

A WINDOW TO DENMARK

Current trends in Denmark – setting the scene

Bærebo - a commercial actor

Bricks for an enabling environment









TRANSFORMATION FROM AN OPEN FIELD
TO A FIELD OF COMMUNITIES (around 300 houses)

The question is not IF we should scale up, but how and who.



BOFÆLLESSKABER I TREKRONER

IALT 10 BOFÆLLESSKABER MED IALT 305 BOLIGER

- 
- The image is an aerial photograph of a residential development in a green, hilly area. Ten different housing estates are marked with white circles containing letters A through J. The estates are distributed across the site, with some clustered together and others more isolated. The surrounding landscape includes green fields, trees, and a road network.
- A MUNKSØGÅRD**
100 BOLIGER (AB + L + E)
 - B TREKRONERBO**
34 BOLIGER (E)
 - C ABSALONS HAVE**
23 BOLIGER (E)
 - D GLASHUSENE**
30 BOLIGER (E)
 - E BAKKEFALDET**
27 BOLIGER (E)
 - F ÅHUSENE**
17 BOLIGER (E)
 - G BAKKETOPPEN (SVALIN)**
24 BOLIGER (E)
 - H TOPPEN (SVALIN II)**
24 BOLIGER (E)
 - I LANGHUSENE**
16 BOLIGER (E)
 - J OASEN**
40 BOLIGER (A)

The timeline of Communities in Denmark

Today community life forms an attractive, competitive and also quite costly market

A challenge is how to embrace and include different target groups and develop community projects considering different price ranges.



