



DEGREE PROJECT IN INDUSTRIAL MANAGEMENT,
SECOND CYCLE, 30 CREDITS
STOCKHOLM, SWEDEN 2019

Coliving: an emerging term without a common definition

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by

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Master of Science Thesis

TRITA-ITM-EX 2019:297

KTH Industrial Engineering and Management

Industrial Management

SE-100 44 STOCKHOLM

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Examensarbete

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Approved 2019-05-30	Examiner Henrik Blomgren	Supervisor Terrence Brown
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Abstract

The population of Earth is increasing vastly fast which has a great impact on all the large cities around the world. The society of today is facing new problems each day and the housing sector is one of them, due to the unbalanced situation of demand and supply. During the same time, the term of sharing economy has established its ground in people's lives as they have realized the benefits of using instead of possessing when it comes to products and services. Sweden is one of all the markets with both this increasing housing problem and increasing trend of sharing economy.

The old, but today rising housing form of shared accommodation has been identified by some entrepreneurs as a possible solution for this unbalanced situation. However, sharing accommodation, or rather coliving is an emerging term that has spread widely through the world's housing market the last years and can be seen in many different configurations depending on its location and purpose. This study aims to establish an understanding of what coliving is in terms of different key aspects in today's society in order to formulate a conceptual definition of the emerging term. This has been done by an inductive approach of a qualitative method based on an interview study and previous literature.

The empirical findings indicate that coliving relates to five key dimensions, eight key themes and one key sub theme. These aspects need to be related and taken into account during the development process of a coliving project. The identified aspects and the formulated conceptual definition bridge the academic gap as they build up the foundation of what coliving is in today's society. Hence, contributes with valuable information for the topics of sustainability, ethics and urban development.

Key-words Coliving, definition, key-aspects, community, cohousing



KTH Industriell teknik
och management

Examensarbete TRITA-ITM-EX 2019:297

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Sammanfattning

I takt med att jordens befolkning ökar möter världens större städer allt mer utmaningar. Var dag ställs våra samhällen inför nya svårigheter där bostadsbranschen är en av de utsatta med anledning av dess obalanserade situation av utbud och efterfrågan. Samtidigt har det nya begreppet delningsekonomi börjat etablera sig i människans liv, där fördelarna med att använda istället för att äga har uppfattats allt mer. Sverige är en av alla marknader som idag är starkt påverkade av både ett ökat bostadsproblem och en ökad trend av delningsekonomi.

Den gamla, men idag växande bostadsformen av delat boende har blivit identifierad av ett antal entreprenörer som en möjlig lösning till denna obalanserade situation. Delat boende, eller snarare coliving är en växande term som de senaste åren har spridits kraftigt över världens bostadsmarknad och beroende på plats och avsikt kan ses i ett antal olika konfigurationer. Studien syftar på att etablera en förståelse av vad coliving är i termer av nyckelfaktorer för dagens samhälle för att formulera en konceptuell definition. Detta har möjliggjorts genom ett induktivt tillvägagångssätt av en kvalitativ metod baserad på en studie av intervjuer och tidigare litteratur.

Den empiriska studien indikerar på att coliving skildras genom fem nyckeldimensioner, åtta nyckelteman och ett nyckeldeltema som bör relateras och tas i beaktning för att erhålla ett framgångsrikt coliving-boende. De identifierade faktorerna och den formulerade konceptuella definitionen av coliving fyller det akademiska gap vi idag ser genom att de verkar som en grund för vad coliving är i dagens samhälle. Därigenom bidrar de med värdefull information inom områden som hållbarhet, etik och stadsutveckling.

Nyckelord Coliving, definition, key-aspects, community, cohousing

Blooc AB

Blooc AB (hereafter Blooc) is a property company that was founded in 2011. Blooc is partly owned by the two founders, Stefan Gustavsson and Camilla Käll, and partly by the family company Derome Aktiebolag.

Blooc was founded with the vision of challenge the idea that suburbs should be conformist, boring and undesigned. Blooc's office is located in Stockholm, Sweden and has a total of 9 employees with expertise within architecture, business development, marketing, digitalization and project management. Together, they strive to be a housing developer that offer sustainable- and well-designed residences for reasonable prices.

Since the start of 2011, Blooc has developed close to 300 family houses distributed over 16 neighborhoods around Stockholm, Uppsala and Eskilstuna. They endeavor to develop houses that are in the forefront when it comes to innovation and design, albeit not in the absolute forefront so that the society feels uncomfortable. Their houses are developed with the energy consumption in mind which favors both the costumers and the Earth's climate.

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1. Introduction

The introduction chapter of this thesis will provide the reader with an overview of what this thesis is about, i.e. background, research gap to fill, problem, purpose and aim, and lastly the theoretical contribution to the field of coliving.

1.1 Background

As of April 2019, the population of the world was estimated to 7.7 billion people. By 2023, the population is expected to reach 8 billion (United Nations, 2017). This is an increase of almost 4 percent over the coming four years. One of the side effects generated by this increasing population is the increased demand for housing. The Swedish capital, Stockholm has been dealing with a housing shortage for decades (Emanuelsson, 2015), and the current shortage can be traced back to the period after Miljonprogrammet in the late 1970s, when the city decreased the pace of building new houses for decades (SCB, 2012).

Sweden is also known as one of the countries with the highest rate of single people households. According to Statistiska Centralbyrån (2019), over 40 percent of Sweden's households are occupied by single people. This implies that Sweden is facing a tough situation if they inquire to solve the housing situation of Stockholm.

Moreover, the discussions regarding the Earth's climate and future has increased vastly during the last years. We can't continue to consume and live as we have done in the past as we are now living beyond Earth's capacity. The potential threats of our actions lie beyond the climate and environmental risks, climate change will not only affect our planet, the human health is also in great danger (McMichael et al, 2006).

As of the increasing population, new possibilities related to our technology is developed. The term of sharing economy has increased in popularity around the world as new technical solutions have simplified the possibilities of sharing everything from cars to office spaces (Cohen & Kietzmann, 2014). By applying the principle of sharing economy, the Swedish real estate company, Tech Farm established their first version of a coliving space in Stockholm 2011. Coliving is often referred to as the modern buzzword for cohousing, which is a housing form of shared accommodation that has been around for decades.

The initiative of coliving spaces in Stockholm has from that point prospered and we can today witness a hand-full of established coliving spaces, and there are more to come as almost 50 percent of the people in the ages of 18 to 35 in Stockholm could see themselves live with other people than their immediate family (United Minds, 2014). Which proves that there exists a demand, even though there is a lack of supply.

1.2 Previous concepts and terminology

“Housing with shared facilities and other characteristics” is addressed with different terms depending on where in the world you are located. These terms can later on refer to different things. The aim of the First International Collaborative Housing Conference in Stockholm, Sweden, 2010 was to sort out differences and similarities between housing concepts in various parts of the world. It was considered desirable to find suitable concepts that could be used both on the international market as well as the national market, in order to achieve a standardize terminology. The main concepts under discussion during the conference where; *cohousing*, *collaborative housing*, *collective housing*, *communal housing*, *commune*, and *cooperative housing* (Vestbro, 2010a).

- *Cohousing*: The most common term for English-speaking-people, referring to a house with both shared spaces and facilities (Durett & McCamant, 1988; Tummers, 2015).
- *Collaborative housing*: The widest term of “housing with shared facilities”, which refer to housing with collaboration between the residents (Fromm, 1991).
- *Collective housing*: Almost the same as *collaborative housing*, but without requiring any action from the residents as service facilities are provided by a housing company (Franck & Ahrentzen, 1989).
- *Communal housing*: Housing with togetherness and sense of community as the focus point (Alison, 1991).
- *Commune*: Communal living without any individual apartments (Vestbro, 2010a).
- *Cooperative housing*: Cooperative ownership but without shared facilities or common spaces. The term shouldn't therefore be seen as “housing with shared facilities” (Vestbro, 2010a).

The most frequently used term for “*multi-family housing with private apartments and communal spaces such as a central kitchen and a dining hall, where residents do not constitute a special category*” in Sweden is defined as *collective building* - kollektivhus (Palm Lindén, 1992). This term has led to numerous of confusions as the Swedish word “hus” means “building” and not house as many believe, which has tricked people to believe that a “kollektivhus” is single unit house, not a building consisting of several individual apartments around common spaces.

1.3 Research gap

The term of coliving began to appear in newspapers around 2011 and 2012 when tech workers needed housing during the rise of Silicon Valley. But it wasn't until around 2016 people started to really notice the term as figure 1 on the next page indicates. Even though it is still a fairly unexplored research field which motivates further research. Up to late spring of 2019, no clear conceptual definition of the coliving term can be identified through research. It appears that some researchers or civilians describes the term, but not defining it.

- Osborne describes coliving as “a new typology of housing design, that recently has been gaining in popularity. Coliving is a form of rental housing that seeks to create community among its resident by providing features such as extensive share spaces and community managers paired with typically small, furnished private spaces” (Osborne, 2018).
- The crowd-sourced online dictionary, Urban Dictionary describes coliving as: “Shared housing designed to support a purpose-driven life. A modern, urban lifestyle that values openness, sharing and collaboration” (Urban Dictionary, 2013).
- The Danish architect, writer and cofounder of Freiraum Kollektive, Hannah Wood describes coliving as “the umbrella term for the different types of cohousing setups, which is often initiated by an external agent, such as an entrepreneur or a developer” (Wood, 2017).
- The British RSA: Action and Research Centre describes coliving as “a form of housing that combines private-living spaces with shared communal facilities. Unlike flat shares and other types of shared living arrangements, coliving explicitly seeks to promote social contact and build community” (Shafique, 2018).
- The American freelance journalist, Jessica Reeder describes coliving as “Contemporary coliving builds on communal living practices, embracing a networked tech, business and science-fueled culture built upon innovation and realizing a better world through collaborative design” (Reeder, 2012).

