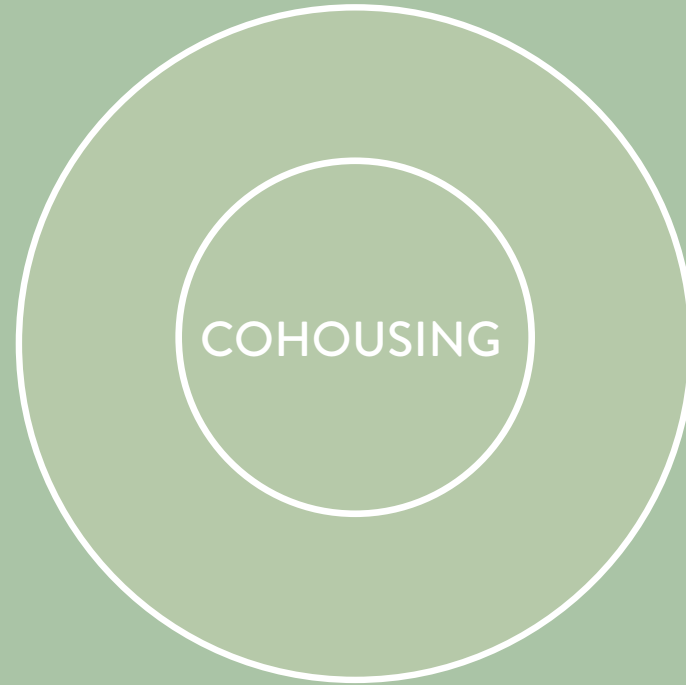
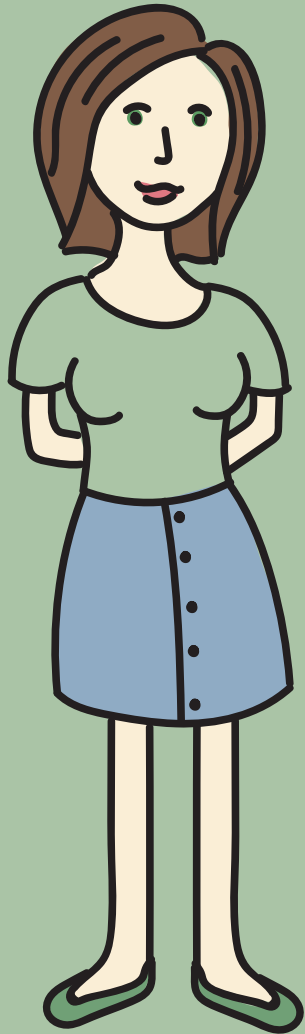
SOCIAL
ISOLATION



WHY NOT SHARE?

Let's see if collaborative housing could be a solution

WHAT IS COHOUSING?

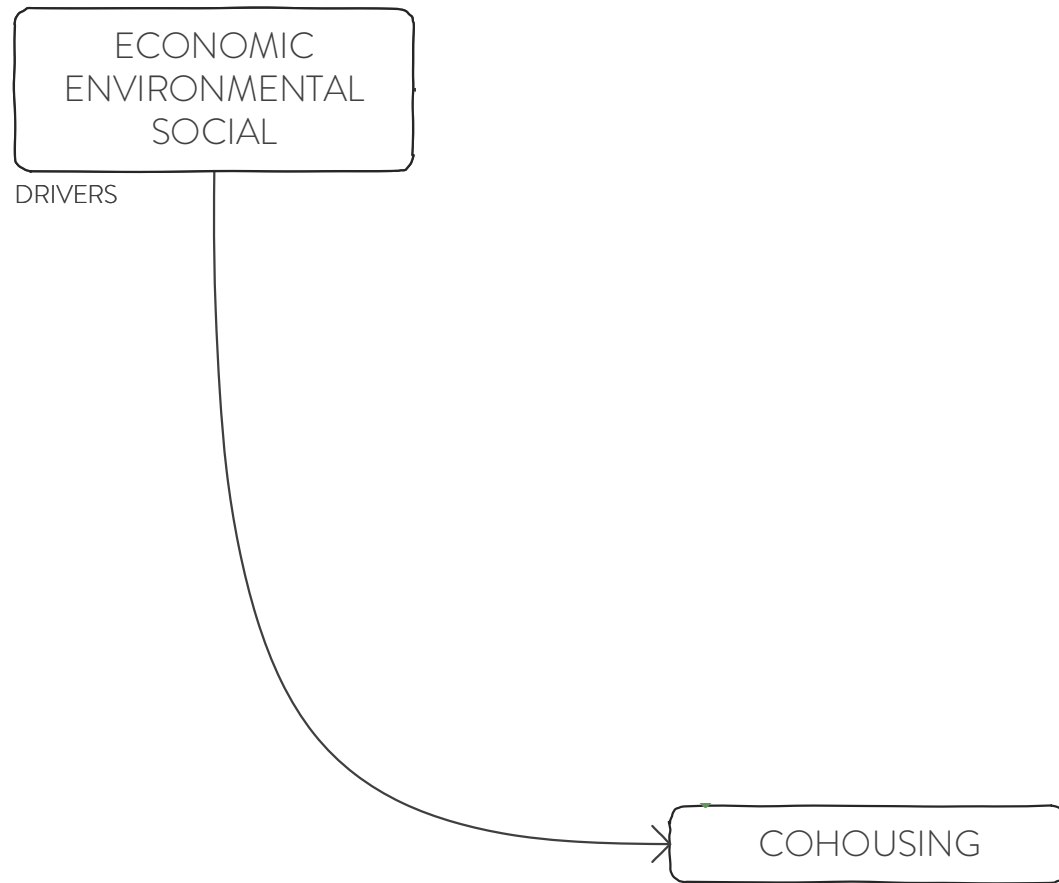


COLLABORATIVE HOUSING

- Emma has her own living room, bedroom, and amenities
- Downstairs in her building is a large commons which she shares with three other residents in her building.
- Every Monday they eat together

Cohousing drivers are economic, environmental and social.

CONCEPTS



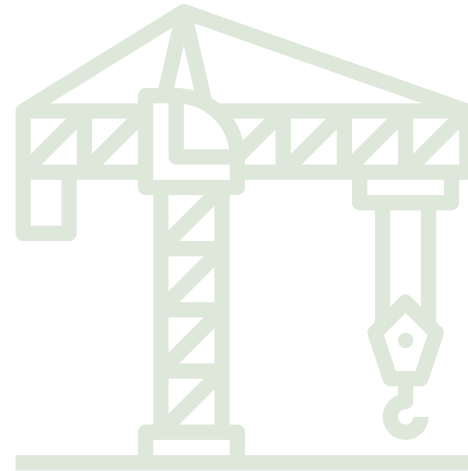


BARRIERS TO COLLABORATIVE HOUSING



PRE-CONSTRUCTION

- **Business models** do not match with collaborative housing
- **Local planning regulations** might be unsuitable
- Communities struggle with **self-organization**



CONSTRUCTION



OPERATION

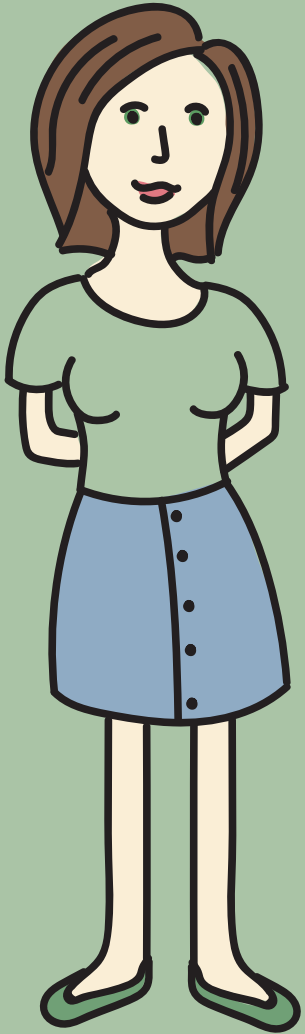
HOW TO DEAL WITH THESE BARRIERS?

SHARING ECONOMY

Similar drivers as cohousing: social, economic and environmental sustainability

WHAT IS SHARING ECONOMY?

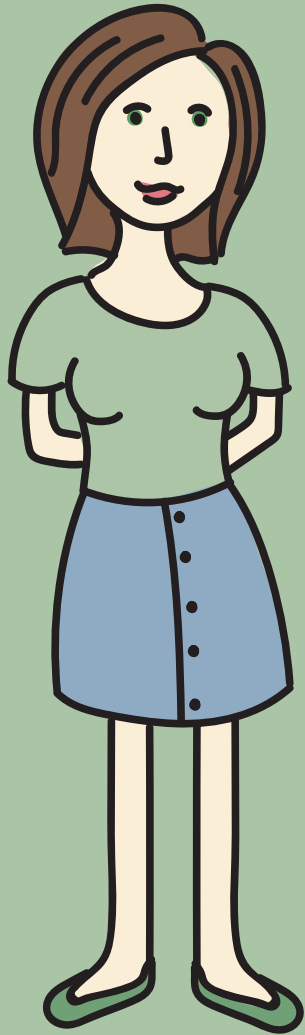
Collaborative consumption of under-utilized goods, through access rather than ownership, often through the use of community-based online services.



NOT A SHARING ECONOMY

WHAT IS SHARING ECONOMY?

Collaborative consumption of under-utilized goods, through access rather than ownership, often through the use of community-based online services.



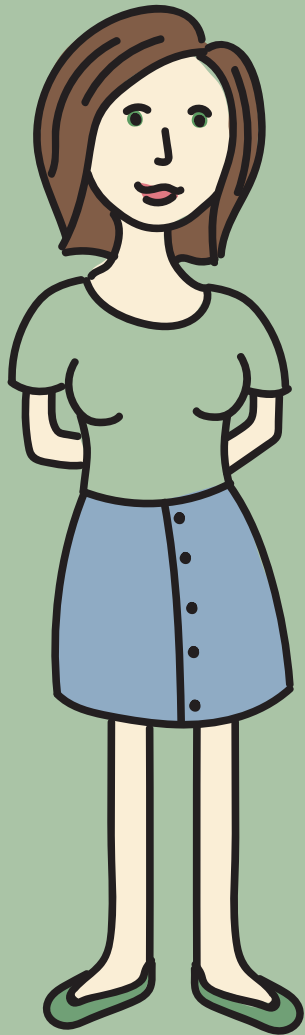
NOT A SHARING ECONOMY



SHARING ECONOMY

WHAT IS SHARING ECONOMY?

Collaborative consumption of under-utilized goods, through access rather than ownership, often through the use of community-based online services.



