THE HOUSEHOLD AS A DRIVER FOR HOUSING POLICY: IS IT A MUST? THE CASE OF THE SOUTHERN EUROPEAN COUNTRIES

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Summary

Abstract

Governments are not the only actors in the area of housing policy but play decisive roles in the joint relationship of the efforts of various organizations and other entities as legalistic and formalists. It would be more important to care less about laws and more with the analysis of their social effects and impacts. The robustness of housing capital implies the existence of a massive stock of supply to avoid social risk zones. We intend to analyse how we can learn for the future with recent southern European social rationality housing policy and regulation as a strand of public policies. The consolidation of the State with regard to the organization of law and the exercise of power has given great importance to the rules of economic policy and the implementation of public policies. The sphere of housing promotion and the dual affordability of housing result from the exchange between the legislature and the executive branch.

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1. Introduction

We open this approach with the buoyancy that involves the appreciation of the housing sector in ten Southern European Countries (SEC). Although the housing sector is a delimited concept, it is not so geographically. Many of the housing problems in these countries have similarities to the reality of other countries to the north, east or west of Europe. All are important, but of the main ones we emphasize are residential density, segregation and social interaction, the agglomeration of families by physical spaces, the random dependence of context values as a result of social dynamics, uncertainty about the number of people per autonomous fraction, the time people in a household, the durability of housing and the behaviour of public institutions (Meen *et al.* 2016: 51). The neoclassical monocentric model has its virtues when near settlements, such as rents, land prices, population density, geographical space, housing as its owner's property, and the oscillation of home transaction prices, that is, distance to home, transport costs, the behaviour of the housing market and the economic cycle (Kraus; 2006:98). Notwithstanding these elements, this matter cannot be aligned and discussed without taking into account the increasingly frequent mutations of *social morphological innovation*. In addition to the frequency of their impact on people, these changes will deal with public institutions that emanate from the political organization of a country in the form of norms necessarily existing in a rule of law based on democratic principles. The role of governments is relevant because it also reflects the choices of the voters in terms of legislative power and executive power. It is this economic agent as a social regulator that establishes property rights, the legal frameworks for technological progress, accompanies the performance of the market as a social process, the guide to housing financing according to the needs of individuals and their adaptations over time. Throughout our existence we experience shocks resulting from the social transformations provoked by the intellectual updates from teaching, the values generated by the intuitive experience and the population groupings generated by dynamic social relations. (Cheshire *et al.*, 1998). In addition, the expected utility, soon uncertain, of the dwellings for who will occupy them. People are rational and ponder uncertainty with risk, even if it is a necessary social good such as housing. In fact, the State, through public intervention agents and regulators, through its executive body, creates legislative packages through which it transfers, influences and controls the behaviour of households in need of affordable housing and their allocation (Glaeser *et al.* 2009:3). This happens with the regulation of access to credit, transferring to the banking system compliance with legal norms and in the field of social housing in which it delimits the construction costs, the areas in square meters, typologies, the materials and the sale prices or the rents.

A sustainable housing system is becoming more and more a global concern because of the increasing interdependence among a myriad of players. We live in a complex network structure (Leite 2018:25). Rapidly, all legal decisions have to be understood to invoke social, economic, financial, ethical and political implications.

2. The X-ray of Trends in European Southern Countries

Before we continue with the rationale for suppressing social risks and the need for decent housing, let us look at Table 1 which presents an x-ray of the main tell-tale signs of the recent indicators on housing trends in the ten countries chosen to represent Southern European Countries. Permanent householders represent the vast majority of households that live in their own homes, varying between 98.2% in Romania and 57.7% in France, representing the ten countries an average of 76.4% of all inclusive housing. The difference for the leasing sector is enormous, considering the general terms of the concept, both in the free market and in the sector supported by public, central, regional or community administration. In different proportions but with adjacent problems, each country enjoys a reality not analogous to any of the others. As referred by Hubert (2006: 146), recent studies and analysis "suggests that imperfections in housing and credit markets may interact and generate fluctuations that are difficult to explain by looking at each market in isolation". These examples refer to prices and rent housing such as mobility, number of agents leading with the sector, costs, contractual incompleteness, imperfect competition and labour market rules. Combining the population at risk of poverty with the poor quality of the dwellings, according to Pittini (2015: 36), the main obstacles to better and more dignified dwellings in southern European countries are the adequacy of house heating (e.g. Bulgaria), the deterioration of buildings (e.g.

