

# UNLOCK TAILORED LEARNING: INFO SESSION ON AFFORDABLE HOUSING DISTRICTS

30 JANUARY 2025 ▶ 11:00-12:00 CET, ONLINE



Co-funded by  
the European Union

• EU  
SHAPE  
Phase II  
Affordable Housing Initiative  
European Partnership

The logo for the SHAPE Affordable Housing Initiative. It features a stylized diamond shape above the word 'SHAPE' in large, bold, white letters. Above the diamond is a small circle with 'EU' next to it. To the right of 'SHAPE' is a small box containing 'Phase II'. Below 'SHAPE' are the words 'Affordable Housing Initiative' and 'European Partnership' in smaller white text. The logo is set against a purple background.

# HOUSEKEEPING RULES



**Mute Your Microphone:** Please keep your microphone muted during the presentation to avoid background noise. You can unmute during the Interactive Q&A Session.



**Use the Chat for Questions:** If you have any questions during the session, feel free to type them in the chat box.



**Video Optional:** You're welcome to keep your camera on or off as you prefer. However, keeping it off may improve your internet connection.



**Recording Notice:** This webinar is being recorded. If you don't want to appear in the recording, please turn off your camera.

# AGENDA

**Welcome and Opening Remarks (5 minutes)**

*Nerea Gómez, ECTP*

**Exploring the Opportunities of the Affordable Housing Initiative's Tailored Training Programme**

(10 minutes)

*Margherita Marinelli, Housing Europe*

**Introduction to the E-learning platform (5 minutes)**

*Ermete Mariani/Kinga Kovacs, Energy Cities*

**Success Stories: Champions of Lighthouse Districts from Phase I (10 minutes)**

*Maja Staleska, HTO*

*Stefan Simoncic, EPEKA*

*Moderated by Housing Europe*

**Selection Criteria and Practical Aspects of the Programme (15 minutes)**

*Giorgia Signoretto, EBC*

**Interactive Q&A Session (15 minutes)**

*Ask questions, gain insights, and clarify any doubts*

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# Exploring the Opportunities of the Affordable Housing Initiative's Tailored Training Programme

## Who can participate?

Housing providers, SMEs and municipalities engaging in renovation and/or construction projects including affordable housing.

## How?

- [Link](#) to survey for eligibility check
- Deadline: 28<sup>th</sup> of February 2025
- Places available: 15
- Other two calls will be launched over the course of the project (35 places in total)

## When?

- From March 2025 to August 2026

# Design of individual pathways

Selected applicants will be asked to fill in a second questionnaire to assess their interests, needs, experiences and capacity.

Based on this information, a **tailored learning pathway** will be designed for each applicant:

- Learning objectives
- Learning methods
- Which experts to meet
- Topics of interest, including...

# Topics available



How to put in place modular buildings systems?



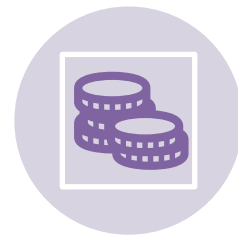
How to include circularity in renovation or construction?



How to involve different target groups in my project?



How to team up with local authorities?



How to attract and include private capital?



And more...



# Activities offered

## 1. In-person activities<sup>1</sup>:

### Study visits<sup>2</sup>

Know first-hand innovative renovation or construction projects followed by a group discussion.

### Private consultations with experts<sup>3</sup>

Develop your technical or financial strategy with a European expert tailored to your specific needs.

### Workshops

Collaborate in a group setting to create innovative solutions for real-life challenges.

### Pitching with Investors

Get advice on the best funding opportunities for your project.

### Seminars

Stay updated with the latest innovations and trends in the sector

<sup>1</sup>In person activities will be aggregated, to facilitate participation.

<sup>2</sup>Possibility for the project to cover the travel expenses for study visits.

<sup>3</sup>Hybrid: at least one consultation should take place in person.

# Activities offered

**2. Online activities** and resources will take place on our E-Learning Platform. They will include:

## Online Classes

An interactive multimedia course on your topics of interest to follow at your own pace.

## Private consultations with experts<sup>1</sup>

Develop your technical or financial strategy with a European expert tailored to your specific needs.

## Webinars

The content will be similar to the seminars, but online.

## Handbook of Good Practices

A detailed collection of inspiring projects that went the extra mile.

