



# FUTURE HOUSE INVESTMENT

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Incentives Team

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**Creative  
Sustainability**

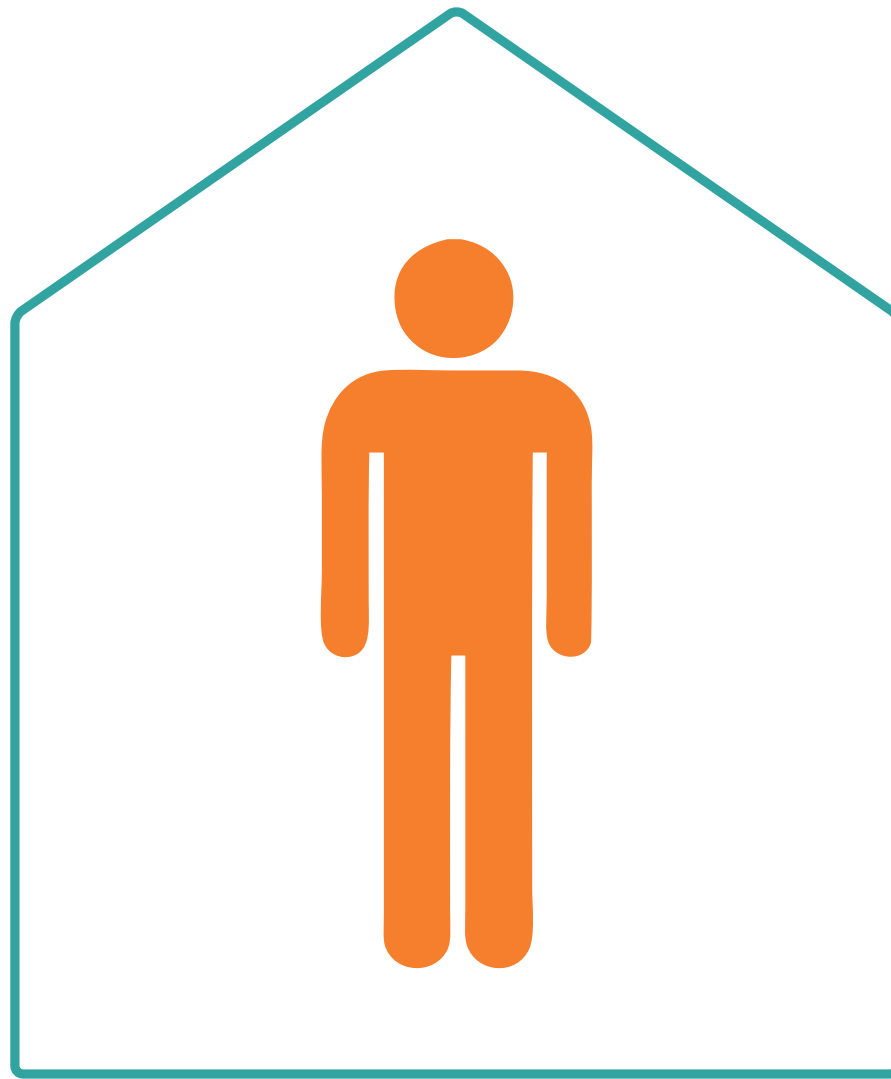


2030

*1/4 people will be  
over 65 years old*



*92% of them should live their elderly days at home.*



*Institutional care costs  
**3800-5000 e/month***

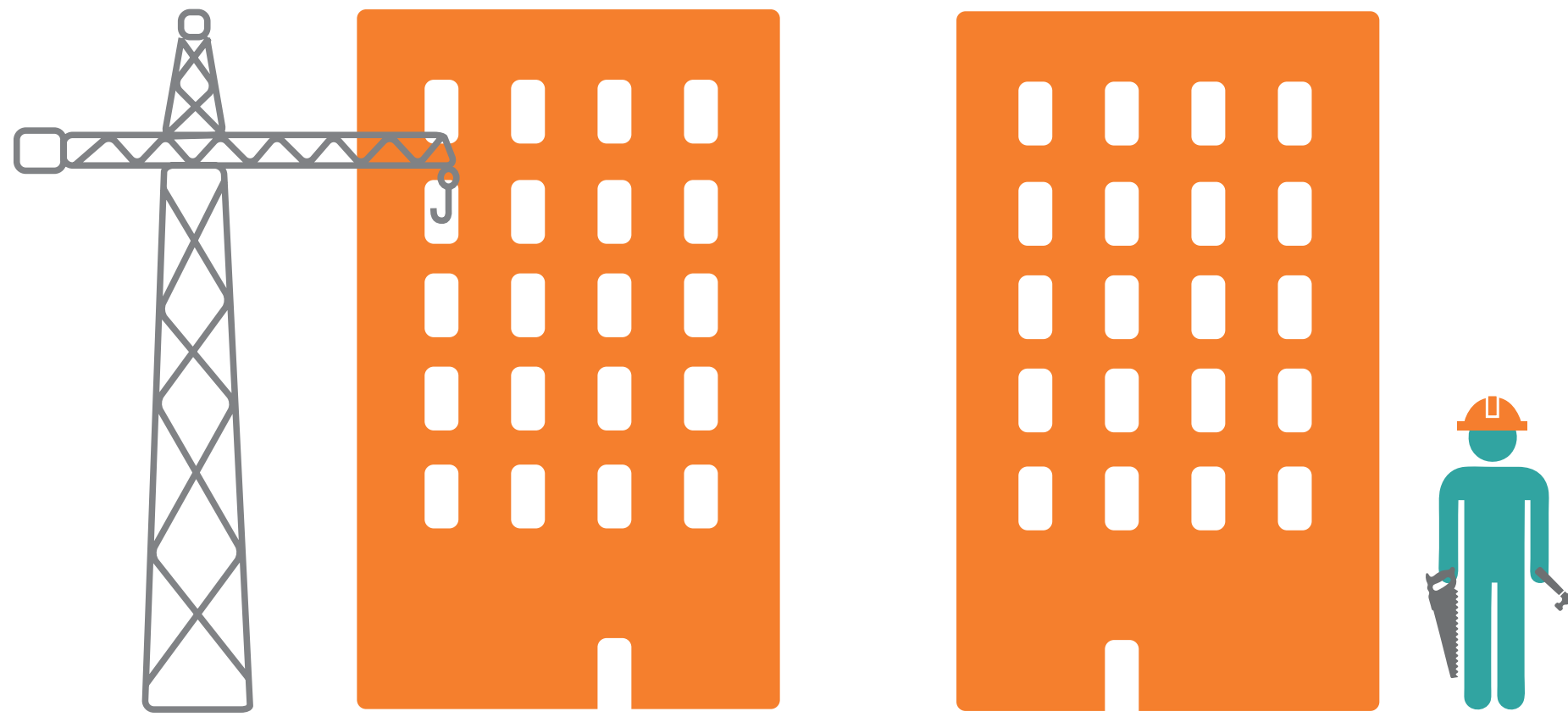
*Municipalities offer  
vouchers worth of  
**2500 e/month***

