



**The art of creating happy people and happy  
neighbourhoods by using CI tools and processes**

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Innovation

## Bonava

A leading housing  
developer in northern  
Europe

8 countries

23 regions

2 100 employees

10 712 homes in 2018

14.0 SEK billion net sales in 2018



Our vision:

# To create happy neighbourhoods

where people have the highest quality of  
life





# Happy Index is the definition of neighbourhood happiness



**We are on a quest to  
understand how to create  
happy neighbourhoods.**

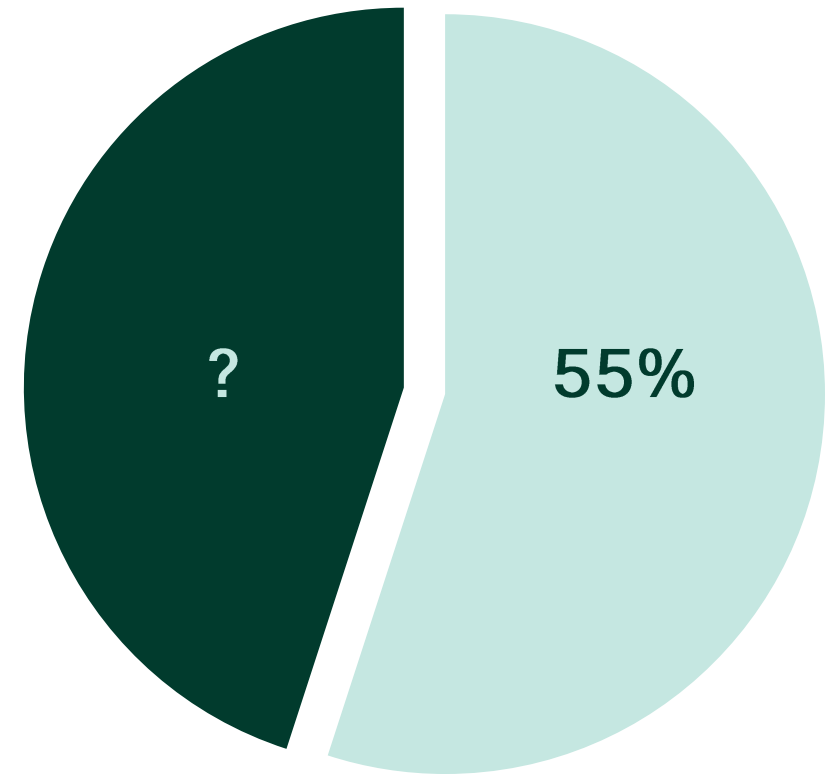
**8582 people are teaching us.**



**We can now explain 55%  
of what drives  
neighbourhood happiness**

Increase from 51% to 55%  
Sweden shows highest level with 64%

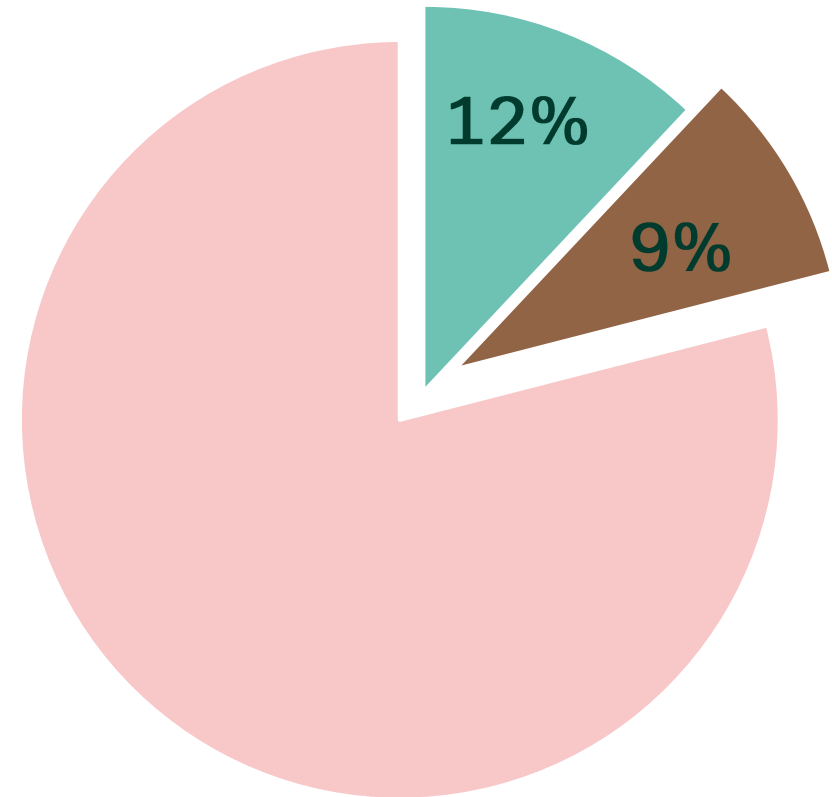
## Neighbourhood Happiness



## We know that neighbourhood happiness is important

With a 12 % share, Neighbourhood happiness is among the top four drivers of life happiness. Only mental and physical well-being and relations with family/partner are deemed more important.

