



A Guidebook of living for Setlementtiasunnot Ltd.

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A Guidebook of living for Setlementtiasunnot Ltd.

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This activity based thesis was made in cooperation with Setlementtiasunnot Ltd. It consists of two different guidebooks of living, both in Finnish and English, for Setlementtiasunnot Ltd. The purpose of this thesis is to demonstrate the importance and effects of regulations among communities and to introduce the core factors, which are vital to build community and maintain it.

Setlementtiasunnot Ltd. promotes communal living and housing model, which led to further studying of community theories. Therefore, this thesis includes a brief, narrative literature review introducing theories of community. My main aspect has been to explore how communities are formed and upheld and what are the possible positive outcomes of providing written regulations to a community. Moreover, I looked into the concept of project work, since this thesis' process follows the nature of a project.

Tämä toiminnallinen opinnäytetyö tehtiin yhteistyössä Setlementtiasunnot Oy:n kanssa. Opinnäytetyö koostuu kahdesta erillisestä asumisen kansiosta Setlementtiasunnot Oy:lle, jotka ovat sekä suomen-, että englanninkielisiä. Opinnäytetyön tarkoituksena on tuoda esiin niitä tekijöitä, jotka ovat tärkeitä yhteisön luomisessa sekä ylläpitämisessä.

Lisäksi, tämä opinnäytetyön teoreettinen osuus pitää sisällään lyhyen, narratiivisen kirjallisuuskatsauksen yllä mainituista aiheista. Teoreettisen viitekehyksen keskiössä on toiminut tunnetuimmat teoriat yhteisöllisyydestä ja se, miten säännöt tukevat yhteisöjen ylläpitoa. Tämän lisäksi, opinnäytetyössä käydään läpi projektityön peruspiirteitä, sillä toiminnallinen osuus toteutettiin niitä noudattaen.

Keywords: community, psychological sense of community, boundaries, regulations, project
Asiasanat: yhteisö, psykologinen yhteisöllisyyden tunne, rajat, säännöt, projekti

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1 Introduction

The basis of this thesis was to develop an overall handbook in Finnish (Appendix 2) and in English (Appendix 3) of living for Settlementtiasunnot Ltd., which is targeted for the tenants' use.

Settlementtiasunnot Ltd. has developed a concept of communal social housing model since its founding. The model includes a Community coordinator, who as takes care of the property management and at the same time promotes the sense of community within the housing units. Therefore, the concept of communal living shall give a firm base for the active part of this thesis and will be further introduced.

The need for the handbook was born as the tenants and company representatives found themselves struggling with the same issues from time to time.

They found that following the housing community's regulations equally among the tenants was difficult, because there were many different interpretations of the rules among the tenants. The handbook contains relevant information regarding general regulations of living and additionally specified and detailed norms targeted to a specific housing unit.

The thesis consists of three parts: theoretical framework, a narrative literature review of community from a wider perspective and legislation regarding apartment rental, reporting of how the handbook was developed and finally, a practical handbook in a digital and paper form.

As this is an activity based thesis, I will explain how the process of the guidebook was executed and the content of process.

The theoretical part explains what is community and its necessity, giving an overview of the subject. By understanding what is a community and what are the main factors in building and upkeeping it, I aim to justify why this guidebook supports the Settlementtiasunnot Ltd.'s concept of communal living.

In addition, the theory part includes relevant information on ARA-guidelines and legislation concerning living restrictions. This is because, the active portion of the thesis must follow restricted regulations regarding living.

In my conclusion I will present the relevant factors regarding community and the impact of the concept of communal housing on a general level. Furthermore, I will briefly go through the conclusions of the active process and the outcome of thesis as well.

2 The purpose of this thesis

The company has a vision and mission of supporting and promoting communal living in the modern suburban. Their activity is regulated by ARA guidelines and legislation on apartment rental. Therefore, in the theoretical framework I will provide information on ARA-regulations and Finnish legislation on rental apartments, to give an understanding on what the active part of this thesis is based on. In addition, I shall concentrate on the literature review on community and its meaning. By doing so, we can get clear vision on the features of which communities are built and maintained. Furthermore, it helps us to understand why collisions inside communities tend to appear.

The joining factors of communities vary in the modern suburban society depending on the target group. Nevertheless, the common uniting factors have similar characteristics and possesses the same nature of theories. Considering, that functional portion of the thesis must follow restricted regulations regarding living, but also the factors which combine the sense of community and means to promote it, one had to take a deeper look into what is community and how communities are constructed.

Moreover, I will examine what does it mean to an individual to belong to a community. Additionally, I shall briefly pass by the topic on, how does the sense of community prevent social exclusion combining social housing as supporting measure into housing unit. In the end, I was left wondering, whether instructed guiding regarding

living is essential to maintain and to promote communal atmosphere in the company's housing units. In my thesis, I am to provide insight and knowledge to the above-mentioned questions and explain what was done and how.

2.1 Activity based thesis

In University of Applied Sciences there is a possibility of an activity based thesis, which often refers to some form of developmental work. In this case, the thesis is focused on guidance on practical, everyday matters. In Laurea University of Applied Sciences, there is Learning by Doing, a pedagogical model that is based on learning through Research&Development. Both students and teachers can develop their competencies by participating in different types of development projects that address the phenomena and problems of real-life workplaces. The latter reflects the way of carrying out this thesis. (Laurea 2013)

According to Vilkkä and Airaksinen, the authors of *Toiminnallinen opinnäytetyö*, despite of the field of expertise, the outcome is to be work-orientated and practical, while acknowledging professional knowledge and professional skill management of the field in question. They also emphasize, that one of the objectives of functional thesis is to prove the student's ability to critically reflect the combined theoretical knowledge into practical skills. In addition, they mention that functional thesis possesses features, that are very similar to a project. For this reason, when reporting the process of developing the handbook, I shall report the tasks by applying project's characteristics and phases.

