

# The ULI & JLL European Coliving Best Practice Guide



# The Guide

## PURPOSE

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A resource for all stakeholders, providing:

- A background to the sector,
- Raises awareness of a multitude of positive outcomes coliving can offer,
- Discusses the barriers the sector faces,
- Presents emerging best practices across Europe to guide key decision makers as the sector evolves

## METHODOLOGY

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An exhaustive range of research techniques:

- Desk research on the coliving sector and market-leading coliving companies and/or developments,
- A survey sent out to ULI members and other real estate professionals based in Europe, completed by 172 respondents,
- 20 in depth interviews with stakeholders across the value chain,
- Two roundtables with a spectrum of coliving and real estate experts



# Defining Coliving



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Innovative housing solution

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“ A form of **communal / shared living** where residents get a private (furnished / unfurnished) studio or room in a home / building while enjoying **shared amenities** and common areas with other residents, under **strong operations management practices**, and flexible lease terms. ”

Driven by strong socioeconomic trends

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Rapid rates of urbanization in Europe



The sharing economy



Demographic & household changes



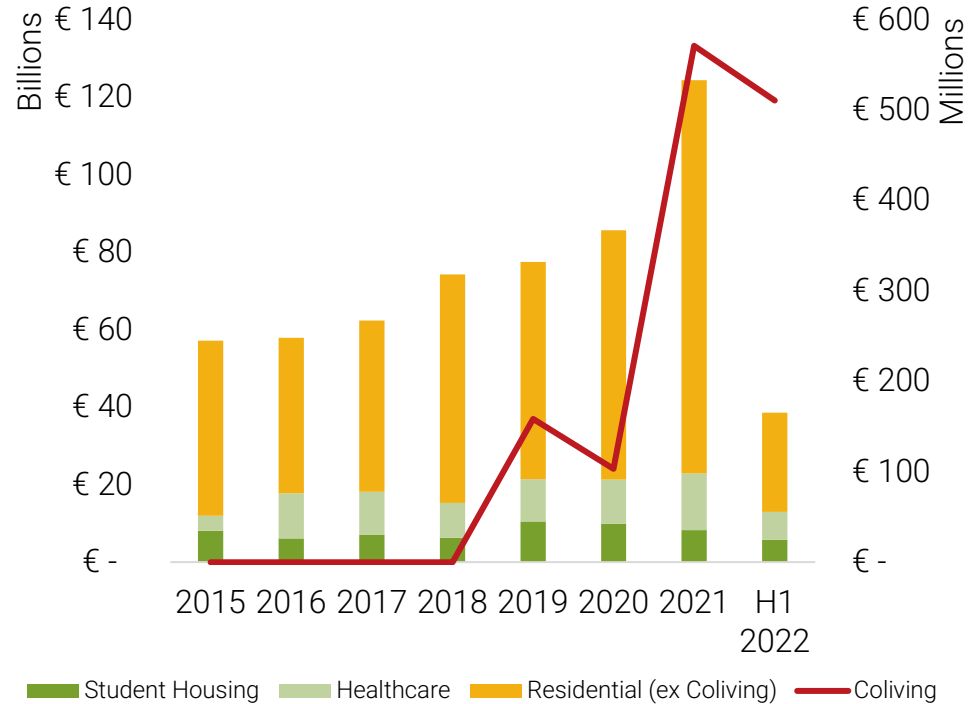
Affordability challenges

# The Coliving Sector

0.2% (€1.3bn) of investments into the Living sector  
(since 2015)



