

Interactive Session C

5. Hoplr – Neighbourhood Concierge Matching Residents in Need with Neighbours

Presented by
Hoplr, Belgium



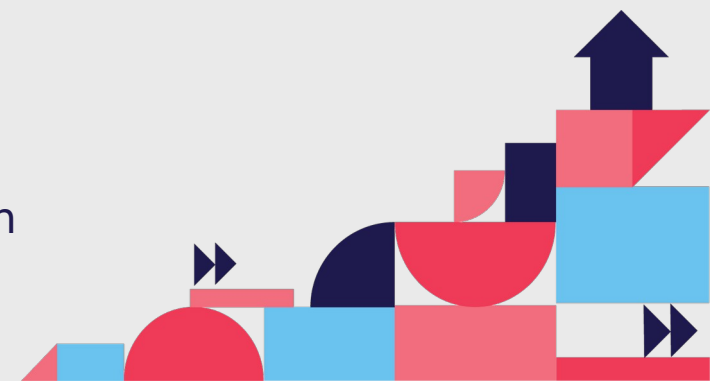
09:30 – 10:30

Room

HIGH 2



Session in English






The **all-in-one** digital platform
for **community engagement**

The Neighbourhood Concierge



Agenda ESSC Malmö 15/6

Case Study Neighbourhood Concierge

- 
- **Hoplr Introduction (10')**
by Jennick Scheerlinck, Founder & CEO Hoplr
 - **The Neighbourhood Concierge (15')**
by Claire Fobe, Senior Neighbourhood Concierge Expert
 - **City of Blankenberge (20')**
by Bart Verhelst, Director at Service Centre De Bollaard
 - **Continuous Q&A**



**Connect neighbours and local stakeholders
to stimulate online and offline engagement**

***Community engagement is essential to activate the social
capital***

***and to anticipate the societal challenges of tomorrow such as
inclusion, informal community care, aging in place and public***

Our solutions for community engagement

Neighbourhood app

Stimulate social cohesion and circular economy through a peer-to-peer network. Communities can organize themselves by exchanging ideas, goods and services.

- Connect online, meet offline
- Neighbour help
- Social activities
- Circular economy

Public participation

Involve the silent majority by shifting the focus from the individual to the local community. Uncover community insights to make inclusive and data-driven decisions.

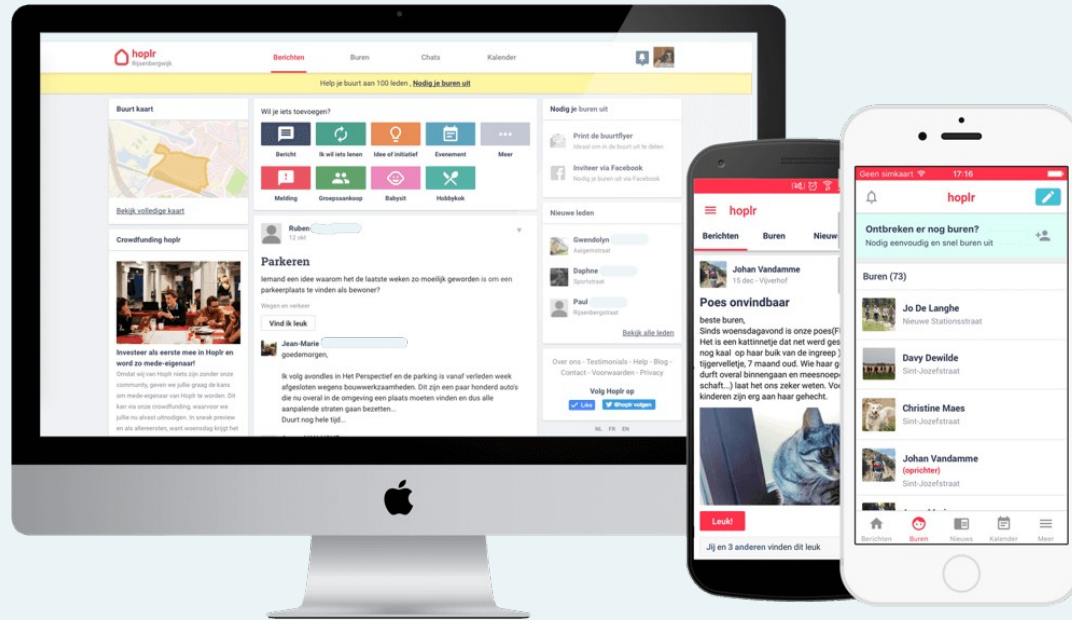
- Verified surveys
- Participatory budgeting
- Interactive maps
- Public website

Neighbourhood concierge

Independent living and aging in place. Easily match vulnerable citizens with your social support network within the community.

- Aging in place
- Workflow for help requests
- Build social support network
- Informal community care

From online to offline engagement



Get to know your neighbours:

- Circular economy
- Neighbour help and social support
- Neighbourhood activities
- Participation projects

+850.000

Households
active

+70%

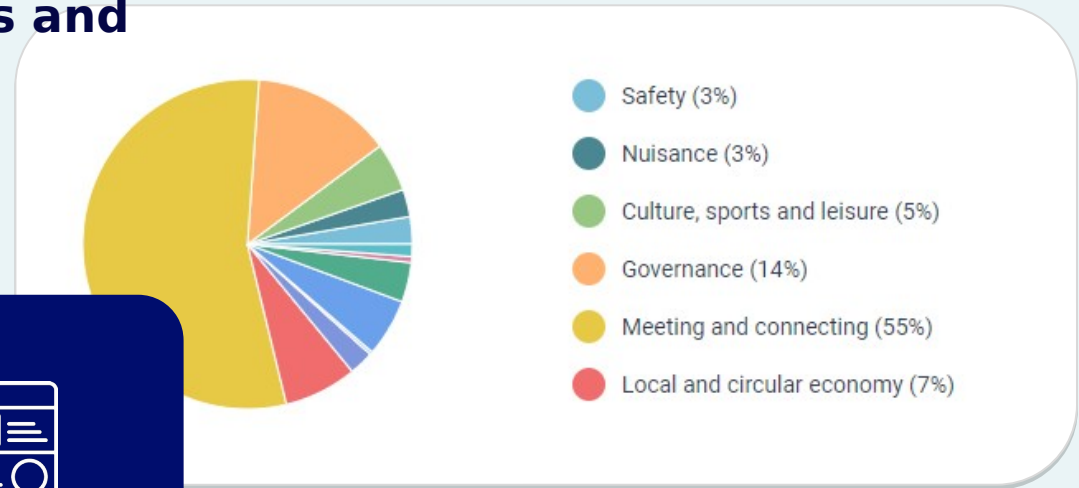
Weekly online

+42%

Met new
neighbours

Hoplr is a hyperlocal communication infrastructure

- **High reach, no competition** from advertisers
- Communicate with **one, several or all neighbourhoods**
- **Messages, alerts, activities, or polls**
- Streamline internal organisation through **concepts and chat**
- **Plan** messages ahead in time
- Create **communication projects**



