

# Community led housing projects



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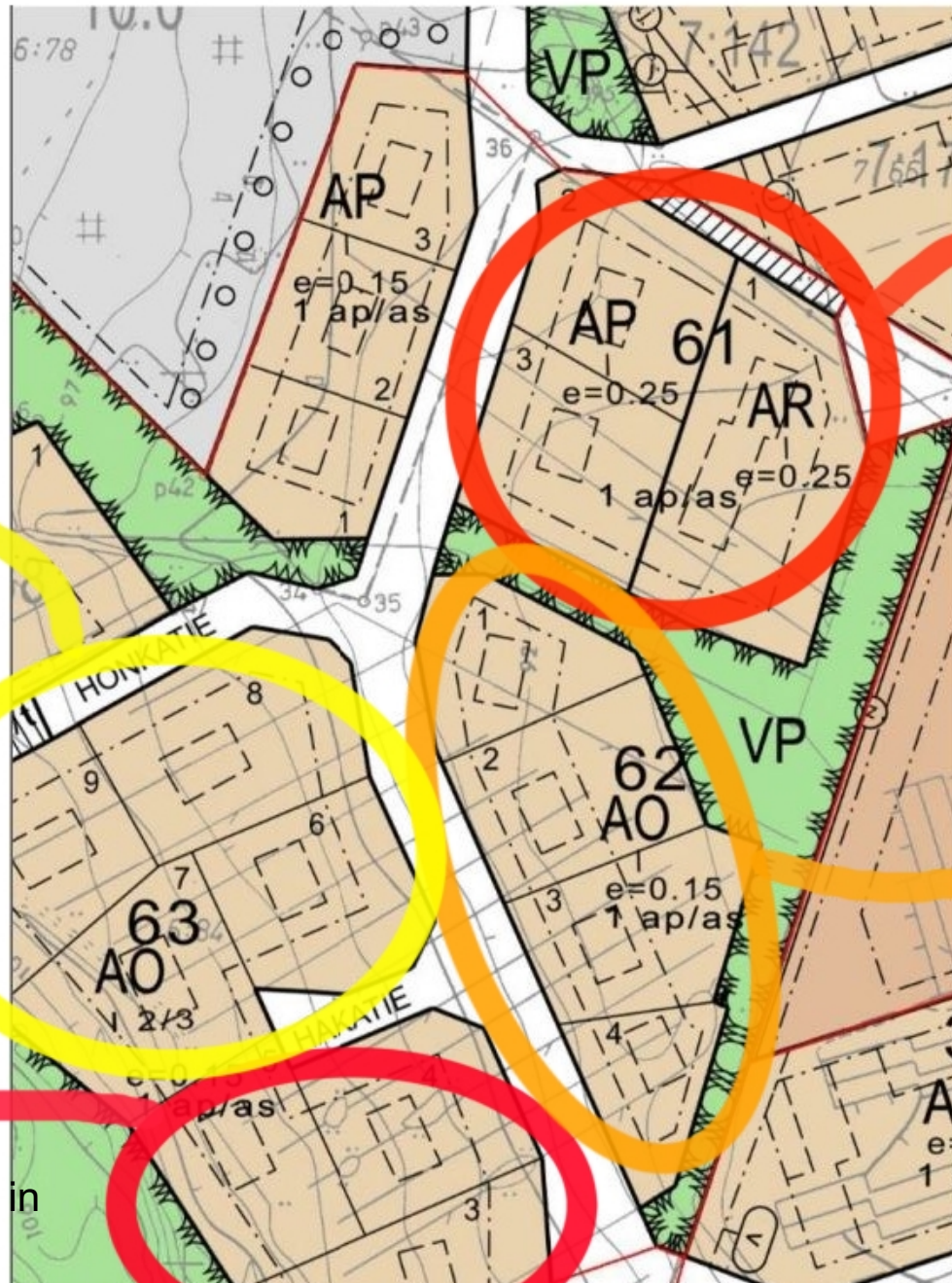
1<sup>st</sup> Smart Village Academy



# Where, why and what

- **About your area:** <1h east from Tampere, <2h north from Helsinki
- **Challenges:** Loss of biggest **factory**, municipal **jobs** and investments -> decreasing (registered) **population**, jobs & children
- **Solution:** When private and public sectors aren't interested in developing new housing in the villages, the villages themselves activated six different kind of projects and housing areas 2004 onwards.