Bulgaria and Romania), the provision of new housing (e.g. Bulgaria, Croatia and Romania), the recent recessionary impact of the financial crisis on prices (e.g. Italy and Malta), housing subsidies (e.g. Greece), involvement of many stakeholders in housing policy (e.g. France), insufficiency of plans for social housing (e.g. Greece, Italy and Portugal), the number of vacant dwellings (e.g. Malta), tax evasion (e.g. Portugal), the provision of housing for young and non-young people (e.g. France, Greece and Romania), the marginal volume of public houses to rent (e.g. Portugal and Spain) and the housing predicate deficit (e.g. Cyprus, Italy and Portugal).

As stated above, the maintenance and age of real estate are recommended as the most influential regarding the quality of the housing stock, although with some improvement in most of the countries represented over the last decade. To the average size of new family units, measured in square feet, we add the area of the dwellings measured in square meters, that is, in terms of the adequate size of the dwellings. The average size of housing decreased compared to the increase in housing construction since the 2000s. So the relation between the use and the property plot of land underwrites the land-use planning or the regional management. The main players are the Tenant, the Lender and the Developer (Chaillou *et al.* 2017:39).

Also contributing to a better quality of housing is the relative excess in the number of people living in the same dwelling, with the most salient cases occurring in Bulgaria, Croatia, Greece and Italy, where this indicator improved, between 2005-2013 (Pittini 2015:20). Southern European countries remain below the EU average (Pittini 2015: 20). The financial crisis that hit Europe in 2008 has led to an increase in unemployment in the several countries regardless of their geographical location, which has hit the housing sector as a consumer good or investment good. (Laszek 2013). From the social point of view, the EU did not have any direct policy on this sector, allowing each country to decide the policy of housing they believed most appropriate. The financial resources the EU made available were the European Social Fund program funds as part of the Structural Funds and the funds for the Employment and Social Innovation program as an instrument to promote a high and sustainable quality of employment, guaranteeing social protection, fighting social exclusion and improving working conditions. (Pittini *et al.* 2015: 100).

All this kind of support programs are short-term and with effects that do not exceed a few months, which quickly become a two-digit number of years. Although this is a multibillion-euro support, the result evaporates as it is or has been made available, creating a kind of anaesthesia that will be better or worse in the long run. And is employment sustainable at the expense of more jobs in the State? Does productivity, understood here as an add-on effect not matter? Does productivity, understood here as an added value effect, matter? Is not moving people to jobs and leaving their children unimportant? Is living close to work utopian? Is technology not positively correlated with improved comfort and fruition of housing? What explain the variabilities of housing prices and rent? Does shock prices lie at average too short-lived for builders to obtain more profits by adjusting the construction project? We think that this non exact enigma lies in the land policy and its regulation which causes all housing processes inefficient. (Quigley *et al.*; 2009: 271).

Table 1 it represents the investment in housing in each country up until 2011 and 2014. By dividing the total housing completions for the total member of dwellings per 1000 inhabitants we have the housing growth investment rate. No many conclusive comments can be done on this rates because we do not know the average area of each house and the discrimination of housing typologies. We can only infer the minimum housing square meters by inhabitant.

In summary, the top obstacles detected by country's reality are as follows: adequacy of house heating (Bulgaria), deterioration of buildings (Bulgaria and Romania), provision of new housing (Bulgaria, Croatia and Romania), impact of the financial crisis on prices (Italy and Malta), housing subsidies (Greece), involvement of many stakeholders in housing policy (France), insufficient plans for social housing (Cyprus, Greece, Italy and Portugal), vacant dwellings (Malta), tax evasion (Portugal), provision of housing for young people (France, Greece and Romania), marginal volume of public houses to rent (Portugal and Spain) and housing predicate deficit (Cyprus, Italy and Portugal).