Neighbourhood
communication



Communication
on projects



Scheduling
messages



Communication
on mix

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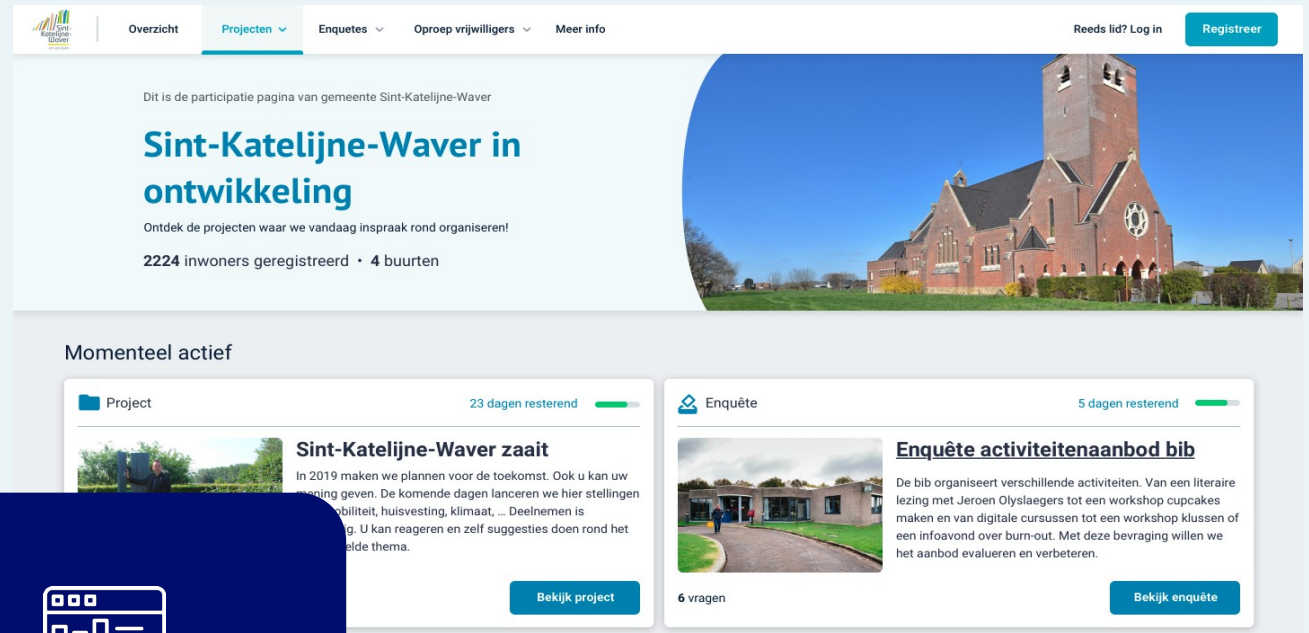
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Public Participation

From local community to engagement and citizen participation

- Ask citizens for **ideas** and let them vote
- Stimulate conversation with **polls**
- Launch an **in-depth survey**
- Organize local **participation projects**
- Launch a **public participation platform** with your own branding



Ad hoc
polls



Verified
surveys



Participatory
budgeting



Public
engagement
platform

Neighbourhood Analysis

All data is anonymized and aggregated in line with GDPR.

Child friendliness 60%



Sports 71%



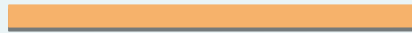
Living and location 66%



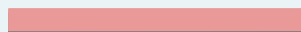
Health and wellbeing 78%



Governance 64%



Social contact 53%



Mobility and traffic 32%



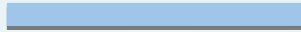
Safety 81%



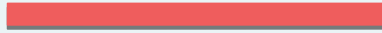
Environment and nature 62%



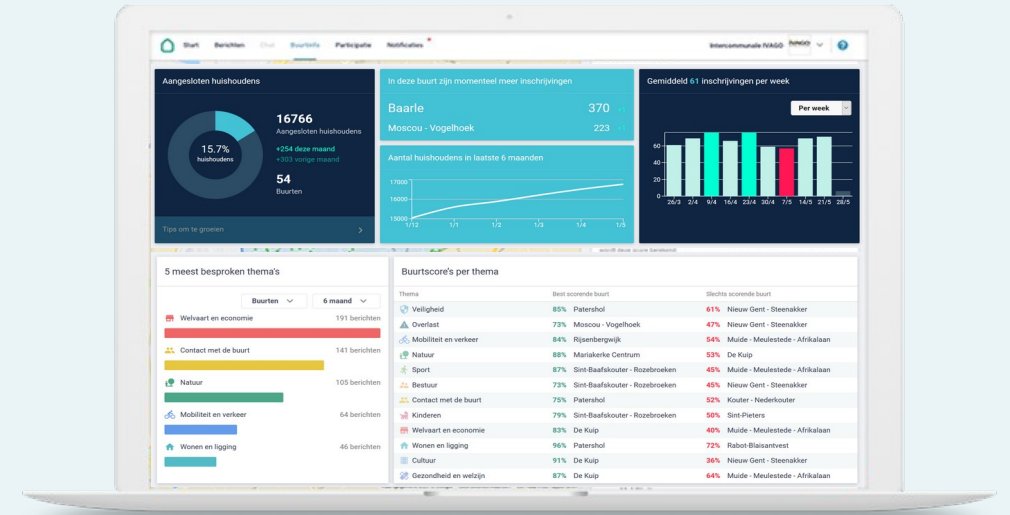
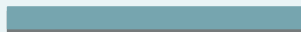
Culture 50%



Economy 67%



Nuisance 55%



Hoplr values digital security



More info
hoplr.com/privacy
hoplr.com/terms

Our solutions for community engagement

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- Public website

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- Aging in place
- Workflow for help requests
- Build social support network
- Informal community care

How can neighbours help?

Companionship

- Conversations
- Play board games
- Going for a coffee

Run errands

- Purchases
- Picking up medication

Health & Care

- Schedule appointments
- Pedicure
- Coiffeur

Garden

- Mowing the lawn
- Vegetable garden
- Cleaning weeds
- Trim bushes
- Cutting branches
- Shoveling snow

Transportation

- Doctor visit
- Driving to the bank

Tech & Administration

- Tax return
- Using a computer or smartphone
- Help with online banking
- Help with social media
- Configuration television
- Help with wifi connection
- Installing apps & hardware
- Assist with personal administration

Sports & Exercise

- Going for a walk
- Assist with playing a sport
- Yoga & meditation
- Physical coach

Cook

- Meal prepping
- Assist with cooking and baking
- Teach recipes

House tasks & Chores

- Help with light cleaning
- Assist with laundry
- Organizing in the house
- Change a light bulb
- Putting out the garbage
- Moving furniture
- Small electricity repairs
- Putting furniture together
- Unclog sink/toilet
- Bicycle repair