NOT A SHARING ECONOMY

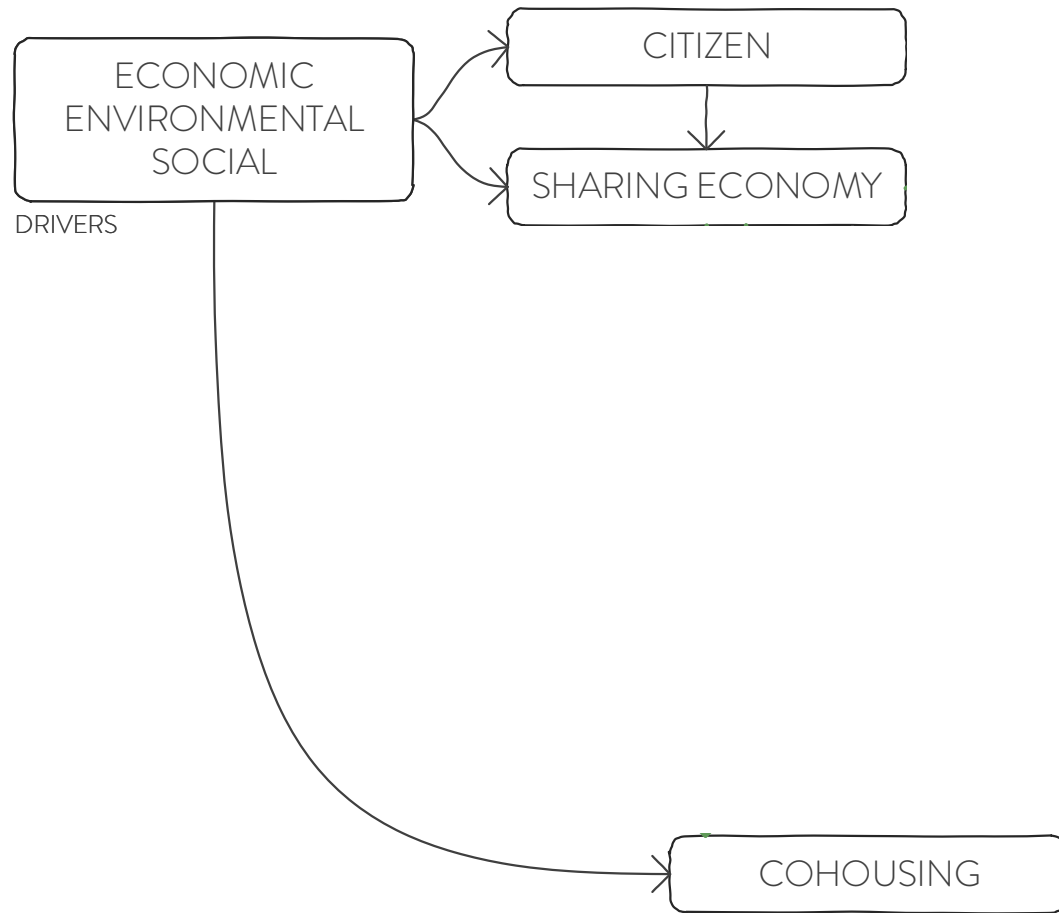


SHARING ECONOMY

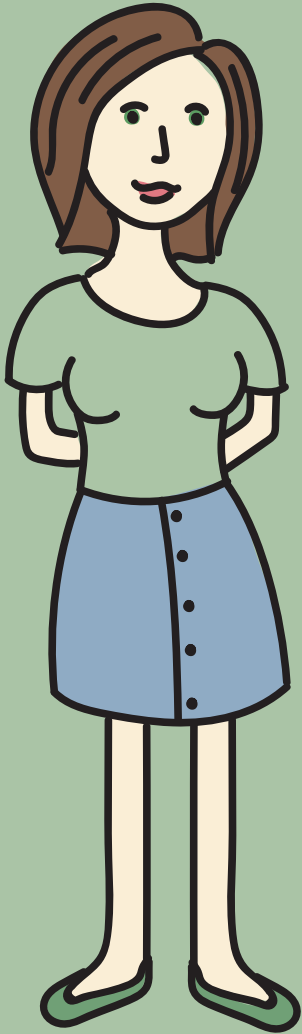
BENEFITS

- Social: contact with other users
- Economic: less investments
- Environmental: less resource use

CONCEPTS



WHAT IS SELF-ORGANIZATION?



- Talking to a couple friends, Emma realized that they all wanted the same type of housing
- They independently set up this type of housing
- Once realized, they continue using this bottom-up approach



WHY MATCH SHARING ECONOMY TO SELF-ORGANIZATION?

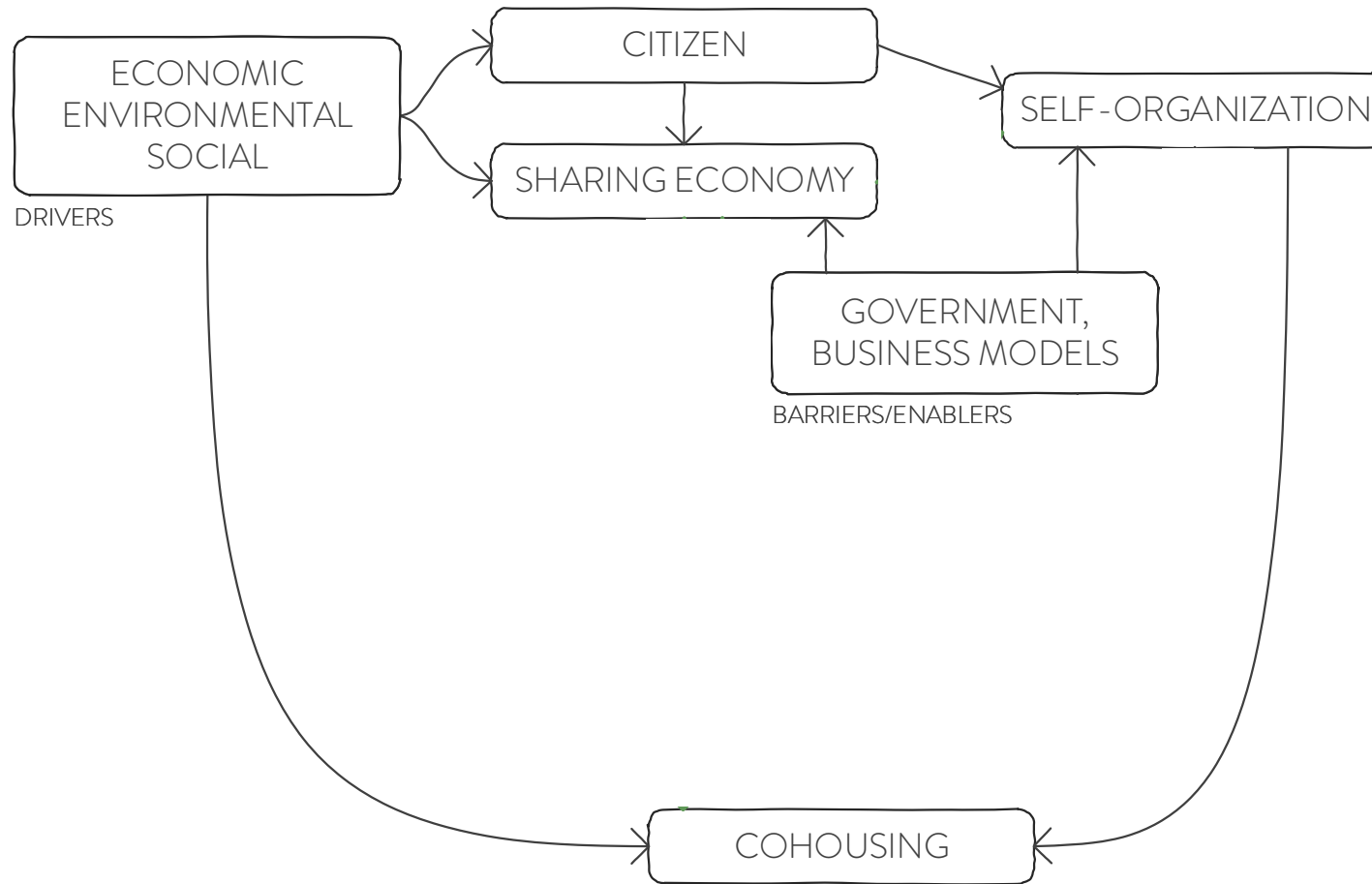


COMMUNITY-BASED
NETWORK OF CITIZENS



COMMON MOTIVATION
& NOT FACILITATED BY
POLITICAL POWER

CONCEPTS



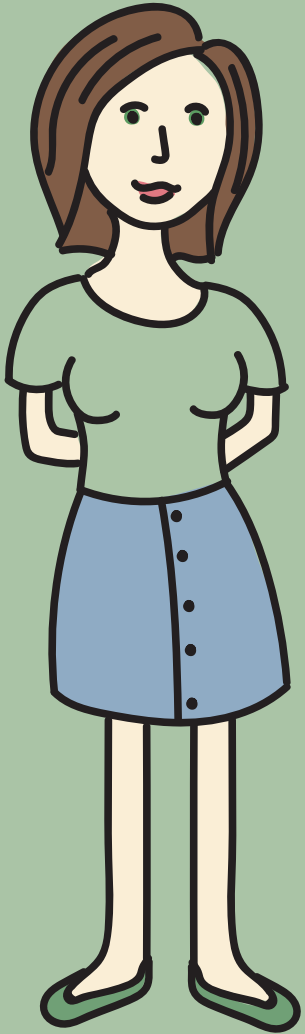
HOW TO EMPOWER COMMUNITIES?

SOCIAL CAPITAL

Bonding, bridging and linking social capital

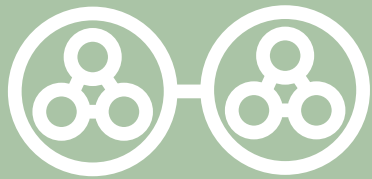
WHAT IS SOCIAL CAPITAL?

Social capital refers to features of a social organization: networks, norms, trust.



BONDING CAPITAL

Emma is up to date what other residents within her cohousing project are doing, and she trust them.



