

The Landlords Game

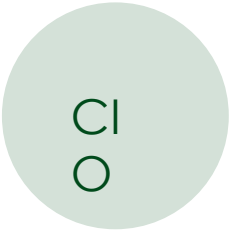
Reconfiguring business into the Digital / Context

CCI, Public Seminar in Tallinn, Estonia, 15th December 2022

1. Understanding where we are and what the future holds
2. Making choices and developing a strategy route map
3. Making it all happen: turning ideas and plans into reality



FAMILJEBOSTÄDER



About AB Familjebostäder

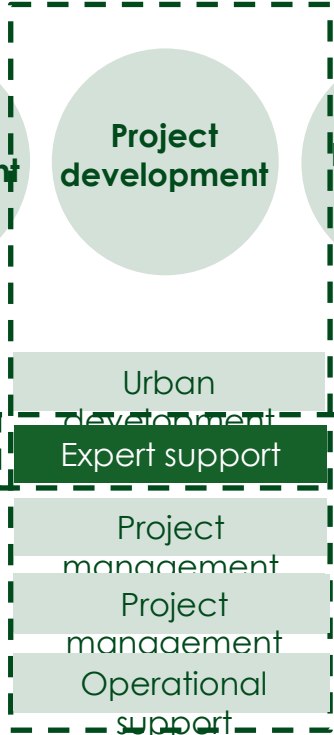
Public Real Estate (client) Company, founded 1936, owned by the municipality of Stockholm

Mission:

To (let) build, own and manage block of flats for the needs of Stockholm's residents.

Vision:

Home for an easier everyday life.



About me

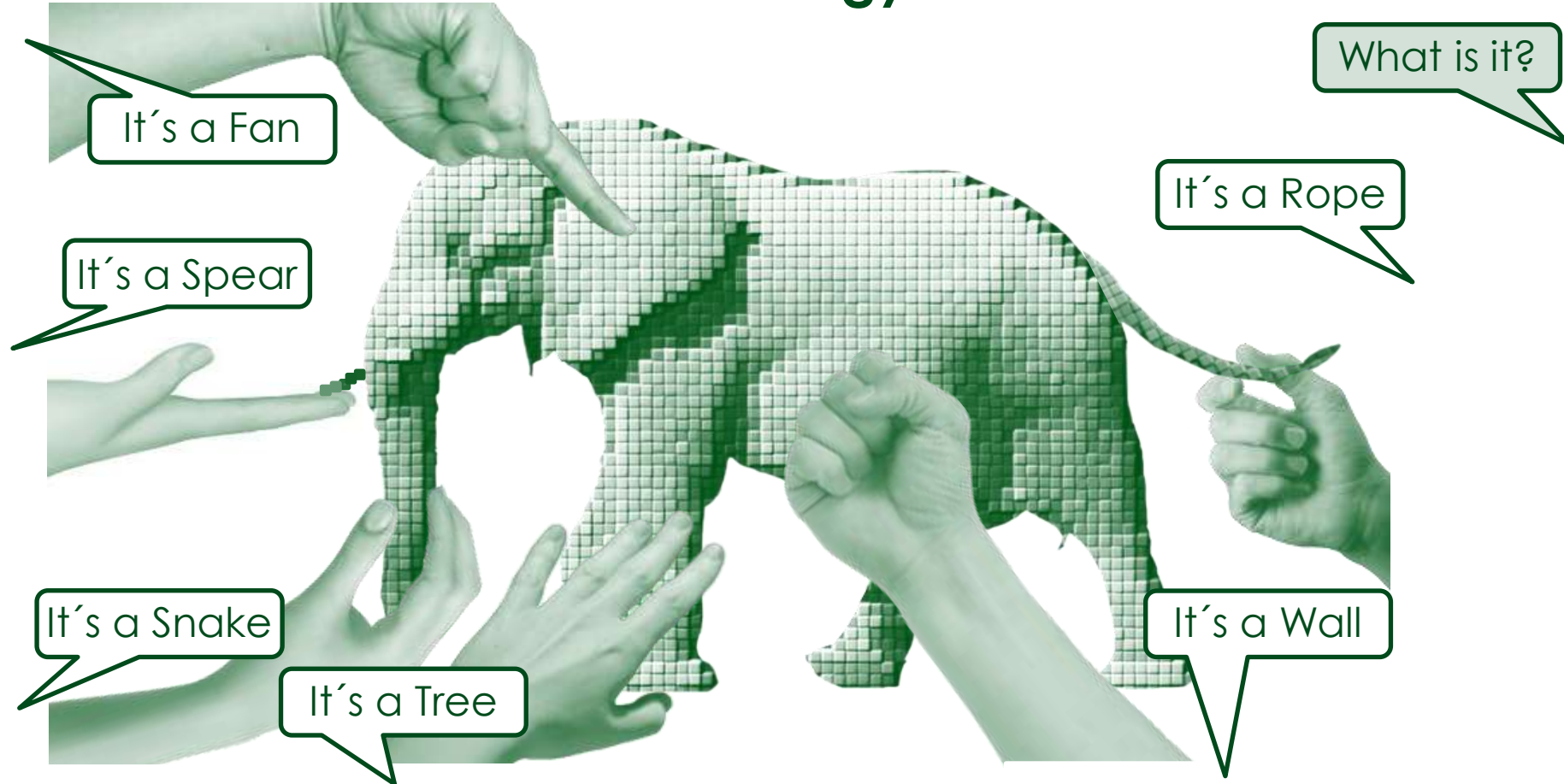
Head of the expert support unit

Master of Architecture
Master of Science, Informatics
~(Digital Business Development)

25 years of experience
Private sector
Public sector



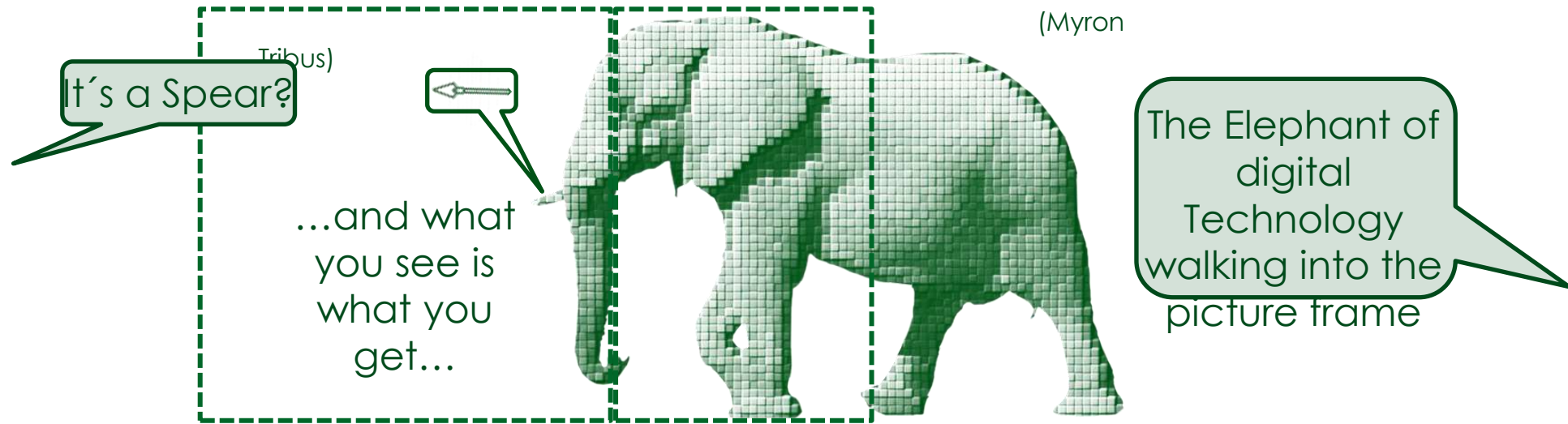
The Elephant of the Real Estate digital Technology