Child care

- Babysitting
- Homework supervision
- Entertainment

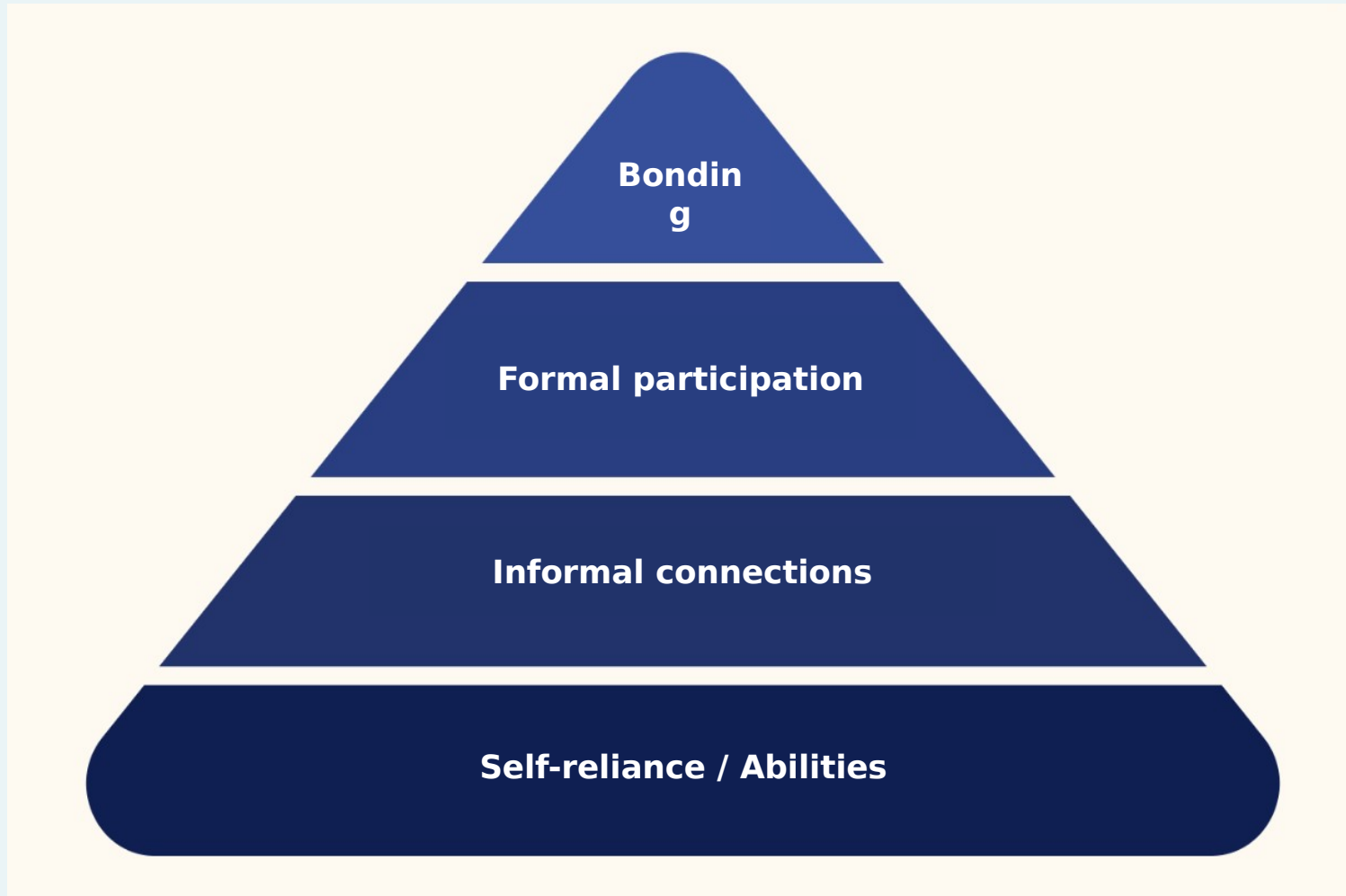
Pet help

- Pet sitting
- Taking pets for a walk
- Feed pet
- Drive pet to the vet

Educating

- Practicing a language
- Tutoring at home

The “Maslow” of community engagement



Public participation

Neighbourhood app

Neighbourhood concierge

Clients in Belgium, the Netherlands, Luxembourg and Turkey



Experienced Customer Success Team



Claire Fobe
Social Care Expert



Peter De Smedt
Head of Customer Success



Jonas De Meulenaere
Product manager, PhD Community Engagement



Adeliën Van den Bossche
Project Manager



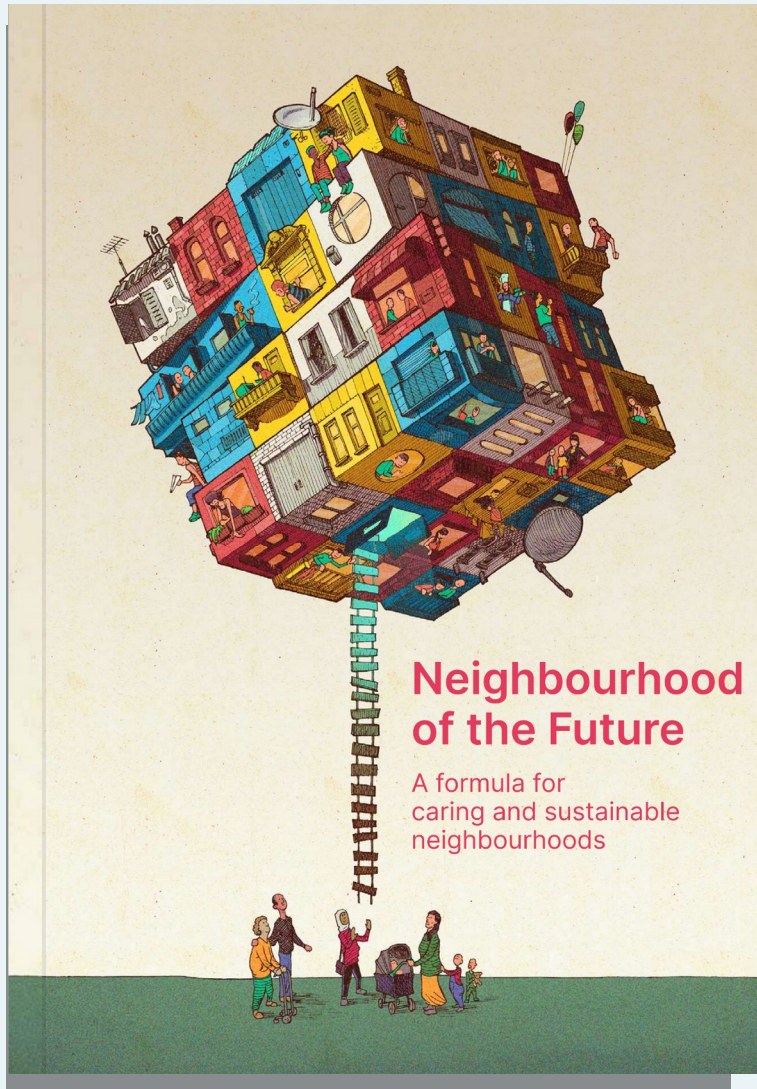
Tabitha Bidee
Customer Care Expert



Jennick Scheerlinck
Chief Executive Officer & Founder

"Our mission to connect neighbours and build a sense of community has become more relevant than ever."






Whitepaper Neighbourhood of the Future

60 pages of clear concepts and practical tips for caring and sustainable neighbourhoods that benefit all stakeholders.

Download on services.hoplr.com

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Today's challenges

Aging population



Loneliness

Reluctance to ask for help

Overburdened caretakers

Centralizing & safeguarding information

A digital network is not accessible to everyone

How to easily and efficiently match vulnerable citizens with the social support network in the neighbourhood?

E.g. elderly, digitally illiterate, vulnerable groups.