BRIDGING CAPITAL

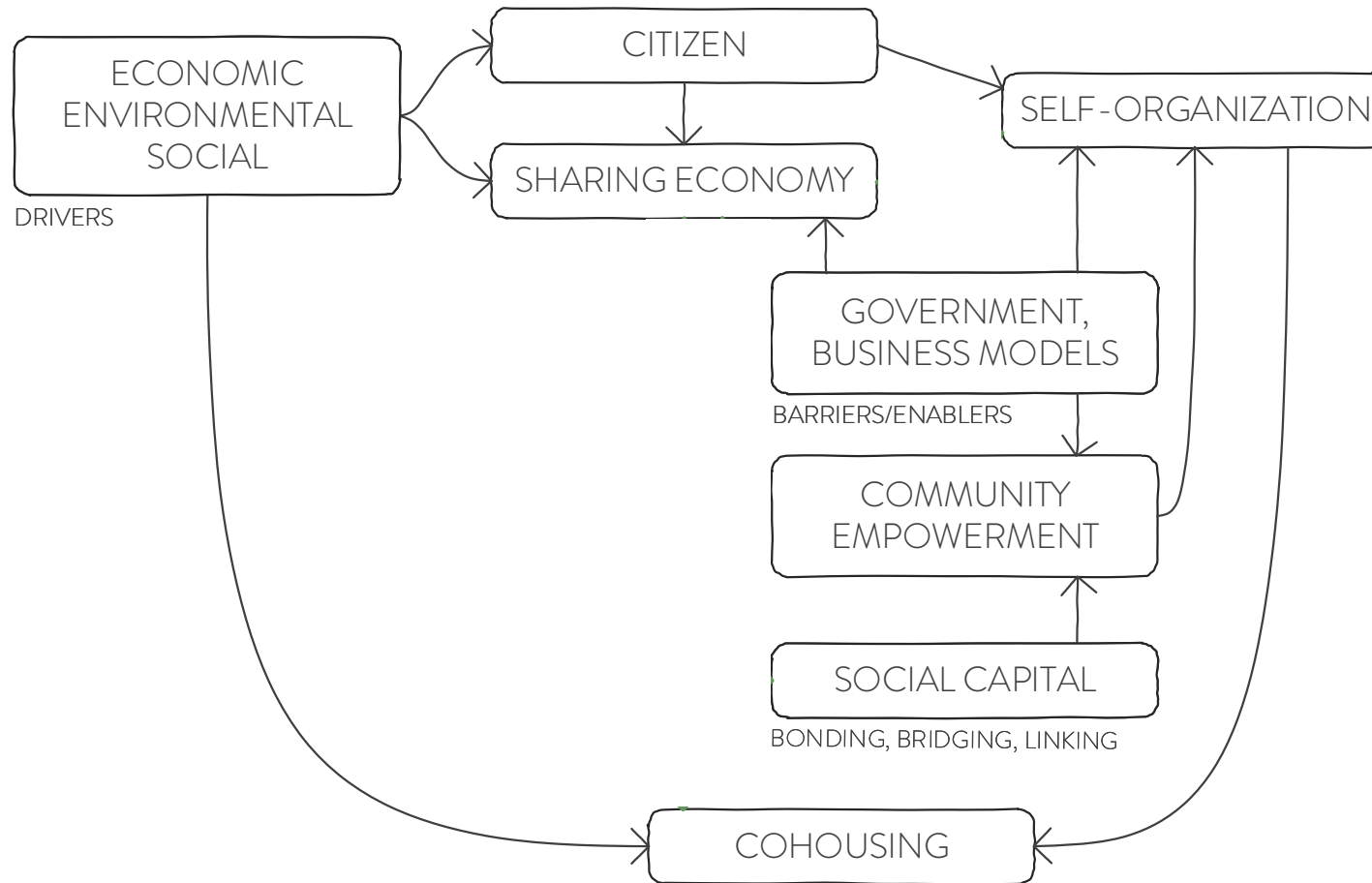
Emma is in contact with her neighbors.



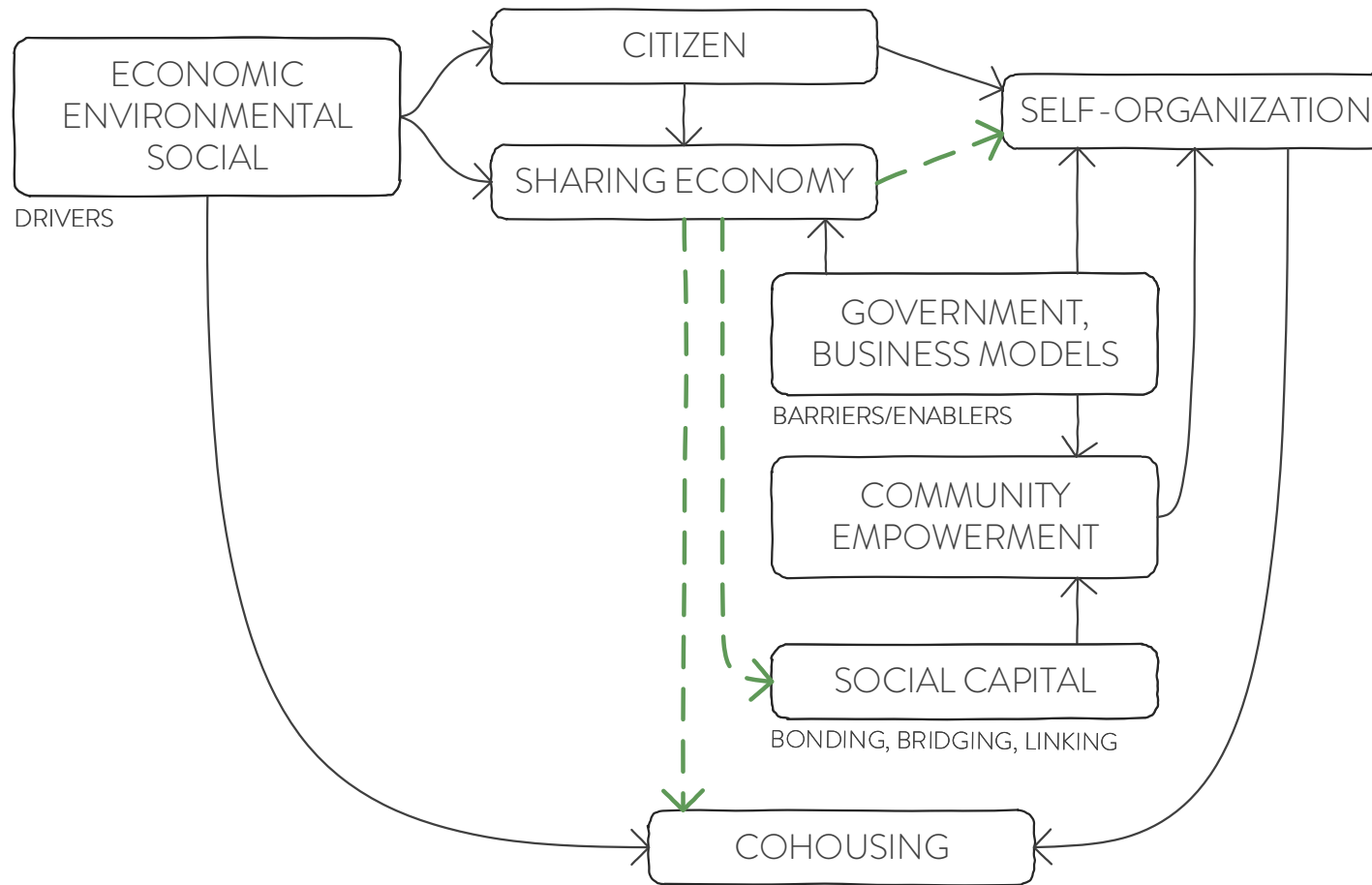
LINKING CAPITAL

Emma is in touch with the municipality about her cohousing project.

CONCEPTS



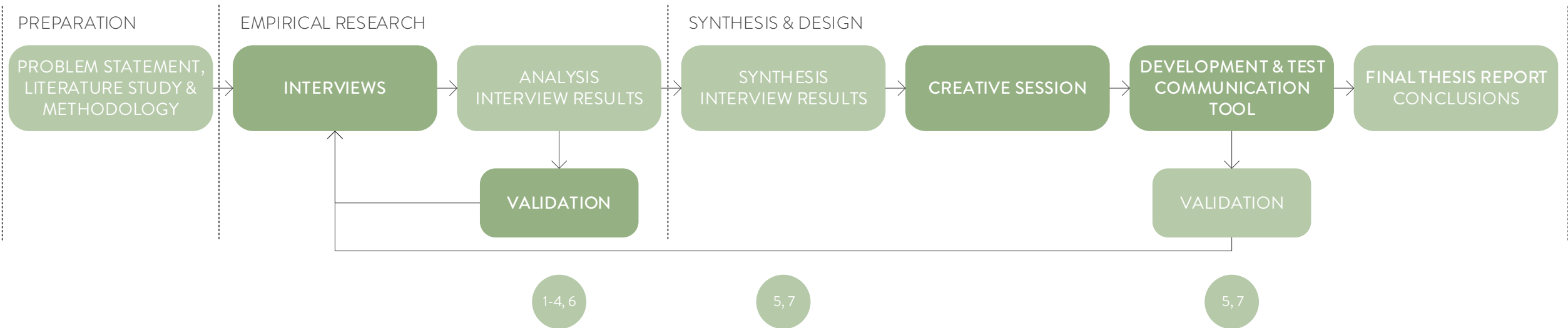
CONCEPTS



MAIN RESEARCH QUESTION

*How can the concept of **sharing economy** support **empowerment** of **cohousing communities** towards **self-organization** to create **affordable homes**?*