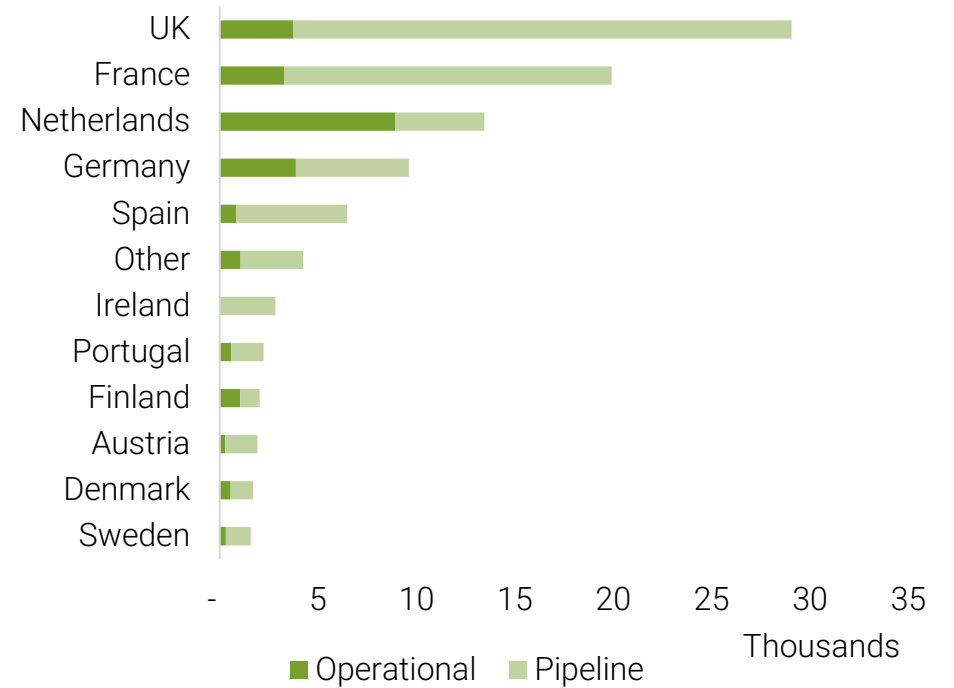
Investment into Living sectors, Europe (2015-H1 2022)



Strong development pipeline of 74,600 units to encourage further activity



Coliving beds by country and status (2022)



Source: JLL Research, 2022. Investment includes direct real estate transactions, development purchases, and M&A deals

Source: JLL Research, Q2 2022. Notes: Includes schemes of 20+ beds only.