1. Lowering the threshold to ask for help

Through a local person of trust



2. Matching people within the community

Activate the social capital and build a social support network

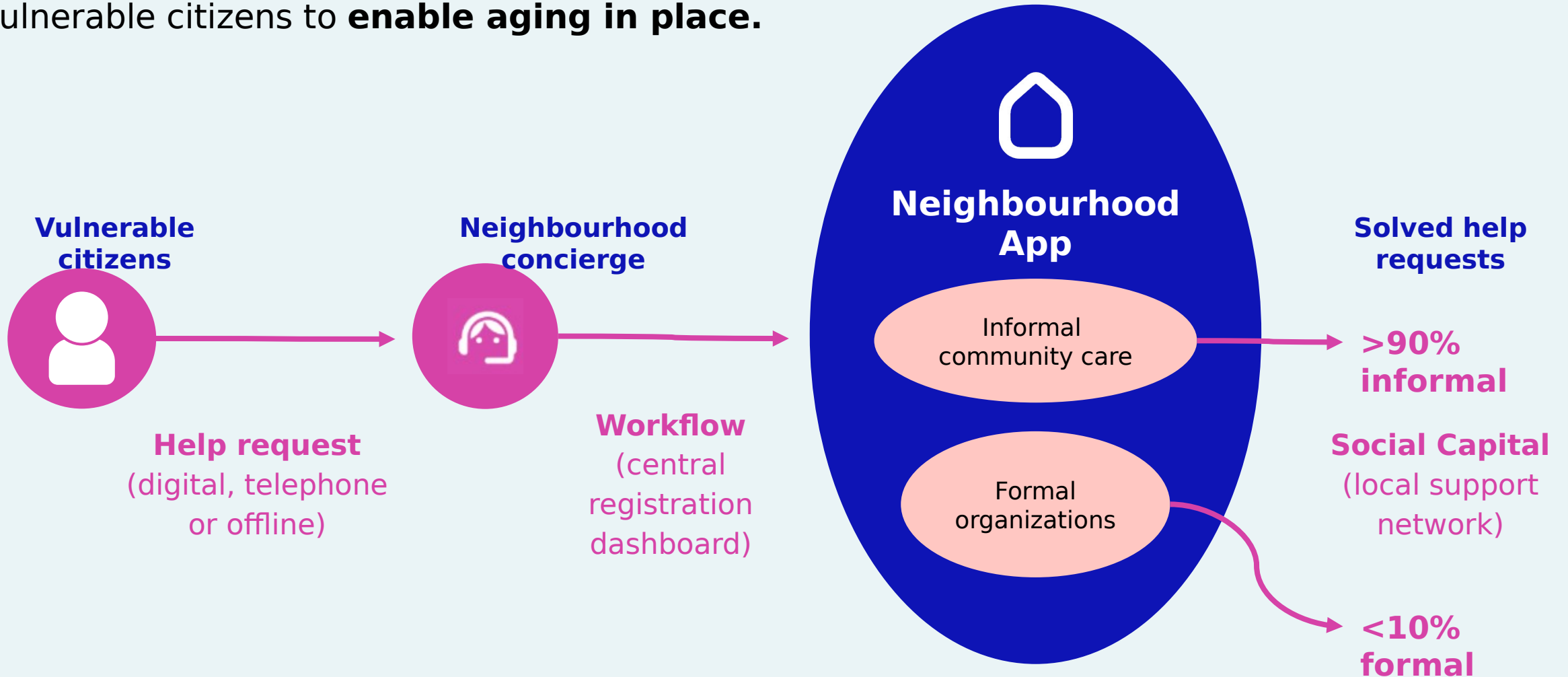


3. Centralizing all help requests

Have a clear overview on outstanding tasks

How does it work?

The Neighbourhood Concierge is a **local person of trust** who handles help requests from more vulnerable citizens to **enable aging in place**.



1. Lowering the threshold to ask for help



Everyone should feel comfortable and safe to call the concierge:

- We want to build trust by making it human. Vulnerable groups put more trust in a real person, rather than black box algorithms.
- We don't want to stigmatize. That's why we chose "Concierge" instead of something help or care related.
- We want to position ourselves in the domain of preventive care.
- We want to be easy accessible through offline visitation, phone calls or a digital request.

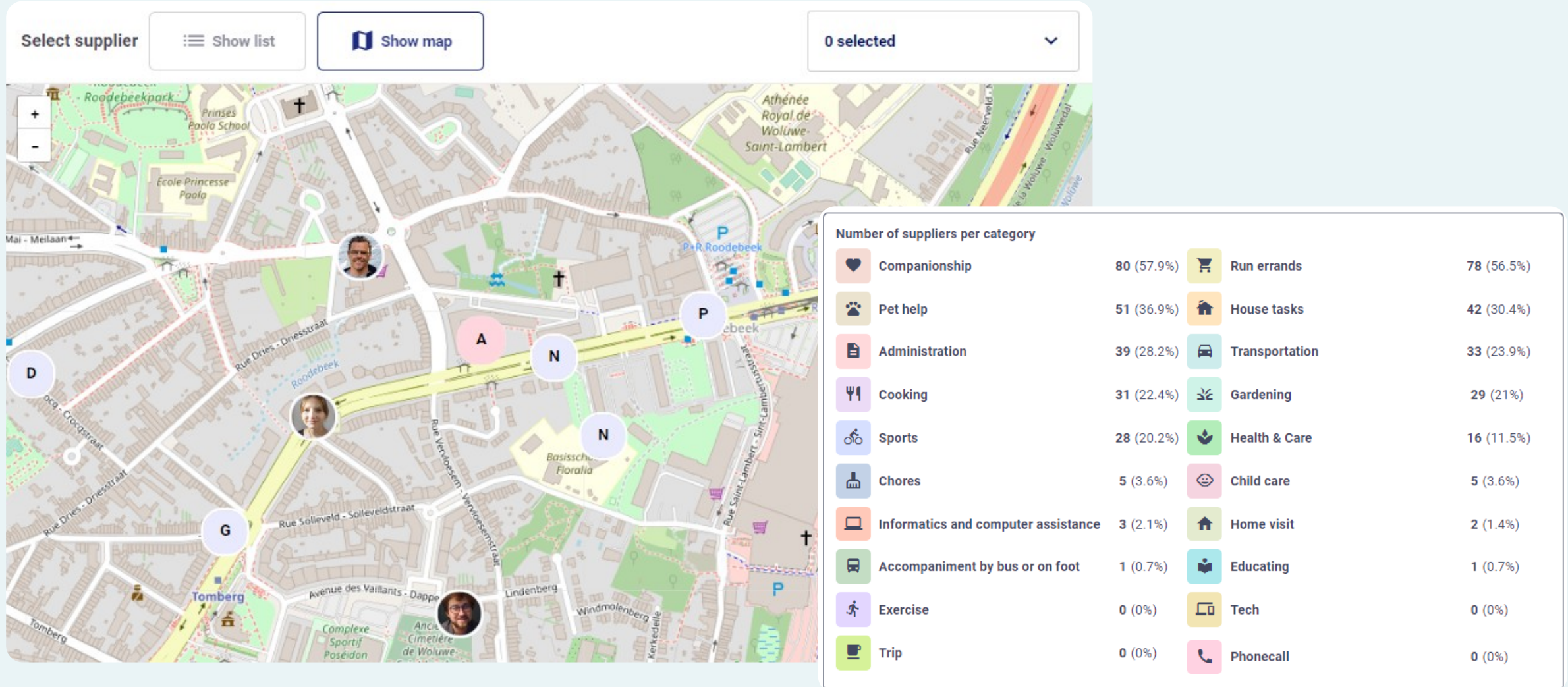
2. Matching people within the community

Extract the right assets from the neighbourhood community:

