



**Conscious Coliving**  
MAKING COLIVING THRIVE

# The Conscious Coliving Manifesto Toolkit

[www.ConsciousColiving.com](http://www.ConsciousColiving.com)

## What is coliving?

A form of residential shared living in which third party service providers rent living spaces that allow three or more biologically unrelated residents to live communally and conveniently while sharing space and resources.

## What is conscious coliving?

Conscious coliving is a new take on an old way of shared living which fosters a culture of connection and flourishing, in which individuals and the collective share resources and an intention of living sustainably and harmoniously with each other and the planet.

More on this:

[Read our blog article "What is Coliving?"](#)

# The Conscious Coliving Manifesto

How to integrate The Manifesto into your coliving business

## Three Aspects Of Connection

to ourselves,  
to each other,  
and with the natural world.



## **Aligned Policy & Regulation**

A space that aligns with & influences policy towards a more enabling environment for coliving

## **Sustainable Financial Model**

A model that is financially sustainable for residents, operators & investors.

## **Supportive Spatial Design**

The physical environment supports community, wellbeing & environmental sustainability.

## **Wise Management & Operation**

A community that is operated inclusively & efficiently with a wise use of technology.

When applying The Conscious Coliving Manifesto to your coliving business model, it is important to ask yourself the following questions. Answering these questions will help you to embed these values into your coliving business, product and community experience.

1. What does social impact and environmental sustainability mean to my coliving business?  
How are these values embodied throughout my teams and my product?
2. What do I do to facilitate the Three Core Aspects (wellbeing/community/sustainability)?
3. Where do I feel I am are falling short?  
How could I improve?
4. How could I embed each of the Four Pillars into my coliving business and community?
5. How do I measure the success and impact of my coliving business?

# Thriving Community

Tools & Resources for Fostering a Thriving Coliving Community

- How does a community set its core ideology?
- What is its purpose, who is it for and what structures can be put into place to ensure that all progress of the community is aligned with the values, mission and manifesto?
- How can you enhance the community experience in your coliving space and ensure brand loyalty, retention and customer satisfaction?
- What does community even really mean?

“Start with why”. “You Don’t Find Your Purpose - You Build It”. “Human Dynamics for a 21st Century”. These types of frameworks and approaches to community building are mainstream across change management and leadership circles in companies and organizations throughout the world. The end goal: **building and maintaining strong communities**. In coliving it is no different and it is actually even more important, since it is one of the main selling points of almost all coliving companies. Although a strong community experience is the USP of any successful coliving brand, the ‘co’ in coliving doesn’t always embody community...

In order to build and maintain a strong community experience in your coliving space, you need the right systems in place. Below are some tools and resources for thinking of how to build those systems. Conscious Coliving is also developing a Community Facilitation Training Guide for coliving companies which will be released in 2020 with industry partners and crowdsourced research. Watch this space!



1. [The Community Roundtable](#): platform for community, collaboration and change management tools
2. [Building community in your company](#): HBR article on community as a competitive advantage
3. [Community Canvas](#): framework that helps people and organizations build stronger communities
4. [Eden Project Research](#): the cost and value of disconnected/connected communities
5. [Community Builders](#): Facebook group for community builders.
6. [The ROI of Community](#): blog series on the returns of investing into community
7. [Amanitas Living Lab](#): community building and collaboration resources
8. [Art of Hosting](#): workshop facilitation methods for hosting conversations that matter
9. [IDEO's Design Toolkit](#): The Human Centered Design Toolkit
10. [What is non-violent communication?](#): ebook for better communication and conflict management
11. [How to Live Better Together](#): article on basic principles of harmonious living
12. [Conductor's Insight Report on Participation](#): community participation in the construction process
13. [IAP2's Public Participation Spectrum](#): a spectrum that measures levels of community engagement
14. [Open Space Facilitation](#): self-organizing collective activity for unleashing creativity and leadership
15. [Circle Way](#): guidelines for hosting circles as a way of reviving our original form of community.

# Individual & Collective Wellbeing

Tools & Resources for Enhancing Wellbeing

- Is coliving a cure for loneliness?
- Is the architecture in our cities enhancing our wellbeing or causing physical and mental ill health?
- How can our citymakers and architects design for wellbeing and social interaction?
- Are coliving spaces currently designed to optimise these essential factors of human evolution?