The Digital /

1. Understanding where we are and what the future holds

“What you see depends on what you were thinking about before you started to look”



“I spy systems which I can engineer.”

(Peter Checkland, John Poulter)

Hard System Thinkers

“I spy complexity and confusion; but I can organize exploration of it as a learning system.”

(Peter Checkland, John Poulter)

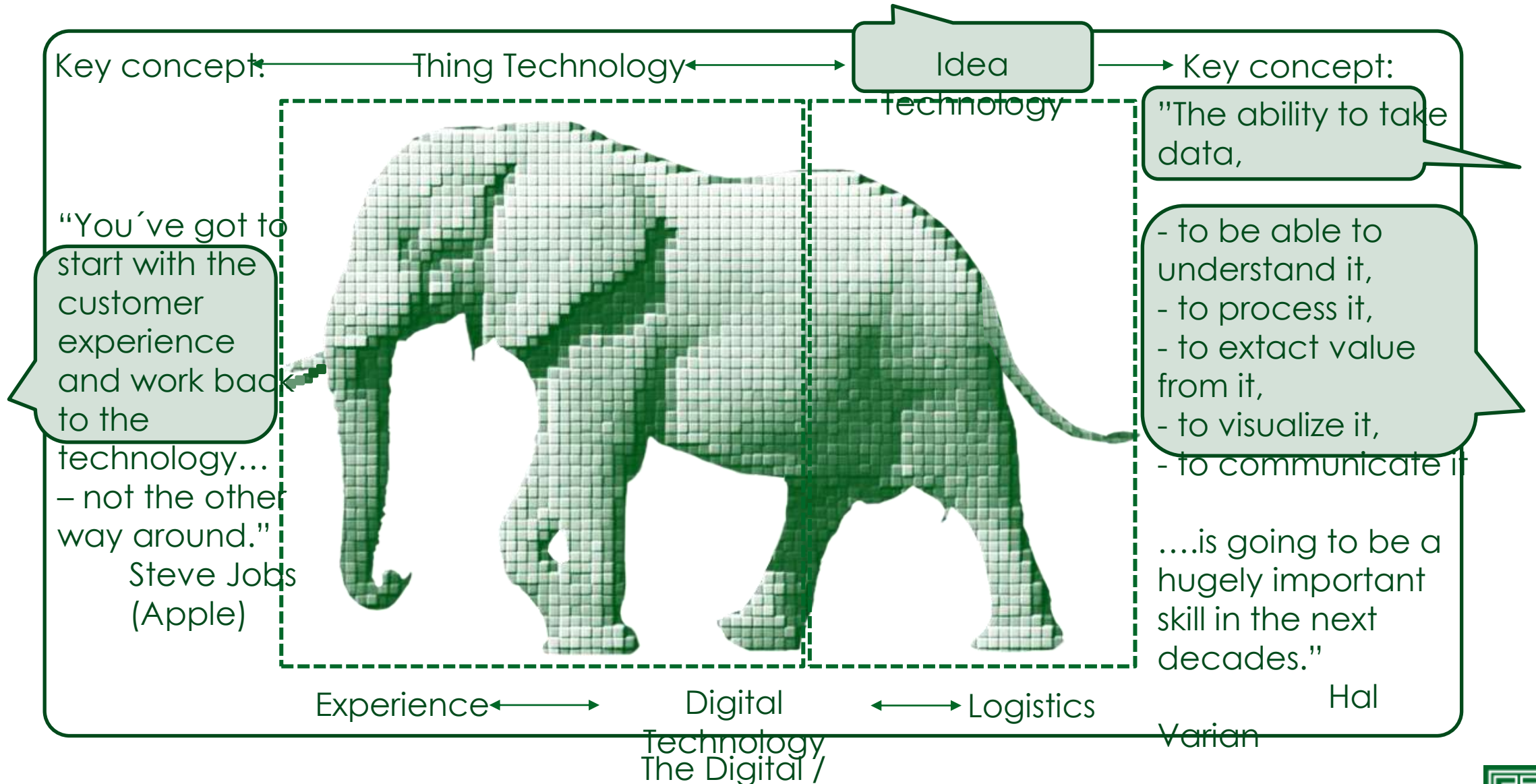
Soft System Thinkers

The Digital /

1. Understanding where we are and what the future holds

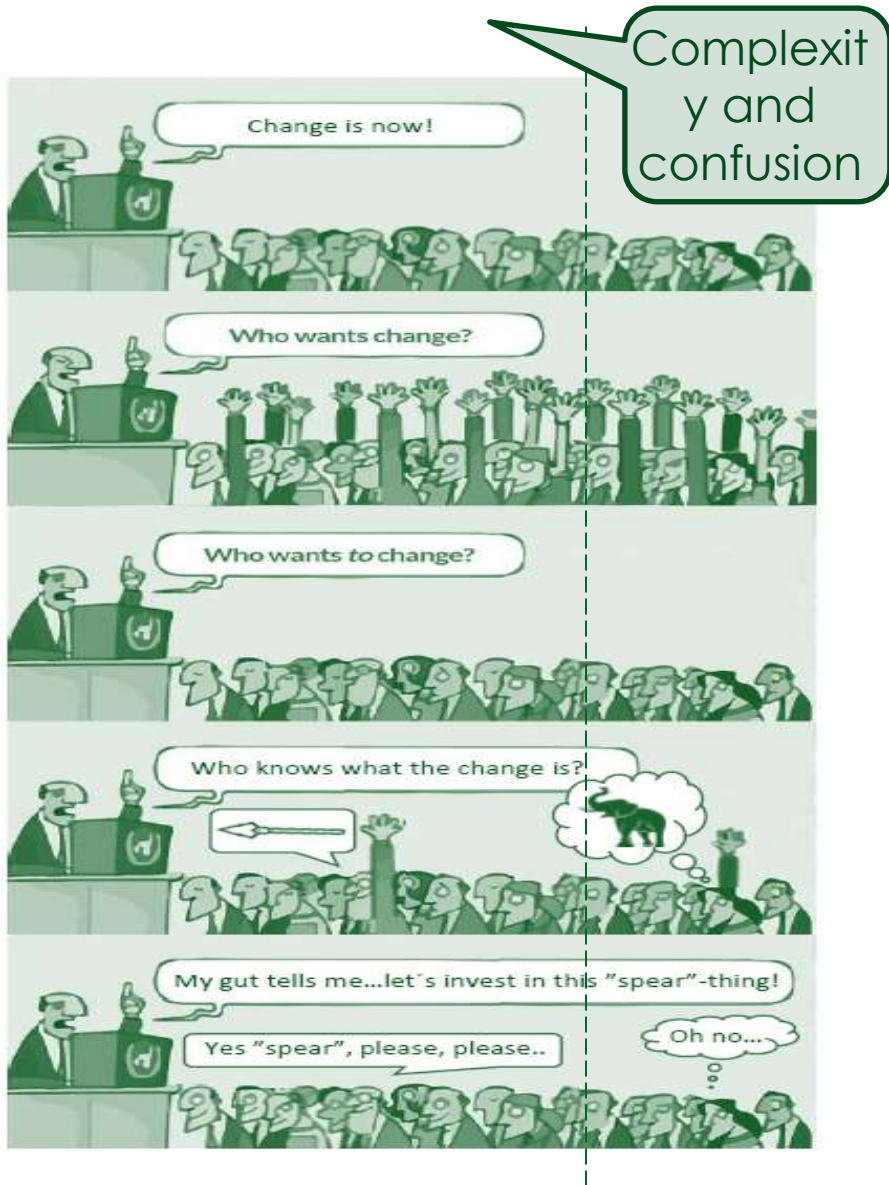


So... what do I see... I spy complexity and confusion...



1. Understanding where we are and what the future holds (Google)





'State of mind statements'

- Volvo provide cars just as little as IKEA provides furniture. Car manufacturers are in the transportation experience business and home retail is about logistics.
- The Real Estate business are kind of both about experiences and logistics.
- The construction and Real Estate businesses are not yet reconfigured into the digital context.
- Analog information are closely linked to the underlying media. Analog information relates to hard systems thinking.
- Digital information are separated from the underlying media. Digital information relates to soft systems thinking.

The Digital /

1. Understanding where we are and what the future holds

I am here!



Complexity and confusion



We are here!



...but also here!

Languages

[Languages \(europa.eu\)](https://european-council.europa.eu/media/eu-portal/images/stories/pdf/111016en01.pdf)

One of the EU's founding principles is multilingualism.

This policy aims to:

- **communicating with its citizens in their own languages**
- **protecting Europe's rich linguistic diversity**
- **promoting language learning in Europe**

This is a unique approach, unequalled by multilingual countries or international organisations.

Multilingualism is enshrined in the EU's Charter of Fundamental Rights:

