

A city skyline at night, featuring several illuminated skyscrapers. A large blue geometric shape, resembling a stylized 'R' or a corner, is overlaid on the right side of the image. The background is a dark blue sky with some clouds.

REAL ESTATE Sustainability & Innovation workshop



**Why ? Pourquoi ? Porque ?
Warum ? Per Quale Motivo ?**

Everybody is concerned

User-experience, environmental impact and investment are **shifting** the industry.

Innovation is bringing the **solutions** to players' challenges for whom **sustainability** (incl. Carbon impact) is a constraint or rule to play by to achieve their n°1 priority : business performance.

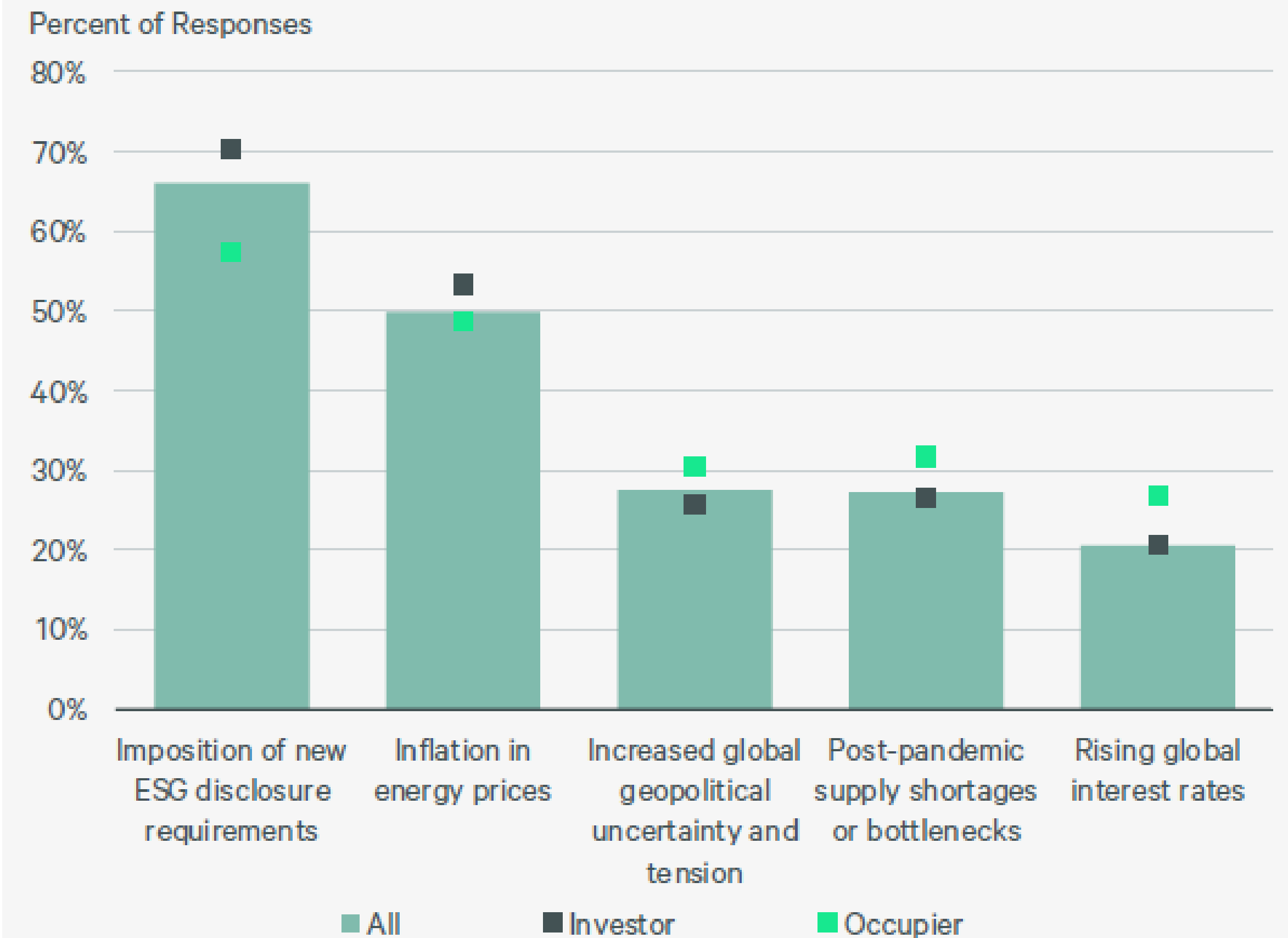
This is leading the development – creation and growth of **new business models** enlarging the industry ecosystem.



