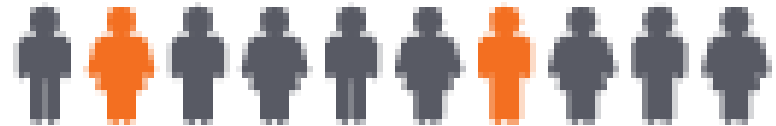


OPTIMIZE YOUR CONSTRUCTION PROJECT

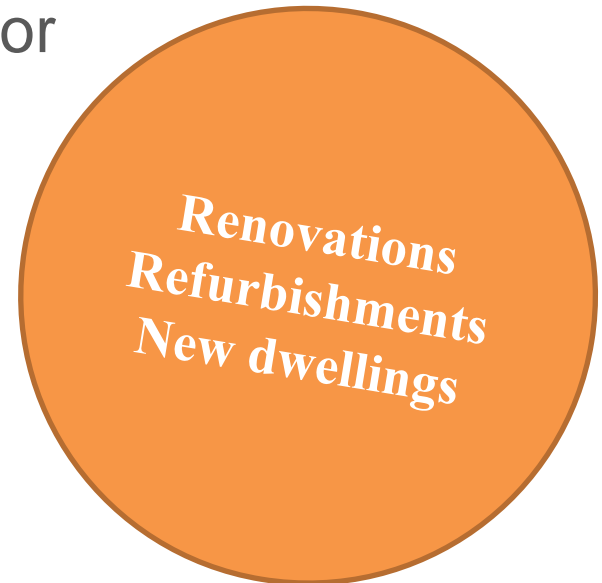


CECODHAS Housing Europe
Conference 27th November 2013
Copenhagen

Renovations



- Our old stock is being renovated and refurbished – supported by the The National Building Fund
- The Social Housing Sector is one of the most important contributors to the construction sector



No internships



- Continuously approximately 10,000 young people in vocational school looking for internships
- Less than one third of the Danish companies take responsibility for the education of young people by offering internships

