

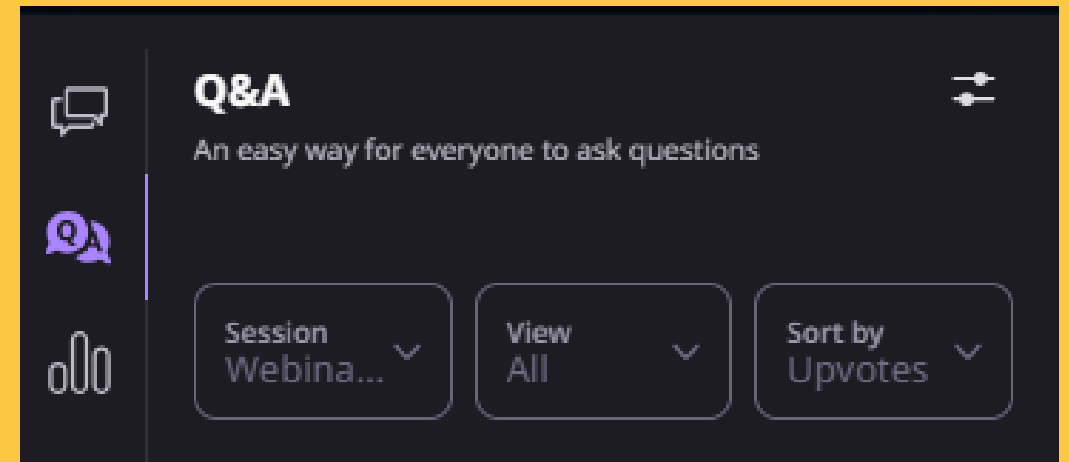
# Before we start...

## 1 We're recording this session

Today's webinar will be emailed to all attendees

## 2 Please submit your questions

Submit any questions via the **Q&A submission tab** and we will cover these towards the end of the session.



# Social Value in Real Estate



# Today's panel



HOST:

**Guy Battle**

CEO  
Social Value Portal



GUEST SPEAKER:

**Kanon Tsuda**

Senior Strategy Consultant  
Longevity Partners



GUEST SPEAKER:

**Gabriela Palm Ho**

Global Social Impact Lead  
Longevity Partners



GUEST SPEAKER:

**Eoin Leonard**

CEO and Founder  
Catalyst



PANEL:

**Pascal Halbeisen**

Head of Research  
Social Value Portal



CATALYST

# Real Estate Social Value Index

Presented by Catalyst

28 FEBRUARY 2024



We are a multi-disciplinary technical advisory, digitalisation and ESG consultancy with specialist expertise in the real estate, property and construction sectors.

12

YEARS

Since 2012, we've helped clients respond to new legislation and navigate the requirements of ESG.

130+

PEOPLE

Our ESG team includes engineers, architects, inspectors, and a wide-range of tradespeople.

7

EUROPEAN OFFICES

We serve clients globally from our offices in Ireland, the UK, Spain, Italy, Sweden, Germany and France.

Trusted by

**Goldman Sachs**

**BlackRock**

**DWS**

 **BainCapital**

A photograph of a modern glass skyscraper at night. The building's facade is composed of large glass panels that reflect the city lights and other buildings. In the center-right, a brightly lit office window is visible, showing a person standing and talking on a mobile phone. The office interior includes a desk with a computer monitor, a chair, and a potted plant. The overall scene is dominated by deep blue and black tones, with the office light providing a stark contrast.

# Market Outlook



There has been a noticeable shift towards recognising and prioritising social value initiatives within the broader ESG Landscape:



Community engagement and impact assessment



Diversity in development and asset management



Sustainable urban development



# The rise of impact investing

Impact investing is an investment approach that seeks to generate positive social or environmental impact alongside financial returns.

Unlike traditional investing, where the primary goal is financial gain, impact investing aims to address specific societal or environmental challenges while also delivering competitive financial returns to investors. Recently we have seen an increased focus on Social Value measurement, whereas previously environmental measurement was the primary priority.





# How does impact investing affecting investors:



Compliance - doing things right



Resource efficiency - doing the right things



Value - creation and protection



A low-angle photograph of a modern, multi-story building with a glass and metal facade. The building features several balconies with glass railings and dark metal balustrades. The sky is a clear, bright blue. In the bottom left corner, the top of another building is visible. The text "Social Value Measurement" is overlaid in white on the right side of the image.

# Social Value Measurement



# Social value measurement is crucial for impact investing in the real estate sector:

## Alignment with Impact Goals

Allows investors to assess how much their investments contribute to their social value goals, providing transparency and accountability.

## Risk Management

Understanding and managing social risks is essential for mitigating potential negative impacts on real estate investments.

## Stakeholder Engagement

Facilitates meaningful engagement with stakeholders by providing a common language to discuss and evaluate social impacts and identify needs.

## Impact Reporting & Transparency

Enables impact investors to track, measure, and report on the social outcomes of their investments.

# RESVI through Catalyst



**3 Months for Accreditation**

**Accreditation Completed Annually**





# RESVI through Catalyst

## Client Consultation

- Define objectives and scope of assets
- Identify key stakeholders
- Workshop RESVI to stakeholders



## Data Collection

- Gather Data from RESVI Surveys



## Implementation

- Assessment report
- Gap Analysis
- Tailor implementation plan for optimisation
- **Workshop GRESB** scaring
- Integrate into overall strategy



## KPI Tracking

- Track implementation plan through obi

## Added Services:

- Policy development
- Partnering with social enterprises

# Global Private Equity Firm

RESVI CERTIFICATION - FIRST SHOPPING CENTRE IN THE REPUBLIC OF IRELAND

## Context

Constructed in the 1990s, this Dublin Shopping Centre is a massive retail and recreational venue, sprawling over 1.2 million square meters. The centre hosts an impressive collection of 180 retail stores and restaurants, attracting an annual footfall of 16 million visitors.



