

UTOPI



DLC  
europe

## VALIDATED CASE STUDY

# 9x ROI



### ACTION.

Harrison Street Real Estate rolled-out Utopi to 8,542 beds across the UK, Ireland and Spanish PBSA assets as part of their innovative ESG strategy. The mission, to improve energy and carbon savings.

### DATA.

Within 2 weeks for some assets, real-time, granular data on ESG performance and energy consumption was being collected allowing for action. Seeing one asset alone reduce their carbon emissions by 68,311kg.

### IMPACT.

Number of Beds: 8,542  
Total Capex: £1.9 Million  
Total Value Increase: £17 Million  
Rollout: < 8 months  
Countries: UK, Republic of Ireland and Spain.

### Key metrics.

## 9X ROI

Validated by a Valuer.

## £17 MILLION

Total Asset Increase.

## 15%

Total Energy Savings.

## UP TO £125

Savings per bed / per annum.



# DATA DATA DATA DATA DATA

HSRE assets which had Utopi energy monitoring installed, and had a full academic year of data, demonstrated energy saving of up to 15%.

When extrapolated across the rest of the HSRE portfolio, it suggested a saving of up to £125 per bed per annum.

Total Energy Savings

**15%**

Savings Per Bed,  
Per Annum

**Up to £125**

Asset Value Increase

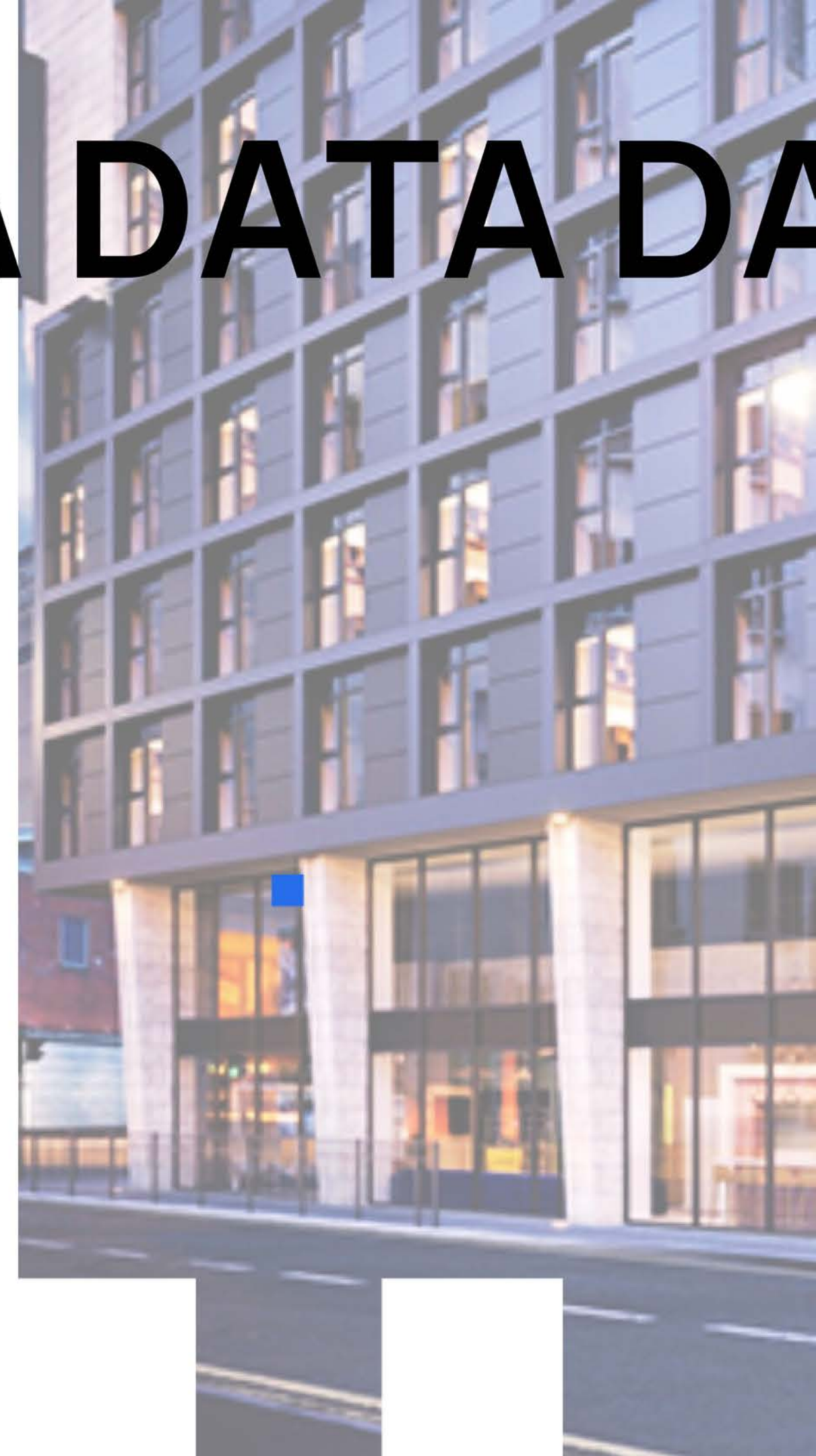
**£17Mil**

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**HARRISON STREET**  
*Making an Impact.*

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# PROJECT SCOPE

## PARTNERS

HSRE were an early adopter of Utopi. They believed in the start-up, they prioritised their ESG strategy, and they knew this idea could make a real impact if done right.

The Partnership began, and they implemented Utopi into their entire European portfolio.

## BEHAVIOURAL CHANGE

With the ultimate goal of reducing the energy consumption across their PBSA assets and reducing their carbon emissions, behavioural change campaigns, active interventions and actionable insights took centre stage. Utopi's impact team supported, and 3rd parties like DLC Europe came on that journey.

## INSIGHTS & ACTION

Data was just the beginning, it was about turning that granular data into actionable insights. Using the data to make changes, and building a resident community of change makers through rewards and incentives. Temperature was used as a proxy for energy consumption, the aim was then to reduce average on-site temperatures.

## MEANINGFUL IMPACT

Utopi was able to drive meaningful impact for HSRE. From future proofing assets and improving living conditions for residents, to improving operational efficiency, improving green finance credential and gaining green certifications.

The result of a cohesive approach was a £17 Million increase in asset value.

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# INVESTMENT

Across the HSRE European PBSA portfolio, totalling over 8,542 beds, the value uplift associated with this was around £17 million across the whole portfolio.

Based on a £1.9 million investment in Utopi and a total value increase of £17 million, that figure was derived from an NOI increase of up to £125 per bed per annum, and is based on 15% net saving in energy Opex.

Validated by a top Valuer's Valuation and Advisory Services team, specialists in Living Sectors like Build-to-Rent, Co-Living and Student Accommodation; this equates to a 9x return on investment in just one academic year.

*"Rolling out Utopi always made sense as it not only supported our wider ESG strategy, but we could see the real value in the data they could get us. This valuation is a sign of this powerful partnership and our belief in the original idea, to decarbonise the real estate sector."*

Krishan Basra, Vice President, HSRE

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# CONTACT US

For more information on this Partnership, this project scope or how Utopi can help you unlock an asset value increase in your real estate assets; make sure to get in touch.



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