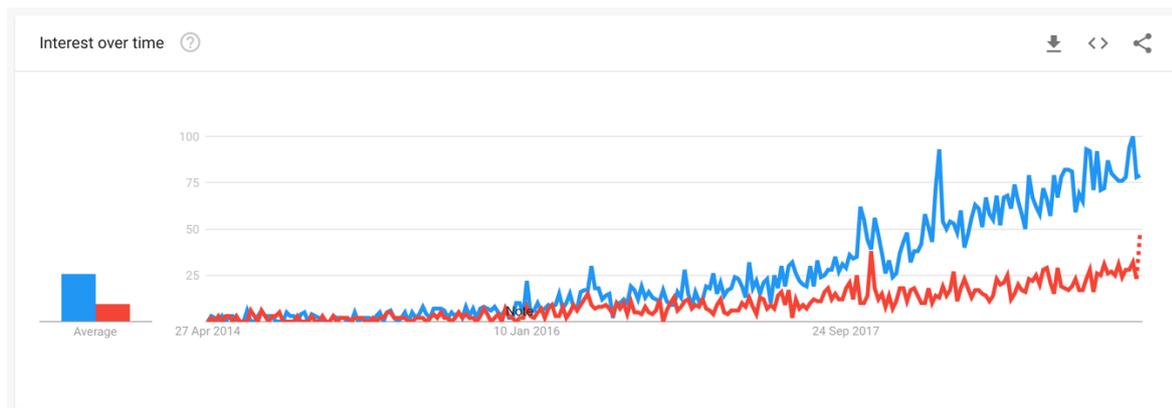


Figure 1. Trends of the term “coliving” in blue and “co-living” in red world-wide between 2012-2019 (Google Trends, 2019).

1.4 Problem formulation

Cohousing isn’t something new to the world nor Sweden. According to Egerö (2014), the first Swedish collective housing project can be traced back to 1935 in Stockholm. Sweden should therefore be seen as a country with experience within the topic of “housing with shared facilities”. But, as the field of social science research on cohousing isn’t a common theme in the academic world, there is little to build that experience on.

Inspired by the American coliving trend of WeLive, the un-balanced housing market in Sweden (Eklund, 2014), and the initiatives taken by Tech Farm, several of the large real estate companies, municipalities, and even smaller companies within concept development in Sweden have started to explore the possibilities coliving could contribute with.

In comparison to the traditional term cohousing, coliving isn’t supposed to be built around any ideology. It should be a way of living that enhances the individual without any obligations in forms of cleaning, cooking or helping out. But, as there is no commonly agreed definition of the term coliving, it is difficult to fully understand the eventual contribution it could have to our society.

1.5 Purpose and aim

The purpose of this thesis is to expand the existing knowledge about coliving. The aim is to present a conceptual definition of what coliving is in today’s society.

1.6 Research question

To be able to achieve the purpose and the aim of this thesis, a main research question and a sub-question have been formulated:

- “How can a conceptual definition of coliving be formulated so it is suitable for today’s society?”
 - o “What aspects should be taken into consideration when formulating a conceptual definition of coliving?”

1.7 Delimitations

As of the time limit, the literature- and empirical part of this thesis will mainly focus on coliving that is related to the Swedish market. Furthermore, housing terms that are not directly related to coliving will not be taken into consideration when researching the research questions.

1.8 Expected theoretical contribution

The outcome of this thesis should contribute with valuable information to the research field of coliving as it will build up a foundation of how coliving is conceptually defined in today’s society. The information should be valuable for further research within the field of coliving as it is an emerging market within the topics of sustainability, ethics and urban development.

1.9 Thesis outline

Chapter 1 – Introduction: The introduction chapter of this thesis provides the reader with an overview of what this thesis is about, i.e. a background, a gap to fill, a problem, a purpose and an aim, and lastly the theoretical contribution to the field of coliving.

Chapter 2 – Literature review: Relevant literature from both the field of coliving and related fields are presented in order to build a foundation for the reader to understand what coliving is about in today’s society.

Chapter 3 – Methodology: This chapter begins with a presentation of the thesis methodology, explanation of chosen methodology, and lastly followed up by how the different steps and phases will be conducted in order to formulate the result.

Chapter 4 – Findings: The results from the conducted interviews are presented in form of text and citations where the most vital findings are presented in a table.

Chapter 5 – Result and discussion: Lastly, a conceptualized definition of coliving is presented and discussed within the context of the literature review and the findings from the conducted interviews. Followed by discussions regarding fulfillment of the research purpose, implications, limitations and lastly suggestions for future research.

2. Literature review

Little research has been conducted within the topic of coliving upon this day, many of the published resources has been articles or news briefs. These has usually focused on the social impact coliving has had on the individual or on the society. In order to understand what coliving is, this thesis will take its ground from with the information that has been given to us under 1.3 Research gap. By combining and analyzing the five descriptions of coliving, five important dimensions could be identified: *target group, service, sharing, community, and form of tenure*.

The literature review will therefore start by explaining what coliving is, where coliving comes from and how coliving is provided to us today. Afterwards, the five dimensions that were presented in the paragraph above will be described and explored further.

2.1 Coliving

Coliving as a term is an emerging housing form that is not universally defined. Coliving as a concept is however often misunderstood as “a cooperative living arrangement where people share common spaces”, which is a broad definition of cohousing (Osborne, 2018). A related housing term, but not equally the same.

2.1.1 What coliving is

WeLive, who is one of the largest coliving provider world-wide argue that the main objectives of coliving is to foster meaningful relationships, create flexibility and to increase the creativity and innovation for the residents of the coliving society (WeLive, 2018). This can be accomplished in many different ways. The normal way is to arrange a number of smaller private rooms together with some larger shared amenities within a single building. These spaces are often furnished and provided with simpler services, such as housekeeping. The furnishing of the private spaces is often sparingly with only the most vital items you need in your daily life, while the shared spaces are decorated and equipped in a more lavish way (Osborne, 2018). The nature of fully furnished spaces lends to an ease of moving in and out but could also result in shorter leases as the residents might feel uncomfortable when they can't personalize the space as their own (Shafique, 2018).

In order to accomplish the soft values, the residents strive to create a community that can be seen as a wider form of a constantly changing family, as people comes and goes as they please. It is an easy process to depart at the end of the lease, or even earlier if the group is not a good fit. This creates a flexible atmosphere within the community as nothing should be voluntary (Durrett & McCamat, 2011).

2.1.2 Where coliving comes from

The coliving related term, cohousing is nothing new to the world nor Sweden, cohousing is often expressed as a neighborhood development where residents take both the situation of housing and environment into their own hands (Boyer & Leland, 2018). The first collective housing in Sweden was built 1935 at John Ericssongatan in Stockholm. It was a property that had small individual apartments which were designed with the influence of minimum requirements, but with luxury features such as food lifts from the central kitchen up to the individual apartments (Vestbro, 2014). The concept back then was not based on cooperative between the tenants, but on the division of labor, which gave the tenants full-time service from employed staff. The collective housing concept was therefore not suitable for the broad mass as it was seen as a “special solution for privileged people” (Vestbro, 1982). The property at John Ericssongatan was followed by other cohouses based on the same features. It wasn't until the late 1960s as the first “self-work model” of cohousing was born as one hotel owner closed down the common services and a group of active residents started to cook for themselves. Subsequently, the common activities increased over time and in the early 1980s a social group proposed this concept to the municipality owned housing company and a new era of cohousing was born in Sweden (Blomberg et al, 1986).

Vestbro (1982) postulates that the development of the communal living increased massively during the 1970s as younger people started to move into the cities of Berlin, Boston, Copenhagen, Stockholm and other university cities of industrial countries. This new way of living challenged the norm of how the ideal family should live which the media referred to as “bohemian and promiscuous”. Regardless of that, Vestbro (1982) states that many saw the opportunities that a shared household brought which served as an increasing development factor.

Caldenby and Walldén (1984) explains that the first example of this new cohousing concept in Sweden was established in the late 1970s as the municipal housing company of Göteborg agreed to try an experiment in order to solve the housing crises in Bergsjön. Which is a low status, segregated and kind of rough area with few empty apartments. A 10-floor tower block building was turned into a cohousing unit with individual apartments in combination with a shared central kitchen, a dining room and a nursery room.

According to Grip et al. (2014), Sweden had 43 functioning cohouses, ten of those were converted and renovated old properties while 33 were new constructions, which in total covered about 2'000 apartments or 0,05 percent of Sweden's total housing stock in 2014. The Swedish Cohousing Organization (2019) claims that 23 of those units had rental tenure, 11 were condominiums, and 8 were cooperative rental tenure. Almost all could be categorized as urban multi household developments, except from three which were considered to be rural or semi-rural multi household developments.

2.1.3 How coliving is provided to us

A coliving project is often divided into different phases, from an early idea, to a concept, production and lastly the maintenance. The responsibility of these phases can often be divided to different actors, these actors are normally *pioneers, concept developers, real estate owners* and *operators* in terms of a coliving project (Tummers, 2015).

- *Pioneers*: A person, a company or an organization that works for establishing a new trend, a concept or in this case a housing form. Jonathan Imme, founder of the German company, The Arrivers, states:

We need to join forces to convince City Councils and real estate developers that co-living is the future. It is both financially interesting and makes the city more connected, increasing diversity and helping cross-finance people who can't afford to live in cities anymore (Purehouse lab, 2017).

