



EUROPEAN FEDERATION  
FOR LIVING

# CO-CREATION COMPETITION AFFORDABLE COMMUNITY LIVING DESIGN

in

## KALASATAMA SMART CITY

### 2020-2021 COMPETITION BRIEF



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# 1. COMPETITION INVITATION

## 1.1 Executive summary: Affordable Community Living Design Competition 2020-2021: Kalasatama Smart City, Helsinki

[The European Federation for Living](#) (EFL) is hosting a competition in order to push the limits of creativity, and to bring forth new ideas for sustainable urban communities. Along with partners LiM - Living in Metropolises, and Village Co-Living we invite student teams around Europe to design a concept for a real site in Helsinki, within a newly developing smart-city district. This concept-based challenge asks teams not only to design a building - the *hardware*- but also to envision local networks, services and value streams – the *software* and the *blockchains* that will support affordable community living on and around the site. Sharing, learning, working, co-living and other support scenarios should be considered and built into the designs as needed.

The year 2020 has brought challenges that will provoke new thinking about how urban communities live, work, and congregate. The COVID 19 pandemic, for example, may inspire new ideas for both indoor and outdoor spaces. We invite designs that speak to our current and future challenges, including the urgent need to mitigate climate change, and to adapt our built environments to its impacts. Teams should explore opportunities for smarter, healthier, greener, and more digitally connected patterns of living, and build them into people-centred designs. We want to see dwellings that can accommodate diverse types of households across their life cycles, while supporting their well-being, privacy and socio-economic inclusion. We are looking for community facilities that will help residents help each other, and buildings that will complement and improve the surrounding neighbourhood.

### Eligibility, requirements and awards

Teams entering the competition must be university based and led by students involved in undergraduate or graduate programmes. While they may include students from housing management, urban planning or other relevant fields, they do require architecture or design students able to produce plans for the site and development. Alongside these plans, entrants will submit a community concept design and a supporting statement. Four prizes will be awarded from a total prize money of €7000, including an undergraduate entry award.

### Timeline

Opening from 15 October 2020, the competition has a deadline of 21 June 2021. The display and assessment of shortlisted competition entries will be integrated into an EFL debate on affordable community living in July 2021. During the competition, students will have access to EFL member GloBLD's innovative Arch-Data platform for collaborative spatial projects, which will assist them

to explore the site and the city virtually. We invite interested students to read the competition brief in full and to contact [EFLStaff@ef-l.eu](mailto:EFLStaff@ef-l.eu) for any remaining questions.

## **1.2 Competition organiser, nature and purpose**

[The European Federation for Living \(EFL\)](#) is a unique international members' forum of 65 affordable housing providers, built environment partners and universities that share knowledge, innovate and work together to build sustainable neighbourhoods. Our members are challenged to house people on low and modest incomes in some of Europe's most high-demand cities, while helping to mitigate climate change and to adapt to its urban impacts. Amidst growing social vulnerability, as well as rapid digital transformation, we are increasingly aware of the need to think beyond affordable rents, and to find innovative ways to support affordable community living.

We are hosting a co-creational student competition in order to push the limits of creativity and bring forth unexplored housing solutions that make affordable and sustainable living possible. In EFL's second design competition, we challenge teams of students at European universities to think across disciplinary boundaries in order to develop overarching 'concept designs' for affordable community living. The year 2020 has brought new challenges that could alter our thinking about how urban dwellers might live, work and congregate. While we encourage creatively designed spaces, both indoor and outdoor, private and communal, we also require teams to address the urgent need for climate change mitigation and adaptation. Teams are asked to think long term about social vulnerability to climate change, decarbonisation targets, resource availability, demographic shifts and digital and technological change.

As they design for a site in Kalasatama, a newly developing waterfront neighbourhood in Helsinki, teams are challenged to explore opportunities for smarter, healthier, greener, and more digitally connected patterns of living, and to build them into people-centred designs. We want to see designs that will accommodate diverse types of households across their life cycles while supporting their well-being, privacy and social and economic inclusion. We are looking for community facilities that will help residents help each other, and buildings that will complement and improve the surrounding neighbourhood.

