

EUROPEAN
PROPERTY
OWNERS' ENGAGEMENT IN
NEIGHBORHOOD
IMPROVEMENT



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International Union of Property Owners (UIPI)

The International Union of Property Owners – Union Internationale de la Propriété Immobilière (UIPI) is a pan-European non-profit association comprising 27 organisations from 24 countries. Jointly, they represent more than 5 million private property owners of some 20 to 25 million dwellings all over Europe!

Founded in 1923 in Paris, UIPI is the leading organisation for individual owners and private landlords in Europe. The property owners represented by UIPI, range from individual homeowners, private landlords with a single bedroom flat or multiple-occupancy houses, to landlords with large property portfolios in the private-rented and commercial sectors. UIPI also supports dispossessed property owners in former communist countries.

The interests of the sector we represent correspond to the concerns and needs of a substantial part of the European population. As shown by Eurostat, almost 70% of EU citizens are owner-occupiers, whereas almost another 20% of the population is housed in the private rented sector.

UIPI is listed in the European Commission's Transparency Register with No. 57946843667-42.

CrAFt

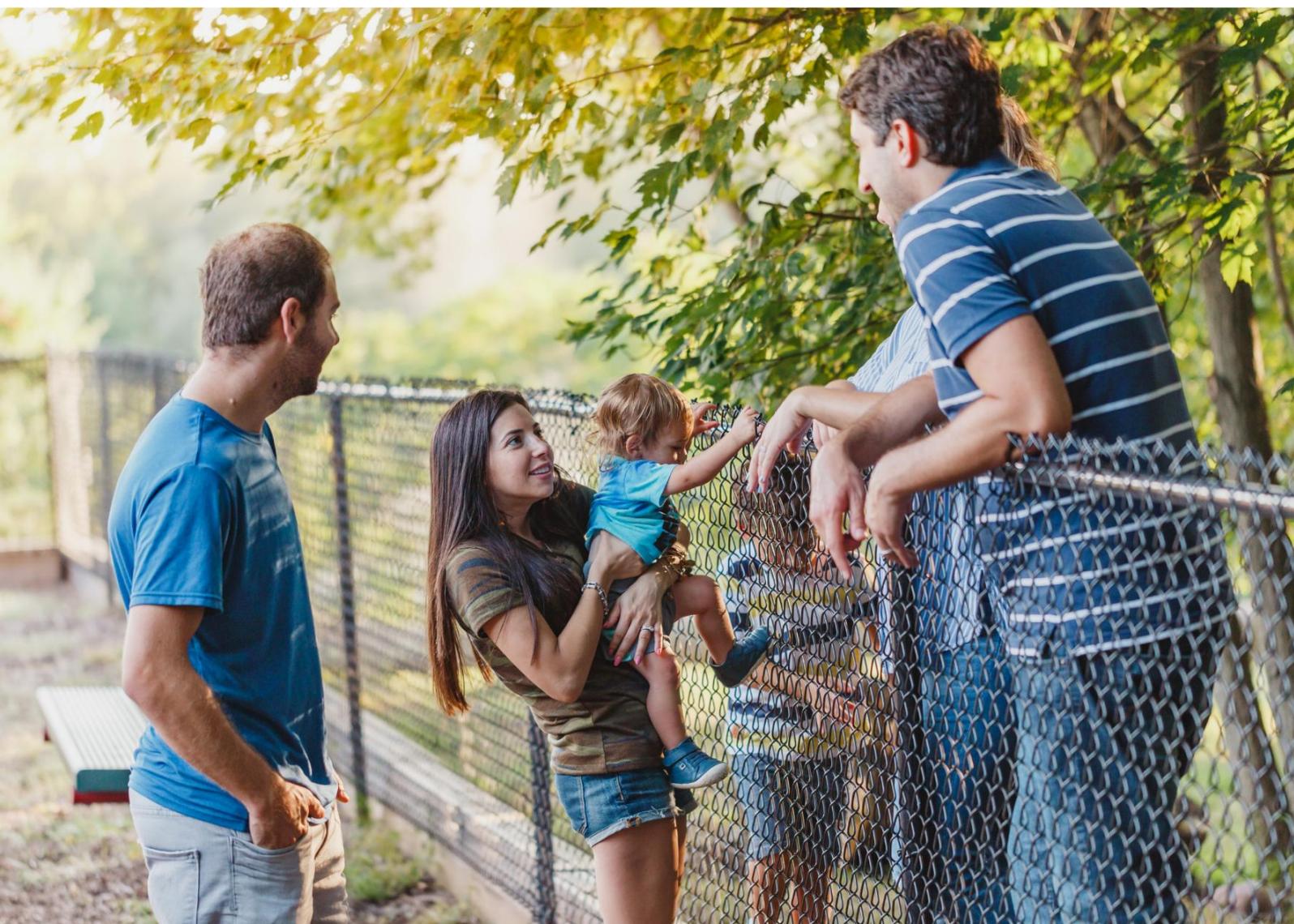
Creating Actionable Futures, CrAFt, is an EU-funded project part of the New European Bauhaus initiative. The project places the transition to climate neutrality at the heart of urban stakeholders by testing and sharing collaborative local governance models to harness the value of inclusiveness, aesthetics and sustainability towards climate neutral cities.

