

REHABILITATION OF BUILDINGS FOR SOCIAL HOUSING

Introducción

Introduction

Access to adequate housing is a fundamental right recognised by the Universal Declaration of Human Rights and a basic necessity for developing a full and healthy life. Unfortunately, many people around the world face difficulties in accessing adequate housing, especially those in vulnerable situations, such as young people at risk of social or labour market exclusion, women victims of gender-based violence, or displaced persons, among others.

In Onda, the City Council has carried out an operation to rehabilitate social housing in order to address these housing problems and promote social inclusion. Specifically, two properties located in the historic centre of the city were rehabilitated with a total investment of **453,151.62 euros**, 50% of which was co-financed by the European Regional Development Fund (ERDF).



This operation aims to create a social housing fund to help solve the housing problems of specific groups, such as young people at risk of social or employment exclusion, women who have been victims of gender-based violence, or evicted people, among others. The operation is also intended to promote social inclusion and combat poverty and all forms of discrimination.

The rehabilitation of the buildings also aims to improve the physical, economic and social environment of the historic centre of Onda Castle. This area has great historical and cultural value, but it has experienced a process of deterioration and abandonment in recent decades. The aim of the rehabilitation operation is, therefore, to recover and enhance the city's historical heritage while contributing to improving the quality of life of people in vulnerable situations.

Thus, the rehabilitation of social housing carried out by the Onda City Council is an important initiative to address the problems of housing access and promote social inclusion in the city. This investment, co-financed by the ERDF, demonstrates the commitment of public authorities to improve the living

conditions of people in vulnerable situations.

1-. GOOD PRACTICE CRITERIA

Criterion 1. The action has been properly disseminated to beneficiaries, potential beneficiaries and the general public

A fundamental part of any project is its dissemination to publicise its objectives, scope and results. In the case of the rehabilitation of social housing in Onda, dissemination was a key tool for informing ERDF beneficiaries, potential beneficiaries and the general public.

In this section of the report, we will describe the various activities carried out to publicise the social housing rehabilitation project in Onda.

To this end, several press releases have been published about the action and its funding, as can be seen in the images and links below:

No.	Media	Publication Date	Link
1	Cadena Ser	May 2020	https://cadenaser.com/emisora/2020/05/26/radio_castellon/1590486806_238436.html
2	Onda City Council	October 2020	https://www.onda.es/ond/news/new.php?id=691
3	Onda City Council	December 2020	https://www.onda.es/ond/news/new.php?id=767
4	Onda City Council	July 2021	https://www.onda.es/ond/news/new.php?id=1033
5	Onda City Council	November 2021	https://www.onda.es/ond/news/new.php?id=1193
6	Onda City Council	July 2022	https://www.onda.es/ond/web_php/index.php?contenido=noticia_desc&id=1529
7	Periódico Mediterráneo	August 2022	https://www.elperiodicomediterraneo.com/comarcas/2022/08/03/familias-recursos-estrenan-viviendas-sociales-onda-73049276.html



EL PROGRAMA ESTÁ COFINANCIADO CON FONDOS FEDER

Dos familias con escasos recursos estrenan las viviendas sociales de Onda

La alcaldesa, Carmina Ballester, hizo entrega de las llaves a las familias seleccionadas para ocupar las primeras casas.

R. D. M.

Onda | 03-08-22 | 28:39



Radio spot on the COPE radio station

One of the first actions taken to publicise the Onda's social housing rehabilitation project was the production of a radio spot on the COPE radio station. The spot was broadcast at different times and on different days for several weeks in order to reach a broad audience.

The spot explained the objectives of the building rehabilitation and invited listeners to find out more about the project on the Onda City Council website. This was an effective way of reaching a large number of people.



Advertising page in the local weekly magazine 'Arrels'

Another important activity was purchasing an advertising page in the local weekly magazine 'Arrels'. The magazine is very popular among the population of Onda and the surrounding area, so it was a good

way of reaching out to the local population. The advert page explained the aims and details of the social housing rehabilitation project in Onda.

Purchase of social media spaces

The social media presence was also a key part of the dissemination of Onda's social housing rehabilitation project. Advertising space was purchased on social networks such as Facebook and Instagram, allowing us to reach a younger and more diverse audience.

The social media posts used the same content as the radio spot and website but adapted to a more visual and attractive format. A link to the Onda City Council website was also included so that users could find out more about the project.