- 2021-2024
- Will be built with 8 houses
- Houses 50-60m<sup>2</sup>



- 2017-2021
- Is being built at the moment with 10 houses
- 49-80m<sup>2</sup> each.

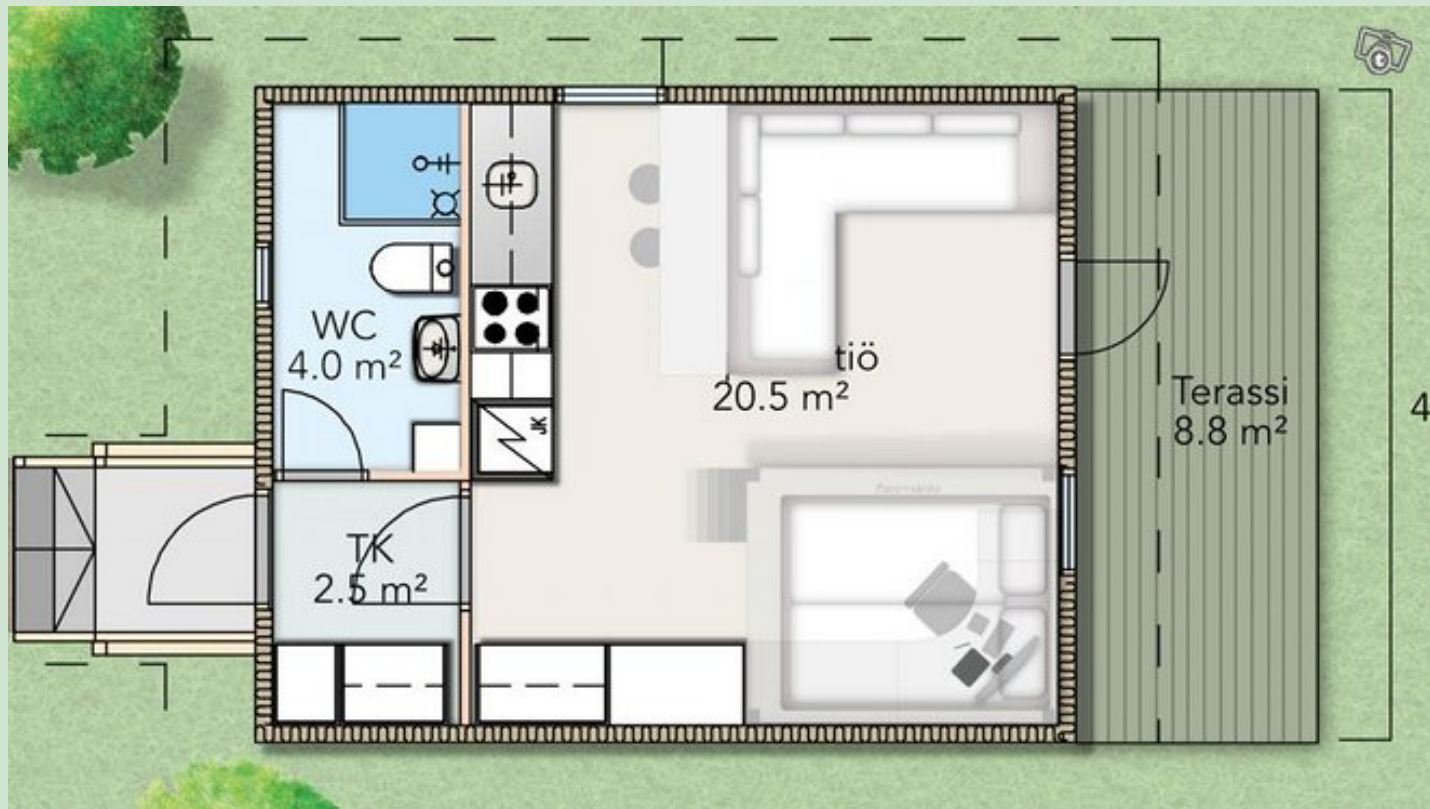
- 2020-2021
- Is being built with 8 tiny houses for rent
- Houses just 27m<sup>2</sup>

- 2004-2008
- 7 modern “granny cottages”
- Houses 60-100m<sup>2</sup>
- Building type re-invented & designed in the village.



