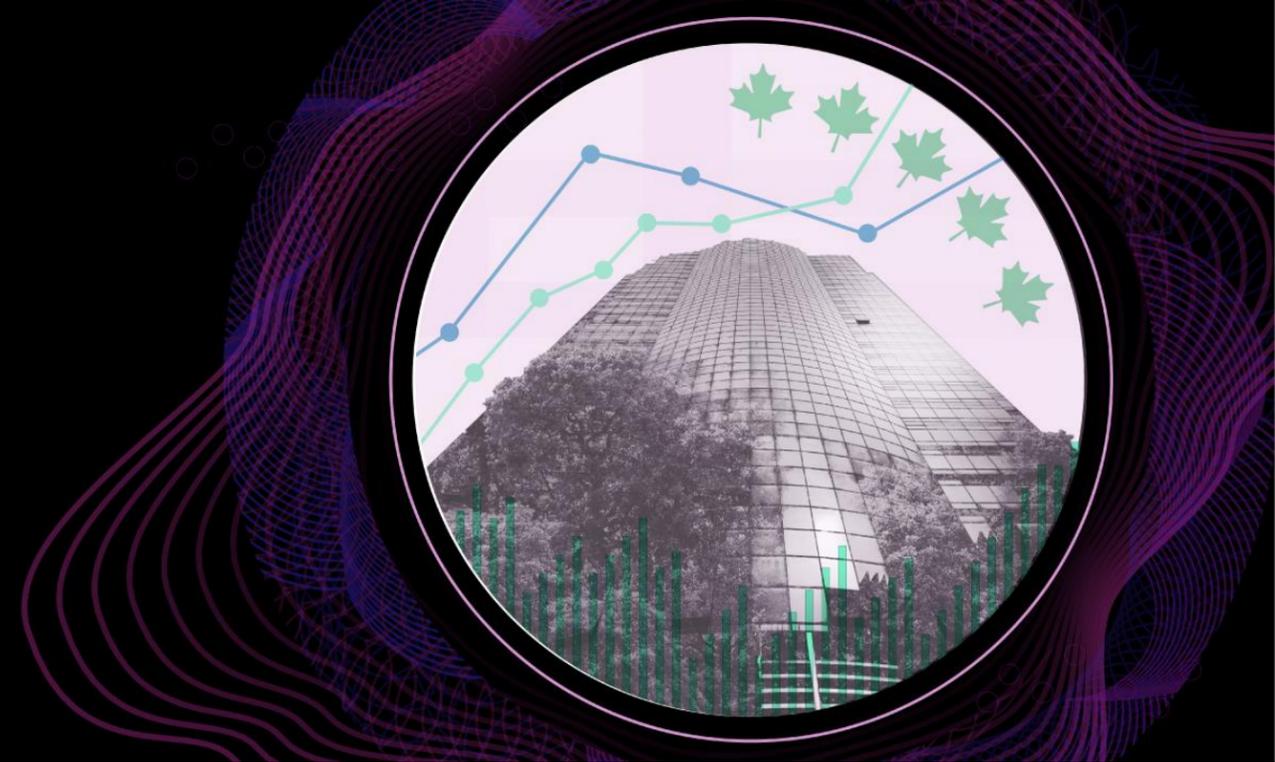


## Real Estate

# The future of sustainable real estate is smart

## How to convert decarbonization and net-zero challenges into new and profitable opportunities



Climate risk is an opportunity for real estate companies to create solutions that enhance operational efficiency, generate new revenue, and improve returns and asset values.

### Stakeholder pressure and building costs are increasing

### ESG performance is starting to have a measurable impact

### Recommendations for real estate companies

1

Investors are moving swiftly to decarbonize their portfolios

2

Tenants are demanding healthier and more sustainable spaces

3

Regulations on buildings and emission codes are tightening

4

Construction costs and project completion times are rising

The business case for ESG investments is becoming stronger as an improvement in ESG performance is starting to show a positive impact on returns and valuation. Our analysis shows that in 2021, **48%** of European real estate companies experienced an increase in valuation when their ESG performance rose. The same year, **42%** of North American real estate companies saw an increase in returns when their ESG performance rose.

In addition, smart green buildings can provide **11.8%** higher lease value, **up to 35%** higher sales value and **1% to 2.2%** incremental internal rate of return.



#### Design

Design for reuse

Zero-carbon building design

AI-powered generative design



#### Build

Building information modelling

Sustainable & bio-based materials

Modular construction and 3D-printing



#### Operate

Digitalization & data centrality

New “as-a-service” revenue streams

Innovative business models based on circular economy

As stakeholders continue to push real estate companies to act on environmental sustainability, companies should realize that it is not just a cost play—there are enough pull factors to help them navigate a profitable and revenue-accretive path across the real estate life cycle of design, build, and operate.

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