Researchers are observing that loneliness and social isolation are as bad to our health as [smoking a pack of cigarettes a day](#). These are absurd findings and the answers seem to be right in front of us: according to the [Happiness Research Institute](#) the quality of our relationships is one of the best indicators of whether people are happy or not. But if people of all generations are feeling so disconnected (findings show that [millenials are the most lonely generation](#)), what can we do as a society to prevent and heal this? One thing is true is that our current built environment is not equipped to support global population growth and these disturbances in health. As coliving developers, operators and architects, there is a responsibility to design the next generation of homes with all of these factors in mind.

The resources below explore how we can design for wellbeing, happiness and human flourishing. They also share how we can measure individual and collective wellbeing in order to understand whether our coliving communities are thriving or not. At Conscious Coliving, one our aims is to reduce the human cost of poor housing and to create spaces that foster physiological safety and wellbeing. These resources are meant to help you along the way.

1. [The Warwick-Edinburgh Mental Wellbeing Scales \(WEMWBS\)](#): scale for measuring mental wellbeing
2. [WELL Certification](#): leading tool for advancing health and wellbeing in buildings globally
3. [Architects' Mental Wellbeing Forum](#): forum working to improve mental health within architecture
4. [The Good Home Report](#): research project that analyses what makes a happy home
5. [The World Happiness Report](#): survey of the state of global happiness
6. [Happiness Research Institution](#): publications on happiness and wellbeing research
7. [Happy by Design](#): A Guide to Architecture and Mental Wellbeing by [Assael's](#) Ben Channon
8. [European Social Survey](#): survey that explores the drivers of subjective wellbeing across Europe
9. [Wellbeing in buildings Wiki](#): articles and resources on building for wellbeing
10. [Foster psychological safety](#): re:Work's guide on how to reinforce psychological safety in teams
11. [The Satisfaction With Life Scale](#): scale to assess global life satisfaction
12. [Measuring Wellbeing](#): NEF's guide for practitioners on measuring and analysing wellbeing
13. [Happy City Wellbeing Measurement](#): Wellbeing measurement tools by Happy City
14. [How wellbeing is measured](#): Useful overview of various types of wellbeing measurement
15. [The real cost of poor housing](#): study that explores the link between buildings and resident wellbeing

# **Economic & Environmental Sustainability**

Tools & Resources for Economic & Environmental Sustainability

- How can we increase the positive social and environmental impact of the coliving sector?
- Is space optimisation and the sharing of resources enough to be considered truly sustainable?
- What are the costs and values of embedding sustainable practices into coliving projects?
- Is coliving truly affordable and is it responding to the economic needs of diverse communities?

We are in 2020 and the consensus of global climate scientists and researchers is that we have 10 years to drastically shift the way we consume and live in our daily lives. The built environment is the one of the sectors that has the highest carbon emissions in the world (the built environment contributes to 40% of total carbon emissions in the U.K. alone). This said, as coliving developers and operators, we have a huge responsibility to contribute positively to social, economic and environmental sustainability. This is not an easy task and **requires the coliving sector to go above and beyond** real estate standards to prove that coliving is genuinely a sustainable housing alternative.

The following resources are best practices when it comes to embedding sustainability into the core of any business in order to respond to global frameworks and requirements for achieving net zero. As coliving is an offer with the HUMAN at the core, it's time to embody this and as coliving brands help foster connection at the individual, collective and ecological level.

1. [BREEAM](#): global sustainability assessment method for [masterplanning](#), [infrastructure](#) and [buildings](#).
2. [UKGBC Nature and Biodiversity](#): resources on nature and biodiversity in the built environment.
3. [Biodiversity Net Gain Actor and Resource Map](#): biodiversity net gain and the built environment
4. [LEED Certification](#): internationally recognized green building certification system
5. [Bioregional - One Planet Living](#): framework on how to live within the Earth's resources
6. [Greengage Engage](#): publications from UK's leading built environment sustainability consultants.
7. [Greengage's Net Zero Guide](#): the road to net zero for the built environment
8. [Framework for Healthy, Green Offices](#): WGBC's report on the business case of green offices
9. [RIC's SKA Rating](#): an interactive online environmental assessment toolkit
10. [Sustainable Homes Wiki](#): tools and resources for building sustainable homes
11. [Creating Strong Communities](#): measuring social sustainability in new housing developments
12. [UN SDGs](#): United Nations Sustainable Development Goals
13. [UNFCCC](#): UN Framework Convention for Climate Change
14. [Framework for Strategic Sustainable Development](#): strategic approach to sustainability initiatives
15. [Neighborhood Hubs](#): Engaging Communities for Sustainability