Learn more about CrAFt at: <https://www.craft-cities.eu>

FOREWORD

Beyond the renovation of their individual properties, the commitment of property owners extends to the broader vision of improving their neighbourhoods. As part of a large-scale survey how property owners perceive renovation conducted by the International Union of Property Owners (UIPI)¹, European property owners were asked about their sense of responsibility and level of involvement in initiatives in their local communities relating to environmental and energy-efficiency and governance.

This report explores how property owners get involved in such local initiatives, and offers a comparative analysis between owner-occupiers and landlords to demonstrate that property owners, regardless of whether they live in the properties they own or not, care about the communities that surround them.



¹ *European Property Owners' Perspectives and Experiences on Building Renovation* available at: <https://www.uipi.com/understanding-property-owners-perspectives-on-europes-renovation-path/>



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METHODOLOGY OF THE STUDY

European Property Owners' perspectives and experiences on building renovations follows a four-step methodology as described below.

1. INITIAL RESEARCH

Review of existing literature on the awareness, perspectives and experiences regarding building renovations among private property owners. Identification of research and policy gaps.

2. QUESTIONNAIRE DEVELOPMENT

52 questions developed with input from UIPI Member Associations and external experts. Translated into 18 languages to ensure the widest possible reach.

3. DATA COLLECTION

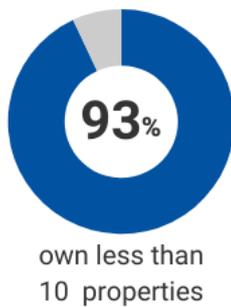
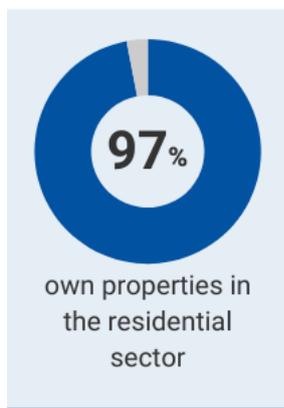
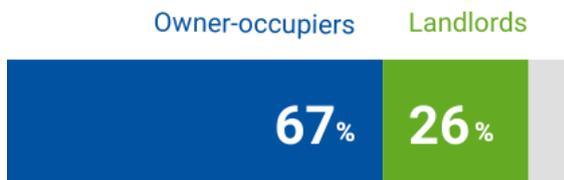
Conducted over a six-month period, from July to December 2024. A total of 5,540 valid responses were collected from 32 European countries through an online tool.

4. DATA ANALYSIS

Respondents were grouped and compared according to the following criteria: owner-occupiers vs. landlords, single-family dwellings vs. multi-unit buildings, and status in the renovation journey. Data were analysed in-house to identify key insights into property owners' renovation behaviour and attitudes.

