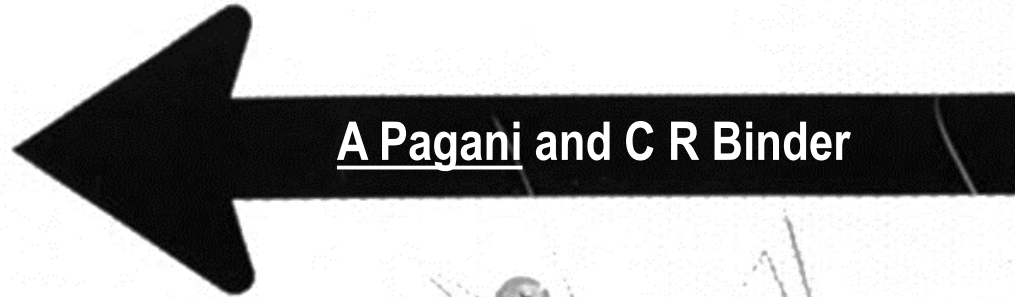


**Towards housing sustainability:
the decision-making process of tenants**

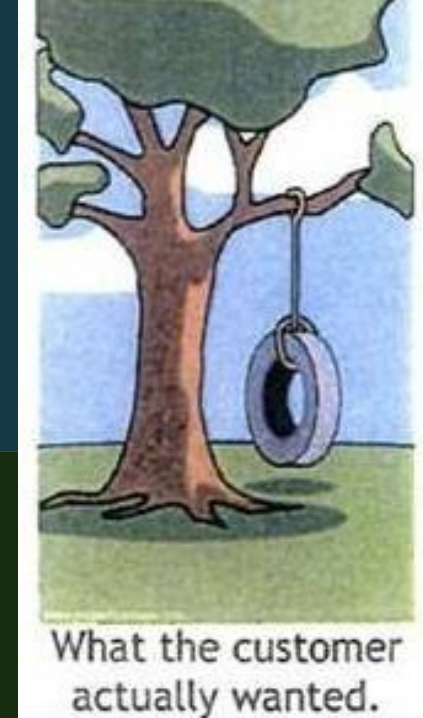


A Pagani and C R Binder

STATE OF THE ART



**‘Sustainability’ remains an ambiguous notion that is rarely regarded in its
Environmental
Social
Economic
Cultural components**



Tree swing cartoon (origin: early 70s)

In 2017 in Switzerland 1 in 6 vacant apartments was newly-built

We need to understand the factors driving households' decisions to ensure acceptability and acceptance of the housing sustainable solutions and overcoming the 'innovation resistance' of the building sector.



FILL THE GAP



We propose an **interdisciplinary framework** that links the elements playing a role in the decision-making process of tenants.

We investigate how the elements of the framework **hinder sustainable housing strategies.**

We **challenge** how sustainable interventions are currently designed and promoted.

