

Liv inn: the future  
of elderly housing  
is already here



# How do you see your future?

**We asked thousands of people that question, and their answer was clear: they want to remain meaningful. To continue living in a place that values freedom, self-worth, and independence, a place where they feel at home and can thrive together. And ideally, they don't want to have to move again when they need care. That's why we developed Liv inn together - a new form of living where different ages support each other, and where residents and the community determine what they need.**

## What is Liv inn?

Liv inn is the house where you keep living, the place that keeps you young, where you never have enough time and where you become meaningfully old(er). Liv inn is the new life for older people, with the communal aspect of a student dormitory, the liveliness of a small village, and the security of a home. It's a place where you actually never have enough time, that brings families together, focuses on what you can still do, and uses every square meter to improve your quality of life. Every Liv inn has a local character and is developed together with the community and residents. In Liv inn, you can live, receive care, nursing, and hospice care if needed. In other words, in Liv inn, you can continue living as you wish and receive care if necessary, without having to move again.

## Why Liv inn?

Several developments lead us to look at meaningful aging differently in the Netherlands:

- We will go from 2.8 million to 4.7 million older people in the Netherlands. Due to our prosperity, we are living longer, and the number of people aged 90 and over will increase in the coming decades.
- The demand has shifted from care with housing to housing with (if necessary) care: older people no longer want that nursing home feeling. People want to determine how they age meaningfully themselves.
- The welfare state as we know it is unaffordable. That's why our government separated housing and care years ago. You rent a home and arrange the care you need.
- In the future, the workforce will decline, as will the number of people working in healthcare. The necessity is therefore great to form a good community with each other.

That's why we reinvented the nursing home together with residents and the community nationwide since 2013: Liv inn!

## The most important values of Liv inn

Liv inn revolves around important values that are important for everyone:

- **Meaningful life**  
You want to continue to matter and determine for yourself, ownership.
- **Active living community and living spaces of your choice**  
In the living spaces, you can come together or undertake joint activities, and you shape the living community together.
- **Freedom of choice in housing**  
Variety in housing, depending on future care needs, you choose a flexible rental agreement.

## Being and remaining meaningful

As a resident, you have meaning by actively participating in the Liv inn community. This participation is adapted to your abilities. Passive living in Liv inn is not possible. Residents determine for themselves how they want to 'age meaningfully', which makes them feel responsible for themselves and each other.

## Everyone can continue living in the same place

No one has to move against their will. Care comes to the resident, rather than the resident having to move to care. All forms of care are available in one location.

## Staying healthy for as long as possible with Orange Zones<sup>®</sup>

Liv inn encourages a healthy lifestyle by applying the principles of Blue Zones and creating so-called Orange Zones. The elements of the internationally recognized Blue Zones are incorporated into the development and use of Liv inn, making it a natural place to live healthily. Because the Netherlands differs from the recognized Blue Zones in geographical characteristics, we apply the elements to the local Dutch situation, creating so-called Orange Zones<sup>®</sup>. Three aspects are important:

- **Move naturally**  
The plan for the layout takes this element into account by stimulating movement as naturally as possible. Think of taking stairs instead of the elevator, gardening, and being active in the community.
- **Having a clear purpose in life**  
Having a clear purpose in life has a lot in common with remaining meaningful. From that thought, we also pay a lot of attention to the steps a resident takes before he or she can move into a Liv inn.
- **Community**  
Being part of the community is essential for the success of Liv inn and actually contributing to a living environment where people feel meaningful. The modules and their use contribute to this.

## Life is the starting point and made easier through the Orange Zones

The focus at Liv inn is on living (on). The professional suppliers support and facilitate the residents in this, based on the principles of the Orange Zone. Think of care, physiotherapy or other entrepreneurs.

## The first Liv inn is located in Hilversum

Liv inn Hilversum is for everyone who wants to determine for themselves how they age. Independence is paramount, but you value the company of other residents. Liv inn is what you make of it. Neighbors who look out for each other and make life more beautiful and easier together.

Liv inn Hilversum has various modules (living spaces) that have been chosen together with the residents. In the living spaces, you can come together or undertake joint activities, such as cooking together, singing, walking, or just being cosy with your neighbour. You live independently, but you can seek out the buzz whenever you want.

## More information?

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