



**HOME
RENAISSANCE
FOUNDATION®**

Directors' Report 2019

The founding and guiding vision of Home Renaissance Foundation is the core value of the work of the home for the well-being of individuals and for the whole of society. "Renewing the culture of the home" expresses HRF's commitment to championing this value of home in a world that needs a fresh recognition of the attitudes and skills that build stable and secure homes, relationships and communities.

The three main strands of our work reflect the breadth and depth of this vision:

- HRF strives to be an authority on knowledge relating to the home, the work of the home and the care of the family. Multidisciplinary academic research has been pioneered by HRF to shed light on and raise the status of the shared human experience of home as a field of serious inquiry and consideration.
- Inspiring excellence in training and expertise in tasks within the home, our Foundation aims to ensure that our inherited traditions, natural talents and the correct and efficient use of new technologies all contribute toward the creation of well-run homes.
- HRF acts as catalyst for change by encouraging public policies that recognise the lifelong values of the home and to promote education and communication strategies that increase awareness that family tasks are a matter of shared responsibility.

The calendar year January to December 2019 saw Home Renaissance Foundation take strong steps in further establishing HRF as a trusted voice in this three-fold role in the study, care and support of the work of the home. What follows is the identification of some key themes in areas of our work and activities over the year.

Gathering high-calibre academics and professionals to raise the profile and pioneering multi-disciplinary approach to the study of the home.

In February 2019 HRF hosted an Expert Meeting at the Royal Society of Medicine in London on the topic of "The Home in the Digital Age." The meeting brought together world-class expertise from the fields of computational logic, digital

economics, sociology, philosophy of science and architecture. Amongst many positive outcomes from this meeting (see note on publication below) were the following indicators for future HRF work:

- No one is currently raising the home context in the forums of AI and digital technologies. There needs to be “space at the table” for those concerned with these issues to engage with those making the decisions which reach into our homes.
- There is no indication of the intergenerational benefits of AI being addressed or developed as key requirements or needs. That is in terms of communication, mutual nurturing, or intergenerational living.

These indicators informed our increased focus on working with policy makers, and our plans for future research and academic meetings.

As a part of the launch strategy for *The Home: Multidisciplinary Reflections* (published by Edward Elgar 2018) Home Renaissance Foundation took the opportunity to gather experts and contributors at a series of events, begun in 2018 and continuing throughout 2019. This model of gathering and disseminating expertise has been very successful in show-casing HRF’s publications and way of working.

In March 2019 we were the guests of HRF patron Professor Mohamed Gamal Abdelmonem at Nottingham Trent University where he holds the Chair in Architecture. The panel was made up of RIBA architects, with key notes by Sir Harry Burns (former Chief Medical Officer for Scotland) and HRF director and publication editor, Professor Antonio Argandoña. The invited audience of students, NTU academics from a range of disciplines, and professional architects greatly appreciated the opportunity to engage with our work.

In April 2019 we were guests of Digital Poland and its CEO Piotr Mieczkowski, in Warsaw. “Home in the Digital Era” saw experts, including academics, educationalists and professionals in the field of digital technology and Artificial Intelligence, gathering to discuss the challenges and opportunities these new developments offer in the context of the home. Professor Argandoña again represented HRF, introducing the content of the book and the rationale and vision of HRF. The report, put together by Marta Ponikowska for Digital Poland and Angela de Miguel for HRF, was a further step toward responding to the conclusions of the February Expert Meeting.

Growing reputation in publication of new material by academic publishing houses.

Maintaining a pattern of meetings and publications is the key means by which HRF creates and develops a platform for work in its field. Following the successful publication of *The Home: Multidisciplinary Reflections* by Edward Elgar, we were delighted that editors Professors Abdelmonem and Argandoña were able to secure Routledge to publish *People, Care and Work* as a part of their Advances in Social Science series (material from HRF 2017 Conference, publication date June 2020).

Building on our reputation with Routledge, editors Professor Argandoña, Dr Joy Malala and Dr Richard Peatfield put together a proposal in the autumn of 2019 for

the publication of material from "The Home in the Digital Age" (Expert Meeting February 2019) which is making favourable progress.

Increasing volume of and access to material via website.

Work was done to ensure that all academic material generated by our events and activities is now available on HRF website. By the end of 2019 70 papers (or abstracts if papers are to form chapters of publications) were available and represent the wide-ranging nature of HRF's work and the high-calibre of contributors.

Making explicit the calibre and range of our activities and expertise.

In line with this, our website now contains an Experts page, allowing visitors to the site to search for details of the many academics and professionals who have contributed to our events and publications. This work is ongoing, but can already be seen as bringing us into line with comparable Think Tanks and research resources.