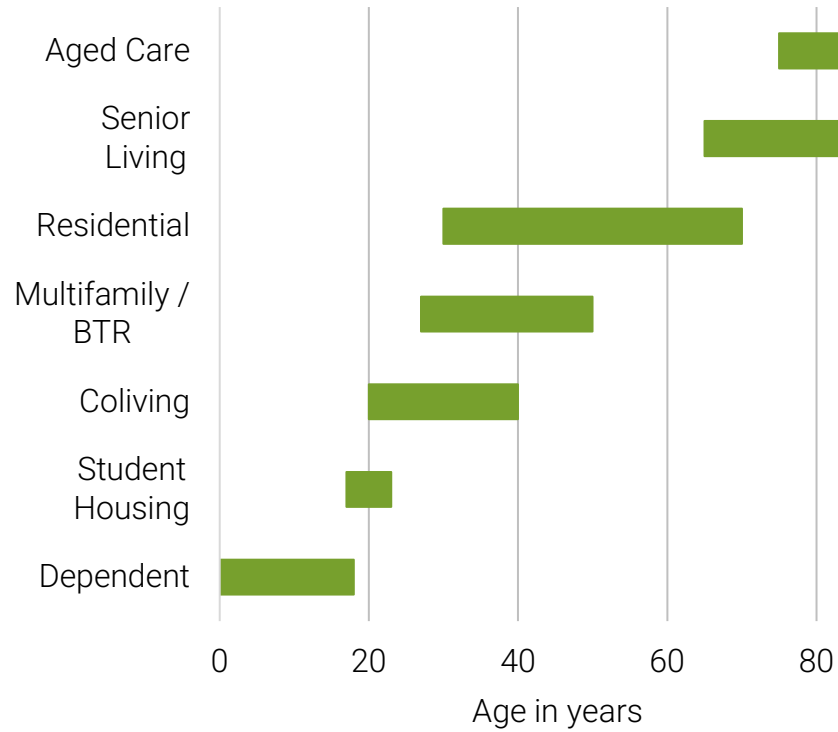


# Target Groups & Resident Demographics

Primary target group: mobile young professionals



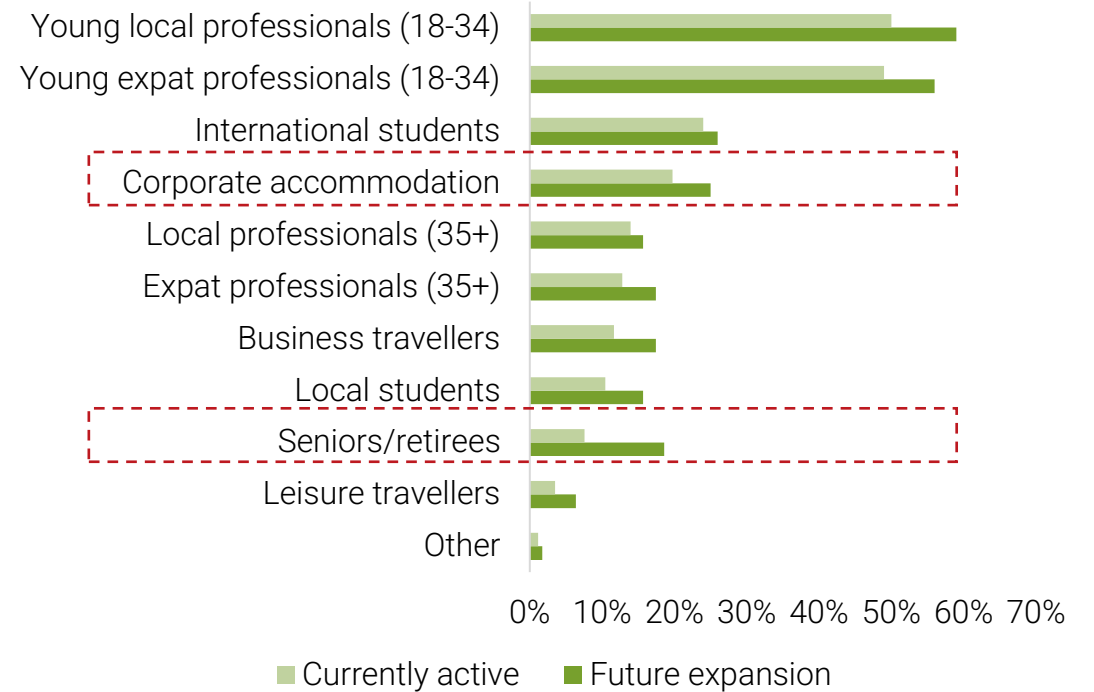
The Living Cycle



Potential to adapt & target active seniors and key workers



Current and future resident demographics

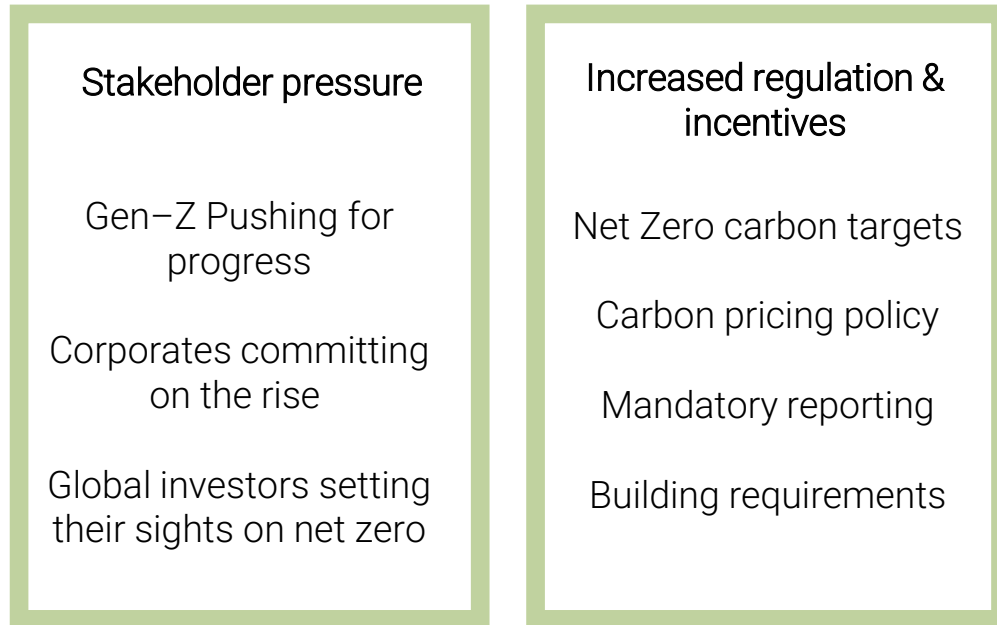


# Key Recommendations

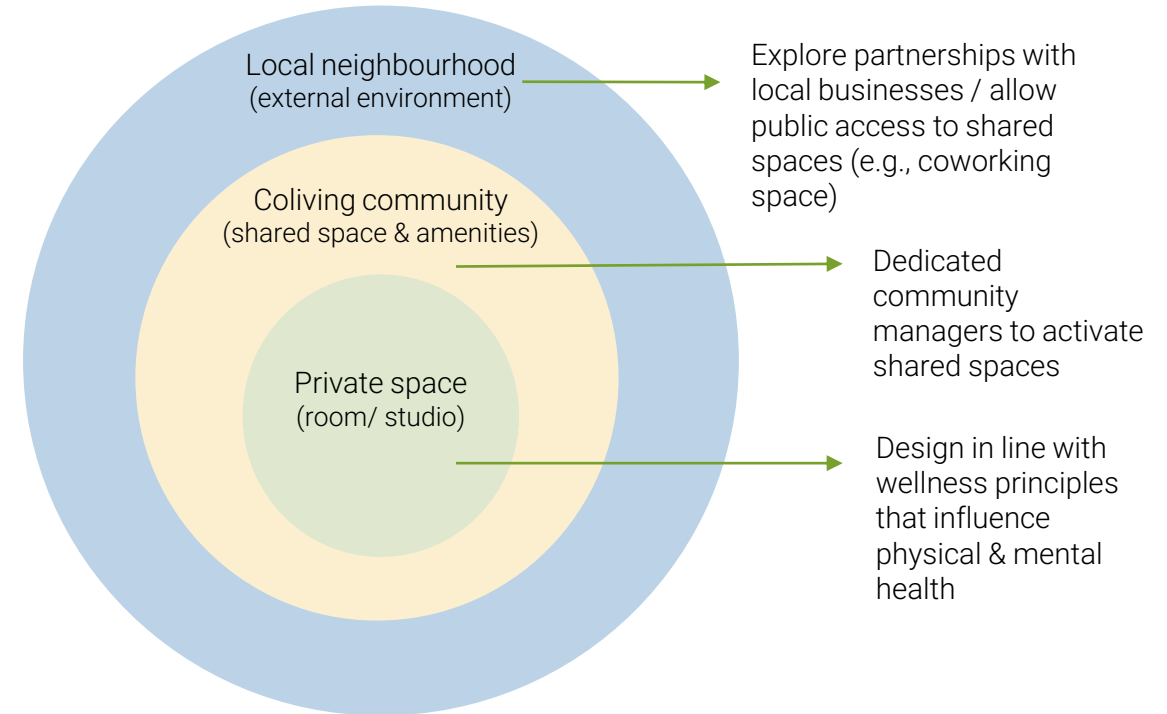