The matter of sustainability

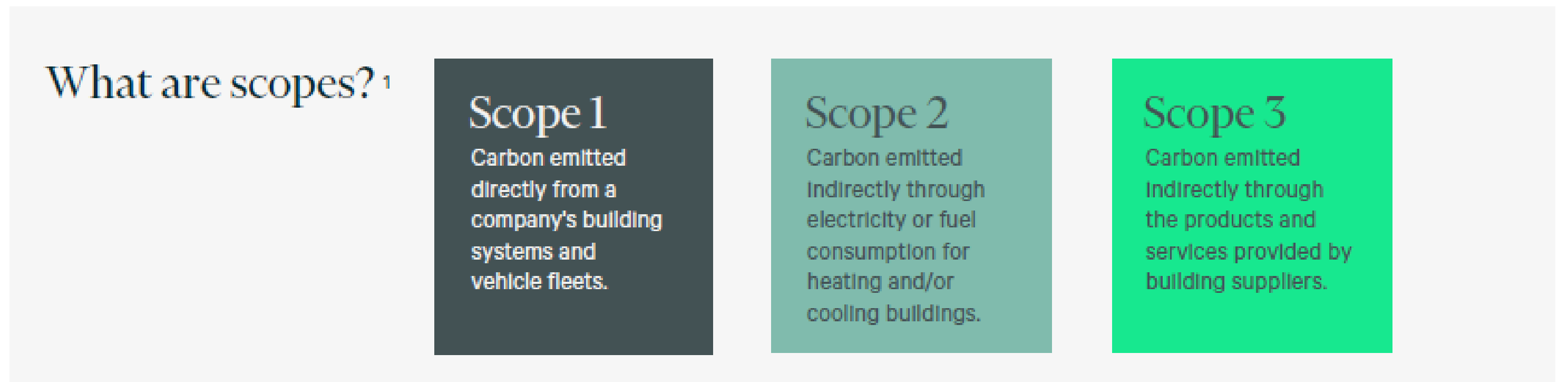
Multiple factors impact sustainability goals and ESG

FIGURE 2: Economic and geopolitical factors influencing focus on ESG



Why carbon footprint / net zero / decarbonation / GHG ?

The Greenhouse Gas Protocol has established a widely adopted framework to measure and manage Greenhouse gas emissions, categorized by scopes.

