DIGITAL TECHNOLOGY IN SOCIAL HOUSING

HUMANISING OUR CITIES
L'HABITA(N)T 3.0
TOULOUSE MULTIMEDIA LIBRARY, 14 SEPT. 2017

SYMPOSIUM SUMMARY
WHAT USE FOR DIGITAL TECHNOLOGY
IN TOMORROW'S HOUSING?
–
WHAT ETHICS TO GUIDE CHOICES?

HUMANISING OUR CITIES
L'HABITA(N)T 3.0

PROGRAMME

After the successful one-day meeting "Humanising our Cities" in 2014, PATRIMOINE has repeated the experience. It invited other associations, housing professionals, elected members, researchers, directors of start-ups, students, tenants and employees to take part in **collective, interactive reflection about digital technology in social housing**.

Entitled "L'habita(n)t 3.0 (The House / The Inhabitant 3.0): what use for digital technology in social housing? What ethics to guide choices", the second "Humanising our Cities" meeting brought together more than 250 people on 14 September 2017 at the Multimedia Library in Toulouse. The speakers, town planning experts, health and housing professionals, university researchers and directors of digital companies, shared their knowledge and points of view around four themes — **social cohesion, home caring, energy saving and management of rented accommodation** — under the uncompromising regard of the symposium's grand arbiter, writer and philosopher Eric Sadin. During the workshops that followed the debates, tenants, experts and PATRIMOINE employees developed **ideas for the creation of innovative products and/or services** using a design-thinking method developed by Les **Imaginations Fertiles**, an organisation that specialises in running collaborative events.

The event was certified ESOF 2018 for its scientific quality, its links to society, its European dimension and the involvement of young people in the project.

LABEL
TOULOUSE
EUROPEAN CITY OF SCIENCE
— **ESOF** 2018 —

"Social housing pre-supposes particular attention being paid to ethical, political and society-related questions. Consultation, opinion-sharing and joint decision-making are more than welcome where digital technology is concerned in this sector."
Eric Sadin, writer, philosopher and teacher.

OPENING REMARKS
Jean-Pierre Deymier and Pascal Barbottin

SURVEY REPORT
"Are you a connected tenant?"
Fella Allal, Commercial & Partnership Director

ROUND TABLE N°1
Digital technology, ethics, housing: where are we up to in our cities?
A foray into the land of new technologies and how they are designed for people in cities and houses.

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HUT PROJECT — HUMAN AT HOME
Experiment in connected housing, presented by Malo Depincé, Reader in Law, University of Montpellier
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ROUND TABLE N°2
Digital technology in social housing: useful or futile?
What real, concrete advantages can new digital tools offer tenants?

Cocktail lunch

WORKSHOPS TO CREATE INNOVATIVE DIGITAL SERVICES
On four themes: social cohesion, home caring, energy saving and management of rented accommodation.

PERSPECTIVE ON THE DAY'S DISCUSSIONS BY ERIC SADIN
Writer, philosopher, grand arbiter of the symposium.

CONCLUSION BY PASCAL BARBOTTIN
Director-General of PATRIMOINE SA Languedocienne

« Today, everything is digital, digitised or digitizable. By confronting the needs and expectations of inhabitants with the opinion of experts, specialists and professionals, this symposium should enable us to develop an approach to digital technology in our daily lives. »

Jean-Pierre Deymier, Chairman of PATRIMOINE SA Languedocienne

« For the last ten years, we have worked with stakeholders and partners who help us to find new solutions and services for our tenants every day. Today, we are at a turning point. The 'digitisation of our lives', in all its forms, will continue to impose itself. It is our responsibility to work out how to manage the transition to tomorrow's services, those that we will simply be able to offer and those that we will all be able to use, efficiently »

Pascal Barbottin, Director-General of PATRIMOINE SA Languedocienne

* **Eric Sadin, writer, philosopher, teacher** and author of several essays on the state of our relationship with digital technology, including *Surveillance Globale* - enquête sur les Nouvelles formes de contrôle; *La Vie Algorithmique* - critique de la raison numérique and *La Silicolonisation du Monde* - l'irrésistible expansion du libéralisme numérique in 2016.

QUALITATIVE & QUANTITATIVE SURVEY

Before the symposium, PATRIMOINE carried out a quantitative mirror survey, also known as a 360° survey, enabling both tenants' and employees' views and perceptions of digital technology to be compared. The survey was conducted on line and face to face between May 15th and June 15th; 713 tenants – representative of the company's housing stock in terms of age, household composition and geographical origin – and 131 PATRIMOINE employees responded.

"Paroles d'habitants" ("The inhabitants speak"). Watch the film:

RESULTS OF THE SURVEY:

Tenants (who responded on line or on paper) **of PATRIMOINE social housing are open to digital technology**: 87% said that they find digital technology very or fairly useful, 89% use a smartphone every day and 74% use their computer at least once a week, all age groups taken together. 93% of those questioned surf the Internet at least once a week.