Two well know coliving pioneers are:

- Tech Farm – A Swedish coliving pioneer that from the beginning was focused on developing and creating a coliving imperium. However, today they want to help real estate owners and coliving operators to establish new coliving properties and in the same way certify them according to their “Tech Farm-method” (Tech Farm, n.d).
 - The Collective – A British coliving pioneer and coliving developer that has been active and changed the world of coliving by establishing the largest coliving spaces we have today (The Collective, 2019).
- *Concept developers*: The concept of coliving is taken from the old term and concept of cohousing. In the beginning this concept was often seen in old converted industrial buildings around the city. Nowadays actors like the Swedish company COLIVE wants to establish new buildings together with real estate owners so that the concept can be fully explored (Colive, 2019).
 - *Real estate owner*: Someone needs to own the coliving property. It is often done by a real estate owner that has both the knowledge and the financials to do that. As coliving is an upcoming trend within the housing market, many real estate companies have realized that there is a profit to be made within this area of housing. Therefore, their way of capitalizing of this housing form is to cooperate together with others that has that knowledge (Purehouse lab, 2017).

- *Operator*: The actor that runs the daily routines, often in terms of services such as community management and regular housekeeping. Coliving facilities often requires more effort than standard apartments as provided services needs to be performed more frequently (Davies, 2015).

2.2 The people of today

Currently, five different generations make up today's society (Bennet & Prince, 2012). Some more interesting than others in the terms of the thesis topic, coliving.

Generation X, generation Y and generation Z, are all born between 1965 and 2010. These three generations differ from each other by some objectives: year of birth, history, parenting, technology, economy, motivation and expectation to mention a few. Generation X, born between 1965-1980, also called "the latchkey generation" as they grew up with reduced adult supervision (Jorgensen, 2003). Generation Y, born between 1980-1995, also called "the millenniums" (Bencsik et al, 2016). And generation Z, born between 1995-2010, called "digital natives" (Bencsik et al, 2016). What makes these three generations more interesting than the previous two: Traditionalists, born before 1945 and Baby Boomers, born between 1946 and 1964 (Bennet & Prince, 2012) are that they were either born during the era of technology and digitalization or relatively young.

In the following sections, these three generations will be divided into two subsection, 2.2.1 Generation X and 2.2.2 Generation Y and Z. This is motivated by the surrounding circumstances – history that set their coping skills and expectations during their youth and because of the fact that generation X are more risk averse than generation Y (Reisenwitz & Iyer, 2009). As both generation Y and Z grew up during the era of technology and digitalization, it is motivated to merge them into the same subsection (Bencsik et al, 2016).

2.2.1 Generation X

The majority of generation X grew up during a time-period the society was reflected by uncertainties. Economy, family and social security were rapidly changing which lead to a great diversity and individualism over collectivism. This has fostered the X generation to independent, self-reliant, skeptical and flexible people, which often can be interpreted as selfish (Jurkiewicz, 2000). They usually prioritize balance in their private- and professional lives rather than spending their free-time at work (Bennett & Price, 2012). It is a generation that needs to be seen and appreciated in order for them to fit in a group, learn new things and accomplish achievements. They do often possess a skeptical opinion about hierarchical relationships and status que, where they believe that a person needs to earn their trust (Jurkiewicz, 2000).

It is a generation that in general commits to themselves as a majority of them would work even though they had the financial stability to retire. Cultural heritage and fundamental value systems are two things they are concerned about in terms of ethics (Reisenwitz & Iyer, 2009).

2.2.2 Generation Y and Z

Generation Y were the first wave of people born during the era of technology, most of these people have a high qualification of digital knowledge and can therefore quickly apply new digital tools and have an easy-going mindset to changes in society. Both in terms of digital change and acceptance of cultural differences. Their main channel for communication is through the virtual space where they are connected more or less around the clock (Krishnan et al, 2013). Generation Z are fully born in the era of digitalization and they feel comfortable in that environment. They are born without awareness of “the concept of struggle” as they see a world with digital solutions rather than obstacles. This means that they are in a process of constant change as they are able to consume plenty of information each day. Their problem-solving skills refer to “internet solves your problems” and can therefore welcome changes rather than avoid them (Bencsik et al, 2016).

As the new generation of young people has been exposed to the internet, social networks and their mobiles from an early age, they have produced a hypercognitive behavior. They are a group of people that are very comfortable with collecting and cross-referencing many sources of information while they are integrating virtual- and offline experiences (McKinsey, 2018).

The young population of generation Z has become a potent group that influence all ages and incomes. The majority of generation Y are today present at the worldwide labor market, where a minority of generation Z is present (Bencsik et al, 2016). However, according to McKinsey (2018) the Z generation are already around 20 percent of Brazils population and their core behavior is anchored in the search for the truth. They have a strong belief in the efficacy of conflict solving and improvement of the world through dialogue where their decisions are made through highly analytical- and pragmatic tools. The Y generation are more of an idealistic generation with more confrontational and with less willingness to accept a diverse point of view. McKinsey (2018) thinks this could be traced back to their start in the era of economic prosperity and selfness focus. The youthful and progressive behavior of generation Z is influencing all of the previous generations towards a shift of consumption, we are today talking about the opportunity of access instead of the possibility of possession.

2.3 Services

Business Dictionary defines a service as “a valuable action, deed or effort performed to satisfy a need or to fulfill a demand” (Business Dictionary, 2019a). Which today can be close to almost

anything, as long as there is a solid explanation of why it is a service. If we rewind the tape 10 to 15 years, a service was then defined in the exact same way, but the society had a different understanding of what it could be in comparison to today. According to Regan (1963), a service will be a service no matter what, as long as it is *intangible* and *inconsistently*. Intangibility secures that the service is “an activity, a benefit or satisfaction that is offered for sale, or is provided in connection with the sale of a good”. While inconsistently reflects the delivery and consumption of the service.

The new and younger generation of people that we are living among has changed our perceptions of what we can demand as a service (Bencsik et al, 2016). The young generations are today valuating the ability to access a broad range of information in order to do a comprehensive analyze before a purchase. It is not only the things that are bought that should be analyzed - the act of consumption should also be taken into consideration. The new way of consumption is to have access to a product or a service and not necessarily owning it. This has opened up the ability of unlimited access of goods and services. Video-streaming, car-sharing services and subscriptions are three examples. What we categorized as products some years ago, are services today and they connect the consumers. As the offline world is starting to converge with the online world, the new consumers expect to consume products and services any time at any place (McKinsey, 2018).

The worldwide market for food delivery has felt this kind transformation of “product and service consumption at any time and any place”, as the customers have started to become more comfortable and time has also started to become a scarce resource. Companies such as Deliveroo, Foodora and Uber Eats have experienced this evolution as traditional pizza-delivery services have been changed to app-based food-delivery services which provide the “last-mile” service to its customers. This means the transportation of goods from its restaurants, to its final destination (Goodman, 2005). The worldwide market for food delivery is today valued at € 83 billion, or about 4 percent of the food that is sold through restaurants and fast-food chains. According to McKinsey (2016) forecast, there is no sign of a declining growth, the overall estimated growth-rate is predicted to be around 3.5 percent for the coming five years.

Carsharing is another category that has grown rapidly during the recent years with peer-to-peer sharing and free-floating car solutions as new alternative to the traditional “rental round-trip model” (Balac et al. 2015). The European car sharing market is estimated to grow with a shocking 60 percent between 2018 and 2020 (Deloitte, 2017). Which confirms the behavior of collecting and cross-referencing many sources of information and in the same time integrating the virtual experience with the offline-world that generation Y and Z are born with (McKinsey, 2018).

The emerging of sharing economy is especially interesting in cities that struggles with both an increasing population and an increasing density, as the new business model of providing a

service is also contributing to the Earth's sustainability (Cohen & Kietzmann, 2014). James Scott, The Collectives' COO argues that services like Netflix and Kindle isn't just pushing the boundaries of what we can expect as entertainment services, they are also pushing the housing market towards a more service-based model (Maris, 2016a). He states:

In every industry you've got an ownership model and you've got a service model. The property market doesn't have that. We realized there's a gap in the market for a new way of living, which we somewhat coined the name "coliving" to reflect it (Mairs, 2016a).

Owning your own accommodation is becoming a thing of the past, socially liberated millennials will choose housing as a service if the needs of generation Y will be followed. People will all be homeless as they will move towards a model of subscription-homes as the demand for mobility is increasing with the rise of the digital nomad and decline of adulthood (Mairs, 2016b).

2.4 Private- and shared spaces

Functional spaces can be broken down into 3 classifications according to Kopec (2016); *primary spaces*, *secondary spaces* and *tertiary spaces*. Each of these relates to a degree of privacy and community.

- *Primary spaces*: Shared spaces where the residents communicate and socialize, such as the kitchen, living room and dining room.
- *Secondary spaces*: Also shared spaces, but the communication and socialization migrate - intermediate spaces such as hall way, staircase and laundry room.
- *Tertiary spaces*: Private spaces where the residents can feel safe and home.

As coliving is built upon the belief of fostering meaningful relationships through community, the amount of private space for the residents are often reduced in favor for increased social space for shared amenities (Kadet, 2017). The shared spaces often provide kitchens, lounges, working spaces and utility spaces such as laundry, as it creates more opportunities for spontaneous interaction than if these features were provided in the private spaces (McAlone, 2016). As of "the principle of sharing economy", traditional notions of private and shared spaces are fading as space is starting to become a service you can consume.

Hayden (1979) is one of the first to address the importance of the cohousing architecture, she reveals that some are strictly hierarchical, others are more of an egalitarian organization. Cooper Markus (2000) argues for the importance of the design features that contributes to "the sense of community", both in the site plan and the design of the building. Williams (2005)

identifies similar factors of success for encouraged social interaction; good quality-, accessible- and diverse communal spaces with ample opportunity for surveillance, but also the importance of private units. Fromm concludes that intermediate spaces are the key-factor of community functionality (Fromm, 1991), while Hayden emphasize that there is no clear relation between urban form, spatial logic and social structure (Hayden, 1979). There is therefore no generic way of accomplishing a successful coliving community.