- EU nationals have the right to use any of the 24 official languages to communicate with the EU institutions, and the institutions

The Digital must reply in the same language.

1. Understanding where we are and what the future holds



Translation at the EU institutions

[Translation at the EU institutions \(europa.eu\)](https://european-council.europa.eu/media/eu-translation)

Tvättmaskin
(Sverige)

Washing Machine
(Ireland, Malta)



Complexity and confusion

The overarching task of translation is to ensure that the laws passed by the EU – which come with binding rights and obligations – **can be understood by people and businesses, and the courts that have to enforce them.**

The other core task of translation is to produce public information and communication material. Doing this in every EU language brings the institutions closer to the public and **promotes transparent and democratic decision-making.**

For maximum efficiency, we use modern translation technologies, such as **computer-assisted translation, translation memories, machine translation, terminology databases** and other online resources.

Translation issues across all the different EU institutions are coordinated by a central forum, the Interinstitutional Committee for Translation and Interpretation.

1. Understanding where we are and what the future holds

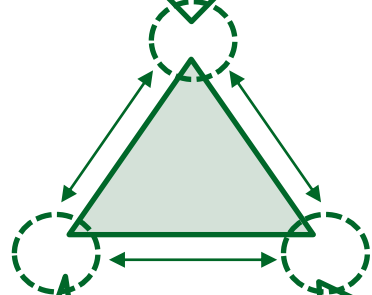
The single market strategy

[The single market strategy \(europa.eu\)](https://european-council.europa.eu/media/en/press-communications/infographic/infographic-single-market-strategy-2015-2017.pdf)

Complexity and confusion

The Triangle of Trade

Language



Infrastructure

Security

The single market is at the heart of the European project, enabling people, services, goods and capital to move more freely, offering opportunities for European businesses and greater choice and lower prices for consumers.

