

*Commissioned by Ministry of Environment*

# IN GOOD COMPANY

*Motivating strategic upkeep  
in housing companies*

# TEAM



**JUTTA**

*Creative Sustainability  
(Design)*



**EKATERINA**

*Creative Sustainability  
(Business)*



**MARIJA**

*Visual Communication  
Design*



**VEIKKO**

*Information Networks,  
Political Science*

# BRIEF

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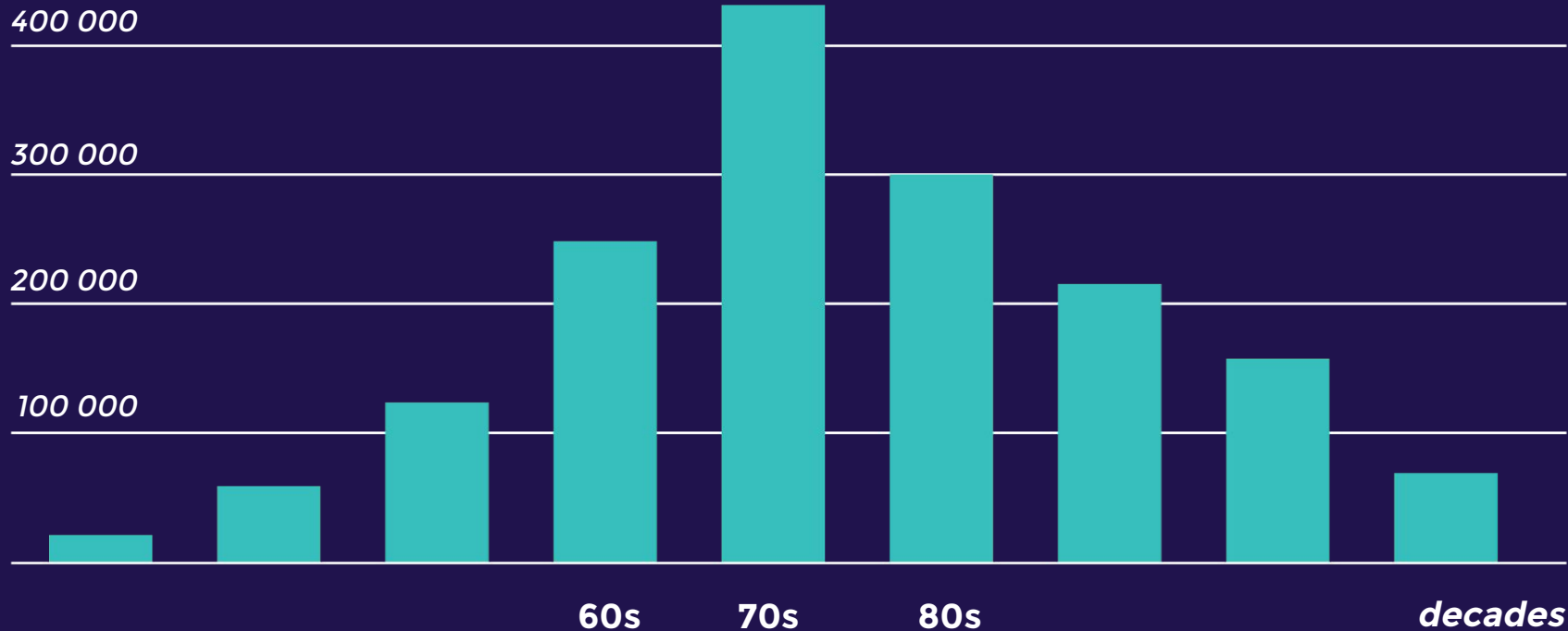
**“RENOVATION ERA”**  
of the 1960-1980 building stock