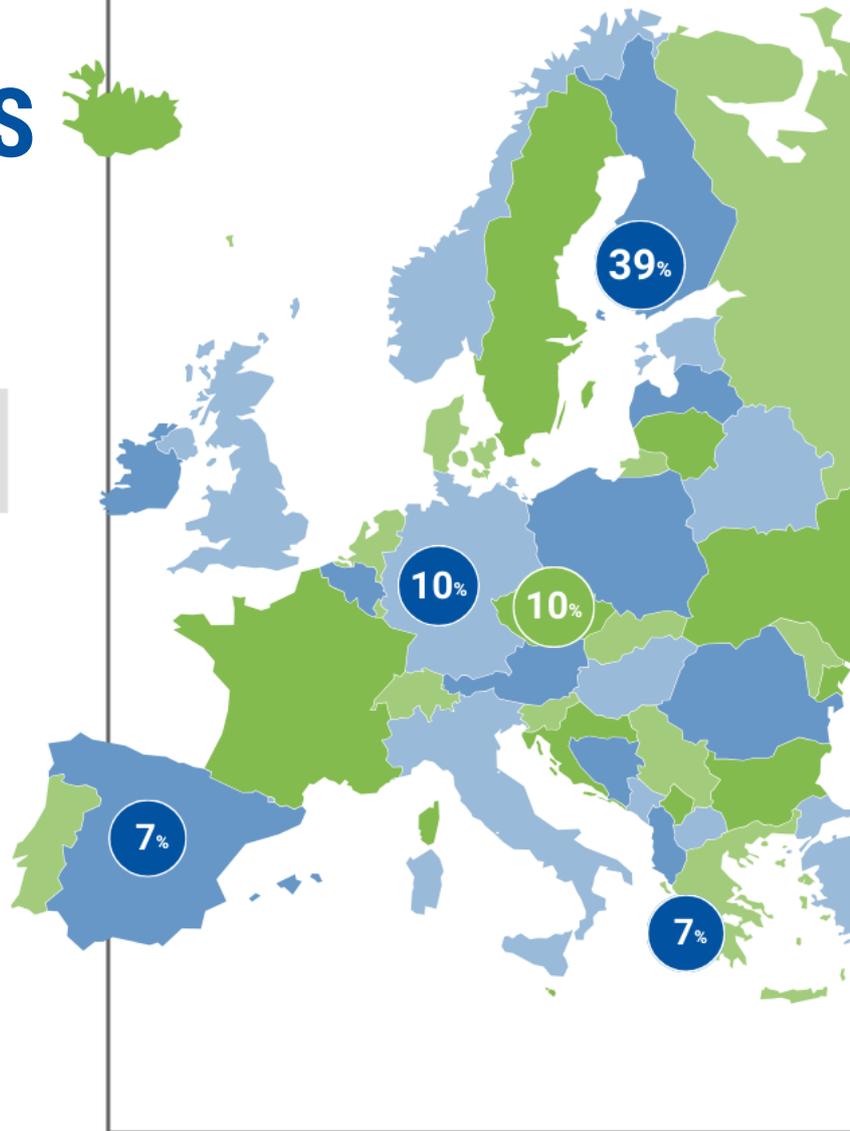


RESPONDENTS PROFILE



The survey collected 5,540 responses from 32 countries across Europe, offering wide geographical coverage. Respondents from Finland provided an especially strong contribution with 2,174 responses (39%), followed by those from Czechia (549), Germany (542), Spain (421), and Greece (399).

Most respondents were small-scale property owners, with 93% owning less than 10 properties. The majority (67%) identified as owner-occupiers, while 26% were landlords.



Note: The map only shows the top 5 countries.

Nearly all properties (97%) were in the residential sector, split between single-family dwellings (56%) and units within multi-apartment buildings (41%). Due to the very low share of responses concerning non-residential buildings (3%), the analysis focuses exclusively on the residential segment.