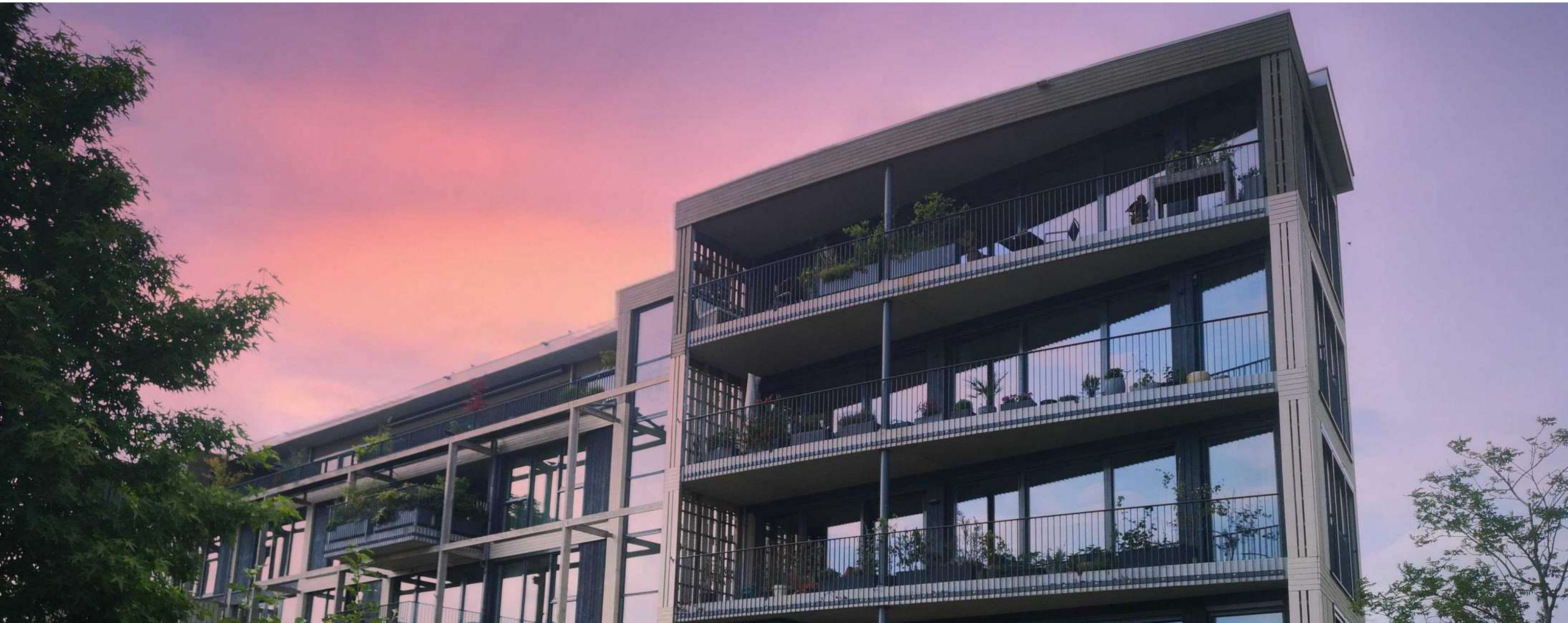
## Blueprints for Replication

Actionable guidelines on how to go the extra mile.

<sup>1</sup>Hybrid: at least one consultation should take place in person.

# THANK YOU FOR YOUR ATTENTION!

▶ For additional information, you can contact me at [margherita.marinelli@housingeurope.eu](mailto:margherita.marinelli@housingeurope.eu)



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# SHAPE II's e-learning facility main features

Energy Cities

29/01/2025



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## A learning offer designed with cities, for cities

In our Learning Centre, both learners and instructors are called to produce jointly a new knowledge, as well as new skills and competences.

By co-designing our learning opportunities with local governments and stakeholders, we will make sure to always deliver the most useful learning opportunities and in the most appropriate format.

The Local Transition Learning Centre is an initiative led by Energy Cities.



Affordable Housing Initiative  
European Partnership

# LTLC - Local Transitions Learning Centre

<https://localtransitionslearning.eu/>

An open-access virtual learning environment where learning opportunities are designed with and for cities.

## Courses from our projects

<b>Community Energy</b> Espresso training <b>Community Energy</b> Espresso training for community-led energy production from renewable sources	<b>SSH Knowledge Brokerage</b> Learn how to bridge between the Social Sciences & Humanities, and sustainability policy	<b>HUB-IN Academy</b> Learn how to transform and regenerate Historic Urban Areas	<b>EUCF</b> European City Facility <b>EU City Facility</b> A capacity building program for beneficiaries
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## Featured courses

All the learning opportunities developed and delivered by our projects and partners