For the tenants, the highest priority for digital technology should be to **save energy** by monitoring consumption through dedicated applications.
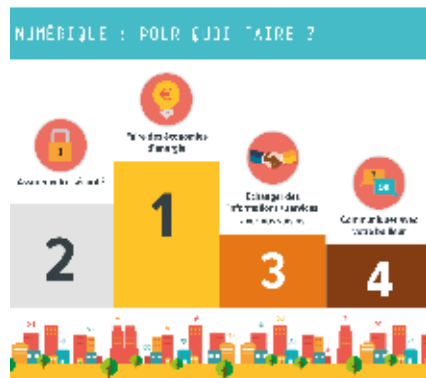Digital technology should then help them to **feel safer**: this is particularly true among the over-75s. Next, those between 30 and 44 gave a high score to using digital technology to encourage the **exchange of information and/or services between neighbours**.

Finally, tenants felt that digital technology should be used to **communicate with the landlord**, for example to pay the rent or to notify a technical problem or a problem with neighbours.
As far as equipment is concerned, **the inter-generational digital divide** still exists among PATRIMOINE's tenants, with levels of equipment falling dramatically among those approaching the 4th age. For this group, which does not have access to digital tools, it is necessary to think of **other means of encouraging social cohesion**, independence in the home or simply contact with the landlord.

PATRIMOINE's tenants and employees agree on the usefulness of digital technology, particularly in terms of tenant-landlord communication. The employees have an accurate perception of tenants' expectations in relation to digital technology and produced a ranking of priorities that is almost identical to the tenants'.

Survey: "Are you a connected tenant?"

DIGITAL TECHNOLOGY IN TOMORROW'S HOUSING: THE INHABITANTS SPEAK

"I'd like everything in my flat to be tactile. And the most important thing is that the emergency services should receive distress calls directly."
Fatya, 47

"What is really useful about digital technology? Honestly, I'd say 'nothing': it's superfluous. The most important thing is still to have good relationships with your family and neighbours."
Sylvie, 59

"I'd like to have something simple, like a big tunnel, that would do everything for us: we would simply go and get what we need."
Patrice, 57

"I'd like to have robots in my flat that do everything for me."
Arpine, 12

"We need meters to know how much water and electricity we have used in the month, then we can regulate ourselves."
Noah, 12

"Digital technology will not replace everything; I'm not really ready."
Bruno, 49

"You have to have training, otherwise you won't get anywhere"
**Anne-Marie, 57**

DIGITAL TECHNOLOGY, ETHICS & HOUSING

Where are we up to in our cities?

A foray into the land of new technologies and how they are designed for people in cities and housing.

Start-up cemetery...
What are you working on?
An application to get straight to heaven...

Digital technology has become very important in cities over the last ten years, influenced by two major developments: one related to the large-scale **collection of data**, the other being the emergence of the **smartphone**, which has been very widely and quickly adopted by the urban population. Precursor to the Smart City, the concept of the Sustainable City, defined at the 1992 Rio summit, was born of the necessity to meet the environmental challenges for which urban development is responsible: global warming, reduction in biodiversity, increase in pollution... A sustainable city is one that implements a strategy based on the three pillars of sustainable development – environment, economic and social – particularly encouraging solutions such as the circular economy, social inclusion and living together in harmony.

Digital technology speeds up the processes involved in developing ways of life adapted to this expected transition. "*There is a challenge in being collectively intelligent in the use of digital technology, as in the use of all technologies. If you think about the idea of the 'car-centred' city, widely challenged today, let's avoid making the same mistake by heading blindly towards the 'digital-centred' city which would result from a similar approach*", said Xavier Normand. Some cities, like Songdo in South Korea, have made **very technology-friendly choices** "*designed to become an international economic hub, built around connections which manage mobility, traffic, transport and waste management*". Others, like Barcelona, have taken **a more nuanced approach**, based on a series of small projects networked together, a significant degree of participation and calling upon local skills and collective intelligence. Toulouse has not been a pioneer among Smart Cities, but its approach has fairly well followed in Barcelona's footsteps with the idea of **large-scale, inclusive construction that emerged in 2014**, based on the various skills to be found in the metropolitan council and its partners, local inhabitants and companies. "The challenge offered by this kind of project is to go the distance!".
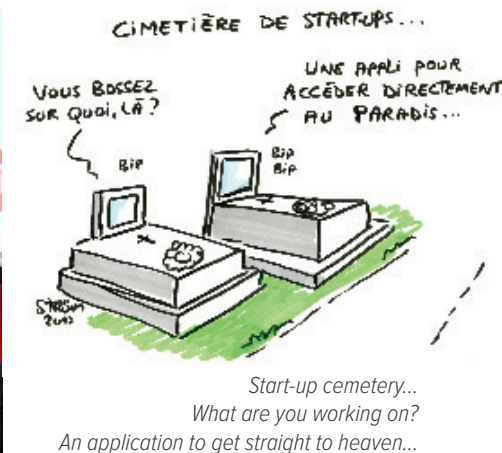
THE SMART CITY AS VIEWED BY ERIC SADIN

« There are certainly processes for the optimisation of energy consumption but also links with the treatment of open data. Some data are collected and structured by local authorities, others are made available to start-ups without any financial compensation, with a view to commercialising our entire lives. By 'ethics' we understand a few fundamental principles to which we are all supposed to adhere: integrity, human dignity, not being pressured over our decisions, not reducing human beings to the status of objects.
The development of digital technology in our lives should not be inevitable but should be the result of our own individual and collective decisions. Politics has a role to play: it should determine the value of systems, rule out certain products and oppose the omnipotence of digital technology. »

A Smart City is not a state of being, but an approach, an on-going strategy whose objective is to use technology to guarantee the sustainable and inclusive development of a city.

