

PROSPECTUS

Urban Innovation Study Tours

Immersive learning experiences and
exemplar insights for real estate
professionals



HILLBREAK

“Tell me and I forget.
“Teach me and I remember.
“Involve me and I learn”

Benjamin Franklin



INTRODUCTION

Cities are epicentres of human activity and ingenuity; a manifestation of how societies and markets have evolved and responded to economic, cultural and environmental influences over time. Through development, regeneration, management and investment, cities are evolving and reshaping all the time.

Innovation is constant. Models of best practice and novel responses to new demands continue to emerge the world over. These exemplars provide inspiration and lessons from which real estate organisations and their leaders can draw; informing everything from their strategic approach as a business to the specifics of how a project might be financed or a relationship nurtured.

From the EcoDistricts of the US to the neighbourhoods in Europe that are being remodelled through the lens of circular economics, Hillbreak leverages its extensive network of thought-leaders, innovators and institutional contacts to curate bespoke learning and insight experiences for real estate executives and their teams.

These immersive study tours are tailored specifically to the needs of individual client organisations. Through thoughtful planning and energetic execution, we provide leadership teams with the opportunity to experience and learn from fascinating international case studies, including by hearing from those who have been instrumental in their realisation and continued success.



IMAGE: Parkroyal Hotel, Singapore

TOPICS OF FOCUS

Potential of topics of interest which client organisations may wish to focus on during their study tour include:

- | | |
|------------------------------------|--|
| ○ Placemaking and stewardship | ○ Regeneration and cultural heritage |
| ○ Climate resilience | ○ PropTech |
| ○ Green infrastructure | ○ Construction innovation |
| ○ Sharing economy | ○ Circular economy |
| ○ Co-living and co-working | ○ Material innovation |
| ○ Green buildings | ○ Stakeholder engagement |
| ○ Later living | ○ Inclusive customer experience |
| ○ Affordable housing and workspace | ○ Smart cities and buildings |
| ○ Densification | ○ Net Zero energy and carbon |
| ○ Health and wellbeing | ○ Governance and management |
| ○ Private Rented Sector | ○ Social value and community integration |

This list is not exhaustive and illustrates the range of factors at play within urban planning and real estate investment, development and management.

OBJECTIVES

We work closely with our clients to curate a rich learning experience which reflects the strategic issues of the time whilst being tailored to the specific ambitions and challenges of the organisation and its portfolios.

The learning and experiential objectives of each Urban Innovation Study Tour are therefore bespoke to the client organisation. However, clients can expect to benefit from the following outcomes and benefits:

- Deep insights gained for senior leadership teams by visiting international examples of best practice and innovation.
- New inspiration found to help advance the strategic and operational approaches of the organisation.
- Exclusive opportunities to hear and learn from those involved in the conception, development, financing, and management of exemplar projects and initiatives and with whom the transferability of lessons learnt can be explored.
- New connections made with best-in-class organisations and individuals.
- Greater productivity and impact gained from immersive and inspirational settings for reflection, debate, idea generation and foresight exercises.
- Opportunities to spend quality time with colleagues away from the day-to-day distractions of the normal place of work.