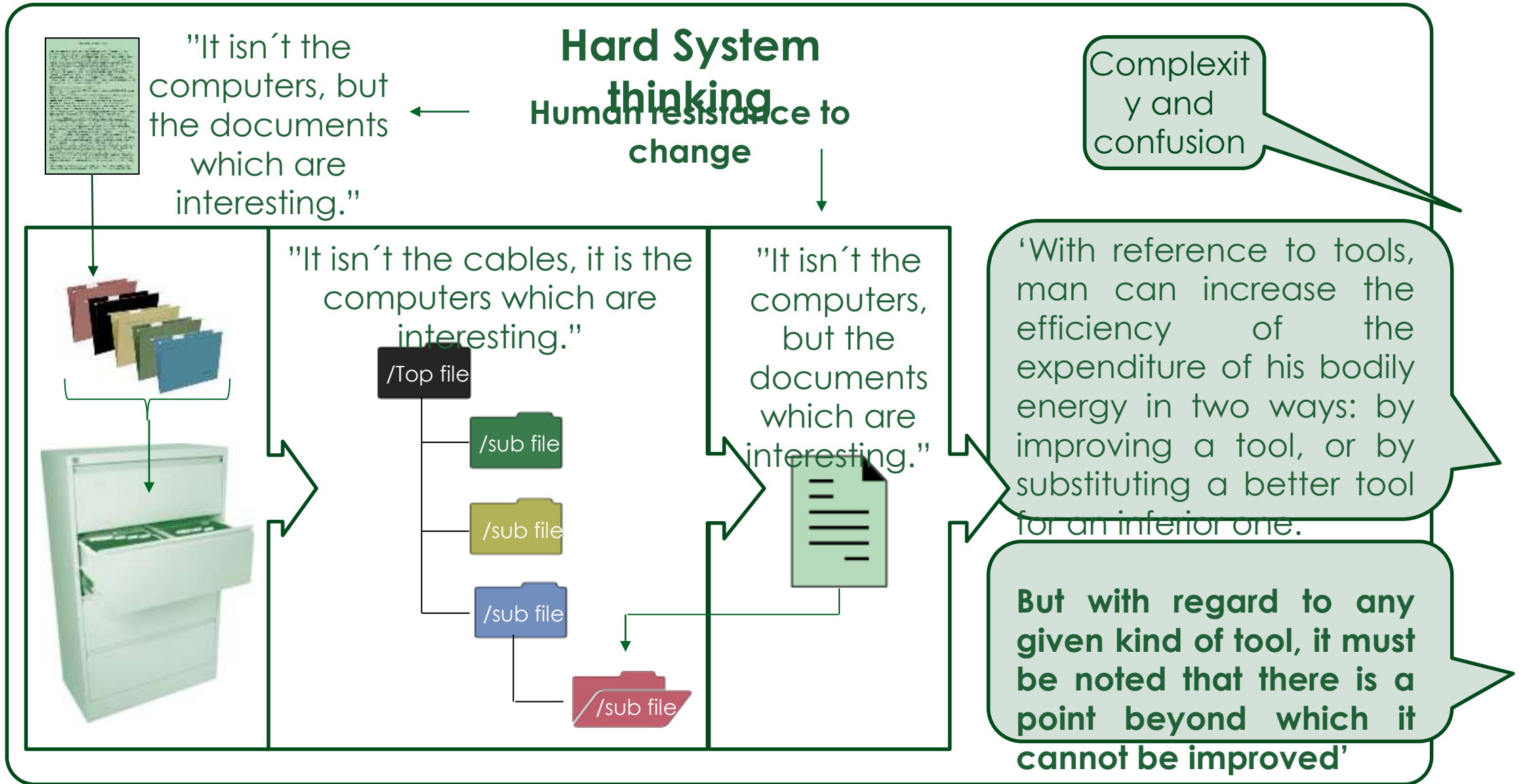
In a rapidly changing environment, **the single market needs to adapt to new ideas and business models.**

That is why the Commission has decided to give the single market an important boost by taking measures that will:

- Enable the balanced development of the **collaborative economy**
- **Modernise our standards system**
- Create more transparent, efficient and accountable **public procurement**
- Ensure a culture of compliance and smart enforcement to

help deliver a true single market

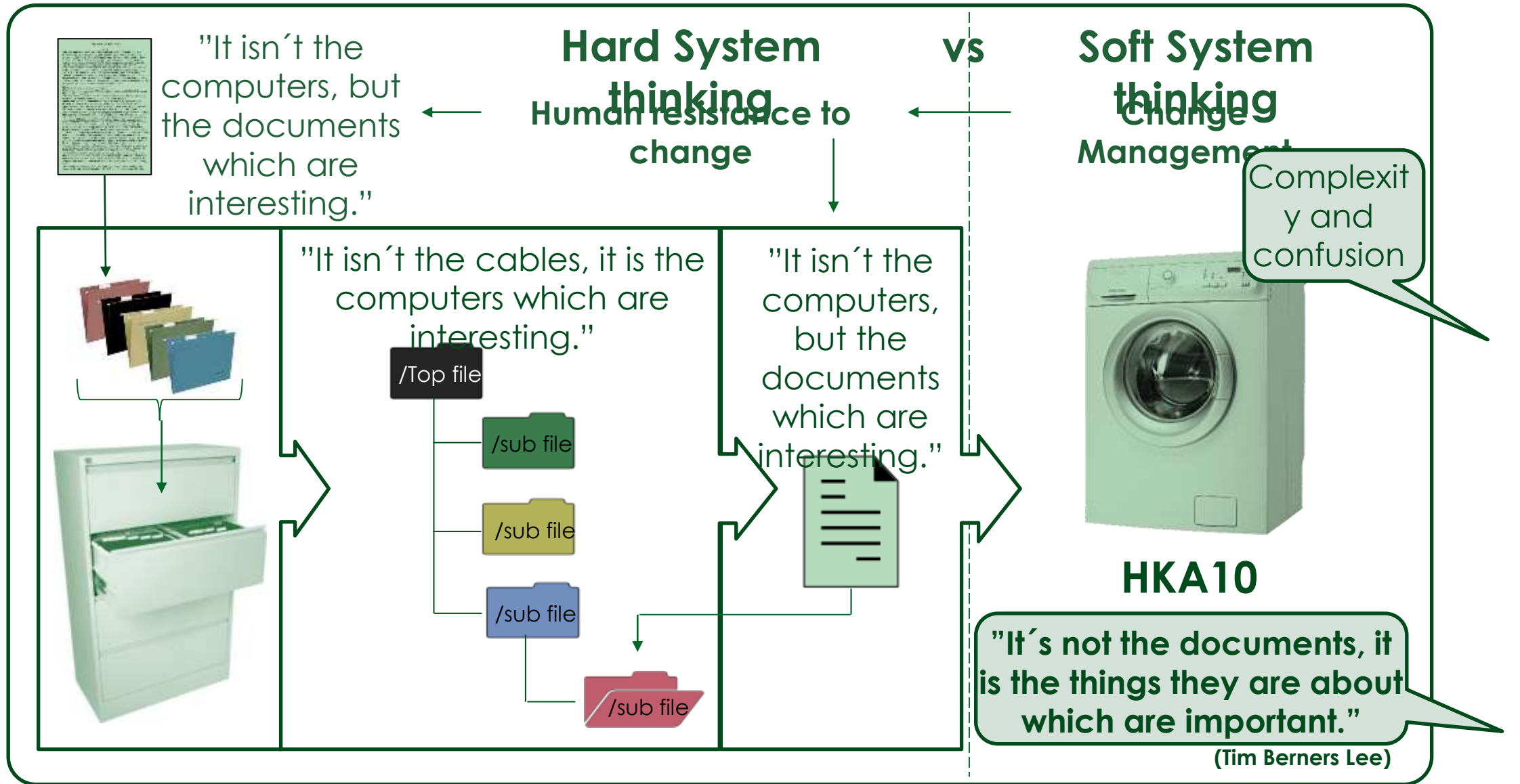
1. Understanding where we are and what the future holds



The Digital /

1. Understanding where we are and what the future holds

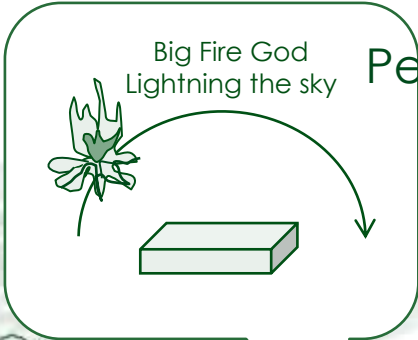




The Digital /

1. Understanding where we are and what the future holds





People have conscious control of:
Analysis, Decisions, Willpower

The perceived Real World

"There is nothing more difficult to plan, more doubtful of success, nor more dangerous to manage than the creation of a new system.