**Just a minute**  
We welcome JAM Card holders





## RESVI - Real Estate Social Value Index

Client Name

# Example Asset

About this report  
Social Value Portal and Client Name completed study of the social value created at Example Asset in 2022. The study analysed the asset manager, property management, supply chain and tenants' place at the building through diagnostic & grade.

Diagnostic

How many of the 67 social value initiatives are happening?

59%

RESVI Measurement for 2022

Grade

On scale of 1 (beginner) to 4 (advanced) how mature is your approach?

1.79



## Key Stats & Highlights

Top performing firm by diagnostic	Colliers, 88%	Asset Diagnostic	How many of the 67 relevant social value initiatives are happening?	68%
	via, 2.8	Asset Grade	On scale of 1 (beginner) to 4 (advanced) how mature is your approach?	1.79
	0167	Top Theme, number of companies with theme as top performer		Jobs, 38

## SOCIAL VALUE INITIATIVES AT Example Asset in 2022 by All Companies



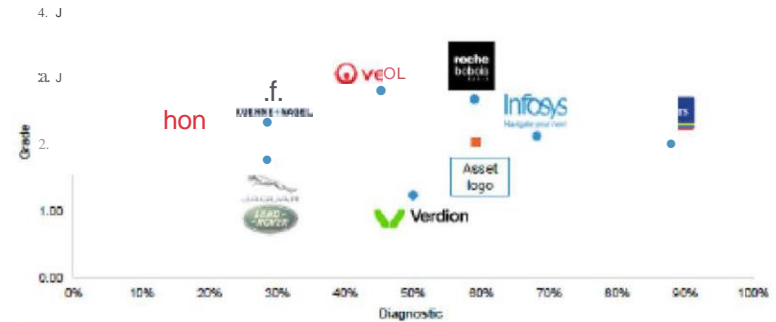
## Social Value Portal Methodology at Example Asset in 2022 by Firm

Participants were asked to select which social value initiatives they were undertaking and how advanced their social value approach was at Example Asset in 2022.

**Diagnostic:** If the participating firm was completing all possible social value initiatives they would score 100%.

**Grade:** Participants were provided with grade options for each initiative on a scale of 1-4. If the company completed each initiative at a best practice level they would score 4.

- Overall Asset Result: The overall diagnostic and grade for the asset.
- Individual Company Result: The diagnostic and grade for the relevant contributing companies.





A photograph of a modern glass skyscraper at dusk. The building's facade is composed of numerous rectangular glass panels, each reflecting the ambient light. Through the windows, the interior of the building is visible, showing office spaces with desks, chairs, and warm interior lighting. The overall color palette is dominated by deep blues and purples from the twilight sky, contrasted with the warm yellows and oranges of the building's interior lights. The perspective is from a low angle, looking up at the building's facade.

# Challenges in Social Value



# We have seen difficulties in understanding and valuing social initiatives in the real estate sector such as:

## Over-Committing

Investors may promise more social impact than they can deliver, leading to credibility issues and potential backlash

## Accurate Measurement

Quantifying the social impact of real estate projects can be complex and subjective

## Common Understanding

What constitutes social value, and how it can be effectively measured? Often clients set nebulous targets.







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# Understanding the Global Real Estate Social Value Landscape

Longevity Partners

28 February 2024



# WHO WE ARE

- Longevity Partners is a global, multi-disciplinary energy and sustainability consultancy for the real estate industry
- We offer long-term value creation opportunities for the largest investors and owners in the property sector
- We develop responsible businesses, healthy buildings and resilient cities
- We create partnerships, enabling innovative and integrated solutions, for continuous improvement
- We support global sustainability projects within 40 countries for >100 clients



