

The project 'Senior Citizens Today'- a Swedish example

MKB Fastighets AB is Malmö's municipal housing company. It follows a strategy for senior citizens called 'Senior citizens today' (Seniorer i tiden). This strategy summarises the approach MKB has chosen for its work in relation to housing for the elderly. Senior citizens include all of MKB's senior citizen customers, not only those who have chosen to live in one of the company's eight residential facilities for senior citizens.

The strategy is based on making it possible for people to remain in their local area when they become elderly and on ensuring integrated residential areas in which people of different ages live and come together. MKB believes in participation and commitment in partnership with its tenants. This benefits both the tenants and the residential areas. Open meeting places are essential in the work for social sustainability in residential areas. MKB works constantly to develop and contribute new meeting places. MKB offers housing for the elderly as well as housing in the ordinary housing stock with access to social facilities in open meeting places. The most important thing is not to live in housing for the elderly but in housing that is suitable for the elderly. MKB believes that shared interests are what unites people rather than their age. MKB organises activities with various themes in order to offer elderly tenants the opportunity to expand their interests and meet new people.

It is extremely important to MKB to find solutions to improve accessibility in the existing housing stock and thus indirectly counteract social isolation and help reduce the costs to society of health care and nursing accommodation, while managing the housing stock with a business focus. MKB has conducted an accessibility inventory of the company's properties.

To be able to provide successful housing for the elderly, it is essential to realise that senior citizens are not a homogeneous group and the senior citizens of tomorrow will not demand the same things as the senior citizens of today.

MKB's housing for senior citizens always has access to shared premises. This is the natural meeting place for the residents and offers access to newspapers, computers and a kitchen so they can make food together and spend time with their neighbours.

MKB has a senior citizens officer who organises activities designed to prevent social isolation and contribute new interests. The activities take place in various locations in the city and are linked to six different themes: garden, food, art, music & dance, wellness and crafts. They are offered in the form of entertainment, lectures and taster activities that may subsequently lead to greater involvement by the participants.

For more Information: Anna Wiking (anna.wiking@mkbfastighet.se)