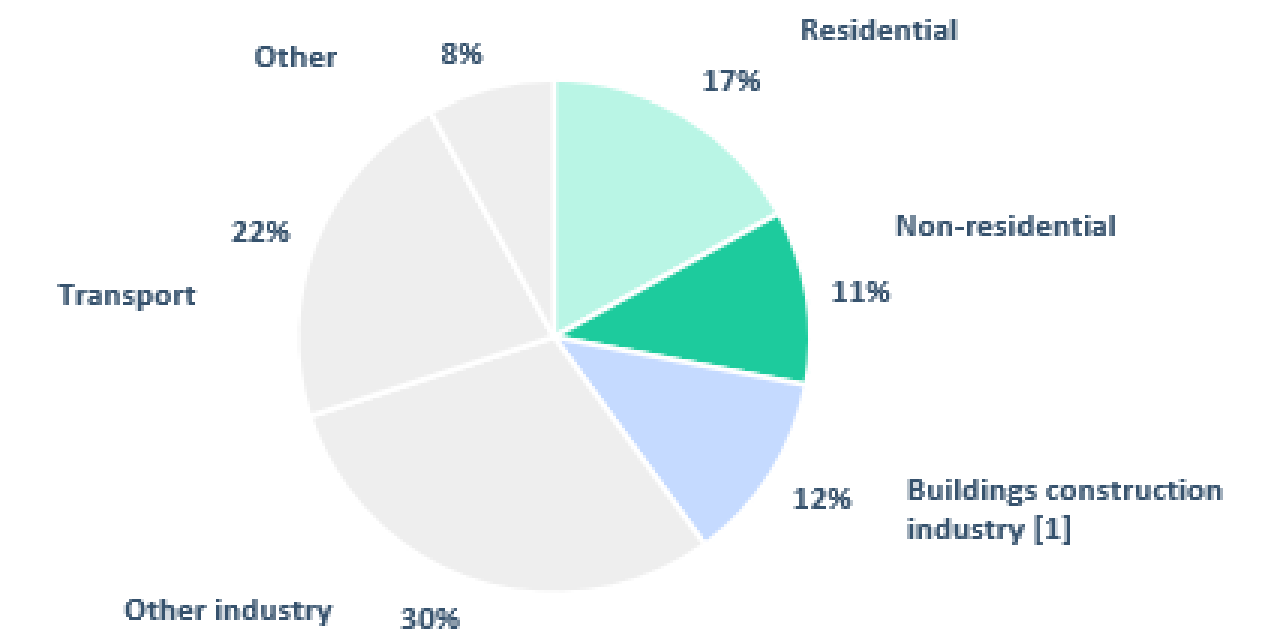


1. Challenges

1. GreenHouse Gas (GHG) emissions and carbon footprint of construction of new buildings and running buildings

Building use is responsible for 28% of energy-related emissions globally, and 18% of GHG emissions

Share of buildings in global energy-related GHG emissions



Globally, buildings account for around **10 GtCO₂** emissions or **37% of energy-related CO₂ emissions** (2021). Direct emissions^[1] represent 2.4 GtCO₂, indirect emissions (electricity use) 5 GtCO₂ and materials another 2.4 GtCO₂. Emissions from buildings have been **slowly increasing** over the past decade.

2. GHG measurement, reduction of GHG emissions, achieve net Zero on scope 1 / 2 / 3

Top 3 challenges for implementing ESG goals : 1. poor availability or quality of data 2. Costs exceed benefit 3. benefits are unknown or uncertain

3. Investment constrains

Carbon criteria are impacting investors on their reporting, tax, admin and business weight,

2. What are the industry challenges to become greener ?

1. Financing

- Changes and transformation require capital and investment
- The financial cost of change is often higher than the price of new

2. Have profitable models

- Laws and rules are not designed to make profit
- Companies are looking for business performance
- Models that are not break-even or don't generate profit cannot be sustained