METHODS



RESEARCH STEP WITH CASE STUDY

INDIVIDUAL RESEARCH STEP

SUB-QUESTION



STAD IN DE MAAK

STAD
IN DE
MAAK

PIONIERSMEENT DE
STOKERIJ

WASBUUR

BROWERY

OPEN DAG
1 OCTBER

35^B

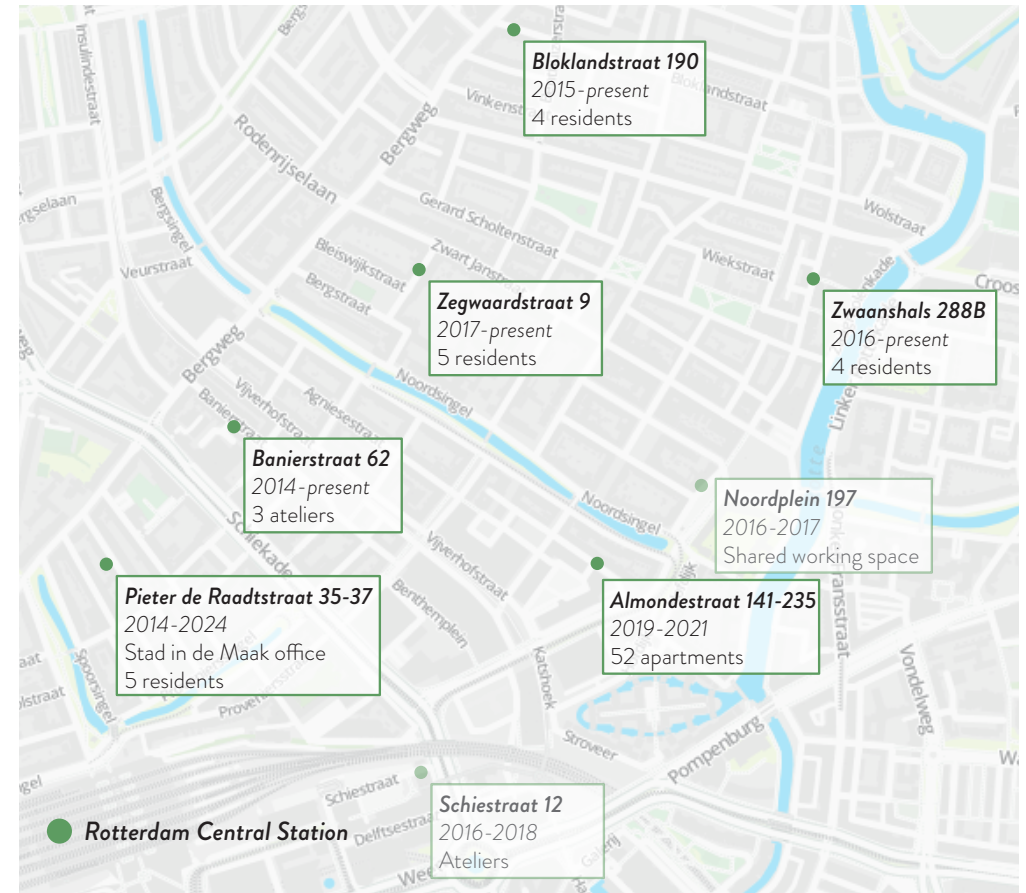
STAD IN DE MAAK



- Cohousing project in Rotterdam
- Si/dM manages derelict buildings from Havensteder
- Renovated during temporary care
- Residents share common spaces, have own living quarters
- Free commons downstairs for resident initiatives
- Drivers: economic, environmental & social sustainability

INTERVIEWEES

Residents	2
<i>Resident 1</i>	Pieter de Raadtstraat 37B
<i>Resident 2</i>	Bloklandstraat 190
Co-founders	2
Housing corporation	2
<i>Housing corporation 1</i>	Previous employee/ambassador
<i>Housing corporation 2</i>	Current employee/ambassador



LOCATIONS STAD IN DE MAAK

INTERVIEW RESULTS



SHARING ECONOMY

SELF-ORGANIZATION

SOCIAL CAPITAL



SHARING ECONOMY

- Characteristics
- Advantages
- Disadvantages

Residents & co-founders

SELF-ORGANIZATION

SOCIAL CAPITAL



SHARING ECONOMY

- Characteristics
- Advantages
- Disadvantages

Residents & co-founders

SELF-ORGANIZATION

- Characteristics
- Barriers
- Enablers

Residents, co-founders & housing corporation

SOCIAL CAPITAL



SHARING ECONOMY

- Characteristics
- Advantages
- Disadvantages

Residents & co-founders

SELF-ORGANIZATION

- Characteristics
- Barriers
- Enablers

Residents, co-founders & housing corporation

SOCIAL CAPITAL

- Bonding social capital
- Bridging social capital
- Linking social capital

Residents, co-founders & housing corporation



CHARACTERISTICS

Consumer-to-consumer interaction

- Present, mainly face-to-face

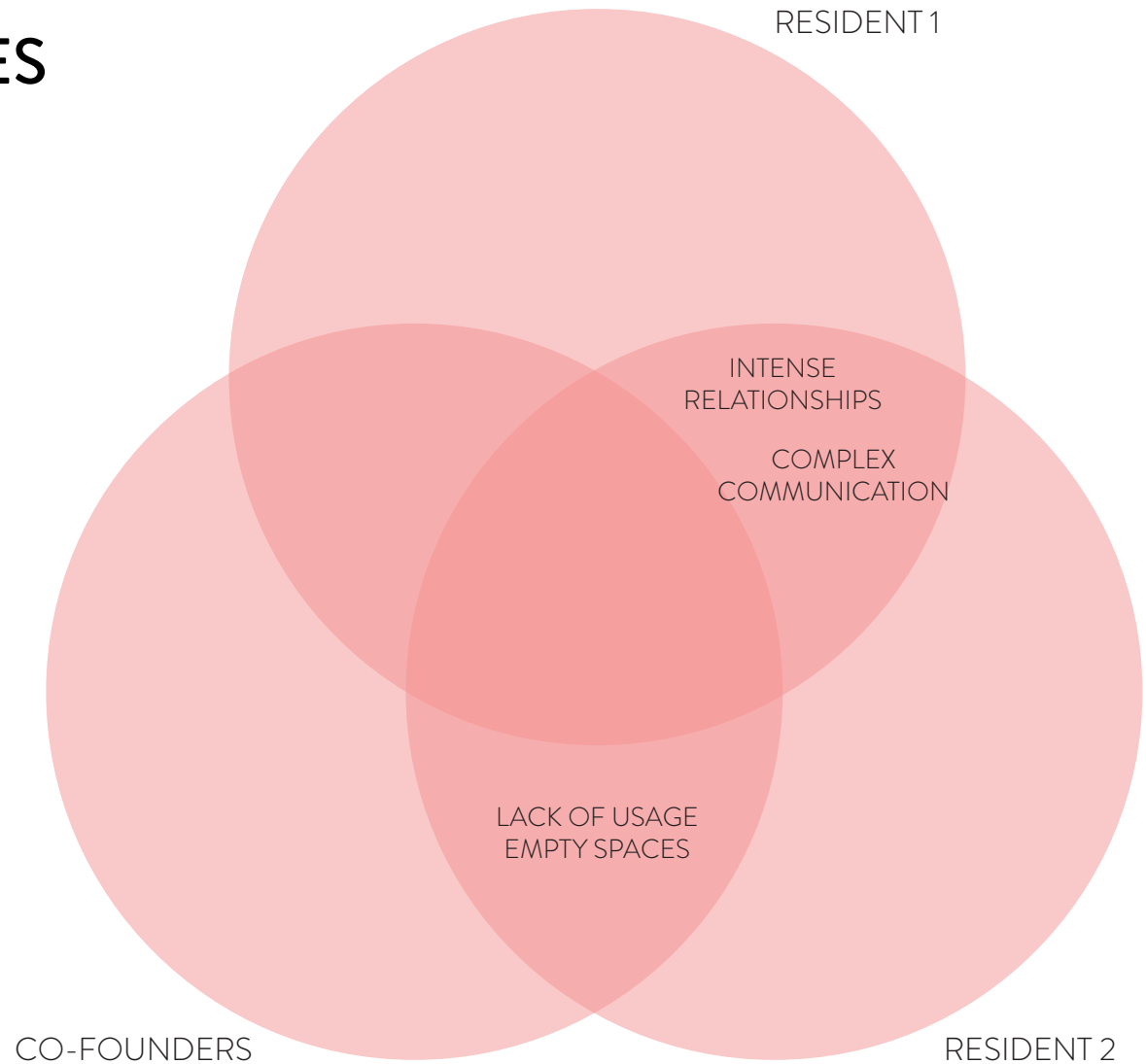
Access rather than ownership

- Mainly sharing, some exchange/renting

Use of under-utilized assets

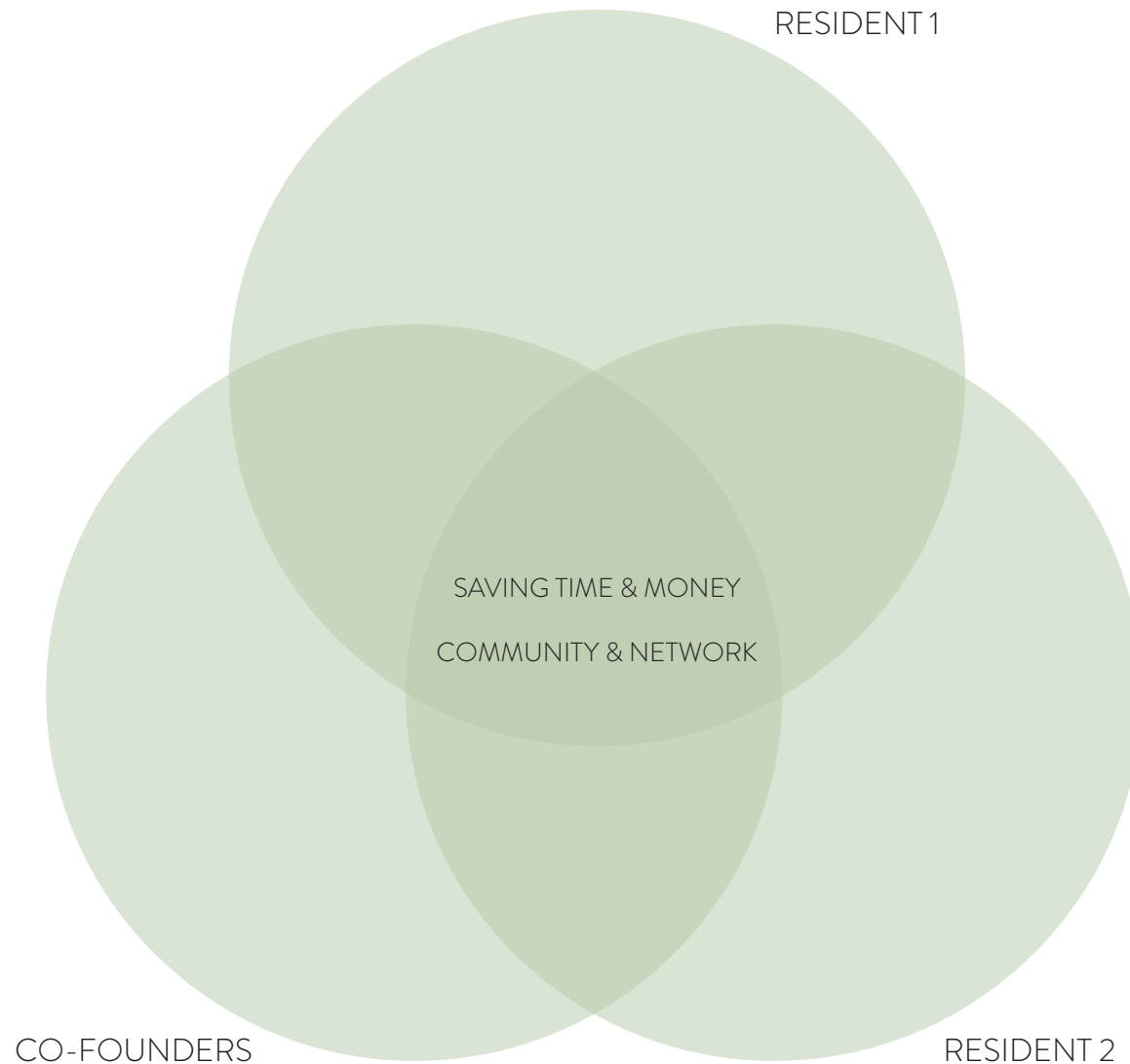
- Buildings are under-utilized properties
- Idle commons are shared
- Goods/services are shared