Xavier Normand,
Consultant, expert from the écocités network.

PUBLIC CONSULTATION, ESSENTIAL ELEMENT OF THE SMART CITY

To carry out its project, Toulouse Métropole employed a **laboratoire des usages which** *"experiments with projects and checks that they meet a real need"*, explains Mélanie Tisné-Versailles, manager of Ekito's start-up acceleration programme. "*Good consultation starts with asking yourself the question 'why are we consulting?*' with economic stakeholders, researchers, associations... then '*what are the objectives of this consultation?*'. **Digital tools**, in the form of platforms, then **enable individuals to put forward ideas and have everyone vote on them**. For example, the platform launched in Paris by the local authority team: 'Madam Mayor, I've got an idea'. However, this model does have its limits: it excludes anyone who doesn't use such platforms, it doesn't encourage spontaneous group discussion and it emphasises quantity over quality."

THE EXAMPLE OF THE HEALTH SECTOR

Run by the government but involving an increasing amount of competition and operating in an environment judged to be conservative, **the health sector is** "*behind other sectors in terms of digital technology*", according to Olivier Geoffroy. However, there are already many new avenues and numerous connected objects. The Clinique Pasteur has chosen "**patient-centred thinking**" and is developing pragmatic solutions for its patients. "*The innovation is not in the digital technology, it is in the idea of a medical and paramedical organisation that takes care of the patient and guarantees him or her a service and an ethic.*" Although the economic model remains to be found, the economic drift has been well identified.

The way in which patients are addressed is changing with digital technology. Just like booking a hotel, we will look at which organisation offers the best service or quality of care. Digital technology is changing the relationship between patients and healthcare establishments.

Olivier Geoffroy,
Director for Innovation at the Clinique Pasteur

DIGITAL TECHNOLOGY, ETHICS & HOUSING
WHERE ARE WE UP TO IN OUR CITIES?

Digital technology brings rapid changes that have an impact on us for the rest of our lives, and probably beyond. What can be considered as private property, what as public property – open data – and what can be considered as appropriation by the commercial sphere? These are the ethical questions that must be asked.

Olivier Livrozet,
Regional Director of
the Caisse des Dépôts
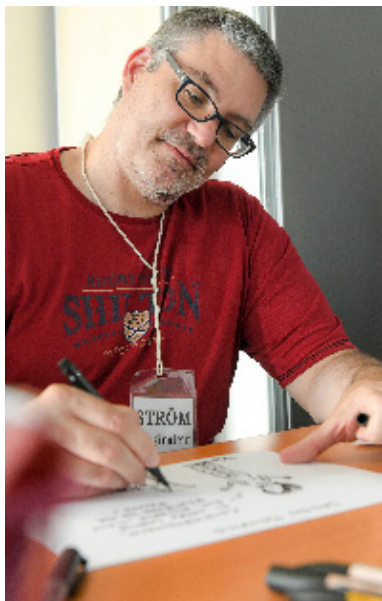
THE DIGITAL APPROACH IN SOCIAL HOUSING

In 2015, the Union sociale pour l'habitat – USH – (the Federation of French social housing organisations) introduced **a digital plan to structure social housing organisations' professional activities**. The starting point: an over-abundance of solutions offered by start-ups to put on line all the accommodation available from all the social landlords. The USH wanted to bring this "Uberisation" under control by offering structured support and creating, for example the brand-new platform bienveo.fr.

Another reason for the USH's digital plan: the State's request to provide ever more data about the occupation of social housing. In response, the USH has developed **mapping of housing occupation**. In response to the question "how can we carry out a responsible digital transition?" the USH undertook reflection and research to evaluate the opportunities – but also the risks – presented by the digital transition.
"*It is essential that each organisation has a genuine strategic project that includes* elements of the transition towards digital technology, thus avoiding ad hoc solutions. In this way organisations can orientate themselves towards a genuine choice of activity, or even of society. There is no single model: it would be a delusion to think that because a given mobile application works in a given social housing organisation it will also work elsewhere*", commented Amel Tebessi.

THE ROLE OF THE CAISSE DES DÉPÔTS[1]

Partner in the digital transformation of social housing, the Caisse des Dépôts' mission is one of public interest; to this end, it invests by providing long-term finance. "*Changes in digital technology take place quickly and have an impact on the rest of our lives*", observed Olivier Livrozet, regional director of the Caisse des Dépôts.

Financial partner of rented social housing organisations and local authorities, the Caisse des Dépôts aims to "*help public bodies to deal with the wave of digital technology*" and to "*create a new equilibrium in data management*".

1 - The Caisse des Dépôts is a French public sector financial institution often described as the French state's "investment arm".

Talking to your house…
I'd like aircon, a chauffeur and a nurse!
And I'd like a less troublesome tenant!

