IMPACT OF BUILDING ENVIRONMENTAL PROFILE ON TENANTS’ DECISIONS AND BEHAVIOUR

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Two sides of green

• Cost
  • Extra investment cost of approx 5%
  • Accuracy and process coordination

• Benefits
  • Good indoor climate
  • Reduced environmental impact

• Profit?
  • Value of green features
Number of completed multi-residential dwellings
2000-2009 Sverige

- rental apartments
- corporative/condominium apartments
- low-energy apartments (passive house)
Green Homes

Rental

- Multi-residential buildings with apartments for rent, building owned by public (municipal) company
- Approx 1700 energy-efficient dwellings built up to date

Home-ownership

- Multi-residential buildings, condominium apartments, home-ownership
- Approx 170 energy-efficient dwellings built up to date

Energy-efficient buildings - meeting or nearly meeting passive house standard
• How people choose the apartment?
• Was the ‘green profile’ a factor in decision making process?
• What happens after post-occupancy?
Case study: Location A

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<th>LEH A</th>
<th>CH A</th>
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<tr>
<td>Number of dwellings</td>
<td>115</td>
<td>95</td>
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<td>Received</td>
<td>94</td>
<td>56</td>
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<tr>
<td>Response rate</td>
<td>52%</td>
<td>38%</td>
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<td></td>
<td>LEH B</td>
<td>CH B</td>
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<td>--------------------------</td>
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Case study: Location C

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<td>22</td>
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<tr>
<td>Response rate</td>
<td>46%</td>
<td>51%</td>
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Choosing the apartment

Decisive and Important factors

- location in the city
- price/rent
- distance to work
- distance to school or kindergarten
- distance to centrum
- access to collective communication
- access to garage
- estimated low energy cost
- other environmental factors in the house
- limited selection of available apartments
- apartment design
- size of apartment

LEH
CH
Green features in decision making

- It was unimportant: 30%
- It was not really important: 45%
- It was a decisive argument: 2%
- It was one of the important arguments: 23%

LEH A: 52%
LEH B: 10%
LEH C: 38%
Before and after

- Environmental factors are not really important in decision process of renting an apartment
- Low-energy buildings occupants are proud that they live in a green building
- Occupants (self) reported higher environmental awareness and more environmental conscious behaviour
Information

- Information is key to success
  - Writing manuals (68%LEH 45%CH)
  - Information Meetings
  - On-call support
  - High customer satisfaction (service) index
The environmental rating for buildings is very important and I am/would be proud that my building is environmentally assessed.

The environmental rating for buildings is important but it has no practical implications for me.

It doesn't matter if building is environmentally rated or not.

Residents’ opinion about environmental rating of buildings?
Home-ownership

Preliminary results:

- Green features (passive house) important and very important (10 of 15) in purchasing decision
- Green features are believed to have positive impact on property value
- High environmental awareness among home owners
- Very high customer satisfaction
Conclusions

- Green profile of a building relative irrelevant on rental market (decision making stage)

- Residents self-reported environmental awareness increased (post-occupancy)

- Buyers recognize as important factor in their purchasing decision green features

- Green features (energy-efficiency) expected to add value to the dwelling

- Environmental rating of building must be meaningful and useful
Thank You

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