



Our purpose-driven model tackles Ireland’s systemic housing challenges by embedding social and environmental justice at every stage. As a People & Planet First Verified social enterprise, we are committed to solving social and environmental problems, reinvesting profits into our mission, and legally safeguarding our purpose.



SDG1 No Poverty

Ó Cualann is a not-for-profit, Approved Housing Body with charitable status. We believe homes should be affordable to buy and to run. By capping housing costs at ~32% of income, we reduce the financial pressures that often push people into poverty. Our model offers affordable homeownership to those excluded from traditional markets, prioritises underserved communities, and reinvests surplus funds in social good. We help and guide applicants on availability and government support through local authorities.



SDG3 Good Health & Wellbeing

The health and wellbeing of our staff, customers, and communities are central to Ó Cualann’s mission. Our affordable, energy-efficient homes create healthy indoor environments, enhance comfort, and support financial stability, while integrated communities help reduce isolation and stress. Through our Staff Wellbeing Policy, hybrid working structures, and forthcoming Women’s Wellbeing at Work initiative, we foster a safe, supportive workplace.

SDG8 Decent Work and Economic Growth

We are committed to a transparent, supportive workplace that promotes fair pay, career progression, training, and work-life balance. Our Diversity, Equity and Inclusion Policy and Health & Safety Policies protect staff rights, dignity, and equal opportunity. Through our housing projects across Ireland, we drive local economic activity, partnering with authorities for land and levy support, and collaborating with research institutions on innovative housing solutions.

SDG10 Reduced Inequalities

Ó Cualann’s “fully integrated” pillar ensures diversity across income, tenure, mobility, ability, and ethnicity, reducing socio-economic segregation in housing. By creating mixed and inclusive communities, we foster equality of opportunity and belonging. Within our workplace, our Diversity and Inclusion Policy promotes fairness, respect, and representation.

SDG11 Sustainable Communities

Our mission is to build sustainable, fully integrated communities that address Ireland’s housing crisis. Our model ensures affordability, cooperation with local authorities and state bodies, and integration across income, age, mobility, ability, etc. Our homes priced 25–30% below market value, alongside community infrastructure such as childcare, gardens, and playgrounds, ensure inclusive urban regeneration and resilient neighbourhoods.

SDG7 Clean Energy

We deliver A-rated, energy-efficient homes, all with a minimum A2 rating, using air-source heat pumps, high insulation, and climate-conscious design to reduce energy use and carbon footprint. Looking ahead, we will integrate renewable energy and retrofit for climate resilience. In our office operations, we cut consumption with low-energy, timer-controlled office lighting.



SDG9 Innovation and Infrastructure

We embrace innovation to deliver sustainable housing through cooperative models, digital twin technology, and community participation. We collaborate with research partners on projects such as AMBER, ESHER, AutoDAN, and CHRONICLE, monitoring energy use, air quality, and renewable integration to shape future housing policy and performance. By investing in smart technologies and scalable solutions, we reduce waste, lower environmental impact, and create replicable models of affordable, energy-efficient housing.

SDG12 Responsible Consumption and Production

Ó Cualann promotes sustainable practices through our Waste Management Policy, ensuring segregation of paper, plastic, glass, metal, and organic materials. We encourage conscious behaviour among staff and are working toward paperless operations.

We insist on timber and steel frame construction that reduces the greenhouse effect. We guarantee house longevity of at least 60 years and structural guarantee for 10 years. In this way, Ó Cualann advances SDG 12 by minimising waste, increasing housing longevity, supporting recycling, and fostering responsible consumption in daily operations.

SDG13 Climate Action

Ó Cualann integrates climate-conscious design into all projects, delivering energy-efficient homes with features such as enhanced insulation, window shutters to cut carbon emissions and water harvesting. We collaborate with the EU Commission on Autodan and Chronicle projects and with Trinity College Dublin on digital twin research to verify and optimise building performance.

SDG17 Partnerships for the Goals

Ó Cualann's model is built on strong partnerships with local authorities, housing bodies, academic institutions, state agencies, and community groups to deliver permanently affordable homes. We collaborate with organisations such as PTSB, Dublin City Council, Smith+Kennedy Architects, Social Entrepreneurs Ireland, and Rethink Ireland, as well as EU-funded research projects like Autodan and Chronicle.

By sharing knowledge, engaging residents, and scaling community-led housing models nationwide, Ó Cualann advances SDG 17 by strengthening partnerships and driving systemic change in housing delivery.



Contact us today to find ways in which we can work together.

[Contact](#)