THE PIONERERS



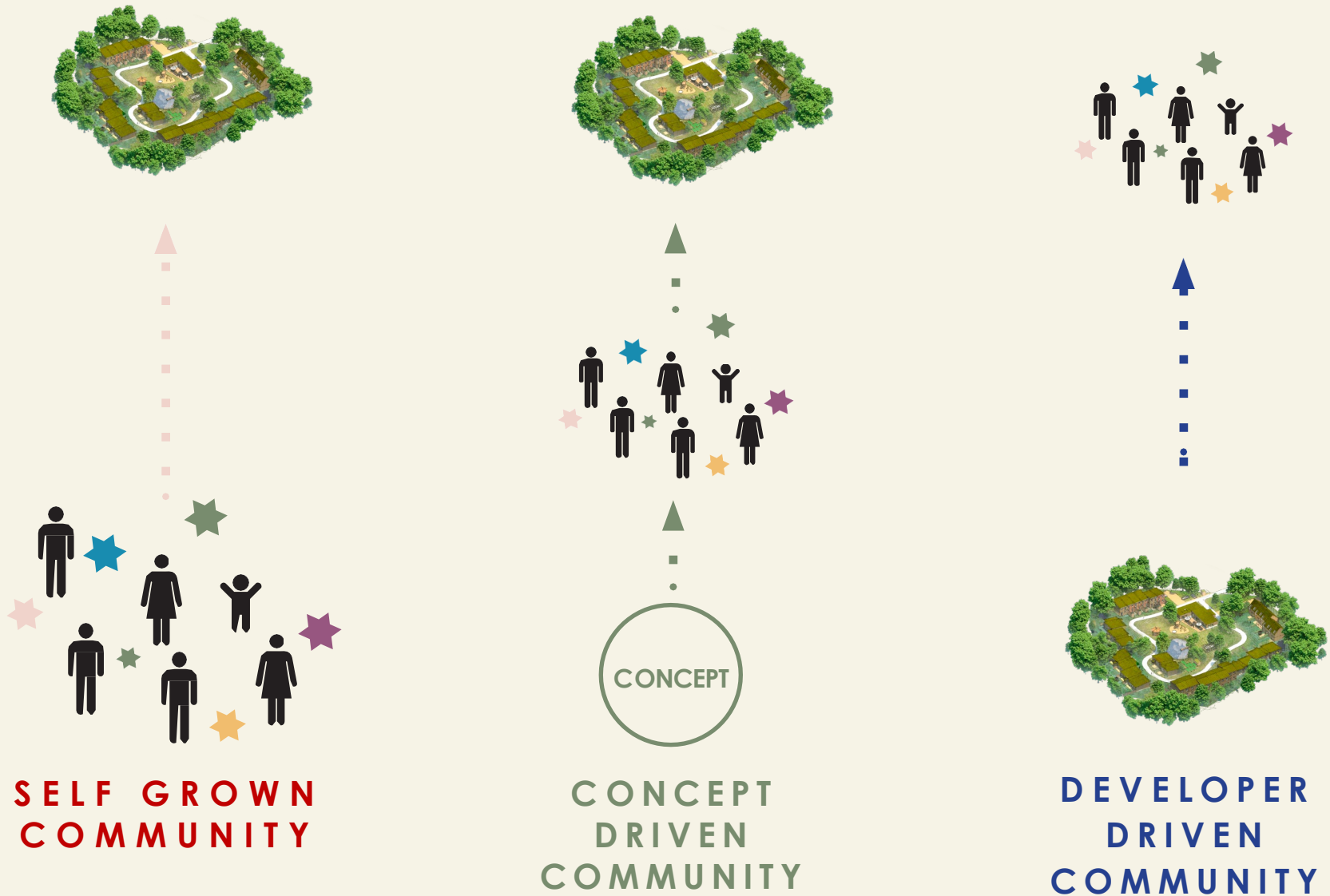
THE FOLLOWERS



A MATURE MARKET



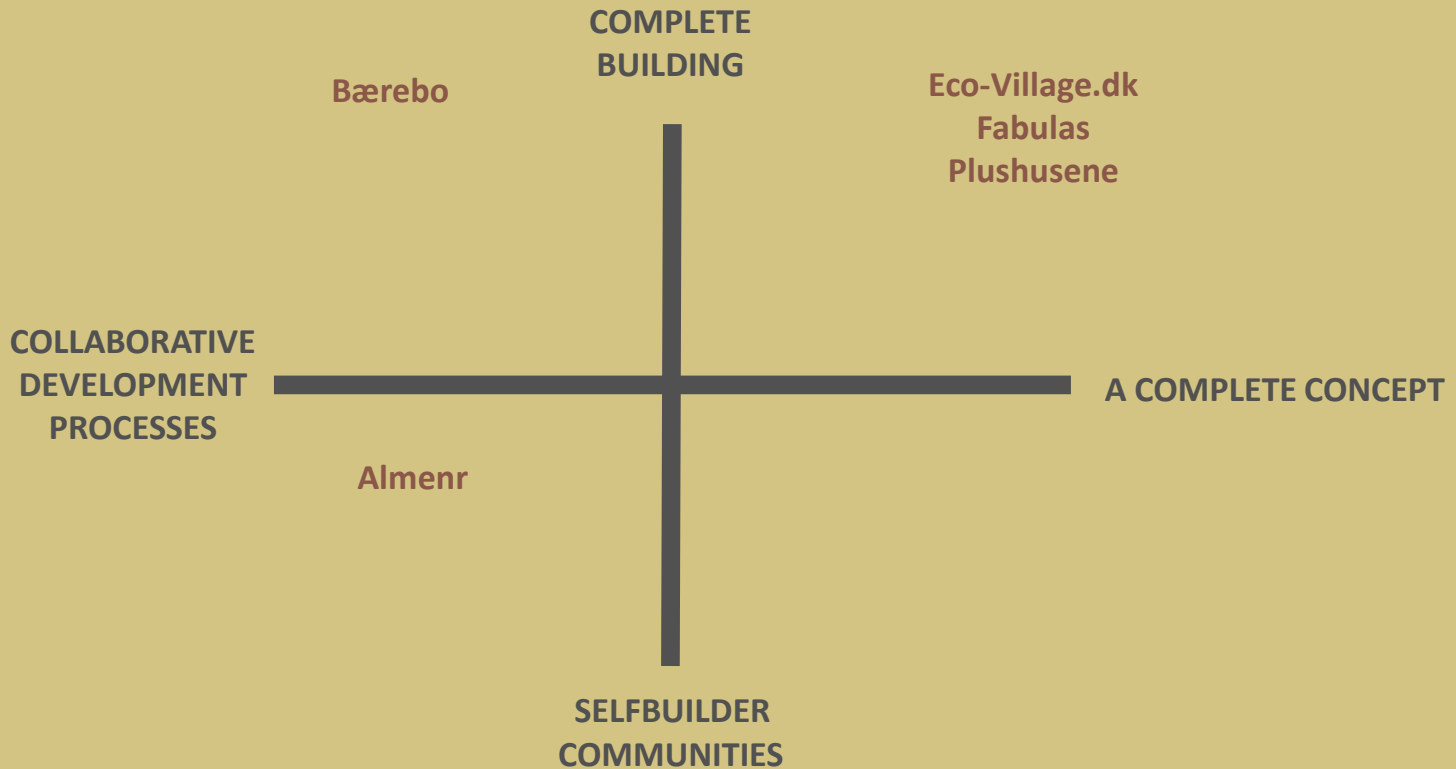
A CHANGING - AND DIVERSIFIED - MARKET



“copy paste” modellen¹



DIFFERENT ACTORS – DIFFERENT POSITIONS



SENIOR COMMUNITIES – the same life phase, rhythms and needs



Slå dig ned blandt palmer og citrustræer

Bovierans hjerte og naturlige mødested er den unikke vinterhave, med eksotiske planter fra det meste af verden.



Introduction to BÆREBO

Existing in a growing need for diversification

We create sustainable housing communities
- in cooperation with local authorities and future residents



The team behind Bærebo



Bærebo A/S is a Danish development company founded in 2017, owned equally by Ross Jackson (Birkerød) and Morten Pedersen (Aalborg). Their joint financial strength enables Bærebo to have several projects started at the same time.

Ross Jackson, initiator

For many years, Ross has been an innovative leader both in the business world and as an inspiration for global, sustainable transition initiatives.

Ross is the chairman of Gaia Trust, that supports the Global Ecovillage Network (GEN) and Gaia Education, which brings together sustainable projects globally.

Ross has written a number of books and his involvement in the global ecovillage movement adds years of experience with an abundance of projects into Bærebo.



Morten Pedersen, CEO

First Morten was a banker.

Then he served as executive vice president for 8 years at Kristensen Group, responsible for the development of large numbers of residential and holiday projects in Denmark and abroad.

Morten carries extensive experience in urban development, green energy projects and recently as a director of holiday centers in Denmark.

Morten as CEO is the daily manager responsible for management, finance, cooperation with authorities and concept /development processes.

Ross and Morten both believe in what is referred to by Ross as "the third wave". This indicates, that it is time to scale-up and mainstream life in sustainable communities, making it widely accesable.



Different professions form the team