## OUR BUSINESS STREAMS:



ESG STRATEGY DEVELOPMENT



SOCIAL IMPACT



ESG DATA MANAGEMENT & REPORTING



CLIMATE RISK ANALYSIS



SUSTAINABLE DESIGN



ENVIRONMENTAL AUDITS AND CERTIFICATION



NET ZERO CARBON ANALYSIS



SUSTAINABLE FINANCE



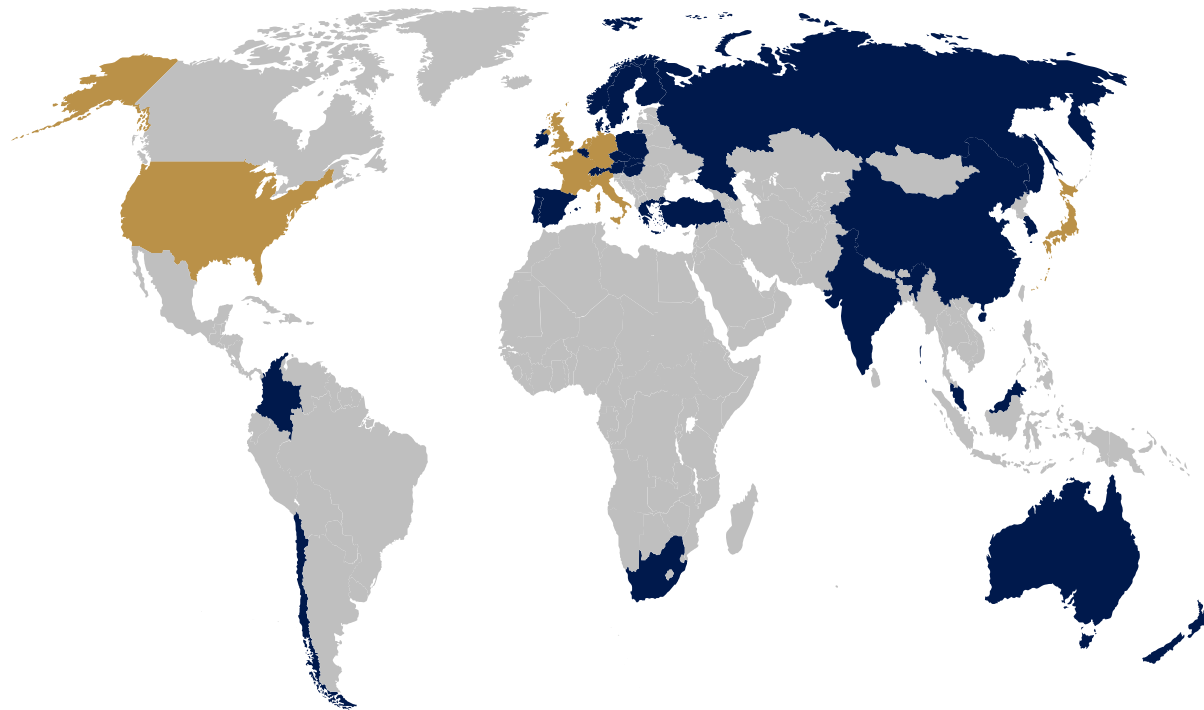
CLEAN ENERGY



# OUR CLIENTS INCLUDE



# OUR TEAM



- COUNTRIES LONGEVITY HAS OFFICES**  
*Cities: Austin, Seattle, Miami, London, Amsterdam, Paris, Munich, Milan, Tokyo*
- COUNTRIES LONGEVITY HAS SATELLITE TEAMS & PROJECTS**

LONGEVITY OFFICES						
<b>US TEAM</b> <i>LP Offices in Austin, New York, Seattle</i>	<b>UK TEAM</b> <i>LP Office in London</i>	<b>FRENCH TEAM</b> <i>LP Office in Paris</i>	<b>GERMAN TEAM</b> <i>LP Office in Munich</i>	<b>DUTCH TEAM</b> <i>LP Office in Amsterdam</i>	<b>ITALIAN TEAM</b> <i>LP Office in Milan</i>	<b>JAPANESE TEAM</b> <i>LP Office in Tokyo</i>
LONGEVITY SATELLITE TEAMS						
IBERIAN TEAM		NORDIC TEAM		APAC TEAM		
Location of Team: London Madrid Barcelona		Location of Team: London		Location of Team: London Tokyo		
30 Languages covered across the Group, including:						
<i>Albanian</i> <i>Arabic</i> <i>Basque</i> <i>Bosnian</i> <i>Cantonese</i> <i>Catalan</i> <i>Croatian</i> <i>Danish</i>	<i>Dutch</i> <i>Dzongkha</i> <i>English</i> <i>Finnish</i> <i>French</i> <i>German</i> <i>Hindi</i> <i>Italian</i>	<i>Japanese</i> <i>Korean</i> <i>Mandarin</i> <i>Norwegian</i> <i>Persian</i> <i>Polish</i> <i>Portuguese</i> <i>Romanian</i>	<i>Russian</i> <i>Spanish</i> <i>Surinamese</i> <i>Swedish</i> <i>Turkish</i> <i>Urdu</i>			