Monitoring and enhancing reach via website and other platforms.

From January 2019 to date monthly metrics have been recorded and examined to gauge the traffic and content focus of visitors to HRF website and followers of the BeHome Blog and other social media platforms. Figures show that we are a growing resource for academics accessing our Working Papers via our website. HRF following on Twitter increased in 2019 with week day posts promoting our own work and activities and retweeting articles by individuals and organisations sharing our vision, and/or relevant to current work.

The Behome Blog has posted articles by Angela de Miguel, Rosemary Roscoe and Susan Peatfield along with links to other relevant material and organisations sharing our vision. Our posts have been favourably viewed and taken up by other Blog sites. This is proving a useful means of extending our readership and something to build on in 2020.

HRF SMART HOME MANAGEMENT continues to be relevant to HRF's championing of "excellence in training" and Angela de Miguel, our Media Manager has created an impressive resource of material to support our work in this area. This aspect of our work continues to be key with homemakers and organisations representing their interests.

Engaging with policy makers and relevant organisations.

In 2019 HRF attended three All Party Parliamentary Groups (APPG) at the Houses of Parliament. Two at the House of Lords, APPG Housing and Care for Older People and one at the House of Commons on Families. (Work in connection with these APPGs has currently been suspended as a result of COVID-19.)

In May 2019 HRF on the Day of the Family at the Spanish Parliament in Madrid, our Project and Media Manager participated in a roundtable to discuss the role of the home in relation to climate change and to explain to those who legislate what practices can be carried out to mitigate this threat.

In October 2019 HRF met with Renata Kaczmarek (United Nations Social Policy Officer, Focal Point on the Family) for a working breakfast on bringing the “voice of the home” to the discussions of Family policy.

Working with organisations sharing our vision for mutual benefit.

A continuing, fruitful association with the Social Trends Institute (STI) led to the successful Expert Meeting “The Home in the Digital Age” in February 2019, and the arrangement of STI’s support for HRF 5th Academic Conference “Happy Homes: Happy Society? The contribution of domestic life in a time of social changes” planned for 2020. (See below.)

In October 2019 HRF co-operated with the International Federation for Family Development (IFFD) at their 20th World Congress “Family, the Face of Humanity”, which was held in London, and attended by over a thousand people from all over the world. Alongside an opportunity to promote our vision and activities HRF was also able to continue making the connection between the support of family life and the work of the home with IFFD representatives from across the world.

Developing links with academic institutions for financial and research sustainability.

Work has been continuing to address the need to secure both our day-to-day and research funding. Previous communications have explained the desirability for academic institutional support for research grants. More detailed preparation for the feasibility of developing research relationships with universities was begun in 2019 and is continuing.

We have been able to build on our connections at the LSE, and are currently working with the Head of Philanthropy to see where our work most fruitfully corresponds with the LSE’s own development agenda.

Planning to further reinforce HRF’s status, reach and effectiveness.

Much of the latter part of 2019 was spent planning HRF’s 5th International Academic Conference “Happy Homes: Happy Lives? The contribution of domestic life in a time of social changes”, which was planned to be held in London in November 2020. Led by Academic Conference leader Professor Maria Teresa Russo of Roma Tre University, with the support and contribution of Lord Layard (leading academic in the study of the “new science” of happiness, chair of the Centre for Economic Performance at LSE) and a distinguished Scientific Committee. The proposed academic meeting would allow for selected early career academics to have their papers presented in the context of leading academics in dialogue on the topic of the home’s contribution to individual and societal well-being, with specific reference to the impact of housing and the new technologies.

This is now to be a publication-based project as a result of ongoing travel restrictions in response to COVID-19.

In the autumn of 2019 further work on the data generated by the Global Home Index was done by two LSE intern research analysts. Now both in full-time

employment, their work on the UK and European household findings is available for future development.

Plans began in 2019 for an Expert Meeting on the theme of Displacement, and for grant applications for research into the successful transition from being homeless into being a "homemaker". Both of these are at early stages, but the guiding vision is that of HRF's concern with the practical activities and support that make secure, stable and healthy homes for all generations.

Financial Sustainability

In 2019 HRF benefited from donations from individuals and national and international funders. The longer term financial sustainability of HRF remains high on the agenda for 2020 and beyond.

HRF continues to:

1. Seek to build and strengthen international partnerships with research organisations and universities.
2. Seek to build joint initiatives with funding organisations that allow us to carry out or research and training objectives.
3. Secure the participation and input of key academics to develop our projects, publications and further our vision
4. Extend and enhance our presence on social media platforms for our research and communication projects
5. Fundraise to secure the contribution of key individuals and organisations , with strong policies of social responsibility.