TRAINING ISSUES

"*Digital technology has brought enormous changes in teaching methods and how knowledge is transmitted*", according to Eric Campo. The result is that today, the traditional separations between disciplines have broken down to provide teaching that is both technical and social. Campo, responsible for the Industrial Engineering and Maintenance department and co-founder of the "*Maison Intelligente*" (Intelligent House) platform for the town of Blagnac explains why digital technology has arrived in housing. After the early developments in home automation, the last 20 years have seen an incredible acceleration in terms of technology: wireless telecommunications systems, miniaturisation of electronic components enabling the production of intelligent objects, processors that are powerful enough to carry out rapid, sophisticated calculations. "***These technologies enable elderly, fragile and dependent people to stay at home**, give them back their independence, compensate for their deficiencies. They enable them to have a social life outside old people's homes, that must be encouraged with the use of simple tools*". Another field of application is energy. Impelled by successive regulations – RT2000, RT2015, 2020 – housing has changed, from the materials used in construction to management that ensures **real control over energy consumption**. "*These are the issues that we are sharing with students today*."

No-one works alone in a given area, we are part of an ecosystem. Sometimes this ecosystem also invites us to accelerate what we may call a digital transition, in the sense of introducing more and more services and practices via the Internet and the massive use of data.

Amel Tebessi,
Head of Mission for Social Innovation and Corporate
Social Responsibility at the USH

Cartoonist-humourist Ström
was drawing throughout the day.

You can't escape digital technology. Those who pretend it's not happening, saying, 'I don't want technology, I don't want anything digital' are deluding themselves: change is inevitable. The question is how to move forward without doing too much damage and while considering all the dimensions – ethical, societal, social."

Eric Campo,
Professor at the University of
Toulouse-Jean Jaurès, researcher
at the LAAS-CNRS

REVENTE DE DONNÉES...

Sale of data...
I've got some good data
on the 2nd floor tenants.
Do you want some?
Have you got something
on my sister?
How much?

J'AI DE LA BONNE DONNÉE DES LOCATAIRES DU 2e ÉTAGE T'EN VEUX ?

T'AS DES TRUCS SUR MA SOEUR ?

C'EST COMBIEN ?

STRÖM 2017

ROUND TABLE 1
(CONTINUED)
DIGITAL TECHNOLOGY, ETHICS & HOUSING
WHERE ARE WE UP TO IN OUR CITIES?

The limit to the approach whereby public consultation itself is carried out using digital technology is that it excludes that part of the population that is not used to using such platforms. So, yes to digital technology, but not to "all-digital" if we want to have a reliable representation of what the population thinks.

Mélanie Tisné-Versailles,
manager of Ekito's start-up
acceleration programme.

SOCIAL LANDLORD:
A CHANGING JOB

Another aspect to be considered: the absence of a regulatory body in the housing sector. The systems available on the market have not necessarily been tested. The technology has developed so quickly that everyone has been able to design and commercialise their own system. The USH has set up a selection committee to evaluate the start-ups and solutions appearing on the market. A guiding principle to be followed to make ethical evaluations of proposals and rule out those whose contribution is small, or even counterproductive. "*Digital technology provides immense opportunities as long as time is made available to help the most fragile and vulnerable, which is at the heart of our social mission as landlords*", continued Amel Tebessi. She added that jobs also change with the arrival of new technologies: it is necessary to highlight the added value that employees will have in their work, and how digital technology helps to change jobs without replacing them.

REACTION FROM ÉRIC SADIN

We may understand digital technology to mean the provision of information and access to it, for example knowing the state of a transport system or the availability of bicycles... We know that the information is available, even if we don't make use of it. This entails relatively good knowledge of our behaviour, but there is another form of digital technology that must be closely monitored: that which observes our lives through connected objects. For example, connected televisions in our homes, which analyse the programmes we watch – we're used to that – but also our conversations; intelligent mirrors, which measure our bodies without any medical knowledge.
Moreover, legislators have not tried to tackle the legal questions raised by this surge of connected objects, for example, those relating to the Linky intelligent electricity meter. We all willingly agree to receive real-time information about our energy consumption, but we are not told what use will be made of this information. The model being operated is one of increasingly intimate knowledge of our lives and the possibility of monetising the knowledge once it has been integrated.

NUMÉRIQUE, ETHIQUE, LOGEMENT : OÙ EN EST-ON DANS LA VILLE ?

Eric SADIN
Grand témoin de la rencontre

Xavier NORMAND
Consultant et expert du réseau Ecocités

Mélanie TISNE-VERSAILLES
Responsable du programme d'accélération start-up chez Ekito

Olivier GEOFFROY
Directeur Innovation de la Clinique Pasteur

Amel TEBESSI
Chef de mission innovation sociale et RSE à l'Union sociale pour l'habitat

Olivier LIVROZET
Directeur territorial de la Caisse des Dépôts et Consignations

Eric CAMPO
Professeur à l'Université Toulouse 2 – Jean Jaurès

Réagissez et posez vos questions sur mfb.li/humaniserlaville

FRACTURE NUMÉRIQUE...

MAMIE, TU T'ES ENCORE ASSISE SUR MON I-PAD !

C'EST QUOI, ÇA, UN AIL-PADE ?