# The Four Pillars

Tools & Resources for Planning, Finances, Operations & Design



## **Aligned Policy & Regulation**

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## **Supportive Spatial Design**

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## **Wise Management & Operation**

A community that is operated inclusively & efficiently with a wise use of technology.

- How do you create coliving spaces that are aligned with wider city plans and local public policy?
- How can you support municipalities with their sustainable urban development agendas?
- What does your financial model look like?
- How can you create more accountability to your residents, staff and local neighborhoods?
- What kind of design features enhance social interaction and wellbeing?
- What are ways to streamline operations to focus your financial and human resources on community experience?

By measuring the social value (environmental, economic and social impact) of your coliving business and communities, you can ensure accountability to residents, staff and wider ecosystems such as local neighborhood, local housing policies and global sustainability agendas. When this is at the core of your business model, the integration of tech solutions, property management systems and intentional design features can help strengthen your community experience and brand loyalty.

The following resources are links to an ecosystem of coliving industry partners, placemaking experts and impact platforms that can help you embed the Four Pillars of The Manifesto into your coliving model. We provide a holistic package of services that include the offers our industry partners into an end to end consultancy service. This package aims to increase the social, environmental and economic impact of your coliving brand.



1. [Co-Liv](#): global coliving ecosystem and do-tank
2. [Coliving Hub](#): global association for coliving operators
3. [PURE](#): residency program in Bali for building conscious communities
4. [Salto KS](#): IoT access control solutions
5. [SPX Agency](#): 360 real estate branding agency
6. [Kommun](#): industry partners in community facilitation
7. [Cutwork](#): architecture and furniture designers for shared spaces
8. [Kndrd](#): coliving property management platform
9. [Yorlet](#): property management platform based in London
10. [The Housemonk](#): real estate customer experience management platform
11. [Coliving.com](#): coliving booking platform
12. [B Impact Assessment](#): B Corp's impact assessment tools
13. [Social value in new development](#): report from UKGBC on social value in the built environment
14. [HACT Value Calculator](#): HACT's UK Social Value Bank calculator 4.0
15. [UK Social Value Act](#): an introductory guide to social value
16. [Social value in coliving](#): article in The Centre for Conscious Design about social value in coliving.
17. [IRIS +](#): system for measuring, managing, and optimizing impact
18. [GIIN](#): Global Impact Investing Network
19. [Sopact](#): impact measuring and reporting platform
20. [Project for Public Spaces](#): what makes a successful place

# Coliving Resources

General resources for your journey into coliving

Our built surroundings need to cater to increasingly dynamic societal and environmental needs.

How can this be facilitated while also improving the human experience? Coliving appears to be offering part of the solution.

- What are current coliving models and how do they differ from other residential templates?
- What do they have to offer?
- Are they sustainable?
- What works and what doesn't?
- How will they impact our built environment and the human experience?