**IMPROVING ENERGY EFFICIENCY**  
to meet the climate change  
mitigation targets

# CHALLENGE

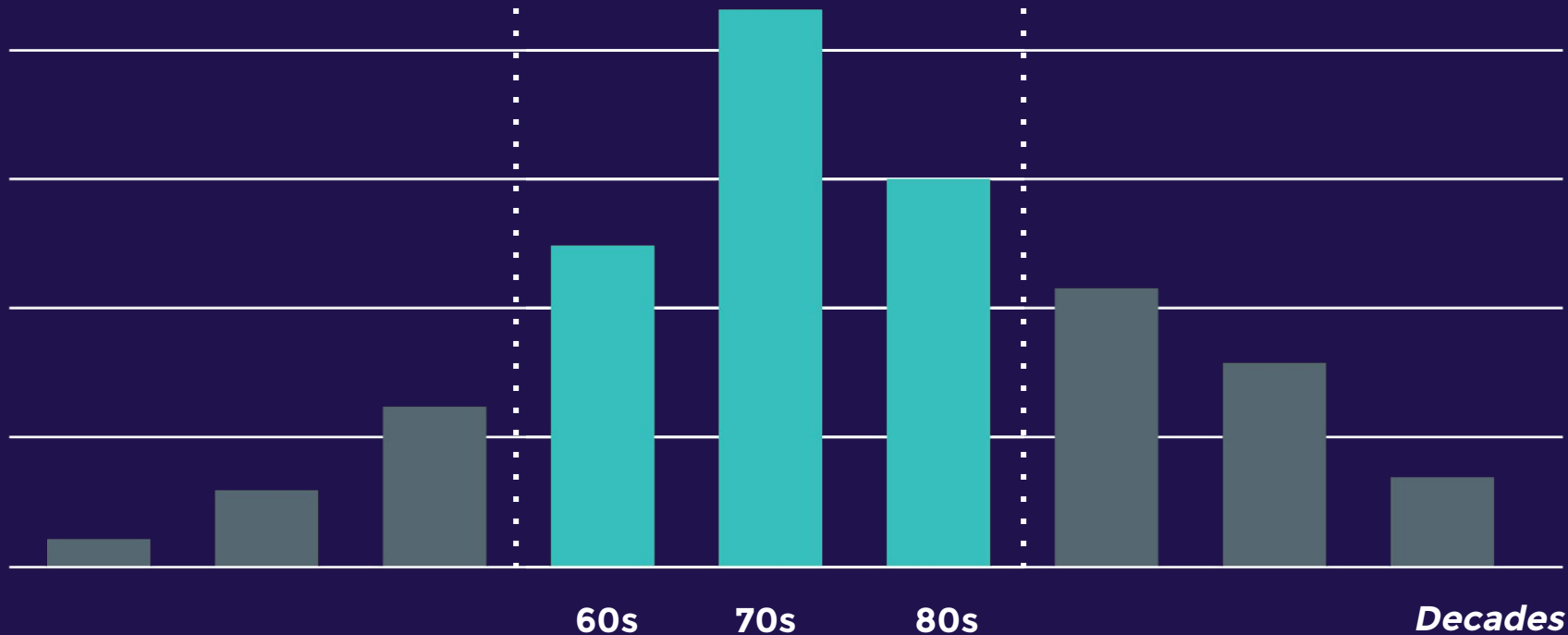
## *Built apartments*



# CHALLENGE

980 000

*Built apartments*



# CHALLENGE

66000

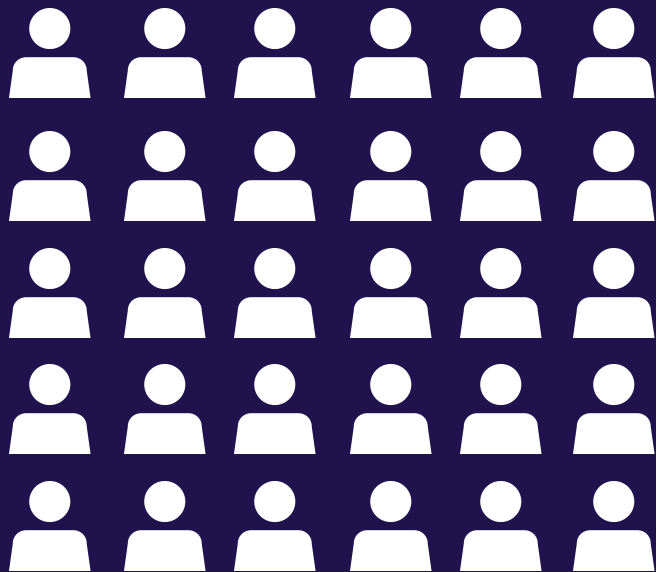
apartments

3 000 000 000 €

of renovation cost  
until 2020

# HOUSING COMPANY

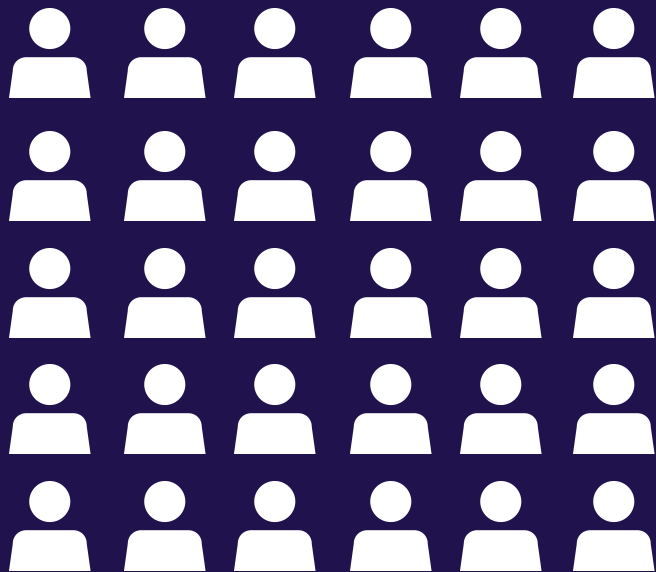
*TALOYHTIÖ*



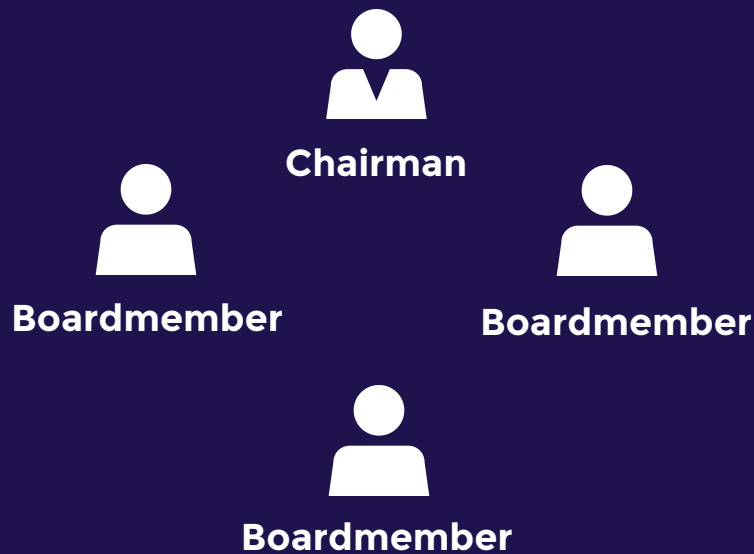
**Residents**

# HOUSING COMPANY

TALOYHTIÖ



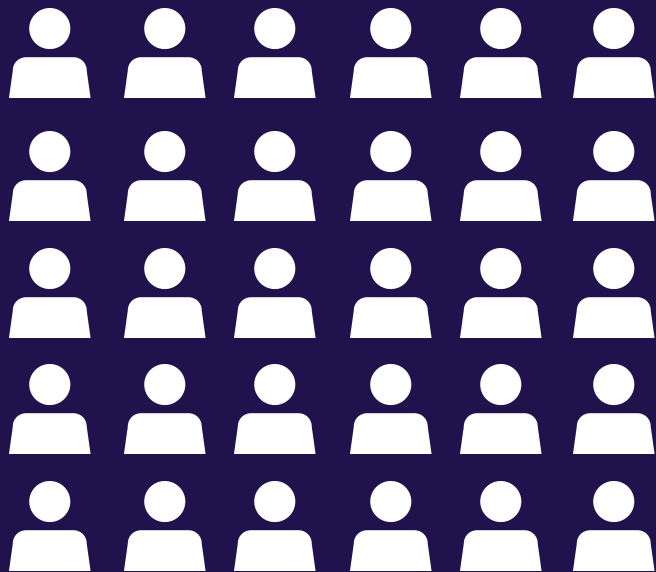
Residents





# HOUSING COMPANY

TALOYHTIÖ



Residents



Manager



Chairman



Boardmember



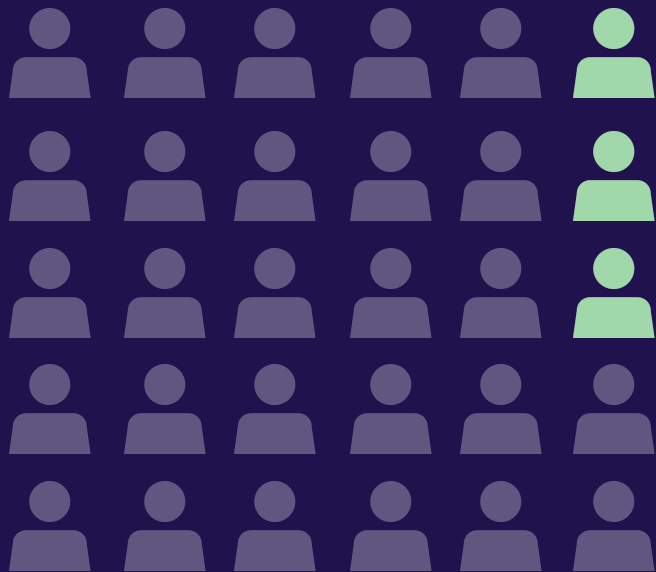
Boardmember



Boardmember

# ANNUAL MEETING

Participation *very low* - 10%



Residents



Manager



Chairman



Boardmember



Boardmember



Boardmember

1973

?

?

?

2023

?

?

?

RENOVATION ERA



# HOUSING MANAGER

*ISÄNNÖITSIJÄ*



# HOUSING MANAGER

ISÄNNÖITSIJÄ

*“ I know a manager  
who had 100 housing  
companies as clients ”*

- RESIDENT



# HOUSING MANAGER

ISÄNNÖITSIJÄ



*“ Sometimes we can't get answers to questions about our house. ”*

- RESIDENT



In order to meet the financial and sustainability challenge for residents and society of the coming renovations, we must create a demand for a **well-managed housing company.**

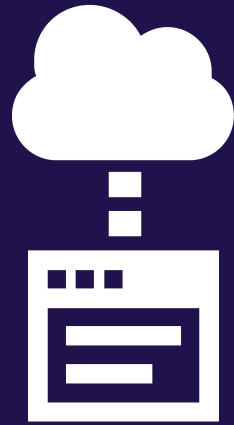
**How to  
create a demand  
for a well-managed housing  
company?**



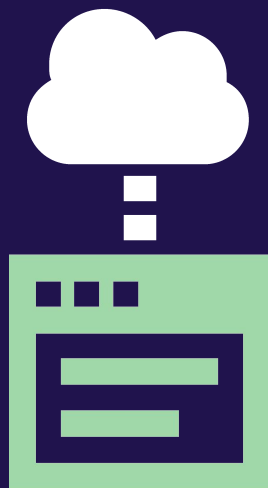
# Pitäjä

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*An engine for strategic upkeep  
in housing companies*