For the initiator has the enmity of all who would profit by the preservation of the old system and merely lukewarm defenders in those who gain by the new one"

Complexity and confusion



[Flat Earth Cartoon - flat earth 2020](#)

People are on auto-pilot when it comes to:
 Emotions, Habits, Beliefs, Resistance to change

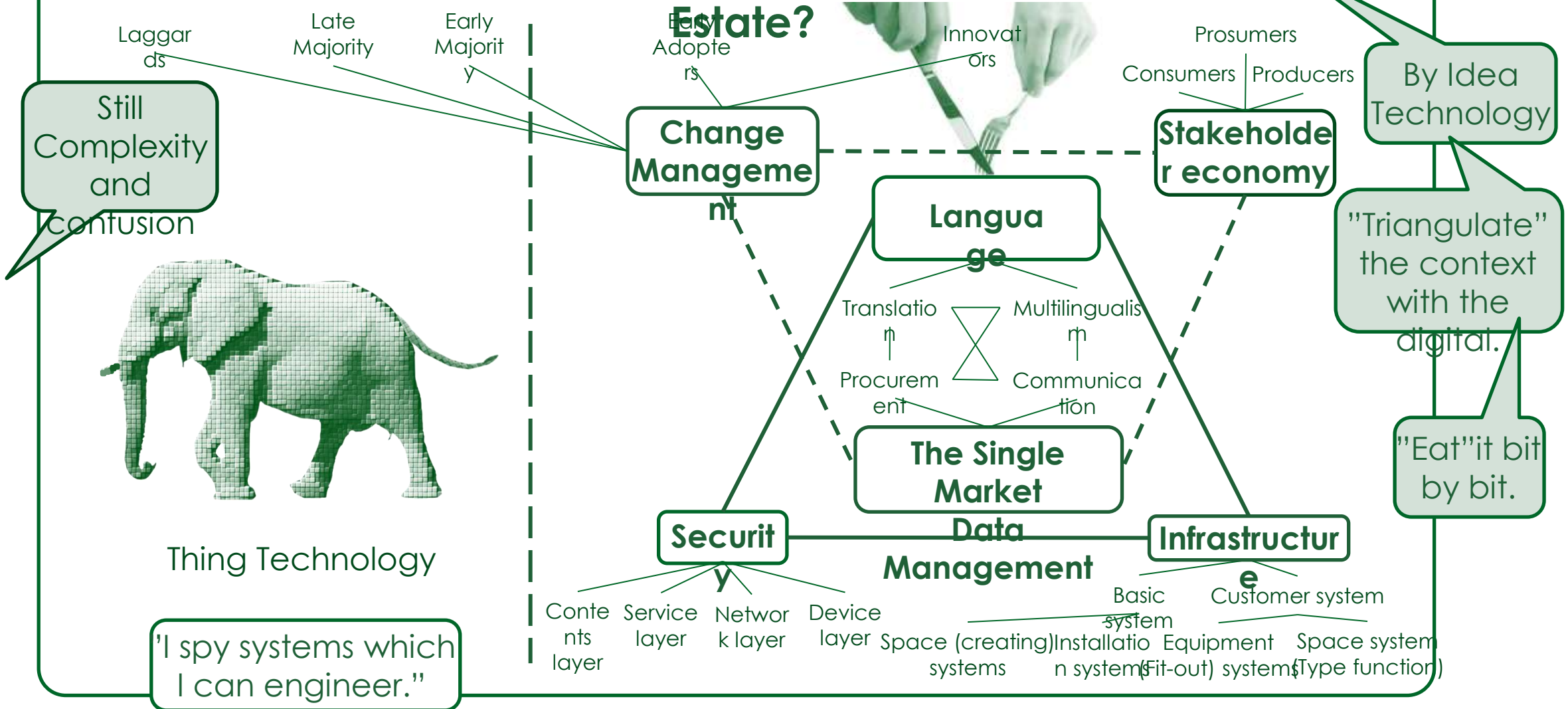
...change management...
Bottom-up or Top-down ?

The Digital /

1. Understanding where we are and what the future holds



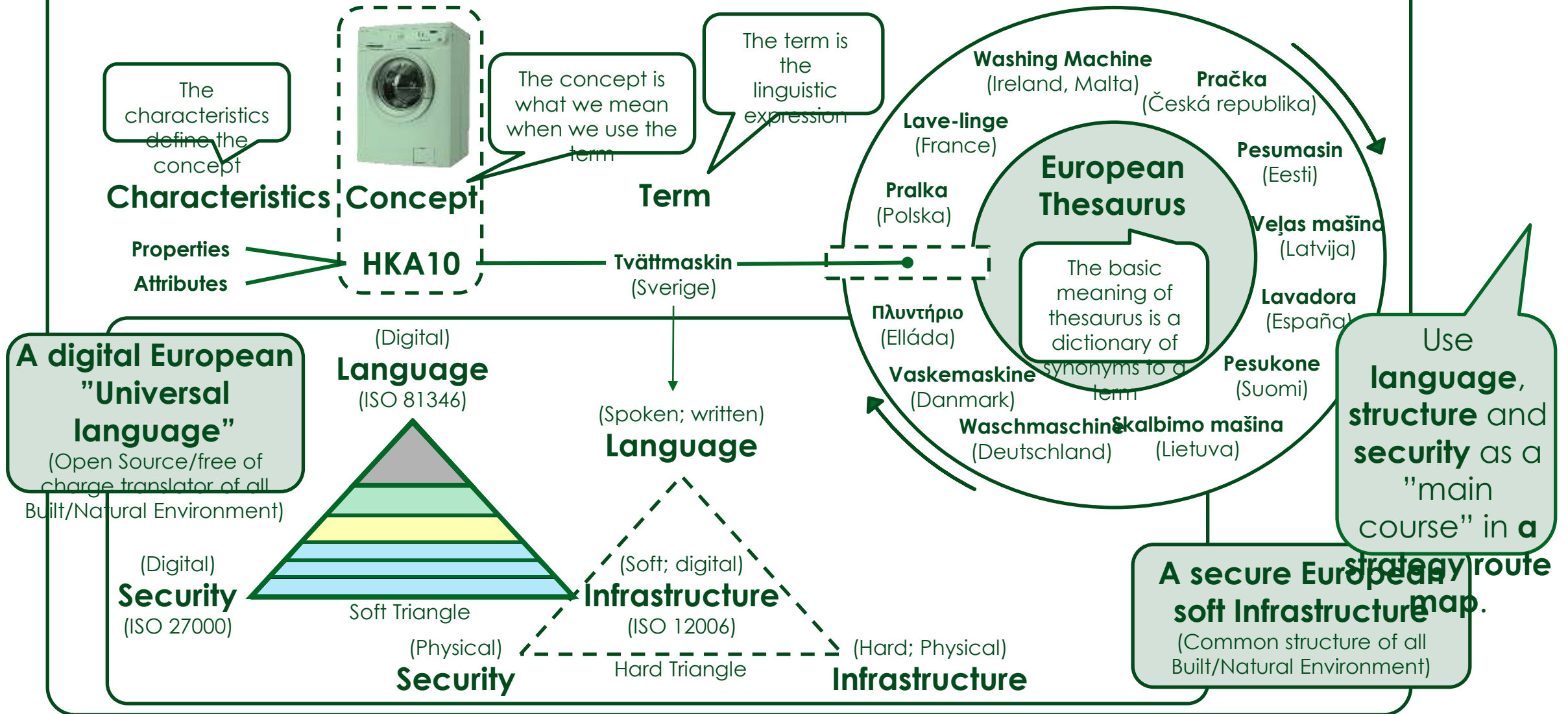
So... how do you digest the Digital Elephant of Real Estate?