# EcoVillas – Tiny re-used & rentable houses for singles

- **Tiny house** movement
- Built to be **rented**
- **27m<sup>2</sup>** house, + 300m<sup>2</sup> garden
- **~400€/month**
- How's the **housing market changing**
  - that we will do
- **First 4 houses arrive** from Helsinki area **tomorrow**





**Houses two weeks ago in  
Helsinki Metropolitan area  
before moving**



**Houses in December in  
Luopioinen**





45 % of household are 1 person households

+50 % of people with kids would like to live in rural areas

55 % would like to live in detached house

+50 % can telecommute

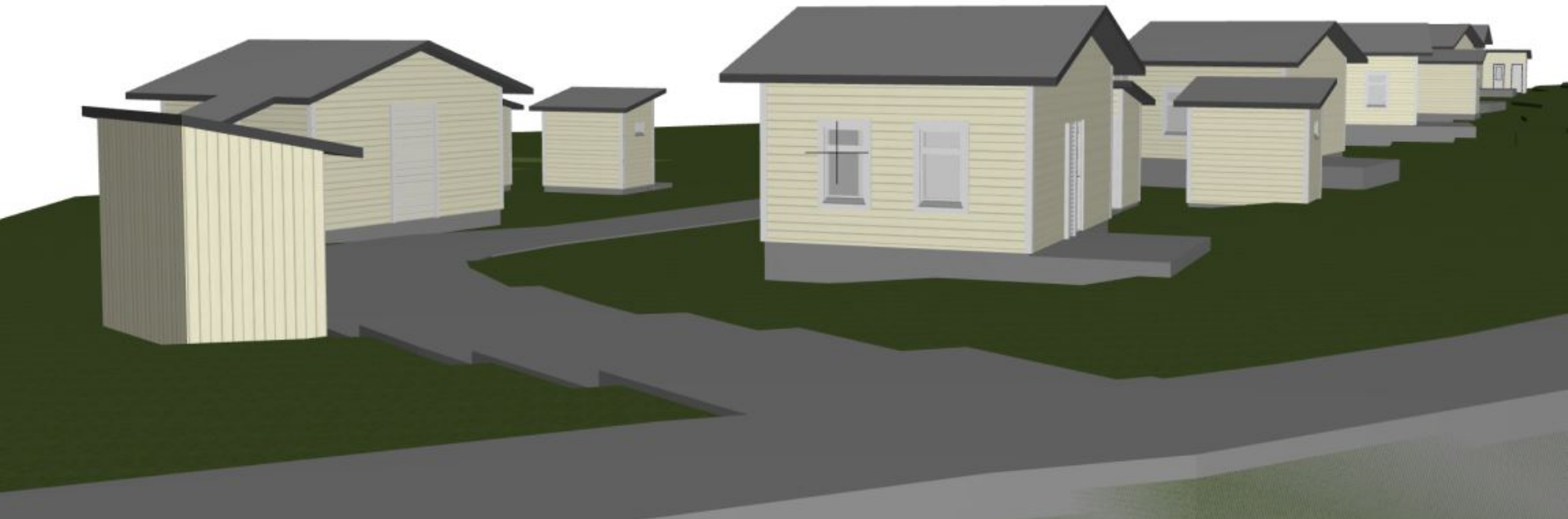
A detached **house**  
 Garden  
 Optic **fibre** connection  
**Gym** membership  
 + Work space in **HUB**

= Total **500€/month**  
 (in Luopioinen)



# How to have a similar housing area

- ½ **miljon** euros an **area** in Finland
- Eastern Europe has lots of tiny **house factories**
- Or **re-used** houses?
- Available **plots** near services?
- Services done by **volunteers** to sweeten the deal?
  - Info to neighbours, marketing, showing area, property maintenance etc.