Nonetheless, the EU has no direct or harmonized policy on Housing. Solving the complications identified in these ten SEC will involve reflection, methodology and guidelines as cornerstones of any housing policy. At a time when housing policies in these countries are being considered, any housing policy strategy will have to take several influences into account. Among these

Table 1 Recent Indicators on Trends in Housing Markets (2005-2013).

Countries	Rent	Social rent	Private rent	Other	Owner occupied	Total member of dwellings (thousands)	Number of dwellings per 1000 inhabitants	Total housing completions in 2013
Bulgaria	18.3%	-	-	-	81.7%	3,918.2	467	9,250
Croatia	-	1.8%	3%	5,8%	89.4%	2,246.9	524	-
Cyprus	-	-	18.8%	12,6%	68.6%	433.21	392	9,091[1]
France	-	17.4%[2]	21.9%	3%	57.7%	28,077	423	266,500[3]
Greece	-	-	21.7%	5,1%	73.2%	6,384	590	48,812[1]
Italy	-	5.5%	16.3%	11%	67.2%	28,863	485	963,000
Malta	19.8%	-	-	2,75%	76.45%	223.9	529	19,423[1]
Portugal	-	2%	18%	7%	73%	5,878.7	556	22,996[4]
Romania	-	1.5%	-	0,3%	98.2%	8,329	425	42,589[3]
Spain	-	2.4%[5]	13.5%	5,1%	78.9%	25,208	538	-

Source: Pittini *et al*. (2015). Own elaboration.
Notes:
(1) In 2011.
(2) Public rent.
(3) In 2014.
(4) In 2012.
(5) Reduced rent free.

are: the political organization of each country (social and economic system); the legal system which is based on laws; the intensity of the role of governments (choices); the State through its executive body through the creation of legislative packages for the whole community (complementary policies); the transfer (or not) to middlemen (banking, developers, landlords) of the needs of the State to the social good, such as housing); the existence of regulators (non-elected supervisors); and the State´s restrictions to the use of property without taking title from owner and the regulation approved by standards, norms and codes of conduct.

3. The Social Risk Zones

The core concern for any individual and household living in society is who evaluates life and for what purpose (Viscusi, 1992:18). Considering this statement and its application to housing in a day-to-day practice, there is a connotation between household incomes and inadequate housings. Inadequate housing conditions are linked with risk factors such as mould, crowding, indoor pollution and noise especially for low-income households. (Braubach *et al.*; 2010:37). The future of the housing industry sector will depend, above all else, on two major issues. One is project management capabilities that ensure a better quality end product with a greater focus on people, specifically, the standardized materials, a more rapid construction process with cost reduction, the training of more specialized workforce.

The degree of untrained labour that has been adopted will not be compatible with the improvement of competitiveness and interaction in the subsectors that provide for the housing construction, nor with the internalization of production methods and the completion of housing completion dates, including the existence of uninhabited buildings.

The other major issue is the availability of financial resources to ensure savings, credit and the provision of final housing to meet unforeseen needs. But this perspective is short-term or, in other words, the one that has already happened and will happen for a few more years. It is a matter of reconciling the minimum of decent and appropriate housing for each household of the asset corresponds to the rotation of the dwellings with the threshold of the conditions of exploitation of the dwellings. We can see in Figure 1 that the short term moves in the vicinity of the zone of greatest potential risk. The desirable area to reach is the long term where the use in conditions of decency. In our point of view, these are the four social risk zones.

Some literature and working-papers written by financial and monetarist economists affirm that supply-side of assets depends on monetary policy, what is not completely inappropriate. But in relation to housing assets, as wrote Glaeser *et al.* (2008:5), "While this assumption is appropriate for some markets, it is not for housing markets, where new homes regularly are built in response to rising prices". There are strong possibilities that areas within zones II and III above the minimum threshold there are at the risk of poverty, due