The Digital and the Context 2. Making choices and developing a strategy route map



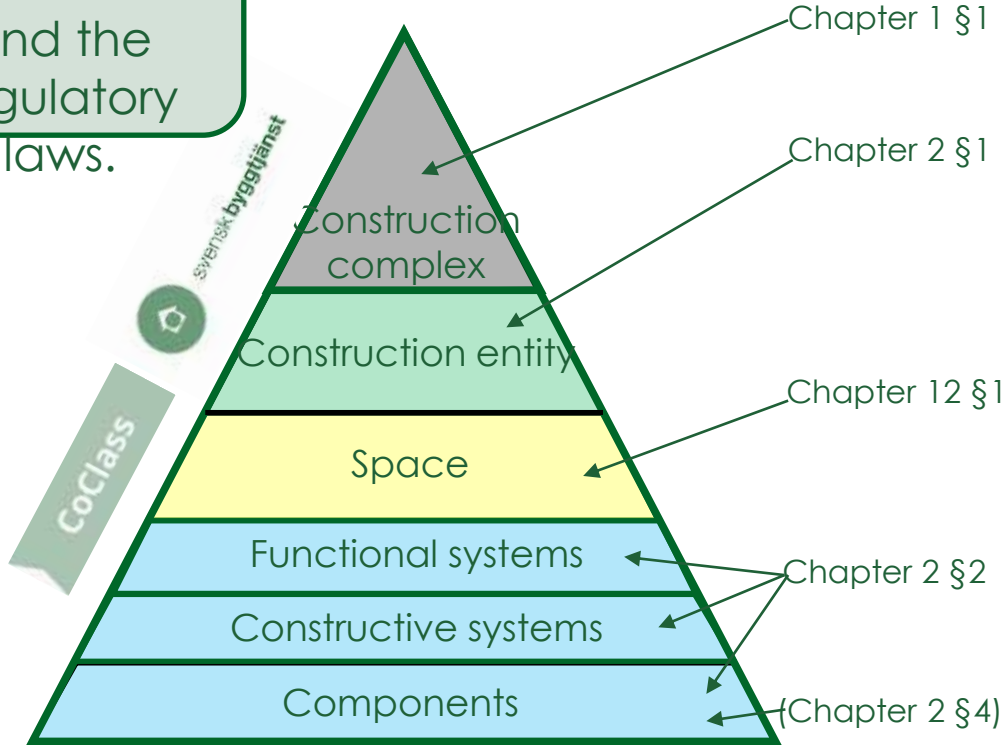
The Soft & Hard Triangles of Trade meets the Circle of Communication



Land Code - Jordabalk (1970:994)

The Swedish Land and Cadastral Legislation

Connect it to your mission and the regulatory laws.