*(2011)*



New buildings

Renovation



*1 Million accessible dwellings is needed*

# Research

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*13 interviews & User workshop*



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## Public sector

Ministry of the Environment

Ara -The Housing Finance and Development Centre

Mikkeli Municipality

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## Public sector

The subsidies are aimed to help very low income people.

The application process is complicated and only once a year.

Biggest challenges are communication and equality between regions.

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## Support & Advising

The Central Union for the Welfare of the Aged

The Finnish Association of People with Physical Disabilities

Kantti -service provider for the Elderly

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## Support & Advising

Difficult to reach everyone, not all can get help or subsidies.

Renovation is main tool for to make it possible to live at home.

People want to be able to decide for themselves.

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## Private sector

YIT -construction company

Avaava -Accessibility Consultancy

Kiinteistömaailma -Real Estate Agency

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User research is seen a burden.

Accessibility can increase the lifecycle of the building.

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## People

Aktiiviset Seniorit, Loppukiri -Active Seniors

Workshop with 25-57 year-old people

3 interviews with 50-60 year-olds



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## People

People are individuals till the end.

Community means friends, support and safety.

You are old once you stop being active.

# Demographics in Finland



# Demographics in Finland

## ARA Subsidies

Age limit: 65 years.

Max. income 1530e/m

Application once a year

Max. subsidy 70%











## Culture of Being old

*How the culture of being old has changed?*



*Future housing investment*



## Age 45-55

Personal  
Saving Plan

## Retirement

Services:

