

ECONOMIC BENEFITS AND ECOLOGICAL CHALLENGES OF SUSTAINABLE REAL ESTATE DEVELOPMENT

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ABSTRACT

Real estate development represents a powerful driver of economic and overall societal growth, while achieving a balance between economic benefits and environmental protection has become imperative for current and future decision-making by stakeholders in this field. This paper explores the economic advantages of implementing sustainable practices in the real estate sector, including the increase in property market value, the reduction of operational costs through energy efficiency, as well as attracting investments through “green” certifications and environmentally responsible projects. It also analyzes the environmental challenges associated with sustainable development, such as the high initial capital required for the implementation of ecological technologies, the complexity of compliance with legislative frameworks, and technical limitations in the construction process. The paper examines the long-term effects of sustainable investments, which not only reduce greenhouse gas emissions but also contribute to the preservation of natural resources and the improvement of quality of life. Given the growing demand for environmentally friendly solutions, sustainable real estate development is emerging as a potential driver not only of economic growth, but also of positive social and environmental change. The conclusion of the paper indicates that, although the implementation of sustainable principles in the real estate sector involves certain challenges, in the long run it provides significant economic and environmental benefits that are essential for achieving sustainable market development.

Keywords: Economic efficiency, sustainable real estate development, environmental protection

Acknowledgements

The realization of this research and work is supported by the Provincial Secretariat for Higher Education and Scientific Research, Autonomous Province of Vojvodina, Republic of Serbia, through the Public competition for funding development and research projects of higher vocational schools and academies of vocational studies from the territory of the Autonomous Province of Vojvodina in 2026.