English subtitled video with beneficiaries of these social housing projects

Another important action taken to raise awareness of the Onda social housing project was producing a video with English subtitles featuring the beneficiaries of this social housing project.

In the video, the beneficiaries explained their stories and how the housing rehabilitation operation had improved their lives. The video was published on the Onda City Council's social networks.

(Link to the video: <https://www.facebook.com/OndaAjuntament/videos/572686104474871/>)

Information plaques

In addition, final plaques were installed on the outside of each of the rehabilitated houses, providing information about the Onda social housing rehabilitation project and the co-financing provided by the European Regional Development Fund (ERDF).

Criterion 2. The action includes innovative elements

The rehabilitation of buildings for social housing operation has not only focused on providing affordable and quality housing to citizens, but has also incorporated innovative elements in the rehabilitation of the buildings. Specifically, the installation of LED lights has been carried out, and two dwellings that were abandoned have been brought back to life.

Firstly, installing LED lighting in the rehabilitated houses was one of the most significant innovations in the operation. This type of lighting is more energy efficient as it uses less energy than traditional light bulbs, which translates into economic savings for the tenants of the houses and a reduction in CO2 emissions. In addition, LED lights have a longer lifespan, reducing the need for frequent replacement and the amount of e-waste generated. In short, installing LED lighting in the rehabilitated houses has been a very successful intervention that has not only improved the tenants' quality of life but has also contributed to environmental sustainability.

Secondly, it has given life to housing that was in a state of neglect. The rehabilitation of these dwellings has been a real success, as it has been possible to recover an unused space which was in poor condition and turn it into a decent home for a family. The recovery of abandoned spaces and the transformation of disused buildings into social housing is an increasingly common practice in cities, as it allows us to optimise existing resources and improve the quality of life of citizens.

In addition, this action has had a very positive impact on the urban environment, as it has allowed the recovery of a space in the historic centre of Onda that was in a state of neglect and had become a source of dirt and danger for the inhabitants of the area.

Criterion 3. Appropriateness of the results obtained to the set objectives

The operation had some fundamental objectives, which were achieved thanks to co-financing from the European Regional Development Fund (ERDF). This section analyses the main goals and results achieved thanks to this operation.

The first objective of the operation was to create a social housing fund to provide a solution to the housing problems of specific groups, such as young people at risk of social or employment exclusion, women victims of gender-based violence, evicted people and other profiles. Thanks to the renovation of these buildings, new social housing has been created for these groups. Two properties located in the historic centre of the city, which were in a state of abandonment and dilapidation, have been recovered. These social housing units have improved the quality of life of the beneficiaries and responded to an urgent social need in the community.

The second objective was to promote social inclusion and combat poverty and all forms of discrimination. The rehabilitation of social housing has contributed to the social inclusion of the beneficiaries by providing them with a decent and safe home. In addition, environmental sustainability criteria have been taken into account in rehabilitating the buildings, which has improved the inhabitants' quality of life and contributed to the environment.

The third objective was to improve the physical, economic and social environment of the historic centre of Onda Castle. The operation improved the physical environment of the area by restoring and recovering the historical and architectural heritage of the municipality. The operation has also positively impacted the local economy by stimulating the construction sector.

Criterion 4. Contribution to solving a regional problem or weakness

The operation has significantly contributed to solve a critical issue that has affected the region in recent years: the lack of affordable and accessible social housing for the most vulnerable groups.

This operation has made it possible to create a social housing fund that provides a solution to the housing problems of specific groups, such as young people at risk of social or employment exclusion, women who have been victims of gender-based violence or people who have been evicted, among others. Thanks to this project, the situation of these people has improved, giving them access to decent and affordable housing, which has enormously contributed to solve the regional problem.

The operation has also promoted social inclusion and the fight against poverty and all forms of discrimination. The possibility of accessing social housing has enabled the inhabitants of the municipality to improve their quality of life, reduce their vulnerability and improve their integration into society. This means strengthening the social fabric and building a fairer, more egalitarian society.



Criterio 5. Alto grado de cobertura sobre la población a la que va dirigida

This operation has significantly impacted the local, regional and national population, thanks to its potential to solve the urgent problem of access to decent housing. This section of the report will analyse in detail the impact of this project on the local population, taking into account that, given the population of Onda, it can benefit a large number of neighbours.