# REGIONAL DRIVERS, TRENDS, CHALLENGES

UK

## UNITED KINGDOM

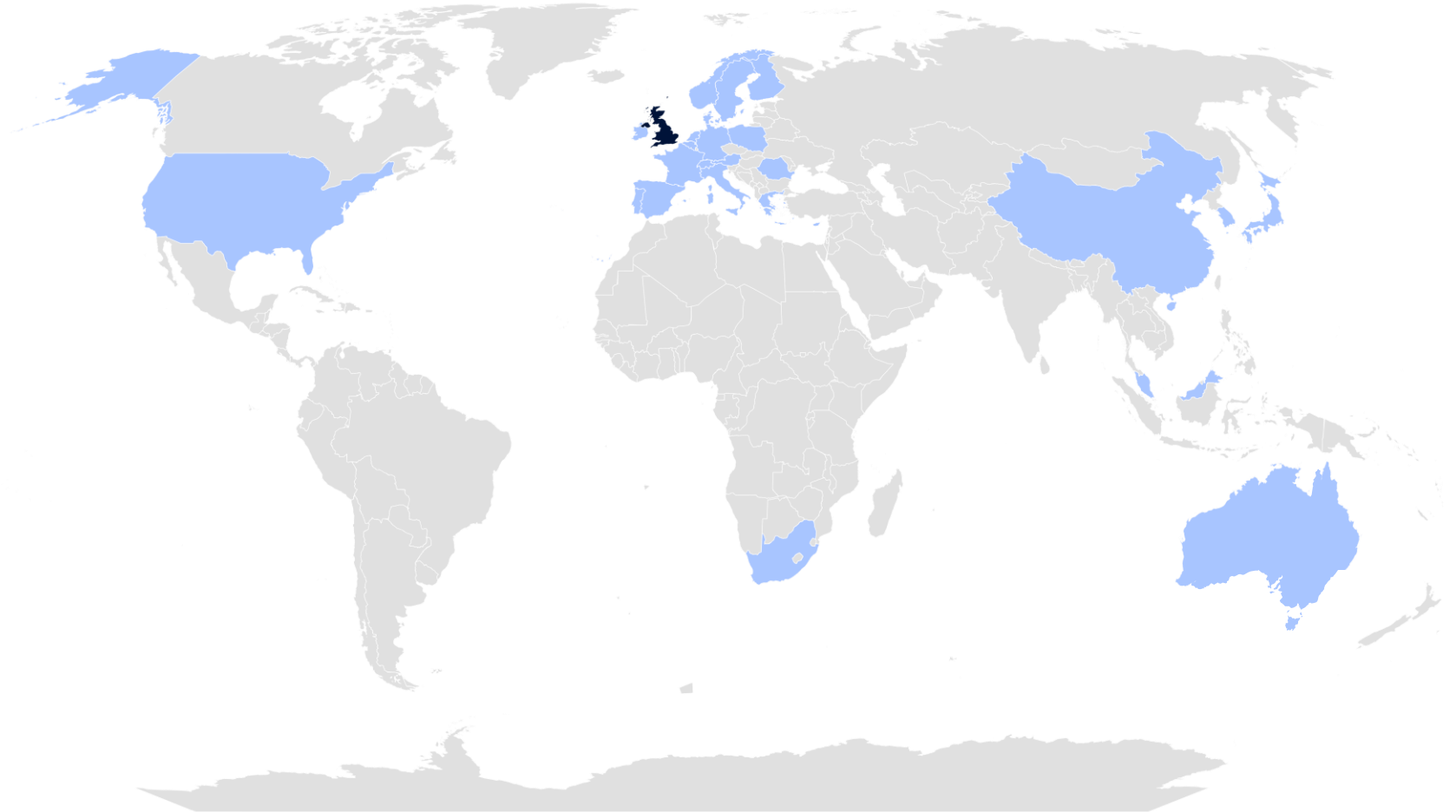
- ❖ Pioneer of Social Value measurement, driven by the Social Value Act enforced in 2013
- ❖ Tools, frameworks, and firms specialising in the "S"
- ❖ Alignment with EU Green Deal

EUR

USA

APAC

SA





# REGIONAL DRIVERS, TRENDS, CHALLENGES

UK

## EUROPE

- ❖ EU Green Deal supports the push on "S"
- ❖ Need for alignment with existing environmental strategies and reporting frameworks
- ❖ Desire for standardisation of measurement and reporting