A team of diverse professions

In addition to Ross and Morten, the team is composed by further 6 employees with diverse competencies within construction, architecture, finance, communication and user involvement. In addition, Bærebo uses external advisors to draw on the best qualified persons in relation to each task.

Among others, we cooperate with House Architects, who have rich experience in sustainable housing communities.

Bærebo thus draws on several years of experience within the developer world and allies with architects and experts, who specialize in particularly the design of sustainable housing communities.

This makes Bærebo an obvious choice within projects of different volume.



- with roots in the movement

In Bærebo we carry on from the strong tradition of Danish cooperatives and ecovillage projects. To be responsible for the involvement of future residents, Bærebo therefore has a strong team who themselves live in a cooperative and an ecovillage, respectively. They know this field by their own lived experience and thus stand forward with full integrity.

The team formed by Camilla and Marie form our regular "community builders" who work within concept development, communication, involvement and general community building in Bærebo.

The full team is composed to 'bridge' between grassroots initiatives and a more professional developer approach. We thus utilize strengths from both sides to create solid, sustainable projects.

How can you truly sell the dream of community life without living it yourself? .

*It adds a high portion of trust and integrity to Bærebo that people who knows about community life are creating and assisting new community groups..
But it also forms part of the diversification.*



Mainstreaming ecovillage life

Even Denmark can boast of a high number of ecovillages, such a life is still only an option for the few.. Bærebo has set its target to enable people from all segments to live and experience the strength of community life. Upscaling is therefore an important parameter and we prefer projects of a certain volume, where a line of neighborhoods can support each other, side by side.