### HUB-IN Academy

<b>HUB-IN Geotool</b> A georeferenced framework to assess the potential of historic urban areas Most of the time cities fail to regenerate abandoned historic urban areas, because they need to take into account a lot of different factors and actors, and to take onboard different stakeholders, often with conflicting views and interests. In other words, the picture is too complicated to be fully comprehended and managed. 24 Jan	<b>HUB-IN Acceleration Programme</b> Driving innovation hubs for heritage revitalisation in historic urban areas Learn to transform historic urban areas into vibrant innovation hubs. Through proven methods and real-world case studies, this course equips you with the tools to connect cultural heritage with sustainable economic, social and environmental transformation. 26 Jan	<b>Heritage-Led Innovation: Strategies for Ecosystems, Business Models and Funding</b> Discover how heritage and innovation intersect to regenerate historic urban areas! This course equips you with tools, strategies and real-world examples from across Europe to create thriving entrepreneurial ecosystems, craft sustainable business models and secure diverse funding for transformative projects. 22 Jan	<b>Roadmap process for HUA regeneration</b> Roadmap Process for historic urban areas regeneration This course equips you with the practical skills and knowledge needed to design and implement impactful strategic urban regeneration roadmaps. 15 Dec
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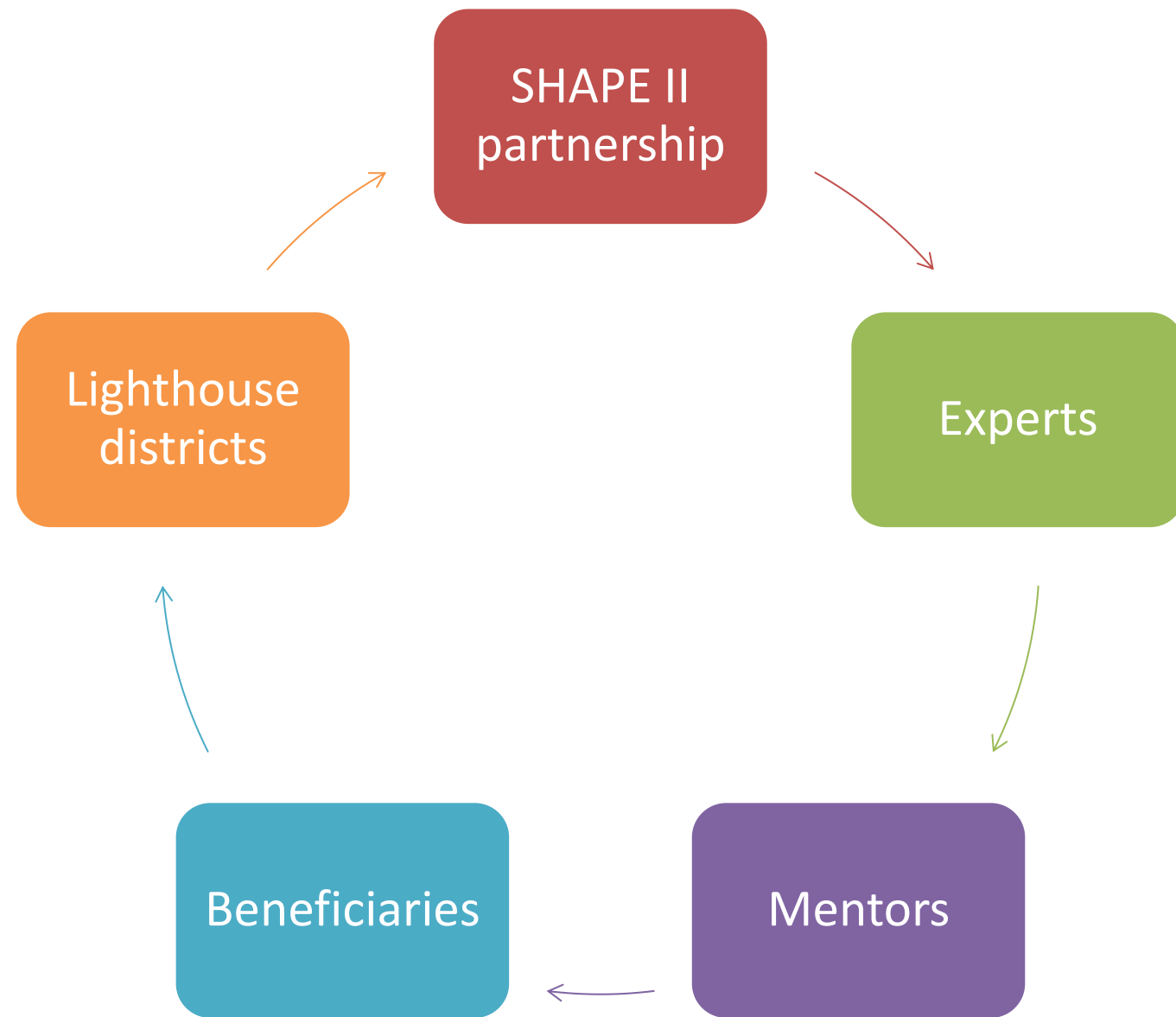