EUR

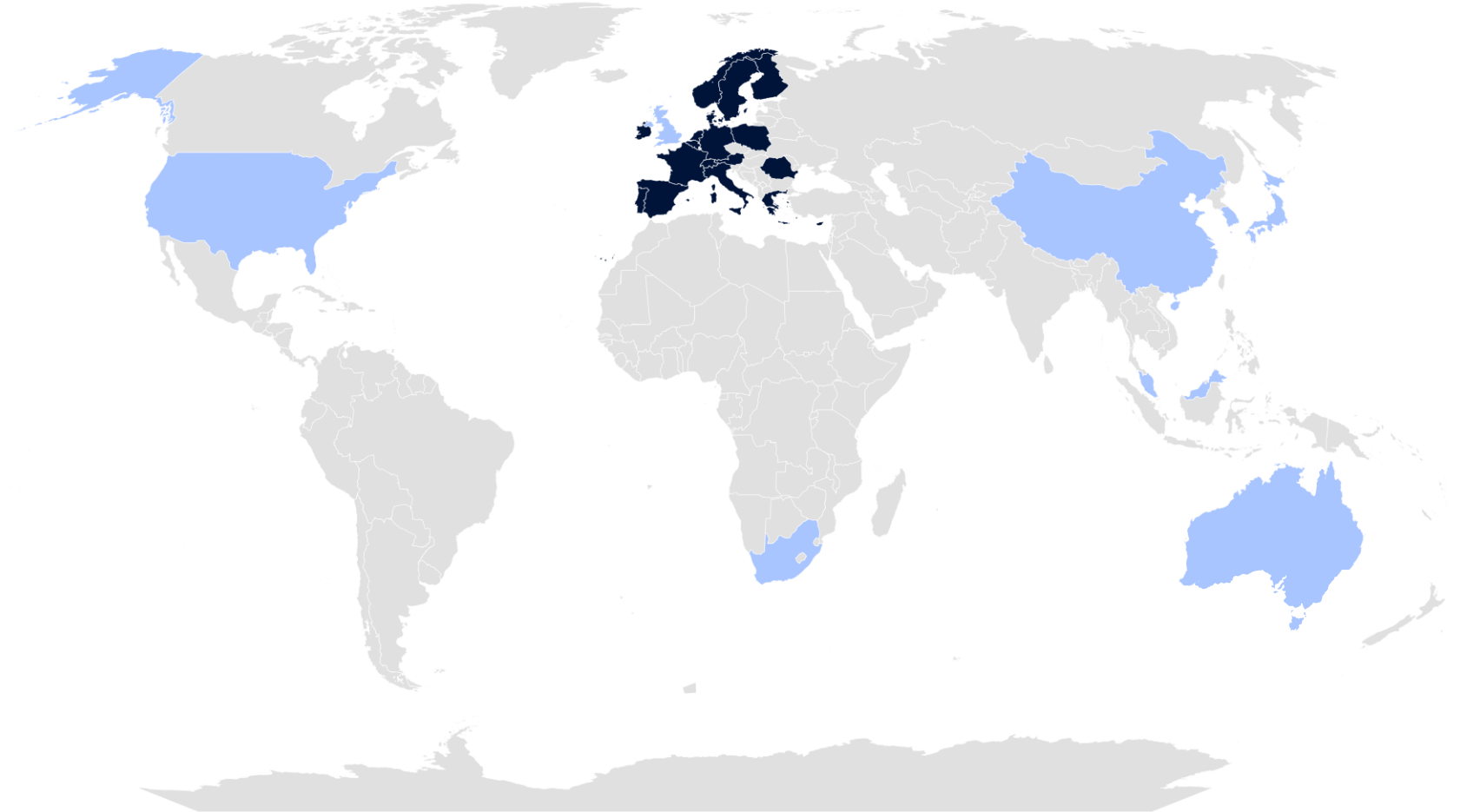
USA

APAC

SA

## Case Study

- ❖ 'S' in achieving SFDR compliance (Impact Framework Development)



# REGIONAL DRIVERS, TRENDS, CHALLENGES

UK

EUR

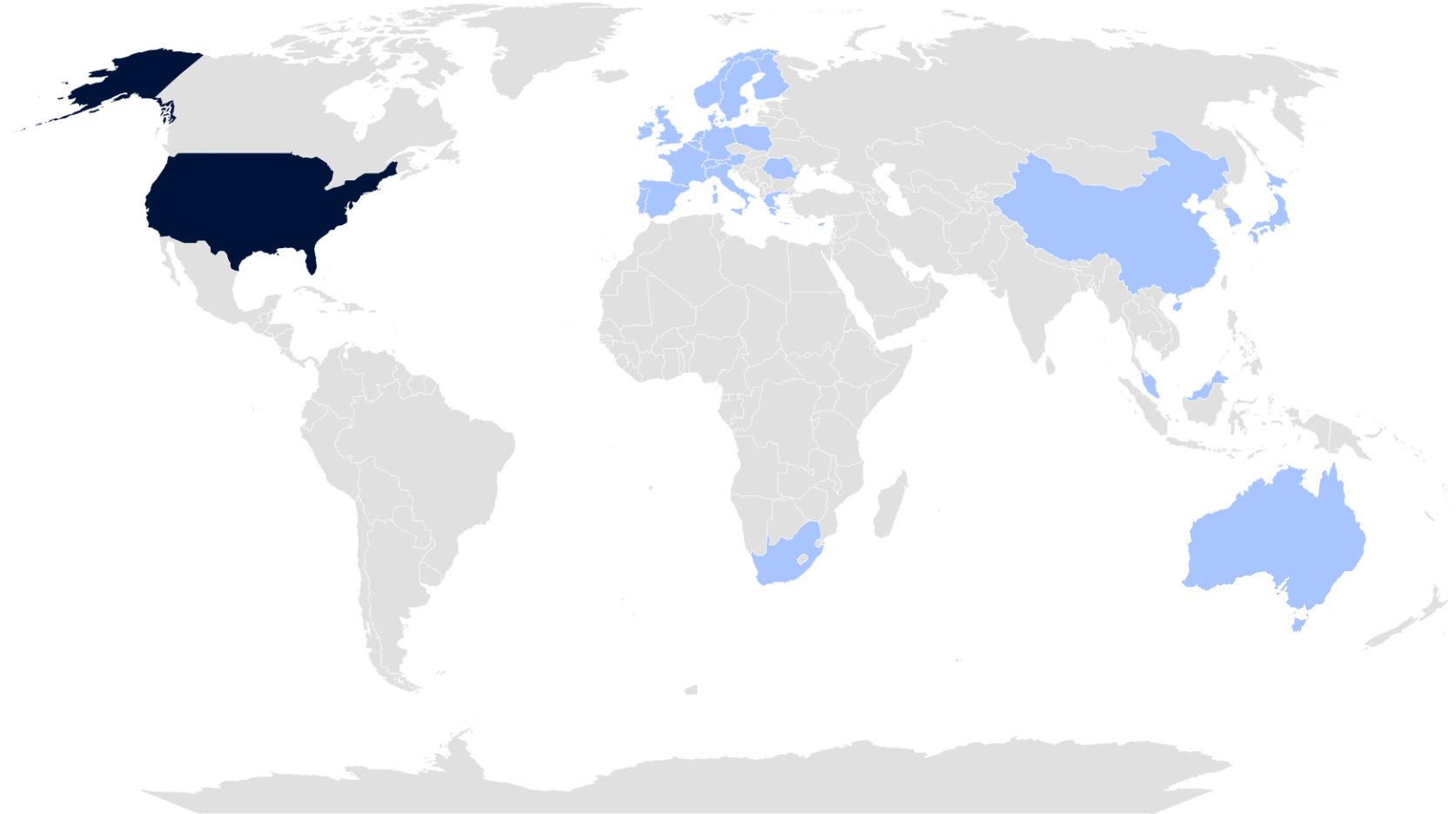
USA

APAC

SA

## UNITED STATES OF AMERICA

- ❖ Variation in overall ESG consciousness and regulations depending on the State
- ❖ Lack of dedicated budget, despite growing interest
- ❖ Enhanced focus on DEI efforts, with granular monitoring metrics



