

## Concert Properties Community Connectors

HEY NEIGHBOUR!  
Collective

### Real estate corporation, including market rental housing

⌚ 2019 to 2022

📍 Vancouver and Victoria



Concert Properties is a Canadian-owned real estate corporation owned by 49 union and management pension plans and institutional investors that represent over 200,000 Canadians. It develops, owns and manages rental apartments; develops condominium homes; and develops, acquires and manages industrial and office properties.

### Highlights:

- Integrated social connectedness as a key component of their Sustainability Framework published in 2019
- Dedicated a Social Sustainability Coordinator staff member, secured building manager support
- Conducted resident wellbeing surveys with Happy Cities

- Resident Connectors hosted social events and activities (e.g. mural painting, neighbourhood walks, zoom meetups etc.)
- Provided training, a Community of Practice and honoraria for resident Connectors
- Participated in age friendly sociable design “[building audits](#)”

In 2018, Concert Properties collaborated with the City of Vancouver on the initial Hey Neighbour! pilot project, which aimed to foster greater social connections within rental housing communities. The success of the pilot project led to the creation of Hey Neighbour Collective (HNC), and its evolved mandate to unite housing providers, researchers, governments, housing associations, and health authorities to explore and learn effective ways to build community, social connections, and resilience. Concert Properties was inspired by the positive outcomes of the pilot and integrated social connectedness as a key component of their Sustainability Framework published in 2019.

In collaboration with HNC, Building Resilient Neighbourhoods, and Happy Cities, Concert Properties ran the “[Community Connectors](#)” program from 2021 to 2022. They scaled their social programming activities across eleven rental properties in British Columbia. Despite the pandemic and lockdowns, resident connectors launched a variety of remote or safe in-person activities. The residents received support from a full-time Social Sustainability Coordinator, training, and a small monthly stipend. Activities included bingo nights, lobby games, outdoor mural painting, and walking clubs. Building managers supported these efforts, and resident connectors also learned from each other through an online peer “community of practice” cohort.