STRÖM 2017

The digital divide...
Grandma, you've sat on my I-Pad again!
What's an Eye-Pad?

HUT? What's this HUT thing?... It's for ordering Pizzas!

HUMAN AT HOME PROJECT

The HUT project in Montpellier

AN INTERDISCIPLINARY TEAM OF RESEARCHERS FROM MONTPELLIER IS CURRENTLY CONDUCTING AN EXPERIMENTAL PROJECT ON A CONNECTED APARTMENT. A TEST APARTMENT CALLED HUT – "HUMAN AT HOME PROJECT" – IT HERALDS THE HOUSE OF TOMORROW: PACKED WITH MULTI- FUNCTIONAL TECHNOLOGY.

The researchers working on the project are specialists in different fields: sensors, data, language, movement, commerce, architecture, law, history, psychology, medicine. Their objective is to jointly anticipate the response to all these questions so as to understand and design the apartment of the future for tomorrow's occupant.

Watch the presentation

The objective of the HUT project is to make an inventory of all the information, risks and questions necessary to be able to produce an ethical framework. What is considered private? What am I willing to hand over without consent? What will I give freely, to whom and for what use? How will the people taking part in the experiment behave? Will they think about trying to 'defraud' the sensors?

What I find interesting in this experiment is the interdisciplinary approach; it provides a different view of the inevitability of digital technology.

As a legal specialist, I do not believe that de-velopment in this field is inevitable: people have not expressed their collective will on the subject. We are capable of developing a model other than that proposed by the four super-powerful 'GAFA' companies – Google, Apple, Facebook and Amazon – who have presented the judge with a fait accompli.

The danger does not lie in the arrival of new technology in our houses; it lies in not allowing independent research to be carried out – in the public interest – in order to anticipate the consequences of the changes to come."

Malo Depincé, reader in private law

DIGITAL TECHNOLOGY IN SOCIAL HOUSING

- useful or futile?

What real, concrete advantages can new digital tools offer tenants, particularly in terms of maintaining fragile, elderly or handicapped people at home, economy of energy, social cohesion or facilitating tenant-landlord relationships? How can these tools respond to genuine needs that are currently poorly – or not at all – satisfied? How can we distinguish the useful from the gadget? Six specialists shared their experience to provide a better understanding of the subject.

LOGEMENT CONNECTÉ : LA GUERRE DES BOUTONS...

ÇA FAIT 100 FOIS QUE JE VOUS LE DIS, Mme DURAND, ÇA, CE N'EST PAS LE BOUTON DE LA LUMIÈRE !!!

Connected flat: switch wars...
I've told you 100 times Mrs. Jones, that's not the light switch.

Xavier Denis,
Digital Transformation Manager for the Batigère network which brings together social housing companiess, intermediate-rent housing companies, cooperatives and associations, representing a total of 155,000 accommodation units. Batigère has introduced a tenancy management system called Déclic, which puts the tenant directly in contact with service-providers and enables the landlord to monitor operations in real time.

Guillaume Larrose-Rödel,
Director-General of Vivalib, expert in the engineering of modifiable apartments for housing providers with the objective of ensuring the independence of elderly people at home.

Christelle Tourrès,
Co-founder and manager of a network of six micro-crèches La maison des Bibie's", originator of a digital project aimed at making life easier for parents.

Vincent Treuil,
Chargé d'affaires with Intent Technologies, operator of a digital platform that facilitates access to, and sharing of, data and services among all those concerned by properties under a single ownership.

Carole Zisa-Garat,
Member of the Conseil National du Numérique (French Digital Council) and director of the young, innovative company Telegrafik, which has implemented a platform of connected services that enable people to remain at home. Objective: make fragile people safe in conjunction with their carers.

Cathy Van Eersel,
Partnership manager for the start-up Smile,originator of a social network that facilitates sharing on an everyday basis: a link that brings together all those involved in local affairs – inhabitants, local authorities, businesses, associations, community organisations, etc. – on a single platform.

UNE APPLICATION POUR RÉGULER LA CONSOMMATION ?

BONJOUR, M. DUVAL ! VOTRE FEMME ET SON AMANT AYANT PRIS DEUX DOUCHES, VOUS AVEZ DÉPASSÉ VOTRE QUOTA D'EAU POUR AUJOURD'HUI. VEUILLEZ ATTENDRE DEMAIN S'IL VOUS PLAÎT !

An application to regulate consumption?
Hello Mr. Smith! Since your wife and her lover have already taken two showers, you've exceeded your quota of water for today. Please wait until tomorrow!

DIGITAL TECHNOLOGY IN SOCIAL HOUSING
USEFUL OR FUTILE?

In the housing sector, digital tools that help provide social cohesion, opportunities for fragile people to remain at home, energy management and tenant-landlord relations **are becoming increasingly numerous**. "*Digital technology provides the means to develop a circuit of real-time, coherent information among all those involved in solving a problem, even when they are not concerned at a given moment; it provides complete traceability between all the stakeholders who thus speak the same language*", said Xavier Denis.