3. Operate the transformation

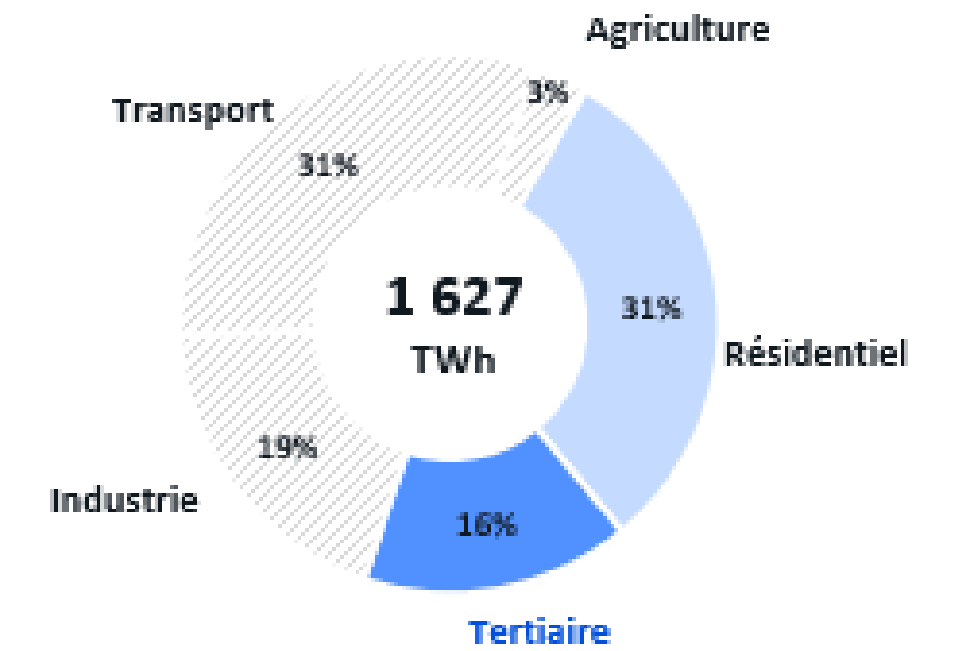
- Have teams and workforce aware, incentivised and sensitive to the challenges
- Implementing new processes and operations
- Find the right partners and providers

3. What are the issues ?

1. Energy

- Consumption
- Energy Mix
- Transition to renewable energy

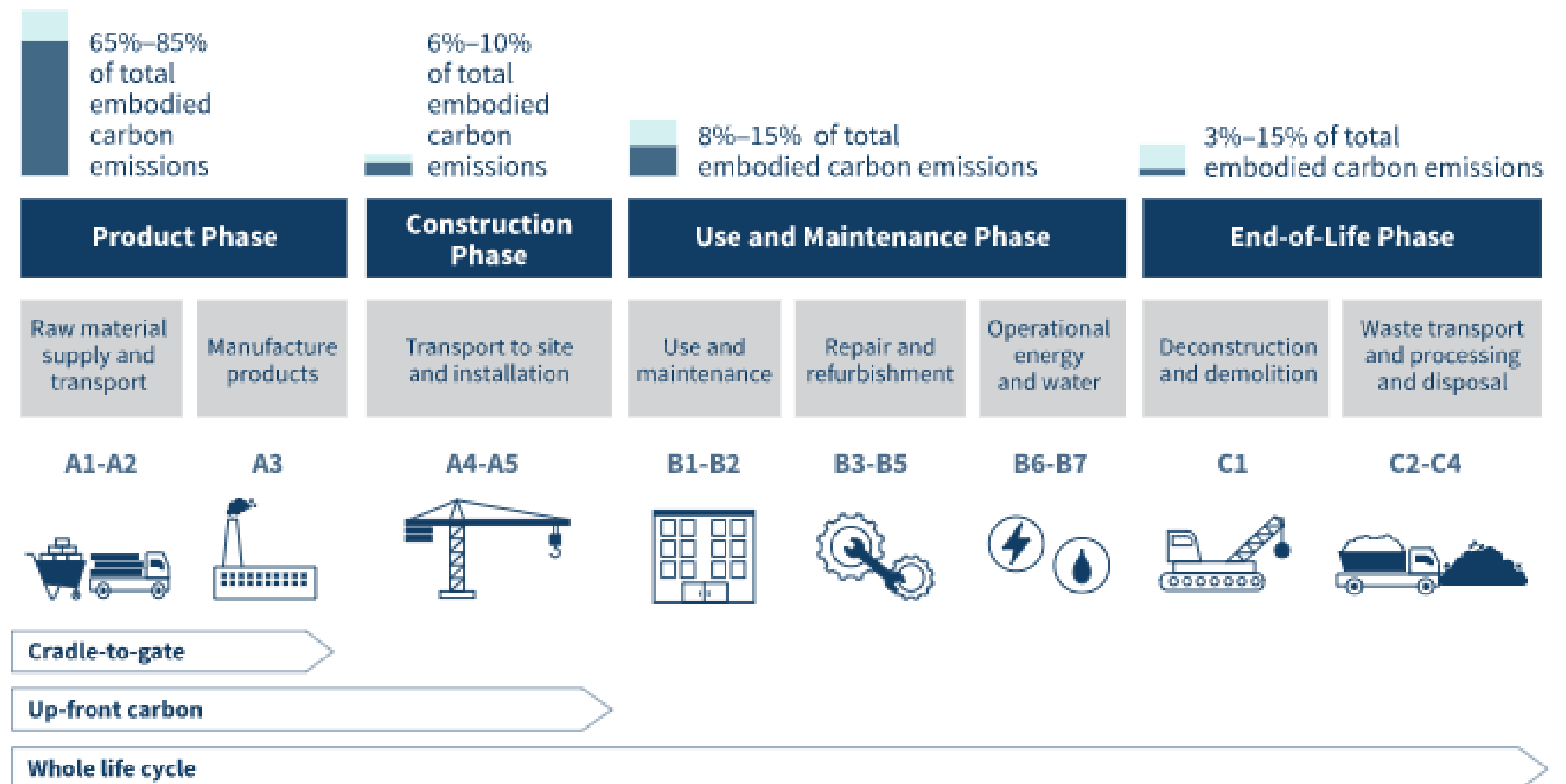
*Reducing Energy Consumption is a priority for Real Estate investors and occupiers.
Residential and commercial real estate accounts for 47% of energy consumption.*



