

They help combat loneliness and create a sense of security in everyday life – now Wallenstam’s “Golden Neighbors” are being honored

They help neighbors, welcome new residents and ensure that people feel safe where they live. At a time when many are experiencing less togetherness, Wallenstam wants to highlight the people who make neighborhoods work in practice. Through the “Golden Neighbor” initiative, tenants have nominated neighbors who make a real difference in everyday life. The background includes, among other things, insights from Wallenstam’s report “Alone Together” (sw *Ensamma tillsammans*), which showed that every second apartment dweller has no contact with their neighbors, even though nearly nine out of ten regard good neighborly relationships as important for their sense of security.

The nominations testify to a level of engagement that is rarely seen, but that is noticeable. This involves neighbors who help with everyday tasks, welcome new residents, organize common activities, keep a close eye on the living environment and promote interactions across generations.

“We work on a long-term basis to create safe and vibrant areas where people enjoy living and want to stay. Of course, it’s about well-maintained properties and safe environments, but just as much about relationships between the people who live there. The “Golden Neighbors” show how thoughtfulness in everyday life can reduce anonymity and truly strengthen the sense of togetherness,” says Elisabeth Vansvik, Communications Director at Wallenstam.

“Golden Neighbours” is part of Wallenstam’s long-term efforts to strengthen togetherness, wellbeing and security in residential areas. The initiative builds on the insights from the “Alone Together” report, and complements initiatives such as security meetings, the housing app and a deliberate effort to create areas where people feel seen, secure and included.

“We invest in buildings, blocks and entire areas but our tenants are crucial for creating vibrant and safe neighborhoods. Behind every “Golden Neighbor” is a story about how small actions can make a big difference for both neighbors and entire residential areas,” says Hans Wallenstam, CEO of Wallenstam.



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