A Bærebo concept for sustainable communities can be realized wherever a municipality wants to create variation in housing opportunities - and where a group of citizens shows a demand.

Our goal is make life in sustainable communities attractive and accessible for more people by offering cooperative models and private rental options



Comparative advantages

A safe business model: Bærebo possesses financial capacity to purchase desired areas of land. Future residents of a project in Bærebo only pays when the construction of houses is done. The risk and responsibility for challenges are on Bærebo's part.

A broad understanding of sustainability: Social sustainability and accessibility for multiple segments is a matter of priority.

Professionalism and involvement: It is assured that construction can be carried out (economic capacity); that it is performed professionally and on time (developer capacity) and that the involvement process for future residents takes place with a high degree of influence and co-creation (social/holistic capacity).

We have in the team:

- a technical department (architect and engineer)
- a communication department
- a finance person
- an energy consultant
- a director
- 2-3 community builders

Bærebo adds CAPITAL and COMPETENCE.
Together, community projects can then be realized.



A typical Bærebo project

Our housing communities are normally established close to an existing town and in the immediate vicinity (bicycle distance) of public transport. This is important, as we promote the use of public transport and minimize private transport needs.

Each individual housing community, which we in Bærebo call a 'neighborhood', have its own community house, which is the center for shared dinners, meetings, parties, guests and daily practical needs like laundry and printing services.

Additional shared facilities will be established for all the neighbourhoods. It could be facilities for sports, but also shared office spaces etc., - to awake ideas and desire for shared projects.

Bærebo will establish projects that capture and make space for the many dreams and ambitions that people have - or realize - when moving together.

Residents will have their private sphere in and around their own home, a closer feeling of community with possibilities for personal everyday relationships in their own neighborhood - and then a level of active commitment in and to the wider community, as a personal choice.

In the larger projects with clusters of neighbourhoods, the larger scale will eventually spark new opportunities. It could be establishment of educational centers, social enterprises, businesses etc., rethinking the normal distinction between hometime, work and leisure.

Moving into a sustainable community project is more than just a sustainable house option - it is a frame for a new way of living and a quest for more sustainable lifestyle choices



Values and principles

A Bærebo project can be referred to as a model for creating "a city outside the city", as an active living community with rich social connections, entrepreneurship and agriculture, in the midst of nature and yet close to the city. Which is the obvious place for a large scale project to unfold.

Bærebo is based on two corresponding values; FREEDOM and COMMUNITY

It can give a sense of personal freedom to become a member of a community - access to more space to roam around and plenty of facilities to use. And opportunity to choose where to engage, with peers.

The community feeling is created through this freedom. It is not a duty to engage, but it happens naturally, when people meet around their shared interests. Bærebo creates such a framework.

We have formulated a set of principles, which together create a solid foundation for creating sustainable communities. They are called our "building blocks".

Future residents will meet a high degree of co-creation in the process, but cannot make significant difference to the building blocks, which make the DNA of Bærebo. The building blocks are the 'red thread' in Bærebo's work and create our position.

A Bærebo project consists of 3-7 communities of around 25-35 houses each, side by side. It opens new opportunities to be many, together

Bærebo also engage in smaller projects, even some of our building blocks cannot be fully realized. Our ultimate goal is to create more sustainable communities, both the large and the small ones.

**We aim high,
both when it comes to
community building
and the level of
sustainability
in our projects**



The building blocks

The five building blocks constitute our concept in Bærebo and express our distinctive characteristics, although they may look different depending on the project. Our model project consists of a number of neighborhoods, consisting of approx. 35 homes each, with some variation in individual house sizes, to create both appealing and diverse groups.

Seniors will live side by side with families and there can be houses for singles, couples and intergenerational constellations.



Neighbourhoods

Bærebo consists of a number of smaller neighbourhoods. People will connect with a group of like-minded people.



The common good

Shared facilities will constitute what is the common good - could be workshops, playgrounds, green areas etc.



Co-creation

Everything is not planned. In Bærebo. There will be 'guilds' organized around interests of the residents. People join where they have something at heart.