- We build a **direct link with our neighbourhood app**. Hoplr users can indicate to help neighbours and add 100+ skills to their profile. (cooking, walking a dog, mathematics, a language, gardening, etc...)
- We want to **visualize the social support network geographically**.
- We have built **smart matchmaking** (semi-automatic) to quickly find the right help nearby based on:
 - Proximity
 - Help category
 - Activity
 - Track record



Visualize the social support network



Smart matchmaking based on criteria

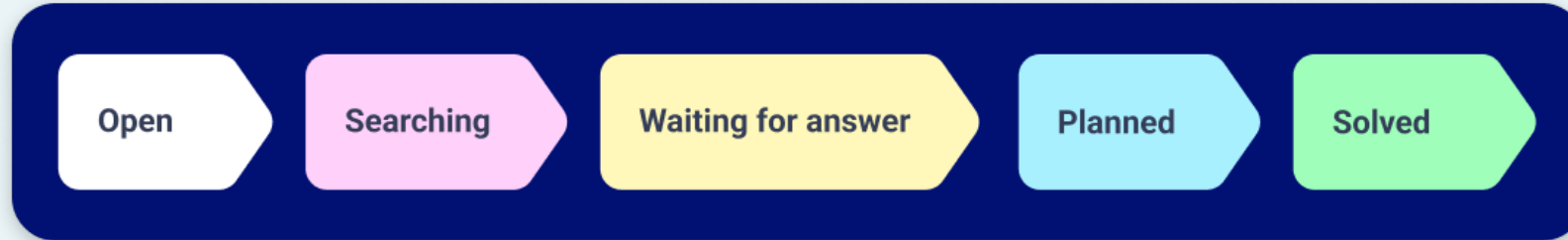
Select supplier Show list Show map 1 selected

<input type="radio"/>		Sarah	Companionship, Run errands, House tasks, Administration	2km	25	
<input type="radio"/>		Saliha	Companionship, Run errands, Cooking, House tasks, Health & Care, Pet help, Sports	2km	24	
<input type="radio"/>		Jacqueline	Companionship, Run errands, Cooking	3km	0	
<input type="radio"/>		Sylvia	Companionship, Run errands, Transportation, Pet help	3km	0	
<input type="radio"/>		Christine	Companionship, Run errands, Transportation	3km	3	
<input checked="" type="radio"/>		Carmen	Companionship, Run errands, Cooking, Transportation	3km	0	

1 selected

Geoapify | © OpenStreetMap

3. Centralizing all help requests



Centralize and safeguard all help requests from vulnerable citizens:

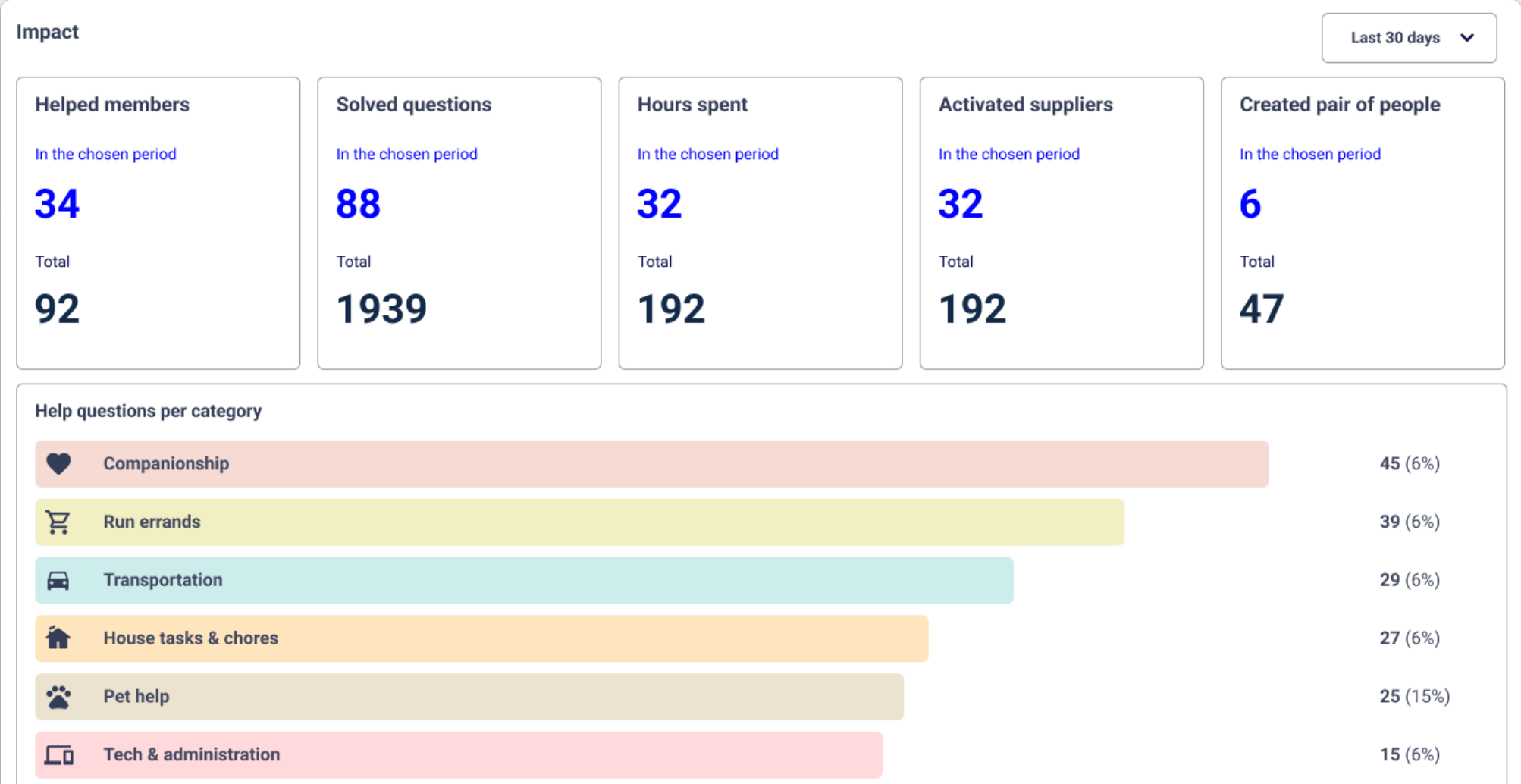
- Very **visual ticketing workflow** with color coded statuses.
- Automatically translate your social actions into **clear and motivating statistics**. Ready for reporting.
- Clear **workflows and protocols** to build a reliable support network
 - Intake of new members
 - Screening of new helpers
 - Organizing a match
 - Follow up to maintain the quality of the network

Visual ticketing workflow with color coded statuses

The dashboard features a top navigation bar with icons for Dashboard, Inbox, Public participation, Community care, Neighbourhood network, Public page, and Chats. A secondary navigation bar includes Overview, Members, Suppliers, and Analytics. The main content area displays three summary cards: 14 UNSOLVED, 22 SOLVED THIS WEEK, and 85% SERVED THIS MONTH. Below these is a 'Tickets overview' section with filters for Open (3), Searching (12), Waiting for answer (11), Planned (12), Solved (342), and Cancelled. The tickets are presented in a grid of 20 items, each with a unique color and containing the following information: M: Jacqueline C., S: -, L: Bruxelles, #T3232, and Unresolved: 21 hours. The colors of the tickets correspond to their status: Open (white), Searching (pink), Waiting for answer (yellow), Planned (light blue), Solved (green), and Cancelled (light pink).