DISADVANTAGES





ADVANTAGES





CHARACTERISTICS

(a common) Intrinsic motivation

- Fun project, not free choice for all residents

Organization through negotiation & soft leadership

- No hierarchy; co-founders are separate

Autonomy

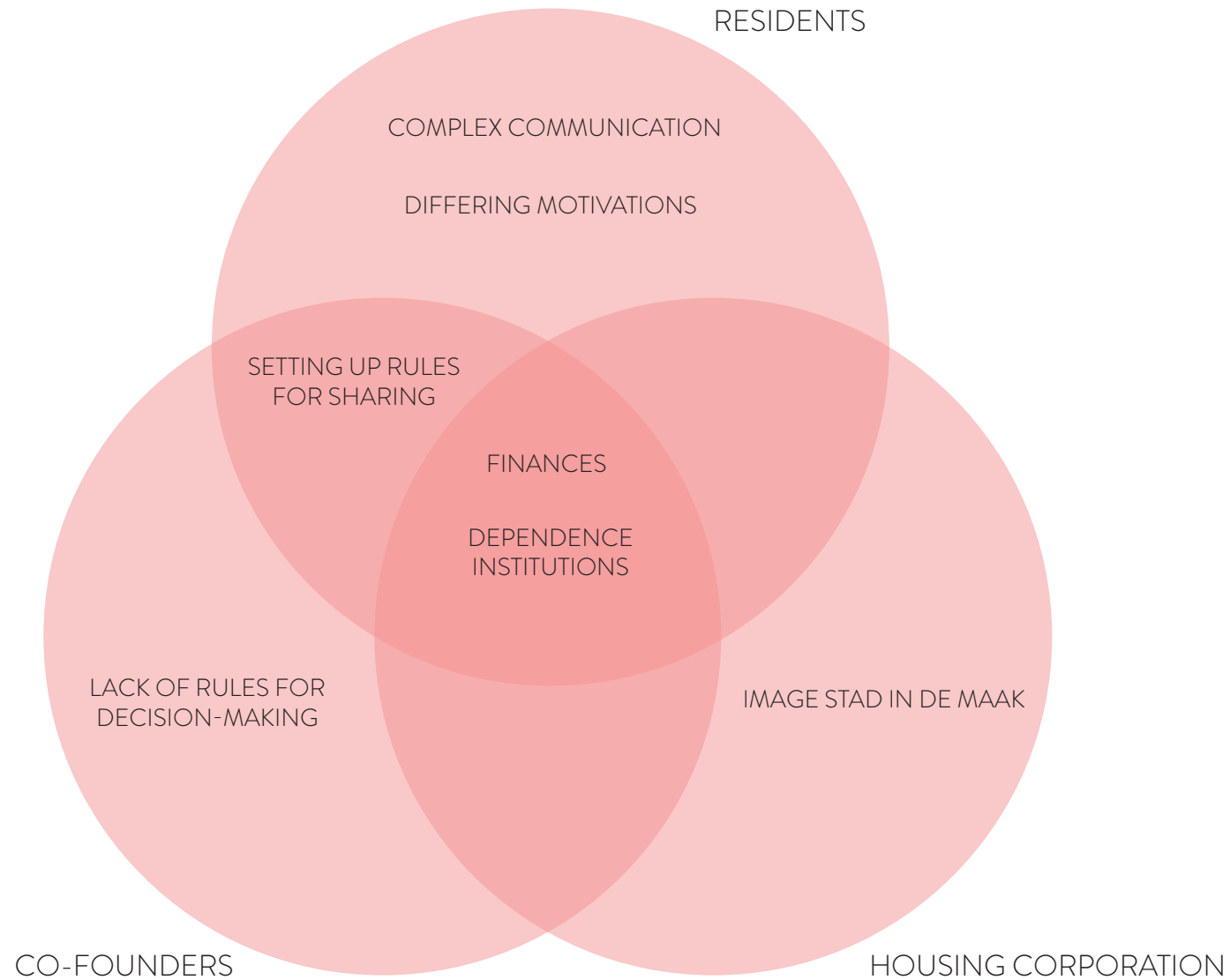
- Not autonomous; dependent from Havensteder

Spontaneous emergence & creativity

- Available space, among other things, supports initiatives



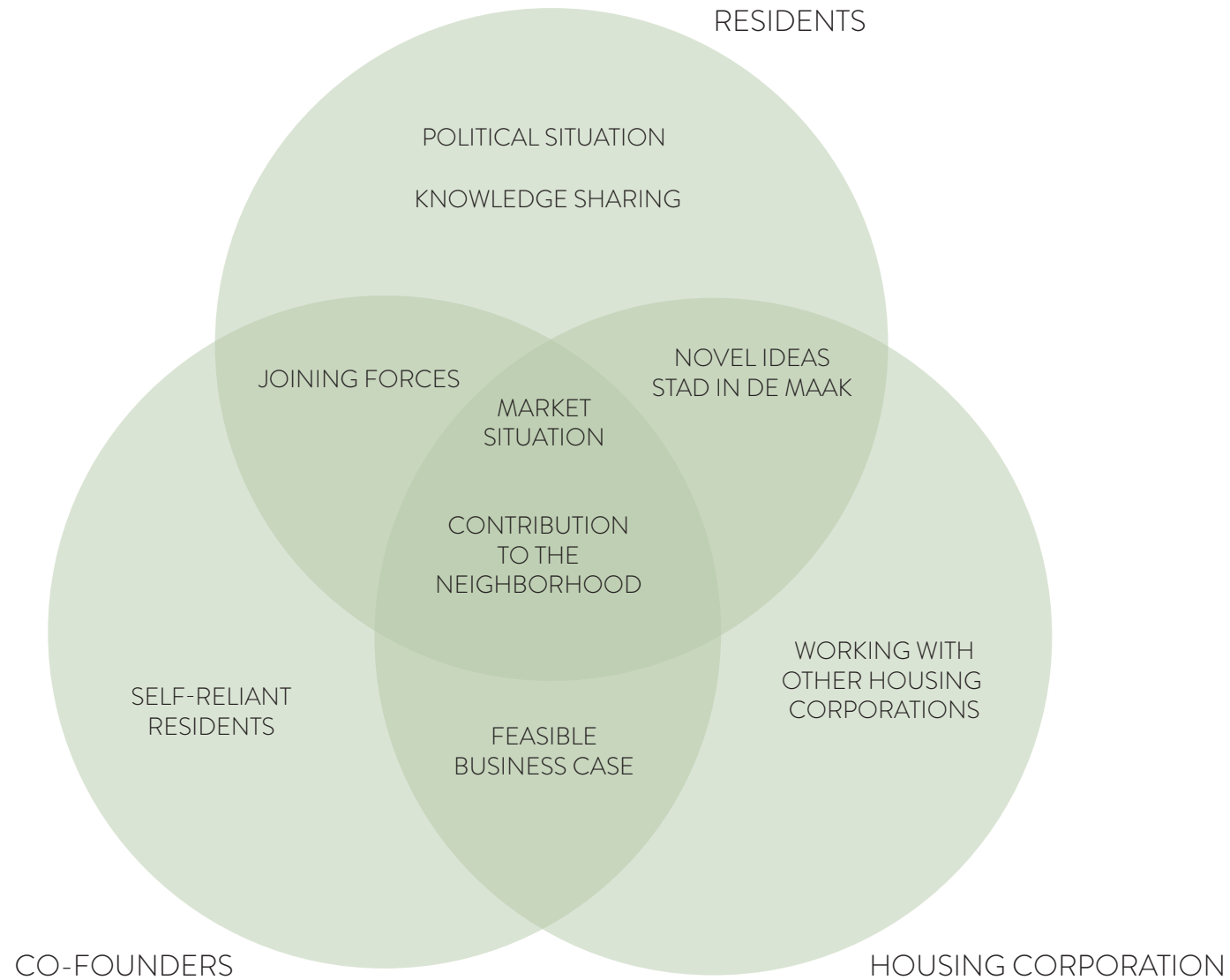
BARRIERS



SELF-ORGANIZATION



ENABLERS

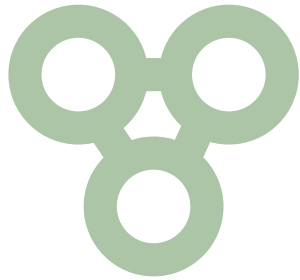




BONDING

BRIDGING

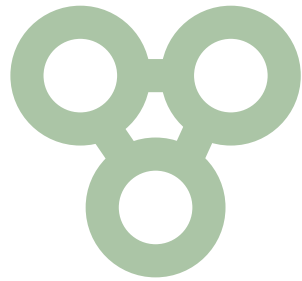
LINKING



- Partially present
- Separation residents/co-founders

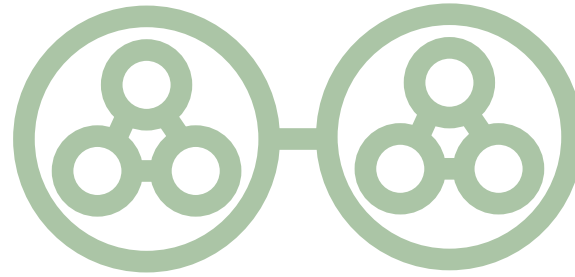


BONDING



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BRIDGING

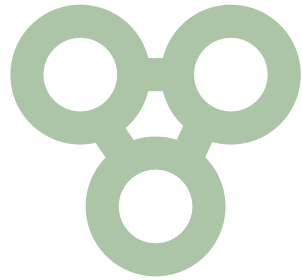


- Residents: neighbors
- Co-founders: neighbors & other collaborative housing communities

LINKING

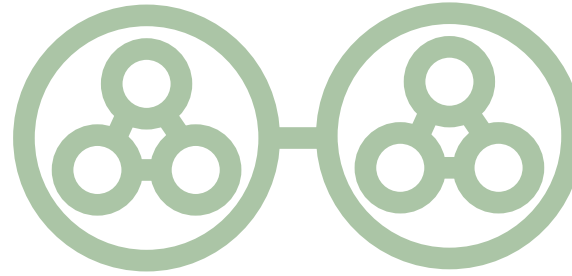


BONDING



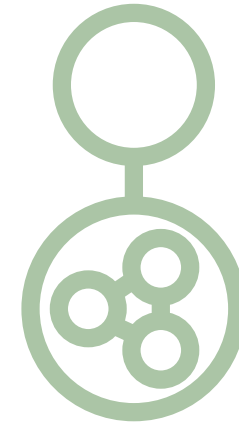
- Partially present
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BRIDGING