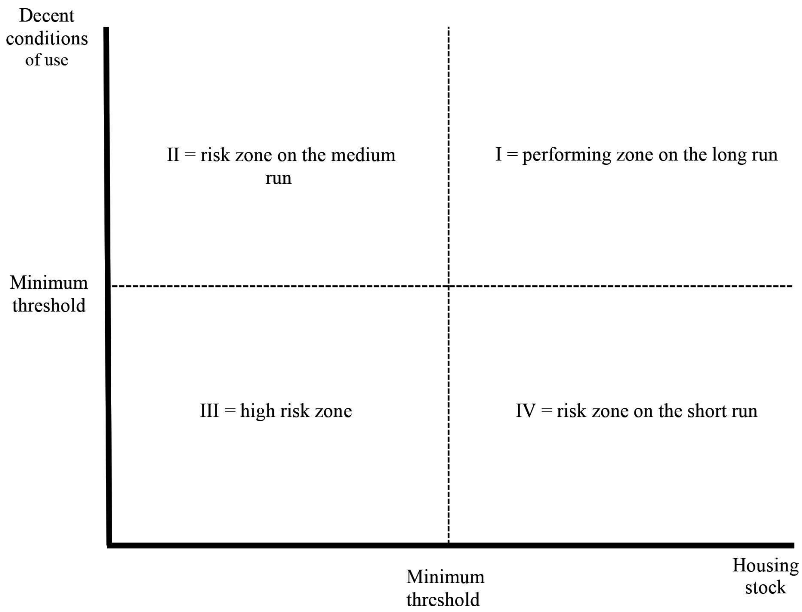

Figure 1. The social risk zones .
Source: Own elaboration.

to the lack of housing for any emergency, for an even small increase in population through migrant movements, which leads to poor living conditions and inadequate housing. Lengthwise zone IV shows less worthy conditions and unwelcome housings while zone I is the desirable situation along time in terms of decent conditions of use disposable quality housings.

4. Regulation and state-run behaviour

The State has a decisive influence on providing housing adequate to the size of households, as well covering changes in the size of households over time. This mission meets the wishes of the people fulfilling the assumptions of their economic intervention as the promotion of efficiency and concern for equity. The State intervenes in the economic circuit because it is entrusted and legitimized by universal and free suffrage to satisfy the primary needs of citizens. "Regulation restrict the use of the property without taking title from the owner". (Cooter *et al.*; 2012:179). These needs are active satisfaction needs, including dwellings. The State is a special economic agent because it is a collective body, influencing people's feelings and emotions through the needs of a society that deserves to be dignified in their social experience. But needs impart individually felt wills. Having a decent housing protects everyone and not just those who inhabit them, whether you are the lessor or the lessee. The legal nature of the owner of a property, public or private, reveals the existence of other goods and service flows where the public service is justified, because the market results in an undersized sector in its qualities of dignity with reflexes on the mobility of people, on the move to employment and productivity. This can be achieved. The regulation approves standards, laws, regulations and codes of conduct. The regulation of the housing sector is to alter the random and selfish behaviour of the economic agents in relation to what they would do if there was no regulation. It intervenes in its implementation, supervises compliance and punishes infractions. State participation and intervention in the economy intersect with one another because the State is both a producer and service provider and a regulator of economic activities. However, we must clarify that failures, lapses and misconceptions occur in both the market and the State. A market failure does not automatically entail State intervention, but this depends on the timely emergence of a given event and the response time of the market and the State. Sowell (2010; 150) assumes that the government does not make mistakes, which is highly improbable.

Efficiency is determined by the existence of public goods, externalities and market imperfections in order to improve productivity. The limit of efficiency is reached when society cannot improve the well-being of each person without damaging the well-being of another individual. This is Pareto's optimal concept. Equity has to do with correcting inequalities by adjusting wealth and income to each person, using taxation policy as an improvement mechanism. Based on the objectives of efficiency and equity, the relative importance given to one or the other allows the government to legislate in order to boost the dynamics to the market – the primacy of efficiency – or to intervene more directly as a promoter of goods and public services – primacy of equity. Satisfaction of these two features ensure that marginal social benefit equals marginal social cost for any good (Mercuro *et al.*; 1997:15-16). In contemporary societies, housing cannot exists without the other. A freer market depends on state regulation in the same way that a centralized housing promotion system needs some market mechanisms to function more efficiently. The State can meet individual or family needs free of charge or at a price below cost. It can satisfy individual needs at an approximate cost of production cost but lower than the market would establish if the provision of these claims were provided by private economic units. It can charge a price substantially below the cost of production and can distribute basic necessities free of charge. It can set maximum and minimum limits for rents, but without escaping much of the values of free market rents. (Priemus 2013: 22). But this attribute of the State has to be complemented by raising awareness and even teaching people to inhabit and not allocate all housing responsibility to the State. As John Stuart Mill put it, "It is not for the State to enforce philanthropy by law"[1]. Even though "dwelling is the way mortals are on earth". (Heidegger, 1955: 175), it is decisive to dwell to our measure and to consider that living in a certain place is better than living in a given dwelling. To dwell is more than being in one's own house or building: it is neighbourhood, typologies, exterior image, conviviality and access, in a word, housing is 'humanization'. Making housing a social good for all is the ultimate aspiration of an organized and healthy society. The rights of any human being are inalienable and this is a personality right. Individuals, however, have the option to exercise it or not.