# A 360° learning experience



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# A co-learning space



## WHAT

Experts, mentors, lighthouse districts and beneficiaries work together to co-develop new knowledge and skills to change our practices

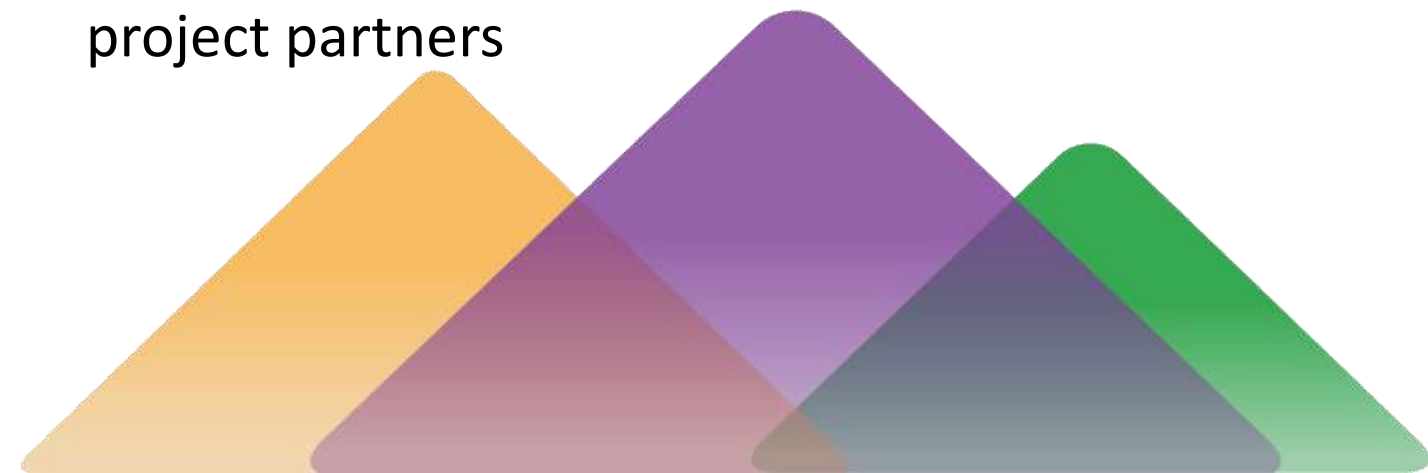
## HOW

/ learning based on an analysis of your expressed needs

/ constant exchange on-line and in-person between beneficiaries, experts/mentors, lighthouse districts and project partners



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# SHAPE II – learning cycles



Cycle #1 02-11 / 2025

Cycle #2 10/2025 - 07/2026

Cycle #3 10/2025 - 07/2026



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# A unique access point to SHAPE II