We encourage teams to bring interdisciplinary expertise or thinking into their work in order to consider all connected aspects of life in the community. We ask entrants not only to design a building – the hardware- but also to envision the software and the blockchain – the networks and value streams for community services that could help enable affordable living on and around the site. While the development of sharing, co-living, learning, working and support scenarios for the site will eventually be community led, teams are encouraged to develop their own creative and holistic visions of community life and facilities as an integral part of their concept designs. Concepts and solutions for long-term affordability are encouraged as part of the design, including

their implications for the development as a whole. Service design, service provision and value exchange can play important roles in sustainable environment / and community infrastructure.

The competition assumes a blank canvas and allows for developments of varying scales, but within a set budget. Entrants are asked to balance available resources and develop coherent themes. The concept designs must be made for a real-life site close to the centre of Helsinki that sits within an existing Masterplan. They must therefore comply with site and planning instructions, including guidelines from the City's Masterplan translated into English (see attachments).

### **1.3 Partners**

- City of Helsinki
- The Housing Finance and Development Centre of Finland (ARA)
- LiM & Village CO-LIVING
- London South Bank University LSBU
- TU Tampere
- GloBLD

### **1.4 Sponsors**

- ARA
- EFL

### **1.5 Right to participate**

The competition is open to teams of registered degree, master or diploma students of university-level institutions from countries with an EFL partner member. Entries may be submitted by teams. While teams will generally be based within architecture and urban design programmes, entrants are encouraged to incorporate interdisciplinary thinking or expertise where possible. Competition entries may be supervised in teaching contexts at the student's universities or other places of study. Teams should be university based and student led. However, they may include professionals such as start-ups.

### **1.6 Prizes and honourable mentions**

EFL will award the following prizes amounting to EUR 7,000:

- 1st prize €4000
- 2nd prize €2000
- Innovative thinking award €500
- Undergraduate award €500

EFL may, at its discretion, decide to distribute the prize money differently, by unanimous decision, and will apply for tax exemption for the cash prize. The prize recipient(s) must themselves manage any impact that the prize money may have on their study grants or taxation. The prize will go only

to individual student(s) as members of the team, to be divided equally. Participating universities are free to use the competition within their courses as they please, including awarding their own prizes for what they assess as the best entries within their own institution.

### **1.7 Jury and supervisory board**

The Jury members / stand ins will come from a range of disciplinary backgrounds such as architecture, affordable housing provision, sustainable construction, climate change mitigation and adaptation, municipal housing policy and smart city planning. The Jury will be chaired by Anni Sinnemäki, Deputy Mayor for Urban Environment, City of Helsinki, and a preparatory committee will be selected from amongst its members. Individuals from competing universities may not sit on the Jury. The Jury will be appointed early in the competition.

### **1.8 Competition language and competition period**

The competition language is English. The competition period opens on the 15th October 2020, with a deadline of 21 June, 2021. The initial jury meeting and presentation of shortlisted entries will occur during July 2021, with the award made in August 2021.

- Q4|20 Competition Start
  - Competition Opening
  - Presentation of documentation, materials and online working environment
  - Kick off workshop with Q & A on affordable community living beyond 2020 (online)
  - Workshop with Q & A on integrative housing design for resilience to crisis
- Q1|21 Modules working on the competition will be able to access the online environment
- Q2|21 Student teams will be able to continue accessing the online working environment
  - Submission of entries 21 June, 2021
  - Shortlisting of entries in July, 2021
  - Presentation of shortlisted entries at an EFL debate on affordable community housing design in July 2021
- Q3|21 Jury decision finalised and prizes awarded

## **2. COMPETITION BRIEF**

### **2.1 Initiators**

**The European Federation for Living (EFL)** pursues the objective of a mutual realisation of sustainable residential and living areas in Europe through the rapid exchange of research, knowhow and experiences. The first foundations of the EFL were laid in 2005 when the Dutch-German Connection (NDC) was established. EFL was formally established in 2007 on the

initiative of Rob van der Leij, major CEO of the Van der Leij Groep BV, with Joost Nieuwenhuijzen, the current Managing Director of EFL.