5. Innovation and the dual affordability of housing

Innovation is fundamental for the development of decent housing, be it by the private sector, or by the public sector. There are three agents involved in the promotion and maintenance of housing, all of whom responsible for the maintenance process over time: the owner, the tenant and the landlord. It is in this context that innovation emerges as an imperative in a sector that requires rapid development and timely responses, where technology is at the core of

[1] *http://oll.libertyfund.org/titles/mill-the-collected-works-of-john-stuart-mill-volume-xix-essays-on-politics-and-society-part-2/simple.*

the strategy of companies and the State regarding the availability of the final quality product. The innovation applied to buildings is the result of the new technologies or new methods of organization, development and functionality of housing product being implemented. The objective is to improve the quality of the houses based on the differentiation and adaptation of the product to those in need of this good, that is to say, they are 'dwellings of an innovative character.' We can generally say that single-family housing is a good that is made available to people who are the final consumers. They are consumers either through buying, what we can call 'direct bargaining with restrictions,' which are those sensitive to price and have a relative bargaining power. Price sensitivity depends on the quality of the housing. The greater the sensation the more the person tends towards the substitution effect, to be exact, choosing another dwelling at a lower relative price, even assuming that the quality is the same. In this situation, the indifferentiation is not internalized by the final consumer as value addition, thus making the price the most perceivable variable. On the contrary, the greater the differentiation, the less sensitive to the price variation the housing product will be. This sensitivity can be mitigate by the special attributes that the housing provides.

Building a dwelling, isolated or not, requires resorting to several suppliers of other products and services. These markets are fragmented and specialized and there are no mergers, except for large companies that intervene along the chain of value creation from the housing structure to its final availability.

The factors that determine the relative bargaining power in the housing sector are analogous to that of business-customer relations. The negotiating power is based on an intangible but logical structure, starting in the dimension of the construction company in the market, with possible limitations to price or income when fixed by the State. The smaller the asymmetry of information about housing, the greater the capacity for business adjustments. The differentiation of the housing product can provide a potential for increased profitability resulting from a future valuation intuition. As a result of these differentiated interests between buyers and promoters, the harbinger of the substitution effect is intensified. An OECD Working Paper written by Christopher (2010:11) suggests that affordability ratio is based on the price-to-income and the price-to-rent as indicators of housing market conditions. The price-to-income ratio can be seen as a quota of home affordability. As the relative prices increase, the more rigid is the access to buying a house or the less elastic is the demand for housing. Prices tend to turn out to be slowly down reducing demand. The price-to-rent ratio of housing is the response of nominal house price to the rent, showing the cost of owning a house in relation to the cost of renting one. It's the opportunity cost of having a place to live. If relative prices increase relatively to rents, the higher will be the amount of rents and the tendency for prices decrease. Consumer tendency to purchase or lease resides in the willingness to absorb the psychological cost of this dual option. The binomial quality of housing versus satisfaction with the purchase price and the value of the rent are also relevant. The lower the price the lower the provision for replacement based on price. The introduction of differentiating evidences a transfer of value to households. The dual housing problem lies essentially in two attributes that are 'the value of use' and the 'possession value' of the housing product that families prefer and wish to have access to. This can explains, without a doubt, why some public policies could be applied extant with elements of technological innovation, either prevented by the construction projects, or inside the four walls of households.