*Digital technology shouldn't replace everything!
You free this weekend?
Yep, you?*

ADDED-VALUE TOOLS AND SERVICES
Beginning with a detailed study of needs, the start-up Telegrafik has developed a **new-generation teleassistance tool that enables elderly people to stay at home longer thanks to a constant link with their families and their environment**. What tools? A medallion connected to teleassistance services and a dwelling equipped with sensors, "*to provide benevolent vigilance*". "*Even far away, families are reassured*", explained Carole Zisat-Garat.

"*We talk more about a chosen pathway to encourage independence, maintain people in their homes and avoid the 'growing old together' phenomenon*". **Intergenerational solutions**, with dwellings that are well-adapted, modifiable and not stigmatised are preferred: apartments whose layout can be modified spread among family dwellings, located close to shops and services. "*The apartment should be supported by an ecosystem that is not imposed upon those who live in it. It may indeed be necessary to bring together various stakeholders to encourage social cohesion and involve people in a way of life that they have chosen; digital technology can provide tools to facilitate this approach*". The same approach applies to those involved with pre-school children. Christelle Tourrès confirmed the **facilitating role played by digital technology** in the sector: "*the needs of families have changed, particularly those that are atypical or vulnerable. Previously, we had a model of crèche where both parents worked 5 days out of 7 and the child was looked after for 10 hours a day. Today, out of ten families, four need flexibility and variable hours to facilitate job-seeking and to reconcile working and family life*".

NEW COMMUNITY GROUPS
The approach used by Smiile starts from the same idea: thanks to the platform, inhabitants, shopkeepers, local producers, the local authority and housing managers can **interact in a local ecosystem**. "Digital technology has served to recreate the conditions of social cohesion; it encourages people to say 'hello' again", said Cathy Van Eersel. Such tools encourage the **emergence of new communities including many people from different backgrounds**. "*Our company encourages moderation, promoting free choice and working intelligently with local authorities. We are seeking a global answer to a societal issue*", added Guillaume Larrose-Rödel.
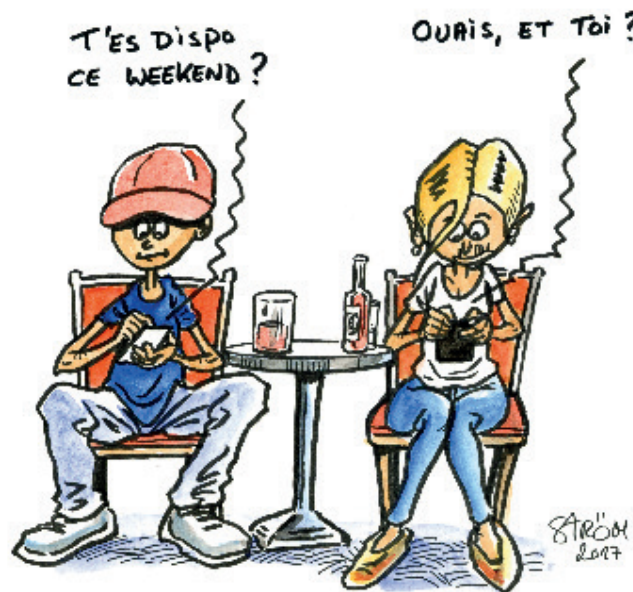"*As a landlord we house people, we manage, build and renovate. The platform that brings together inhabitants, landlords and service-providers amplifies the rela-*

tionship that already existed. We deal with the client's problem from start to finish, with no loss of information", said Xavier Denis. **Digital technology thus changes ways of working and running businesses**. "*It introduces reality into tenant management, we have exhaustive knowledge of what is happening because the tenant can report everything on the platform*".
For its part, Intent Technologies has studied the needs of social landlords suffering from the multiplication of vertical data: energy suppliers, equipment installers, those involved in people care… "*The challenge is to collect heterogeneous data produced by a multitude of stakeholders and to make it available on a single, shared system to **facilitate the exchange of data** between those stakeholders and allow the whole ecosystem to communicate*", said Vincent Treuil.

*Saving energy...
Stop! You don't need to put the light on grandma, open the shutters and stop being wasteful!
A little education...*

DATA PROTECTION ISSUES
All these tools generate considerable information flows, shared by many stakeholders. "*We started with a virtuous economic model, by protecting the data we collected*", said Cathy Van Eersel. At Telegrafik, **data protection is part of an overall social** responsibility policy for the company and its shareholders. "*Data are rendered anonymous, as prescribed by the new European data protection regulations, applicable from 25 May 2018 (General Data Protection Regulation, GDPR)*." This law strengthens and unifies the protection of data concerning individuals within the European Union so that **citizens** once again **have control over their personal data**, at the same time simplifying the regulatory environment for companies.
Thus, those who do not wish their family or friends to have access to their data are respected. Guillaume Larrose-Rödel emphasised the fact that **monitoring of health at home is regulated**, the data are encrypted and protected. "*Systems can invade privacy, so it is necessary to provide assistance*

to housing managers to ensure that privacy is respected and prevent technicians from getting carried away with themselves". **Consent must be informed**, and the collector must be responsible. "*We obtain consent for the final use of data*", confirmed Vincent Treuil.