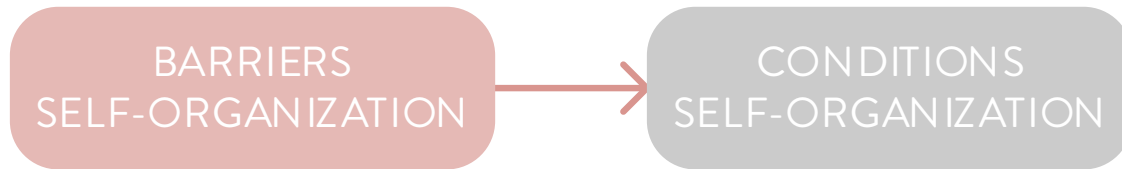
- Residents: neighbors
- Co-founders: neighbors & other collaborative housing communities

LINKING



- Residents: zero
- Co-founders: Havensteder

CONNECTING CONCEPTS



- POSITIVE CONNECTION
- NEGATIVE CONNECTION

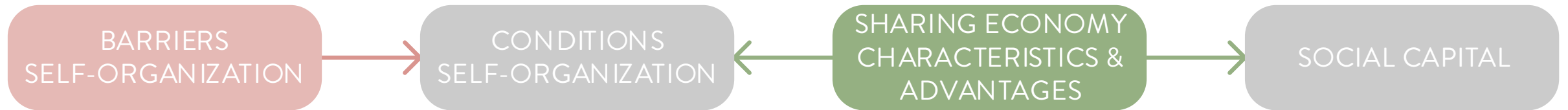
CONNECTING CONCEPTS



→ POSITIVE CONNECTION

→ NEGATIVE CONNECTION

CONNECTING CONCEPTS

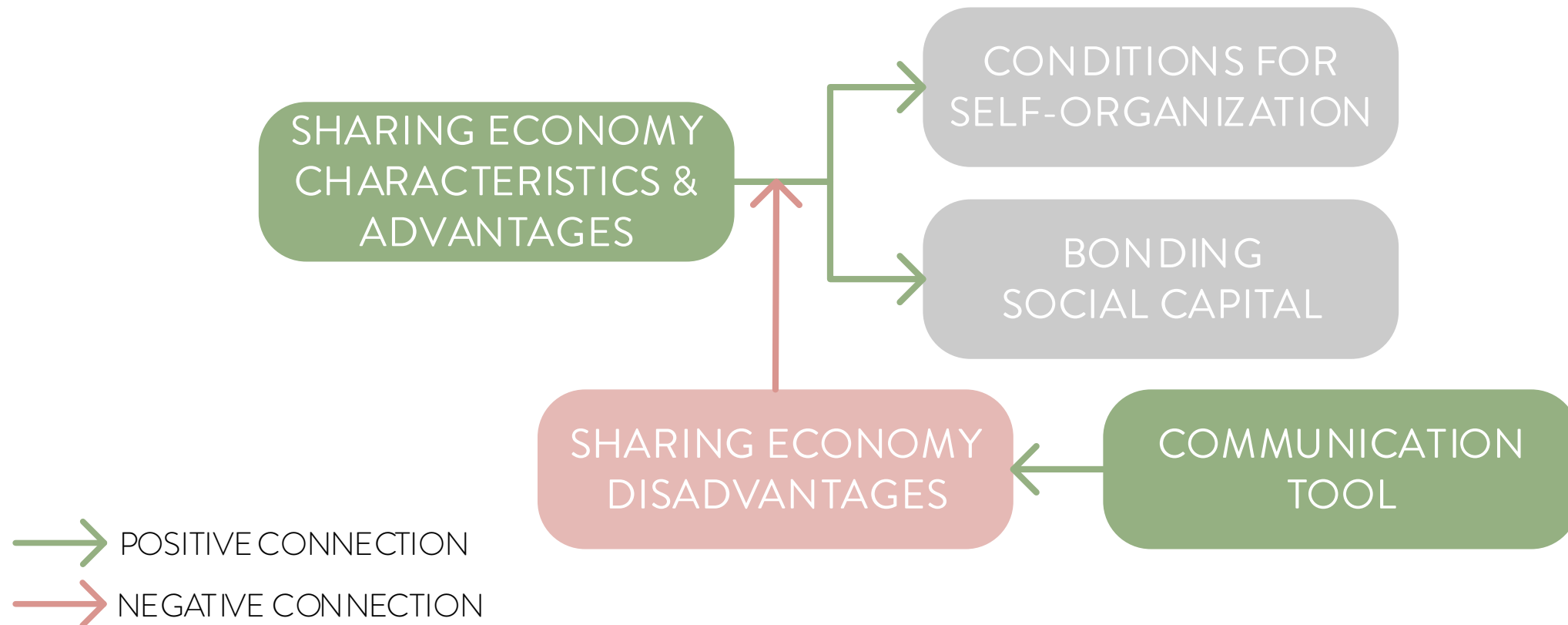


→ POSITIVE CONNECTION

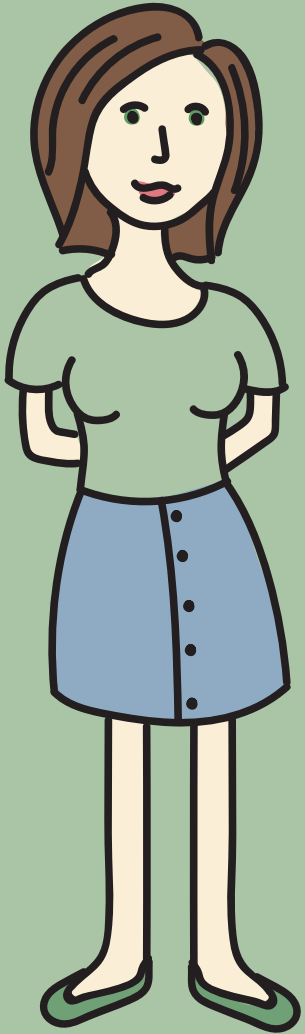
→ NEGATIVE CONNECTION



FUNCTION COMMUNICATION TOOL



WHAT DOES EMMA WANT?



TARGET GROUP

- for residents

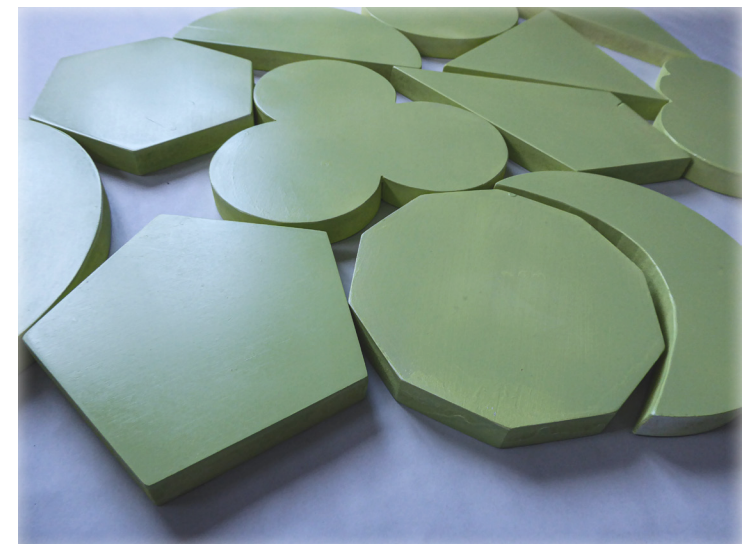
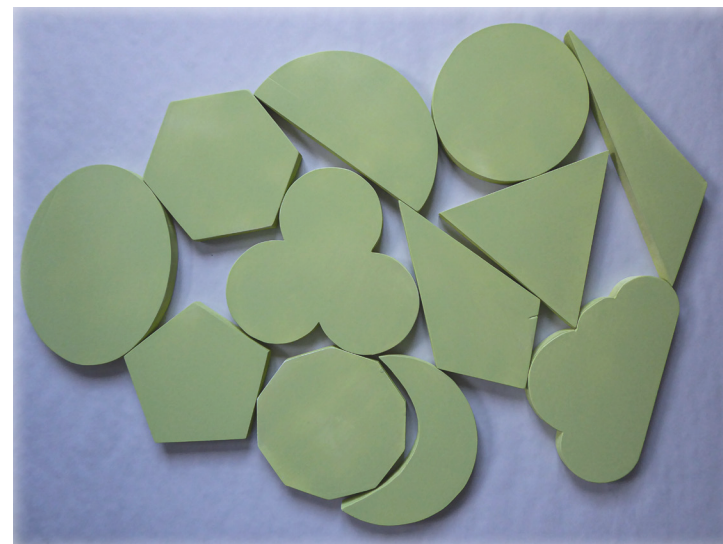
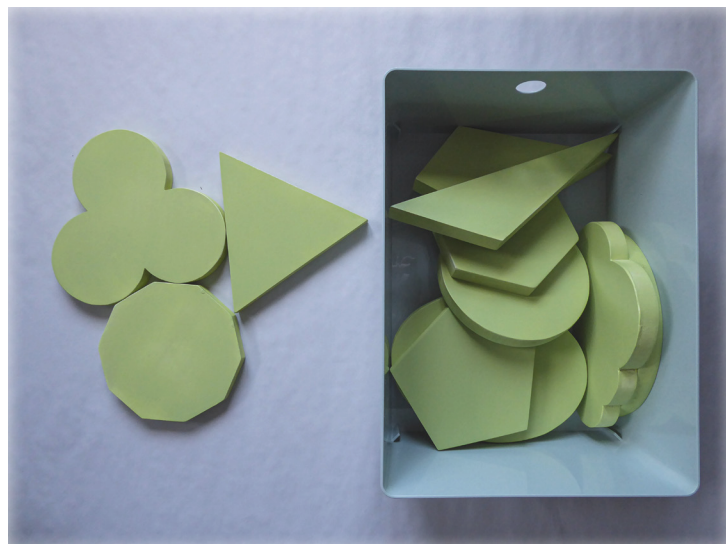
PHYSICAL DESIGN