# A Blueprint for ESG in Coliving

Push-pull drive to reduce embodied and operational carbon emissions



Enhance mental, physical, and social wellbeing for maximum impact





# Key Recommendations

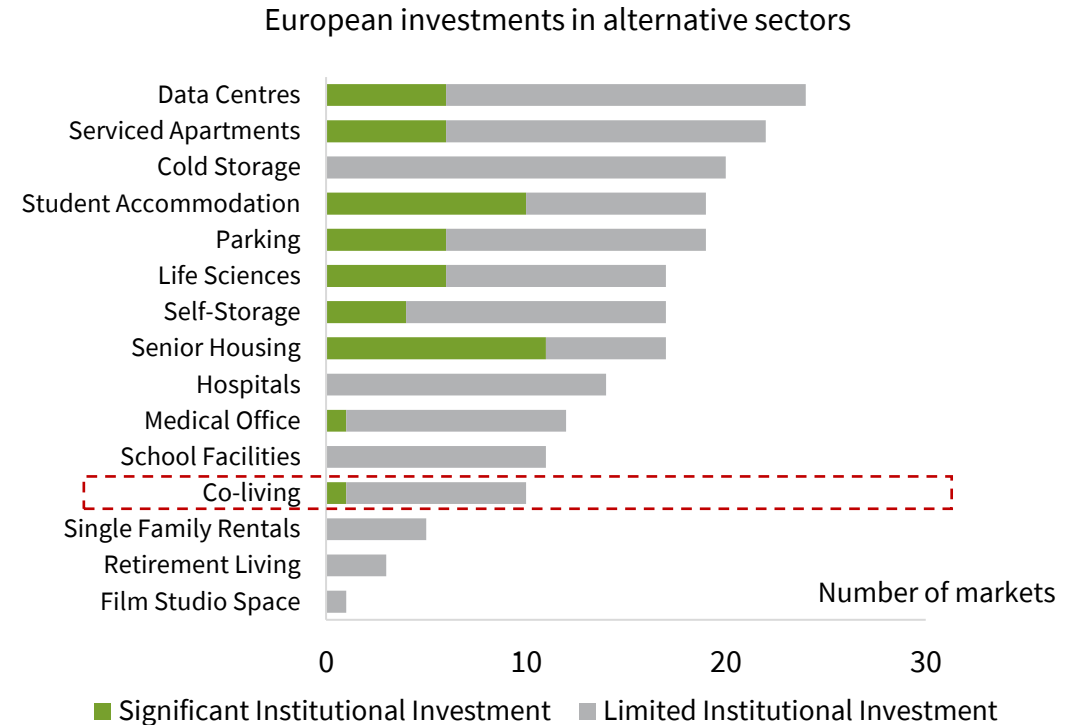
## POLICY & PLANNING

Greater engagement with planners to change perceptions & set out clear, successful guidance & policy