2.1.1 Settlementtiasunnot Ltd.

In this section I shall introduce Settlementtiasunnot Ltd. and its functions, vision and mission to keep us on the same page in understanding on what does the guidebook rely on.

Settlementtiasunnot Ltd was established in 2000 and is the Housing Finance and Development Centre of ARA, non-profit home producer approved. ARA is also the main founder of the two companies' activities. Subsidiary Settlementti Asumisoikeus Ltd was established in 2010.

Setlementtiasunnot Ltd. and Setlementti Asumisoikeus Ltd. are both social housing developers. Setlementtiasunnot Ltd. brings the people-centred approach to housing services by identifying people's skills and competencies, as well as by respecting differences among individuals. Setlementtiasunnot Ltd. and Setlementtiasumisoikeus Ltd. are community builders and providers of multi-functional housing services and socially sustainable housing producers.

The company's vision and mission are to promote communal living within in the form of concept of social communal living, which shall be further introduce.

2.1.2 Community Coordinator

Setlementtiasunnot Ltd.'s service concept includes a house-by-community coordinator, which allows to support even those residents who have difficulties to live independently. In providing these housing services the true sense of community and working together, responsibility for oneself and one's neighbours comes to highlight. One of the company's goal's is to promote, that living alone does not have to mean loneliness.

In each housing unit the Community Coordinator works according to a weekly calendar. Community Coordinator activates, inspires, encourages and supports the tenants to take part in the matters of living. The Community Coordinator guides and advises in every-day living matters, as well as plans joint activities in cooperation with the tenants. Additionally, the Community Coordinator supports the tenants impact on living matters and is an assistance to the real estate management.

The presence of a community coordinator is based on the model of communal living housing.

2.1.3 Setlementtiasunnot Ltd. and Residential Democracy

The tenants' committee and tenant activities are designed, to give the tenants opportunities to take part in decision making regarding their own living. It is seen that, this way the tenants are provided a mean to influence on the matters that concerns the tenants living standards.

Residential democracy is a form of collaboration and interaction between the tenants and the property owner. The core goal of Residential Democracy is to provide opportunities to the tenants to influence on issues related to their living. Therefore, all the house-specific actions and activities are tenant-orientated.

The tenant democracy meetings are held at least once a year. Tenants choose the committee or trust person in the meetings. These meetings consist of discussion and decision making of common matters concerning living in that specific housing unit, as the law of Joint management in rental houses restricts.

Different units of the Settlementti housing association can also act in cooperation and tenants may nominate candidates to the company board. The Company Board shall nominate resident representatives to the company's board.

3 Theoretical framework

In this segment, I'm going to give a brief insight to the most known definition and studies on community. According to Dainton and Zelley, 2010, theories basically provide a lens by which to view the world. They compare it to pair of glasses, indicating that corrective lenses allow the wearer to observe more clearly, but they also impact vision in unforeseen ways. By introducing the following theories, I hope to provide an insight to the basis of what is the meaning of community in an individual's life and understanding the relevant theories which shall be introduced in that chapter.

Also, this segment contains brief chapter of a study on "The concept of communal housing model and its benefits" (Tykkyläinen, 2016) to demonstrate the positive impacts of communal living in an individual's life.

Finally, I will give a brief overlook of the legislations and regulations I studied for the active portion of the thesis. This will give an understanding of the lawful base of the guidebook (Appendix2, Appendix3).

3.1 What is community?

At its most simplicity, community mean the whole of social relationships among people. As community relates to core themes such as trust, involvement, commitment,

motivation and closeness, they all are essential for the existence and functioning of an individual. (Heinonen, 2006. Cohen, 1985)

Even though, community as a definition can be simplified at to its most plain meaning, defining communities is complex and problematic, for their versatile forms of appearance. According to Ulla Heinonen (2006), in her dissertation on virtual communities, the definitions are largely linked to social changes and therefore community, its perceptions and different models have varied drastically over the centuries.

3.1.1 Gemeinschaft und Gesellschaft

There are several studies regarding communities, which all possess the tone of the time when they were made. One of the most famous sociologist and philosopher, who have studied community, is Ferdinand Tönnies. He developed a categorization on communities, introduced in his first book, *Gemeinschaft und Gesellschaft* (1887). His aim was to provide a way to see and think, how social ties can appear. The basic idea of *Gemeinschaft*, translated into mostly as “community”, is, that it illustrates the traditional community including close relationships between members, which are kept in line with tradition and internal norms.

Whereas, *Gesellschaft*, mostly translated as “society”, represents the modern form of community based on the benefits that the members of the community seek through each other. Simply, *Gemeinschaft* refers to community and *Gesellschaft* to society, and to their influence on individual’s social ties. According to Heinonen, in the Tönnies’ division, the social and institutional community were clearly separated for the first time. She also mentions, that Tönnies’ ideal classifications are difficult to find in the real world, as societies often appears as a mixture of both, *Gemeinschaft* and *Gesellschaft*. (Tönnies, 1887)

3.1.2 The Division of Labour in Society

Another famous sociologist, who is often related to community studies is Émile Durkheim. His doctoral study, *The Division of Labour in Society* (1893), gives often the theoretical basic starting premises to study communities. Durkheim described in his

study how social order was maintained in mechanical and organic societies of solidarity. The *Division of Labour in Society* included also description of the evolution from primitive society into advanced industrial society. He proposed that a primitive society consists of mechanical solidarity, referring to suggestion of people maintaining social order by acting and thinking in the same way, and sharing a collective conscience. (Durkheim, 1893)