**LOCAL TRANSITIONS LEARNING CENTRE**

Contact us From our projects Help centre EN

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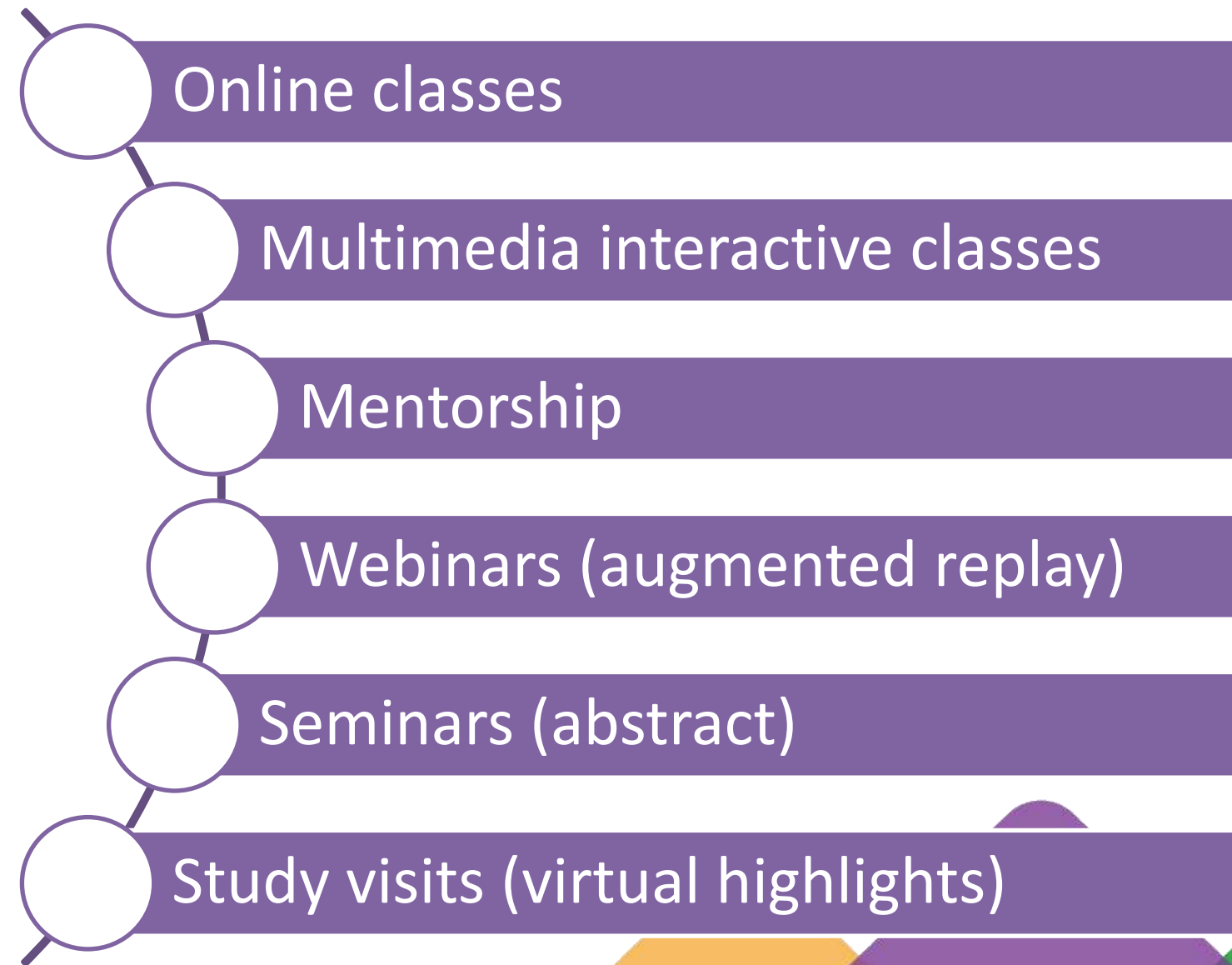
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Espresso training  
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Learn how to bridge between the Social Sciences & Humanities, and sustainability policy
- HUB-IN Academy**  
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European City Facility  
A capacity building program for beneficiaries

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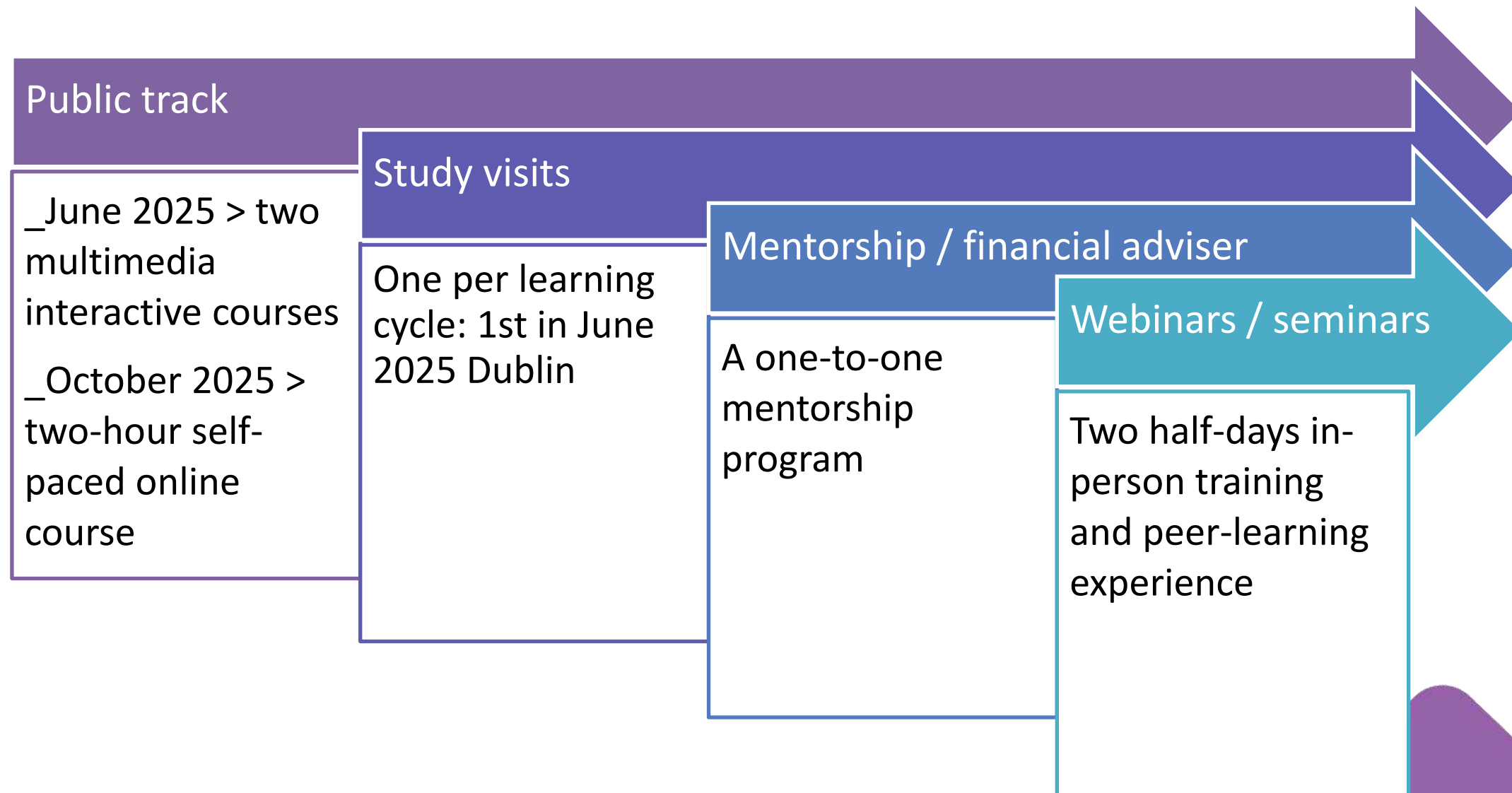
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15 Dec