Financial Plan

Information Package  
of Accessibility

Renovation Consult

## Housing needs

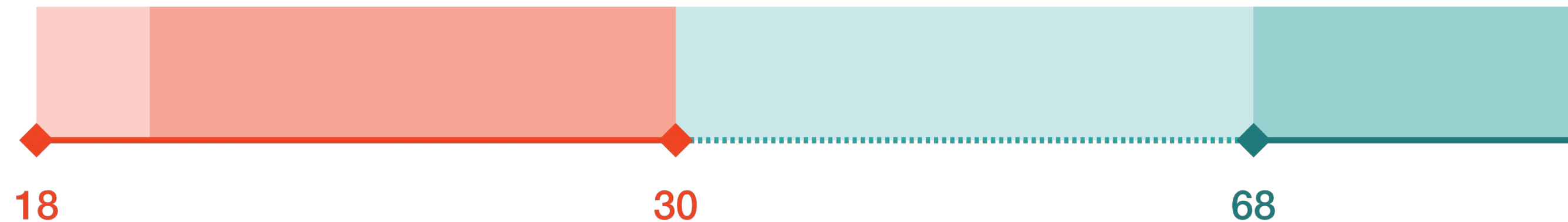
Renovation

New Home

Home Services



# Governmental saving programs

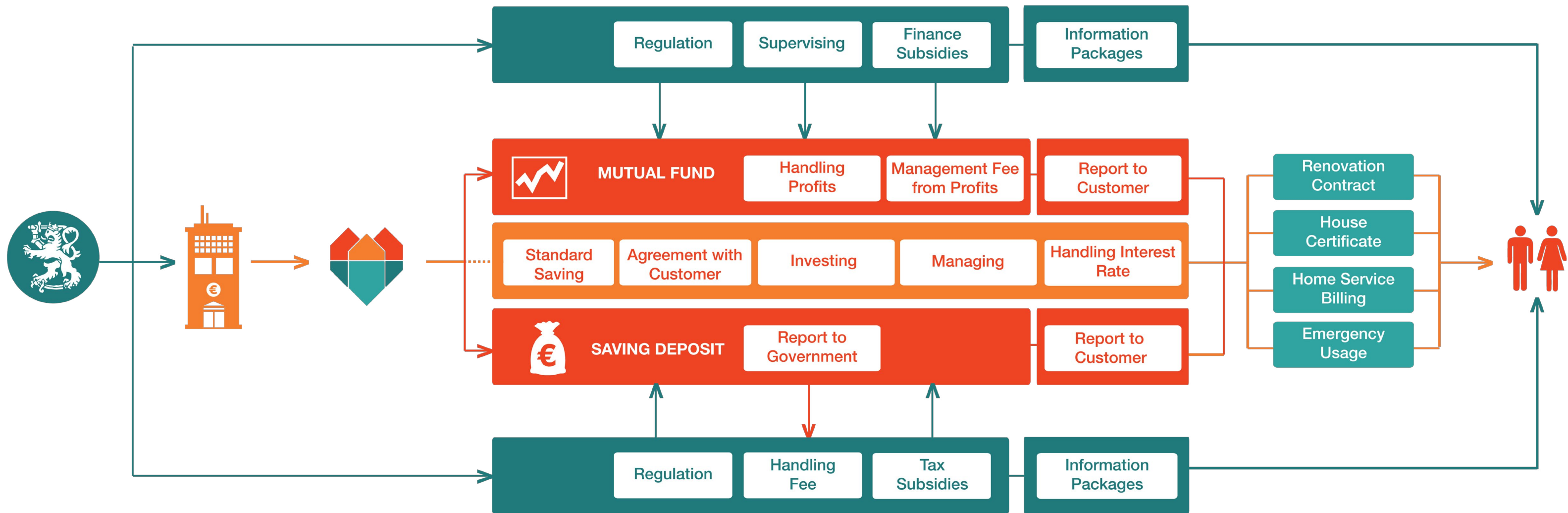


## ASP Savings

Age 18 - 30  
For the 1st own home  
First deposit 150 euros  
1% saving interest  
Min. 2 years saving  
Max. loan 145 000 euros (Helsinki)

## PS Savings

For retirement saving  
Only can be access in 68 years old  
1% saving interest  
Tax deduction up to 1 600 euros/year



## Mutual Fund

The money is growing while invested in financial products (eg. stocks, bonds, shares).

Turbulent status, higher risk

Much higher profit margin and equity income

Tax deduction on the fund profit



## Saving Deposit

The money is securely growing by accumulating interest income.

Slower growth, lower risk

Higher interest rate

Tax free on the interest income

# Possibilities

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*How can Future House Investment help people?*