Whereas, he suggested that in the advanced, industrial society, people are awarded according their qualities and rewarded accordingly. Trying to break the complex theory into simple form, it means that social inequality mirrors natural inequality and therefore an advanced society needs moral and economic regulation to maintain social order. This he described as organic solidarity. (Durkheim, 1893)

He also divided the way of punishment in these two different forms of societies. He suggested that in a primitive society the violation of the collective moral sense led to excessive punishment. Whereas, in an advanced society the misdemeanour of common regulations led to less punishing consequences. (Durkheim, 1893)

According to Émile Durkheim (1893), communities and communal life are necessary and vital processes and structures for the existence of an individual. He correspondingly argues, that the feeling of common sense keeps the societies together and is based on the relationship between the individual and the society.

3.2 Sense of Community

In this section I shall shortly introduce the theory of “four elements of the sense of community” by McMillan and Chavis.

One of the most significant theory regarding community research is “Psychological sense of Community among Communities” by McMillan & Chavis (1986). It has been shortened into “Sense of Community” as McMillan & Chavis provides a simplified definition of it.

According to them, the sense of community is a feeling that members have of belonging, a feeling that members matter to one another and to the group, and a shared faith that members' needs will be met through their commitment to be together. In the same discussion of theory, they suggest that the Sense of Community is built around four essential elements.

In the following sections, this theory is introduced with further detail.

3.2.1 The Psychological sense of community among communities

As mentioned, the theory of McMillan and Chavis (1986) consists of four essential elements and five qualities in membership in a community. In this section, these concepts will be explained.

These four fundamental elements of Sense of Community (1986) are defined as;

1. Membership
2. Influence
3. Integration and fulfilment of needs
4. Shared emotional connection

McMillan & Chavis (1986) acknowledged five qualities in membership in a community.

These five qualities are listed as:

- a. Boundaries
- b. Emotional safety
- c. A sense of belonging and identification
- d. Personal investment
- e. A common symbol system

They specify that "Boundaries" are recognized as language, dress, and ritual, indicating who belongs and who does not. Even though, the authors recognize, that "boundaries" as a concept is difficult to define, they do state that as long as the need of legitimate boundaries are generally protected, e.g. by common regulations, it is often sufficient mean to satisfy the group members need of protect their social connections. (McMillan&Chavis. 1986)

By emotional safety, the authors mean that the group members experience such security, that they are willing to reveal their true feelings. Whereas, the third element is described as the individual member's faith of belonging to the community and being accepted by it. Thus, the fourth, personal investment, refers to a situation where an individual achieves one's place in the community through working for the membership. Therefore, for this personal investment the membership will play more meaningful and valuable role for that individual. The fifth element, seem to pay a valuable role in building up the membership. The authors state, that understanding the common symbol system is a precondition to understanding the community in question. (McMillan&Chavis, 1986)

Moving on to the meaning of Influence, the authors specifies that members of the community need to feel empowered to have an impact on the group's ongoing doings. Otherwise they wouldn't feel motivated enough to participate. The theory of Psychological sense of Community among Communities (1986) also state, that group cohesiveness depends on the group's influence over its members. This means, that the influence in a community reacts in both directions. Additionally, leaning to formerly made studies, McMillan and Chavis (1986) suggest, that: "People who acknowledge that others' needs, values, and opinions matter to them are often the most influential group members, while those who always push to influence, try to dominate others, and ignore the wishes and opinions of others are often the least powerful members". (McMillan&Chavis. 1986)

Integration and fulfilment of needs basically means that, by joining a community an individual member expects to get what he or she hoped or assumed to get when joined. It also requires, that the community has features, which makes it worth for the individual to dedicate their time and contributions to the community. Additionally, the authors propose that the members need to feel rewarded in for their participation in the community, so that the contribution would have a continuum. Every individual has a history, so does the groups formed by the individuals. This effects on the group members shared emotional connection, which consists of the member's common history of shared experiences and of the believe for a common future including a continuum of mutual experiences. To describe further McMillan's and Chavis's statement simply, it includes that the experiences strong the believe for a

long lasting, shared emotional connections. For example, commonly shared crisis, increases the importance of a sharing, strengthening the group bond. (McMillan&Chavis, 1986)

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3.2.2 The meaning of community in an individual's life

A community varies from its size, but always consists of group of people. This group of people share something in common e.g. norms, religion, identity, values etc. In addition, they often share a common geographical area or a common virtual platform. People tend to define those social ties as important to their identity, practice, and roles in social institutions like family, home, work, government or society etc. Nevertheless, according to Cohen (1985) the meaning of limits and boundaries of communities are symbolic of their nature and community means different matters to people. According to Cohen (1985), the reality of the community is strongly related to the perceptions of the community by its members. He also stated, that people seem build their communities symbolically, by attaching their identity to the community, but at the same time enabling and maintaining its core meaning. Furthermore, he argues that communities are best approached as communities of meaning. He stated, that "people construct community symbolically, making it a resource and repository of meaning, and a referent of their identity". (Cohen, 1985.p.118)

According to Lehtonen (1990), the disappearance of traditional social structures in modern society may mean the disappearance of communality. He argues, that the

reason to this leads from the overriding individualism. People are more and more individualistic and detached from communities. Whereas, Wilenius (1991), believes that when an individual experiences alienation, and feels just a part of a society's engines, one turns to seek the same connecting experience and security from his or her family, work or other close micro-level community. Which Heinonen (2006) backs up by stating that communities adapt new forms in the modern society, but the meaning of it maintains its importance to an individual.