To enable a more detailed analysis this report presents the results compared by property ownership status separating respondents in owner-occupiers and landlords.

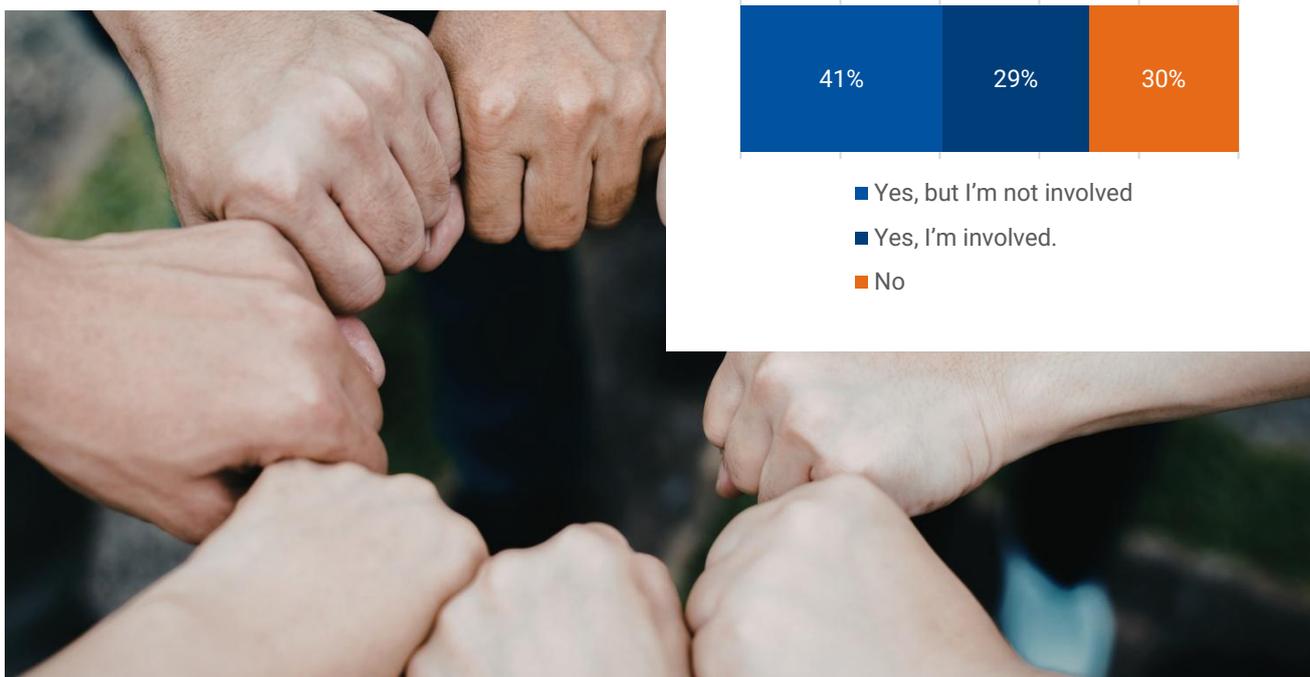
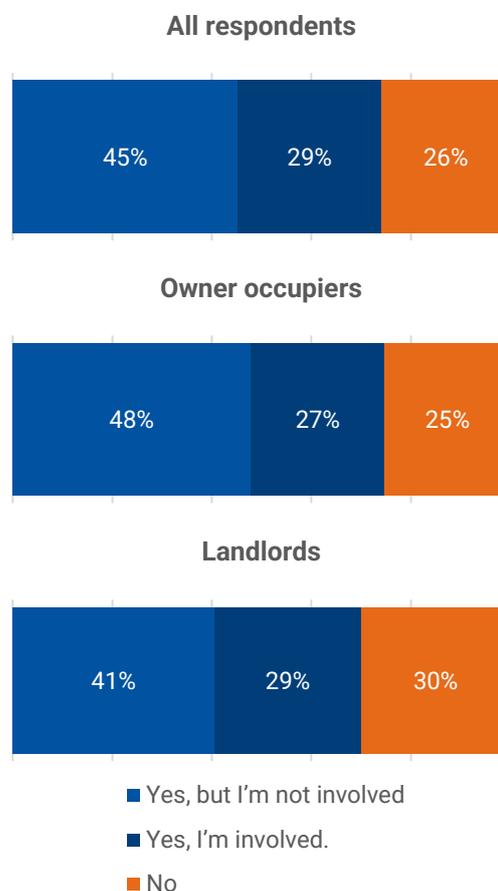
A STRONG SENSE OF RESPONSIBILITY