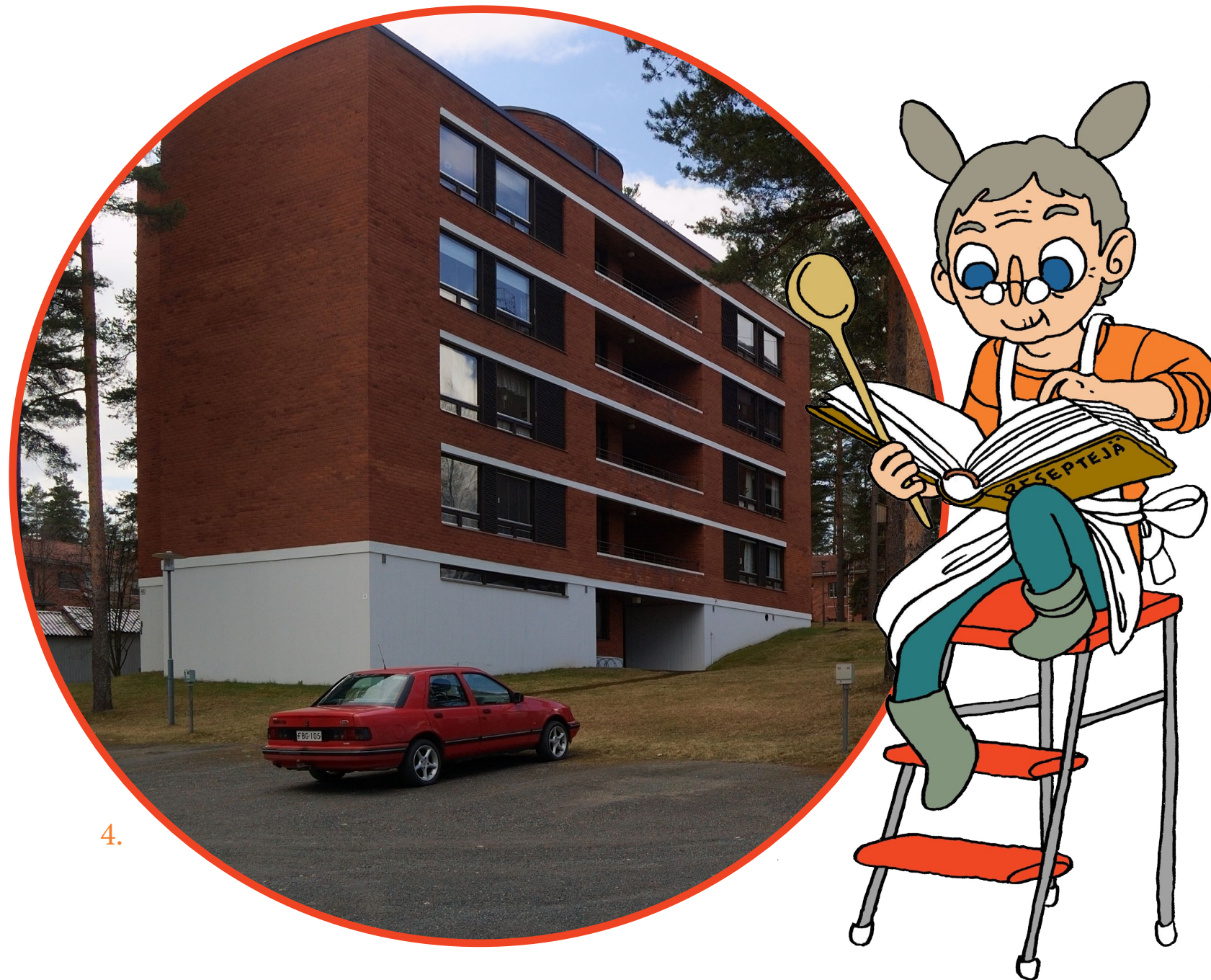






**Saved: 11 320€**

3 % of the salary for 18 years



4.