2. Construction materials & infrastructure

- Materials used new buildings impact and their production process
- Supply chain (scope 2 & 3)

Life-Cycle Assessment Phases



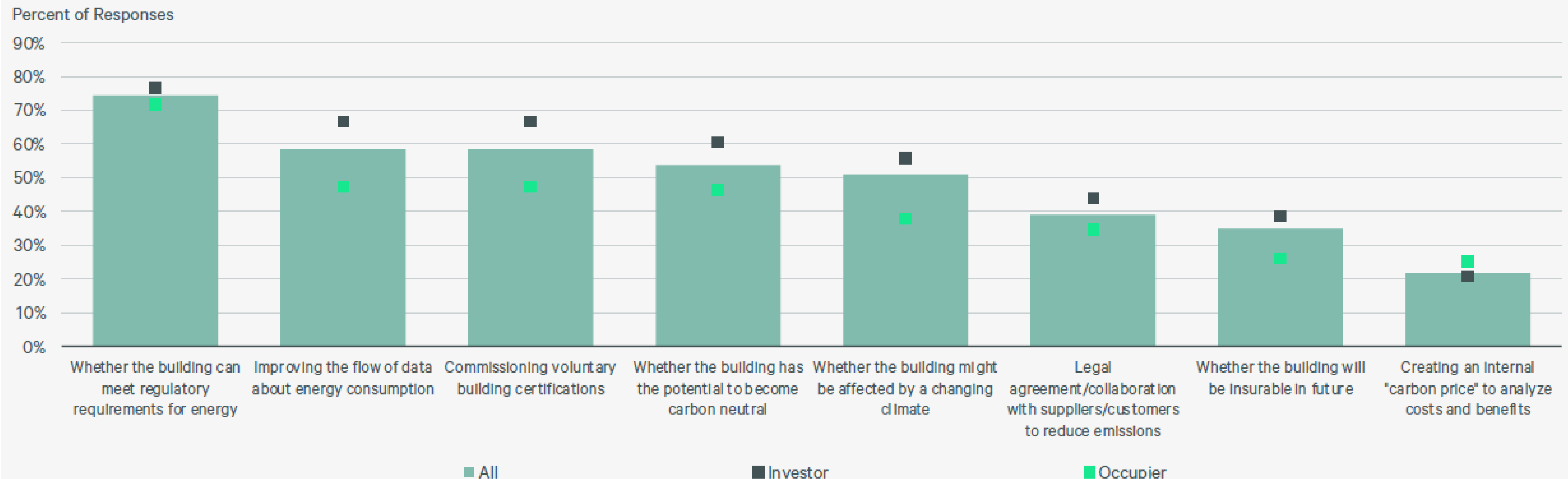
3. What are the issues ?

