The affordable housing game

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The affordable housing game: what is it?

- A ‘serious’ game: fast-paced, multiplayer strategy game.
- Bespoke: based on real, current affordable housing landscape in a city.
- Competitive: 20-30 players compete to develop proposals for affordable housing projects.

The players

INTERNATIONAL INVESTOR

Lisette van Doorn
ULI Europe

HOUSING EXPERT

Tom Dunne
DIT

HOUSING COMPANY

Simon Brooke
Clúid Housing

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The game board

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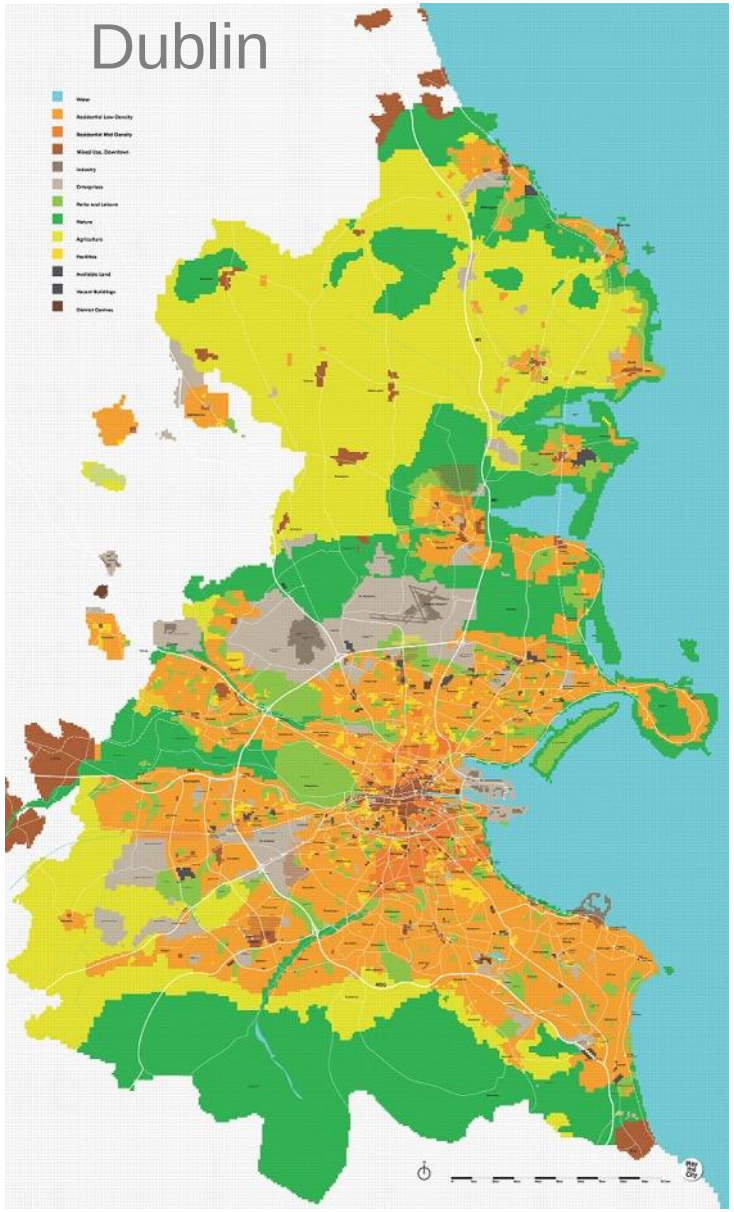
The game board



Amsterdam

Playing the game

Location
[site reference code] .....

Target group .....
[e.g. young families, creative singles, elderly, group neutral]

Conditions .....
[use titles of condition cards] .....
.....
.....
.....

Partners .....
[name finance, knowledge, execution, regulation partners]

Resources .....
[amount of investment and other resources used for the development]

Outcomes .....
[how many units have been generated, what is the mix of income levels and program in your development]

Innovation .....
[name particular innovation for affordable housing in terms of partnership, resources]

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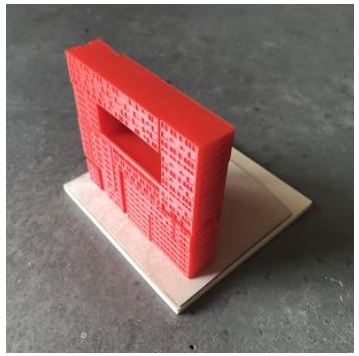
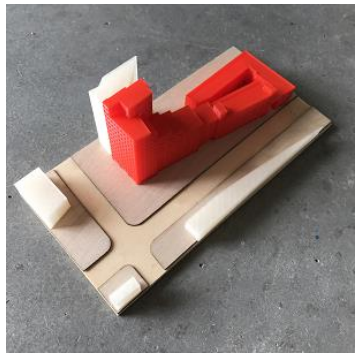
Game materials

Strategy cards

3D printed models





Playing the game: Dublin

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Playing the game: Amsterdam

Gemeente Amsterdam

Woonagenda 2025

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Reflections

“It’s a very unusual thing for these people to discuss these issues in a non-confrontational way, where people leave their commercial agendas at the door and are prepared to lower their guard and play a game.”

John Bruder

Chair, ULI Ireland

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Want to learn more?

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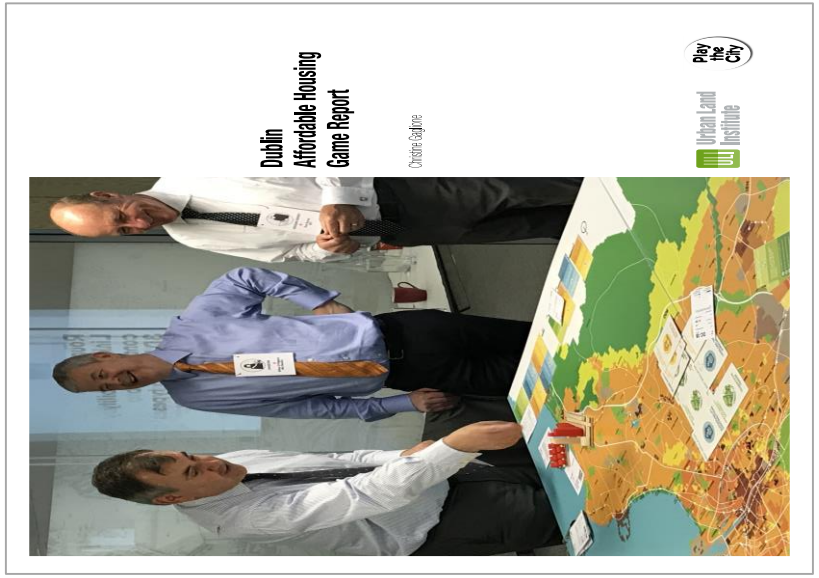

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