# REGIONAL DRIVERS, TRENDS, CHALLENGES

UK

EUR

USA

APAC

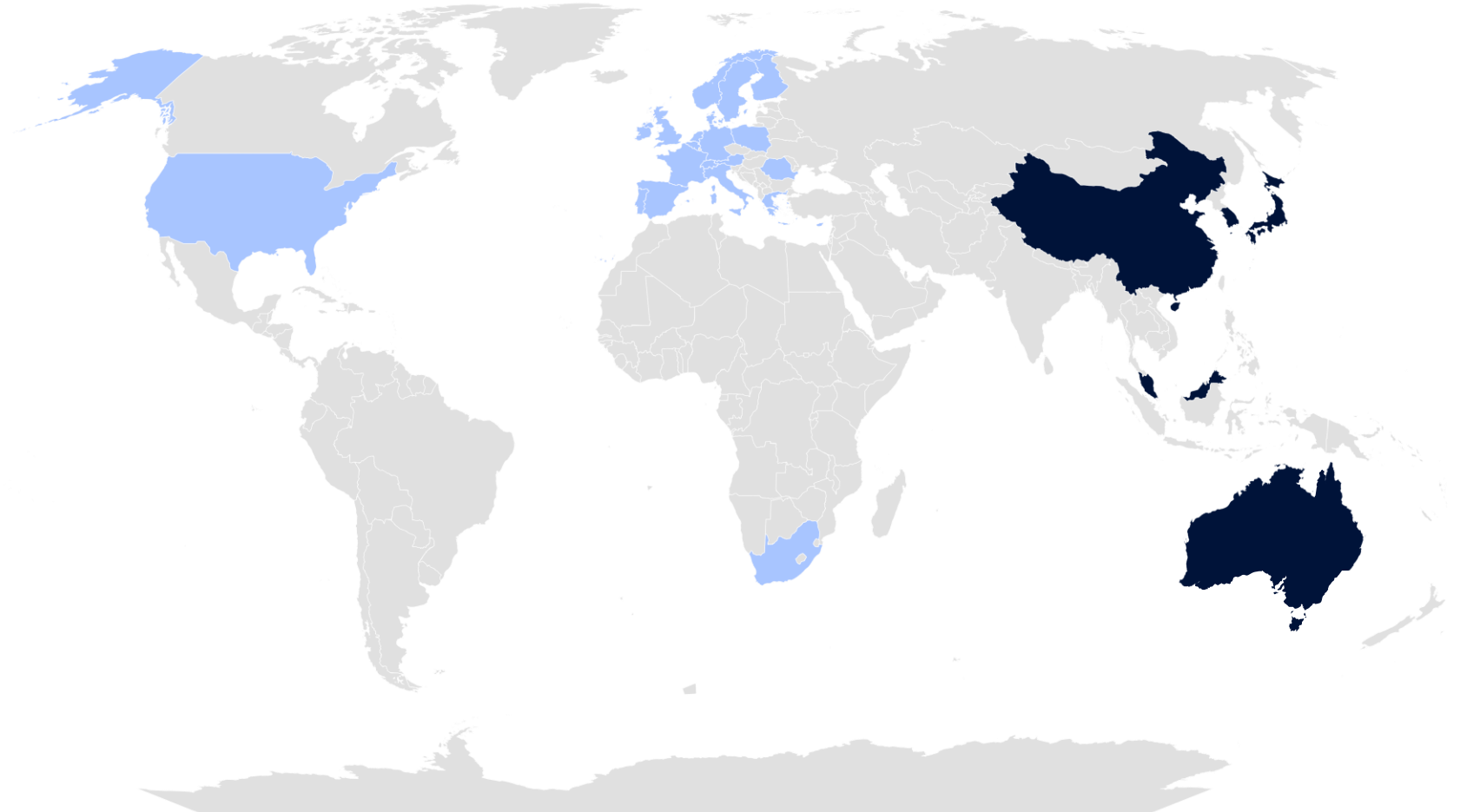
SA

## ASIA-PACIFIC

- ❖ A newer conversation topic for much of the region
- ❖ Energy efficiency and SDG narratives drive the sustainability dialogue

### Case Study

- ❖ European SFDR impacts on APAC (Human Rights Due Diligence)