THE COST OF SERVICES
A tool that is useful, but also credible will be expensive. "*The application must be up to the job and the investment is commensurately large*", pointed out Xavier Denis. Calculated per tenant, the average cost of the services offered by Intent is around three euros. "*An undetected leak costs a lot more*", argued Vincent Treuil. The services offered by Telegrafik cost 55 euros per month for people who do not receive any reimbursement. But, when tax credits are included, the amount payable by the tenant can reduce to less than 10 euros per month. A saving that will become even greater with the **cost reductions expected from technological tools**.

THE WORKSHOPS

100 PEOPLE, DIVIDED INTO 10 WORKSHOPS INCLUDING TENANTS, EXPERTS, EMPLOYEES AND MEMBERS OF PARTNER ASSO-CIATIONS, THOUGHT ABOUT, DEBATED, SUMMARISED AND FINALLY PRESENTED THEIR PROJECT IDEAS.

The workshops organised during the symposium were run by Les Imaginations Fertiles and adopted a collaborative approach to co-construction of services using a methodology called "*Design thinking*". Ideas for possible digital innovation emerged for each of the four selected themes.

SOCIAL COHESION
THREE GROUPS, A COMMON VISION

Analysis:
• Need to develop cohesion and solidarity to help the most vulnerable people (one-parent families, elderly individuals...) and relieve their isolation.
• Knowledge and skills need to be developed and enhanced.

• Need to find solutions to problems including simplified one-off care for children or the elderly and better knowledge of what is happening in a given neighbourhood.

Proposals:
• Develop social concierge services. Either professional or run by the inhabitants themselves, such services would bring neighbourhoods to life, develop a network of solidarity among the inhabitants and others involved in the district, thus genuinely meeting needs.

Digital technology, via an application available on tablets integrated into dwellings and on smartphones, would help to improve the concierge service, make people better informed and bring them together.

SAVING ENERGY
TWO GROUPS, A COMMON VISION

Le constat :
• Need for daily monitoring of consumption.
• People are more concerned about money than sustainable development.

Les propositions :
• Develop housing that encourages an environmentally-friendly approach with simple, efficient tools (motion detectors for lights, intelligent shower heads...).

• Provide tenants with an amusing and intuitive tool to monitor their consumption, at the same time offering challenges and awareness workshops.

In this case the digital tool must be extremely intuitive and use only colours, pictograms and images... to be legible and understandable by all.

LANDLORD-TENANT MANAGEMENT
TWO GROUPS, A COMMON VISION

Analysis:
• Need to reduce administrative procedures, which can be time-consuming.
• Tenants want to feel that they are receiving greater consideration.
• Need to communicate better about the time taken to deal with complaints.
• Need to facilitate administrative procedures for tenants who work, particularly by adapting opening hours.
• More and more telephone calls for technical problems common to the tenants of a single building.

Proposals:
• A single application with different possibilities for accessing it for tenants and employees with different jobs. This would improve communication, reduce the number of telephone calls, provide follow-up on the response to technical problems while tenants could consult their files at any time and ask someone to contact them.

The digital project: an application that would evolve, a genuine management tool, amusing and intuitive, using pictograms / chat / sound... adapted to those with reading difficulties and / or those who are handicapped

Anything you want by touchscreen... Hello, Madam, you contacted Appli Plumber? I really wanted a Prince Charming, but they haven't created that application... Half a loaf is better than none.

MAINTAINING VULNERABLE INDIVIDUALS AT HOME
THREE GROUPS, A COMMON VISION

Analysis:
• People need to maintain their reference points and their individuality for as long as possible.
• Need to find alternatives to EHPADs (medicalised retirement homes) which are too expensive for social housing tenants.
• Desire to remain part of "real life" and to continue to feel useful, even when independence has been lost.

Proposals:
• An intergenerational residence bringing together families, independent senior citizens and even semi-dependent senior citizens requiring continuous presence.
• A single, toll-free telephone number that meets all the needs of senior citizens.
• A neighbourhood concierge service with specific provision for senior citizens.

In this case the digital tool takes several forms. Management software for the concierge, applications on tablets integrated into dwellings and on smartphones, text messages...

WHAT NEXT?

PATRIMOINE's innovation and partnership department has committed itself to a multi-partner process for developing these projects.

Some projects that are already under way will continue, particularly in terms of social cohesion and maintaining vulnerable people at home, others are more innovative and may require a fresh look at our practices and genuine changes to them.

In all cases, the digital tool, facilitator of human services and not a single channel, remains to be created; it must be adapted as well as possible to the needs and constraints of each category of user, be they tenants or employees.

Throughout the process, patrimoine will invite its employees, tenants, associative and institutional partners, financers and experts to take part in working groups to ensure joint development.

DIGITAL TECHNOLOGY AND HEALTH

What are the risks for the user? **What will be the effects on inhabitants' health of the electromagnetic waves produced by all these sensors?** What studies have been carried out on this subject?