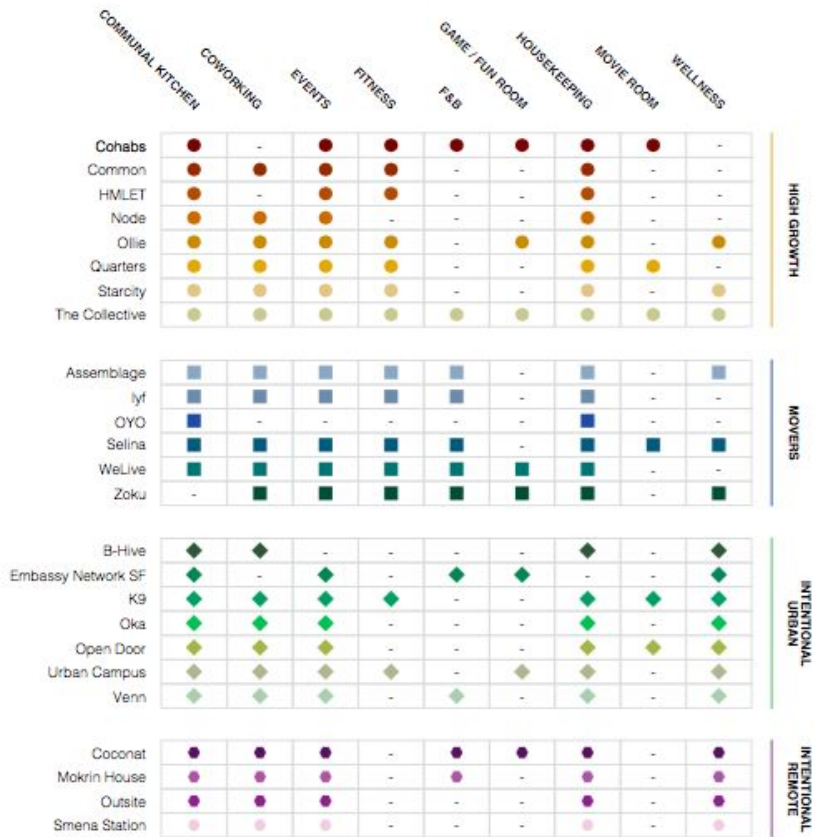
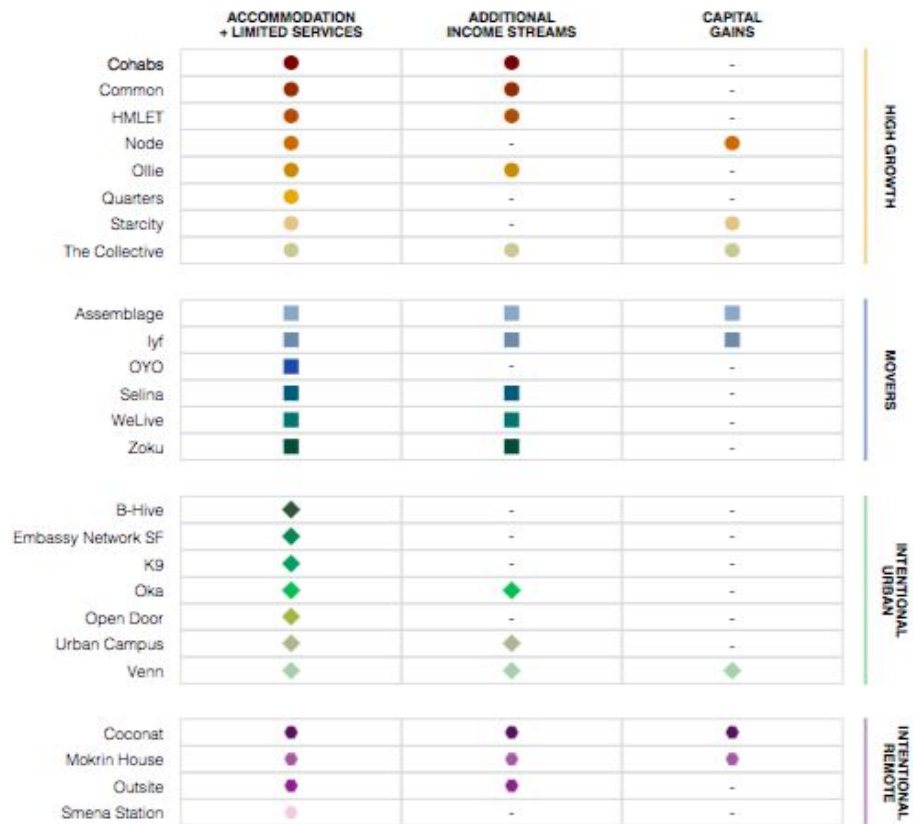
Coliving Insights has brought together 6 contributors with a unique mix of backgrounds in an attempt to answer these questions.

The result is a report which summarises their findings and provides an outlook on where the sector might be headed. It also includes profiles on each operator with their backgrounds, operating models and market positioning.