## FINANCE & INVESTMENT

Increase the transparency of coliving's financial & operating metrics



Source: Global Real Estate Transparency Index, JLL, LaSalle, 2022

# Key Recommendations

## DESIGN & DEVELOPMENT

Define & understand target residents & their needs, as it impacts key design & development considerations



### LOCATION

Public transport linking to central hubs



### PRODUCT TYPE

Mixed-use developments



### SPATIAL CONSIDERATIONS

Segregation of private/public space allowing for comfort & engagement

## OPERATIONS & TECHNOLOGY

Adopt tech-enabled platforms to improve efficiencies in operation & increase tenant engagement



### PERFORMANCE TRACKING

Building analytics & reporting platforms  
IoT devices & space utilisation sensors

### PREDICTIVE MANAGEMENT

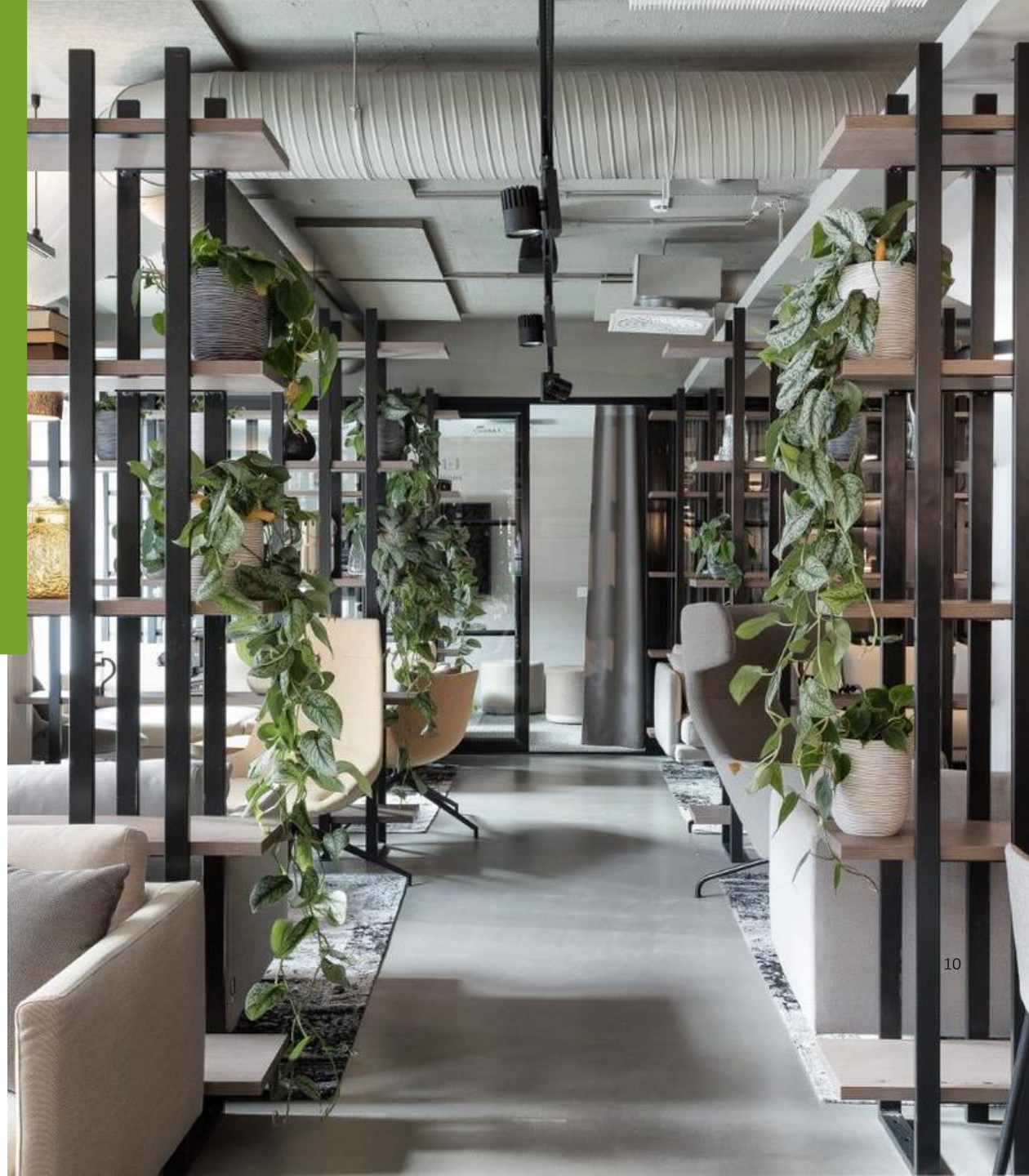
Automated management systems  
Inventory tracking & management  
Remote, cloud-based controls

