



DELPHIS  
HOUSING & INNOVATION



# Corporate Social Responsibility (CSR) as a way towards Responsible Housing



Responsible Housing

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November 27th, 2013, Copenhagen



## DELPHIS:

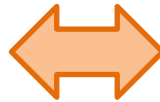
- A French network of social housing companies
- A founding member of the European network EURHONET
- Involved in CSR since 2006
- Lead partner of the ERHIN Project



# “Responsible Housing”: fair and ethical housing production and management

## Housing design and services

- **Population’s housing needs**, in a context of social and demographic changes
- **Energy-efficient** and **low environmental** impact housing
- **Social inclusion, social mix, local development** and **attractiveness**



## Housing organizations

- **Long-term relations** with concerned stakeholders, based on **mutual respect and accountability**
- **Active role in local development dynamics** to maximize long-term shared value for communities, inhabitants and local actors

# CSR: a global management framework

**“The responsibility of enterprises for their impacts on society” (European Commission)**

→ A “way of doing business”:

→ What you do: housing production, services

→ How you do it: processes, management, relations with stakeholders...

# CSR: a global management framework

## → A “360° approach” to needs, opportunities and impacts

- To maximize your contribution to communities and society
- To make the best use of available resources
- To increase overall satisfaction and acceptability

## → From a self-centered focus to a collective perspective

- What is the common goal we want to achieve?
- How to balance diverging (conflicting) objectives and interests?
- How to ensure / restore / increase legitimacy?

# The European Responsible Housing Initiative: Promoting and developing CSR in the European affordable housing sector

1. A CSR Roadmap for the sector

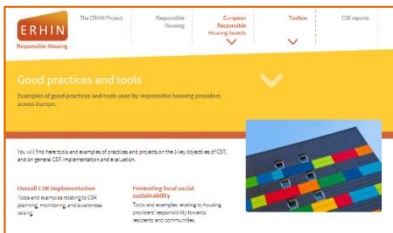


2. A Stakeholder Forum at European level

3. European Responsible Housing Awards



4. An online resource center:  
[www.responsiblehousing.eu](http://www.responsiblehousing.eu)





# A CSR Roadmap for the sector

- A preliminary Roadmap outline, based on a survey and interviews:
- An **overall framework** for CSR in the affordable housing sector
  - **6 key priorities** identified for federations:
    1. Awareness-raising and leadership
    2. Promoting and improving transparency and accountability
    3. Promoting and developing Stakeholder dialogue and Partnerships
    4. Supporting operational implementation
    5. Improving understanding and assessment of the shared value generated through Responsible housing
    6. Increasing recognition of Responsible housing strategies, projects and practices
- Roadmap to be refined and endorsed by **September 2014**: feedback and inputs welcome!





# A Stakeholder Forum at European level

- 12 organizations, chaired by the International Union of Tenants (IUT)
  - Inaugural meeting on November 7<sup>th</sup>
- A **Joint Declaration** on Responsible Housing, by CECODHAS and the Stakeholder Forum
- A European “**CSR Charter**” for Responsible Housing providers, as an individual demonstration of voluntary commitment
- To be delivered by **May 2014**: feedback and inputs welcome!







# European Responsible Housing Awards

- **Open to all housing providers represented by CECODHAS' members**
- Five categories:
  - Promoting local social sustainability
  - Protecting the environment
  - Assuming economic responsibility and supporting sustainable growth
  - Ensuring good governance and fair relations to stakeholders
  - Developing human resources as a responsible employer
- Selection by the Stakeholder forum members
- Publication of best practices in a handbook
- Awards Ceremony on **October 6<sup>th</sup>, 2014**
  
- Application forms to be submitted **between January and March 2014: get ready and spread the word!**





# An online resource center

## Launched in October 2013

- A CSR reports' library
- A toolbox : resources and examples of CSR-related practices in the sector

### → Learn from others!

→ An opportunity to **give visibility to your members' CSR initiatives** and publications

Send reports and examples of good practices:

[contact@responsiblehousing.eu](mailto:contact@responsiblehousing.eu)



**For more information:**

**[limousin@delphis-asso.org](mailto:limousin@delphis-asso.org)**

**Subscribe to ERHIN newsletter on:**

**[www.responsiblehousing.eu](http://www.responsiblehousing.eu)**



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