3.2.3 The concept of communal housing model and its benefits

We can take a closer look on a study made by Saija Tykkyläinen and Antti Honkasalo for Setlementtiasunnot LTD. in 2016. The study concentrates on the effects of communal living format, provided by Setlementtiasunnot Ltd. It mostly concentrates on elderly people, but additionally gives fair indications on general effects.

The study states, that the concept of communal housing at Setlementtiasunnot Ltd. is provided within the context of a community coordinator, a functioning community and a community of residents. The community coordinator encourages people to join, helps them to get started and familiarize themselves with the community, informs about common opportunities and hobbies, actively keeps a track on pay-outs, carries out service guidance, and helps residents to accomplish common ideas.

Also, according to the study the community formed within the housing unit, common premises and "low verge participation"-activities seems to have importance for all residents. The study indicates, that trust and participation, as well as the impact on well-being of housing on general level both are at a higher level, than the control groups. The study also shows that, the positive impact of the communal living on the elderly is particularly clear, but it may not be as straight forward for young people and the working age-people to overcome the accumulated problems. Nevertheless, it does not out rule the possibility of having the same impact on young people and working age-people.

According to the study, the housing model carried by Setlementtiasunnot Ltd. can reduce the cost pressures of public finances by reducing the risk of residents to become homeless and marginalized, and by reducing the need for services for older people. It

shows, that comprehensive and active participation, satisfying relationships and trust in the environment, are known to delay the need for institutional care and are known to be associated with wellbeing, regardless of other background factors.

3.3 Ara-regulations and legislation on rental apartments

This section consists of relevant themes and sections of regulations and legislations from the perspective of making the guidebooks. The following session will explain the base of the company's activities and how does the leasing legislation mandate the company's actions. Therefore these themes are important for the guidebook's content.

3.3.1 ARA and Control and supervision of ARA-funded housing responsibilities and application of regulations.

ARA provides municipalities general guidance on the selecting residents and the prevalence of residential democracy referred to in the Joint Administration Act. ARA supervises the realization of public interest and the rental restrictions. In addition, ARA supervises the determination of the use residences which are built by state subsidies.

The process selecting of residents is based on social relevance and economic need, which are assessed based on the applicant's housing needs, wealth and income. Therefore, the apartments are rented to the ones most in need. The homeless and the most deprived and low-income applicants are prioritized. At the same time, the aim is to create a versatile residential structure and a socially balanced residential area. (www.ara.fi)

Income limits allow the low-income earners to obtain an apartment. When calculating the income limits, the income, the size of the household and the number of children belonging to it are taken into account. Income limits do not apply to housing for special groups. (www.ara.fi)

3.3.2 Residential Democracy. Based on the law on Joint management in rented houses (649/90)

“Residential democracy is based on a law on joint management in rented houses (649/90). The owner of the built rental house with the state aid, shall comply with the Joint Administration Act in the leaseholder houses and after 1 January 2002, in rental housing, financed by an interest subsidy loan subject to restrictions on use and disposal.” (The law on Joint management in rented houses, 649/90)

The purpose of the Joint Managing Law is to give tenants the possibility to take part on decision-making and having an impact in matters concerning their own living. Thereby the law aims to increase comfortability of living and to enhance the maintenance and management of the houses. Residential democracy according to the Joint Administration Act means in practice that residents have the right to receive information, to participate in the preparations, to give opinions, to supervise and decide on the matters mentioned in the law.

The residents have the right to participate in the preparation and to give opinions:

- the budget drafting
- rent determination proposals
- budgetary remedies and long-term correction plans
- the content of the maintenance contract and the organization of hosting and maintenance tasks.

Residents have the right to:

- supervise the implementation of preparations, maintenance and remedial measures
- decide on the contents of the house rules
- decide of the rental and sharing of common parking spaces, saunas, laundry and similar facilities and the use of crafts, club rooms and the like.

3.3.3 The Act on Limited Liability Housing Companies (22.12.2009/1599)

This Act restricts the company's responsibilities and duties as a lessor. Vice versa, it specifies the tenant's responsibilities and duties.

I had to study this act to give rightful and truthful basis to the regulations in the guidebook.

Such specific chapters were:

- Chapter 1 – Scope of application of this Act and main principles of housing company operations
- CH 2 Use, condition and upkeep of a residential apartment
- Chapter 3 - Charge for common expenses
- Chapter 4 - Maintenance
- Chapter 5 - Alteration work
- Chapter 6 – General Meeting
- Chapter 8 - Access to an apartment and taking possession of an owner apartment by the housing company
(www.finlex.fi, www.edilex.fi)

These chapters provided me the knowledge on who's responsibility is maintenance and in what extent, which alternation works are allowed and by whom, what are the common expenses and on who's responsibility those rely on, who is entitled to access the rental apartment and in which limits. This information gave me the foundation to build and write the content regarding these matters to the guidebook (Appendix2, Appenix3).

3.3.4 Act on rental leases. 31.3.1995/481.

I studied the Act on rental leases carefully, to understand what are the basis of rental leases. Since in the interviews both residents and company representatives wanted, that e.g. sub-renting, termination of lease, use and upkeep of a rental apartment would be clarified in the guidebook (Appendix2, Appendix3). From this perspective, the following sections were important:

- Chapter 1. General provisions

- Chapter 2. Use, condition and upkeep of a residential apartment
- Chapter 3. Amount of rent
→Section 32 Increasing the rent for a State-subsidized (ARAVA) rental apartment
- Chapter 6. Transfer and extension of a leasehold
- Chapter 7. Giving notice on a lease agreement
- Chapter 9. Removal
- Chapter 10. Secondary leasing of a residential apartment
(www.finlex.fi, www.edilex.fi)

The above-mentioned chapters of legislation gave me an understanding on what the housing rules from company are based on. By familiarizing myself with these chapters I was able to proceed with the thesis process.

