DYNAMIC.RE

GREENLIGHT SOLUTIONS

GREENLIGHT GREENPAPER

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9 INDUSTRY, INNOVATION AND INFRASTRUCTURE

Created an e-book for sustainability in short-term rentals

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Visit GLSolutions.org to learn more & donate. Contact info@GLSolutions.org to get involved.

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Challenges & Opportunities

Building on last semester's project of the creation of a [sustainability website](#) for property owners, Dynamic.RE and GreenLight Solutions continued its partnership to create an e-book for sustainability in short-term rentals (STRs). The e-book describes "Prioritizing the planet while making a profit", while discussing how to measure sustainability in the various rooms of the home and provides resources for each topic.

The e-book walks STR property owners through the following topics:
- What is sustainability?
- Sustainability in STRs
- How to think sustainably
- Where to incorporate it
- What metrics matter
- Why this matters

Recommended Solutions

This project features industry standard resources, metrics, and strategies to provide actionable sustainability plans for property managers that are easily digestible. For example, we could minimize single-use items to reduce carbon footprint, install solar panels to maximize energy efficiency, implement greywater harvesting to decrease the volume of water usage, and apply rental analysis to increase management efficiency. This would encourage short term rental operators and long term investors to monitor the sustainability impact of their properties - both environmentally and economically. Our project had the following outcomes, which made way to the creation of the e-book:
- Compiled **20** case studies
- Identified **5** metrics, categories, and rooms
- Completed **2** spreadsheets of resources

Project Benefits

BENEFITS TO PROJECT PARTNER
This project addressed the Project Partner's challenges by creating a digestible e-book for property owners that use their software. This can be used as marketing content to bring in new clients that have a shared interest in sustainability.

BENEFITS TO SOLUTIONEERS
This project helped us dig into the details of sustainability in real estate. Through our research, we learned how to think systematically and organize our findings into actionable recommendations.

BENEFITS TO THE COMMUNITY
Property owners have a guide to decrease their environmental footprint and protect their bottom line. The real estate sector accounts for 40% of all energy usage globally. When our recommendations are implemented globally, this will make a huge impact in carbon emissions and resource use worldwide, making our global community a safer and healthier place to live for current and future generations.