Property owners show a strong sense of shared responsibility for improving the sustainability, social dynamics, and aesthetic aspects of their neighbourhoods. Overall, **74% of respondents believe it is part of their role as property owners to contribute to these goals.**

Both owner-occupiers and landlords share this sense of responsibility almost equally. However, this doesn't always translate into concrete actions: while 45% recognise this responsibility but are not yet actively involved, another 29% are already taking concrete actions to make a difference.

This shows that most property owners are aware of their impact and, while for some this awareness is already translating into participation and engagement considerable potential for engagement that could be unlocked through appropriate support mechanisms and incentives.

DO YOU BELIEVE IT IS PART OF YOUR RESPONSIBILITY (AS A LOCAL PROPERTY OWNER) TO GET INVOLVED IN IMPROVING THE SUSTAINABILITY, SOCIAL AND AESTHETIC OF THE NEIGHBOURHOOD?



WHAT MATTERS IN THE NEIGHBOURHOOD

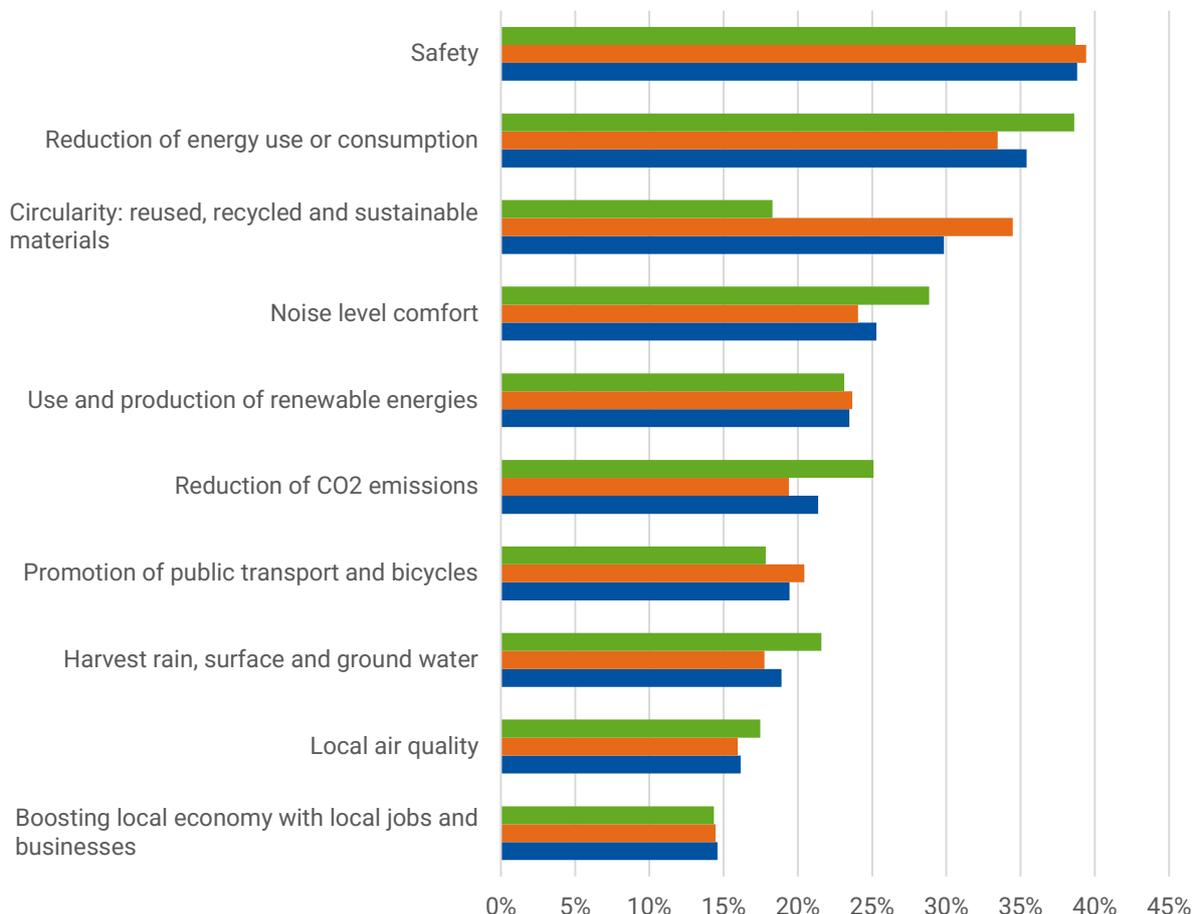
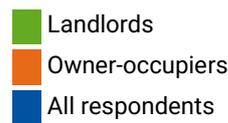
The aspects that owners value most in their neighbourhood encompass a wide range of social, economic, and ecological considerations. Among the top priorities are the reduction of energy consumption, safety, the use of recycled and sustainable materials, and the reduction of CO2 emissions.