Over recent years, EFL has expanded rapidly, extending its membership to leading universities in housing, social policy and built environment research. Whilst EFL initially focused on knowledge exchange, members have collaborated on successful European funding bids and they are now co-creating products, tools and services within member-to member projects. Members own a joint portfolio of over 1.3 million dwellings around Europe's cities, and their expertise covers housing, social support and care, construction, architecture, neighbourhood development, digital and smart city planning, finance and social impact, among other fields.

**LiM Living in Metropolises SCE**, with its first European housing cooperative founded in 2018, aims to strengthen the idea and practice of the cooperative legal form, which is part of UNESCO's intangible world heritage, and to implement it with forward-looking projects. For almost 150 years, such housing cooperatives have stood for self-help, self-determination and self-responsibility. Under the motto of Friedrich Wilhelm Raiffeisen: "What one person cannot do alone, many can do", they became pioneers in the field of housing reform. Beyond the national or regional cooperative type within the housing market, LiM is characterised by its European competence. It can initiate cross-national initiatives while at the same time realizing construction projects with local partner organizations or managing them with general rental agreements.

**Village Co-Living's** purpose is to enable sustainable communal living in accordance with its constitution:

- *We solve the problem of expensive and lonely living.*
- *We do it by building housing projects that have a socially, environmentally, economically and architecturally sustainable impact on the world.*
- *We prioritize the community, which allows efficient use of resources.*

Villagers can be people whose life is affected by a lot of changes, people who get concrete value from living in a community or people who benefit from combining living with work in a streamlined way. Villagers may be, for example, low income individuals, families (especially single parents), workers, entrepreneurs, students and seniors. The most important things for Villagers are affordable rent, secure tenure, the support from the community and the possibility to have an impact in community decision making. Village Co-Living's role in the housing market is to grow the market share of holistically sustainable co-living. In specific locations, Village Co-Living is charged with the professional implementation of community-based, affordable and high-quality projects delivered for the residents, and with their active participation. Village Co-Living is a cooperative founded by design and construction professionals with extensive experience in participatory design and housing development both in Finland and abroad.



Recommended reading: <https://www.villagecoliving.com/in-english>

## **2.2 Background, intentions and planned outputs**

In 2019, LiM and Village Co-Living teamed up with the goal of mutual knowledge transfer, with LiM as the experienced, internationally networked housing developer founded by EFL members and Village Co-Living as a young, dynamic cooperative focused on communities, making use of technology and innovation. A further goal was to reinvigorate the Finnish cooperative housing scene that had lain dormant for centuries. Both cooperatives are experienced in establishing multi layered project settings aiming at the creation of sustainable communities. Beyond the development and construction of affordable social housing, the LiM and Village Co-Living partnership aims to sustainably operate and maintain these developments for centuries to come.

The competition offers a number of opportunities for collaborative publications and other outputs associated with the competition and the best practices of its partners. We encourage ideas and input from our partners/participating organisations. EFL is considering a set of affordable community living design guidelines, along with a multi-disciplinary commentary, as well as a best practice publication on co-living around Europe.

## **2.3 Project status**

The City of Helsinki maintains a think tank program for housing innovations called “RETHINKING URBAN HOUSING”. In 2019, LiM and VILLAGE applied to the program with their concept and were accepted. Later that year, the team also applied to the City’s plot assignment program that selects developers to build on City-owned land. Again, the application was successful, and a plot was assigned by the City of Helsinki within Kalasatama Smart City; Helsinki’s showcase and lighthouse, the future urban living lab to be completed by 2030. As such, this competition is not based on an entirely abstract, imagined scenario but on a real project in an ambitious setting, that will be built by LiM and Village Co-Living. The city has already implemented a number of innovations in the masterplan and area development concept, and the competition looks for strong ideas and visions to go beyond that.