3. Legal

- Laws on carbon impact of new constructions
- Laws on energy consumption and carbon impact of existing buildings
- Reporting and measurement requirements



FIGURE 14: Regarding climate change, which of the following types of decisions about buildings has your organization made in the past year?



3. What are the issues ?

4. Mobility

- Impacts building location attractiveness
- New mobility systems development
- Public policies supporting e-mobility and public transport



The city center of Siena, Italy (pop. 30k), is roughly the size of this highway interchange in Houston, Texas (pop. 0).

Source: Living with beauty: report of the Building Better, Building Beautiful Commission

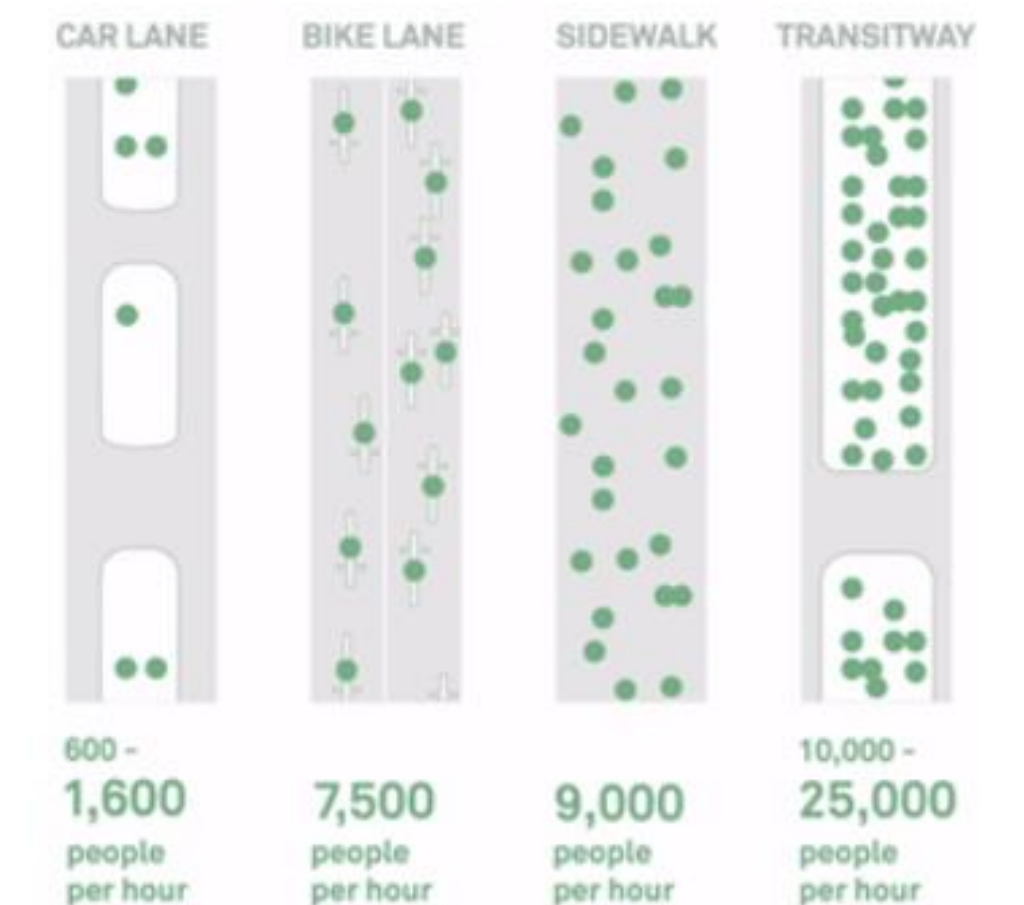


FIGURE 8: How environmental building features impact a real estate transaction

	Pay a Premium (if present)	Seek a Discount (if absent)	Reject Building (if absent)	Total Impact
Features that reduce energy consumption	35%	31%	18%	84%
Green building certification	45%	21%	13%	79%
On-site renewable energy generation	58%	15%	4%	77%
Smart technology that adjusts building operations to reduce environmental impact	53%	18%	5%	76%
Superior resilience to effects of climate change (e.g., flooding)	37%	22%	16%	75%
Features that reduce building water consumption	41%	20%	7%	68%
Uses a green or renewable electricity tariff	38%	16%	9%	63%
Electric vehicle charging points	38%	17%	7%	62%
On-site facilities to reduce and recycle waste	36%	20%	6%	62%
Use of sustainably sourced building materials (e.g., timber)	44%	13%	4%	61%
Green lease clauses to enforce action	33%	17%	8%	58%
On-site biodiversity or protection of local wildlife	32%	13%	3%	48%
Building is refurbished, renovated or converted rather than brand new	30%	12%	5%	47%

4. What are the opportunities ?

Opportunity	Why ?	What does it solve ?
Data & KPI & AI	<ul style="list-style-type: none"> Captures data and measure things Enables to assess impact – consumption – progress Automate processes and systems 	<ul style="list-style-type: none"> Measure GHG emissions Audit of portfolio ESG performance Lack of visibility from occupiers Facilitate the reporting and communication