4 The process of making a guidebook

The action part of this thesis had many similar features as project work in general. Therefore, I will present what are the main characteristic of a project to give an idea why I executed this process following project lifelines. This is the reason why in this section I shall write about project, even though the activity based thesis is a process.

4.1.1 The characteristics of a project

A project by its characteristics is goal-orientated, one-time implementation, organized and resource allocated. It has a clear mission, goal and always has a clear beginning and ending.

According to Paul Silverberg (2007), a project's phases usually consists of the project's lifecycle stages. So, the project starts with an initial idea. Therefore, generally important step in the project is to familiarize oneself with the field, which in this thesis was to gather information regarding living and housing regulations while applying those in to the company's vision of communal suburban living style. All this was made to make the process progress and make it work. The vital stage is the actual project plan. An essential step in the project is its execution. The basic assumption is that the project proceeds systematically. As projects are different and therefore each project has its own characteristic phases. For this reason, I have listed this

project's main phases below (Figure 1), so that the processes of this project natured thesis, are easily understandable.

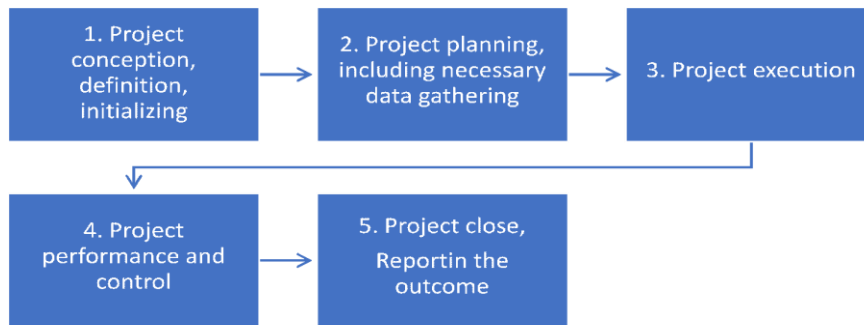


Figure1

Figure 1 explains, that in the beginning of the process I had to conceptualize what is to be done, define it and begin with the process. Second step was to make a plan how to execute the process and make a Project plan (Appendix1) and thereby execute the project according to the plan. Meanwhile the process was ongoing, step 4 (Figure1) demonstrates the action part of the process while controlling the happening and outcomes. Step 5 (Figure 1) demonstrates the end of the process and reporting the activities and outcomes of the whole execution.

4.1 Process Plan

In this section the project itself will described with further detail.

As I had done my first practice placement with the Settlementtiasunnot Ltd. and most of it in the Haaga housing unit, I had already rather clear picture of how things work there. The aim was to gather vital information to enhance the common understanding of housing regulations among tenant. The process in its entity was targeted to Settlementtiasunnot Ltd. and to its tenants. As a project, this thesis includes a SWOT-analysis (Figure 3) and Project plan (Appendix 1). The Project plan gives a more thorough idea of what has been done.

In the Project plan (Appendix1) is explained the content of the company staff meetings, data gathering, interweaving and communication plan including planned schedule. Now, I shall explain the plan more specifically.

The company staff meetings usually included themes such as, how specific information on legislation is to be added to the guidebook, the company’s view of the tenant’s needs and which of these needs are essential from the perspective of the guidebook. These issues were decided on the bases of legislation regarding rental apartments, Ara-regulation and common sense.

We also discussed on how to communicate the company’s mission, vision and values in the booklet. Therefore, the guidebook contains an introduction to Residential democracy and how it is fulfilled in Settlementtiasunnot Ltd. To promote the company’s service concept, which includes the concept of communal social living, the company wanted that the function of community coordinator is highlighted in guidebook. By doing so, we were able to communicate the company’s vision and mission which consists of promoting communal living.

There was also the question of how will the guidebook’s visual look appear and who will do it. First, we agreed on, that I shall produce only the content to the guidebook. But as the person in charge of conceptualizing and visualizing stayed on a long sick leave, we concluded that I shall make the whole guidebook. The company’s service designer, Kirsten Sainio, provided the used images. After that, I was left to design the general outlook of the guidebooks, using those images.

4.1.2 SWOT

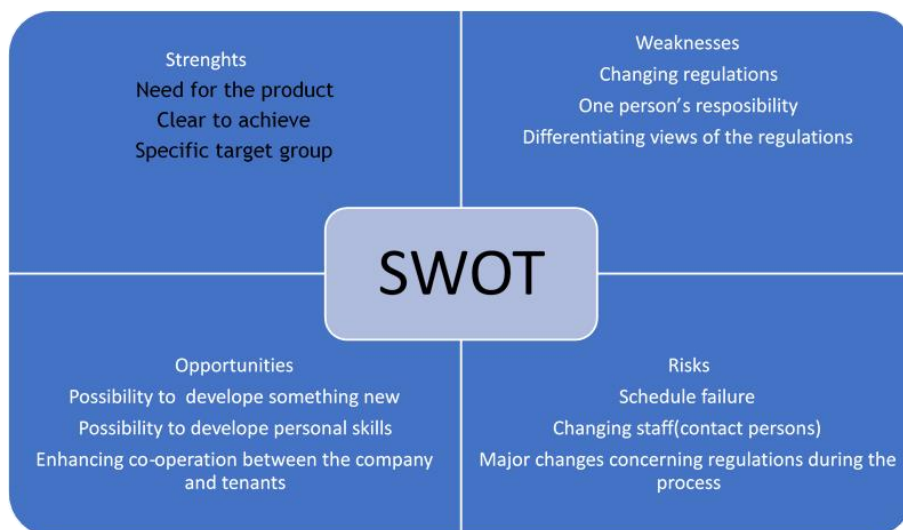


Figure2

The SWOT-analysis (Figure2) was done assess the possible risks, weaknesses, strengths and opportunities concerning the process of making the guidebook.