## **2.4 Location**

The site lies in the middle of Helsinki, 6 minutes from the city centre. It is located by the sea with 6 km of seaside promenade, parks, playgrounds, and sports fields, and is equipped with AAL and smart technologies, such as innovative waste and urban-level energy management. Kalasatama is a 175-hectare city wherein a total of 1.200.000 m<sup>2</sup> residential and 400.000 m<sup>2</sup> commercial spaces have been planned. By 2030, living spaces for 25.000 residents and 10.000 jobs are to be provided. A key municipal goal is to make residents’ lives easier by saving an average of an hour of daily travel time through the provision of an innovative service environment.



LiM's and Village Co-Living's plot, also the competition area, is located to the north of the area and will provide space for approx. 70 - 100 apartments. While the challenge for our co-creation competition is to come up with concepts and ideas that are genuinely innovative, building on the actual site will also require technical innovations, since the area is a former harbour landfill, which poses challenging circumstances for foundations and construction. Site remediation may consume significant financial resources, which means that complementary innovative approaches to the technical challenges and affordable community living goals will be needed. For the sake of our student challenge however, we will assume that appropriate site remediation has already been carried out and ask teams instead to focus on the 'hardware' and 'software' of the building(s) and community services. Supporting information will clarify the condition of the site as we assume it to be for the purposes of our competition.

Recommended Reading: [Site and Planning Instructions](#) (links on final pages of this brief)

## **2.5 Project timeline**

The development of the project will span several years, with this concept-based competition providing one of several milestones along the road to a completed living environment:

- 2020 Competition, Concepts, Co-Creation, Community
- 2021 Project Planning Starts
- 2023 Infrastructure Ready & Construction Starts
- 2024 Construction
- 2025 Live the Future of Urban Life

## **2.6 Purpose and goals for the competition**

While LiM and Village Co-Living are already deeply submerged in the everyday necessities of project development, it is EFL's intention to use the real life example of a yet to be developed site to have a co-creational student competition, pushing the limits and envisioning how urban life can be lived now and into the future.

As they respond to the brief, participating teams are encouraged to challenge conventions as far as possible in order to innovate for future community living. Concepts and solutions for long-term affordability should be defined, and their implications for the development as a whole articulated. As such, teams must think beyond low construction cost, to imagine how holistic concepts of affordable living can be realised. As specified in 4.1, we recommend that teams include some dwellings for larger households (3+br). Those that choose to do things differently should provide a strong justification that explains how their design meets local housing needs.

Participatory development is a key aspect of Village Co-Living's approach, which will be reflected in the way services for the eventual development are designed. For the purposes of this competition, however, teams are encouraged to develop their own creative and holistic visions of community life and facilities as an integral part of their concept designs. This may include sharing, co-living, learning, working and support scenarios. Entrants are urged to think through the value and resource streams across all phases of the project, for example how service design, service provision and value exchange can contribute a sustainable and affordable environment and community infrastructure. Topics that should be considered and addressed within the participating teams' concepts and supporting statements include, but are not limited to:

- SOCIAL
  - Everyday practicality (“1 Hour”)
  - Cost reduction through planning of shared facilities etc.
  - Living in communities with changing needs
  - Establishing a sustainable community
  - Service provision
- ENVIRONMENTAL
  - Climate change mitigation
  - Adaptation to the emerging impacts of climate change, including extreme weather
  - Healthy living
  - Urban qualities / Outdoor and common areas/ Scales of privacy
- ECONOMIC
  - Land & plot / Ownership models
  - Total construction cost
  - Cost of living / Lease contracts / Fit out
  - Sharing economy
- ARCHITECTURAL
  - Urban structure | Building structure | Living structure
  - Construction & design
  - Benchmarks

## **2.7 Criteria for judging competition entries**

The principal criteria for assessment of the entries relate to how comprehensively they respond to the challenges, how well they articulate their response, and how boldly they envision future

affordable living. A successful entry will clearly outline the themes explored and offer innovative and daring solutions. Judging will also focus on how designs contribute to the health of residents, to affordability for the residents and to the financial viability of the development as a whole. Ecological sustainability, including the design's contribution to mitigating and adapting to the impacts of climate change, is a further focus, as is the quality of the environment and of the housing. Because the competition is set in a particular location with its own masterplan, entries must be capable of being implemented in practice today. Yet innovation should be prioritised over implementation-ready detailing.