Create a new revenue source	<ul style="list-style-type: none"> Energy self sufficient buildings If produces more energy than consumes => can sell the excess 	<ul style="list-style-type: none"> Energy consumption reduction High cost of renewable energy systems
Installation of renewable energy systems	<ul style="list-style-type: none"> Huge surfaces on buildings to instal photovoltaic / wind / carbon capture / geothermal / green gas 	<ul style="list-style-type: none"> Improve the energy mix
Renovation & retrofitting	<ul style="list-style-type: none"> Laws are forcing landlords and operators to respect norms on their asset in carbon footprint and GHG emissions 	<ul style="list-style-type: none"> Regulatory compliance Attractiveness of assets Attractiveness to investors & occupiers
Mobility	<ul style="list-style-type: none"> Impacts and influence urban development Legal obligation to facilitate e-mobility Infrastructure consequences 	<ul style="list-style-type: none"> Scope 2 & 3 GHG New infrastructure needs

4. What are the opportunities ?



Over 85% of the EU existing buildings will still be in use in 20250. Renovating the existing building stocks is an essential action to meet Paris Agreement goals.

Real Estate road to zero pillars

The aim is to reduce greenhousegas emissions and the carbon footprint of building new assets and operation existings assets.

ENERGY

- Management
- Reduction
- transition

CERTIFICATION

- Building certification
- Compliance
- Audit & consulting

MATERIALS & INFRASTRUCTURE

- Low carbon metrials
- Infrastructures
- Circular & recycling

MOBILITY

- Soft mobility
- Asset development
- Smart city

5. What are the target sectors ?

- **Real estate**
 - Low Carbon & net zero developers
 - Brokers with a dedicated division
 - Specialised architects and service providers

- **Construction & industrial**
 - Low carbon material
 - Recycling & circular models
 - Green materials
 - infrastructure

- **Energy**
 - Production
 - Distribution
 - Renewable systems

- **Mobility**
 - Public transport
 - E-mobility providers

- **Green funds & investors**

- **Consulting & Audit**

- **Big Tech**

- **Startups from proptech / greentech / climatetech / fintech**



The innovative solutions

1. What's at stake ?

User Experience and Business Efficiency needs are massively addressed by innovation through new technologies, new business models or new systems.