Bhatia and Steinmuller (2018), highlights the importance of patience, flexibility and sacrifice when you are sharing your accommodation with other people. They argue for a change in the old design of ridged housing architecture for the mainstream family with solid units in order to create an open framework that can be reconfigured and reappreciated as need and time changes. They advocate a more loose approach to communes, but with a careful attention of the boundaries between private and collective as the shared spaces may intrude on others tertiary space. It is therefore important that the open framework enables changes in the usage of these shared spaces over time, so it allows new and shifting interactions in order to support shared values and activities. Fromm (1991) concludes that the key factor in making functional communities are the secondary spaces, which can be visualized as something in between individual private lives and the formal public world with integrated housing, work and care. I.e. there is a balanced mix between private and shared spaces.

A central part of many Baugruppen projects in Germany are the shared amenities and the quality of circulation for enhancing the social interaction. "Blank" units are also a common part as these units can be built out or rearranged as the need might change. In the IBeB project, located in Berlin, Germany, these "blank" units, together with various apartment types creates an atmosphere of various concepts of living and working for the occupants (Bhatia & Steinmuller, 2018).

The WYP, Wolgok Youth Platform in the Seongbuk District of Seoul, developed in 2017 is according to Bhatia and Steinmuller (2018), designed to house underprivileged youths and in the same time, create both spaces for them to work as entrepreneurs and to provide public spaces for the surrounding community. The building is organized around different levels of sharing and autonomy, which holds everything such as washrooms, kitchens, living spaces and dining areas for social connection. All of these are arranged around three courtyards. The building has a lifted ground floor in order to create a shared public plaza, for both the residents and the surrounding community. Below this, spaces for coworking, community library and incubator are located with the sense of carefulness to the balance between the individual and the collective.

According to Palm Lindén (1992), the most common design for coliving projects is to have the tertiary spaces gathered around the stairwells and the elevators on each floor, this to increase the accessibility wherever you are in the building. Primary spaces and facilities are often

located on the ground floor in order to enhance the balance between the social- and private life. She also argues for the importance of analyzing the building design in favor for the social interaction between the inhabitants of the building.

2.5 Community

According to the Business Dictionary (2019b), a community is defined as a “self-organized network of people with common agenda, cause or interest, who collaborate by sharing ideas, information and other resources”.

Living in a community has for a long time been seen as an alternative to the standard way of living. The cooperative housing initiatives that was established during the beginning of the twentieth century was based on perceptions of eco-friendly and self-organization (Ache & Fedrowitz, 2012). Although there is a distinction between what we have seen and what we are experiencing today with a community, one of the most crucial factors of success is still the ability to create an impression of belonging and fulfillment. The preferred size of a community is therefore between 4 and 10 people according to Osborne (2018), as it is less time-consuming to get to know most or all of the other residents if the number is within a decent size.

Research based on cohousing communities for elder, shows that there are both positive and negative aspects of sharing your life with other people. As people come and goes over the time, the residents that stays for a longer period of time can often feel depression and sadness as they need to process the procedure time over time (Jolanki & Vilkkö, 2015). A vital difference between communities for elder and the ones we are witnessing today is the people, they are mostly made up of young, global, digital nomads, who are staying shorter times and are open and willing to meet and get to know new people (Osborne, 2018).

A community isn't only linked to rights, it also has responsibilities and duties even though these can easily be overseen by the sense of being a part of something bigger (Means & Evans, 2012). As you can clearly enjoy life with like-minded people and the sense of safety. Which Jolanki and Vilkkö (2015) describes as “the possibility to live your individual life and manage your matters simultaneously and still be surrounded by trusted people and have help available from neighbors”.

Something to remember is that people are human beings, conflicts and disagreements occurs in every community (Evans, 2009). Which requires fitting in together with the needs of other individuals and compromising with your own rules and thoughts.

2.6 Forms of tenure in Sweden

In Sweden, there are four statutory forms of tenure within apartment buildings; *rental tenure* - hyresrätt, *tenant owned* - bostadsrätt, *condominium* - ägarlägenhet and *cooperative tenure* - kooperativ hyresrätt. All with different rights, division of responsibilities and economic circumstances (Boverket, 2019). In the following two sections, rental tenure and cooperative tenure will be further reviewed as they are the most common forms of tenure in terms of the thesis topic, coliving.

2.6.1 Rental tenure

Sweden's most used form of tenure as it has few obligations but lots of rights. The resident has no obligation of owning the accommodation as it is rented by the tenant. The tenant can differ in forms of civilians, companies or municipalities. This type of tenure is a good option for the residents that don't want to buy or can't buy its accommodation, as it doesn't require any funding's. The residents will therefore not be exposed for any financial risks. Notable is that the resident needs to pay its rent each month according to the signed agreement between the resident and the tenant (Malmgren, 2004).

A general rule is that the rental agreement has no end date if that hasn't been declared in the rental agreement. The rent is determined according to *the principle of usable value* - bruksvärdesprincipen. As the accommodation is owned by another actor, the resident will not be personal responsible the maintenance (Lunderup, 2016).

2.6.2 Cooperative tenure

Established as a statutory form of tenure as late as 2002 in Sweden (Boverket, 2005), and can be seen as a mix between the Swedish rental tenure and tenant owned apartments. The cooperative tenure apartment has a cooperative tenant association which is an economic association with specific objectives. According to the Swedish laws about cooperative tenure, the main purpose of this association is to lease apartments through rental tenure contracts to its members (Regeringskansliet, 2002).

A cooperative tenant association can be organized in different ways, either by the *rental model* – hyresmodellen, where they rent apartments by the real estate owner and in their turn lease these apartments to their members. Or by the *ownership model* – ägarmodellen, where they own the real estate property and from that point, lease the apartments to their members. The cooperative tenant association has a legal right to take out a deposit fee from the residents when they move in, in order for them to not being able to make any financial profit by selling the apartment to a third person. This fee is later refunded when the leasing contract is repealed (Malmgren, 2004).

The main purpose with this form of tenure is that the residents' monthly cost should be stable and low as of the required deposit fee. Which generates a financial stability to the association This creates a secure and comfortable housing environment (Lunderup, 2016).

The main responsibility with this form of tenure is that the residents should be active and affect what the association should do with their apartments and the shared spaces. Depending on which model the association are using, rental model or ownership model, the level of required responsibility can shift (Lunderup, 2016).

3. Methodology

In order to answer the research question and the sub-question, a methodology of qualitative methods was used. Firstly, a brief literature review was conducted in order to investigate previous research in the field of the topic and to establish both the gap for further studies and the foundation for the thesis. Secondly, a pre-interview study was conducted at the commissioning company, Blooc in order to investigate the field even further from the perspective of a real estate developer. Thirdly, an interview study was conducted at coliving related companies in Stockholm, Sweden.

Thereafter, the literature review was completed in relation to the interview material that had been collected. Data has been collected from both unstructured and semi-structured interviews and meetings with key persons at coliving related companies.

3.1 Methodological approach

During the first phase of the literature review, conclusions were drawn that there was a gap of academical knowledge in the area of the research topic. Which indicated that an inductive approach was appropriate as it generates new knowledge (Gioia et al., 2013). The interview study was conducted in order to understand how coliving related companies sees the emerging term in real life, so a common definition of the term can be established. According to Blomqvist and Hallin (2015), an interview study is a method that generates large amount of data which is helpful in situations where the researcher wants to identify and analyze a specific problem or situation.

3.2 Data collection

The data has been collected through both pre-interviews and interviews. This to increase the probability that the scope gets fully covered, as details may be lost during some sequences of the procedure as the thesis is written by an individual person.

3.2.1 Pre-interviews

The interviews started with two pre-interviews with the CEO and the Business Manager at Blooc in order to gain a deeper understanding of the scope and eventual problems. The interviews were planned as unstructured where the subject was discussed in general terms during the first phase and sub topics that concerned the interviewee got more focus during the end phase. This opens up for generating new ideas regarding dimensions and philosophies (Blomqvist & Hallin, 2015).

3.2.2 Interviews

In order to develop a deeper understanding about the new field of coliving, semi-structured interviews were held during both the middle and end phase of the thesis. According to Blomqvist & Hallin (2015), interviews are a good method as it allows collection of qualitative data from important stakeholders. All of the interviews were planned as semi-structured where the interviewees were asked if she wanted to receive the topic and the question some days before the interview. This to increase the quality of the interview as the interviewee will be well prepared and focused on what he or she should answer (Blomqvist & Hallin, 2015). However, as time can be a scarce resource, only one interviewee wanted to receive the questions before, the others were satisfied to know the topic of the interview.

All of the interviews were held face-to-face except one as the interviewee was located abroad and preferred to take it over Skype as a voice call. The advantage of using face-to-face interviews over voice calls are that more complex questions can be asked, and the interviewer has the possibility to analyze the way the interviewee answer the question (Collis & Hussey, 2014).

For ensuring that suitable interview objects were identified, a rigorous research work has been done to ensure the validity. A second validity check were held in the beginning of each interview as the interview object were asked some qualification questions about themselves and the company they were representing. To ensure that the interview study covered different perspective of the research question, different actors within the field of coliving where chosen. These actors where; pioneers, concept developers, operators, real estate owners and residents. Which can be seen in table 1 below.

Table 1. Conducted interviews.

Company	Type	Role	Topic	Type	Length
BLOOC	Real estate developer	CEO and Cofounder	Pre-interview	Face-to-Face	45 min
BLOOC	Real estate developer	Business Manager	Pre-interview	Face-to-Face	30 min
COLIVE	Concept developer & Operator	COO and Cofounder	Concept developer perspective	Face-to-Face	70 min
Tech Farm	Pioneer	COO	Pioneer perspective	Face-to-Face	60 min
K9	Resident	Coliving Community Designer & Resident	Resident perspective	Face-to-Face	45 min
Roam International Co.	Operator	Head of Global Expansion	Operator perspective	Skype	60 min
Rikshem	Real estate owner	Business and Sustainability Manager	Real estate perspective	Face-to-Face	50 min

3.2.3 Work shop

The pre-interviews, literature review and the interview study were followed up by a person-to-person work shop with the CEO of Blooc in order to generate an even deeper understanding to the different dimensions and themes that had been discovered. A work shop is good tool to pick up eventual thoughts and ideas that might have fallen out during the interviews, but it also contributes with personal values and critical interpretations regarding the topic (Ek & Safrankova, 2015).