### TENANT ENGAGEMENT

Communication apps  
Real-time booking tools  
Touchless access control

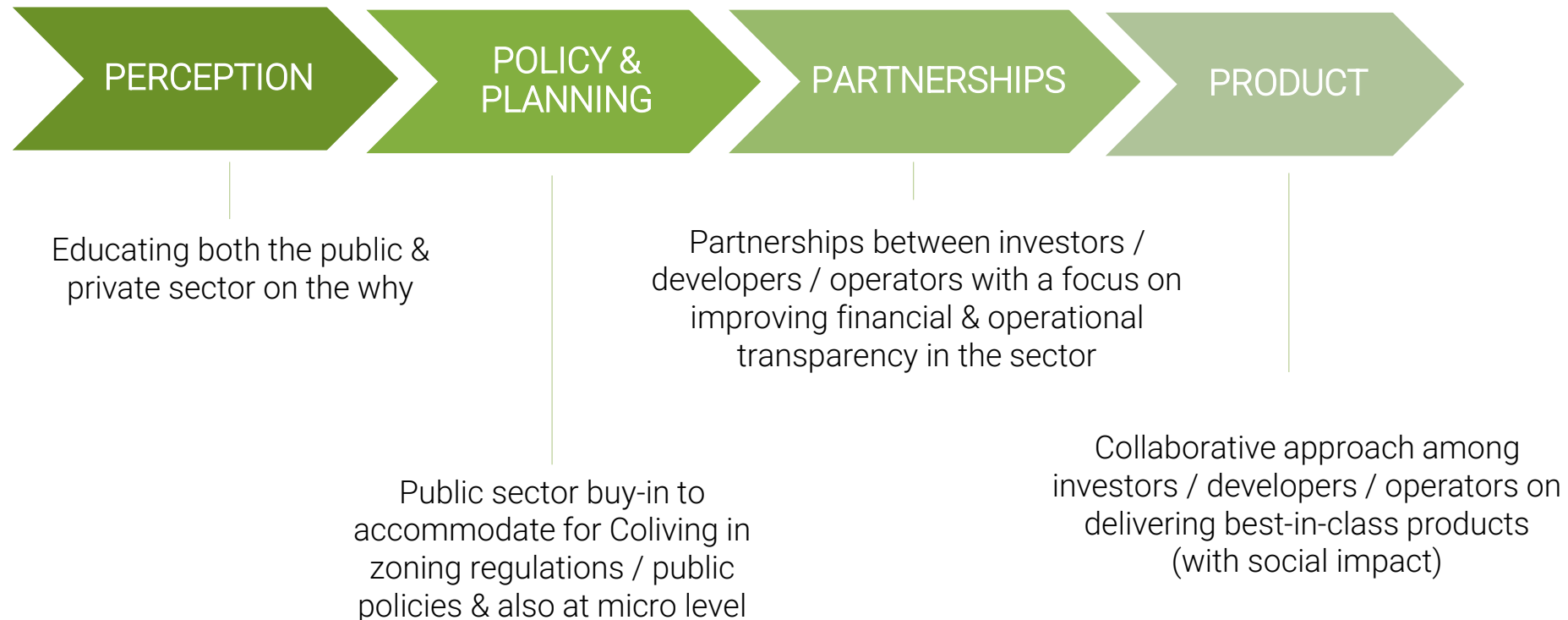
Source: *Transform with Technology*, JLL, August 2021

# Conclusion: A Roadmap for Success



# A Roadmap for Success

Four-stage process / framework identified for the future success of coliving





# Thank You

