

# "We build communities, not just housing estates"

As we are the creators of new housing estates, we decided that we will act, together with their residents, for the benefit of those communities. Apart from planned infrastructure and standard actions on the developer - resident line, being practiced mostly in the scope of guarantee realization and initial management, we would like to establish long-term relations. We wanted the company to be seen **as building communities, not just anonymous housing estates**. In this way, we faced the demands of our Clients, who approvingly accepted the idea of organizing some bonding activities.



# House Development Activities - local communities

On one of the housing estates we invested in the project "**A good neighbor is better than a distant relative**" that was first of all supposed to involve its residents and encourage them to act independently. Following assumptions were the elements of the project:

**BONDING** - organizing and managing meetings of the residents on the estate's premises. We established cooperation with a social partner - Autocreation Foundation, which is acting in the scope of bonding and which took up the logistic organization of the events, including providing promotion and good communication, research of residents' needs, analysis of feedback and ensuring continuity of these activities, without the developer's participation.

**EDUCATION** - in spite of the entertaining character of the meetings, the residents, especially parents with kids up to 10 years, were interested in some educational aspects. As a part of periodical meetings it was possible to gain some knowledge about mandatory pet vaccinations, security, and also obtain children psychologists' advice. Doctors, policemen and members of other services, who spoke about some important issues in natural way and with no moralizing, were invited to these events.

**THREE-SECTORIAL ACTIVITY** - patronage over the project was covered by the Mayor of Białołęka District of the city of Warsaw. Regional police, fire departments and members of other services participated in the meetings and in the workshops. Schools Complex, that is situated next to the housing estate, also was involved in the activities.

# Building communities - practical activities

## Event name: Our Friends

**Aim:** raising residents' interest in spending time together, through focusing their attention on the event connected with keeping pets. Gaining residents' trust.

**Results:** attractive way of spending time together with family, without the necessity of going outside the estate, providing **information on the topic of security** in keeping pets at home, for example about mandatory rabies vaccinations, rules of conduct in the case of animal bites. **Raising the awareness** of the residents about the mutual existence of people having and not having any pets.

### Involved partners:

Autocreation Foundation, Innovations Institute Foundation, Pets in Need Foundation (adoptions), Daily Veterinary Clinic Warsaw - Bemowo, Veterinary Clinic in Radzymin, students of the Veterinary Department of Warsaw University of Life Sciences, Warsaw Białoleka Police Station, Łapka Dog Hair Studio, Azzorres Training School. Agility Trainer.



# Building communities - practical activities

## Event name: Fairytale afternoon

**Aims:** Collecting information on problems appearing in the estate, establishing long-term cooperation with neighboring school and the City Hall. Explaining misunderstandings between the residents of different stages of the investment.

**Results:** residents' confirmation of the need for organizing bonding events with its participants, parent and student meetings on a neutral ground in school, in pleasant atmosphere, possibility of exchanging opinions about the school and level of education. Significant involvement and children's pride of the school being a good place for spending time after lessons. **Tightening neighborly bonds.** A possibility to obtain **psychologists' advice**, educational workshops for children. **Establishing good cooperation with the school.**



# Building communities - practical activities

## Event name: Christmas-is-coming afternoon

**Aims:** using Christmas atmosphere as a possibility for yet another meeting and engaging the residents in a country game. Establishing personal relations of the Foundation representatives with specific persons, who could, as "leaders of the local communities", continue bonding activities without Foundation and Developer's support.

**Results:** noticeable **free relations** between neighbors, for example changing the way of addressing someone from "Miss/Mister" to "You". Not only single families participated in the event, but also some groups of friends. Not only friendships among children were noticeable, but also their parents, who did not know each other before, had an opportunity to meet.



# Building communities - practical activities

## Event name: New Year's bonfire

**Aims:** showing the possibility of **organizing attractions independently** by the residents, based on the example of the bonfire. Confirmation of the residents' needs established on previous meetings. Independent solutions proposals.

**Results:** confirmation of the trust for organizers, receiving honest opinions about the developer, new activities proposals for the housing estate. Emergence of an active group of residents that is offering help and cooperation on future meetings. In spite of bad weather, incomparably higher attendance in comparison to previous events. Independent initiatives, regarding future meetings, were raised.



Ognisko Dom Development

# Building communities - summary and continuation

Project *"A good neighbor is better than a distant relative"* provided the residents with "tools" that allowed them further, independent acting to make the bonding of the estate community possible. It is an impulse for engaging in common initiatives, tightening relations, creating local "little homeland", which is influenced directly by the members of the housing estate community.

A summary of the project will have a form of a publication prepared together with the residents, which will also be a specific documentation of the activities performed.



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