The work shop was held as one organized meeting and arranged as semi-structured, where the CEO received the subject and the questions before. By using this kind of method, information regarding the topic can be gathered, analyzed and used as the person who attends the work shop is well prepared and can participate fully (Bryman, 2011).

3.3 Data analysis

According to the work of Smith (2014), a procedure of four steps were used to methodically analyze the data from the interview study and the work shop in order to generate a theoretical understanding of the problem and the gathered information. The process was based on the following four steps; *conduct interview study, identify key dimensions, identify key themes and develop a common definition.*

3.3.1 Conduct interview study and work shop

First, interviews with different key persons at relevant coliving companies in Stockholm was conducted. Data was gathered in order to generate a foundation of information regarding the different aspects and characteristics in the context of coliving. Second, the work shop at Blooc was performed based on the information gathered from earlier conducted interviews. This to brainstorm and collect additional data regarding aspects and characteristics in the context of coliving, but in the perspective of a real estate developer.

As all of the interviews were recorded, transcribed and notes were taken during the interviews, an extra dimension of reliability has been added as transparency minimize the possibility for random errors and bias (Gibbert et al., 2008).

3.3.2 Identify key dimensions

From the gathered data in the earlier interview- and work shop step, a deeper analytical study has been conducted in order to generate key themes. These themes were identified by comparing similarities and differences (Gioia et al., 2013). By being aware of the three measure of internal validity by Gibbert et al., (2008): (1) formulate a clear research framework, which describes the income-outcome situation, (2) matching pattern to compare predicted or already established patterns with the ones that are generated through the empirical study,

(3) use multiple perspectives to verify findings through theory triangulation. And the two measures of construct validity: (1) establishing a clear chain of evidence, (2) looking at the same phenomenon with different angles by using different strategies and data sources. The problem of lack in rigor can be minimized even though this thesis is written by a single author.

3.3.3 Identify key themes

According to Smith (2014), key themes should be derived from the key dimension that were identified in the previous step. By analyzing the empirical parts where the dimensions were identified, key themes could be identified.

3.3.4 Develop a conceptual definition

The identified dimensions and themes from the previous steps have been investigated, reviewed and used in order to develop a suitable conceptual definition of coliving. This step can be visualized as a “puzzle-method”, where you have been provided with too many pieces and need to identify which piece or pieces that are not relevant for solving the puzzle.

After the “puzzle-method”, i.e. the empirical findings were related to the literature review in order to identify what was relevant and what was unnecessary, a common definition of coliving, suitable for today’s society was developed. The definition consists of five dimensions and some underlying themes that builds up an even deeper understanding of the coliving term.

4. Findings

Empirical findings from the interviews will be presented in this chapter. All information has been collected through interviews, either face to face or over Skype as one of the interviewees was located outside of Sweden. The findings from the interview study has been categorized into dimensions and themes based on earlier descriptions of coliving and the literature study. An overview of the most important findings can be seen in table 2.

4.1 Analysis requirements

The fact that coliving is an emerging term of housing and that there is no common interpretation of what it actually is, an underlying factor of uncertainty was noticed connected to this term during the conducted pre-interviews. The CEO of Blooc stated ¹:

Coliving seems to be a new form of housing that might be a solution for one part of the housing crisis we are witnessing here in Stockholm. Blooc could be a promising actor within this field as we conceptualize our houses based on a specific target group. But as it is a fairly new term and every real estate developer sees it in a different way, it is hard for us to use it for the greater good.

Therefore, the result of this thesis should gather the different ideas, thoughts and beliefs that current coliving actors have about the new term in order to create a common ground for new coliving projects.

4.2 Target group

When conducting both the literature review and the pre-interviews at Blooc, it came clear that the target group of a housing product is of importance in order to be able to understand its purpose or task. If a housing product can't be merged with a specific target group, it is difficult to know what the demand should be supplied with. This section covers two different target groups; *young adults* and *digital nomads*.

4.2.1 Young adults

All of the interviewees established young adults as one of their primary target groups as they are a group of the society that has been left out in one way or another. Just because you are an adult that earns your own money, doesn't mean that you are able to solve all of your problems by yourself. The Business and Sustainability Manager at Rikshem stated that:

¹ All interviews were held in Swedish. Therefore, all quotes have been translated from Swedish to English by the author.

We have identified two clear target groups. More or less all of the people that are coming directly from their studies or the ones that are new to a city. I.e. people that are new on the housing market.

Table 2. Empirical findings of dimensions, themes and sub themes.

Dimension	Theme	Sub theme	Representable quote
Target group	Young adults		"From the coliving trends abroad, we have seen that young people in their 20-35 are curious to live in this kind of housing. As we want to solve the housing shortage in Stockholm, we are focusing on the young adults between 20 and 35 who have difficulties in finding suitable accommodations." (COLIVE's COO)
		Affordable	"Young adults and affordability go hand in hand, we can't ignore a group of the society just because we think that they should survive and solve their own problems as they are grownups." (COLIVE's COO)
	Digital nomads	"From the early days of Tech Farm, our primary target group were young, digital, global citizens. But as we can see now, the average age is 30 to 35, but we are still attracting both students and people that works. However, they are still global and digital nomads." (Tech Farm's COO)	
Services	Simplification		"Services connected to coliving is all about minimizing the friction. They should assist you to live a seamless life together with your community." (COLIVE's COO)
	Sharing economy		"Why should a resident pay for a space or a spot that they aren't in need of? All the sharing services we see today will facilitate our future and the life of our coliving residents. Owning belongs to the past, the young adults of today want to use." (COLIVE's COO)
Private- and shared spaces	Rule of 60/40		"So, a private space in the size of a "shoe box" is maybe not ideal. But if you create an environment where people feel at home in the social spaces, they can identify that as their home and each person's private space can be decreased." (K9 Resident)
		Feeling of home	"Our goal has been to get away from the feeling of a lobby and more towards the feeling of being in someone's home. The baseline that you should strive towards is the feeling of home!" (Tech Farm's COO)
	Natural separation	"By naturally separate private- and social spaces, introvert people like me can outlast long periods in an extrovert atmosphere. I'm not sure that I would be able to stay especially long at our own facilities if they were planned in the wrong way." (Roam's Head of Global Expansion)	
Community	The perfect group		The importance of the community becomes less vital if the group size is smaller. A community of 50 people is much more dependent on the group dynamic than a community of 10 people, as it's slightly easier to merge a small group of people than a bigger one. A group of 10 people can shortly be seen as a group of friends rather than a community. (Rikshem's Business and Sustainability Manager)
	Belonging		"Our residents choose to live at our facilities as they want to value themselves and other people. For the price of one month stay at our coliving place in Bali, you can get a three-room villa with a private pool or a room at a luxury hotel. But you choose a private single-room of 40 sqm with shared spaces, just because of the feeling of belonging." (Roam's Head of Global Expansion)
	Independency		No representable quote
Form of tenure	Rental tenure		No representable quote
		Service fee	No representable quote
	Partial form of rental tenure		"I know that Boverket is exploring the possibilities of a partial form of the rental tenure contract we have in Sweden." (Tech Farm's COO)

As of what the Business and Sustainability Manager at Rikshem stated, they are focusing on two target groups that are facing the same situation – new on the housing market. A third group that could take advantage of this housing form might be sports clubs with a tight budget that recruit young talents in their young age. The sport clubs need to offer a place to stay but have not the budget to purchase anything. A shared apartment could then be a suitable solution for both the sport club and the talent as his or her parents will probably feel less concerned if he or she lives in a smaller community with some other players from the club. COLIVE is another actor that sees the target group of coliving in a similar way, the COO noted:

From the coliving trends abroad, we have seen that young people in their 20-35 are curious to live in this kind of housing. As we want to solve the housing shortage in Stockholm, we are focusing on the young adults between 20 and 35 who have difficulties in finding suitable accommodations.

But just because you have identified a supposed target group doesn't mean that you attract those people in the end. The resident from K9, addressed that:

As people come and goes, the group of people that lived in the house from the beginning might not be the same as the ones that are living there today. Our current community consists of younger – millennials, people with different demographics and people who has been longing for this kind of community.

4.2.1.1 Affordable

As COLIVE wants to solve the housing shortage for young people in Stockholm, their accommodation needs to be in the level of affordable. Their purpose isn't to be in the area of premium, they want to offer good and nice accommodation for a reasonable amount of money. It should be less expensive than what a new-build single-room apartment in Stockholm cost today. The COO of COLIVE states:

Young adults and affordability go hand in hand, we can't ignore a group of the society just because we think that they should survive and solve their own problems as they are grownups.

The gap of people between “when you are done with your studies” and “you have got your first or second job” is a wide group. As these people are in the beginning of their career, they have no opportunity to either lend money or to have a decent salary to buy. Which positions them in a tough spot with our current housing system. It could also be that they might not be in the thoughts of having their own place as they appreciate the mobility coliving could offer.

4.2.2 Digital nomads

Digital nomads are individuals that travel all over the world working remotely rather than living at one place. Companies like Roam International Inc. are catering to this demographic, aiming to provide locations in multiple cities that can act as flexible homes for nomadic individuals. They are currently operating in Bali, London, Tokyo, San Francisco and Miami, with an intention to open enough locations to charge based on membership, rather than its current stay-based model. Roam's Head of Global Expansion described their view of the digital nomad as:

The average age of our residents is closer to 40. That's maybe not something that normally is connected with digital nomads. But, as we operate worldwide, we have noticed that people from the US tends to be a bit older.

