

The sustainability megatrend: Sustainable Investment Conference at EXPO REAL

How are leading European and US real estate investors incorporating sustainability criteria into their investment strategies? Are there already robust business models out there? If so, what do they look like? The property sector can find answers to these questions at the first Sustainable Investment Conference, which is being held at the EXPO REAL commercial property show in Munich and will focus on the commercial dimension of the sustainability megatrend. The conference includes contributions by fund management companies such as the UK's Igloo Regeneration and Hamburg-based Union Investment Real Estate AG, alongside developers like ICADE, OVG Projektonwicklung and Hammerson, on how to construct a sustainable portfolio and the economic viability of sustainable investment. Special guest and LEED expert Jerry Yudelson played a key role in developing the LEED certificate for sustainable properties as a member of the US Green Building Council. Dr. Ursula Weidenfeld, editor-in-chief of "impulse" business magazine, will moderate the conference.

A further highlight is the awards ceremony for the 2008 Prime Property Award, a competition which attracted a total of 90 real estate projects from 18 countries. With prize money totalling 30,000 euros, organiser Union Investment is using this Award to recognise investors who have implemented ecologically, socially and economically sustainable real estate investments in Europe. The entries to the Prime Property Award range from spectacular new builds to existing property developments and complete refurbishments, each featuring a commitment to ecological

principles and the creation of a healthy living environment, while combining a high level of architectural quality with a long-term return on investment.

“Interest in sustainability used to be largely confined to the academic world, but things are starting to change. Investors are becoming increasingly aware that by adopting an ecological approach, they are investing in the long-term quality of their property portfolio – and that this strategy pays dividends,” says Dr. Reinhard Kutscher, chairman of the Management Board of Union Investment Real Estate AG, which is contributing to the development of a sustainable building certification scheme as part of the German Sustainable Building Council (DGNB).

The Sustainable Investment Conference will take place on **7 October 2008 from 10.00 a.m. to 1.00 p.m.** as part of the Planning & Partnerships Forum at EXPO REAL, hall C 3.

For a detailed programme of events visit

<http://www.prime-property-award.com>.

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