DIGITAL TECHNOLOGY AND THE ECONOMY

In what ways is the Smart City a real lever of economic development? What is the business model of today's digital companies? What new professions need to be developed to help with transformations in both organisations and client relationships? What is the cost of digital transformation for a social landlord? **How much will these services cost the tenant?**

DIGITAL TECHNOLOGY AND ETHICS

How to move away from standardised usage and towards digital technology that is more varied and more respectful of the way in which each person uses it? **To what extent can digital technology act as a substitute for human relationships?** In terms of respect for privacy and the risks of intrusion into dwellings, what lessons can be learned from the use of the social networks, where people spontaneously talk about their private life? **What should be the ethics for data management?** Should consultation with inhabitants be a sustainable process, should it go as far as participation in decision-making? **Who are the new trusted parties between stakeholders with such diverging interests?** How can confidence be established between users and public authorities? What harmonisation is occurring in the ethical processes used by start-ups and by national or international companies? Genuine change in society or simple fashion?

DIGITAL TECHNOLOGY AND EDUCATION

How can temporality and pedagogy be reconciled, that of social landlords and that of start-ups? **How can we know whether a digital tool is useful or not?** How can we judge the degree of maturity of digital solutions and applications? How can digital technology build bridges to those who are unfamiliar with technical writing or words? How can we organise actions to make people better aware of digital tools and initiate them in their use? **How can we give a helping hand to tenants rather than to suppliers of solutions?**

PERSPECTIVE ON THE DAY'S DISCUSSIONS

BY ÉRIC SADIN

ÉRIC SADIN PARANO ?

C'EST VOUS QUI NE L'ÊTES PAS ASSEZ !

Eric Sadin paranoid?
It's you who aren't paranoid enough!

"For some time, many writers and artists have been talking about a democratic crisis. We have become aware of the limits of governance and representation; this is probably the moment to **develop new methods of democratic action**, which can be either based on past experience or newly invented. If not, there is a risk that democracy will be lost.

As politics loses its credibility, new centres of power are developing, among which, I have realised, is the powerful digital industry, which intends to rule over individual and collective living conditions at several levels. This power has decided to pull out all the stops and **conquer all of life**, by means of a double technological-economic phenomenon – technology is conditioned, designed, developed, worked with a view to responding to economic interests. The widespread use of sensors and the ever-growing sophistication of artificial intelligence makes it possible to have ever-greater knowledge of our every move, exploited by powers that are increasingly monetised. The examples are legion.

This power is approved by politicians in the name of the dogma of growth and full employment. The economy of data and platforms represents the light at the end of our era's economic tunnel.

Today's symposium has been an **individual and political examination of values**: the issues were not global but divided into sectors – housing, environment, the city, social cohesion, tenant-landlord relationships. **The great diversity of stakeholders** present today has been striking, it has involved different interests and called on diverging opinions. It has encouraged **consultation**, shared awareness, use of and calls for experiments, all in the context of debates that have been cordial and sometimes contradictory, as democracy would have it.

An active power manifested itself today: people offered to try to no longer endure situations in order, perhaps, to constitute the **experimental laboratory of a type of housing and of a possible** relationship between housing, city and user. Perhaps it is up to social housing and all those involved in it to take responsibility for this, in the name of shared values – respect for integrity, concern for solidarity, consideration of vulnerability and the difficulties people can have – in the name of the humanist principles that are our essence. There is a desire **not to act in haste**, not to yield to pressure but to create an environment and to develop methods of consultation and direct democracy that will make possible consultation about what we want or don't want, to decide together and to solicit as many agreements as possible between the different partners and people involved. **Can social housing be the laboratory for what could become a connected living environment?** What has happened today is a sign that underlines that perspective in the name of those values.

The methods that you have established today have emerged from your will and desire alone. They should inspire other sectors, such as working conditions, education and health, which the GAFA have shamelessly set off to conquer...

Faced with the logic of inevitability, **let us act** as during today's workshops, propose what is logically possible: think of action as the opportunity to agree among ourselves about what we want, what we believe in and what gives us pleasure. Today was **a joyful interlude that will blossom in the future.**"

CONCLUSION BY PASCAL BARBOTTIN

"Thank you, Eric Sadin for these words, which are faithful to what today has been and to what you are. We are in the same frame of mind, without concession, with the idea that, even while subject to an avalanche of laws and obligations in our regulated economies, **we still have a choice**.

I often ask: "And what do we do now?". It's not always a question of generating something new, but of trying to **constantly adapt to new situations**. Digital technology is the epitome of what pushes us into this pattern of behaviour. Following this symposium, we should continue to exchange ideas, enrich them, start projects, seek finance. And make it possible for some of the projects discussed today to come to fruition. I'm confident. Three years ago, we launched an internal project with a suggestion in PATRIMOINE. We chose five projects, and since then several have come into being. I hope that this objective will also be met for this symposium.

As many of today's speakers have confirmed, the **subject of digital technology is inseparable from the subject of human beings**. Digitisation must be carried out with us, with all those who will be involved and to the benefit of everyone, our tenants, our environment, our partners, etc. This link between digital technology and human beings must be developed now and for the future."

Relive the atmosphere
of the symposium
with the film "Humaniser
la Ville : L'habita(n)t 3.0"

APPLI HOUR...

EN CONCLUSION,
JE DIRAIS
QU'UNE APPLI
REPAS SERAIT
LA BIENVENUE !

Appli Hour...
In conclusion, I'd say that an
Appli Meal would be welcome!

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en réseau *avec* **BATIGERE**

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