Tech Farm established their first coliving house in Stockholm in 2011, they were back then focusing on the group of digital nomads as the founders of Tech Farm had been living in one of the "hacker houses" in San Francisco. The COO of Tech Farm recognized the same as the K9 resident when it comes to their target group:

From the early days of Tech Farm, our primary target group were young, digital, global citizens. But as of now, the average age is about 30 to 35, consisting of both students and people that works. However, they are still more or less global and digital nomads.

4.3 Services

From the literature review, it became evident that the dimension of service is of relevance in terms of coliving. Even though coliving is a form of housing and services are a valuable action performed to satisfy a need. These two are highly connected as the sharing economy is pushing the housing market towards a service-based model. Furthermore, by applying services to coliving, the value of sharing your accommodation with others increases within a finite limit. This section will present which services coliving desire.

4.3.1 Simplification

In general, most of the self-initiated clustered housing projects that we have seen are created with both expensive and inaccessible services. Youth and elderly care, gardens, child-friendly playgrounds, health, pooling features for cars and equipment, etc. It is therefore vital to ask yourself, what do you really desire in a home? For most people, their home is quite simple. There are not that many extra services that can be performed in order for you to feel satisfied. Based on all the conducted interviews, we had an agreement of that there are some services that we today in the west-world sees as almost "human rights". For example, good internet connection, clean spaces and having the possibility to eat when you are hungry. Roam has

taken this a bit further and supply their residents with all the small necessities you need at arrival; washing powder, a small snack, clean towel and sheets. Just so you don't need to start by stressing around and looking for that small thing in life. The K9 resident pointed out that:

You basically desire everything that allows you to focus on your daily activities and can forget everything that distracts you from that.

The COO of COLIVE address that just the apps you are able to download to your smartphone could fulfil some of those distractions. Just by being able to streamline the process of food shopping and home deliveries satisfies a great need. According to her, coliving services are:

Services connected to coliving is all about minimizing the friction. They should assist you to live a seamless life together with your community.

According to all interviewees, cleaning is something that must be included. The common spaces should be cleaned each day, preferably each morning as some might be awake during the night. Regarding the private spaces, some argued for the importance of cleaning once a week and others for once every other week. As the private space are supposed to be the secure spot and the home, people feel more comfortable if there are less situations when unwelcomed people enter their room.

A finding from the interviews was that *less is more* when it comes to coliving and services. Roam states that they avoid services as much as they can. It shouldn't be more than you normally desire in your personal home. The smarter a home gets, the more complicated it becomes. Homes shouldn't be associated with complication, which normally hotels can be. The resident of K9 states the importance of knowing your target group. Most coliving operators assumes that people want loads of services connected to their homes, but in the end, people just want to share nice and clean spaces.

4.3.2 Sharing economy

As with normal services, Roam thinks that a home shouldn't be more complicated than it needs to be. They have therefore distanced themselves from everything that is related to sharing economy, apart from the way of shared accommodation. Tech Farm has a different way of seeing this, their goal when they opened their first two coliving spaces were to promote sharing economy so that the residents should be able to move in without owning a single gadget by themselves. Tech Farm provides a clothing library, sheets and towels that can be borrowed and the service fee each resident pays includes commodities for the kitchen. As in the philosophy of coliving according to Tech Farm:

A coliving-person shouldn't own more than 100 things!

Their first thought of sharing economy was in the beginning very organized for Tech Farm, but as their projects went on, they realized that the organizational- and administrative part weren't that important for a community consisting of 50 residents. Due to that, they haven't expanded the possibilities of what their digital platform can handle as everything can be organized through WhatsApp, Slack or Facebook. However, if their coliving concept would be scaled up, they would try to handle everything with more complex digital tools.

Rikshem sees this as the opportunity of access and is in a constant discussion with different municipalities of why they argue for the importance of dedicated parking spaces for each apartment. They would rather have mobility solutions connected to the whole building which enables the residents to rent or lease a bike, scooter or a car whenever it is needed. The COO of COLIVE agrees and addresses the benefits of the opportunity of access:

Why should a resident pay for a space or a spot that they aren't in need of? All the sharing services we see today will facilitate our future and the life of our coliving residents. Owning belongs to the past, the young adults of today want to use.

4.4 Private- and shared spaces

The interviewees stated the importance of understanding the differences between private- and shared spaces when you are sharing your home with other people. Moreover, they indicated important factors that should be seen as the key to success in order to attract a wide range of people in your primary target group. Therefore, this section covers the most vital aspects of private and shared spaces when it comes to coliving.

4.4.1 Rule of 60/40

From the interview with Tech Farm, that in past year has conducted coliving research together with the Swedish government agency, Vinnova, the rule of 60/40 was discovered. Their aim was to examine that we can use 60 percent less space per citizen and still increase the quality of life and well-being. The rule of 60/40 implies that the space a single person requires should be divided in 60 percent private space and 40 percent shared space. According to their research, a single person requires at least 20 sqm of both private- and shared spaces, but it is recommended to stretch that up and over 100 sqm per person in order to foster the quality of life and well-being.

The interviews show that there is a crucial line between what is enough and what is not. In the end it comes down to your market and the target group you want to attract. The question here is about how small the private space can be, especially when people are coliving. You will always need a place you can call your own or home as everyone needs some time when they can be completely alone and safe. The K9 resident claims:

So, a private space in the size of a “shoe box” is maybe not ideal. If you can create an environment where people feel at home in the social spaces, they can identify that as their home and each person’s private space can be decreased.

Roam insinuates that it goes hand in hand with the structure of the spaces. You should always aim for about 50 percent shared spaces and the private spaces should hold the rest of the 50 percent. Although, if there are possibilities to increase the shared spaces with some extra rooms and spaces, you should exploit that opportunity as some residents might not want to socialize with some of the others. Especially if there are residents that wants to take an extra shift and log some working hours.

4.4.1.1 Feeling of home

The feeling of being home when you are in your own home is another import aspect that was highly discussed during the interviews. Roam has taken this a bit further and are only allowing a small group of people to perform their services. For example, they always use the same cleaning company which are only allowed to send the exact same persons in order to foster the atmosphere of a family. As both the residents and the cleaning staff will get to know each other over a long time which includes them in their community.

All agreed that the typical Swedish person romanticize their sofa, it is like the fireplace where everybody gathers after a long day at work or school to just take a few moments to relax and socialize. The K9 resident highlights:

All the add-on might be good, but you should have a base line that works – clean and cozy places that don’t feel like a hotel. Except if they are luxury and nice furnished!

Tech Farm’s COO points out:

Our goal has been to get away from the feeling of a lobby and more towards the feeling of being in someone’s home. The base line that you should strive towards is the feeling of home!

4.4.2 Natural separation

During the interviews the subject of a natural separation between private- and shared spaces was discussed. As the different interviewees had different experience from different kind of coliving projects, the result wasn’t expected. They were all fairly settled that you need to separate the various spaces so that there are possibilities for both introvert- and extrovert people to relax as they have two totally different kind of personalities. A subtopic to this subject was whether an introvert person would strive to colive or not, but as there is much

more color grades than just black and white. We couldn't conclude that the introvert people wouldn't feel like home in a coliving facility as long as they are planned properly. It is therefore important to plan the small details such as, where should the private spaces be located in contrast to the shared spaces. As an introvert person, would you like to reach your private room directly when you enter the coliving facility or would you like to have it further in? According to the Head of Global Expansion at Roam, their CEO, which is a highly detail-oriented person, the private spaces should be naturally separated from the social spaces. You shouldn't be forced to be social when you walk from your own room towards to kitchen for a quick coffee. Therefore, the social spaces such as living room, TV room and similar rooms should be located directly when you enter the coliving facility and the private rooms should be located at the far end of the house. In between those, the kitchen should be located with the purpose to act as an invisible line between what is social- and private space. Roam's Head of Global Expansion describes himself as an introvert person that can enjoy coliving because of their thoughtful floor planning. He describes it as:

By naturally separate private- and social spaces, introvert people like me can outlast long periods in an extrovert atmosphere. I'm not sure that I would be able to stay especially long at our own facilities if they were planned in the wrong way.

The Business and Sustainability Manager at Rikshem has a thought of maybe open up the social spaces for both residents and the public based on the idea of having them gathered on the ground floor of a coliving building. This could enhance the social aspect and create a natural environment for people to meet and cowork. This strategy could be a good solution in order to meet a wider range of your target group, as people want to feel like home and not at work when they enter their living room as the K9 resident highlights it:

You need to overcome the mental blockage.

Tech Farm has tried to provide multi-purpose-rooms for this purpose, the concept where based on private sleeping modules during the night and public offices during the day. An idea that some enjoyed, and others didn't.

4.5 Community

As living together with other people implies fellowship, a community is a natural way of dealing with the dynamic of the group. The interviewees discussed what a community is to them in terms of coliving and what it is supposed to generate for the residents. This section will therefore include the base line of how a perfect community should be and what you as a resident should be able to receive.

4.5.1 The perfect group

Based on the idea of establishing a perfect group, the military is composing their groups out of 12 to 30 people. If we combine their philosophy with Edward Hall's conclusion from 1976 on the perfect group size of 8 to 12 people (Hall, 1976), a group of 12 people should be desired. According to the military, a group consist of 8 to 12 people while a company consists of 50 to 300 people.

COLIVE has built their sharing apartment configuration on previous research based on group sizes, their conclusion is in the same line as what the military call a group. A group of coliving residents should be between 6 and 12. The COO of COLIVE clarifies:

You don't want to be too few, and you don't want to be too many. Too few implies that you need to be social with everyone and too many implies that you will reduce the feeling of being safe in your home.