Open (3)	Searching (12)	Waiting for answer (11)	Planned (12)	Solved (342)	Cancelled
M: Jacqueline C. S: - L: Bruxelles IT person to help her confi... #T3232 - Age - 21 hours	M: Cecile H. S: - L: Bruxelles #T3232 Unresolved: 21 hours	M: Thomas C. S: Seppe D. L: Bruxelles #T3232 Unresolved: 21 hours	M: Jacqueline C. S: - L: Bruxelles #T3232 Unresolved: 21 hours	M: Jacqueline C. S: - L: Bruxelles #T3232 Unresolved: 21 hours	
C: Jacqueline C. S: - L: Bruxelles #T3232 Unresolved: 21 hours	C: Michelle C. S: Jelle R. L: Bruxelles #T3232 Unresolved: 21 hours	C: Jacqueline C. S: - L: Bruxelles #T3232 Unresolved: 21 hours	C: Jacqueline C. S: - L: Bruxelles #T3232 Unresolved: 21 hours	C: Jacqueline C. S: - L: Bruxelles #T3232 Unresolved: 21 hours	
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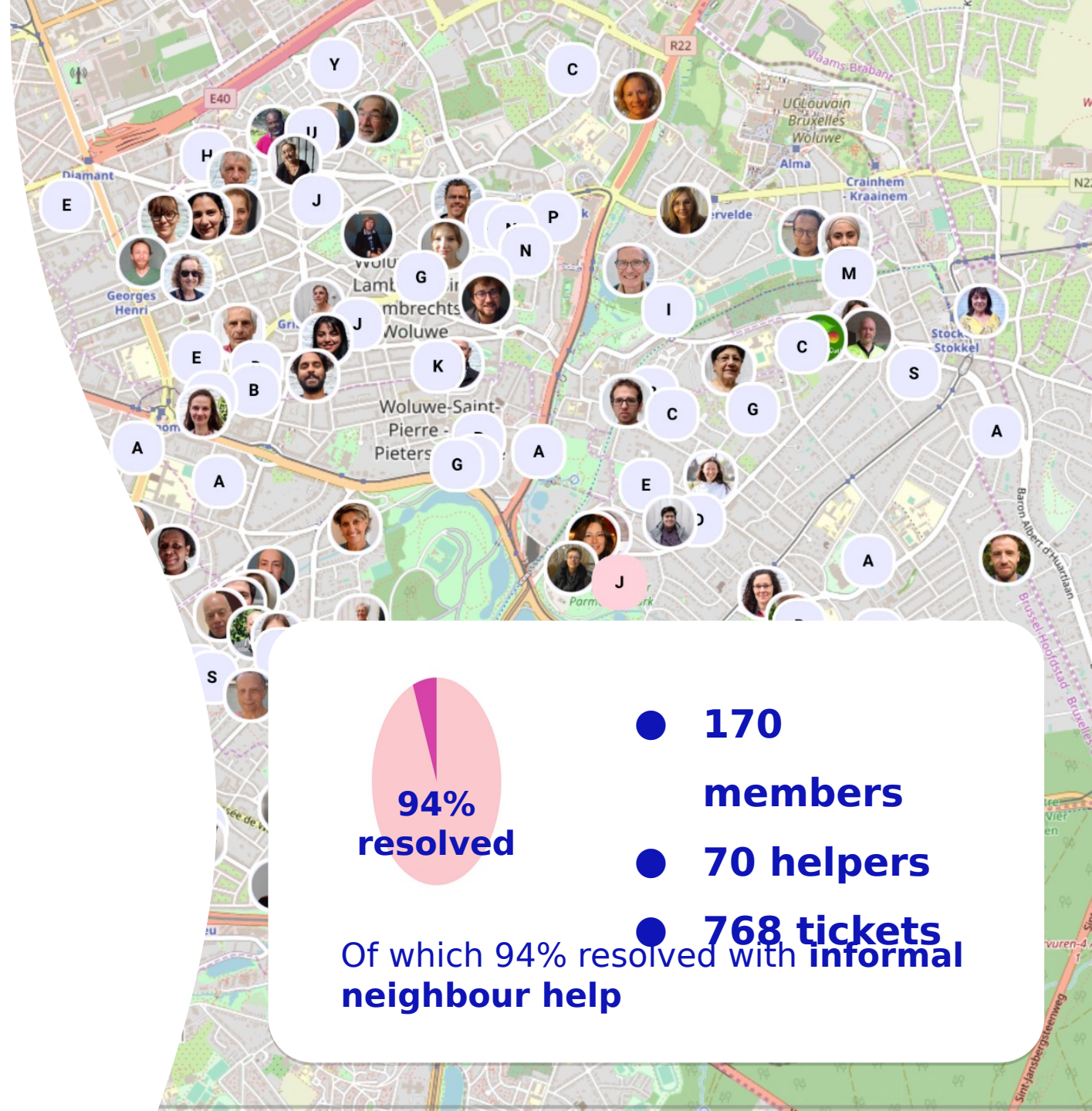
Clear and motivating statistics to report



Our pilot in Brussels

LEARNINGS

- **Caregivers are relieved** to be able to redirect certain requests
- Behind most help requests there is a **hidden question for social contact**
- Both **financially disadvantaged people as wealthy people were assisted**: isolation is present in every layer of society
- A lot of cases of **reciprocity**
- **Combined with a neighbourhood app** where people can register as neighbourhood makes finding volunteers easier





A short recap of the Neighbourhood Conciërge

Easily match vulnerable citizens with the social support network in the neighbourhood

- **Lowering the threshold to ask for help**
Through a local person of trust
- **Matching people within the community**
Activate the social capital and build a social support network
- **Centralizing all help requests**
Have a clear overview on outstanding tasks

Conclusion

By doing the above, Hoplr aims to be a partner in:

- **Increasing preventive care**

by assisting in day to day chores and wellbeing allowing citizens to stay longer and comfortably in their own homes, relieving overburdened formal and informal caretakers

- **Fighting social isolation**

by tackling the underlying challenge of loneliness and matching local people with each other

- **Enabling informal help**


by making it easier for people to help others with a high willingness to help

- **Bringing transparency**

by making sure knowledge and information is accessible within the organization and not limited to one employee.