Property owners prioritised safety, which emerged as the top concern with 39% of answers, followed by the reduction of energy use and consumption (35%). Circularity and the use of sustainable material followed in third place with 30% of respondents choosing it.

Although owner-occupiers and landlords share similar priorities, one clear difference stands out: owner-occupiers care more about materials and design (35% vs. 18% in circularity and sustainable materials).

WHICH OF THE FOLLOWING ASPECTS MATTER TO YOU IN YOUR NEIGHBOORHOOD?

(Top 10 out of 30 aspects, multiple choice, max. 5 options)



Overall, data shows that 84% of respondents share an interest in taking part in activities that matter to the neighbourhood, divided among those that actively take part and those that yet do not.

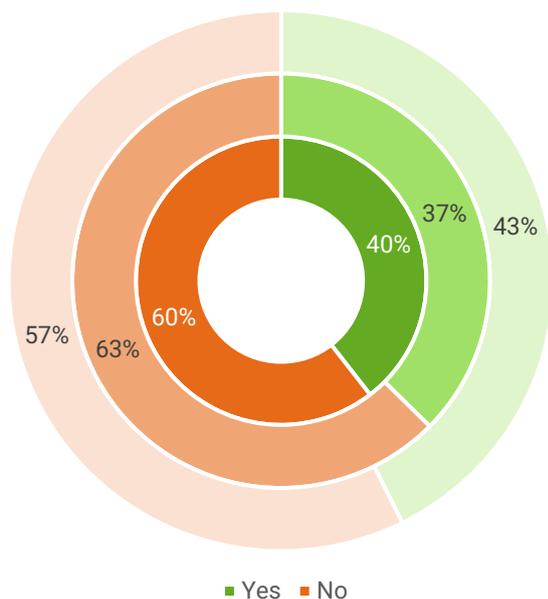
Nearly 40% of property owners are already involved in activities related to sustainability, aesthetics, or community improvement, either frequently (10%) or occasionally (30%), reflecting a solid base of engagement and social awareness. Importantly, the survey reveals a strong potential to expand participation as among respondents not currently involved, 44% expressed interest in taking part if the right opportunities and support mechanisms are offered.

In this aspect, there are no significant differences between owner-occupiers and landlords, but respondents living in a multi-unit building show a slightly higher involvement rate than those living in single-family dwellings (43% vs 37%) and higher potential interest to get involved (39% vs 53%).