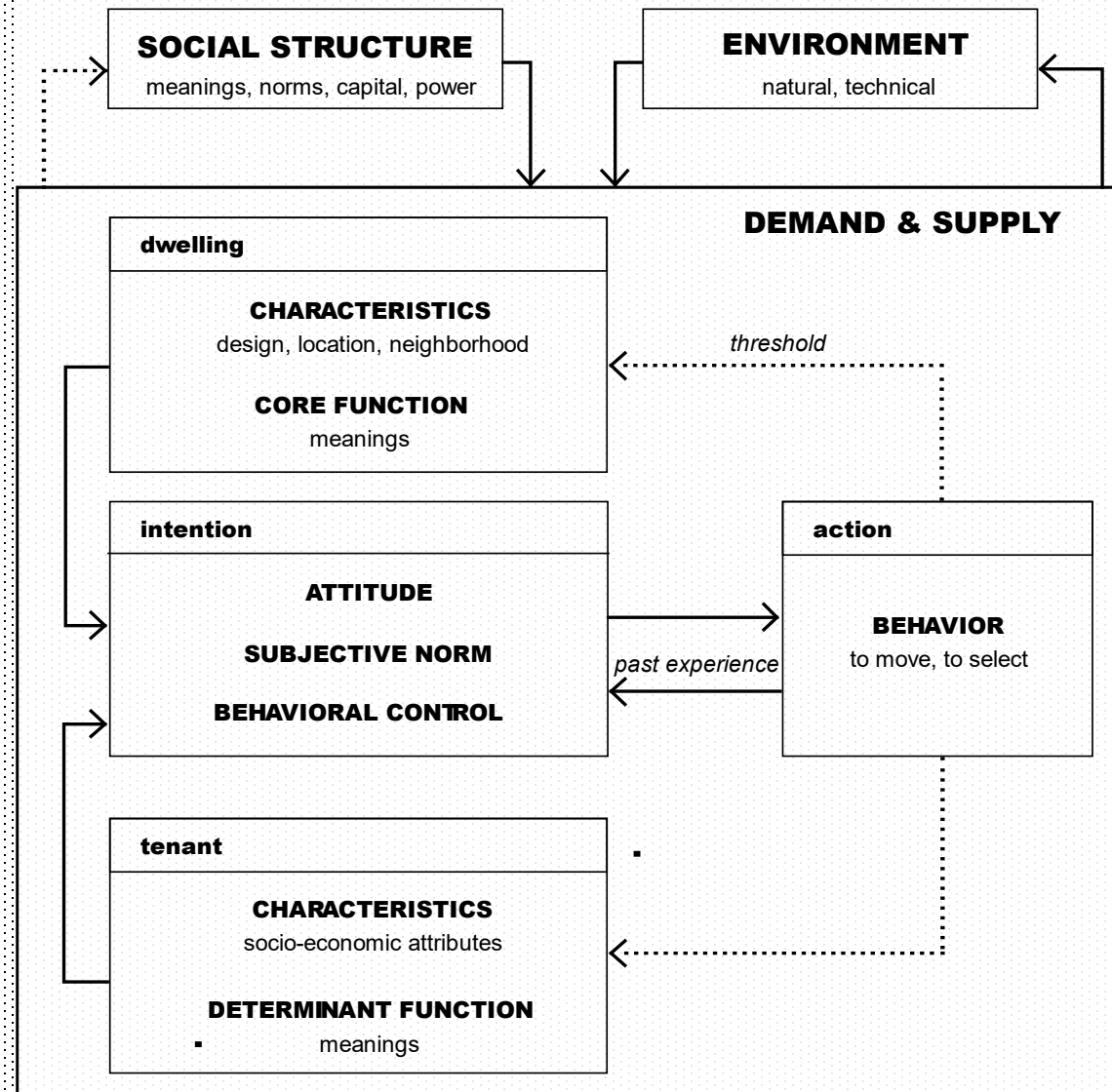
METHODS

Framework development

Qualitative Group Discussion

RESULTS 1. FRAMEWORK

Figure 1. A new framework for tenants' residential mobility and location choice (Pagani and Binder, 2019).



RESULTS 2. FUNCTIONS

STRUCTURE	PURPOSE	BEHAVIOR	BEHAVIOR	BEHAVIOR
Changing factors	Functions	Physical implications	Social implications	Potential implications (CH)
Location S-E status	SHELTER <i>refuge, protection</i>	-Basic house providing shelter	-Dream of the suburban house	-Obstacle to shared living
Location S-E status	SECURITY <i>for family and very restricted friends</i>	-Undifferentiated homes -Specific room function	-Desire for privacy -Recreation outside of the house	-Obstacle to flexibility and adaptability
Place of the individual in the culture	IMPERMANENCE <i>liberation from tradition and history</i>	-Comfort as negotiable social construct	-Different ideal solutions for household groups	-Increase in housing mobility and redistribution
Place of the individual in the culture	PERMANENCE <i>continuity, belongingness</i>	-Universal archetype of house -Long-lasting structures	-Rigid customs, codes and regulations -Attachment, identity	-Unsophisticated building technologies -Resistance to innovation

Table 1. Extract of the functions ranked by the tenants among the three most and three least important in the group discussion. (Pagani and Binder, 2019).

RESULTS 3. TRIGGERS

Satisfaction	Low	Medium	High	High
Trigger type	<u>Trigger needed:</u> <u>Any trigger (AT)</u>	<u>Trigger needed:</u> <u>Opportunity (OP)</u>	<u>Trigger imposed 1:</u> <u>Radical Change (RC)</u>	<u>Trigger imposed 2:</u> <u>Problem solving (PS)</u>
Trigger	Work opportunity	Opening of a bar, construction of a new building	Household formation (divorce, new family), retirement	End of contract, new job location
Characteristics	Correspond to what was missing	Some same others improved	New	Same plus problem solving
Function change	No change	No change	Change	No change
Function	Shelter	Asset; Impermanence	Production / Consumption; Property; Self-representation	Shelter

Table 2. Thematic Conceptual Matrix: Relationship between levels of satisfaction and the mobility and location choices of tenants.