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Meet Blankenberge



City on the coast of Flanders with
20.343 inhabitants

One of the most visited coastal towns in Belgium





In the Flemish region

Province of West-Flanders



In the vicinity of Blankenberge:

- the port of Zeebrugge
- the central city Brugge
- Hinterland is rural
- Other coast towns
- Not so far away from the Dutch border

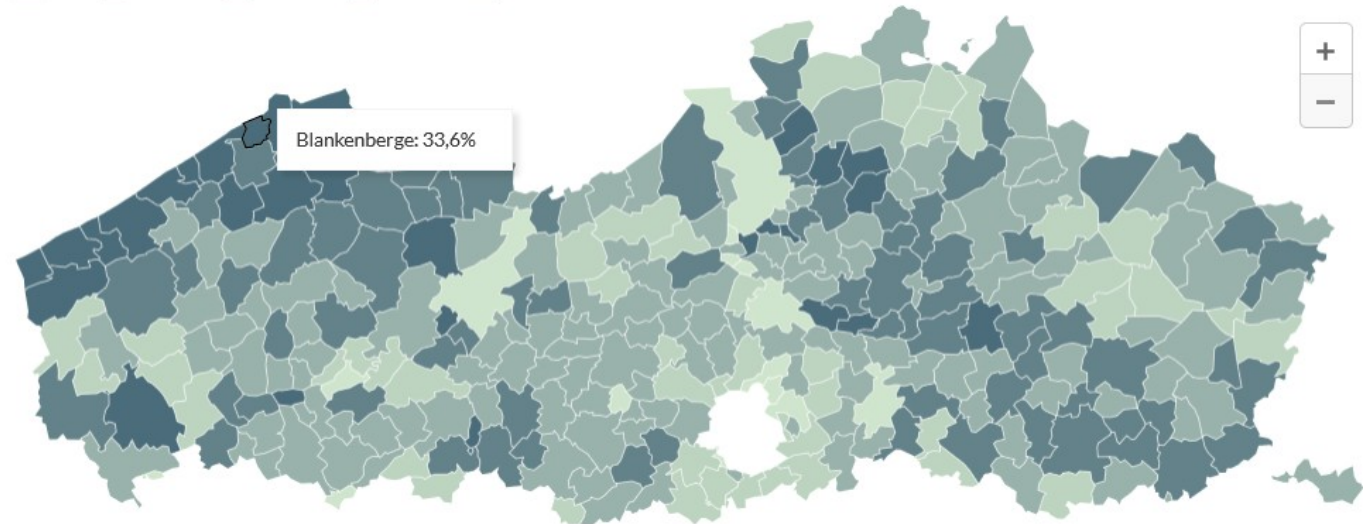
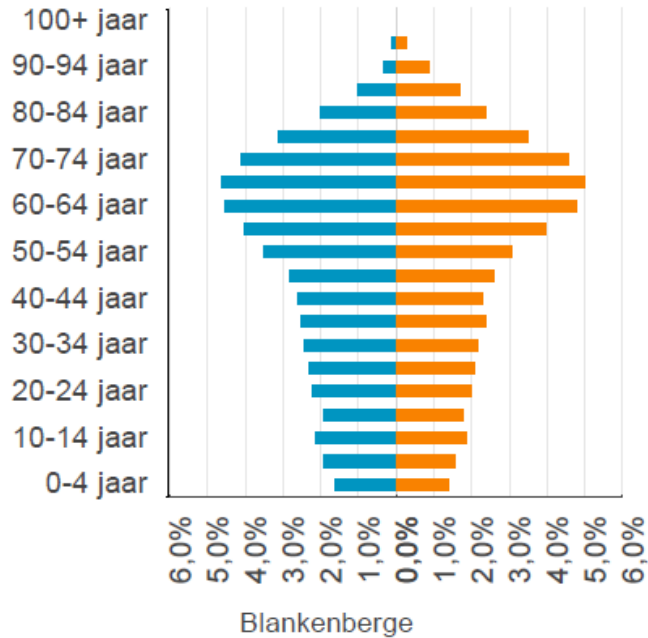
- **Tourism (vacation and day trips) population multiples by 5 on a sunny summer day**
- **73% of the accommodations in Blankenberge are apartments**
- **34% of the accommodations are owned by people who don't live there permanently (most of them are in the apartments on the coast line)**



Demographics

Bevolking van 65 jaar en ouder
Gemeenten van Vlaams Gewest, 2022, in %

<18 18-<20 20-<22 22-<24 >=24



Bron: Statbel, bewerking Statistiek Vlaanderen

33,6% of the population is older then 64 (Flanders: 21% - EU 20,8%)
25,49% of this group is 80+

Multiple aging problem

People move to the coast after their retirement.

This “retirement migration” causes an increase of elderly people in an already aging community

Vulnerable population

- 45,2% of the households is a single-person household (Flanders 32,6%)
- 22,5% of the households with children is a single-parent household
- Poverty and/or social exclusion (Blankenberge 30,8% vs. 12,7% Flanders)
- Unemployment (Blankenberge 9,7% vs 3,2% Flanders)
- People who receive increased compensation* in health insurance (Blankenberge 20,7% vs 14,08% Flanders)
* based on low income
- ...

Challenges

- **Isolation and loneliness**

- An aging population
- Retirement migration
- Vulnerable population
- Apartmentbuildings with a lot of flats that aren't permanently inhabited
- ...

Risk factors that negatively affect people's social network

=> We have to strengthen the network of those people

Challenges

- **Decreasing ratio of potential informal care takers/neighbourly help**

In 2020 there was a potential of 6,7 informal care takers for every person 80+.

In 2030 this will decline to 5,1 informal care takers

- **Increasing demand for informal care/neighbourly help**

Shift to non-residential care → care at home so people can stay in their trusted environment

Professional aid & care can't meet all the demands and is expensive for society, this leads to a growing call on communities, neighbourhoods and citizens to step in (socialization of care)

Less people to meet the growing demand for informal care/neighbourly help

→ We have to find better ways to reach potential informal care takers/neighbourly helpers

Local service Centre

A local service center is a civil service of the city council. It provides connecting, preventive and easily accessible services and activities in the immediate environment of people and in cooperation with them ..

A local service center aims to:

1. support inhabitants of Blankenberge to strengthen their self-care capacity and their social network with special attention for the elderly, informal care takers and vulnerable persons;
2. to strengthen social cohesion in the city's neighbourhoods (community building);
3. support those in need of care to continue living at home in their familiar neighbourhood for as long as possible;
4. contribute to the development and implementation of local social policy by organizing easily accessible activities for this purpose, in consultation with locally active associations and organizations.



Policy goals regarding the local service centre

- ❖ The City Council takes initiatives at neighbourhood level to stimulate and facilitate the socialisation of care
- ❖ The City Council pursues an efficient communication towards the citizens
 - Direct communication regarding the citizen's living environment (this is at neighbourhood or street level)
 - Different types of communication depending on age, target group, ...
- ❖ Prevention of isolation and loneliness by strengthening the social network
- ❖ Local Service Center develops more neighbourhood-focused initiatives
- ❖ The local service centre focuses on the detection of requests for help

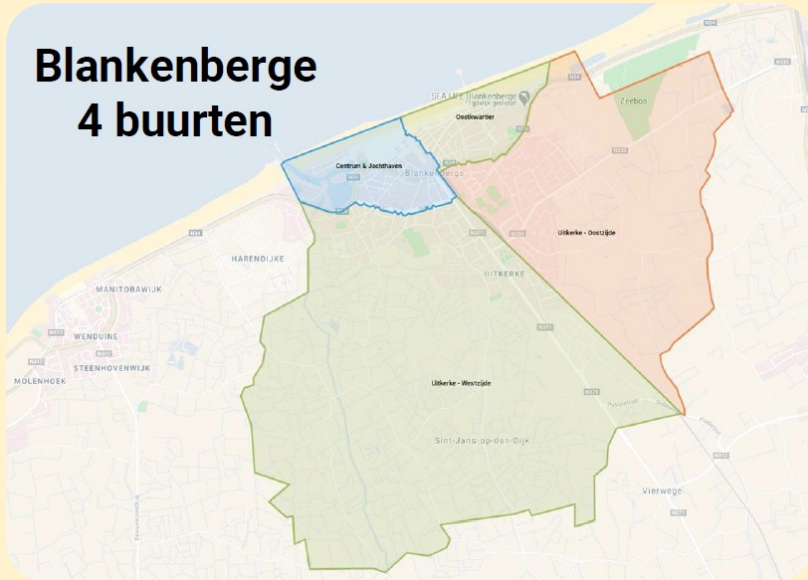
Why Hoplr?

