

Innovation: DomusVi launches “Les Initiateurs” (or The Initiators), the sector’s first professional communities aimed at reinventing the support provided to professionals working with the elderly



Suresnes, 11 May 2026,

DomusVi, a leading provider of housing, services and care for older people, announces the launch of “Les Initiateurs”, a groundbreaking initiative that places its frontline staff at the heart of social innovation. With this initiative, DomusVi’s approach is clear: to draw on those who support older people on a daily basis to devise and build the solutions of tomorrow.

THE VOICE OF THOSE ON THE GROUND AS A DRIVER OF INNOVATION

The “Initiators” bring together communities of volunteer professionals who are closely engaged with the realities of old age. Their role is to share their experiences, identify specific needs and jointly develop solutions that are directly rooted in everyday life.

Having pioneered the initiative of giving a voice to families through the National Family Council, DomusVi is taking a new step by harnessing the collective intelligence of its teams.

This approach fully embodies its model: a decentralised organisation, founded on trust, autonomy and the strength of the collective, where the voice from the field is essential.

“With ‘Les Initiateurs’, we are empowering those who are in daily contact with our elderly residents. It is by capitalising on their expertise that we will build the care of tomorrow,” says Sylvain Rabuel, Chairman of DomusVi.

COMMUNITIES COMMITTED TO SUPPORTING EVERYDAY LIFE

In practical terms, these communities enable teams to exchange ideas, help one another and receive training on key themes at the heart of the challenges faced on the ground. **Watch the videos :**



Community of Care Assistants

To innovate in the practices of home care, promoting independence and the maintenance of social ties.

Farida Tahour et Rachida Chraa

<https://youtu.be/x8t2QmVMq74>



The emotional and sexual lives of older people

How to address sensitive issues with respect and professionalism by offering tailored individual support that promotes dignity and personal fulfilment.

Céline Dufossé et Mathilde Chauvelin

<https://youtu.be/VXXhI0pm8hM>



Soin Autonomie© Community

To curb the rising number of sick leave cases linked to musculoskeletal disorders (MSDs) and to safeguard the physical and mental health of older people so that they can retain their freedom of movement and independence for as long as possible. An approach that is fully in line with healthy ageing and the improvement of well-being at work.

Sophie Lafond

<https://youtu.be/i23r0vAiX-w>



Young Professionals Community – M/F

To support young talent as they enter the working world through mentoring and help them develop their skills.

Simon Musella

<https://youtu.be/H5MGzJq6qdU>

And also the **Equilibre community** (work-life balance), the **Pas de Dance community** (a passion put to work in a profession) and the 'Best Practice Exchange' communities (cleaning staff, activity leaders, advanced physical activity instructors, cooks, etc.). All these practical topics demonstrate the diversity of the professions and the commitment of the teams.

THE INITIATORS: THE POWER OF THE COLLECTIVE

Faced with the tension between organisational demands and the need for human connection, internal communities offer a practical response to the challenges on the ground. These collaborative spaces are genuine drivers of innovation that foster peer learning and the sharing of best practices based on the real-life experiences of the professionals themselves.

“These communities transform simple ideas into concrete actions, which have already been tested as they originate from the frontline and can therefore be replicated quickly if necessary. The approach unlocks initiatives and thus offers professionals genuine moments of respite. The communities also provide a solution to the professional isolation that some staff in nursing homes, care homes or home care services may experience,” adds **Céline Fabre**, who is responsible for supporting the development of this initiative within the DomusVi group.

A MOMENTUM SET TO GROW

DomusVi will actively support these communities by providing them with dedicated tools and by promoting grassroots initiatives through a variety of formats. With “Les Initiateurs”, DomusVi is reaffirming its ambition: to make collective intelligence a key driver of transformation, and to sustainably place people – both staff and residents – at the heart of its innovation.

“In return for the autonomy and shared trust granted to teams, managers can quickly capitalise on initiatives born of passion, a desire for action or a spirit of sharing. Putting people back at the centre : what is described here is not artificial; it is harnessing the vitality of life. It is a differentiator in which we strongly believe! In this reinvented framework, managers do not have to produce everything themselves; instead, they focus on creating the right conditions, providing support and recognition. This can be an exciting new role for everyone.” Céline Fabre.

PRESS CONTACT

Caroline Le Got

caroline.legot@bursonglobal.com

06 21 85 64 55

Maxime Delannoy

maxime.delannoy@bursonglobal.com

06 88 38 46 58

ABOUT DOMUSVI

Founded in 1983 in France, DomusVi, present in 7 countries, is now one of the leading providers of housing, services and care dedicated to the elderly. Every day, our community of 50,000 professionals supports nearly 200,000 elderly people, whether they live at home or in one of our shared housing, serviced residences or nursing homes. Our commitment: to offer everyone personalized support, promoting quality of life, autonomy and social connections, at every moment of their lives. For over 40 years, DomusVi has relied on human-centered governance, close to families and its employees, and acts while ensuring its sustainable impact on the environment.

DomusVi, humanity shared

