

## **PropTech and ESG: an alliance for more responsible real estate policies**

At the 2023 MIPIM PropTech event, the "Road to Zero" alliance is taking up and spreading the word about the PropTech ESG pledges made in 2020 for more responsible real estate policies.

### **Investing in the future by harnessing proptech talent to help reduce the carbon impact and adapt to climate change**

As new systemic and unpredictable risks become part of our daily lives, the real estate and construction sector is stepping up the creation of low-carbon solutions to help address climate disasters. There were significant breakthroughs in 2022, and now powerful collective innovation is required to take these advances even further.

Many innovative real estate and construction companies are already involved in the fight against climate change. Capital and regulations alone are not enough. It is vital that we work alongside financial players to develop positive impact technological solutions, armed with an effective toolkit for resource allocation, decision-making and decarbonization. **This is what the "Road to Zero" alliance is proposing – that we join forces to take faster, more effective action.**

With a global market estimated at \$25 billion in investments by 2025, proptech companies are becoming major players in the transformation of our industry. And this is critical because our industry accounts for a third of global energy-related CO<sub>2</sub> emissions. Cities, buildings and transportation are the cornerstones to making net zero a reality. Traditionally prudent when it comes to innovation, the real estate sector is now taking decisive steps in response to the urgent need for transformation of the urban model to mitigate climate change.

PropTech players are offering services and solutions for tracking and reporting data related to ESG (environment, social and governance) criteria and issues. Vast projects are under way, including drives to develop lower-carbon materials, renewable energies and alternative air conditioning systems. Architects are using new approaches such as biomimicry as they integrate the vital issues of energy efficiency and climate impact into building design. Financial backing is on hand, with funds dedicated to urban recycling and the conversion of tertiary buildings.

And with CSR (corporate social responsibility) being pushed still further by both the European Commission – with the EU Taxonomy, Sustainable Finance Disclosure Regulation and Green Deal – as well as France's own "Pacte" law, there is even more incentive to get to work. The undeniable boom in new technologies is clear proof that private players, investors, B Corps and public benefit corporations are rising to the challenge. **But inflation in materials and energy prices and the rise in the number of climate disasters mean we need to go faster and further.**

As players in the real estate industry, we need to work with impact startups to respond to the challenges of the century. We are committed to going even further when it comes to fast-paced innovation in urban design and construction, use of energy consumption data, the production of bio-sourced materials and recycling, industrialized construction, thermal insulation, financial innovation in real estate projects and more. Time is running out.

The first financial players are already rolling up their sleeves up to make a difference. And many innovative real estate and construction companies are already involved in the fight against climate change. Because capital and regulations alone are not enough. It is vital that we all work together to develop technological solutions that have a real positive impact.

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commencer" (Leadership in the twenty-first century. The battle is just beginning)

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**Robin Rivaton**, CEO, Stonal, essayist and author of "Souriez vous êtes filmés" (Smile, you are being  
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