

Responsible Real Estate

Eco-Healing + Human + Inclusive + Authentic + Augmented + Resilience

1. Eco-Healing

Cities are at the heart of the climate change challenge, consuming over two-thirds of the world's energy and producing more than 70% of global CO2 emissions. Real estate can play an active role to promote nature-based solutions to replenish resources and to deploy clean energy strategies.



WHY

Together, building and construction are responsible for 39% of all carbon emissions in the world[1], with operational emissions (from energy used to heat, cool and light buildings) accounting for 28%. The remaining 11% comes from embodied carbon emissions, or 'upfront' carbon that is associated with materials and construction processes throughout the whole building lifecycle

HOW

The built sector must take steps to fully decarbonise, eliminating both operational and embodied carbon emissions, and embrace the circular economy to increase sustainability and improve resilience.



2. Human

The coronavirus pandemic has accelerated the need for "healthy buildings" that are designed and equipped to enhance health, and promote the mental and physical wellbeing of its residents.

WHY

Studies show a correlation between workforce health and productivity. Research from the Harvard T.H Chan School of Public Health shows 26% higher cognitive function scores in high-performing[2], green-certified buildings[3] versus high-performing non-certified buildings.

HOW

Optimizing and monitoring of indoor conditions, such as air quality and filtration, lighting and temperature, creating spaces for mindfulness practice, designing seamless social-distance procedures and amenities including touchless technology and sensors.

3. Inclusive

Real change in the real estate industry needs companies- and senior leadership-to commit to prioritizing equity and inclusion in recruiting and attracting talent, building community and culture through transformative urban projects.



WHY

The global movement for social justice has underscored the importance of understanding and reframing bias while also examining the impact of human rights on climate change, on unlocking innovation and workforce performance.

HOW

Enhancing accessibility features, creating gender-neutral solutions in the built environment, and ensuring supplier diversity are some ways the industry can be an inclusive source of empowerment for individuals and communities

4. Authentic

Expanding the role of the built environment from one that provides shelter to one that provides a genuine sense of belonging, where individuality is created through experience and connection.



WHY

Employers are choosing real estate not just based on location alone, but on that which reflects their values-giving back to the community, integrating diversity, identity and integrity in a meaningful way.

HOW

Taking a holistic (social, physical, environmental) view on urban revival and renewal, preserving heritage and landmark sites, and promoting community outreach and involvement in conceiving and developing new projects.

5. Augmented

Digital technology within the built environment has the potential to underpin much of the infrastructure of cities while improving peoples' daily lives and enabling better management and operation of places.



WHY

According to JLL, "smart building technology will drive greater energy efficiency, helping to deliver 'greener' and net zero carbon buildings," which will be critical to reducing energy consumption in the race to net zero.

HOW

Adopting improved sensor technology, 5G and IoT-connected devices will enable the capture and analysis of greater amounts of data to improve lives by optimizing traffic flows, increasing efficient energy use, monitoring air quality and reducing waste.

6. Resilience

Property resilience starts with taking a two-pronged approach: protecting people against physical risk and safeguarding business from financial, regulatory and other systemic risk.



WHY

Increased vulnerability to risks such as pandemics, extreme weather events (first half of 2020 saw twice the number of extreme climate events in the US compared to a 30-year average)[4], and cyberattacks have increased the pressure to create resiliency in the built environment.

HOW

Evaluating the risks at hand, as well as planning to mitigate, transfer or accept those risks can help protect people and real estate assets or portfolios can help minimize interruptions to business.