

SPARKING THE CANADIAN MARKET IN CO-LIVING

What Works Panel: What It Actually Takes to Scale Co-Living Lessons from Europe

Wednesday, April 22, 2026
9 AM ET | 2 PM GMT | 3 PM CET

About the Event

Co-living has become one of Europe's most dynamic rental housing typologies. Over the past decade, large-scale shared living developments have matured into a purpose-built asset class with institutional backing, sophisticated operator models, and ever greater understanding of experience design.

Once primarily associated with student housing, the sector has expanded well beyond those origins, now serving young professionals, seniors, and even families at significant volume. What made that possible, and can Canada replicate it?

To find out, we're convening a What Works Panel featuring three practitioners driving Europe's co-living sector forward across investment, concept development, and operations, moderated by The Honourable Carolyn Bennett, Canada's Ambassador to Denmark.

What is a 'What Works Panel'?

A What Works Panel (WWP) is a structured learning session designed to uncover evidence-informed insights from real-world cases, interventions, and implementation experience. This Lab's overall goal is to spark the co-living market in Canada by identifying the minimum viable requirements needed to scale co-living development. This WWP supports Lab participants to **understand what is working in the co-living sector, why it's working, and the conditions under which they work**, as we seek to accelerate prototypes and policy recommendations.

Bios



The Honourable Carolyn Bennett, M.D., P.C.
Canada’s Ambassador to Denmark

The Honourable Carolyn Bennett is Canada’s Ambassador to Denmark. Dr. Bennett is a former Member of Parliament who dedicated her career to public service. A physician with a passion for social justice, she is a steadfast advocate for health, the environment, gender equality, and disability inclusion. She was first elected to the House of Commons in 1997 and was re-elected eight consecutive times, serving as Minister of State for Public Health, Minister of Indigenous and Northern Affairs, Minister of Crown-Indigenous Relations, and Minister of Mental Health and Addictions and Associate Minister of Health.

Canada and Denmark are friends, neighbours, and Allies. As Ambassador, Dr. Bennett will work to advance our countries’ shared priorities, including strengthening transatlantic security, expanding trade and investment, taking climate action, and building a better future for people on both sides of the Atlantic.



Jack Renteria
Principal & Founder, Generation Global

Jack is an international real estate advisor with a focus on the development of new residential concepts (operational real estate). His work bridges real estate investors, developers and architects across Europe and North America, with a focus on housing as critical urban infrastructure.

A first mover in Coliving and Build-to-Rent concepts in Denmark, Jack co-created the concept for Kaktus Towers in Copenhagen, a landmark Coliving development geared towards young professionals and expats, and managed the workstreams and delivery for Living By Alfa, one of Denmark’s first purpose-built Build-to-Rent communities. These projects give him direct experience with the full lifecycle of new residential concepts – from regulatory approvals and development strategy, to design coordination, construction and operational platforms.

Jack serves as National Chair of ULI Denmark, a ULI Global Governing Trustee, and was recently elected to the Board of Directors of Bloxhub, the Nordic sustainable urban development hub. He is a frequent speaker at international forums such as MIPIM and the International Bar Association, and contributes regularly to panels, articles, and podcasts on housing and urban development.



Ashley Perry

Acquisitions Director, Apache Capital

Ashley Perry has over 10 years of experience in real estate consultancy, across UK, Ireland, Spain and Canada. Before joining Apache Capital, Ashley worked for European BTR Consultancy, LIV Consult, since 2018.

Ashley held the position of Director, BTR Consultancy (UK) at LIV Consult with responsibility for consultancy services to clients in Europe with a client base including Private Equity, Local Authorities, and both Public and Private Developers. Ashley's experience across both single and multifamily strategies helped to secure planning, funding and public support for thousands of rental homes across Europe. Prior to LIV Consult, Ashley worked at JLL in its Project and Development services team where he achieved RICS Chartered status as well as leading multi-disciplinary teams through complex and challenging projects. Ashley is also on the Urban Land Institute's (ULI) Residential Council steering committee.

In addition to leading new business for the Apache multifamily platforms, Ashley holds leadership positions at the Association for Rental Living (ARL) as Chair of the Investor & Lender Forum, whilst also chairing the Urban Land Institute (ULI) UK Residential Council.

Ashley is responsible for implementing investment strategies for Build to Rent platforms, bringing forward new investment opportunities and driving the growth of the business.



Martin Kring

CEO, Plushusene

Martin Kring was recruited to start up Plushusene in 2019 from Germany after five years as CEO of Legoland® Deutschland Resort. Initially, he thought he was returning to Horsens, Denmark, to build a senior citizen co-housing corporation. Plushusene's owners, Urban Partners and M+ Invest, had a new type of living concept on the map, inspired by the co-housing communities of the 60s and 70s. The first property

was to be located on what was then a green field in Hedehusene, near Roskilde in Denmark.

However, a survey of the senior citizen housing market showed that many senior citizens preferred living with different generations rather than just among themselves. "Of the 8,000 senior citizens we surveyed in the mapping phase, 74% said they preferred living with others. To ensure families with children had the same desire, we surveyed 2,000 families with children. It turned out that 9 out of 10 also preferred living with senior citizens" says Martin Kring, who is now CEO of Denmark's largest co-housing concept with over 1.200 housing units in operation across 8 sites.

Active Participation Encouraged!

As a **participant** in the WWP, part of your role will be to help identify patterns and insights across cases that can accelerate solution development in the Lab. In addition to learning from our presenters, we are looking for you to contribute your unique experience. We ask that you listen for signals in the following areas:

1. Problem Framing

- How is each presenter defining their co-living typology and the gap in the market it fills?
- Are there common assumptions or differences in how problems are framed across cases?
- **Watch for:** recurring themes or *blind spots* in how problems are scoped.

2. Conditions for Success

- What enabling conditions appear across cases? (e.g. government support, regulatory preconditions, well-established operators)
- Are particular policies or system features repeatedly mentioned?
- **Watch for:** common enablers that can inform Lab priorities.

3. Evidence Signals

- What kinds of evidence are presented, and how credible are they?
- Are there leading indicators that point to early progress?
- **Watch for:** patterns in measurement that could form shared evaluation approaches.

4. Barriers & Constraints

- What structural or procedural barriers recur?
- Are there policy or funding rules that consistently impede progress?
- **Watch for:** systemic blockers that should be surfaced for policy recommendation.

5. Adaptation & Boundaries

- How have presenters adapted to real-world constraints?
- Where have approaches *not* transferred as expected?
- **Watch for:** insights on what is context-specific vs. what could be generalized.



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