**Pitäjä**

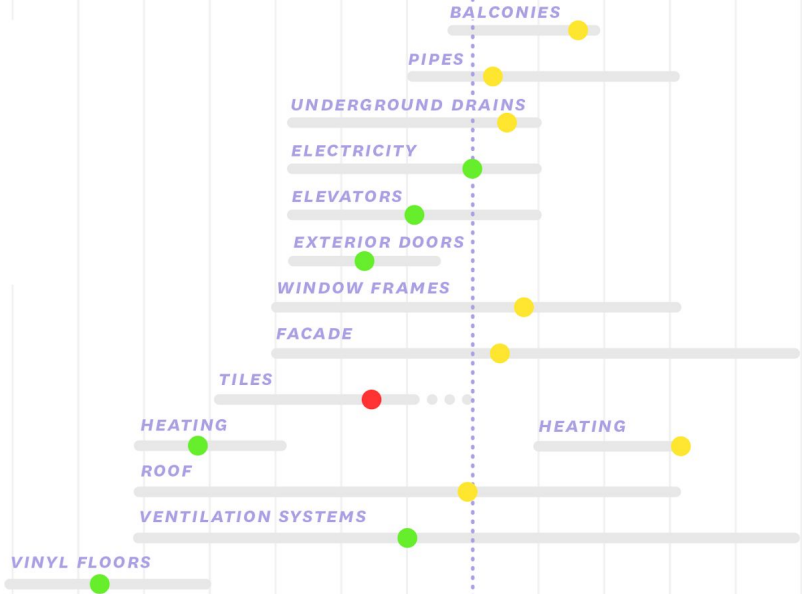


*FRONT-END*

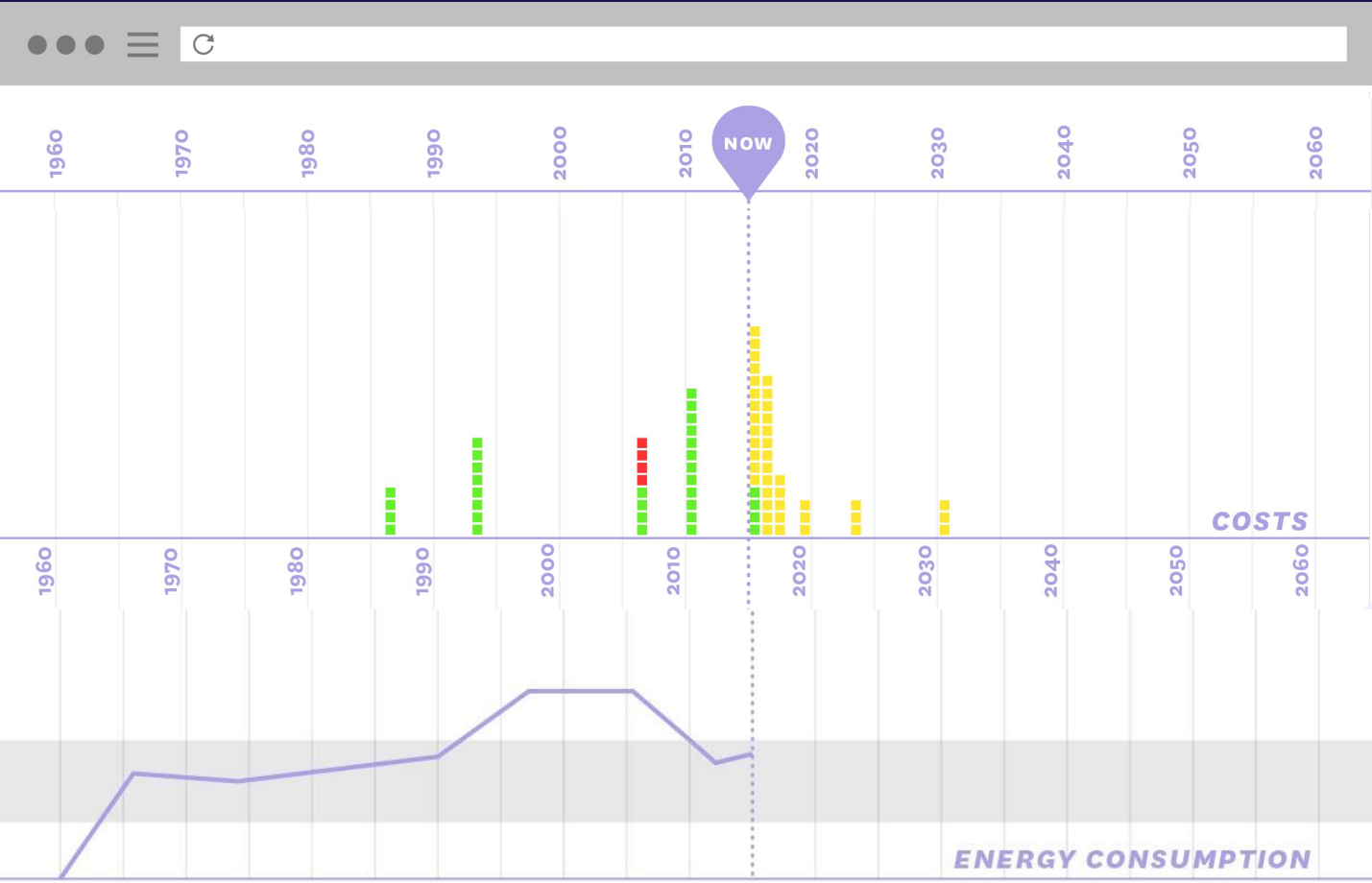
Pitäjä



**KERROSTALO**  
*Franzeninkatu 22 B*  
*Kallio, Helsinki*

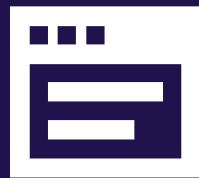


- Done
- Planned
- Missed

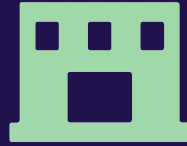




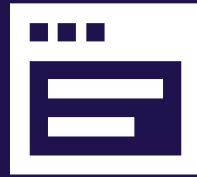
***BACK-END***



**Pitäjä**



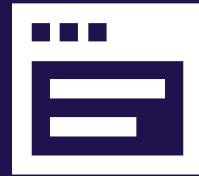
**Kiinteistöliitto**



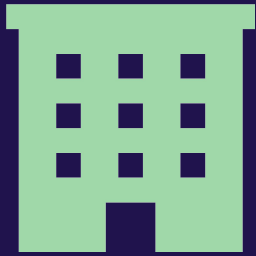
**Pitäjä**



Kiinteistöliitto




Pitäjä



Housing  
company







**When is this information most  
valuable?**