### General Life Happiness



Drivers of general life happiness: Mental well-being 28%, Family/partner 16%, Physical well-being 15%, Neighbourhoods 12%, Economic situation 11%, Home 9%, Friends 5%, Work-life balance 3% and Neighbours 2%.

# We've found that neighbourhood happiness has four building stones

The House of Happiness is the new model  
for creating happy neighbourhoods





**The Happy  
Neighbourhood Tool  
ensures systematic and  
insight driven  
implementation of insights  
across all projects**



# The Happy Customer Survey Program measures our progress

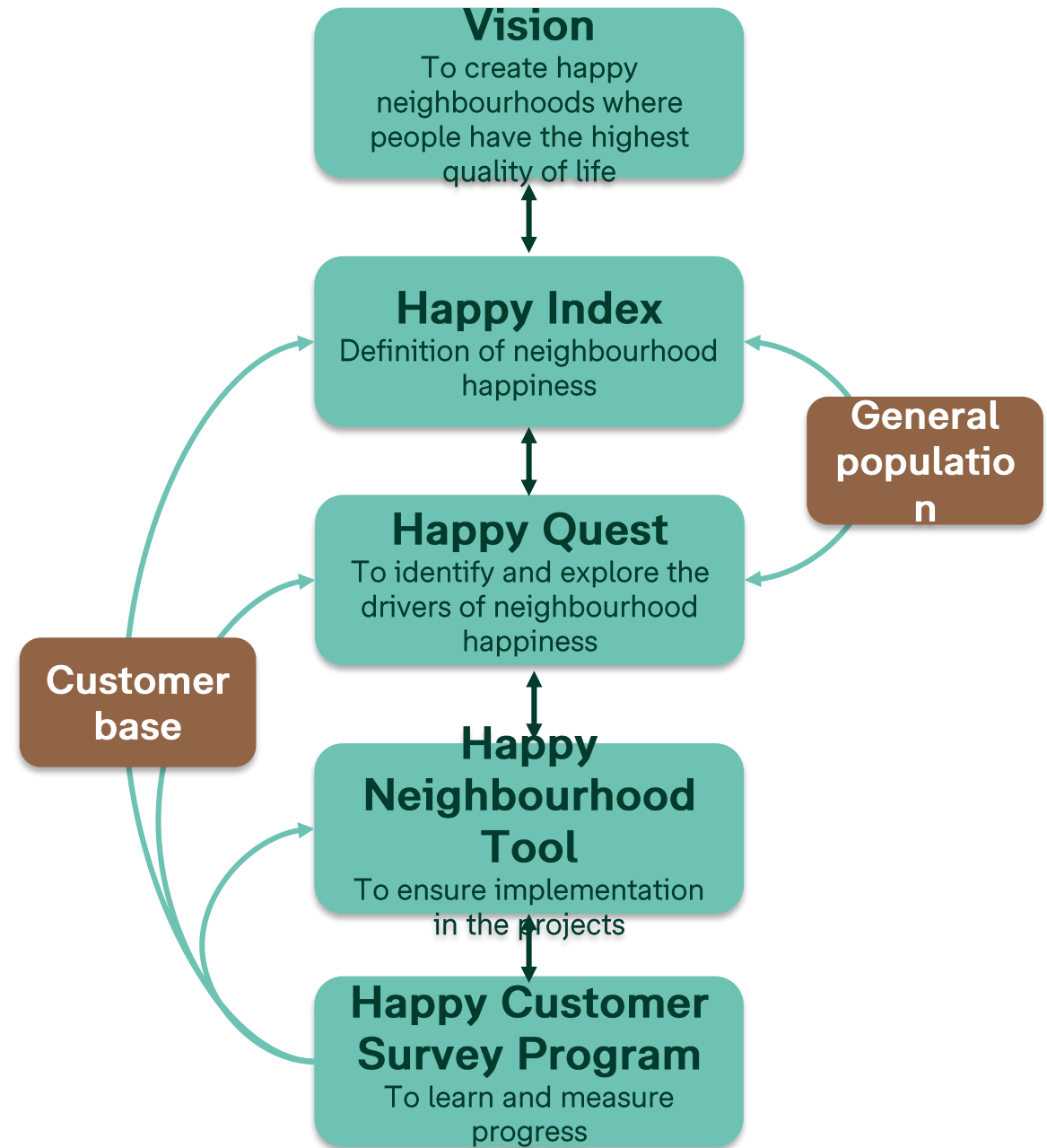
4-8 weeks after move-in

Every 2<sup>nd</sup> year



# An insight driven process to ensure that we reach our vision

To create happy neighbourhoods where people have the highest quality of life



Our quest continues.