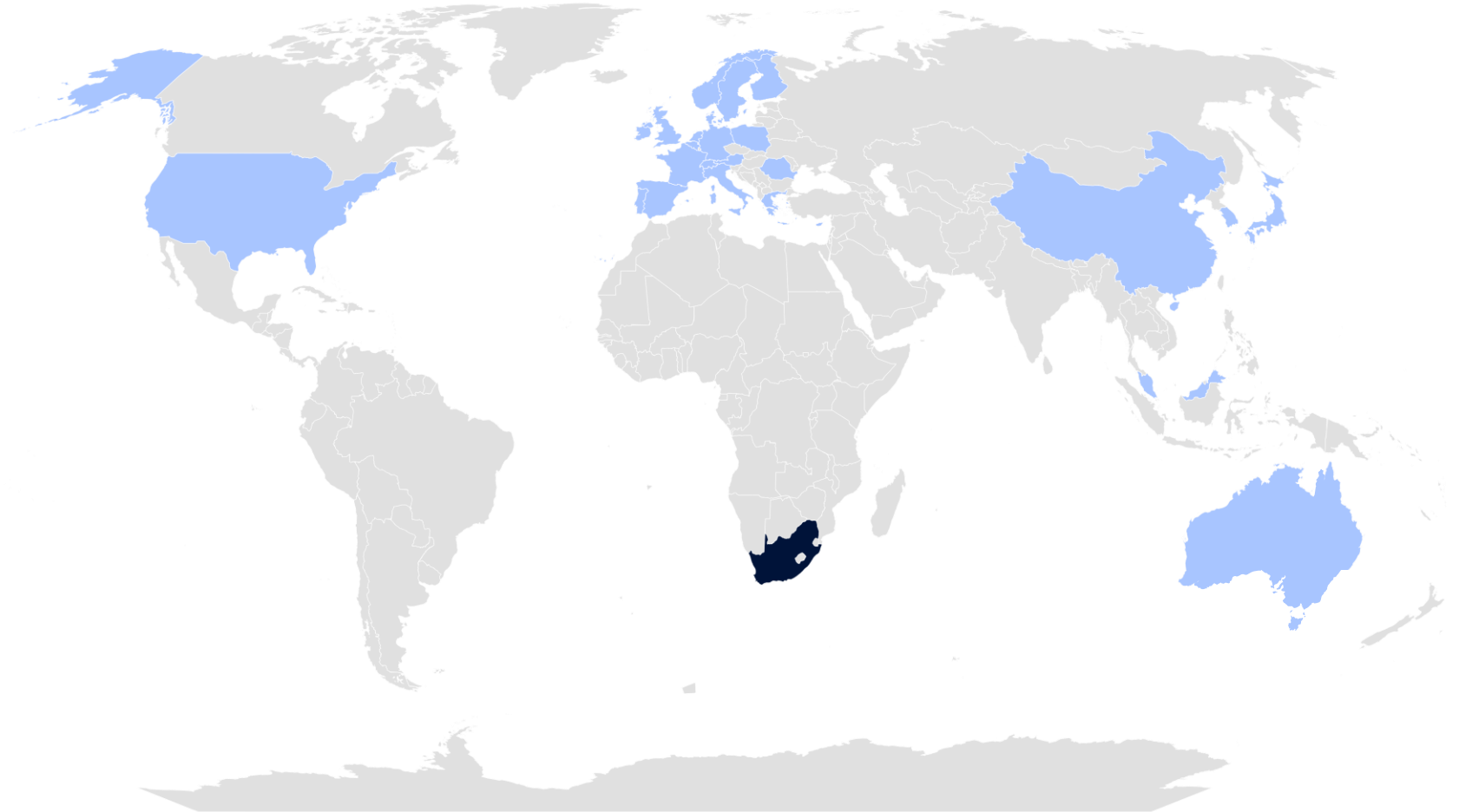


# REGIONAL DRIVERS, TRENDS, CHALLENGES

## SOUTH AFRICA

### Case Study

- ❖ Social Value enhancement as a means to future-proof against political unrest
- ❖ Investing in the local community  
=> raises value of the community  
=> raises value of own asset