# BUYING PROCESS

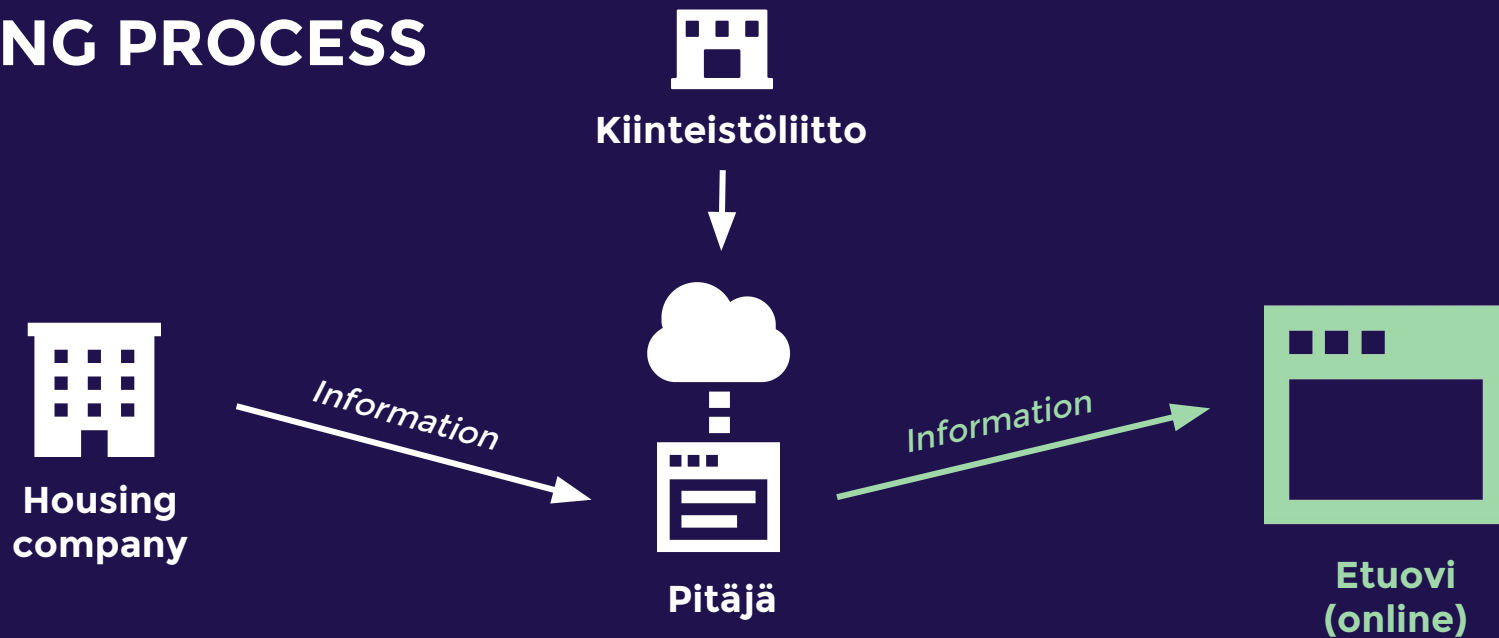


Buyers

# BUYING PROCESS



# BUYING PROCESS





HAE

MYY

MARKKINAPUNTARI

YRITYKSET

INSPIROIDU

Kirjaudu >

OMAT VAHDIT JA SUOSIKIT >

Edelliset haut >

Etusivu > Haku > Haun tulokset > Kohde 561925

< Takaisin hakutuloksiin



Tulosta PDF



1 H+KK+KPH, 19,0 m<sup>2</sup>, 128 000 €

Kerrostalo, Helsinki, Kallio, Franzeninkatu 22 B | Kohde 561925



Ota yhteyttä

Kohdetta myy

Jari  
Kiinteistönvälittäjä, LKV,  
LVV, KIAT

Puh: 0400 000000  
Puh: 0400 000000



Helsingin OPKK, Hakaniemi

Hakaniemenranta 1, 00530 Helsinki  
Puh: 010