Entrepreneurship

Facilities, guilds and the magic that happens when people meet and dream, create ideal conditions for entrepreneurs and (green) businesses to flourish.



Shared supply

There is no doubt, the supply chain have to become more green - whether it is about energy or food.



Typical Bærebo neighbourhood





Example 1



Example 2



EKSAMPLE 3



EKSAMPLE 4





ENTREPRENEURSHIP:

Refugee project – social projects – educational purposes
Making use of common facilities outside peak hours



BÆREBO PRINCIPLES



- 1) Sustainability**
Focus on sustainability is not a choice. We build in natural materials, attend to the SDG's and go for certified eco-houses.
- 2) The landing**
The community is part of a larger whole. We create a locally based project in dialogue/interaction with the local area.
- 3) An active local group**
The community is created by an active group of residents, whom we support to create their own identity as a group.
- 4) Public transport**
Near to public transport, to minimize private cars and driving. Focus on shared solutions.
- 5) Nature and biodiversity**
Landscape qualities that can optimize biodiversity, secure easy access and create new, recreational common spaces.



GAINING THE TRUST OF THE INVESTOR



Bærebo has developed a concept that we believe in.

We promise investors that the community will not have empty houses. And that in the first 5 years, Bærebo will cover, if any house should ever stand empty.

If we do our best in the start up process to build and enhance social cohesion in the group, we can live up to that promise.

That builds trust.



THE HILLS OF THE TROLLS

- 1 neighbourhood
(private rental accommodation)
- 3.000 m2 housing
- 45 houses in up to 3 floors.
- Common House 300-450 m2
- Building percentage: 39%



THE COMMUNITY OF VINGE

- 2 neighbourhoods
(one cooperative and one private rental)
- 2 x 2300 m2 housing
- 65 houses up to 4 floors (but mostly 2)
- 1 shared common house 350 m2
- 150 m2 other facilities
- Building percentage: 63%



PRICE EXAMPLES:

A 100 m² house: 2000 USD/month

A 75 m² house: 1640 USD/month

A 50 m² house: 1.135 USD/month

A 25 m² house: 750 USD/month



How to make it affordable?

Where to cut costs:

- Cheaper building process (NO)
- Go places even more rural (NO)
- Let residents complete interior work (MAYBE)
- Go down house size (YES)
- Cut down the individual space and share (YES)

Bærebo offers a shared house option.

From 4-8 residents share living room and kitchen.

Shared house options monthly rent 500-1000 USD.

Where most people can be part.

Target group: Seniors, youth, single parents.

Young refugees?





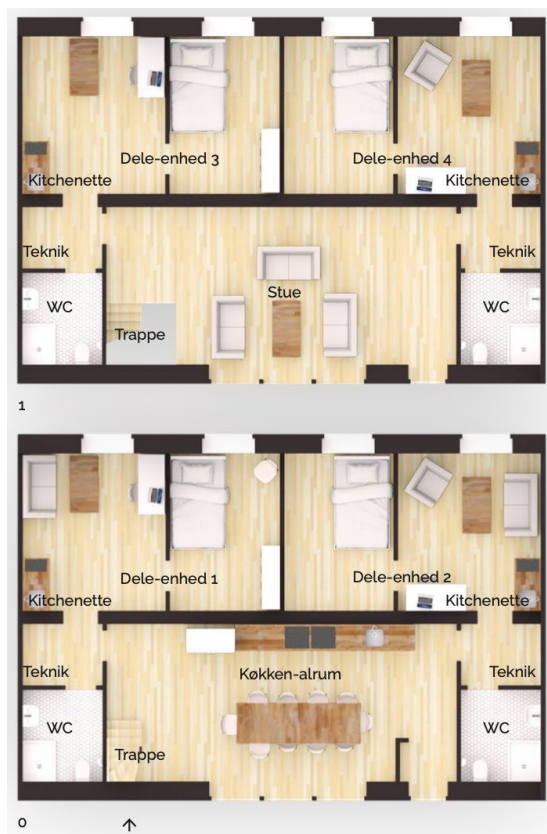
Example with 6 units (each 42 m2)

Each have own bathroom and small kitchen and shared living room and kitchen (90 m2)

Price: 980 USD/month



THE SHARED HOUSE (200 m2)



4 units

Each have their own bathroom and small kitchen
Shared living room and kitchen
Two verandas.