Firstly, it is important to highlight that the social housing rehabilitation project was one of the main initiatives of the Onda City Council to address the lack of social housing and access to decent housing in the municipality. Onda has a population of around 25,000 inhabitants, a large proportion of whom, according to Onda City Council, are in a situation of social vulnerability that makes it difficult for them to access housing.

Considering that the rehabilitation of social housing in Onda has allowed the recovery of two historic buildings, it is estimated that the project has had a significant impact on the local population, as it has allowed the creation of a social housing fund that provides a solution to the housing problems of specific groups, such as young people at risk of social or labour exclusion, women victims of gender-based violence or evicted people, among others.

In this sense, the project has had a direct impact on the people of Onda, who now have access to decent housing thanks to this initiative. But the project has also indirectly impacted the local population by

improving the area's physical, economic and social environment around the historic centre of the Onda Castle.

Criterion 6. Consideration of the horizontal criteria of equal opportunities and non-discrimination, social responsibility and environmental sustainability

This operation has been carried out in accordance with the horizontal criteria of equal opportunities and non-discrimination, social responsibility and environmental sustainability. These criteria are essential to ensure that the operation has a positive impact on society and the environment.

Firstly, special attention has been paid to equal opportunities and non-discrimination in selecting the beneficiaries of the social housing. The main objective of this action is to provide a housing solution to those groups that are in a situation of vulnerability, such as young people at risk of social or labour exclusion, women victims of gender-based violence, and evicted people, among others. All of them have been considered a priority in the selection process of beneficiaries. It has also been ensured that the selection procedures are transparent and objective, avoiding any form of discrimination or favouritism.

Regarding social responsibility, the refurbishment of social housing in Onda has had a major impact on the local community and society in general. The operation has provided a housing solution for vulnerable groups, helping to improve their quality of life and promote social inclusion. In addition, rehabilitating the buildings has improved the image of the historic centre of Onda and contributed to the revitalisation of the local economy.

The operation has also taken environmental sustainability into account. Improvements have been made to the thermal insulation of the buildings, and the installation of LED lighting has reduced energy consumption and CO2 emissions. This not only contributes to environmental sustainability but also reduces the maintenance costs of the homes.

Criterion 7. Synergies with other public policies or instruments of public intervention

The operation to rehabilitate buildings for social housing in Onda is in line with other sustainable development policies and objectives promoted by the European Union and Onda City Council.

Below are the ways in which the operation is aligned with the 17 Sustainable Development Goals (SDGs) and the 2030 Agenda:

SDG 1: End Poverty: The operation is designed to help people living in poverty and social exclusion by providing affordable and quality housing.

SDG 3: Health and Well-being: Providing quality and affordable housing for people living in social exclusion and poverty is an integral part of promoting health and well-being.

SDG 4: Quality Education: Providing affordable and quality housing for people living in poverty and social exclusion can also help to improve the education of their children, as living in adequate and safe housing can have a positive impact on academic performance.

SDG 5: Gender Equality: The operation has been carried out considering the horizontal criteria of equal opportunities and non-discrimination. Measures have been taken to ensure that the project is egalitarian and does not discriminate against any person or group.

SDG 7: Affordable and clean energy: The operation includes installing energy-efficient LED lights that reduce energy consumption and contribute to a more sustainable and environmentally friendly environment.

SDG 9: Industry, Innovation and Infrastructure: The operation has incorporated innovative elements, such as installing energy-efficient LED lights and improving energy efficiency in housing. This contributes to fostering innovation in the construction sector and improving existing infrastructure.

SDG 10: Reducing inequalities: The operation ensures that beneficiaries have a place to live, allowing them to focus on their personal and professional development, which in turn contributes to the reduction of poverty and social exclusion.

SDG 11: Sustainable Cities and Communities: The operation is also aligned with Goal 11, as housing rehabilitation improves the quality of life in cities and contributes to sustainable urban development. The operation has enabled the improvement of housing in a densely populated urban area, which has helped foster sustainable development and improved the quality of life of residents.

In conclusion, the operation to rehabilitate social housing in Onda has proved to be a valuable and necessary investment to improve the living conditions of the most vulnerable people in the city. ERDF funding made this operation possible, and Onda City Council managed the project to achieve the objectives of the operation and ensure that it had a lasting and positive impact on the community.