Socio-
economic
challenge

Socially challenged areas

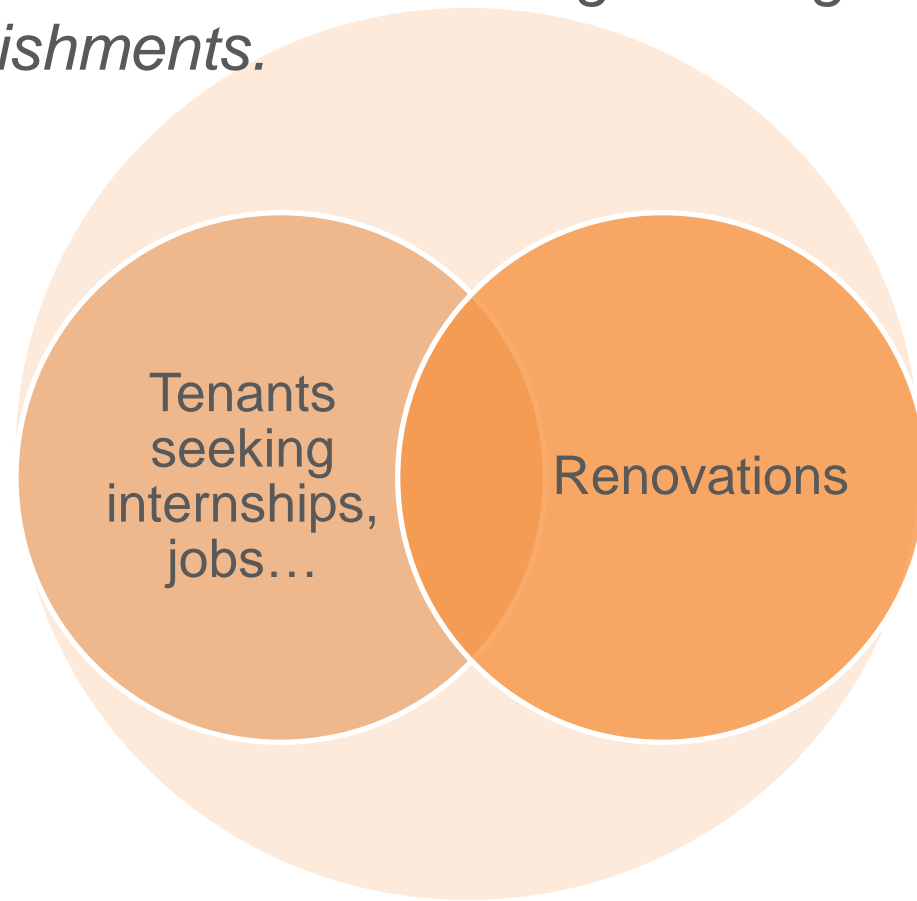


- Vulnerable tenants – Fx. unemployment
- Social development work creating cohesion and sustainability

*Unemployment
No education
No internships*

We are part of the solution

We have the potential to create social change through our renovations and refurbishments.



Where it all began

In the fall of 2011 BL established a partnership with the Danish Construction Association

Content of the partnership:

- Members of the two organizations are encouraged to support the creation of internships and other sorts of jobs and education when building, renovating and refurbishing



Optimize your....



This specific project

- Voluntary partnerships – not social clauses
- Creation of internships and other sorts of employment and education
- Main priority is the local area being renovated

Voluntary partnerships



The guiding principles of the European Public Procurement Directives

Transparency, Proportionality, Equal Treatment

Voluntary partnerships or social clauses?



Voluntary partnerships

- Change by free will
- Flexible
- Local partnerships
- Bring positive change to the local area
- Face structural challenges
- Carrot (press, co-creation)

Negatives

- No means of sanction
- Resource intensive

Social clauses

- Change by enforcement
- Bureaucratic
- Interferes with the managerial right
- Possibly make the projects more expensive – but we don't know yet
- No possible change in the local area

Positives

- Less resource intensive for the housing organizations as building owners
- No means of sanction
- Social responsibility – support national change