In my opinion, one of the main strengths were, that there was a need for the guidebook, specific target group and the process's goal was clear to achieve. By process' goal I refer to the guidebook itself.

Whereas, I saw the possibility of developing something new and enhancing co-operation between the company and tenants, as good opportunities to promote their social relations.

The threat of changing regulations during the process would be threat and therefore I listed it as a weakness. The fact that most of the responsibility of the process's relied on my responsibility was a weakness as well. If something would stop me from proceeding, there were no one else to replace. Another aspect that worried me, was the possibility of differentiating views on the regulations between the tenants, as well as the staff. If that happened, it would take more time to find a consensus and to proceed with the guidebook.

The biggest risks for the process were schedule failure, change of contact persons in the company and major changes of regulations during the process. Firstly, schedule failure would mean new adaptations to the process plan and delay of the outcome. Secondly, change of the contact persons could mean new instructions or variations to the guidebook or major delays to the process. Thirdly, changes of the regulations or legislation during the process would mean new content of the guidebook. The level of its impact would vary depending on which state these changes would appear, e.g. in the end of writing the handbook, its content would have to be rewritten.

4.1.3 Communication and Cooperation

During the process we had meetings with the company representatives approximately every two months, as the Process plan indicates (Appendix1).

As described in the Process plan (Appendix1), I had three contact persons in the case company. During that time, I opinioned that it was sufficient and if one could not be contacted, one of the others could be easily contacted. Contacting wasn't the issue,

but at times the project schedule was delayed by months, as one of the contact persons changed into another job and other was unfortunately on a long sick leave. This meant, that from time to time, there was no one to answer my questions regarding the guidebook and that I waited for the final comments of enhancements regarding the book for months. Cooperation was flawless on both sides and required understanding regarding, that the timetables didn't hold on to my previously made schedule.

All in all, I had planned the whole project to take maximum 6 months. Although, in the end it took twice the pre-scheduled time.

4.2 Data Gathering

The company strongly emphasized proceeding by taking tenant's point of view into a deep consideration, the data gathering was performed by open group interviews, as well as open personal interviews. Even though, the interviews followed an open approach, there were similar themes and aspects to guide the conversations. By utilizing this form of data gathering, we found out from the tenants' perspective of what is the need of development concerning the living guidelines. These interviews shall be introduced in the next chapter.

Furthermore, there are legislations concerning apartment housing, which had to be gathered, studied, analysed and applied in practice. These relevant legislations I have presented on the theory session.

Considered, that the Housing Finance and Development Centre of Finland (ARA), is the main fonder of Settlementtiasunnot Ltd.'s housing unit constructions, there are obligations targeted at the company's activities. Additionally, the company's services, vision and mission, needed to be carefully examined to apply the information into practice.

4.2.1 Interviews and themes of the open interviews

Open interviews were executed in meetings, which were timetabled and organized by the Haaga housing unit Community coordinator. Before the interviews I had ar-

ranged meetings with the Community coordinator to get an idea of her vision regarding the matter and at the same time applied the guidelines given by the company representatives. I also discussed over the open questionnaire topics, in case there were something to be added or removed. Below, you can see the age gap and number of participants at the Haaga housing unit interviews (Table 1).

DATE	AGE GAP	NUMBER OF PARTICIPANTS
15.6.2016	>30	2
	30-40	3
	41-50	6
	51-65	8
	65+	9
20.6.2016-30.8.2016	>30	1
	30-40	2
	41-50	4
	51-65	7
	65+	6

Table 1.

The interviewees were gathered by the house specific Community coordinator, who promoted the possibility to take part to the interviews to the tenants. The number of interviewees was not limited into any extension, since we wanted to have as much statements of experiences as possible. We did not want to limit either the interviewees into tenants committee members only. After that, we settled an interviewing schedule regarding the current community coordinator's schedule in the Haaga housing unit's common room. All the interviews were written and documented for further analyses.

As I had done my first practice placement with the Settlementtiasunnot Ltd. and most of it in Haaga unit, I had already rather clear picture of how things work there. Additionally, I had got acquainted with most of the active residents of the housing unit which made the interviewing slightly more relaxed and open. This way, I had the advantage of foreseeing the problems regarding the housing regulations and I was able

to build the questions on those premises. The tenants were allowed to bring their own visions and opinions openly which allowed more insights to the content of the guidebook.

Referring to the presented questions below, the interviews related to the following topics.

Open interview themes:

- Comparing the previous guideline form into what could work better
- Discussing what are the core problems e.g. on weekly basis and monthly basis
- Is there a language barriers/cultural differences? how does it appear?
- What has worked in the past?

These themes were selected based on background knowledge provided by the Haaga Community Coordinator. As she was in contact with the tenants everyday and in charge of the housing unit's functions, she also saw the problematic aspects in the living community. She told, that there had been specific issues troubling the tenants on weekly bases and many situations occurred due to language barriers. Consequently, we did not want to narrow the questions into something we knew already. On the contrary, we hoped to discover new aspects to improve the housing unit's atmosphere.