6. The harmony between short and long run process of housing stock

Figure 2, shows housing affordability over time. In the ordinates we have the average sale price and the average rent. The abscissa represents the number of dwellings over time. Considering the minimum threshold of dwellings, to the left of this number of houses there is either insufficient real estate or excess in the demand. Prices are relatively high for an existing stock of accommodation (sensitive demand and supply shortage). Therefore, the supply of housing is rigid, that is, price elasticity of supply tends to zero or, still, supply is vertical (S_0). When there is public housing policy to solve a social problem as serious as the provision of decent housing to each household, it is critical to develop, implement and monitor a housing policy through legislative programs to increase the supply. If this is not done, we have a persistent market failure and

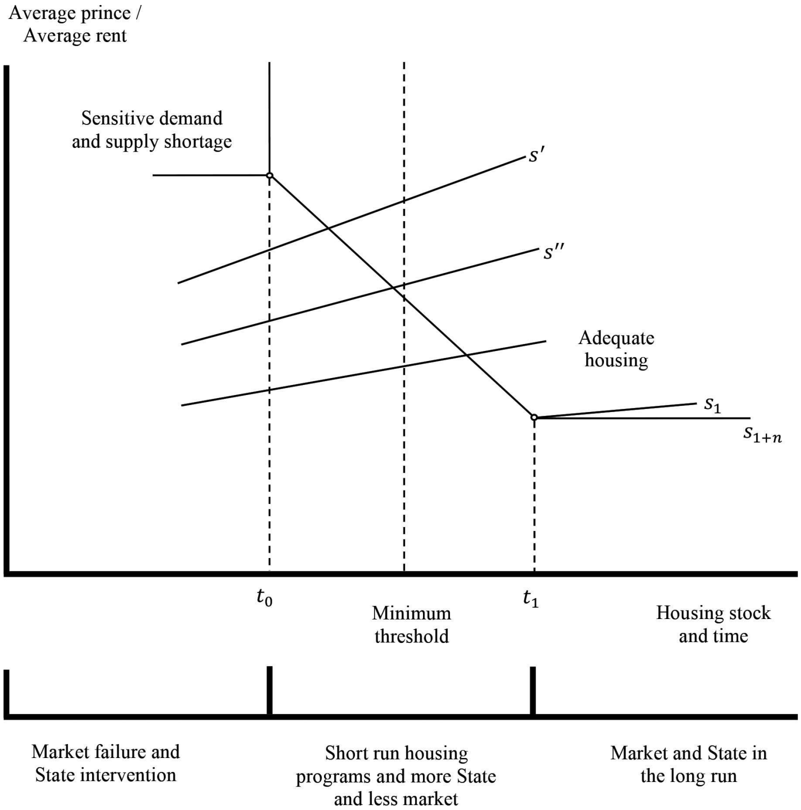

Figure 2. Affordable housing over time .
Source: Own elaboration.

high potential State intervention. The gap between t_0 and t_1 corresponds to a time interval in which the market responds through state motivations, even if the promoters are public entities. Once moment t_1 is reached, the market and the State flow in their long-run dynamics, ensuring price and rent fluctuation that is adequate for each circumstance over time (adequate housing stock). The supply has a downward slope and tends to zero (S', S'') until it reaches S_1 and theoretically in its limit becomes elastic in relation to the sale price and rent. It is a socially desirable situation and complementary to the dignity of the dwellings, as shown in zone IV of Figure 1.

7. Housing needs, individuals and technology

One of the main problems of any sector is that of its definition and scope and of action. The housing sector is no exception because it is not a homogenous market, in which segmentation and heterogeneity prevail because they depend on the needs of individuals. Variables with a unique quality, that is, with distinctive features so as to adjust to each individual include: the typology of properties, their location, the physical restrictions of persons, the number of family elements, the distance to job location, the psychological ease of parents, the hierarchy of values and options for purchasing or renting, the central location of households and the uncertainty of the labour market. In the housing sector, the placement of each family must be foreseen. What are the shortcomings to be met? To satisfy witch individuals? How to meet their demands? Three axes are here translated: housing needs, individuals and technology. Figure 3 below shows the combination of these three issues.