## **3. TECHNICAL INFORMATION**

### **3.1 Questions about the competition**

Entrants are entitled to submit clarifying questions about the competition to the jury and partners via [EFLStaff@ef-l.eu](mailto:EFLStaff@ef-l.eu). Questions received and the answers will be shared among competitors, published on the platform.

### **3.2 Competition decision, publication of results and display of competition entries**

The competition aims to reach a final decision during the summer of 2021 (date TBC). Entrants who are awarded prizes or honourable mentions will be contacted immediately. The results of the competition will eventually be published, and the display of shortlisted entries will be integrated into an EFL Oxford style debate on affordable community living for the future in July 2021. Competition entries will also be presented on the EFL website and in the media as of summer 2021, after the Jury's decision.

### **3.3 Further action resulting from the competition**

The purpose of the competition is to find innovative accessible housing ideas for the future, and not necessarily to implement any of the entries as such. However, competition entries awarded prizes or honourable mentions may be used as a basis for further development and planning with appropriate acknowledgement.

### **3.4 Rights to competition entries**

The competition entries awarded prizes and honourable mentions will remain the property of the competition organisers, while the entrants will retain copyright. EFL and its partners (initiators) shall be entitled to draw on the competition entries awarded prizes or honourable mentions for further development at no further compensation. EFL and its partners (initiators) shall be entitled to use the competition entries awarded prizes or honourable mentions in their own publishing, marketing and research activities, at no further compensation. Additionally, EFL and its partners (initiators) shall be entitled to use all competition entries for the purposes of the publication

referred to above in section 2.2. Any use of competition entries other than detailed above shall be separately agreed upon with the author(s) of the entry or entries.

### **3.5 Returning and insuring competition entries**

The competition entries will not be returned. EFL will not insure the competition entries.

## **4. COMPETITION ENTRY INSTRUCTIONS**

### **4.1 Documents required**

It is recommended that teams plan for at least 25% 'family' or multigenerational housing, as well as a good proportion of 2-bedroom dwellings, amongst any other types. Teams that don't follow this recommendation should present a strong rationale for their design that explains how it meets specific housing needs in Helsinki. This should be included in the statement (3. in the list below).

Competition entries must include the following:

1. A community concept:
  - Description of the overall concept and interfacing to other fields, presentation at the entrant's discretion
  - Any other material considered necessary
2. An architectural concept:
  - Site plan 1:200
  - Landscape plan 1:200 (this can be presented in site plan)
  - Floor plans 1:100 or 1:50, at the entrant's discretion
  - Situation plan 1:500 or 1:1000, at the entrant's discretion
  - Elevations and sufficient cross-sections 1:100 or 1:50, at the entrant's discretion
  - Any other material considered necessary
3. A detailed statement of max 2000 words, relating closely to and substantiated by, the above concepts, on how the integral design contributes to:
  - Socially sustainable everyday living
  - Climate change mitigation and adaptation
  - Affordable living for the residents and financial viability of the development
  - Improving the built environment
4. Teams are asked to make a short video presentation of the entry (max 5 mins), bearing in mind that the jury decision will be based on the materials listed above, not the quality of the videos.

## 4.2 Presentation

The jury will evaluate content and not presentation technique. Therefore, photorealistic renderings or similar presentation effects are not considered to bring added value to the entries. The content marked with "at the entrant's discretion" means that the number and extent of plans to present such as the amount of plans and their scale can be omitted or shown only partially as long as the design as a whole is understandably conveyed. Parts 1-3 must be presented as text and/or 2d images and attached to a maximum amount of 3 size A0 vertically oriented posters. The A0 poster(s) must be submitted electronically in PDF format as one file (min. 150 dpi) and may not exceed 50 MB. The video presentation will be uploaded electronically to the competition website. All materials must be of publication quality and should be submitted electronically. Teams must name their entry and mark each competition document with the name. The shortlisted entries will be displayed in July 2021 at an EFL Oxford style debate on affordable community living for the future prior to the jury's assessment.