**Ida**

68 years old / single

Loves cooking,

Social person

Lives in an apartment  
building

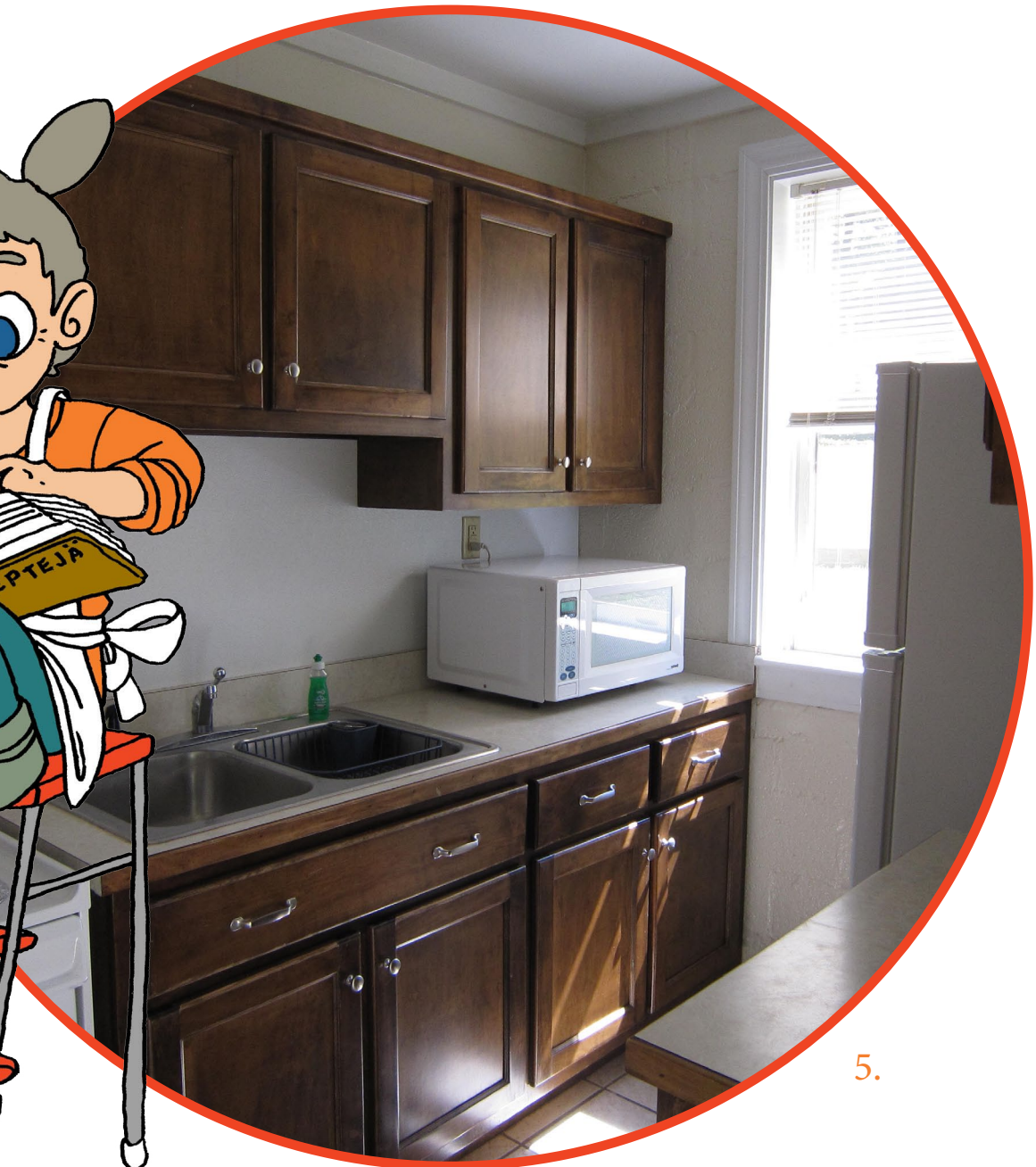


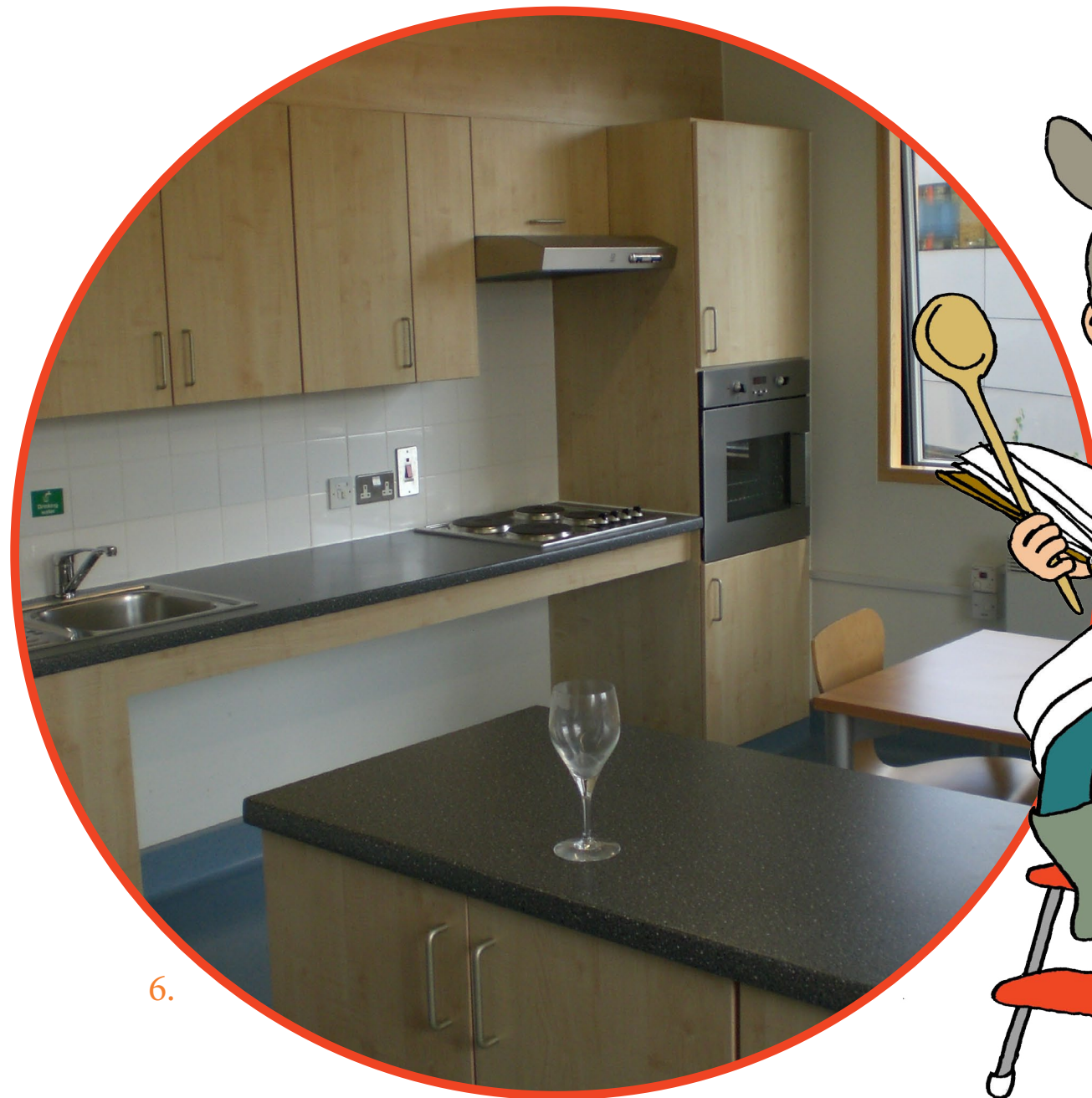


**Saved: 11 320€**

3 % of the salary for 18 years

*“I wish my kitchen  
was more functional”*





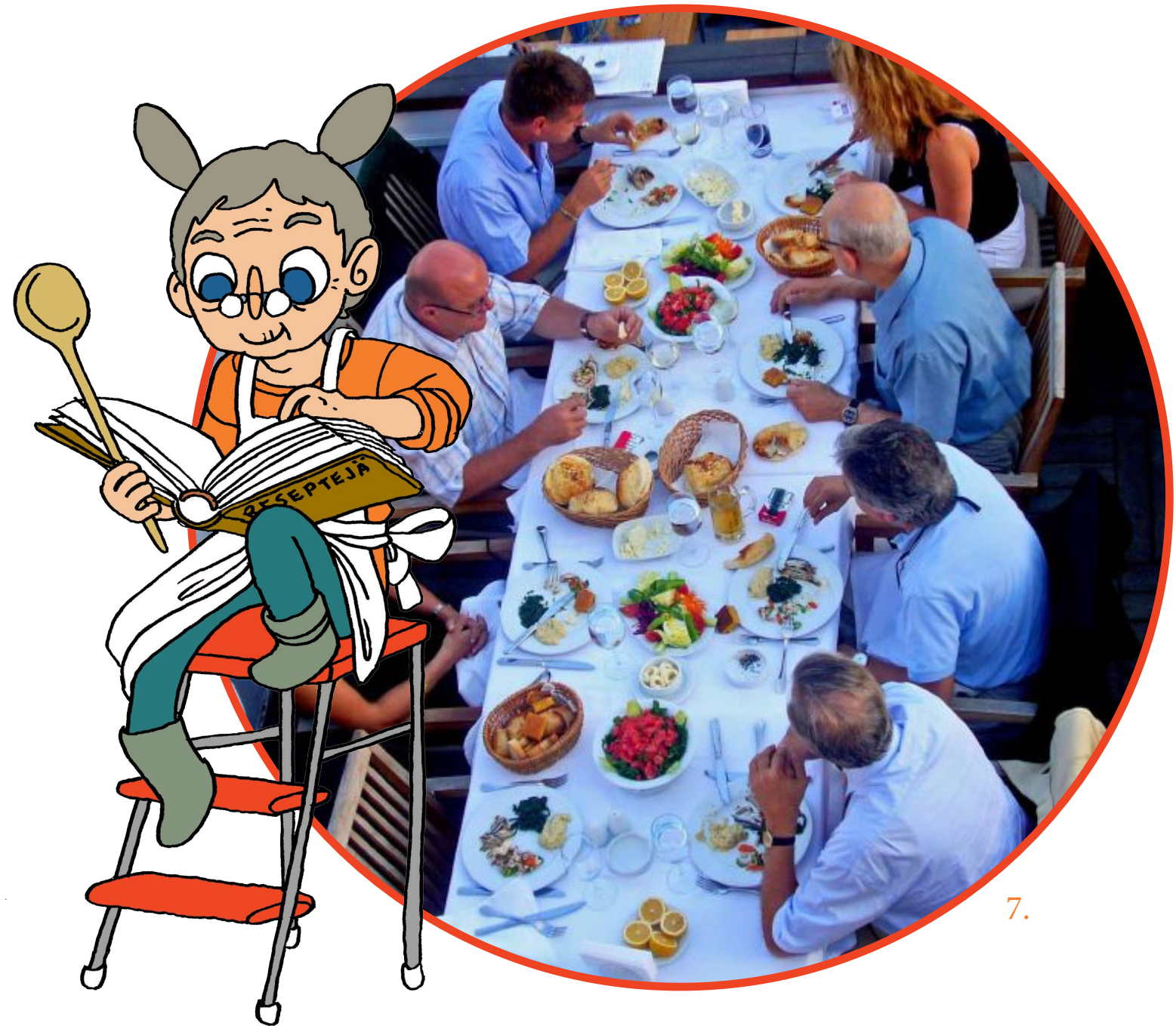
6.



