

A large, light blue graphic on the left side of the slide. It features a stylized heart shape formed by a thick, wavy line. Inside the heart, there is a white silhouette of an upward-pointing arrow. The word "AIMO" is written in a bold, dark blue, sans-serif font across the middle of the arrow.

AIMO

Preventing homelessness in AIMO-project





Jussi Latva works as a service coordinator in Blue Ribbon foundation's AIMO-project. He has more than 20 years of work experience as a practical nurse in various social and health care jobs.



Eva Harez Aziz works in Blue Ribbon foundation. She has worked for 4 years in the AIMO-project and the last six months as a team leader. She holds a Bachelor of Health Care degree in Social Services (Bachelor of Social Services).



Blue Ribbon Foundation Group

- **The Blue Ribbon Foundation Group** consists of the non-profit Blue Ribbon Foundation, established in 1957, and the social enterprise Blue Ribbon Ltd, a provider of housing and substance abuse services.
- **The Blue Ribbon Foundation** develops new low-threshold models and carries out activities based on them. It also gives a voice to disadvantaged people in society.
- **Blue Ribbon Ltd** provides housing and substance abuse services. It offers customer-centred, supported housing services and service housing in housing-first and substance-free housing service units, temporary and shelter accommodation, in-home housing support and outpatient substance abuse services. The Blue Ribbon Foundation owns Blue Ribbon Ltd.



AIMO-project

Established: in 2003

Workers: 1 + 6 (all with social or health education background)

Funding: STEA (Funding centre for social welfare and health organisations)

Area of operation: Mainly in the metropolitan area

Operating model: Housing first principle (Housing first 2.0)

Unique and comprehensive trail thinking from the street to your own home.



Housing path in AIMO-project

- **“From the streets to your own home”**
- **Service guidance for the homeless.**
 - Meeting homeless people in different environments such as day centers, health counseling centers, libraries or public spaces.
 - Looking for housing options.
 - Network meetings are available on request.
 - The aim is to get things in order.
- **In-home housing support to AIMO-project apartments.**
- **Support for the partners' tenants.**



In-home housing support to AIMO-project apartments

- 52 decentralized rental apartments in Helsinki, Espoo and Vantaa.
- Located in ordinary housing companies.
- Housing is based on the Room Rental Act.
- Leases are fixed term.
- Home visits and regular meetings with AIMO-project. (each tenant has a personal AIMO worker)
- Aim to move forward within two years.
- Obstacles to getting a rental apartment can be previous evictions and lack of credit.
- "Giving new chance".



Causes of end of tenancy in the AIMO project

- The tenant does not pay his/her rent or does not commit to complying with the rent debt payment plan.
- The tenant regularly causes disturbances in the apartment or on the premises of the housing company.
- If the tenant cannot be reached when they have problems with their housing (disappears, does not commit to appointments, does not answer phone calls).



Preventing evictions 1/2

Regular meetings.

- With tenants personal AIMO -worker.

Monitoring rental payment.

- Rent debt payment plan.
 - If a tenant owes €200 or more, a written rent debt payment plan is always made.
 - If the tenant owes more than two months' rent → the lease termination process is launched.
 - Before that, however, there have been several attempts to engage the tenants in managing their affairs and contact the tenants own social worker.

Neighbourhood work.



Preventing evictions 2/2

Creating new content to everyday live (work, hobbies).

- Getting to know the activities around the place of residence
- Other projects of the Blue Ribbon Foundation (ex. Employment project VERSTAS)

Possible disruptions in housing are dealt with quick intervention.

- We quickly contact the person who made the complaint (for example, a neighbour or the building manager)
- Addressing the tenant and a possible written warning
- Neighbourhood work.



Support for the partners' tenants



Residents who will be resettled in the partners' apartments after living in AIMO-projects apartment. Or who have received an apartment directly with our help.

Partners (both tenant and landlord) are promised support for 6 to 12 months in their new home.



For more information

Website:
[Sininauhasäätiö](#)

Youtube:
[Sininauhasäätiö-
konserni](#)

Facebook:
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Thank You!