Public tender for a digital neighbourhood network together with 5 other cities in the region

Hoplr was chosen because of its specific features:

- facilitating online neighbourhood encounter and cohesion
- online neighbourhood is only accessible to those living who live there or those who are taking up a key role in that neighbourhood (f.e. community workers)
- tool for public services and other public institutions (f.e. police) to communicate at neighbourhood level
- tools for citizen participation (polls, surveys, ...)

Hoplr in Blankenberge



Four neighbourhoods

Local police has a community police division. They divide Blankenberge into four neighbourhoods. Each neighbourhood has his own community policeman. We decided to use the same neighbourhoods to stimulate cooperation between public services in the different neighbourhood

- ✓ 2.258 households (23,3%) are registered users
- ✓ An average of 16 interactions/household
- ✓ 296 users gave themselves up as a neighbourly helper
- ✓ 1.046 requests for help

“Community Assistant”

Staff member of the Local Service Center who is responsible for “community building” and facilitating “socialisation of care” by stimulating informal care/neighbourly help. The goal of the “Community Assistant” is to find a solution for often little problems people face.

Does follow up of demands for help that don't get solved via the neighbourhood network or that need professional help. Vica versa the “Community Assistant” uses the neighbourhood network to ask for help for those who don't use Hoplr.



Monthly neighbourhood Chat

Every month the Community Assistant organises a “Neighbourhood Chat” in each of the neighbourhoods.

Those “live Hoplr meetings” are an opportunity to meet with neighbours and/or to get to know people from the neighbourhood.

Public Services as f.e. the community policeman, social service of the city council, safety department of the city council, ... are present so citizens have easy access to those services.

Local social-cultural associations such as f.e. Senior citizens clubs have the opportunity to promote their activities.



By using Hoplr, we achieve:

- More social cohesion in the neighbourhood
- Getting to know each other online stimulates offline encounter
- Socialisation of care
- Help between neighbours
- Communication on neighbourhood level between the city council and the people who live in the neighbourhood
- Neighbourhood residents have a feeling of ownership towards their neighbourhood platform.
As a result, generally positive vibe and positive communication.
- Help requests are picked up by the neighbourhood. Citizens have an intensified sense of neighbourhood connection and feeling of responsibility for the neighbourhood and the wellbeing of those who live there

But ... work in progress

- Local social-cultural associations still make too little use of Hoplr as a communication channel
- Many users indicate a desire to engage in "neighbourly help". But not everyone does it effectively + little check on intentions of those who want to help
- Regular promotion is necessary to increase the number of users

In short:

Hoplr is a mean to strengthen the social network of people

Hoplr is a channel to reach potential informal care takers/neighbourly helpers

Hoplr is a tool to achieve policy goals

Seizing an opportunity

Blankenberge received project funds from the Flemish government.

Goals of our project:

- Find other ways to reach vulnerable and older people who don't have access to and/or possess the digital skills to use Hoplr
- Get them in touch with the Community Assistant and neighbourly help
- Expand the quantity of informal care takers/neighbourly helpers
- Find more matches between demand and willingness to help



We want to use local shopkeepers, pub owners, care providers, ... to achieve those goals.

Because they are key figures in a neighbourhood. They know their customers/patients and are often the first to detect those in need for help or know who would be willing to help.

For that reason we developed digital standards that contain a letterbox. It also has compartments to hold flyers, magazines, ... One of those compartments holds a fill-in card to get in touch with the Community Assistant

On top is a digital screen which displays information that's relevant for the neighbourhood. For example: activities of the youth movement, notice of roadworks in the neighbourhood, an event organised by Blankenberge, promotion for Hoplr, ...

Een zorgzame buurt voor iedereen!
 Help je mee om van je omgeving een warme buurt te maken? Een buurt waar het fijn is om te wonen en waar mensen elkaar kennen. Waar burensamenkomen voor een babbel, een helpende hand, een kopje koffie of een ontspannende wandeling.

Contacteer ons!
 Stop dit kaartje in de bus van een digitale infozuil
 buurtzorg@blankenberge.be
 Bel de buurtconciërge: 050 235 865 (maandag - vrijdag: 9 - 16 uur)

Een warme buurt met en voor elkaar!

Meehelpen?
 Wil je je steentje bijdragen om van je buurt een warme plaats te maken? Heb je wat tijd en steek je graag een handje toe? Laat het ons weten! De buurtconciërge zorgt ervoor dat jouw steun bij de juiste persoon terecht komt.

Hulp nodig?
 Heb je een vraag of een bezorgdheid? Je kunt bij ons terecht. De buurtconciërge zoekt samen met jou naar een oplossing op maat.

De buurtconciërge mag me contacteren

omdat ik graag wil helpen in mijn buurt
 omdat ik een vraag of een bezorgdheid heb

Vul je gegevens in. We nemen spoedig contact met je op.

Naam: _____
 Tel: _____
 E-mail: _____

De gegevens die we verzamelen, gebruiken we enkel om je te contacteren voor het project Zorgzame Buurten en zullen op geen enkele manier met derden gedeeld worden.



Neighbourhood Concierge?

The concept of Neighbourhood Concierge by Hoplr fits into the project because

- ✓ It increases the rate of successful interventions by the “Community Assistant” Because it links the offline need for neighbourly help to the online offer of voluntary help
- ✓ It enables the community assistant to deliver a higher quality of service. Because of a thorough screening of those who are volunteer we get:
 - quicker and better matches
 - less risk of abuse
- ✓ It creates extra channels for citizens to reach the “Community Assistant”
 - Phone number
 - Digital form
 - Hoplr
 - Fill-in card
 - Local Service Center
 -

The “Neighbourhood Concierge” complements and strengthens the work of the “Community Assistant” and therefore can be integrated into it. We merged them together under the name “Neighbourhood Concierge” (NBC)

First results?

❖ Start screening

- clearer and more complete picture of the volunteer and his/her commitment

❖ Staff of Hoplr and the Local Service Center visit local merchants and care providers to introduce and explain the concept

- first response is enthusiastic, they will promote it

❖ Volunteers are our first ambassadors. They promote the NBC and are first contact for those who have a standard in their shop or practice.

- once a week they empty the letterbox and replenish the compartments
- in their own neighbourhood, so people already know them.
This makes it easier to address them

❖ **NBC is a tool to relieve professional network and informal carers of "practical" requests for help**

- Neighbourly helpers can take over

❖ **Together we achieve more**

- Staff support from Hoplr
- Contract to solve 200 “tickets”.
Often staff of Hoplr and staff of Local Service centre work on the same ticket. F.e. screening of volunteer by Hoplr, identifying the exact need for help by the Local Service Centre
- We learn from each other's know-how and experiences