TO CONCLUDE



We provide a systemic understanding to the study of tenants' decision-making process

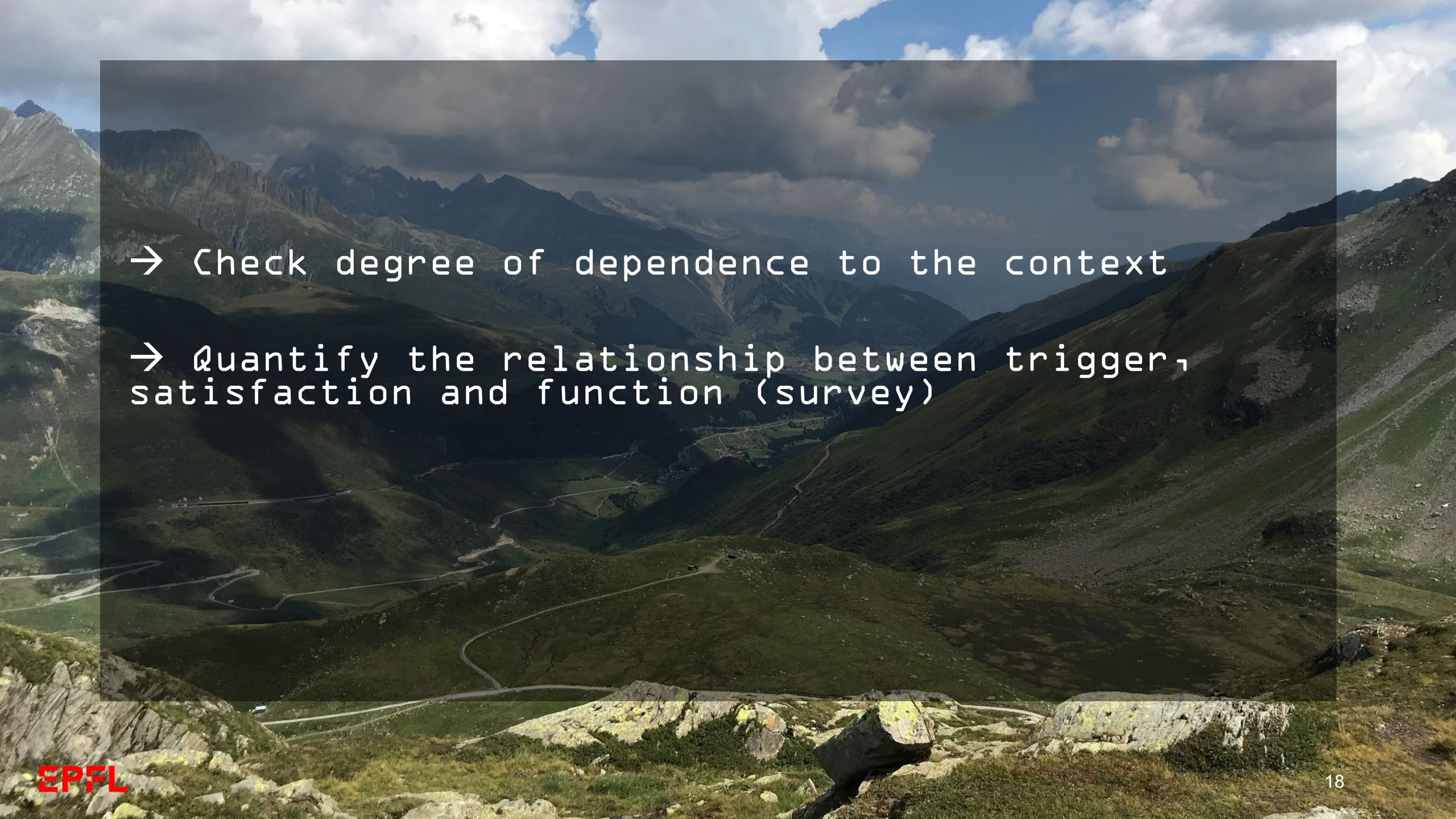
Integration of disciplines

...to inform the actors in the housing value chain about housing dynamics

Housing functions as *reading keys* or *design tools*

...and eventually mitigate the current discrepancies in the Swiss rental housing market, which prevent the promotion of innovative and acceptable housing solutions.

Integration of functions for absorbing triggers;
understand and overcome the implication of each function;
adapt to location.

- 
- Check degree of dependence to the context
 - Quantify the relationship between trigger, satisfaction and function (survey)

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THANK YOU FOR YOUR ATTENTION!

QUESTIONS?