Even though, the preferred group size for COLIVE at the moment is though 6 people as it is a size that fits the Swedish rules for building new real estate constructions regarding fire cells, availability and ventilation. If COLIVE can configurate suitable sharing apartments for just 6 people, they can take advantage of the economy of scale in projects where they construct multiple apartments for 6 people.

Another aspect of decreasing the size of the community was explained by the Business and Sustainability Manager from Rikshem who stated:

The importance of the community becomes less vital if the group size is smaller. A community of 50 people is much more dependent on the group dynamic than a community of 10 people, as it is slightly easier to merge a small group of people than a bigger one. A group of 10 people can shortly be seen as a group of friends rather than a community.

The K9 resident explains that their community consist of around 50 people, where you barely see all of the residents. There is more or less a separation in two groups of 20 to 22 people.

4.5.2 Belonging

Two of the interviewees pointed out that one of the key aspects of why people choose to colive is the feeling of belonging. People wants to be put into a larger context and to share experience with others. It doesn't matter what kind of person you are. Both COLIVE's, who target young adults and Roam's, who target the group of older digital nomads with higher employments, strives to be part of something bigger. As Roam's Head of Global Expansion explains it:

Our residents choose to live at our facilities as they want to value themselves and other people. For the price of one month stay at our coliving place in Bali, you can get a three-room villa with a private pool or a room at a luxury hotel. Our residents choose a private single-room of 40 sqm with shared spaces, just because of the feeling of belonging.

In order to feel the feeling of belonging, the community needs to consist of people that fits the group dynamic. A proposed process of choosing new residents is therefore to skip the normal queuing system and advocate alternative methods. Application forms, Skype interviews and probation time is something that is highly recommended from coliving projects abroad. COLIVE wants to digitalize that process by developing an app that should match new residents into the community based on several key aspects.

4.5.3 Independency

A group of people, or a community as it is called in terms of coliving is much about independency. Everything should be based on the philosophy of the community, but it should be completely voluntary. At K9, the community consist of people with different roles, but everything is voluntary, and you don't need to participate if you don't want to or have the time. For the sense of togetherness, everyone is advised to be part of something. Doesn't matter how large or small it is, just something.

4.6 Form of tenure

As every form of tenure has its own types of regulations, it leads to different kind of pros and cons for the residents. It is therefore possible to argue for each type of tenure form depending on what the aim is. In the context of this paper, the target, wants a solution for the housing shortage that we are experiencing. This leads us to a choice, which in the long run will probably not affect the tenant, but the landlord. The affect is mostly in terms of invested capital and time horizon for the invested capital.

4.6.1 Rental tenure

It became evident from the interview study that rental tenure is the only used tenure form for coliving in Sweden. Abroad, they are using other forms but due to zoning regulations and a tight market, rental tenure has been the best way to supply coliving with. In normal cases the coliving operator assign normal rental contracts with the residents which consists of three-month period of notice, "besittningsrätt" and other rights that it provides.

Rikshem's Business and Sustainability Manager explains that the normal *usage value* that are used for determining the rent, isn't applicable for sharing apartments as they require some extra service in order for them to survive in the long run. A solution for the required service is to take out a service fee, either each month or in the beginning of the stay. This service fee is

used to provide cleaning, food logistic and other services that simplifies the life of the community. All the interviewees that participated in the interview study confirmed this type of strategy.

4.6.2 Partial form of rental tenure

A future solution for coliving spaces could be a partial form of rental tenure as the Swedish government agency, Boverket has started to investigate the possibilities of stating it as a new regulatory form of tenure. The idea is to classify a coliving space as one solid apartment and then sign the residents to individual leasing contracts. The COO of Tech Farm noted:

I know that Boverket is exploring the possibilities of a partial form of the rental tenure contract we have in Sweden.

The COO of COLIVE thinks that by establishing more coliving facilities around Sweden, the government will notice an increasing demand for a fifth regulatory form of tenure as it would benefit the term of coliving. With this new contract form, sharing apartments could become a serious solution for some parts of the housing crisis we are witnessing. For the moment, we can't do more than either discuss- and promote coliving.

5. Result and discussion

Firstly, this chapter begins with a presentation of the result for this thesis. It follows by five sections of discussion regarding the different dimensions, themes and sub themes that contextures the conceptual definition of coliving. Secondly, a section of how the thesis is fulfilling the research purpose is discussed. Thirdly, theoretical-, urban development-, sustainability- and ethical implications related to the thesis topic are discussed. Lastly, limitations and further research are presented.

5.1 Coliving: an emerging term with a conceptual definition

A conceptual definition of coliving has been developed by analyzing and comparing the most important aspects of the literature review in chapter 2 and the empirical findings from the interview study in chapter 4. It consists of the five dimensions that where identified in the beginning of the literature review; *target group, services, sharing, community and form of tenure*. Related to the dimensions, eight themes and one sub theme where in total identified as they contribute to a deeper and stronger representation of what coliving is, which can be seen in table 3 below. The three grey-marked themes: *young adults, rule of 60/40 and partial form of rental tenure*, and the two sub themes: *affordable and service fee*, have been rejected as they did not relate enough to the literature review.

Table 3. Dimensions, themes and sub theme, building the conceptual definition of coliving visualized in black. Rejected themes and sub themes visualized in grey.

Dimension	Theme	Sub theme
Target group	Digital nomads	
	Young adults	Affordable
Services	Simplification	
	Sharing economy	
Private- and shared spaces	Natural separation	
	Rule of 60/40	Feeling of home
Communtiy	The perfect group	
	Belonging	
	Independency	
Form of tenure	Rental tenure	
	Partial form of rental tenure	Service fee

The developed conceptual definition of coliving, presented with this thesis is:

A rental form of housing where global, digital nomads lives in groups of 8 to 12 people in sharing apartments, which are naturally separated into private rooms and common areas with the feeling of home. The residents are gathered around values of belonging, independency, well-being and security which a community of this size provides. Services such as sharing economy are often integrated in order to foster simplification and minimization of friction in the community.

The following sections will further present the different dimensions, themes and sub themes that contextures the conceptual definition of coliving.

5.1.1 Target group

Coliving isn't for everyone, at least not now. The housing form has a primary target group consisting of global, digital nomads. As the empirical findings revealed, age isn't one of the most valuable aspects in term of the target group. Colive aims to solve the housing problem for young adults that have problem to establish themselves on the housing market, these people are often between 20 and 35 years old. While Tech Farm's two coliving spaces have an average age of 30 to 35. Roam also clarifies that their average age is closer to 40. This reveals that age doesn't really matter when it comes to the residents of a coliving community. The primary factor is instead what kind of person you are. The common denominator from the empirical findings is that the target group for this kind of housing is global and digital nomads. These people tend to travel the world, work remotely and value the mobility coliving offers.

Five generations are making up the Earth's society. Some are more interesting than others in terms of coliving. Generation X, Y and Z are all born after 1965, which makes the oldest about 55 years old. Among these three generations, we have "latchkeys", "millenniums" and "digital natives". Based on the superficial fact of year of birth and their categorization names, the latchkeys can be canceled out. But as life changes and what was common before, isn't the same today, that's not enough. The literature study shows that generation Y and Z would be the primary group for coliving as they are born during the era of technology and digitalization. Both Roam and Tech Farm, who have the highest average age of residents confirms that generation Y and Z are the most suitable generation for this kind of living.

5.1.2 Services

The number of possible services that are applicable for a coliving community can be seen as infinite. However, just because a service is integrable into a coliving community, doesn't

indicate it will contribute to increased value for the residents. Roam argue for simplicity as you don't want to live inside a technological device, you want to live inside a building that you can call your home. In their case, less is more. But as our society evolves, new features are coming each day, some of them are highly related to the term of sharing economy as people has a tendency to prefer using over owning. The empirical findings indicate that everyone inquires cleanliness. The bottom line when it comes to coliving services are that they should foster simplicity and minimization of friction in the community. Nevertheless, something that suits one community doesn't need to suit another.

The Business Dictionary defines a service as "a valuable action, deed, or effort performed to satisfy a need or to fulfill a demand". The literature review reveals that services are the new thing. The young generation are evaluating the ability to access a broad range of information in order to do a comprehensive analyze before a purchase. The new way of consumption is to have access to a product or a service, and not necessarily owning it. The worldwide market for sharing services and products have increased significantly over the last years and the behavior of being able to collect and cross-referencing many sources of information lies in the nature of the target group.

As the empirical findings shows us, a home is place where people want to feel secure and able to relax. Which results in the fact that even though we have an increasing demand for all kinds of services. Less is more when it comes to coliving. The residents just want the most necessary.

5.1.3 Sharing

Sharing is a widely debated topic. It doesn't matter in which context it is placed. Some prefer to share, and others prefer not to share. In the context of coliving, sharing is one of the most vital aspects that needs to be taken into consideration and accepted. In a coliving community, sharing can be done in many different ways. Shared spaces, such as kitchen, living room, TV room, laundry room, etc will always be part of the sharing as these spaces are a part of what coliving is all about.

In order to attract and satisfy a large quantity of residents, the sharing needs to be planned in a proper way. A human can be divided into two compartments in terms of personality types; extrovert and introvert. Hence, it is important that the spaces that are both private and shared are decently planned regardless of which type you are. Because a home should feel like a home for everyone.

Functional spaces can be broken down into three classifications according to the literature review; primary-, secondary- and tertiary spaces which relates to different degree of privacy and community. As coliving is built upon the belief of a community consisting of individuals that wants to increase their well-being and sense of belonging. These three spaces need to be separated in a naturally way in order for people to enjoy life. Social spaces shouldn't be mixed

up with private spaces as that intrudes on the personal life. The line of perfection is hard to tell, but as the empirical findings indicates, primary spaces should be located directly when you enter the apartment. Tertiary spaces should be located in the far end of the apartment and secondary spaces should act as the zone between social and private.