Figure 3 also aims to show processing and analysis of variables in the binomial housing needs-individuals. This methodology was developed to evidence the transfer of usefulness from the home to the individual. This way, the state or the market can increase the transfer of individual through the house value or through rent. This fulfilment will be all higher as families become aware of their expectations being met, usually attained or even surpassed by the provision and ownership of a house. In societies increasingly governed by imposed norms and facing increasing sophistication of housing needs, a more particular and individualized approach is a required factor for the desirable collective and inter-social peace. With deficient housing stock and deficit of quality housings, this is a challenge for Southern European countries. Home is more broadly defined to include not only the qualities of shelter and a stand-in of security but as well a variety of scientific and technical on urban management. (Whitehead 2008).

'How to satisfy?' is using similar technology movements to satisfy a wide range of human needs. Technology does not only accommodate commercial services or is based on rational behaviour, but also encompasses the information services of buying or renting. The needs of households are heterogeneous. The analysis of relative scarcity of comfortable housing will require

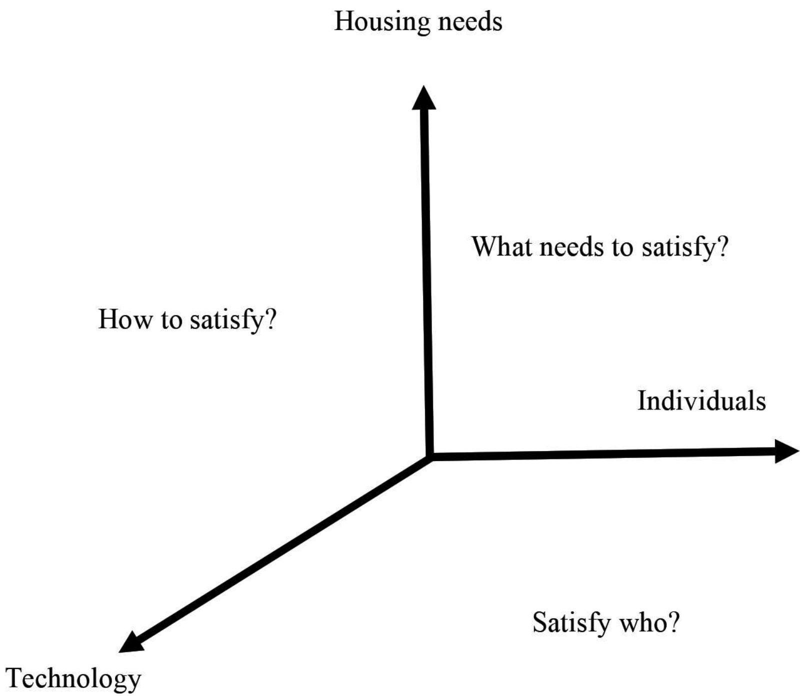

Figure 3. Housing needs, Individuals and Technology .
Source: Own elaboration.

meeting the growing need of technology to boost individual performance in a not distant future. This is crucial in institutional context, in which the perception of rationality occasionally hides consumption and investment analyses and decisions. The biggest change and challenge relies on computational enhancement and network connections, which will allow for implementing and involving fundamental theoretical models to choosing, from materials to the construction chain and to the decrease in human resources efforts. Moreover, to store big data as well as individual data on construction costs, transactions, renting, occupation, family preferences, dwellings and their appearance, location, use and functionality via online social platforms. To summarize, we may state that decent housing affordability will lead to an expansion of customization, though not at individual but at mass level.

8. What are housing needs?

In Southern European countries, housing needs are different in terms of priorities: in some countries i tis more important to deal with insufficient number of dwellings whereas in others the priority is quality. Nevertheless, these two different needs are equally important regarding the continuous innovation of housing stock.

A relevant difference is that between supply and demand. Demand involves access to the market considering family income and the price they are willing to pay to purchase a house. To meet the demand for housing, there is renting, either through market offer or resorting to subsidies, and purchase (based on future income). The term 'housing needs' implies the existence of a standard on which current and future housing is assessed. The referred assessment is based on each individual's own standard in view of historical social development processes. Housings needs, therefore, are not directly related to the market but to each family's expectations considering the society they live in and the consumption habits they deem adequate for their social dignity. The ambition to own/live in quality housing is only partially dependent on housing needs, it is rather more linked to current quality production, a country's wealth and the relative importance given to housing in terms of quality of lie.