# Renovating publicly owned flats in row house

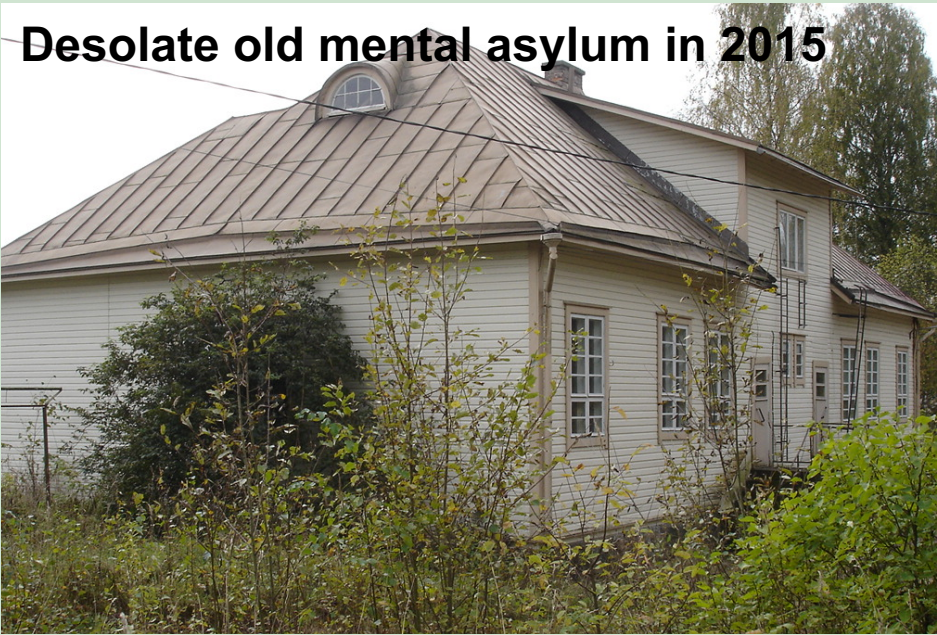
- Half **public company** owns, **villagers renovate**
- Owner nearly bankrupt, no money to invest
- Built for single room apartment for elderly in 80'
- Single room apartment to 3 rooms apartment
- Accessible easy rental housing **for single parents** near school
- Renovation **budget** for the village social development company ~**6000€**
- Funding was from local bank foundation
- **Volunteer work <8000€**
- Villagers control marketing & select residents





# Other housing projects – reusing old houses

**Desolate old mental asylum in 2015**



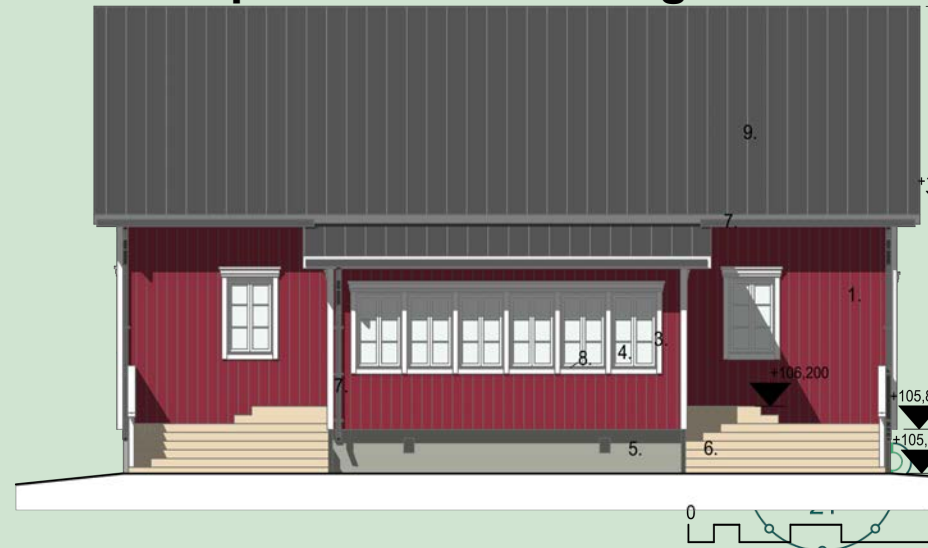
**Co-op with 7 households in 2018**



**Desolate 100y old farmhouse in 2020**



**2 rentable apartments in the log house 2021**





# Marketing new plots&inventing housing ideas





# Tools used

- Housing **exhibitions**
- Open door days – come and see yourself
- Leaflets to neighbours & **info** events
- News paper articles & **media attention**