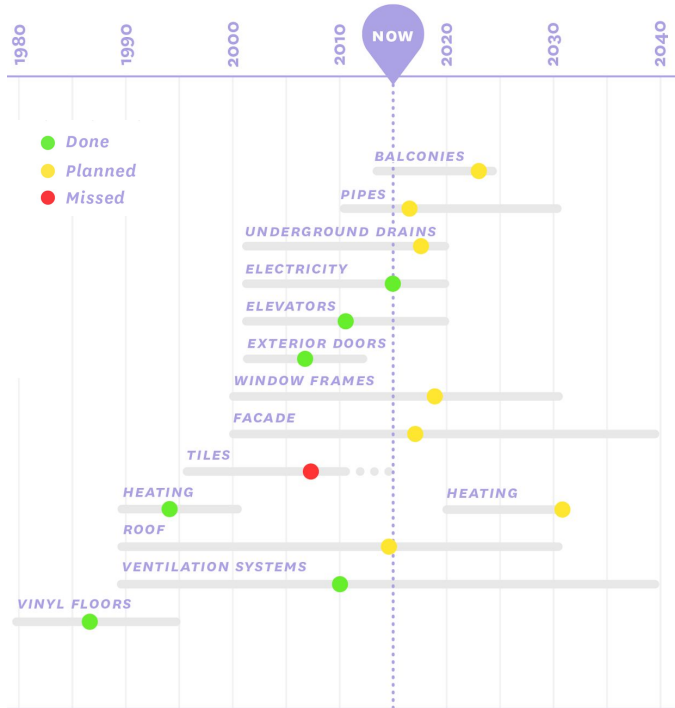
Pyydä arvio kodistasi >

Tilaa kohteen myyntiesite >

Ota yhteyttä >

Tilaa kohteen myyntiesite

## Asunnon tilat ja materiaalit



## Muut kohteemme

### Helsingin OPKK, Hakaniemi



Omakotitontti, Sipoo  
11 450 m<sup>2</sup>, 108 000 €



Paritalo, Vantaa  
123 m<sup>2</sup>, 334 000 €

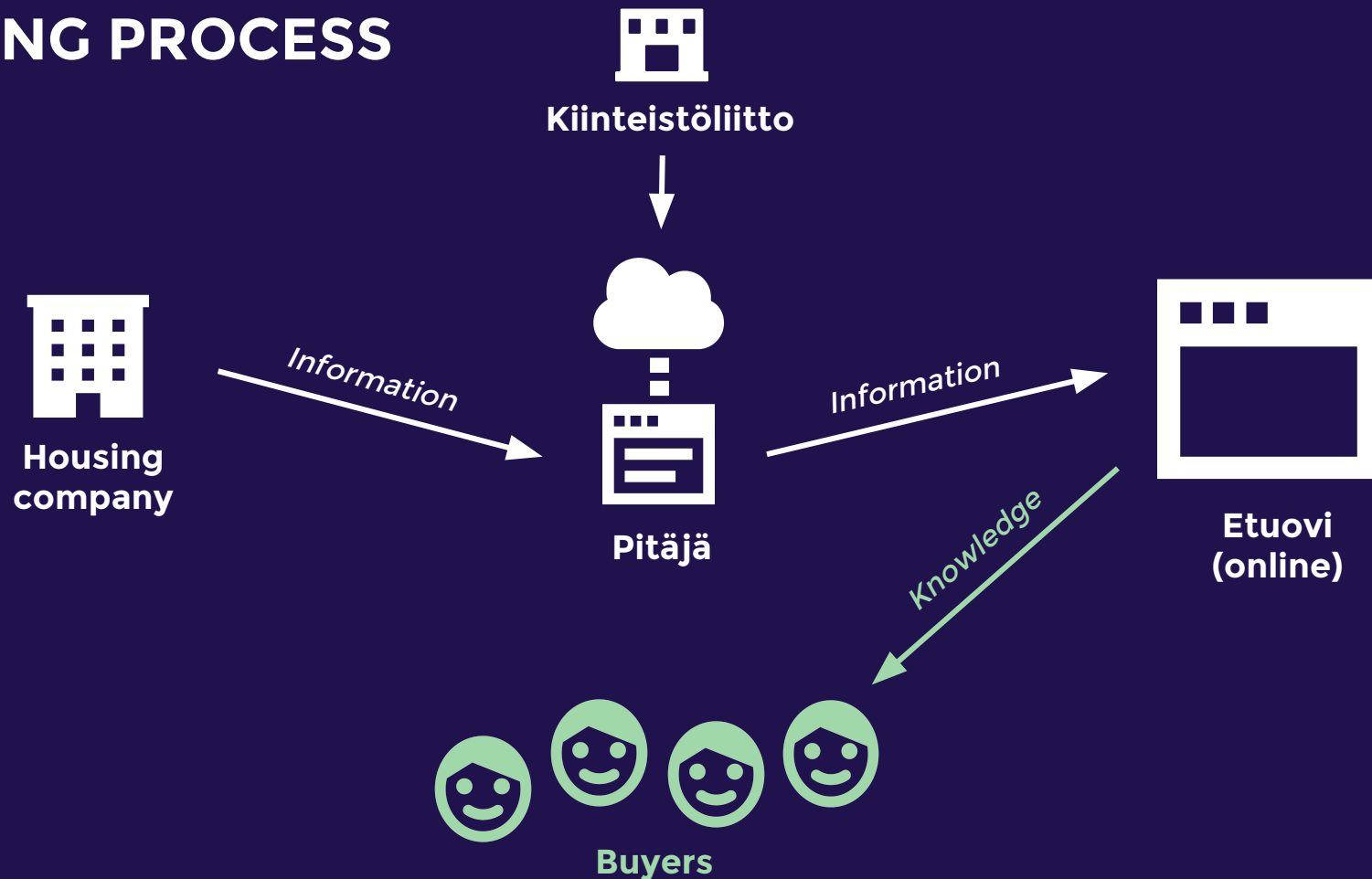


Kerrostalo, Helsinki  
61,5 m<sup>2</sup>, 258 000 €

***“It [Pitäjä] leads to better  
upkeep and people  
knowing what they are  
buying”***

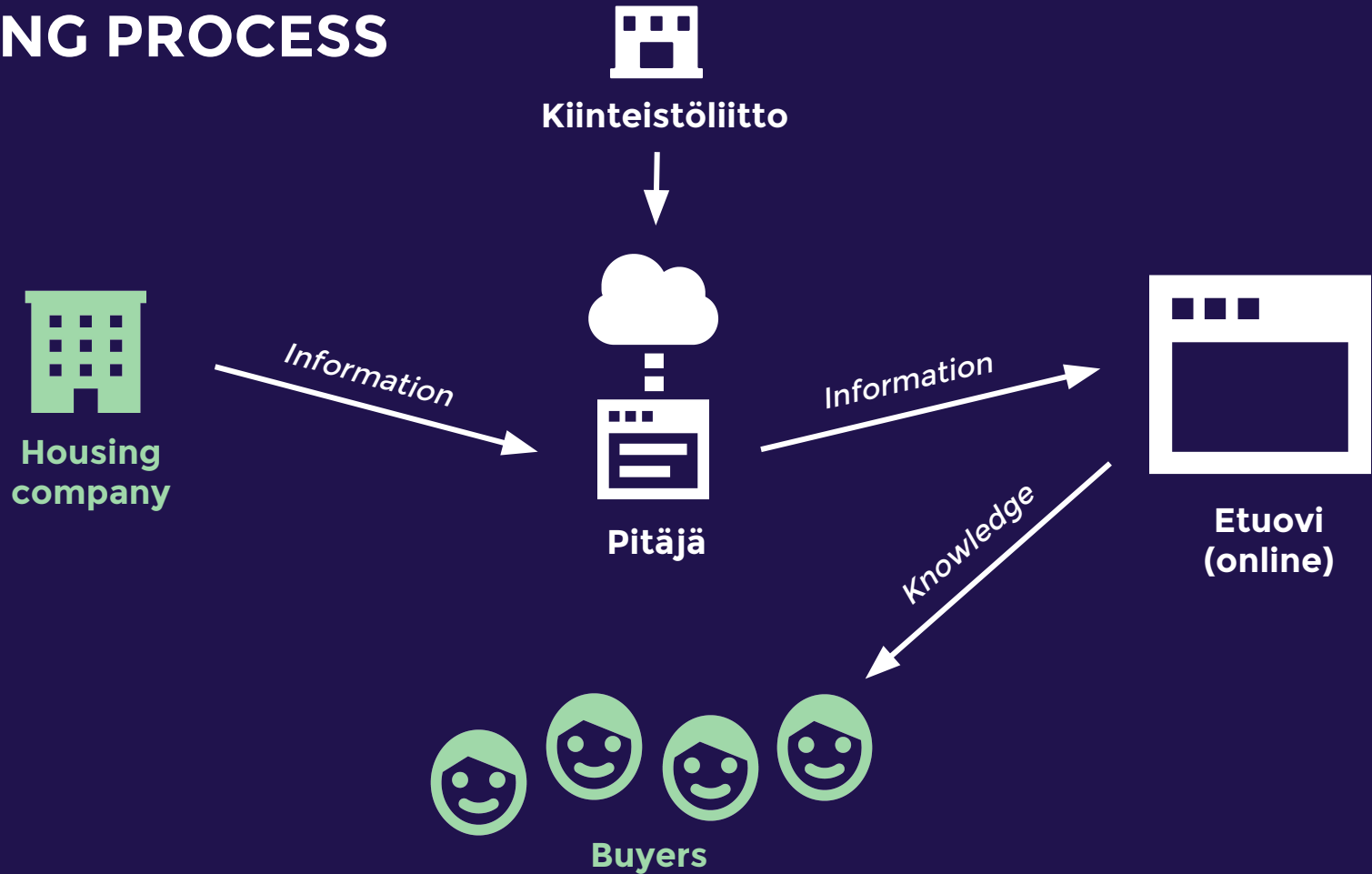
**Jenna Oldenburg**  
Technical Product Manager  
ETUOVI