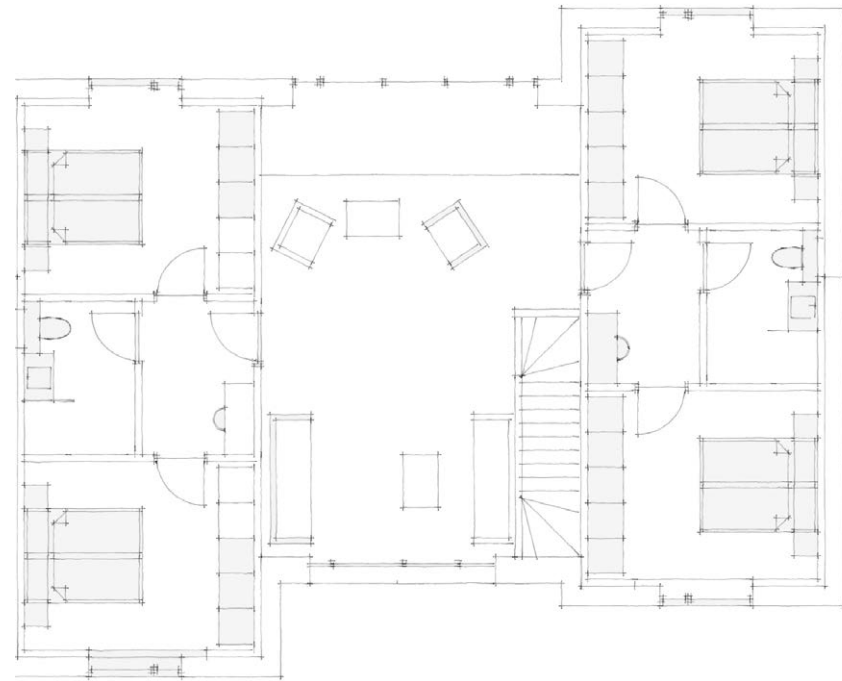
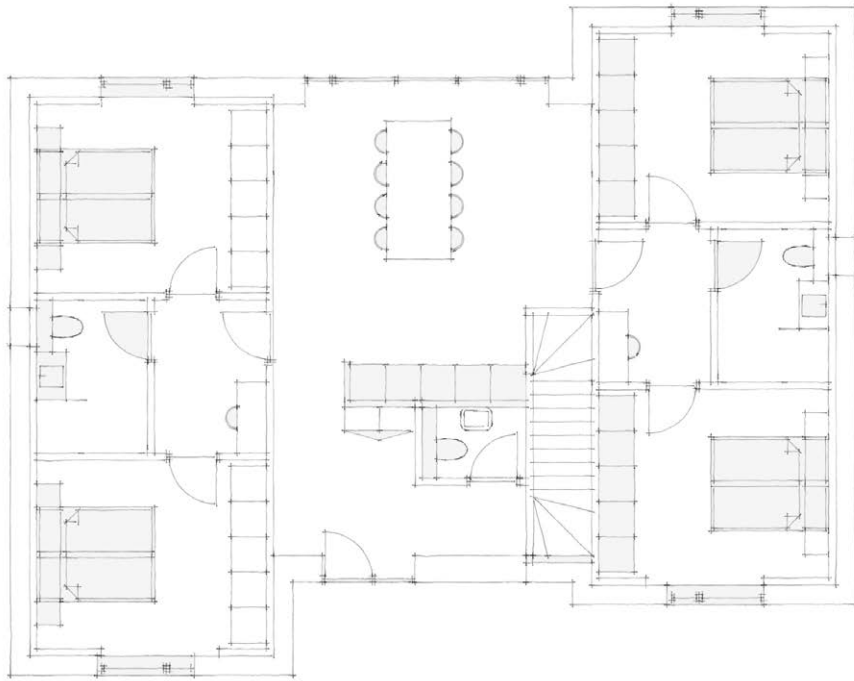
6 units

3 rooms share a bathroom.
Shared living room and kitchen
Two verandas.