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# A tailor-made learning path



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# Our values



**1\_/ TRANSPARENCY:** we systematically acknowledge the role of all the parts involved (even AI tools are used) and enforce anti-plagiarism policy.

**2\_/ OPENNESS:** all the educational materials and resources produced will be released under Creative Commons licence and ideally in public domain to facilitate the free sharing of knowledge.

**3\_/ ACCESSIBILITY:** we strive to produce educational resources accessible to people with physical limitations; besides the platform itself has an integrated tool to improve the accessibility of the user interface.



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# LOCAL TRANSITIONS LEARNING CENTRE

AN INITIATIVE BY ENERGY CITIES

<https://localtransitionslearning.eu/>



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Project manager  
>> Learn Circle



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# Building first private non-profit housing cooperative in Slovenia

## Small steps to reach the goal:

- Buying half of the property
- Establishing EPEKA housing coop SCE
- Carrying out meetings with the cooperative members
- Carrying out meetings with the policy makers
- Searching for support from the decision makers



## Learning and getting support from different stakeholders during the way:

- HousingEurope in the frame of the project SHAPE with mentor Sylwia Slomiak
- Jose Ospina, Development Consultant, Specialised in development and management of cooperative and community housing
- Michaela Kauer, director at the Brussels Office of the City of Vienna
- Different events in the frame of HousingEurope (Milano, Brussels, etc.)
  
- Slovenian Development Bank (SID banka, Head of the board Mr. Borut Jamnik and responsible for cooperatives Mr. Gasper Jez)
- Ministry of the Economy, Tourism and Sport (Mr. Jernej Stromajer, Mrs. Urska Bitenc, Mrs. Leni Balant)
- Private supporters

## Plan for the future (2025-2026):

- Buying another half of the property
- Closing financial structure of the project
- Starting to renovate
- Continue the meetings with the coop members
- Continue the meeting with the different stakeholders
- Continue collaboration with HousingEUrope and taking part in the ISHF in Dublin

## Contact:

[epeka@epeka.si](mailto:epeka@epeka.si)

[stefan@epeka.si](mailto:stefan@epeka.si)

<https://epekazadruga.cargo.site/>

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## Selection Criteria and Practical Aspects of the Programme

The Affordable Housing Initiative Partnership aims to select **35 actors** involved in district-level construction and renovation projects through a transparent and open selection process, with an emphasis on energy efficiency and sustainability.

### DISSEMINATIO EFFORT:

The first window for the call for applications opened on December 5th, 2024, through a dedicated channel online. **The window will close on February 28th, 2025.** This first selection cut-off will be limited to **15 support slots.**

Additional application windows will be considered in the future (probably 3 in total) – until the target is achieved. The AHI programme will end by March 2026, when the final applicant to be supported will be selected.

