

# OPTIMISTIC SUBURBIA 2

Middle-class large housing complexes  
International Conference

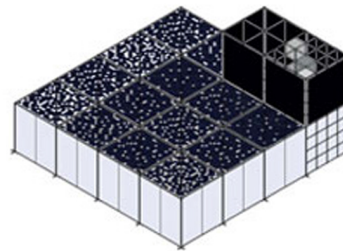
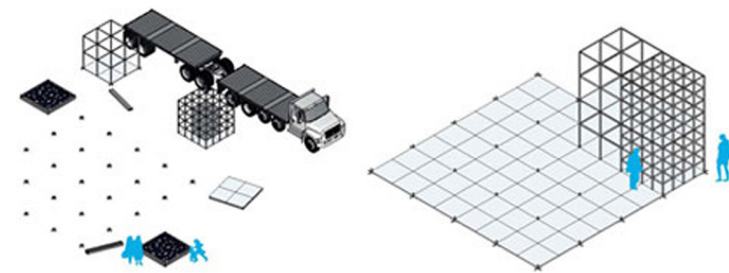
## A social housing model based on the "contribution" of different actors and the appropriation of a "third place" by the inhabitants

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### ABSTRACT

In 2017, Pas-de-Calais Habitat is committed to designing and experimenting with a new model of rental management that carries the seeds of a redefinition of the status, roles and identities of both tenants and landlords, and is based on the dynamics of proximity, coordination of stakeholders and the socio-economic development of territories. On the one hand, the landlord seeks to develop an alternative model of economic and social exchange through measures in favor of energy transition, sustainable development, new human services and employment support. On the other hand, the model aims to transform the inhabitants from "simple tenants" consumers of services to "contributors" in the management of energy on a domestic scale, but also in the provision of a new range of services for the inhabitants. This model has been designed and tested in the form of action research, backed by European programs, in partnership with a consortium of researchers and industrialists, in a participatory manner involving residents and the lessor's local staff. The "Contributory Housing" model is based on Incub'acteurs; set up at the foot of the building, the Incub'acteurs are places (third places), a central mechanism for profit-sharing, enrolment of contributor-participants and animation of local dynamics. The Incub'acteurs can be characterized as a relatively versatile place supporting multiple activities. It is at the same time a place for training, experimentation, conception of contributory services, conviviality, hosting of contributory activities.



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