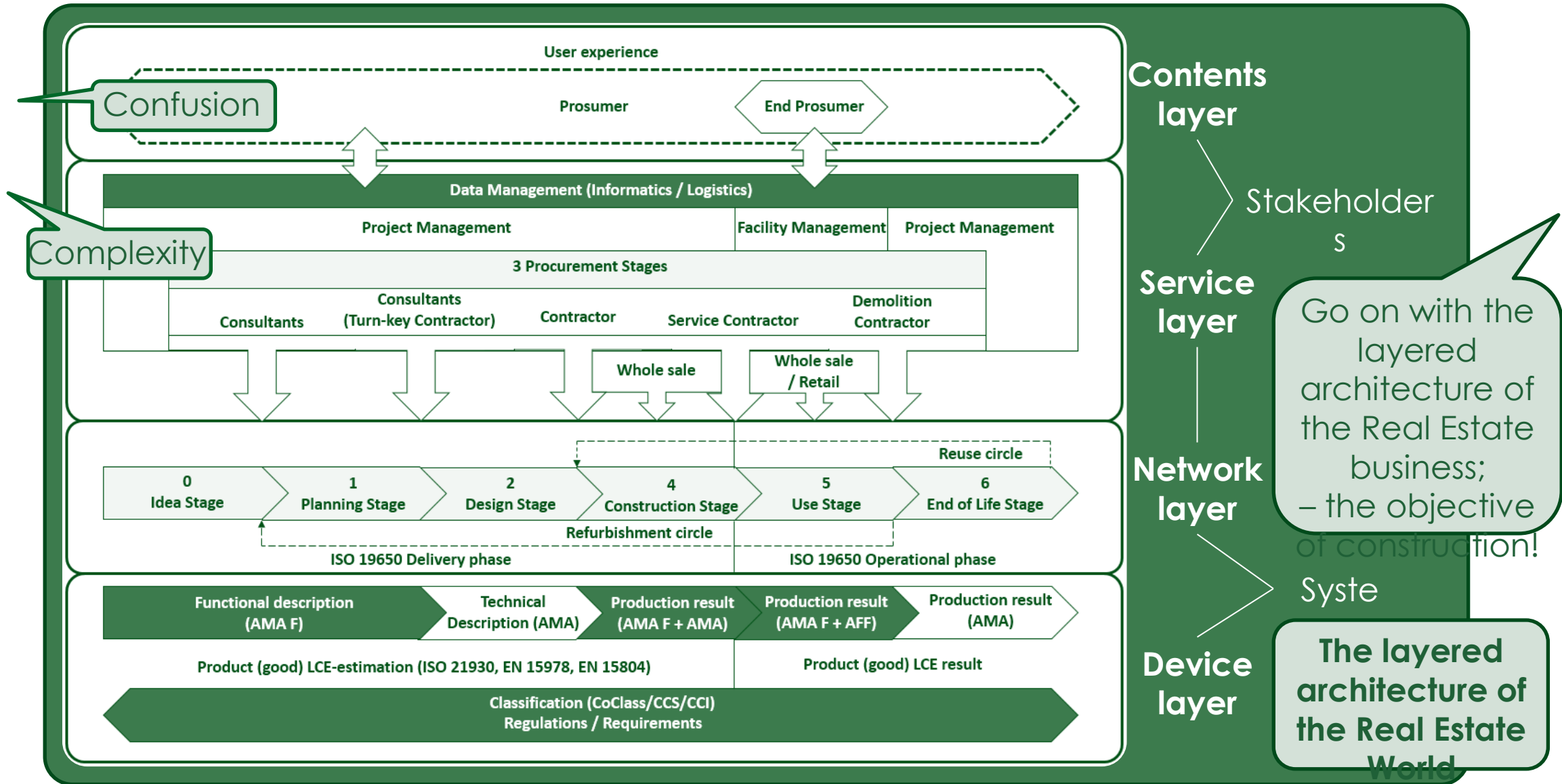


- Chapter 1 §1 Realty ownership is land. This is divided into Real Estate (property).
- Chapter 2 §1 Belonging to a Real Estate property are buildings, lines, fences and other facilities that have been placed within the property for permanent use, rooted trees and other plants, natural fertilizer.
- Chapter 12 §1 This chapter refers to agreements, through which houses or parts of houses are let for use against compensation.
- Chapter 2 §2 A building includes fixed furnishings and other things with which the building has been equipped.
- (Chapter 2 §4) Objects added to the property by the user or someone other than the property owner do not belong to the property, unless the object and the property came into the hands of the same owner.

Mission since 1936:
To (let) build, own and manage block of flats for the needs of Stockholm's residents

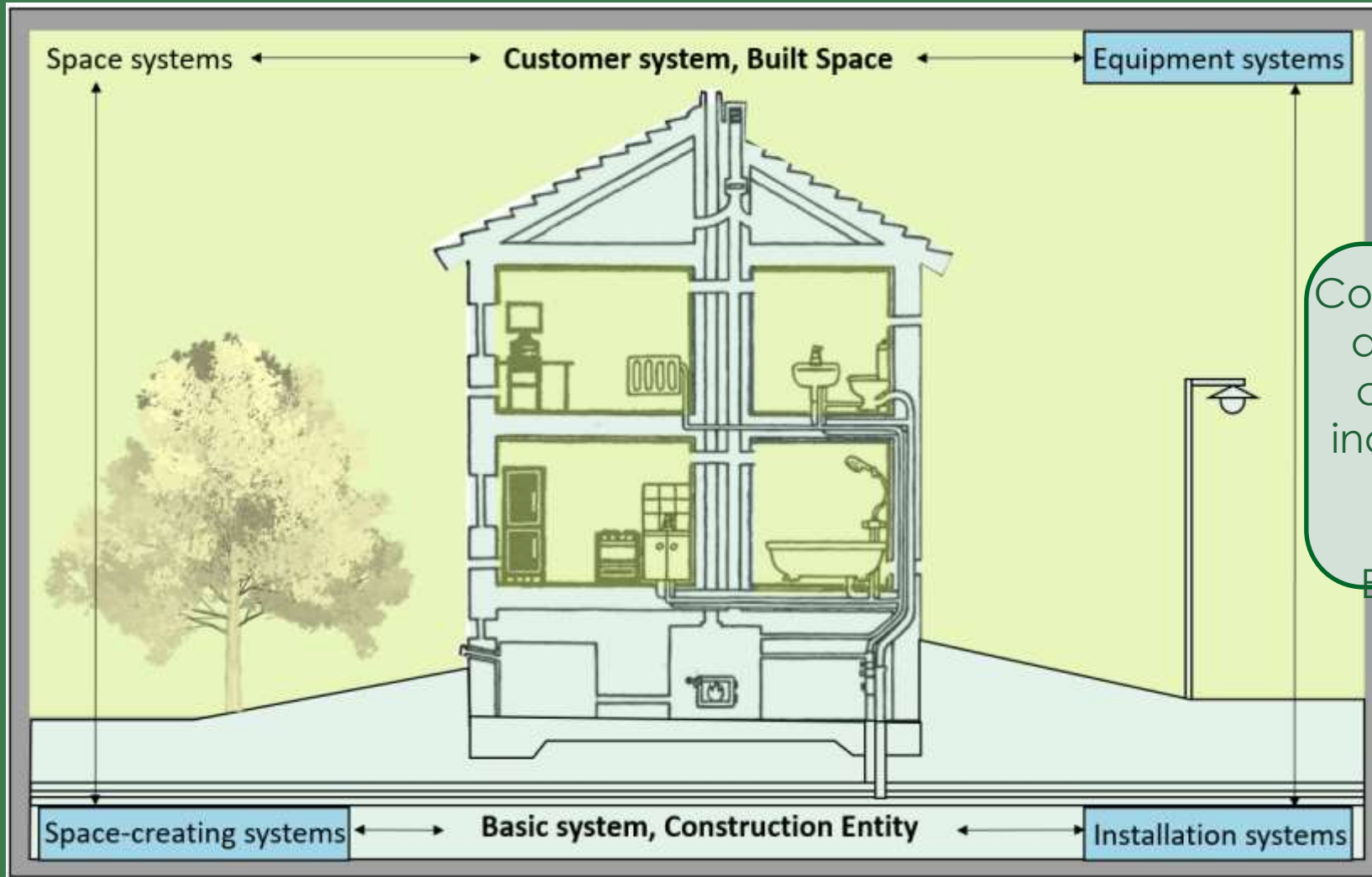
2. Making choices and developing a strategy route map