Here is the link to the online form: <https://ec.europa.eu/eusurvey/runner/EuropeanAffordableHousingConsortium>

# UNLOCK TAILORED LEARNING: INFO SESSION ON AFFORDABLE HOUSING DISTRICTS

## Selection Criteria and Practical Aspects of the Programme

### Selection Procedure

Received applications will be subject to a two-step assessment:

- An **Admissibility Assessment**, where applicants not fitting excluding criteria will not be accepted. This check entails a two-option “Y/N” classification only. (Excluding criteria in the next slide)
- A **Ranking Assessment**, where additional criteria are considered to ensure most promising projects are prioritised or a wide representation of projects considering the European diversity is reached. The criteria will be used to score and rank each application. As only 15 applications will be accepted in the first cut-off, any application scoring below that threshold will be asked to wait for subsequent selection windows. (Ranking Criteria in the following slides)

**Selection of applications:** a jury composed of consortium partners will select applications based on the ordered ranking. In the event of a draw, the jury will give priority to a project which entails a seemingly higher innovation potential (as judged by the jury).

The list of selected projects is **validated by the European Commission**.

The selected projects list is made public.

# UNLOCK TAILORED LEARNING: INFO SESSION ON AFFORDABLE HOUSING DISTRICTS

## Selection Criteria and Practical Aspects of the Programme

### EXCLUDING CRITERIA pt 1

Projects not fitting these requirements will not be considered admissible:

- **Affordable Housing:** A large part of the district or neighbourhood must be dedicated to social, public, cooperative or affordable housing. Projects must have affordable housing in their scope.
- **Type of participants:** Only project led by SMEs (operating in the construction and housing sector), housing providers and municipalities will be considered.
- **Energy Performance:** Projects must demonstrate a commitment to improving or maintaining high energy performance standards and thus contribute to the targets of the Renovation Wave /Affordable Housing Initiative.
- **Sustainability:** Only projects that promote sustainability (in the sense that they include integrated environmental, social and economic perspectives).
- **Renovation or new Construction:** projects must entail new construction (or extensions or repurposing of empty buildings) or deep renovation of existing stock of affordable housing. Maintenance or light renovation work will not be admissible.

# UNLOCK TAILORED LEARNING: INFO SESSION ON AFFORDABLE HOUSING DISTRICTS

## Selection Criteria and Practical Aspects of the Programme

### EXCLUDING CRITERIA pt 2

- **Single Market Programme countries:** Only projects that take place within the participating countries in the Single Market Programme will be accepted. The list of countries is described here: [https://ec.europa.eu/info/funding-tenders/opportunities/docs/2021-2027/smp/guidance/list-3rd-country-participation\\_smp\\_en.pdf](https://ec.europa.eu/info/funding-tenders/opportunities/docs/2021-2027/smp/guidance/list-3rd-country-participation_smp_en.pdf)
- **Project Stage:** Admissible projects must fit into a project stage window:
  - At a minimum, they must be at the conceptual planning stage (i.e., a planning team is assigned and has developed at least a high-level design concept for the area / neighborhood).
  - At a maximum, the project is at the project implementation and monitoring phase (the project design and plan are being implemented. The planning team is overseeing the project's progress to ensure it aligns with the approved design – changes to the methodology might still occur to improve project delivery).
- **Willingness to develop innovative approaches:** projects that integrate innovative financing ideas, technical, social and/or process innovation (at the organization's level), such as modular construction or off-site construction techniques, reuse of materials, new ways of considering the opinion of the residents, etc.

# UNLOCK TAILORED LEARNING: INFO SESSION ON AFFORDABLE HOUSING DISTRICTS

## Selection Criteria and Practical Aspects of the Programme

### RANKING CRITERIA pt 1

There will be two distinct methods to rank a project. On one hand, a set of criteria are included as questions in the application form. On the other hand, another set of criteria will be used and evaluated post-submission only to ensure a deeper assessment. This will take into account all relevant factors and the interplay between different aspects of the project, which may not be fully evident or measurable by the proponents or during the initial survey phase

- **Integrated Approach:** Projects that go beyond focusing on a single renovation aspect, addressing diverse construction and renovation needs – evaluated post-submission.
- **Different housing tenures:** Projects involving different types of housing tenures, such as social or cooperative housing will be prioritized.
- **Capacity Level:** Assess the project's capacity for successful execution, including the desorb resources and readiness to be implemented. Only projects convey sufficient capacity to be delivered – *evaluated post-submission*.
- **District level:** Consideration of the total number of buildings and dwellings involved in the project. Evaluate the total number of buildings and residential units included in the project. Specify whether it involves a single unit or multiple units and clarify the scale of buildings or units as necessary.
- **Geographical Coverage:** The selection committee will prioritise projects to ensure broad country representation. – *evaluated post-submission*.