WHAT ACTIVITIES ARE PROPERTY OWNERS INVOLVED IN

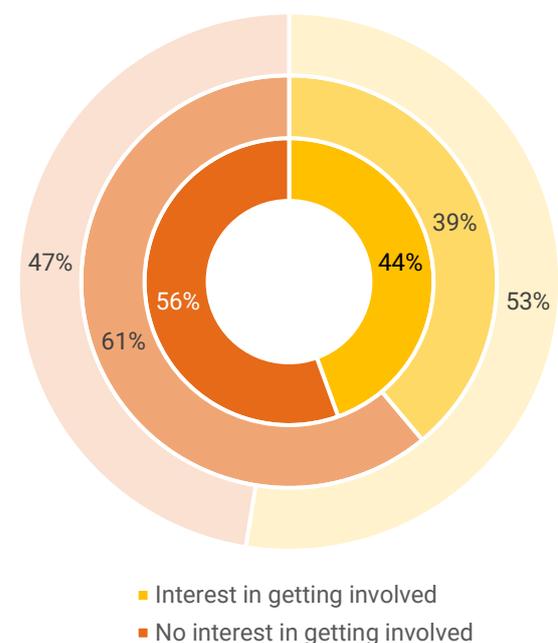
ARE YOU INVOLVED IN ACTIVITIES RELATED TO THE ASPECTS MENTIONED BEFORE?

(All respondents)



ARE YOU INTERESTED IN GETTING INVOLVED IN ACTIVITIES RELATED TO THE ASPECTS MENTIONED BEFORE?

(Respondents not currently involved)



Looking at the activities² property owners engage in, the emphasis on environmental initiatives is largely driven by the three most frequently selected actions: "Reduction of energy use or consumption" (37%), "Circularity, reuse and recycled/sustainable materials" (31%), and "Use and production of renewable energies" (19%).

This is followed by engagement in activities related to safety management and harvesting water (both 16%) and reducing CO2 emissions (14%). Although social activities do not rank the highest, contributing to local social networks and participatory or co-creation activities (both 13%) are to be highlighted.



Conversely, activities related to the economy performance and governance show the lowest rates of engagement.

The graph in the next page shows a full breakdown of the responses.

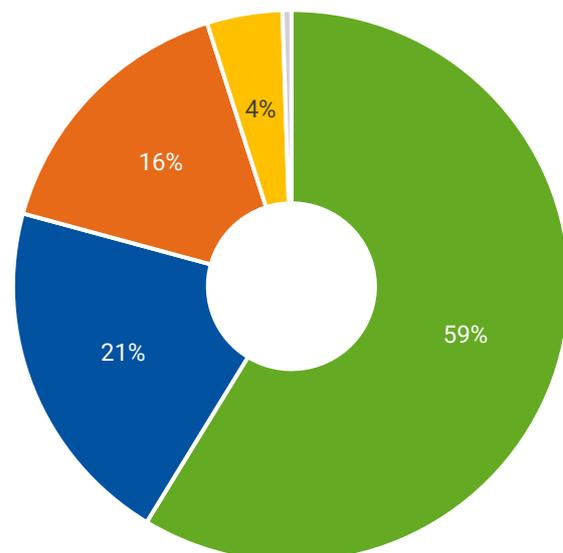
In summary, property owners are overall most engaged in activities related to Environmental Performance (59%). Activities related to Social-cultural Performance (21%) and Healthy Living (16%) are also significantly present. On the other hand, they are least engaged in Economic Performance (4%) and Governance (<1%).

Although there are some minor differences, the trend remains when comparing owner-occupiers and landlords.