5.1.4 Community

The housing form of coliving can't be structured in a decent way without an established community. Roam clarifies that even senior business partners from large international enterprises choose to stay with them instead of luxury hotels as they want to be part of something bigger and more important. Coliving is about fellowship, where the residents are supposed to increase their well-being by having the opportunity to live greater on less space.

In order to build up and maintain these values, a community shouldn't be more than 8 to 12 people as a smaller group of people can in a shorter amount of time become close friends and sense the feeling of belonging. Further, the two values of independency and security are vastly involved in the baseline of the community. As a fellowship or a family is supposed to consist of close friends or family members, all the residents should be secure and independent in terms of compulsory obligations.

The literature review stated that a community is a self-organized network of people with common agenda, cause, or interest, who collaborate by sharing ideas, information and other resources. The way of living in a community has for a long time been seen as an alternative way of accommodation, as the preconceptions have been that it is built around an ideology of establishing a life outside of the normal society. Although, the empirical findings relate to the key points of what a community is according to the definition, group size and the ability to enjoy life with like-minded. A coliving community is so much more than the ideology it has been related to before. Today, it is more about fulfilling your own needs and well-being, which in the long run transforms a group of individuals into a community.

5.1.5 Form of tenure

Shared apartments need to foster mobility as the supposed target group are global and digital nomads that value the ability of traveling the world, work remotely and be mobile. In the introduction of section 2.6 Forms of tenure in Sweden, the literature review recognized that we have four statutory forms of tenure within apartment buildings in Sweden. However, only two of those four are explained in a deeper context as coliving acquires mobility for the residents. The two forms of tenure that were left out, are related to ownership which is the opposite of mobility in terms of accommodation. As both the literature review and the empirical findings confirms, rental tenure is the most used form of tenure in Sweden when it comes to the housing form of apartments.

5.2 Fulfilling the research purpose

The aim of this thesis was to present a conceptual definition of what coliving is in today's society. To fulfill the aim, a main research question was formulated:

“How can a conceptual definition of coliving be formulated so it is suitable for today's society?”

In order to answer the main research question, the existing knowledge about coliving needed to be expanded as coliving has been a fairly unexplored research topic due to its late exploration on the housing market. The purpose was therefore used to formulate a sub research question:

“What aspects should be taken into consideration when formulating a conceptual definition of coliving?”

Which had the purpose of building up a case about what coliving is today in terms of key aspects. The findings for the sub question were linked to both the existing literature and the conducted interview study. As coliving can be seen as a related term of cohousing, which is an immensely researched field. Hence, some conclusions could be made in an early phase of the literature review about key aspects related to the sub question. The empirical study resulted in five dimensions, eleven themes and three sub themes that should build up the conceptual definition of what coliving is about in today's society. These key aspects were later on analyzed in relation to the literature review in order to increase the validation. Most of them were approvingly related, but a selection needed to be done as three themes and two sub themes were not sufficiently allied. The key aspects that builds up the conceptual definition of coliving have been showed in table 3 earlier in section 5.1, Coliving: an emerging term with a common conceptual definition.

The conceptual definition of coliving that was both presented in section 5.1 and below, answer the main research question of what coliving is in today's society, which fulfills the aim of this thesis research.

A rental form of housing where global, digital nomads lives in groups of 8 to 12 people in sharing apartments, which are naturally separated into private rooms and common areas with the feeling of home. The residents are gathered around values of belonging, independency and security which a community of this size provides. Services such as sharing economy are often integrated in order to foster simplification and minimization of friction in the community.

5.3 Implications

During the process of writing this thesis, it became obvious that coliving hasn't been researched in matter of how it should or could be defined. It also became obvious that there are lots of discussion regarding this term, real estate companies, municipalities, government agencies and politicians are thinking of how this old but new way of housing can be turned into something favorable for the society. People know that it can be used in a favorable way but there is no conventional way of how to do it as we at the moment don't really understand the fully interpretation of the term. Thus, theoretical-, urban development-, ethical- and sustainability implications have derived from this thesis.

5.3.1 Theoretical implications

The foundation for this thesis was identified through the research gap as previous research has been incomplete and mainly focused on cohousing initiatives. As we have seen earlier in this thesis, cohousing and coliving is related but interpreted in two different ways. Coliving is the new, modern and upscaled version with a different target group and therefore not theoretically the same, which has motivated the research for this thesis. From that point of view, two theoretical implications have been derived:

- This research is an attempt to investigate the key aspects that should be taken into consideration regarding coliving spaces and creates a foundation for further investigation of key aspects related to coliving in different areas around the world.
- This thesis has the possibility to serve as a foundation for further research in the housing market of coliving. The housing market is undergoing changes due to the housing crises, changes of the mortgage conditions from the banks and a historical low interest rate, which makes this an interesting topic for further research.

5.3.2 Urban development implications

The proposed conceptual definition of coliving is supposed to be helpful regarding how the involved stakeholders can see coliving. It will hopefully unit them around what coliving is today and what we should aim for in the near future. By this conceptual definition, coliving can hopefully gain closer to its fully potential and assist in those areas where it belongs.

Furthermore, as the proposed conceptual definition of coliving consists of several dimensions, themes and sub themes, it can hopefully be used by several different actors. As they can use it in terms of analyzing and developing their planned projects.

5.3.3 Sustainability implications

The broad term of sustainability is according to Capra (2015) related through environmental-, economical- and social aspects. Hence, the result of this thesis can hopefully in the long run ensure sustainability within those topics. Since coliving is a housing form where you share everything beyond your private room, it motivates positive aspects within all of the three key-stones according to Capra's definition of sustainability:

- *Environmental:* As of today, we are witnessing a "buy, use, and throw away" society where people aren't utilizing the full capacity each gadget has to offer. As the concept of coliving is to share, this twisted mentality can be reduced by offering more opportunities to colive and share instead of buy, use and throw away.
- *Economical:* By the Swedish rules for how you are supposed to build and construct new houses, each accommodation needs to be provided with at least one bathroom, shower, kitchen, and so on. By coliving, you reduce the number of at least kitchens, and in some cases bathrooms and showers. This outcome can be derived directly to the economical aspect of sustainability as it will result positivity for the finance department of the real estate actors within a coliving project.
- *Social:* The aim of the Swedish pioneer and research company, Tech Farm has been to examine that by colive with other residents, we can use less space per citizen and in the same time increase the quality of life and well-being.

5.3.4 Ethical implications

A thesis of this kind involves several parts that are related to ethical implications. To focus on two; *sensitive information provided by the interviewees* and *unrelated people living together in shared spaces*.

- *Sensitive information provided by the interviewees:* As of the possibility of receiving sensitive information regarding company secrets during the interviews, all of the interviewees were informed that the interview would be recorded in order to use the provided information as findings for this thesis. None had any complaints regarding that fact and were more or less happy to discuss and spread their knowledge about coliving.
- *Unrelated people living together in shared spaces:* When you gather unrelated people in shared spaces with the purpose of housing. The residents need to be on the same page, where they respect equal rights, ethnicity, sexuality, political viewpoint etc. It can otherwise result in unimaginable conflicts. COLIVE's solution to this implication is to use a code of conduct which states that the resident has no problem of diversity.

5.4 Limitations and future research

The starting point of this thesis was retrieved from the current situation of the housing market in Sweden, and especially what Stockholm is witnessing. With that foundation, coliving has been derived from cohousing as the author sees them highly related and finds it as a suitable ground for starting this thesis. If this thesis would have been derived from another foundation, the possible outcome would probably differ.

Due to the limitation in time, the interview study only contains companies that are officially related to coliving in Sweden. If the study would have been conducted world-wide with the leading market actors, the results would have been more general and applicable for more actors. Sweden is also a small and local market in consideration to other more established countries for coliving, thus the recommendation is to conduct a foreign study as a future research.

In addition, as the coliving market in Sweden is fairly small in contrast to other countries abroad, there are not that many actors to base the findings on. The generalizability of this study to other countries might not be applicable. Nevertheless, coliving is not a common sense to the housing market which can make this study bias as the number of actors are highly connected to each other in some way or another. For instance, COLIVE which is a concept developer and operator has signed an agreement with Rikshem, which is a real estate developer and owner. Hence, the interviewee from Rikshem can be influenced by the information from their collaboration. Furthermore, the resident at K9 is also an employee at COLIVE, which signifies that COLIVE concept can be influenced by the characteristics of K9.

The outcome of this thesis is a conceptual definition of coliving which will hopefully open up for further research in order to understand the term in a wider and deeper perspective. In the same way it will hopefully help both existing- and coming actors to establish and develop more coliving spaces.

A. Interview questions

During the interview study, 7 interviews were held with different actors within field of coliving. The interviews were both unstructured and semi-structured with open-end questions. The questions that were posed for the semi-structured interviews can be seen below.

Coliving

- How would you describe and explain coliving today?
- What kind of differences would you say that there is between the coliving we see today and the term we have seen in the past?
- What aspects should be considered when it comes to coliving?
- Which are the greatest differences between converting an old property and developing a new one for coliving?
- What pitfalls are there with the regulatory framework we have today for coliving?
 - o Something you would like to change?
- How would you like to combine coliving and coworking in order to take advantage for the synergies?

Target group

- What's your primary target group?
- How have you verified that you are attracting your primary target group?

Services

- What services increases the value of a coliving space?
- Are there any services that you consider not suitable for coliving?
- Sharing economy, how are you combining it with coliving?
- Smart homes, how are you combining it with coliving?

Private- vs. shared spaces

- What has you taken into consideration when it comes to private- and shared spaces?
- Is one or the other more important?

Form of tenure

- What kind of tenure form are you using today?
- Can you see any obstacles with Sweden's regulatory forms of tenure?
- How would a dream scenario be when it comes to tenure form?

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