# UNLOCK TAILORED LEARNING: INFO SESSION ON AFFORDABLE HOUSING DISTRICTS

## Selection Criteria and Practical Aspects of the Programme

### RANKING CRITERIA pt 2

- **Project Stage:** Projects at various stages of development will be preferred. Viability at each stage is essential - *evaluated post-submission*.
- **Funding Sources:** Consideration of diverse funding mechanisms, including public, private, and mixed financing.
- **Number of Dwellings:** Projects that cover multiple housing units or buildings will be favoured.
- **Territorial Typology:** Projects will be evaluated based on the type of territory they cover (urban, suburban, rural)
- **Impact Criteria:** Consideration of the project's potential for high replicability as a significant factor – *evaluated post-submission*.
- **Diversity of participants:** target groups of SMEs, housing providers and municipalities
- **Quality Impact:** Evaluate how each project influences the local system, using criteria aligned with the New Bauhaus standards
- **Tenant Approach:** Assess how tenants are considered as an integral part of the project – *evaluated post-submission*.
- **Local Ecosystem Impact:** Projects will be assessed on their potential to positively influence the local ecosystem, with a focus on fostering economic growth, delivering community benefits, and enhancing affordability through innovative approaches – *evaluated post-submission*.

# UNLOCK TAILORED LEARNING: INFO SESSION ON AFFORDABLE HOUSING DISTRICTS

## Selection Criteria and Practical Aspects of the Programme

### ADDITIONAL RANKING CRITERIA RELEVANT FOR SME'S PARTICIPATION:

- **Conservation of built heritage:** the EU building stock is unique and of high heritage quality, its conservation and energy-efficient could be considered
- **SME-friendly project design:** Preference for projects that demonstrate SME-inclusive procurement practices, such as simplified bid requirements, fair payment schedules, and contract sizes manageable by small firms – *evaluated post-submission*.
- **Local skill utilization:** Projects that prioritize the use of local craftsmen or traditional building techniques, particularly in areas where cultural heritage conservation is involved – *evaluated post-submission*.
- **Capacity-building initiatives for SMEs:** Projects that integrate training or upskilling opportunities, supporting SMEs in adopting sustainable construction practices or new technologies
- **Collaboration with local companies:** Projects that encourage partnerships or joint ventures between small firms, housing providers, or local governments to boost the capacity of smaller players to handle larger scopes of work. Projects that foster networks or associations of local SMEs and craftsmen, facilitating knowledge-sharing, co-learning, and resource pooling
- **Digital and technology accessibility:** Favour projects that provide resources or support for smaller firms to access and integrate digital construction tools that may enhance their efficiency and competitiveness.

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## Selection Criteria and Practical Aspects of the Programme

### ADDITIONAL RANKING CRITERIA RELEVANT FOR MUNICIPALITIES' PARTICIPATION:

- **Integration into local policy frameworks:** projects that align renovation and construction efforts with existing municipal strategies (e.g. SECAPs, SUMP, other climate action plans, housing affordability initiatives etc)
- **Replication potential:** projects that could serve as models for other districts or cities, especially in terms of energy efficiency, circular economy practices and resident-centered urban development – *evaluated post-submission*.
- **(Credible) Community consultation or feedback mechanisms:** projects that use established mechanisms for gathering and acting on community feedback, such as neighborhood councils, digital platforms or regular town hall meetings
- **Integration of community and social support services:** projects that integrate community services within renovation or construction projects, such as access to childcare, social services, training programmes for residents, especially targeting women, youth and vulnerable groups, proximity to schools and public transportation
- **Gender-inclusive housing and urban design:** projects that incorporate gender-sensitive planning and design, ensuring that spaces are safe, accessible and usable by women and families (e.g. include well-lit public areas, community spaces for caregiving, housing designed with input from women residents)
- **Equity in employment and training opportunities:** projects that create local employment or training opportunities for vulnerable groups, especially women and young people, either directly or through partnerships with local businesses, training centres, municipalities.

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**APPLY BY FEBRUARY 28:**

<https://ec.europa.eu/eusurvey/runner/EuropeanAffordableHousingConsortium>



Discover the project



Guidelines to create thriving districts



Get support



Find inspiring examples



Find policy solutions



Events



# THE AFFORDABLE HOUSING INITIATIVE'S LEARNING PROGRAMME

INDIVIDUALLY DESIGNED & FREE



AP

25

**APPLY NOW**



**SCAN ME**



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# Thank you!



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