# BUYING PROCESS

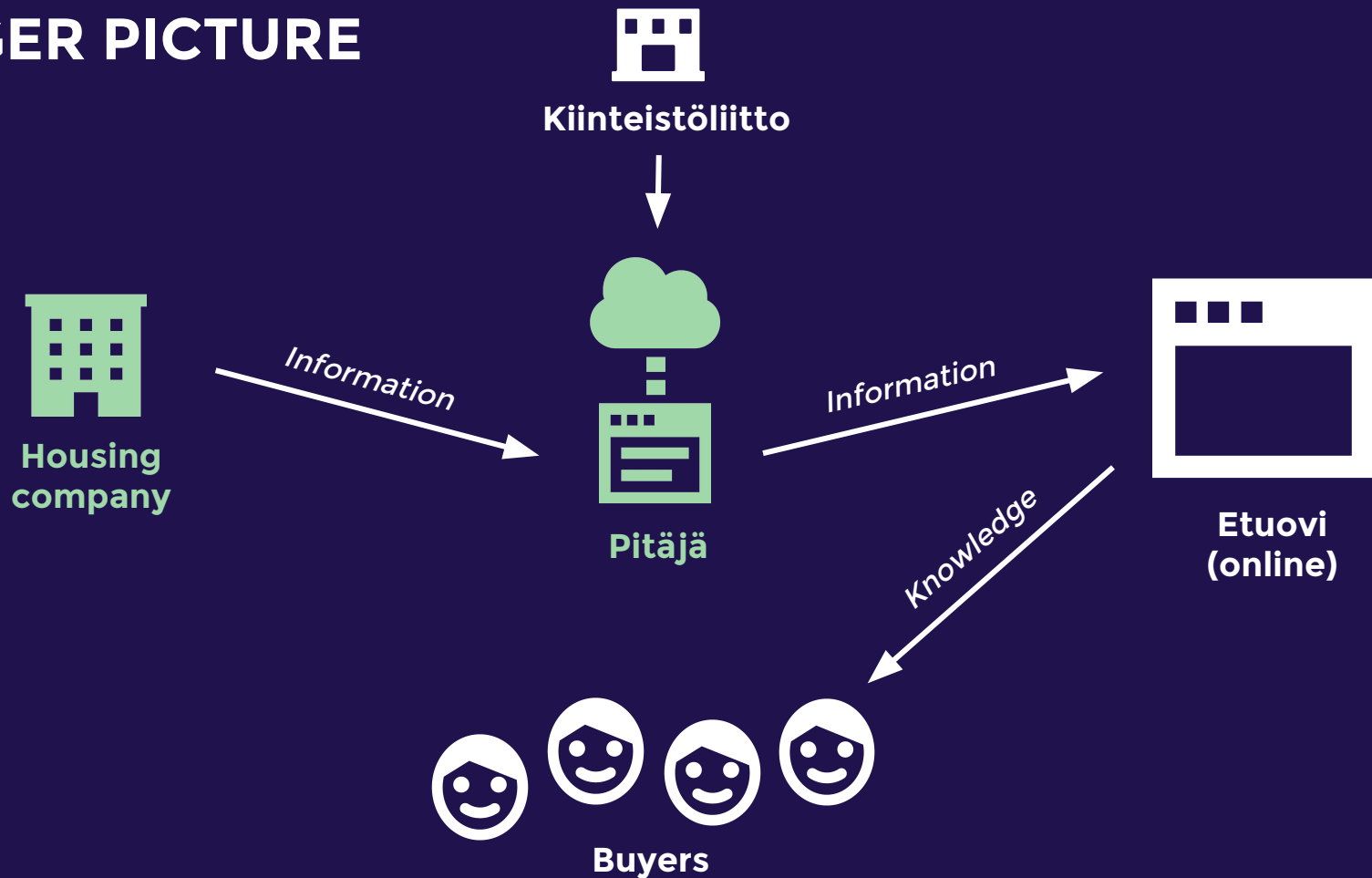




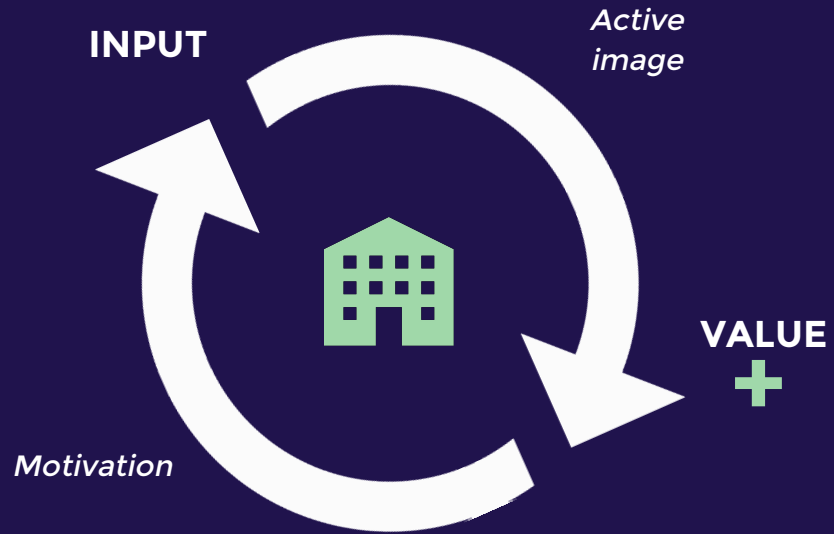
# BUYING PROCESS



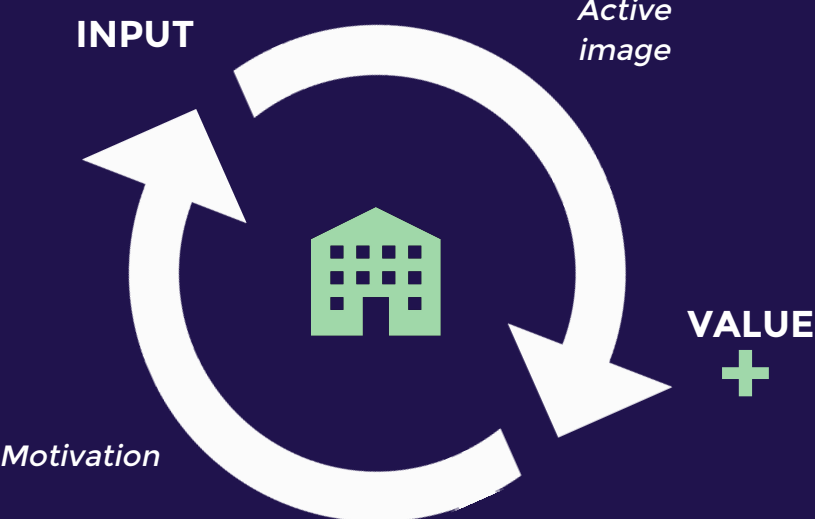
# BIGGER PICTURE



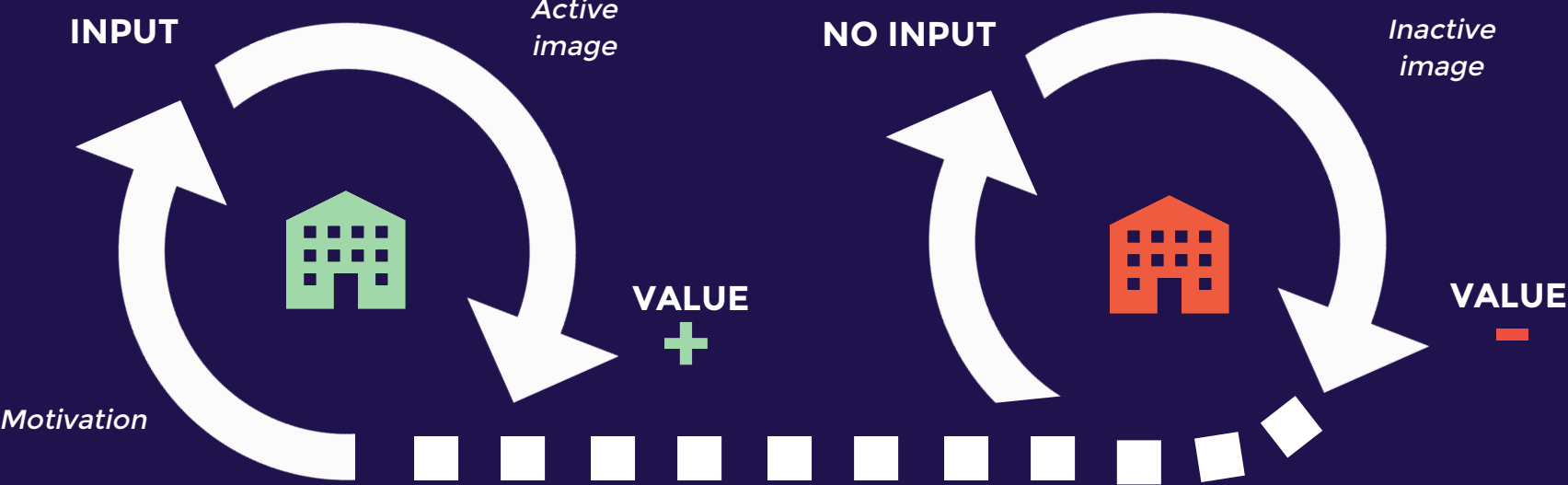
# WHY WOULD IT WORK



# WHY WOULD IT WORK



# WHY WOULD IT WORK



# IMPLEMENTATION STAGES



1 Pitäjä