National Media YLE  
circ. ~50% finns



Circ. 2,5% finns

Kun tutkija Leena Ilmolan raportti hyvästä elämästä valmistui, syntyi idea yhteisöstä. Luopioisista ostettiin talo eurolla. Siinä asuu nyt seitsemän ihmistä. Elämä on yllättävän hyvää ja sopivan turvallista.

**Turvaa toisist**

Etätyöt mahdollistavat pakenemisen betoniviidakosta - maalaiskylä houkuttelee kaupunkilaisia uudella asumismuodolla

Päikänne ei jäänyt odottamaan, että viimeinen lähtijä sammuttaa valot. Kunta houkuttelee uusia asukkaita maaseudun rauhaan muun muassa takaamalla heille hyvät etätyömahdollisuudet.

Kylä 28.6.2019

National Media YLE

circ. ~50% finns



Yli kymmenen vuotta sitten palomies Ari Toivari sai idean, ja nyt keskellä Pirkanmaata on kokonainen kylällinen uusia mummonmökkejä Circ. 8% finns

Anna-Liisa ja Timo Saarinen vaihtavat Kotimaa | Asuminen luonnon moderniin mummonmökkiin



Pikkukuntiin siirretään nelio metrin miniom... Vantaalta: "Maaseudun sellaisia asuntoja, jotka yhden ihmisen kotiksi"

Asunnoissa on parinkymmenen nelio metrin tupakeittiöllä, neljän nelio metrin ky...

Tilaa jille

AAMULEHTI

Tilaa

Etusivu

Asi...

< Etusivu

Uutiset

Tutkimus osoitti, mikä on suomalaisten unelma elämä kasvaa pälkäneläisessä yhteisössä va... mielisairaalassa - "Täällä on älyttömän tyyli hirveän kodikasta" Circ. 2% finns

Yhteisöasumisessa säästävät niin yksilö kuin yhteiskuntakin. "Haluamm...

18.3.2019 07:09



Circ. 8% finns



# How to follow our path

5. **Tell** about the process

4. **Make it easy**

for common consumers

3. **Activate** all the communal

marketing resources

2. **Map** are the resources

1. **Form** an interest group





# Is smart specialization wise?

## To us balance is wise

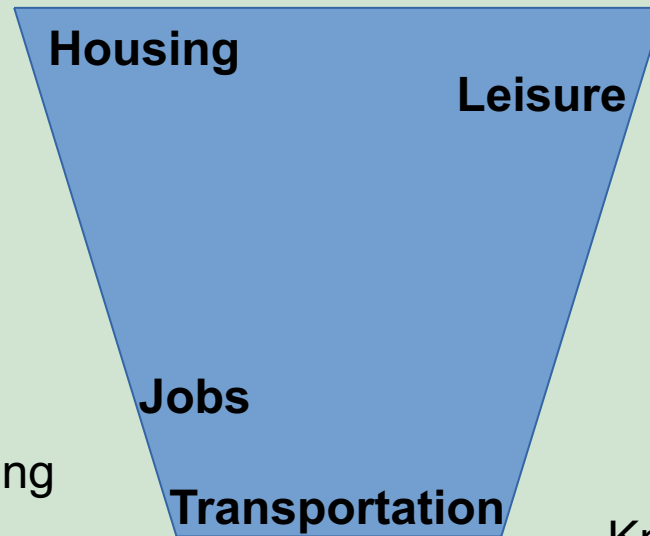
6 different projects  
done/going on

3 new ones bubbling  
under

HUB

(Smart) project coordinating  
employs 5 people at the  
moment

Creating star ups in  
communities by communities



About a dozen  
done recently or in  
process

Starting to create  
new jobs

Knowing what to do  
but not having the  
resources yet with  
carpooling etc.

# Why all this trouble?



This makes us happy

Pic. from LAG news

Meaningfulness

Way of life