As I explained how residential democracy prevails in Settlementtiasunnot Ltd., the Haaga housing unit had already commonly decided rules concerning common premises. Those rules had been written on the announcements of the content of tenant committee meetings. The problem was that not everybody read the announcements and they were only in Finnish. The tenants wished that those rules would be added to the house specific guidebook.

4.2.2 Findings of the interviews

The findings were rather mutual despite of the open questions.

The inhabitants felt that the lack of written mutual regulations is a problem, since it easily allows members of the housing community to carry out their own interpretations of regulations. They also felt that it led easily to situation, where some of the habitants felt discriminated or into escalated situations between the tenants.

Additionally, language barriers were repeatedly brought up. During the interviews many habitants mentioned that some of the regulations are translated into English, but only a small proportion of them. Those English regulations were randomly placed on a note board, which bothered the tenants. Also, some of the written information was outdated, since there were new functions in the housing unit. The need of a general guidebook had existed for a long time, since there were no existing guidebook containing all the relevant information.

Moreover, they felt that the guidebook should contain firm information on sub-renting an apartment and termination of lease, since it was not clear to all of the tenants. They wished also that the guidebook would bring clarity on how to use the common premises, common items and saunas and what are the user's responsibilities.

In addition, in Haaga housing unit the use on laundry room seemed to cause a lot of problems due to neglection of the rules.

5 Conclusions

In this session I will provide conclusions of many aspects regarding this thesis. Firstly, I will introduce conclusions of the community theories in practice and how rules and regulations support the communities. Secondly, I will provide an insight of future possibilities of communal living in suburban societies. Finally, I will conclude the thesis process from my perspective and tell about the feedback which I got.

5.1.1 Conclusions on community theories in practice

By applying the introduced theory on "Psychological sense of Community" (McMillan&Chavis,1986) to support the communities, one of the vital factors is commonly shared values. One could see the regulations as common values, since it provides general guidelines to maintain common peace and security, which is one of the many

highlighted building factors of communities (McMillan & Chavis, 1986). Also, it gives the opportunity of mutual respect among habitants by following the regulations. Additionally, these communities share a common geographical area which Cohen (1986) suggests being one of the key factors of which a community may consist of. Additionally, many theories suggest that communities are relationships between people, that are kept in harmony with tradition and norms (Willenius, 1991. Cohen, 1985. McMillan & Chavis, 1986.). Therefore, one could argue that within the frames of the presented ideas the common guidelines can provide tradition and norms to the community.

Written common regulations and guidelines published by the company also gives fertile soil to build up trust among the tenant's community. Even though, in each housing unit exists micro-and macro communities, e.g. family, friends, common activity-clubs etc. eventually they all are bind to the housing unit's macro level community's regulations, forcing them to attribute to the community by following the given rules and regulations, in order to maintain the possibility to rent their apartment.

Referring to Durkheim's (1912) theory on community, there are sanctions or punishing consequences if the common values, or in this case regulations, are violated. The minor form of the sanction may be a note, but in its harshest form it can lead to termination of lease. This also promotes the security among the community of tenants, by bringing security that the regulations are followed. By securing the function of regulations, it can enhance the communal spirit at its best and construct it to a tighter level.

While, McMillan's and Chavis' (1986) theory suggests that the members need to feel rewarded for their participation in the community to guarantee that the contribution would have a continuum. In this case, one can argue that there is no substantial reward in following the guidelines. On the other hand, by following the guidelines one can gain the mutual respect among tenants and feel that they want to attribute to the community even more gain more respect and a firmer position in the community. In this case the award would be psychological. On the other hand, one could suggest that by following the housing regulations the member of the community secures his or hers living environment and the possibility to continue living in the apartment. By doing so the tenant is also reducing the risk of accumulation of problems, which at worst might lead to social exclusion.

The concept of communal living in Settlementtiasunnot Ltd. provides mutual activities to the tenants and this way their need of belonging is made possible to fulfil, while at the same time providing the possibility to put one's personal investment on the community (McMillan&Chavis,1986). This would appear as, the member of the community gaining personal value and building up his or her membership within the community. This can also provide the sensation of empowerment as the person may experience the ability to have an impact on matters.

Referring to Wilenius (1991, p.111) when individual feels, that he or she is alienated from the traditional society and that feeling is replaced the sensation of being merely a part of the societies engines, the person turns to closer smaller communities to seek the feeling of security and belonging. The concept of social communal living provides several possibilities of being a part of a community by providing low-verge participation activities and merely a possibility to encounter people in the common room, without any further requirements of participating into any activity. Ultimately, the given guidelines can provide a sense of security to a community.

5.1.2 The future possibilities of communal living in suburban society

The factors which are needed to build a community do not vary drastically, even though the communities' mutual interest or goals do. Nevertheless, if one of the key factors is taken away it immediately jeopardizes the community's possibility of continuum. Humans tend to seek security, sense of belongingness and ways to fulfil their basic emotional needs. The concept of social communal living can provide it.

Despite of how much the societies change and how modern they become, humans still tend to possess their basic needs and primitive ways to react. We need to fulfil the basic emotional needs. According to Maslow (1943), if you're dealing with a condition such as depression, anxiety, or addiction, it's because one of your fundamental needs is not being fully filled. Maslow (1943) mentions the following emotions as the basic fundamental needs: security, volition, attention, emotional connection, connection to the community, privacy, a sense of status, a sense of achievement, and meaning. These are also highly important factors in building up motivation. One can

also see, that the presented emotions have similarities with the theory of “Psychological sense of community”. (McMillan&Chavis, 1986). So, we can deduct, the basic needs can be fulfilled when a person feels a part of a community.