3. Making it all happen; turning ideas and plans into reality

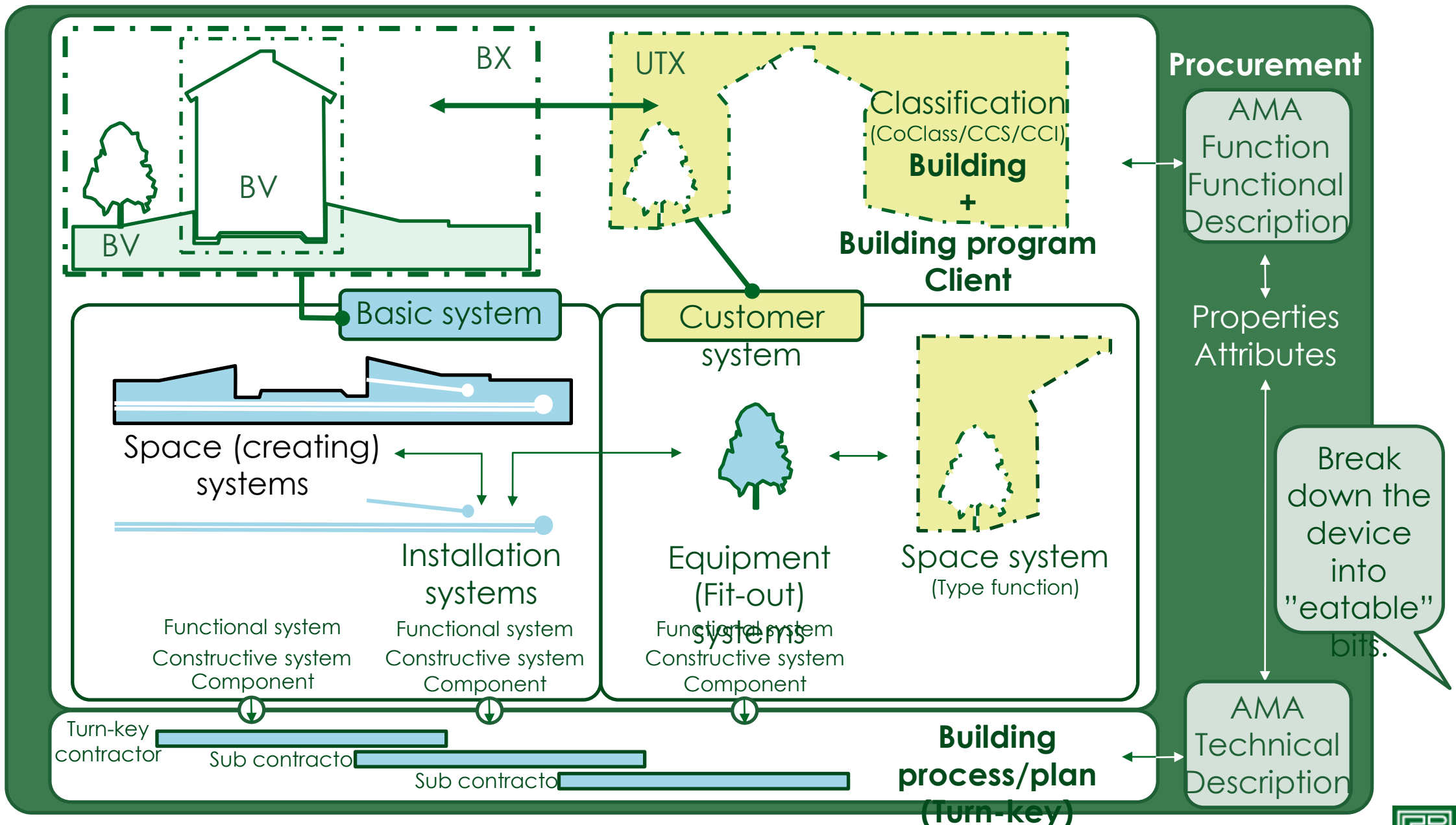




Continue with the device, that is central to our industry and our daily lives;
 - The Built Environment!

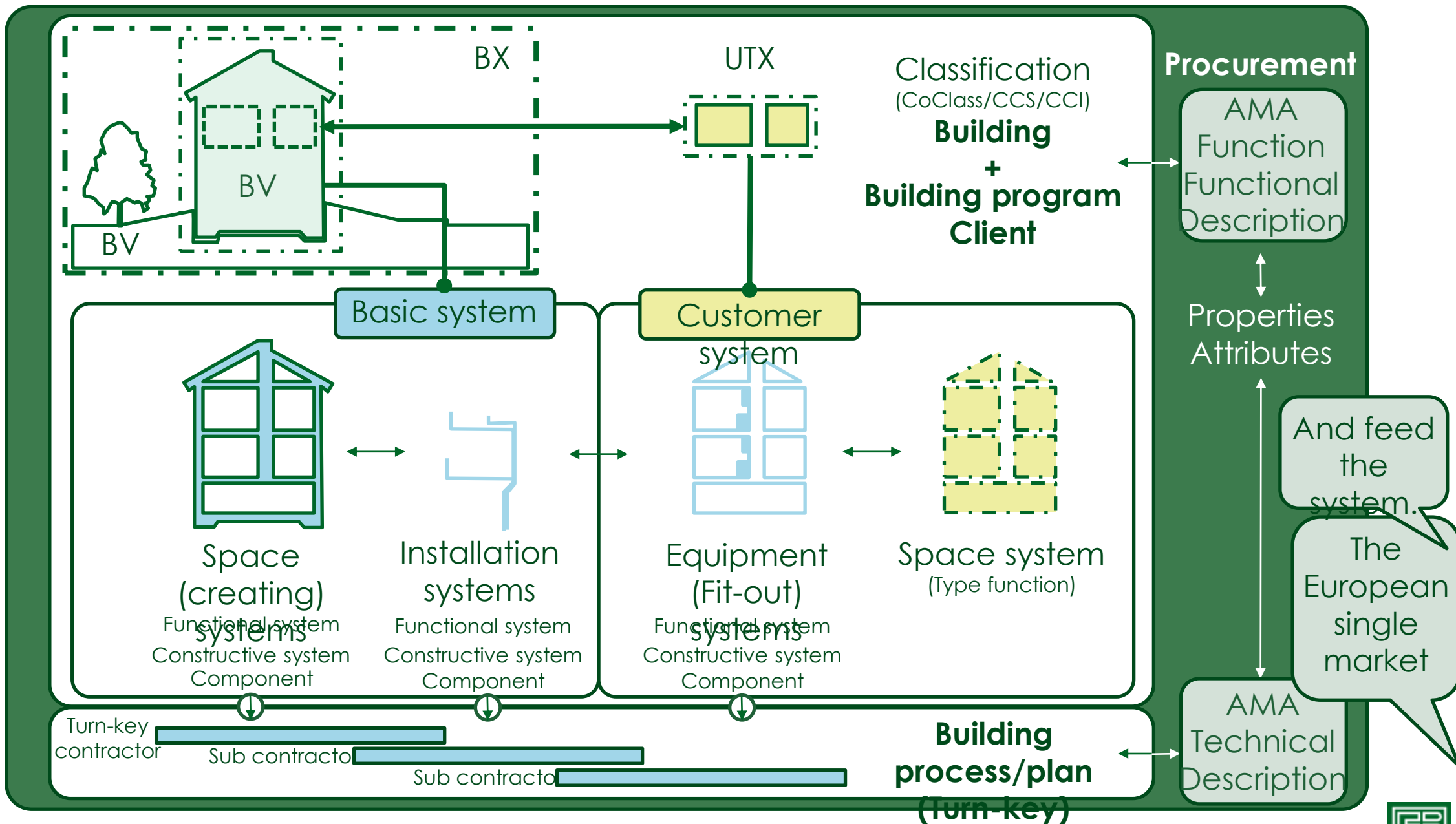
The Digital /
 3. Making it all happen; turning ideas and plans
 into reality





3. Making it all happen; turning ideas and plans into reality





3. Making it all happen; turning ideas and plans into reality



Thank you for listening!

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