- fast and easy to use
- for a group of at least 10 people

TOOL GOAL

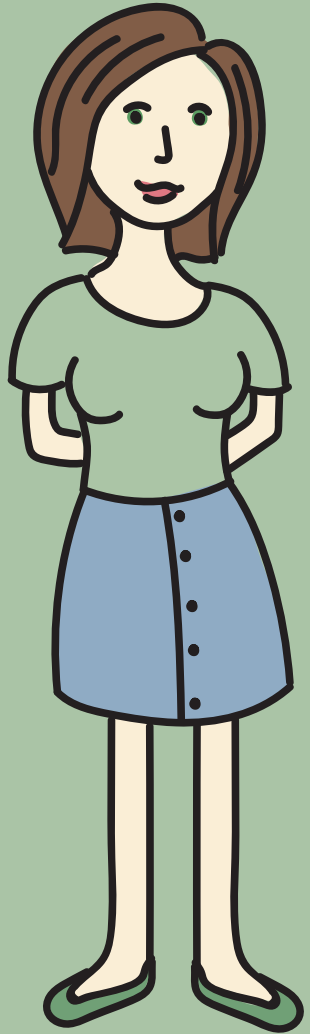
- quick overview of everyone's opinion
- express their ideas in an easy manner
- realize there will be no perfect solution
- facilitate a streamlined process of communication
- support building trust
- support building association

COMMUNICATION TOOL



COMMUNICATION TOOL





EMPOWERED EMMA IS
READY TO IMPROVE HER
SHARING ECONOMY



Selection of discussion points

- Small sample (research fatigue)
- Ambiguity in results
- Communication tool (in)direct effects
- Cohousing was studied as a possible solution, but mainly problems were identified
- Use of the concept 'sharing economy': collaborative consumption as an alternative

MAIN RESEARCH QUESTION

*How can the concept of **sharing economy** support **empowerment** of **cohousing communities** towards **self-organization** to create **affordable homes**?*



Main concepts

- Stad in de Maak can be described as a sharing economy, which has both advantages and disadvantages
- Seven barriers to its self-organization were found
- Stad in de Maak's bonding capital is strongest; residents have less bridging and linking capital than the co-founders
- Stad in de Maak's sharing economy can support its conditions for self-organization and bonding capital, but communication issues affect the positive impact

Communication tool

- Practical output & confirmation of the findings
- Brings all components of the research together
- Long term effects need to be studied



Affordability

- Sharing economies within cohousing communities can support affordability, but reducing its disadvantages is necessary
- Direct and indirect effects of this research cannot be measured short term
- Housing market is complex, empowerment of cohousing communities is one piece of the puzzle

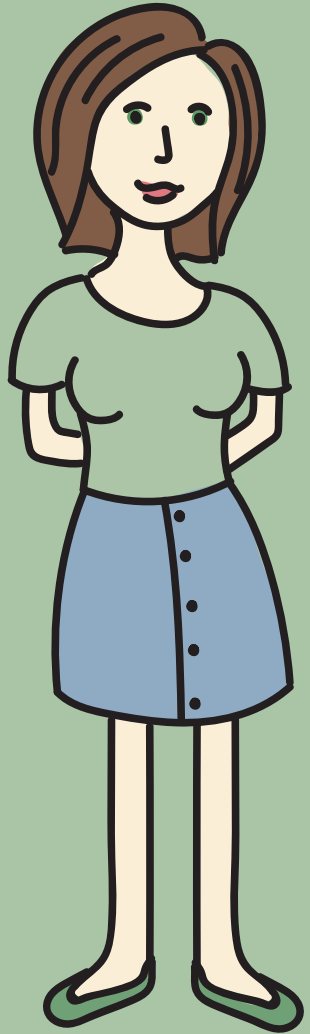


Applicability in the real-life context (Stad in de Maak)

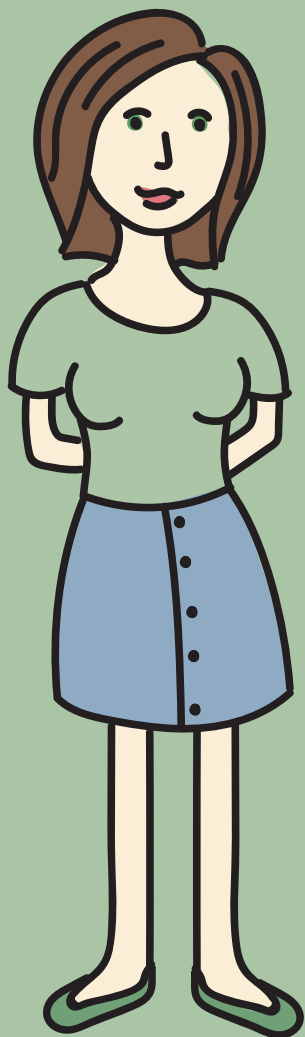
- Social capital improvements & overview of self-organization barriers
- Communication tool
- Small brochure with overview of the findings

Future research

- Test with similar cases to improve generalizability and validity of the results
- Test communication tool with other cohousing initiatives
- Study long term effects of the communication tool at Stad in de Maak
- How alternative research methods (e.g. communication tool design) can support cohousing research



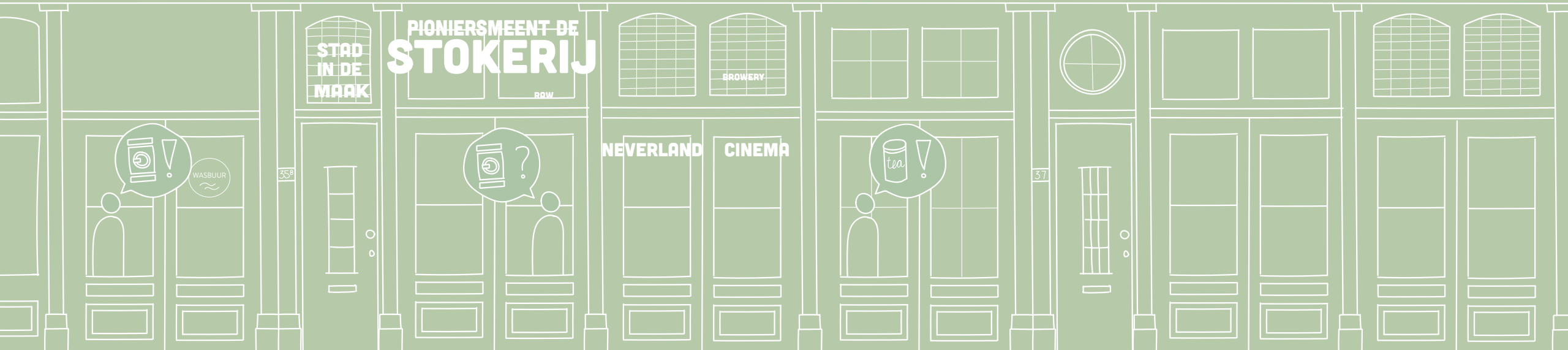
EMMA HAPPILY LIVES IN
COHOUSING AND WORRIES
LESS ABOUT HER RENT



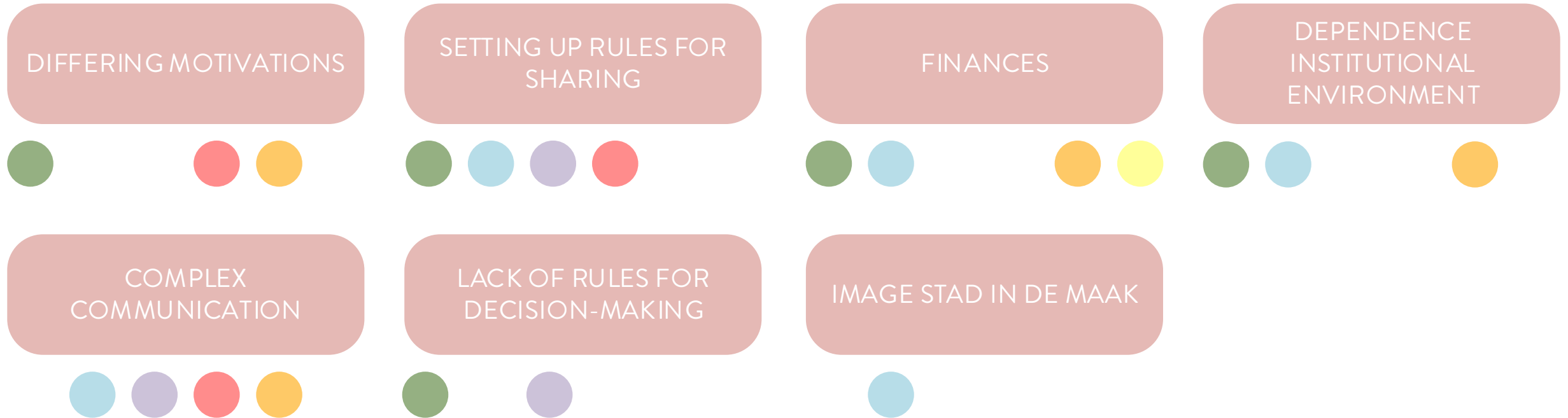
EMMA HAPPILY LIVES IN
COHOUSING AND WORRIES
LESS ABOUT HER RENT

Will you too?

QUESTIONS?



