The affordable housing game

Elizabeth Rapoport, Content Director ULI Europe
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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
The game board
The game board

Dublin

Amsterdam
Playing the game
Game materials

Strategy cards

State-subsidised participation

Public participation must be subsidised by the state to ensure that minimum levels of engagement are met.

- Generic
- Government, citizens/activists, architects, housing investors, property owners
- Investment in time and process management
- Bottom-up affordable housing typologies

3D printed models
Playing the game: Dublin

Action Plan
For Housing and Homelessness

Rebuilding Ireland

This is an initiative of the Government of Ireland

Urban Land Institute

Play the City
Playing the game: Amsterdam

Woonagenda 2025
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
Want to learn more?

Elizabeth Rapoport elizabeth.rapoport@uli.org
Ekim Tan ekim@playthecity.eu