## 4.3 Confidentiality

While the competition is not anonymous, submissions will be made and assessed without identifying the University affiliation.

## 4.4 Submission deadline

The competition deadline is June 21, 2021. Competition entries must be submitted electronically no later than 16.00h CET on the deadline date given. Entries received after the deadline will be disqualified.

# 5. ATTACHMENTS

Please find the following files available for viewing and download on Google Drive. They contain urban planning, neighbourhood and site information, as well as descriptions of the project partners and their approaches to affordable community living. Two further documents that students may wish to look over and reference include a presentation by Village Living on their use of the City of Vienna's Four Column Model of measuring sustainability, and a recent international report on social vulnerability to climate change in European cities.

**ak12375s\_plan\_area.dwg** (dwg map of plan area)

[https://drive.google.com/file/d/1\\_S7rz1j7dZRDUQF5ajOdHZ4kQFJvNEAO/view?usp=sharing](https://drive.google.com/file/d/1_S7rz1j7dZRDUQF5ajOdHZ4kQFJvNEAO/view?usp=sharing)

**ak12375y\_plan\_area\_surroundings.dwg** (dwg map of plan area surroundings)

[https://drive.google.com/file/d/1AktygbbIMgHpxvJd7XC3-e\\_jgE5shSBR/view?usp=sharing](https://drive.google.com/file/d/1AktygbbIMgHpxvJd7XC3-e_jgE5shSBR/view?usp=sharing)

**12375\_map\_bw.pdf** (black and white plan map with competition plot highlighted)

<https://drive.google.com/file/d/1oA2-4TuY-flGhjv5akGK4LQynd0qz59/view?usp=sharing>



**12375\_map\_color.pdf** (colour plan map with competition plot highlighted)

[https://drive.google.com/file/d/1APKeXQPpPPwc7-JumxAhABpHZ\\_EKoH-N/view?usp=sharing](https://drive.google.com/file/d/1APKeXQPpPPwc7-JumxAhABpHZ_EKoH-N/view?usp=sharing)

**Site and Planning Instructions** (Site info and basic planning regulations translated to English)

<https://drive.google.com/file/d/1E3QxeBd2lloHiVDjWSodDanP1Lw8M841/view?usp=sharing>

**LiM & Village Co-Living Project Description**

<https://drive.google.com/file/d/1sYXZo3bWRgPFn8WKMEjSHq9iaudtPO8e/view?usp=sharing>

**Kalatatama Urban Development Concept (from city's website)**

<https://www.uuttahelsinki.fi/en/kalatatama/residential/brochures-kalatatama>

Kalatatama - Life and culture next to Helsinki's city centre - 09 2018.pdf

[https://drive.google.com/file/d/1uA1LweMkjmgy3s11v08Gzf6xS\\_58b\\_pj/view?usp=sharing](https://drive.google.com/file/d/1uA1LweMkjmgy3s11v08Gzf6xS_58b_pj/view?usp=sharing)

Map-leaflet of Kalatatama 2017 - 12 2017.pdf

<https://drive.google.com/file/d/1ELis-26JDSFqWY2J8LwF6PuexRUX51d3/view?usp=sharing>

Village Co-Living - Affordable Community Living Design in Kalatatama Smart City - 8 Sept 2020

[https://drive.google.com/file/d/1xbLW80i-vaR5COSy99ofNANWb\\_Up9JY\\_/view?usp=sharing](https://drive.google.com/file/d/1xbLW80i-vaR5COSy99ofNANWb_Up9JY_/view?usp=sharing)

Village Co-Living - Implementing The Vienna Model - 8 September 2020

[https://drive.google.com/file/d/178iNnBWNyrUYi27Guu0GsTRiJJWY\\_zha/view?usp=sharing](https://drive.google.com/file/d/178iNnBWNyrUYi27Guu0GsTRiJJWY_zha/view?usp=sharing)

Breil, M., Downing, C., Kazmierczak, A., Terämä, E. and WER, R.S., 2018. *[Social vulnerability to climate change in European cities –state of play in policy and practice](#)*. Bologna.