➤ User Experience creates value

Impacts asset attractiveness

Impacts productivity of people

Impacts ESG

➤ Real Estate professionals efficiency

Facilitate stakeholders' jobs

Leave more time to added value tasks

Increase productivity

➤ The rise of new business models

With new usage and new tools are born new business models

A transformed environment influences business processes

New habits and needs like flexibility require new offers

2. Where does innovation apply ?



Property Management

Construction & Project

Finance & Investment

Management

Asset Utilisation

Transaction Solutions

3. What type of innovations should we target ?

Innovation	Application
IoT (Internet of Things)	Smart buildings
Big Data	Smart City
AI (Artificial Intelligence)	Business automation / Predictive Maintenance / Predictive forecast / Design
Blockchain	Finance / Investment / Supply-Chain
SaaS (Software as a Service)	CRM / ERP / Digital tools for the professionals
BIM (Building Information Modelling)	Construction & project coordination / Digital Twins / Land or building register

3. What type of innovations should we target ?

Innovation	Key Players
IoT (Internet of Things)	<ul style="list-style-type: none"> - Building Engines (founders); - HqO (leader), - Witco (fast movers), - Spaceflow,spaceti etc (followers) - SpaceOS (scale up)
Big Data	<ul style="list-style-type: none"> - Zillow (marketplace for analytics about building and renting estimations - Redfin (for home valuations and market analysis) - CoStar (data to offer insights on commercial property sales, leases, and market trends)
AI (Artificial Intelligence)	<ul style="list-style-type: none"> - Cherre for data and analytics solutions and workflow automation, - AskPorter property management automation - Urban Intelligence for insights on property development and planning regulations (perfect for developers)
Blockchain	<ul style="list-style-type: none"> - Hayvn at MIPIM RE trade in crypto currency - Brickblock for easy tokenization and purchasing - Bitrent for crowdfunding - Propy facilitates global real estate transactions (global leader)
SaaS (Software as a Service)	<ul style="list-style-type: none"> - Deepki for sustainability via providing tools to report building consumption - Buildingminds for building operations efficiency - Yardi (for property or investment management), - Or PlanRadar (for construction and facility management)
BIM (Building Information Modelling)	<ul style="list-style-type: none"> - Dassault Systèmes for comprehensive 3D modeling and simulation capabilities. - Trimble same. - Aconex (Oracle) cloud-based collaboration and document management solutions for construction projects. - Solibri: identify and resolve issues related to coordination, clash detection

Real Estate innovation pillars


The aim is to improve assets' business performance and quality of usage to answer market challenges.

SMART BUILDINGS & CITY

- IoT for a better user experience
- Digital twins to save on maintenance & renovation & construction costs
- Predictive maintenance and asset management

BUSINESS EFFICIENCY

- Softwares for commercial & marketing & financial activities
- AI to accelerate and facilitate admin tasks, end-user interactions, asset management
- Digital technologies & services (apps, platforms, cloud, metaverse)

A large, solid orange geometric shape, resembling a stylized arrow or a corner piece, is positioned in the top right corner of the slide. It has a vertical left edge, a horizontal bottom edge, and a diagonal right edge pointing towards the top right.

Conclusion : sustainability and innovation are part of the global discussion. They are not the sole objective and topic and only serve business performance and compliance.



Q&A!

Our offers

Innovation & Sustainability

	MAPIC	MIPIIM
DEDICATED EXHIBITION		
Startup desk	2,787€	3,665€
Business corner (9sqm turnkey stand)	7,923€	11,310€
Custom stand	YES	YES
Turnkey lounges	X	YES
VAS & VISIBILITY		
Zone Sponsorship	X	YES
CONTENT		
Session sponsorship	4,400€	12,300€
Workshop / Summit sponsorship	8,000€	X