*"I can't wait  
to cook for my  
friends"*



*“Dinner parties  
with friends are so  
much fun”*





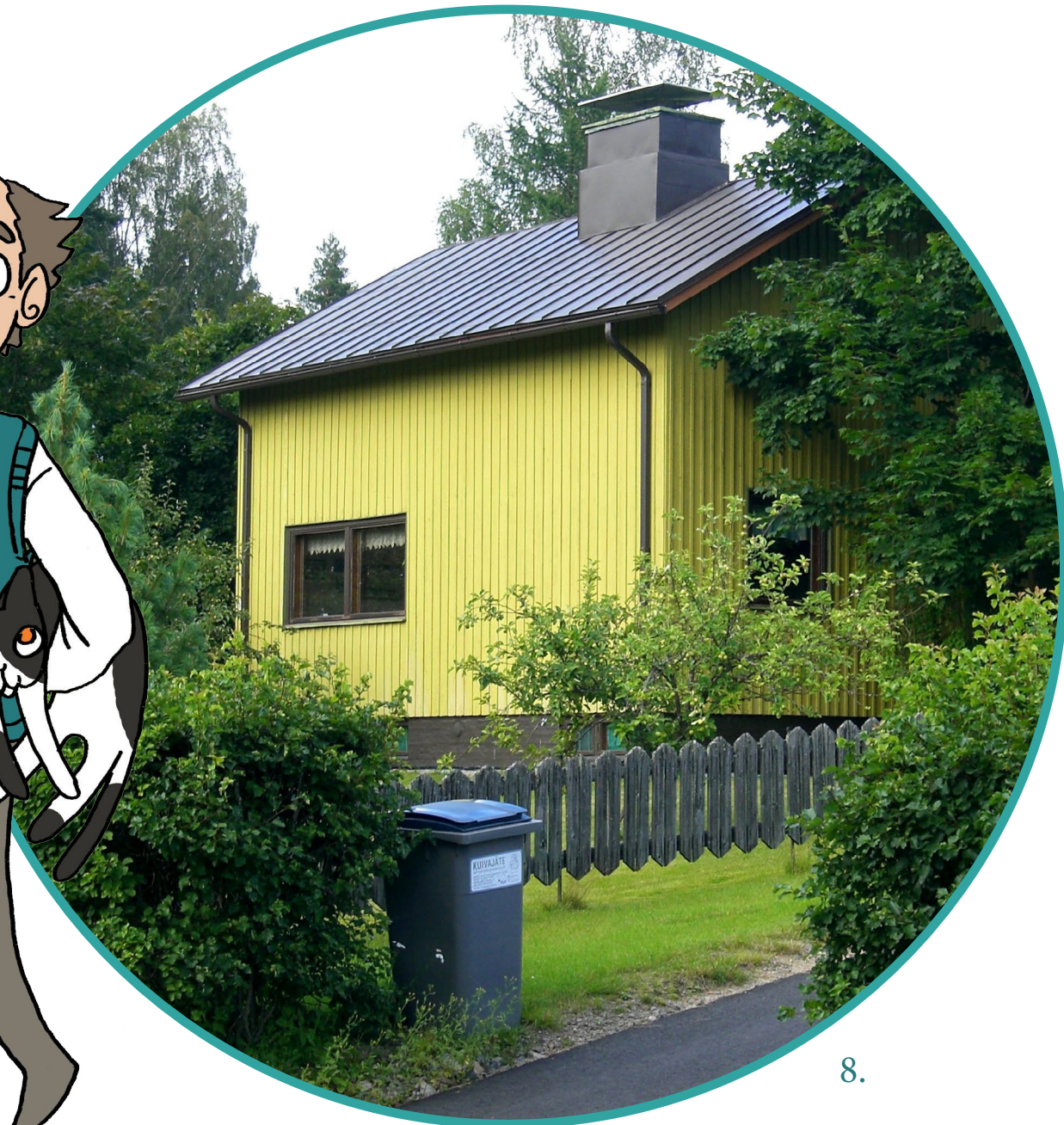


**Saved: 30 510€**

5 % of the salary for 15 years

## Paavo

66 years old / widower  
retired / enjoys spending time  
with grandchildren  
lives in the countryside in  
a big house