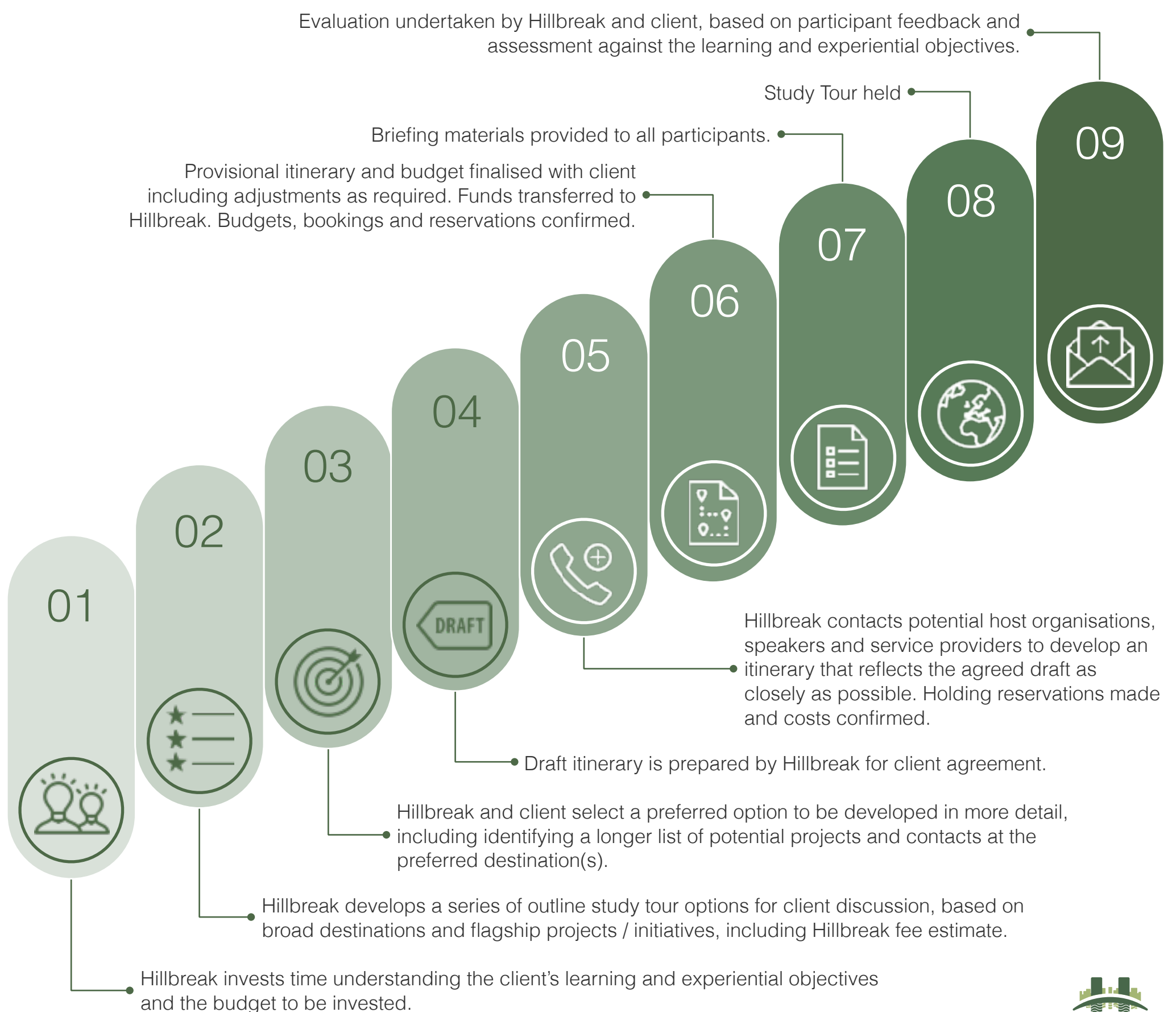


IMAGE: Park 20|20, Amsterdam

CLIENT JOURNEY

The process of selecting and programming destinations, projects, organisations, speakers, workshops and activities requires thoughtful and meticulous planning.

Working closely with you and your team from start-to-finish is therefore essential. The route map below reflects the process we would typically go through to curate a programme and experience that delivers maximum impact for your organisation.



FEATURES

Learning tours are led and facilitated by Miles Keeping & Jon Lovell, co-founders of Hillbreak and Lucy Matchett, Senior Consultant.

Miles is a Visiting Professor of Sustainable Real Estate at Oxford Brookes University. He was a senior lecturer at Oxford Brookes University prior to joining private practice and is currently a Board Director of the Investment Property Forum and Chairman of the Green Property Alliance.

Jon is vice-Chair of the Urban Land Institute (ULI) in the UK and has extensive experience of advising on real estate and related ESG matters internationally. He is a prominent thought-leader within the industry and has contributed to flagship industry programmes around the world on real estate sustainability, city futures and urban innovation.

Lucy is a founding member of the ULI European Sustainability Committee. Prior to joining Hillbreak, she was Sustainability Project Manager at Grosvenor and organised and ran international study tours for the Grosvenor Liaison Group of senior leaders, including in the US, Europe and Asia.

Courses typically have the following features:

- Course length:**
One - three days (excluding international travel).
- Capacity:**
Tailored to client but typically capped at 8-10 participants
- Participants:**
Senior leaders of Real Estate organisations
- Materials:**
Pre-reading and briefing materials, including itineraries and learning objectives provided in advance. Additional reference and activity materials provided during the course.
- Accommodation, meals and local travel:** included as part of the tailored package
- International flights:** to be organised by the participant organisation



CONTACT

Don't hesitate to get in touch if you'd like to discuss the possibilities of a Urban Innovation Study Tour for your organisation.



Jon Lovell

Co-Founder & Director
jon@hillbreak.com



Miles Keeping

Co-Founder & Director
miles@hillbreak.com



Lucy Matchett

Senior Consultant
lucy@hillbreak.com



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IMAGE: Via6, Seattle



enquiries@hillbreak.com

www.hillbreak.com



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