# IMPLEMENTATION STAGES



- ② Pitäjä & Housing Company
- ① Pitäjä

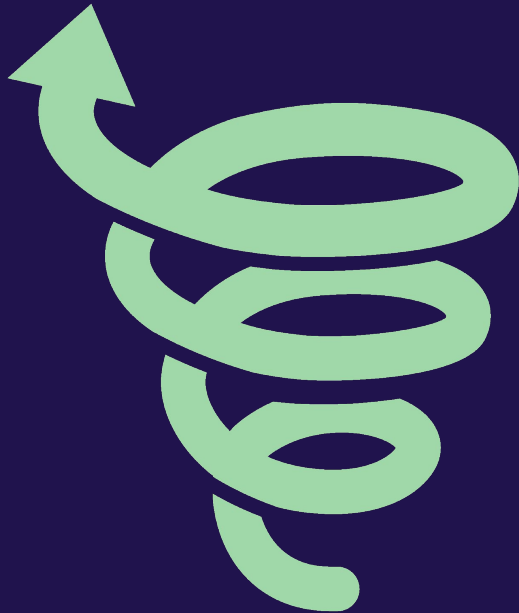
# IMPLEMENTATION STAGES



- 1 Pitäjä
- 2 Pitäjä & Housing Company
- 3 Network effect

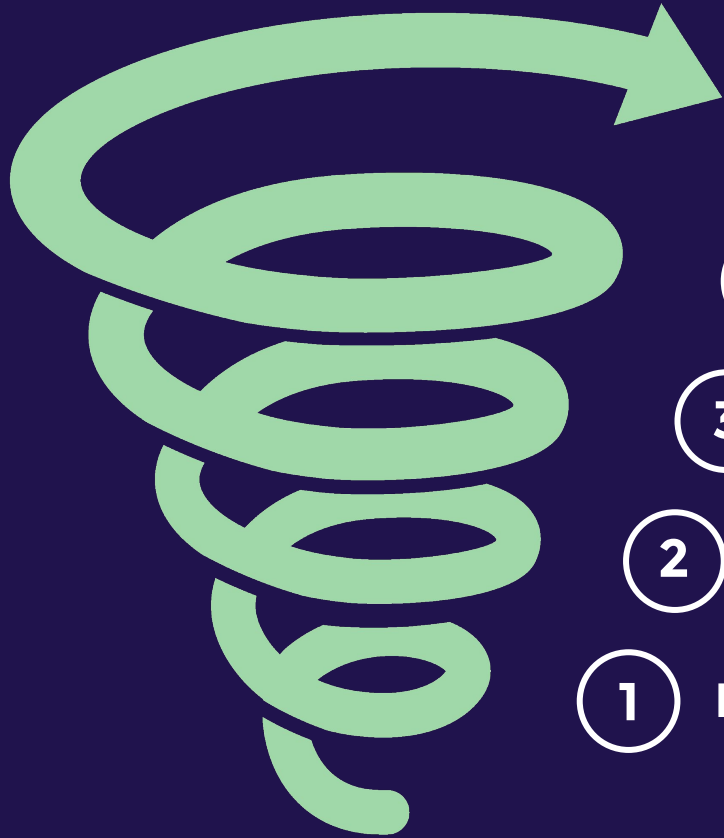


# IMPLEMENTATION STAGES



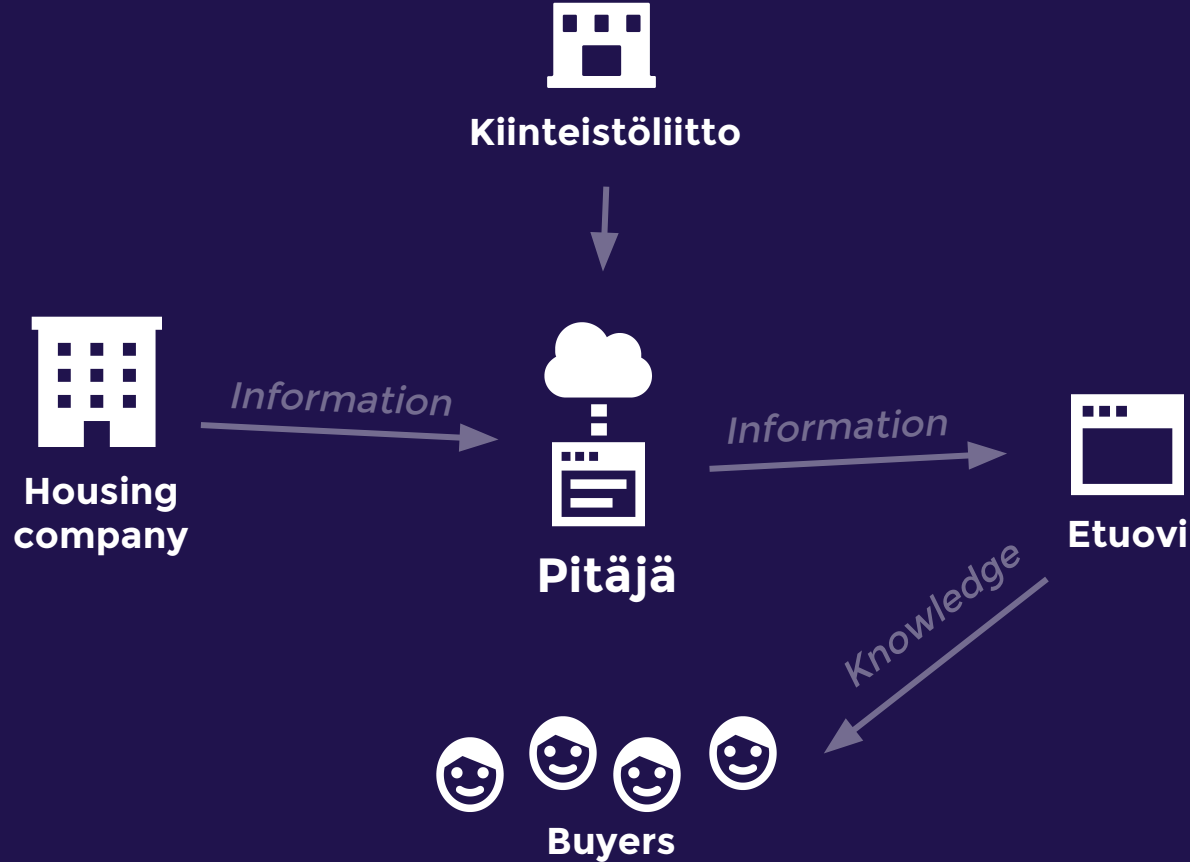
- 1 Pitäjä
- 2 Pitäjä & Housing Company
- 3 Network effect
- 4 Transparency