LIVING IN A SHARED SPACE



Building community motivation

The **GROUP**

- speaks to a sense of belonging



The **LOCATION**

- speaks to a sense of place



The **CONCEPT**

- speaks to a sense of purpose



In Bærebo our strategy is to create both a sense of belonging by building strong groups, a growing sense of place by involvement in the local community and a sense of purpose by attending to values, the SDG's, being a community catalyst in the neighbourhood etc.





LEARNINGS

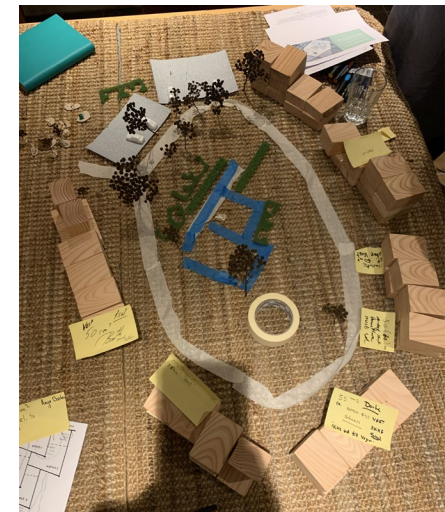
We praise collaborative development – but it does not mean that everyone needs to have a say in everything

Instead of asking about every little thing we have to build TRUST in Bærebo. For the choices we have taken - and the values/criteria/principles we stand for.

People like to feel heard and included, but also respected for what they feel is important to engage in.

Every group is different.

There are guidelines, but not recipes.
'The map is not the territory'



Creating an enabling environment

Policy makers, municipality support, researchers, banks, lawyers, developers, organisations, citizens

Compass - Collective Movements and Pathways to Sustainable Societies

RESULT: Researchers have studied how eco-communities work and the environmental effects of co-housing and community life.

Residents in communities emit 30 percent less CO2 than average Danes.

There is a growing understanding that community life can assist municipalities and citizens in achieving 2030 plans and implementing the SDG's locally.



<https://veluxfoundations.dk/>

<https://compass.ku.dk/>



A ministerial report

– obstacles and recommendations



Fremme af bygge- og bofællesskaber
November 2021

The overall purpose of the working group has been to explore **the barriers and opportunities** that exist in connection with the establishment of communities and public housing associations, including housing associations with mixed forms of ownership.

<https://im.dk/publikationer/2021/nov/fremme-af-bygge-og-bofaellesskaber>

Participation has been broad.

Political results till now:

- Allocation of funds for **energy communities**. For communities to produce and consume electricity in citizen led cooperatives.
- Allocation of funds for a **central advice unit for communities** (for both municipalities, developers and self-grown groups).
- Certification of advisors.



Mapping of communities in Denmark



*Who are they? Where? How many? Size? Ownership forms?
Gender balance? Age distribution? Educational level?
Do they all have communal dinners? Mobility patterns?
How many focus on sustainability?*

We need these answers, as practioners, organisations, researchers and developers.
The definition of a community needs to be agreed upon, among the growing types of actors in the field.
Then it becomes easier to have community life as a category as part of the Danish statistical services

Sponsor: <https://www.realdania.org>

Our mission is to improve the quality of life and benefit the common good by improving the built environment.



DEVELOPER DRIVEN COMMUNITIES

- how are they different? They now form 70% of the field.

A research project diving deep in to the developers

- "I hear from 8 out of 10 that **they want something turnkey**... .. when they move in they can use time and energy to have fun with each other and make groups, have energy to see each other, avoiding conflicts about interior design etc. "
- "There are many people who want to live in community. They never come to it if they all have to arise from scratch... .. our residents they love, of course, that we have decided what kind of kitchen there is, etc. ., **they do not want to make those choices at all**".
- "Then it is also important to say that it should not be too controlled. Our philosophy is that we provide some things that the residents themselves must make use of. The inspiration from the person who started Bovieran was: Cote d'azur - this is the good senior life: **you meet and play petanque etc. This is where the community feeling arises - not by holding an annual general meeting**".
- Our selection process is that when the first large group come in: we give a thorough presentation –like: " there are many meetings you have to attend ", they have to commit. **You tire out those who do not really bother to be in community** - but most persevere. You get tested if you can agree - they have to make decisions together: eg pets and smoking are something that can separate people. They can quickly agree on 5 value words. The more they know each other, the more solid they stand when it comes to conflicts. It will come".