**Saved: 30 510€**

5 % of the salary for 15 years



*“I wish I could see my grandchildren more often”*





*“What if I was living  
in the same city”*





*“Now I can play with  
my dear grandchildren  
every day”*





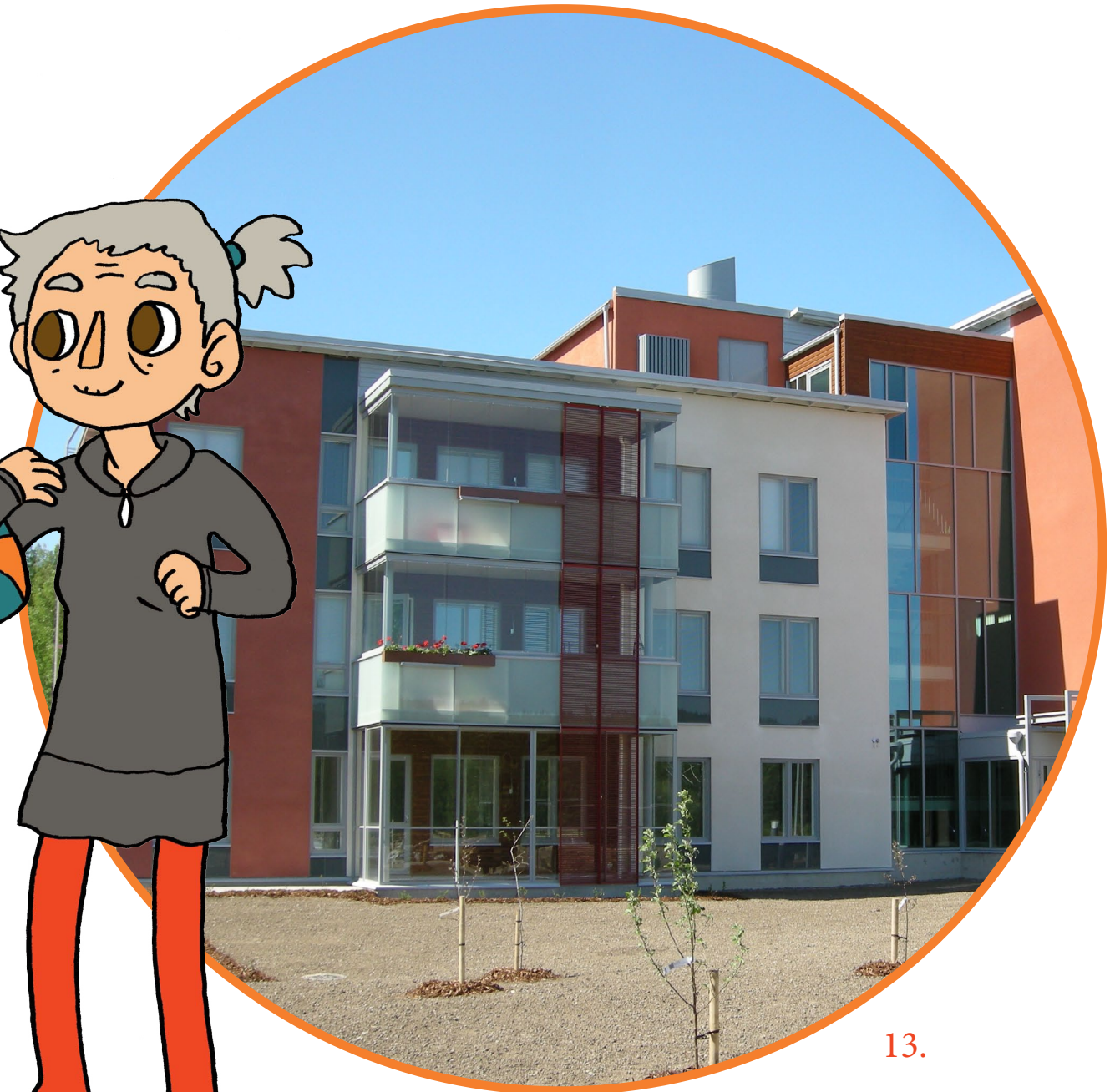
**Saved: 20 980€**

3 % of the salary for 10 years

## **Liisa & Veikko**

Married for 50 years / Retired

Living in a small housing  
co-op where most of the  
people are retired. Enjoy  
active community







