



# Future Living

## New know-how for the serviced living sector

### Project background:

Socioeconomic change has brought about greater flexibility for both living and working. In this context, serviced living has emerged in recent years as a sector with a broad range of offerings to meet new changing demands.

### Project description:

Over a period of 24 months, a selected group of companies working in the serviced living sector will work together to identify main trends in the sector and collaboratively develop innovative concepts that can be realized.

This project, which is coordinated by the Future of Hospitality Institute GmbH, focuses on the following topics:

- student accommodation, co-living and micro-living,
- senior-oriented and assisted living and
- service apartments, branded residences and aparthotels.

The main objective of the Future Living project is to analyze who the users of the different serviced living concepts are. The aim is to identify the different user groups, their main needs, desires and requirements for serviced living concepts.

### Services provided by Fraunhofer IMW:

Based on the results of a market analysis conducted by the research partner BVA Group, the essential future research trends will be prioritized together with the network companies. This is followed by two innovation competitions to collect feedback on concrete potentials of serviced living approaches with the help of the digital crowdsourcing platform developed by Fraunhofer IMW. In the final step, selected solutions will be evaluated by potential users in terms of their practicality and user-friendly applicability.

### Client:



### Project page:



<https://s.fhg.de/future-living-englisch>

### Project duration:

1.5.2022 – 30.4.2024

### Contact

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