Model for change



Dialogue with our members

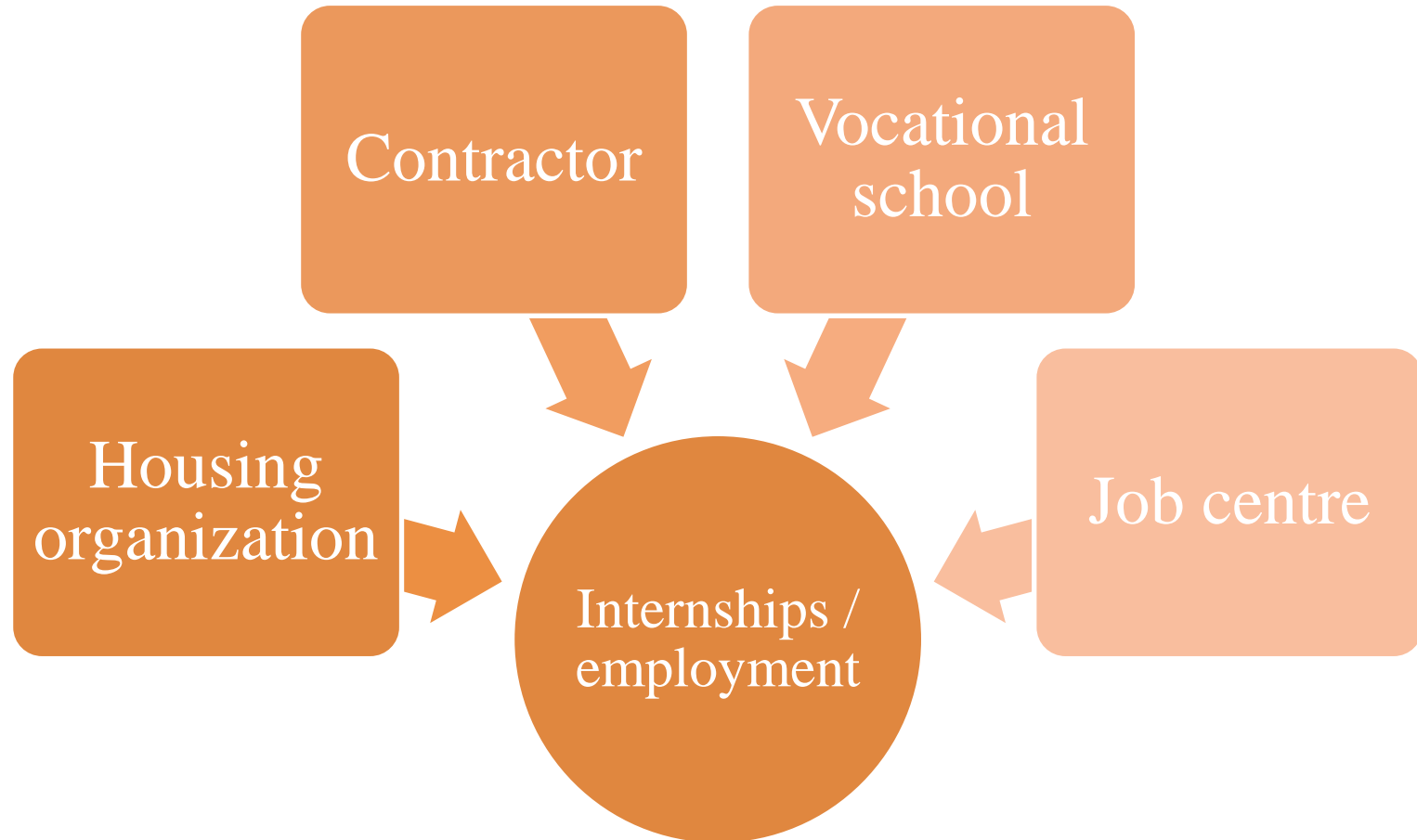
- Who have already established dialogue / partnerships with the contractors?
- Who are interested?
- What works / what doesn't work?

Describe best practice

- Create a model for best practice / how -to –guide
- Inspire, motivate, help
- Material
- An 'internship-platform' on our website
- Hotline



Co-creation



Within the Organization



The manager of the construction project and the manager of the social development work (the master plan) in the local area join hands



1. SEE THE POTENTIAL

You have to see the possibilities and pass this on. Willingness to motivate and collaborate with the building project's contractor on creating internships and other forms of jobs and training for local residents, is a must.

2. MAKE THE DECISION

The initiative must be accepted and anchored with the employee(s) in the housing organization involved in the construction project. Appoint a person in charge of the initiative to ensure its realisation.

3. ESTABLISH A PROJECT GROUP

Establish a project group comprising the stakeholders who will play a role in the initiative. This includes for example the business school and job centre, as well as other relevant local stakeholders.

4. PREPARE THE CONSULTANT

The consultant must be aware of your wish to establish internships and other forms of jobs and training opportunities in connection with the construction project.

5. TEXT IN TENDER

Write a text about the initiative in your tender documents to ensure the contractor knows that you plan to work on this initiative when the contract is signed.

6. MEET WITH CONTRACTOR

Once the contract is signed, set up a meeting with the contractor and encourage the contractor to collaborate on the initiative.

7. MEET WITH SUBCONTRACTORS

Invite subcontractors are invited to a meeting. The goal is to ensure that all subcontractors are informed and agree to participate. The business school and job centre – and other relevant stakeholders – should also participate.

8. MAKE COMMITMENTS

Make sure to establish a partnership where you and the contractors mutually commit. You can choose to sign a partnership agreement describing your common goals and how you intend to achieve them.