# IMPLEMENTATION STAGES

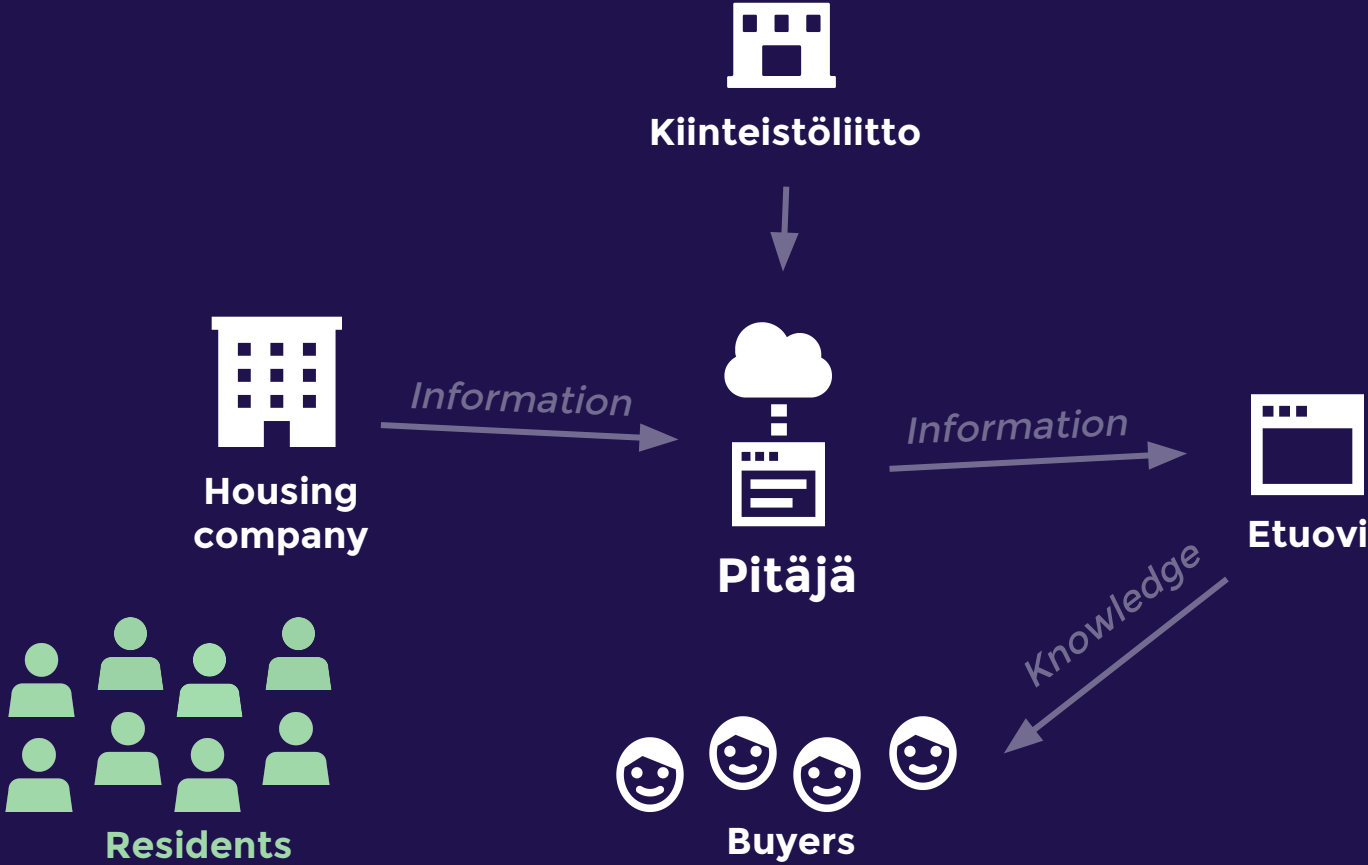


- 1 Pitäjä
- 2 Pitäjä & Housing Company
- 3 Network effect
- 4 Transparency
- 5 Comparisons

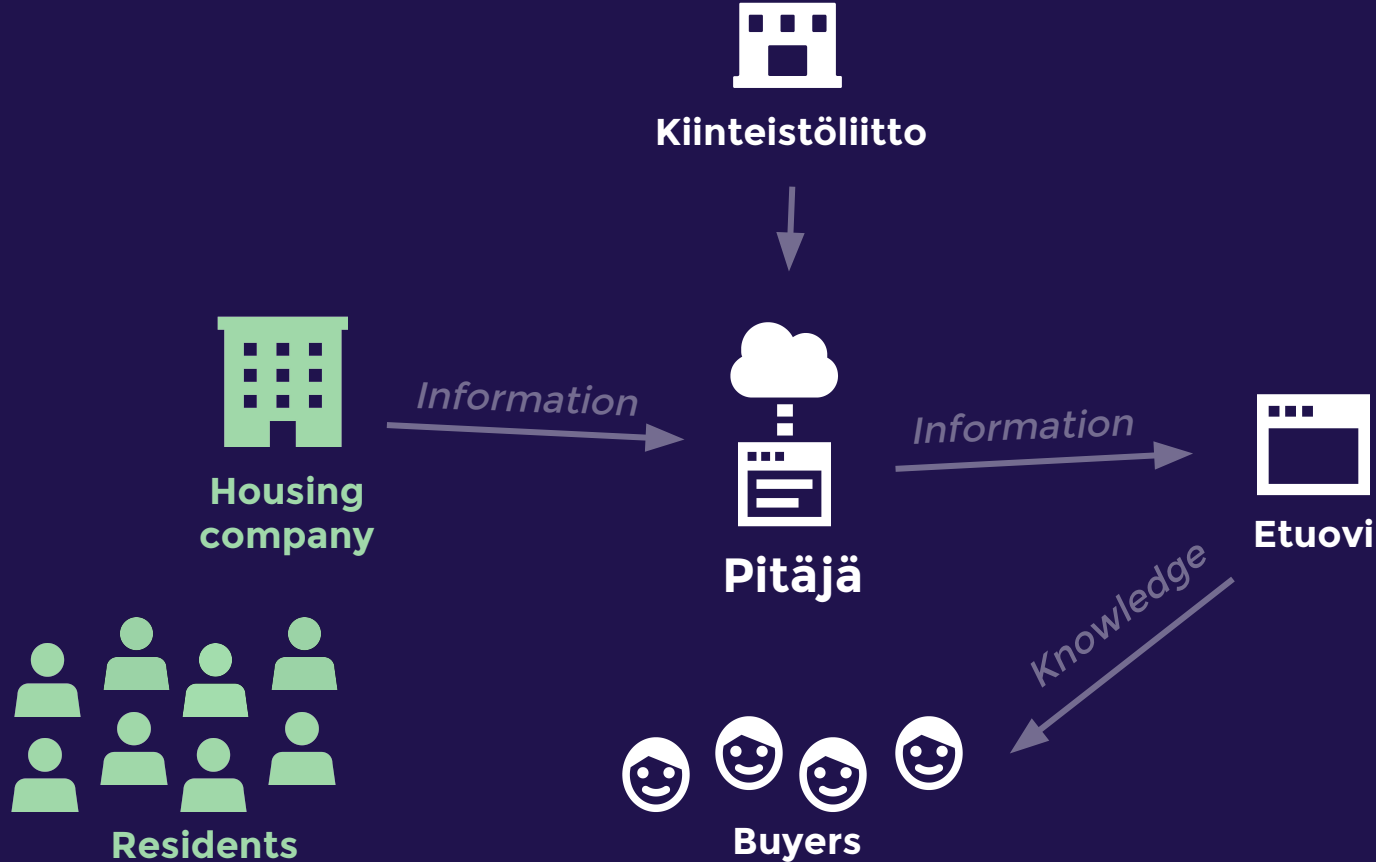
# SPILLOVER EFFECT



# SPILLOVER EFFECT



# SPILLOVER EFFECT



# SPILLOVER EFFECT



**Kiinteistöliitto**



**Housing  
company**



**Pitäjä**



**Etuovi**



**Residents**



**Buyers**

# SPILLOVER EFFECT



Kiinteistöliitto



Managers



Pitäjä



Etuovi



Housing company



Residents



Buyers

# SPILLOVER EFFECT



Kiinteistöliitto



Government



Managers



Housing company



Pitäjä



Etuovi



Buyers



Residents



# SPILLOVER EFFECT



Kiinteistöliitto



Government



Managers



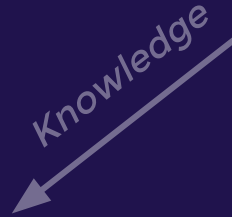
Housing company



Pitäjä



Etuovi



Buyers



Residents



End of lifespan

# WHAT IT TAKES



Real Estate Provider

# WHAT IT TAKES



**Real Estate Provider**



**Kiinteistöliitto Website Service**

# WHAT IT TAKES



**Real Estate Provider**



**Kiinteistöliitto Website Service**



**No Law Changes**

# WHAT IT TAKES



**Real Estate Provider**



**Kiinteistöliitto Website Service**



**No Law Changes**



**Information Input**

# WHAT IT TAKES



Real Estate Provider



Kiinteistöliitto Website Service



No Law Changes



Information Input



*We really see something like this happening in the future. We need open information on many houses to ease the policy making process related to energy efficiency*



Helsinki Region  
Environmental  
Services Authority

*- JOIN US -*

**IN GOOD COMPANY**

# DfG 2016

## **TEAM MEMBERS**

*Ekaterina Perfilyeva*

*Jutta Menestrina*

*Marija Erjavec*

*Veikko Isotalo*

## **CONTACT**

*dfg-course.aalto.fi*

## **ICONS**

**Creative Stall** *via The Noun Project*

**TukTuk Design** *via The Noun Project*

**Rico Reinhold** *via The Noun Project*



# SPILLOVER EFFECT



Kiinteistöliitto



Government



Managers



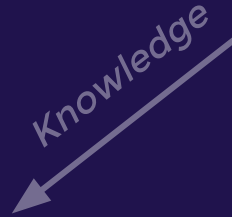
Housing company



Pitäjä



Etuovi



Buyers



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End of lifespan