UK

EUR

USA

APAC

SA

# REGIONAL DRIVERS, TRENDS, CHALLENGES

UK

EUR

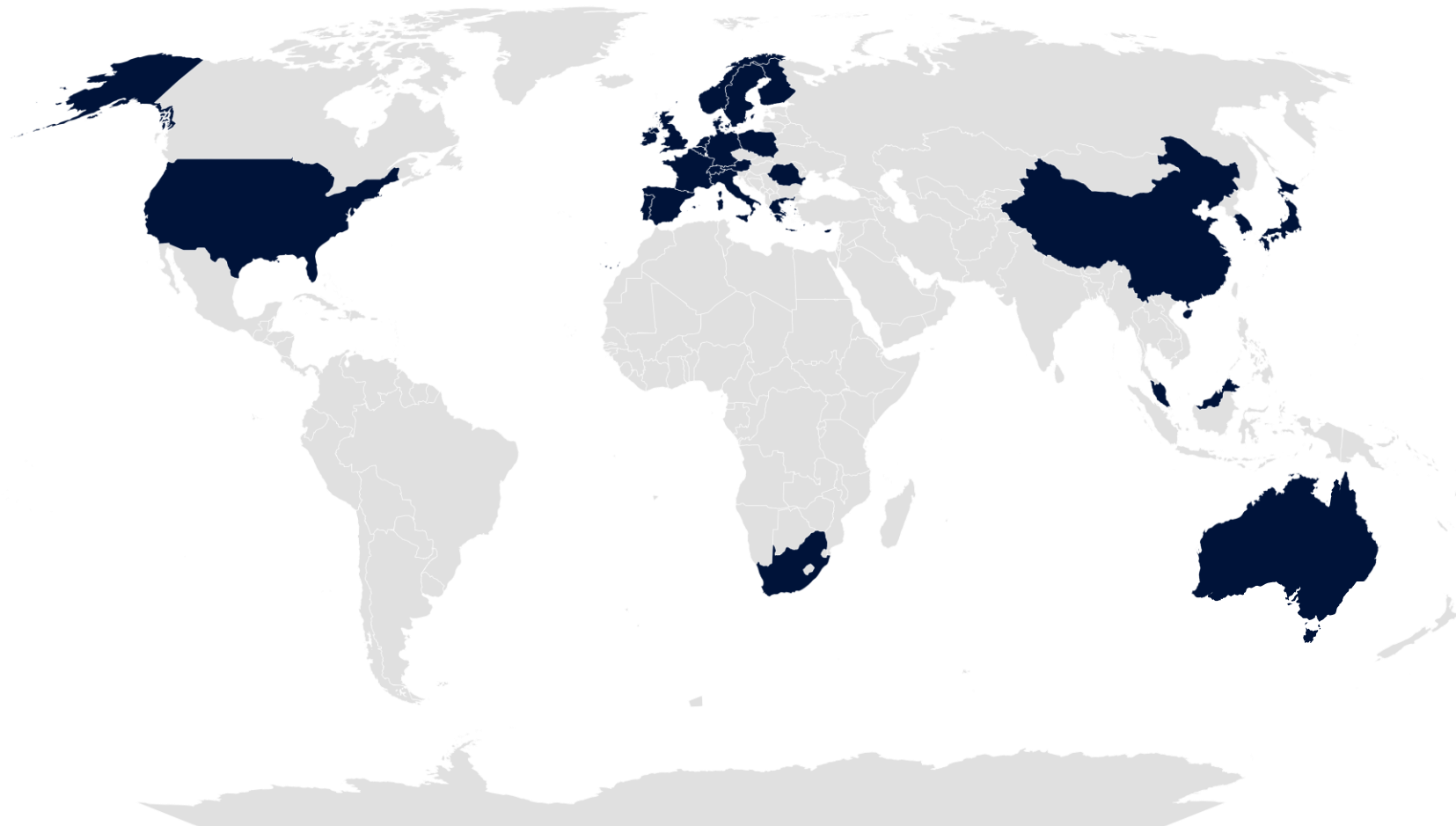
USA

APAC

SA

## GLOBAL TRENDS

- ❖ Continued education and awareness raising on Social is required
- ❖ Difficulty in looking at opportunities for influence beyond Tier 1 & 2 suppliers
- ❖ Alignment with existing ESG partnerships and strategies



# QUANTIFYING THE SOCIAL

## SEED QUESTIONS

- ❑ What does quantifying mean in different regions?
- ❑ What are we specifically measuring?
- ❑ How do we standardise these processes?



**Quantification approach** correlates with regional level of progress on Social Value awareness and integration.

Difference in **priorities** in accordance with geographical needs, cultural priorities, etc.

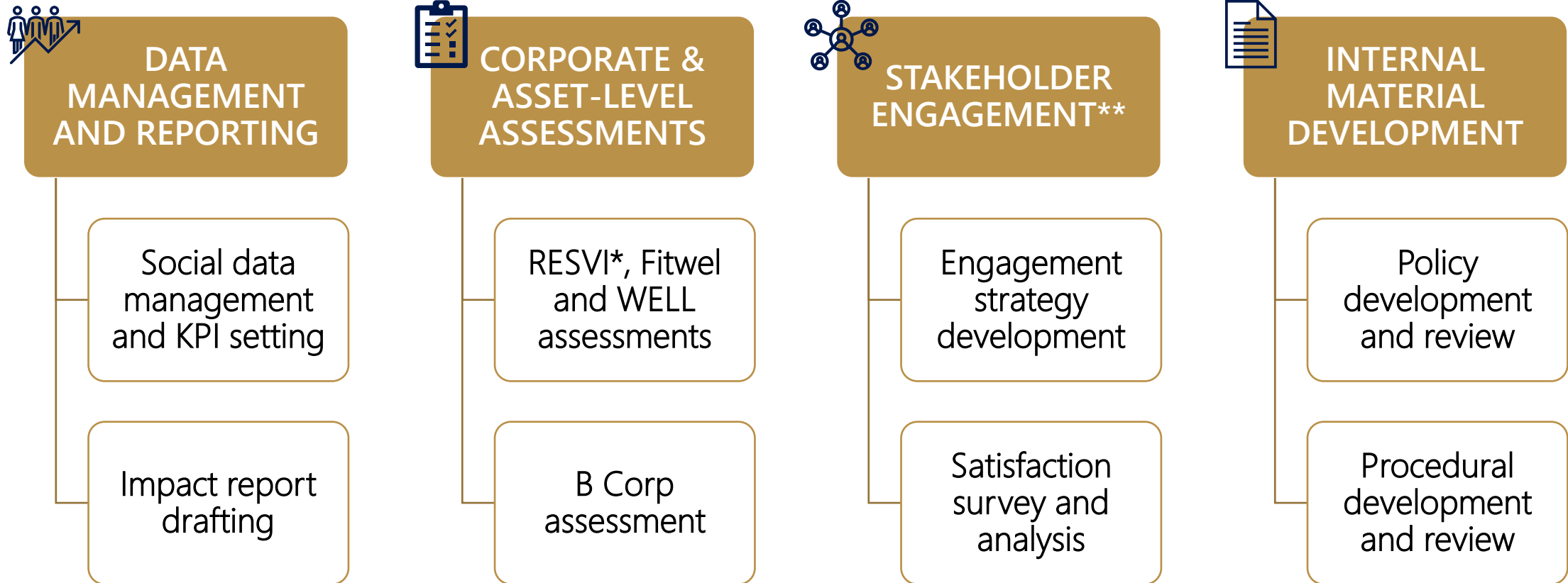
There is a dichotomy between:

- a) Necessitating unique and tailored approaches** across geographical locations, asset types, levels of ESG maturity, etc; and
- b) A degree of standardisation being required** for consistency of efforts, positive peer pressuring, and monitoring progress.



# LONGEVITY'S SOCIAL IMPACT/VALUE SERVICES

## TAILORED STRATEGY + IMPACT FRAMEWORK DEVELOPMENT



\* In partnership with Social Value Portal to deliver RESVI (Real Estate Social Value Index) assessments based on the National TOMs

\*\* Stakeholder groups can refer to employees, tenants/occupiers, and/or local communities.

# CONCLUDING REMARKS

*The gradual reconceptualisation of the Social within ESG **from** one which is seen predominantly as an element of “**additionality**”, towards one which is understood as a fundamental “**duty**” of care within our global community*