[Download the Coliving Insights Magazine](#)



## Download the Coliving Insights Magazine



1. [What is coliving?](#): Conscious Coliving take on 'what is coliving'?
2. [What is coliving?](#): Gui Perdrix's exploration of 'what is coliving'?
3. [What is coliving?](#): Co-Liv's analysis of 'what is coliving'?
4. [Perspectives on coliving](#): Co-Liv ebook on the experiences, processes and designs of shared living
5. [Exploring the brave new world of shared living](#): Space10's Imagine magazine
6. [Space10 Imagine Podcast](#): shared living podcast from Ikea's innovation lab, Space 10
7. [One Shared House 2030](#): global shared living survey from Anton & Irene and Space10
8. [Curbed's Communal Living Issue](#): how are Americans sharing homes amid the loneliness crisis?
9. [Coliving Diaries](#): platform for coliving news, resources and insights
10. [The Coliving Bible](#): datasheet of coliving operators, consultants and resources
11. [The Coliving Code podcast](#): coliving podcast
12. [The Coliving Code book](#): how to Find Your Tribe, Share Resources, and Design Your Life
13. [Uncovering Coliving](#): coliving statistics and data from JLL
14. [Coliving for Newbies](#): list of articles to read if you are new to the coliving scene
15. [How co-living can expand its appeal](#): Frame #131 magazine on coliving
16. [The Housemonk Global Co-Living Report](#): 2019 report on the state of the coliving sector
17. [Is 2019 coliving's moment?](#): Cushman & Wakefield's 2019 coliving trend report
18. [How to start a coliving business](#): Coliving.com's coliving business guide
19. [Coliving TED Talk](#): Michael Bodekaer talks about why coliving is needed to transform society
20. [Coliving 3.0](#): what does the future of coliving look like?

# Who is Conscious Coliving?

Our vision and how we can support your coliving project



Conscious Coliving supports new and existing coliving ventures to enhance their community, design and operations in a more sustainable and human-centered way.

Paired with bespoke coliving impact assessments, our experience and spatial design services are tailored to support your asset on becoming a thriving coliving space.

[Meet the team](#)

## Our Vision

To develop a future living paradigm where people are consciously connected to self, others and nature.

## Our Mission

To create and transform communities towards fostering environmental sustainability, personal and collective wellbeing and authentic connection.

**Feasibility** → **Concept** → **Planning** → **Construction** → **Pre-Launch**

*1 month*

Explore your entry into the coliving market by:

- Looking into market potential
- Carrying out user research
- Assessing investment advantages
- Researching successful case studies

*3 months*

Envision your coliving concept by:

- Defining your community experience
- Identifying your target audience
- Developing an operations strategy
- Exploring financial models

*6-12 months*

Ensure planning applications by:

- Reviewing planning requirements
  - Carrying out ecosystem mapping
- Engaging with the local community in a systemic and participatory way

*18-36 months*

Build your coliving space by:

- Identifying local architects and contractors
- FF&E and Modular Bedroom Units
- Engaging with the local community
- Ethical supply chains and sustainable materials

*6 months*

Catalyze your vision into reality by:

- Crystallizing your vision and brand
- Developing a marketing strategy
- Creating a curation & retention plan
- Reviewing your public engagement strategy

## Individual and Collective **Wellbeing**

Enable the flourishing of your community and enhance resident wellbeing through:

- Spatial design for wellbeing
- Curated events and programs
- Client facing partnerships
- Wellbeing assessments & measurements
  - Impact reporting

## Economic & Environmental **Sustainability**

Ensure the environmental and economic sustainability of your space through:

- Sustainable spatial design
  - Ethical supply chains
- Education and awareness programs
  - Financial planning
- Biodiversity net gain strategies

## Flourishing **Community**

Strengthen your community experience and neighborhood engagement through:

- Wise operations and management
- Community facilitation training
- Community experience strategies
  - Neighborhood engagement strategies
  - User experience journeys

# Thank you!

Do you want to explore ways we could collaborate?

Email us: [connect@ConsciousColiving.com](mailto:connect@ConsciousColiving.com)

or book a conversation:  
<https://calendly.com/mattlesniak>