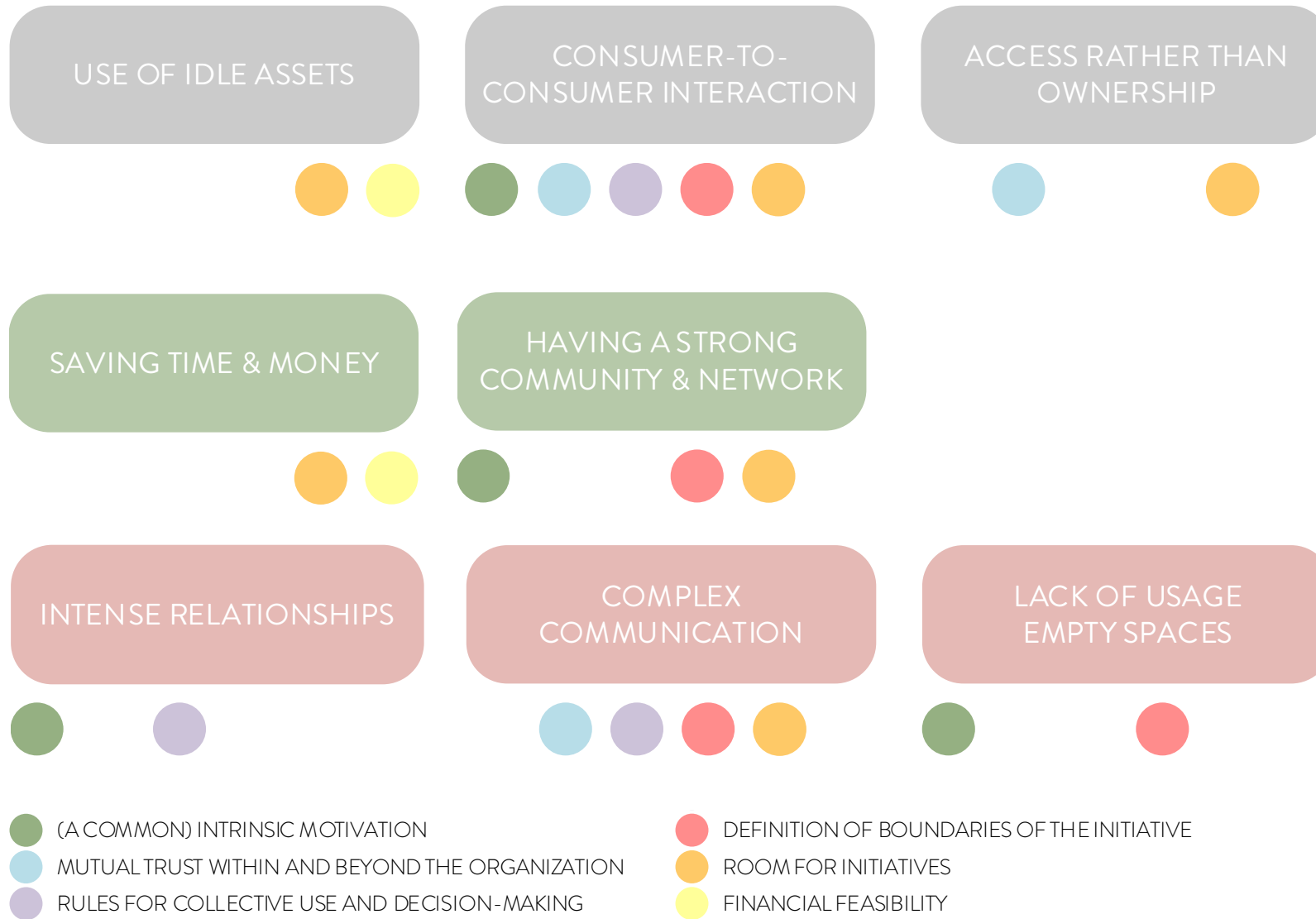
1. (a common) Intrinsic motivation
2. Mutual trust (within and beyond the organization)
3. Simple rules for collective use and decision-making
4. Definition of boundaries of the initiative (i.e. the cohousing project)
5. Room for initiatives
6. Financial feasibility

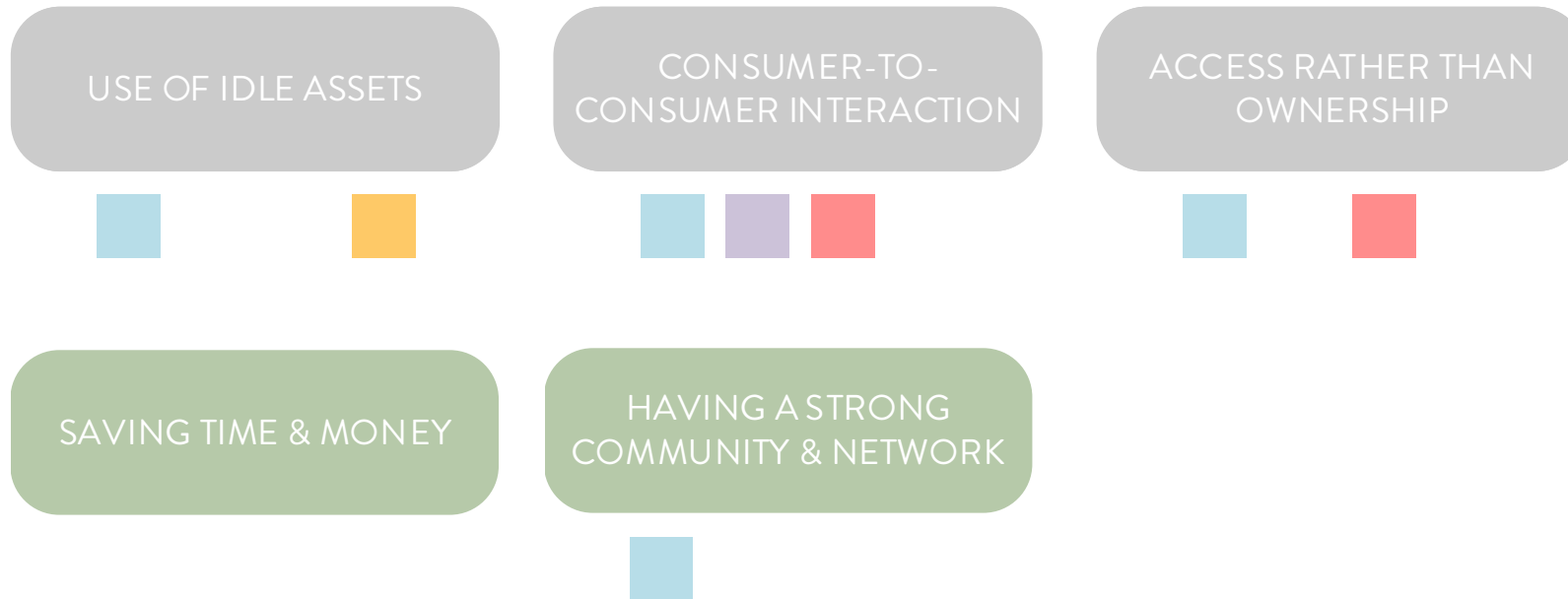






- (A COMMON) INTRINSIC MOTIVATION
- MUTUAL TRUST WITHIN AND BEYOND THE ORGANIZATION
- RULES FOR COLLECTIVE USE AND DECISION-MAKING
- DEFINITION OF BOUNDARIES OF THE INITIATIVE
- ROOM FOR INITIATIVES
- FINANCIAL FEASIBILITY

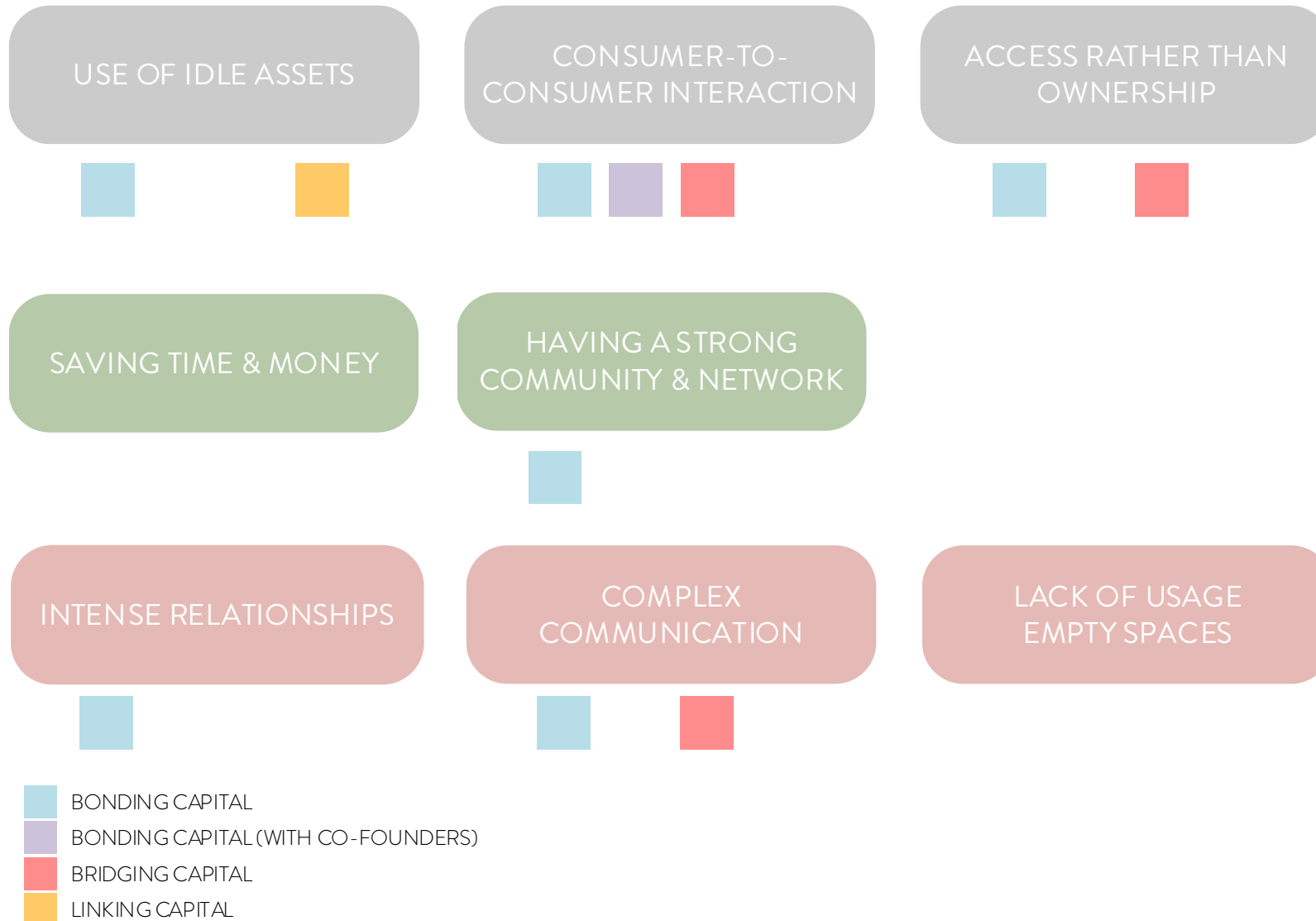


- (A COMMON) INTRINSIC MOTIVATION
- MUTUAL TRUST WITHIN AND BEYOND THE ORGANIZATION
- RULES FOR COLLECTIVE USE AND DECISION-MAKING
- DEFINITION OF BOUNDARIES OF THE INITIATIVE
- ROOM FOR INITIATIVES
- FINANCIAL FEASIBILITY





-  BONDING CAPITAL
-  BONDING CAPITAL (WITH CO-FOUNDERS)
-  BRIDGING CAPITAL
-  LINKING CAPITAL



- Single case study with a small sample (research fatigue)
- Not all single-person households (does not impact findings)
- Ambiguity in results complicates drawing clear conclusions
- Communication tool design & test
- Communication tool (in)direct effects
- Target group of the research
- Cohousing was studied as a possible solution, but mainly problems were identified
- Use of the concept 'sharing economy': collaborative consumption as an alternative
- Academic contribution: hard to create generalizable outcomes
- Practical contribution: findings about Stad in de Maak, and communication tool which is suitable for other projects as well

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