9. FOLLOW UP

Be sure to follow-up and maintain focus on the initiative throughout the construction phase. Once you have chosen to prioritise the initiative, you must also ensure that it leads to tangible results and successes.

10. TALK ABOUT THE SUCCESS

Tell others about your good results. This will benefit your own organization, the contractors and the local residents.

If you have successful experiences to share, specific questions or would like general advice on partnerships, contact Rikke Lønne at ril@bl.dk or by telephone on +45 33 76 20 72.

**HVOR ER
LÆREPLADSERNE?**

Main barriers

1. To have an architect / former contractor or so to manage a co-creation project with the aim of creating social change
2. To find the tenants seeking internships, jobs and so on
3. To continuously focus on a social project in a construction project (the Social Housing Organizations as well as the contractors)



Sønder-Korskær parkerne Fredericia



The Social Housing
Organizations

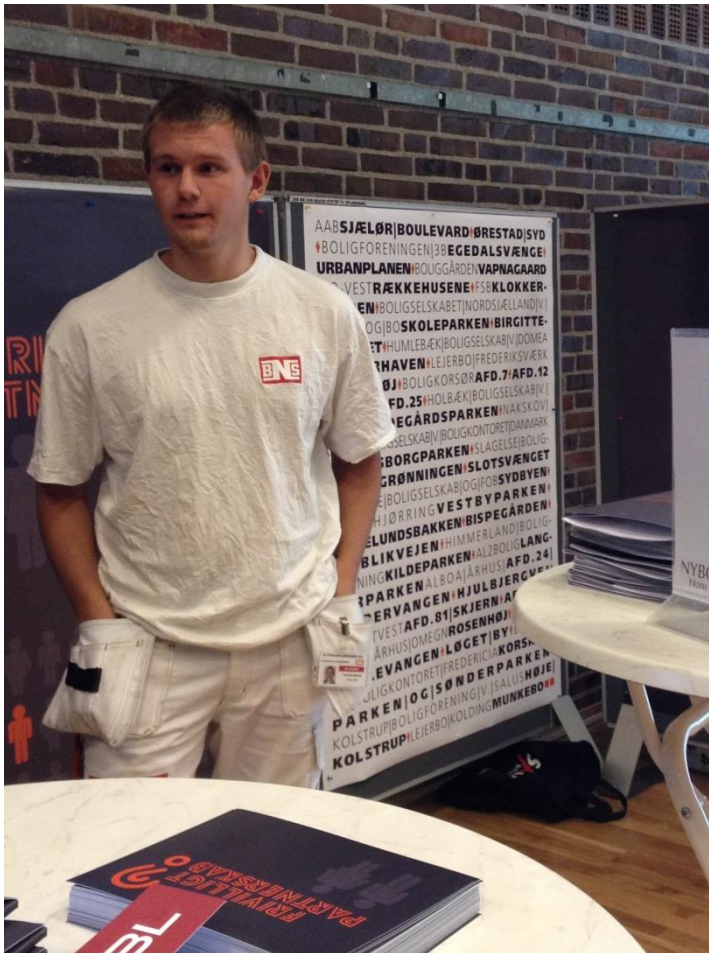
Boli.nu og
Fredericia
Boligselskab

As a direct result of a co-creation project:

23 people – mainly from the local area -
have achieved employment in one the 11
construction companies working on the
renovation.

Sydbyen Slagelse

OPTIMIZE
YOUR
CONSTRUCTION
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The Social Housing Organizations
Slagelse Boligselskab and
FOB

As the direct result of a co-
creation project:

- Two internships (local school)
- One unskilled laborer (tenant)
- One spare time job (tenant)

The potential



- Great interest : From 30 to 80 construction projects with focus on internships and so on
- Ministry of Housing, Urban and Rural Affairs – funding the upgrade of skills among employees in the Social Housing Organizations

OPTIMIZE
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