Identifying needs and aspirations socially shared by individuals, even if there is a market-based mechanism, may force the State to respond. State openness and intervention depend on its nature. Persistent housing needs evidence an inadequate provision of dwellings, either insufficient number or of poor quality, both the quality of construction and the facilities provided. Thus, quantity and quality of housing are crucial features linked to inadequacy or social precarity. 'Need' is a complex concept and with a wide range of definitions. The concept 'Housing need' implies a commitment by public institutions. Housing needs imply family comfort, the ultimate objective of a dwelling. This concept includes basic needs: a personal space, individual safety, hygiene, health conditions, warmth, tap water, electricity and gas. The concept of comfort is wider and includes elements outside the dwelling: transportation, distance from job, schools that are open during parents' working hours and public spaces. In Southern European countries, the objective is not hard to fathom: provide shelter to families who do not have a permanent dwelling and to families who share their dwelling, lower occupation density, replace dwellings that do not meet minimum standards of comfort, demand compliance to security in construction and compensate losses and new needs arising from population ageing and migrations.

9. Some bold remarks for the future

Future urban trends are a consequence of globalization due to transformation processes, leading to some strong differences among south and center European countries and regions (Brade *et al.* 2009). For a much better society in the SEC, in the long run, the EU has to claim a housing policy based on a well-balanced society. We all have to agree that the State must be the leader of public housing affordability. The maintenance of the dwellings must be a burden for all households, no matter their income. Economic efficiency means measures to control monopoly of prices and the authority over technological development, to guarantee final consumer protection and define non-exclusive rules against basic needs. Are the ones who control the Money in a very strong position to speculate? Who has to solve housing needs? Many agents? No. Just the State. All of us. For this achievement, Housing for all has to be firstly a State concern. The market has to take a secondary role.

Are we feeling afraid? Are there financing issues? We want an equitable society, don't we? Don't we want to face the future? Can't we resort to multidisciplinary team work and start as soon as possible? Don't we want to leave a better legacy for future generations? Why not make it possible?

Can we imagine what a truly integrated city of the future would be like? One that combines the material superiority of an advanced economy with the value-based lifestyle of a traditional society? We don't have to wait anymore because the future is always here. Leading the way in fully realizing the ambitions and values of a forward-thinking region, urban living is proud to present its achievements in the vertical growth as an answer to the development of housing affordability (Akindele 2016) and improve sustainable housings conditions.

The human being has to be at the core of any housing policy: risk of poverty, number of members of each household and typologies. Housing is humanization.

Thus, conditions will then be provided for the outlook of the rent market in the short run, under the umbrella of social housing. This will take into account the role of co-operatives and the non-profitable private sector for the allocation of affordable housing (Cognetti et al; 2017:54). There is need for complex and sometimes contradictory legislation, but a decrease in rent value is predictable. This could jeopardize the profitability of the investment necessary to rehabilitate the housing stock. Even considering what we stated before, there are many households that will not be able to find in the market an answer to their housing needs if there is not a social housing stock capable of meeting this need. The latter is a State and collective accountability.

10. Conclusions

That affordability and allocation of housing in Southern European countries is the challenge for its societies is an accepted fact. Housing is an integral part of daily life. The gaps pointed out are more than the product of subjective appreciation, although based on day-to-day reality as standard. This maybe for these countries as they prepare the future from a long run perspective. Using technology for designing new buildings and housings through planning and renovating new places like villages or cities for future generations is an adage. The role of the State and regulation over time has to be proactive, even preemptive rather than passive or reactive. This implies a previous study about the widespread use of all scientific fields that involve the education of our life in community because, probably, demography will not help. Are we interested in experimenting new technological tools to design smart housings, locations and spaces? Prices and rents have to stay near to the neighbourhood of the social allocative efficiency with often results in success, generating thereby less substantial's price-cost margins during the process of future houses. But quality cannot decrease to a lower standard. How far is decent housing authenticity embracing technology? To achieve all this, the State must introduce mechanisms of regulation in the housing sector of Southern European countries because of organizational and technological reasons when comparing needs with allocation.