As the research on Settlementtiasunnot Ltd.’s housing model(Tykkyläinen,2016) indicates that versatile and active participation, satisfying relationships and trust in the living environment are known to delay the need for e.g. institutional care. These factors can also be associated with wellbeing regardless of other background factors. According to the study, personal support and housing advising supports financial management and prevents rental contract demolitions and evictions. To conclude, that by following this model of social communal living, people’s emotional and material needs are met. By material needs I refer to living premises.

The concept could be studied further in larger context in different environments to obtain information of its adaptability. This way we would be able to find out sufficient amount of its compliance and the concept could be employed in a larger context. It could lead in to a phenomenon where people’s basic emotional needs would be met through the concept of communal living, and they would also feel more satisfied with their lives. This would also level up the community members rate of motivation. When the level of motivation is higher within a community, its possibility of continuum grows, lifting the level of satisfaction within in the community. This would boost the community members living standards in psychological sense. In an individual level this would mean improved general well-being.

Moreover, the study focused on how by applying the housing model can reduce the cost pressures of public finances. One of the key findings were, that it reduces the risk of residents to become homeless and marginalized. Also, it reduces the need for services for older people. Based on this assessment, the total benefit generated by the concept of social communal living is estimated to be at least EUR 1.3 million annually. (Tykkyläinen, 2016)

By looking at the study (Tykkyläinen, 2016), the cost benefits are substantial. Municipalities could benefit significantly on public finances by studying and applying this model of living. Besides, it would not only have an impact on public costs, but also on the individual level. On the individual level it would mean the enhancement on living standards and wellbeing.

5.1.3 Conclusions of the thesis process, future thoughts on concept of social communal living and feedback

Regarding the thesis's activity portion, I feel, that by following the characteristics of a project was the clearest way of implementation. Even though, I had made project plan and flexible schedule it did not prevail for formerly mentioned reasons. The open interviews worked perfectly in this case, since the company wanted the guidebook's content to base on the tenants needs. Also, it gave new aspects on the content of the guidebook.

I got clear guidelines from the company representatives how they want the guidebook's vision and content appear. This helped me proceeding and understanding what the guidebooks should consist of. Due to the change of plan regarding who would make the whole guidebook, I had to learn from zero how to fold a booklet. This part of the process took me patience and I had to learn how to be resourceful. After studying the qualities of Microsoft programs, I learned the skill of folding a guidebook into a pleasant visual form.

I learned to apply restricted legislation to a practical guidebook and transfer the language into commonly understandable form. As the legislation provides plenty of information, I had to be alert to what is relevant from the tenants' and company's perspective. Therefore, I consulted the company representatives on this matter several times. I wanted to avoid an excess amount of information and keep the content easily understandable. Eventually, the company representatives were satisfied with the context.

If we look at the SWOT-analysis (Figure2) we can see that the risk assessment was indeed useful. My biggest concerns were schedule failure and change of the staff and those risks prevailed during the process. Despite that, I was able to continue with the process and finally execute it.

In the future the context of the guidebook could be transferred into an application. As Settlementtiasunnot Ltd. has already launched an application for its tenant's use, the guidebook's content of living could be added to it. This way the information would be easy to obtain anywhere.

Unfortunately, I did not receive detailed feedback from the company nor the tenants. What I do know based on the final meeting with the company representatives is, that they were satisfied with the content and were to distribute first the Haaga house specific guidebook to the tenants. It was not published in this thesis, because it contains house specific information. However, I got a permission to attach the general guidebooks (Appendix2, Appendix3) to this thesis.

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Appendix 1: Project Plan

Task	Content	Duration	Date
Company representative meetings	<ul style="list-style-type: none"> - How specific information on legislation is to be added to the guidebook? - Company's view on the tenant's needs for the book e.g. which of it needs to be published and what part is not essential etc. - How to communicate the company's mission, vision and values in the booklet? - The visual look? Who and how? - Timetable? - Which regulations haven't been written to the guidebook previously? 	1-2hours	1.6.2016-30.6-2017 Approximately every 2.month
Gathering data bases	<p>Getting to know Asunto-osakeyhtiölaki 1599/2009 Laki asuinhuoneiston vuokrauksesta 481/1995</p> <ul style="list-style-type: none"> - Laki asuinhuoneiston vuokrauksesta 31.3.1995/481 - ARA-regulations - http://www.ara.fi/vuokranmaaritys - http://www.ara.fi/asukasvalinta - collecting all materials available from the previous years 	20hours/week	1.6.2016-30.8.2016
Open Interviews with the tenants	<ul style="list-style-type: none"> - comparing the previous guideline form into what could work better - discussing what are the core problems e.g. on weekly basis and monthly basis 	One group interview 10 personal interviews	15.6.2016 20.6.2016-30.8.2016

	<ul style="list-style-type: none"> - is there a language barriers/cultural differences? how does it appear? - what has worked in the past? 		
Communication Plan	<p>In the company I have three main contact persons, let's name them A, B, C.</p> <ul style="list-style-type: none"> - A is responsible for overall view and is the main contact person. - B can be contacted in mainstream questions, that doesn't involve specific decision making. - C is the contact person of Haaga unit, who is to consulted on unit related matters. <p>Contacting can be done by phone or mail.</p>		
Budget	<p>There is no budget for the project.</p> <p>Only expences were internet charges; 13,25€/month</p> <p>Occasional phone calls</p>		

Appendix 2: Asumisen opas



asukasopas.suomeksi
.100.pdf

Appendix 3: Guidebook of living



Asukasopas.english.pics.100.pdf