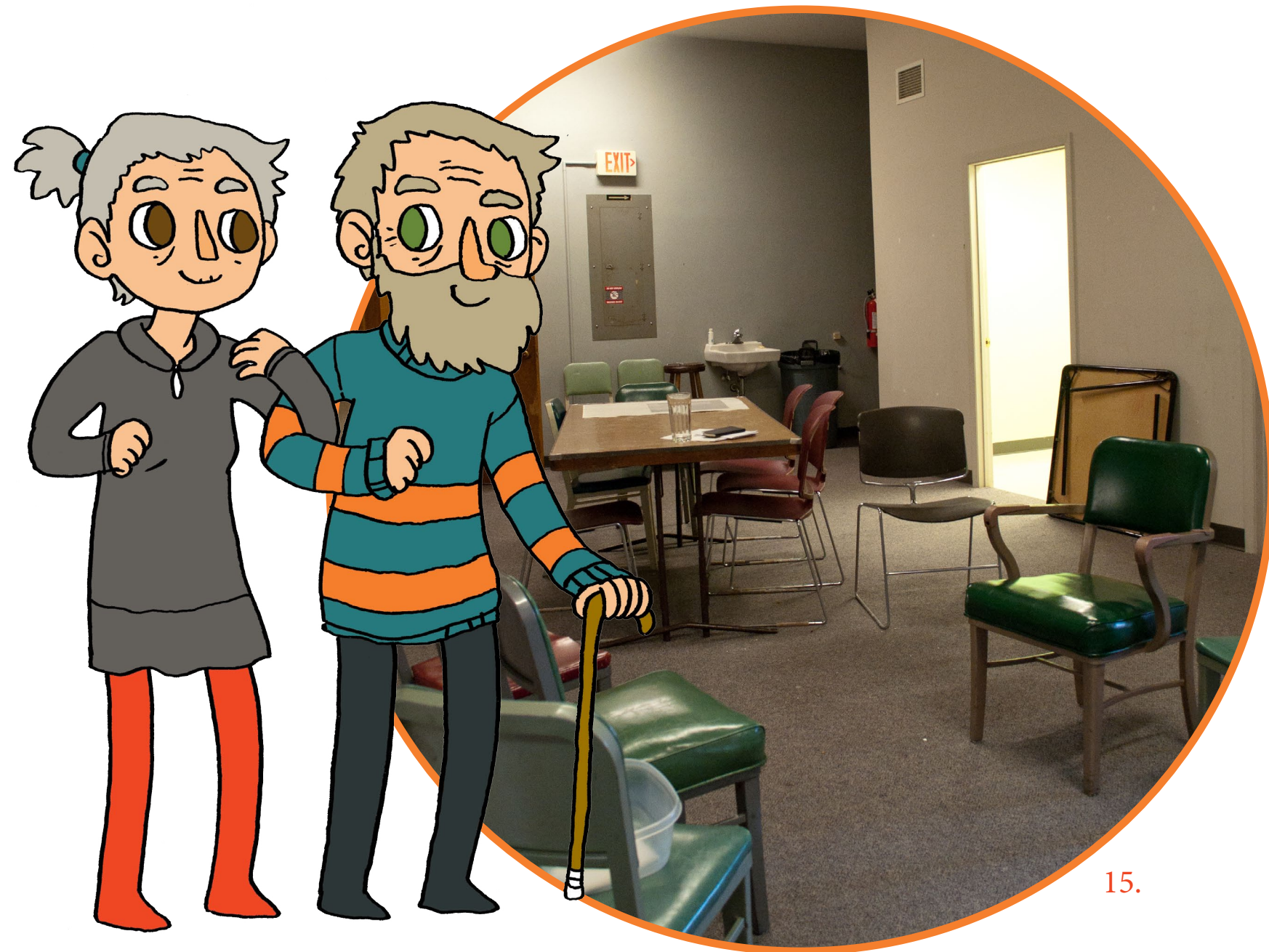
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*“We wish we had  
better mutual  
supporting  
culture in daily  
life”*





*“What if we had  
common living  
room for different  
activities with  
neighbours”*



*“Community  
brings safety”*



16.







## OMAKOTI RAHASTO

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*Future House Investment is a think-ahead program to bring safety, improve the quality of life, and create unlimited possibilities for independent living.*



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## Retirement

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# Picture references:

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1. Netta Korhonen: Netan mummi

2. Michael Cohen: Old Woman's Walk, Plaza Corredera, Cordoba

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3. Michael Cohen: Old Women Gathering in Plaza Corredera, Cordoba

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4. Janne: Kirkonmäen asuntoja.

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5. vastateparksstaff: TL - Cabin4 Kitchen

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6. ben.snider: Kitchen.

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7. John Walker: dinner

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8. Antti-Juhani Kaijanaho: Omakotitalo Köhniönkadulla.

<https://www.flickr.com/photos/antti-juhani/860642739/in/gallery-124053504@N03-72157644749983036/>

9. Matt's Homes: Kids Cubbies, Cubby house furniture and Kids playground equipment.

<https://www.flickr.com/photos/77278206@N02/8228863502/in/gallery-124053504@N03-72157644749983036/>

10. Terry Presley: #063 | GrandPappy.

<https://www.flickr.com/photos/36979785@N06/5689661252/in/gallery-124053504@N03-72157644749983036/>

11. Tony Alter: Grandfather and Grandchildren

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12. Suvi Korhonen: House called Jalava

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13. Olli Berg: Maru\_Orimattila\_Puutarhatyöt

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14. Adrienne Behning Photography: Public Space z at the Wesley Center

<https://www.flickr.com/photos/barefootadrienne/7445502244>

15. Mr.TinDC: Calvert Marine Museum Activity

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