QUOTES FROM BUILD CONFERENCE 24th OCTOBER 2021 (AAU)

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A Start Package for new groups



5 COMPONENTS

- THE FINANCIAL
- THE LEGAL
- THE MUNICIPAL
- THE SOCIAL
- THE GREEN

Produced by experienced practioners in cooperation with experts. Sharing of knowledge, documents etc. Each groups gets 3 free sessions with an expert/practitioner of their choice.

To increase the success rate of especially 'self developed groups' in an increasingly competitive market for community life.

<https://okosamfund.dk/>
<https://bofaelleskab.dk/>

Sponsor: <https://www.realdania.org>
Our mission is to improve the quality of life and benefit the common good by improving the built environment.

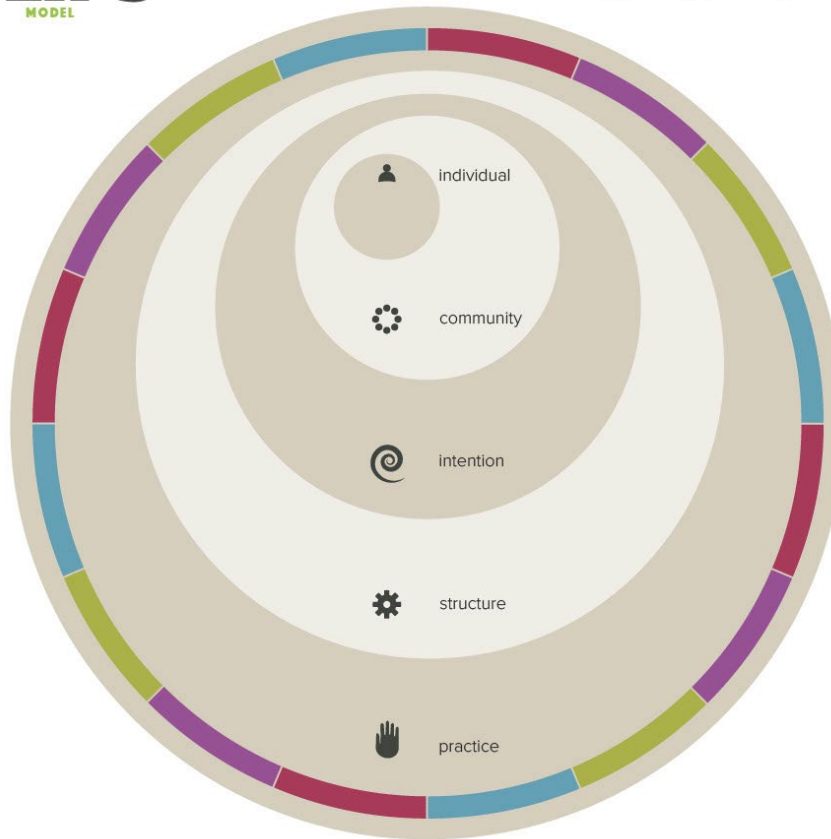


CLIPS - COMMUNITY LEARNING INCUBATOR PROGRAMME FOR SUSTAINABILITY

CLIPS is a programme to guide community-led projects in their initial steps – and for existing initiatives that struggle with problems or simply need revitalisation.

<https://clips.gen-europe.org/>

CLIPS
MODEL



Four dimensions of sustainability in the practice level:





**NEW TITLES AND NEW PROFESSIONS
A 'CULTURAL MEETING' BETWEEN GRASSROOTS/DEVELOPERS,
WHO NEED EACH OTHER TO SCALE THIS UP**



THANKS
FOR YOUR ATTENTION
LET'S STAY IN TOUCH



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