- Environmental performance
- Social-cultural performance
- Healthy living
- Economic performance
- Governance

CATEGORIES OF ACTIVITIES PROPERTY OWNERS ARE INVOLVED IN

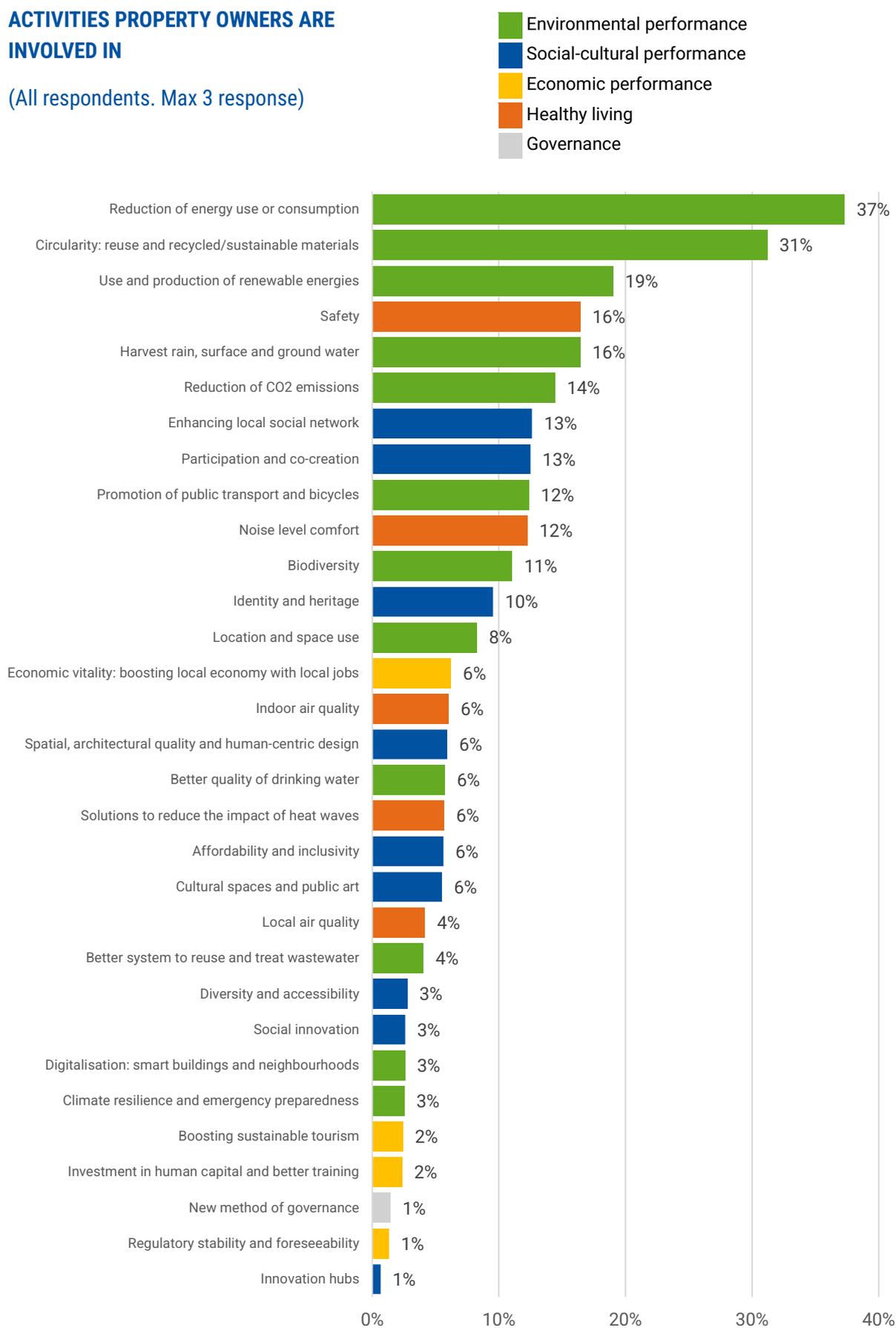
(All respondents)

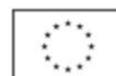


² See Annex: *The New European Bauhaus Impact Model* for information regarding the source of the activities and categories.

ACTIVITIES PROPERTY OWNERS ARE INVOLVED IN

(All respondents. Max 3 response)





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