

# INTEGRATING ESG INTO REAL ESTATE INVESTMENT MANAGEMENT

Training for UK and European real estate professionals



**COURSE OUTLINE**

**BBP** | BETTER BUILDINGS PARTNERSHIP



## PURPOSE

Driven by global trends ranging from biodiversity collapse and the Climate Emergency to widening social injustice and technology-enabled lifestyles, Environmental, Social and Governance (ESG) factors are now a locked-in feature of the real estate investment market. It has moved to the mainstream of capital allocation and property investment decision-making, extending well beyond the traditional 'sustainability' focus on energy and carbon.

There is a clear imperative for real estate professionals to address material ESG risks and opportunities across the investment lifecycle, with many investors, regulators and other stakeholders now defining it as a fundamental requirement.

It is therefore incumbent upon all real estate professionals working in a fund, asset management and corporate context to have a solid grasp of this highly dynamic and complex agenda. There is, however, a major competency gap across the sector which needs to be addressed for that to happen effectively.

To meet this need, the Better Buildings Partnership (BBP) is launching a new training programme specifically for real estate professionals, focused on integrating ESG into the property investment management process.

Working with the specialist ESG advisory and training firm, Hillbreak, the programme will equip participants with a thorough understanding of the global context for ESG and how this translates into specific risks, opportunities and requirements for the funds and assets they manage.

It will develop participants' understanding of the principles, disciplines and tools required to put ESG factors at the heart of asset management excellence.

## AUDIENCE

This ground-breaking new course has been designed especially for real estate professionals working within an asset management context, including those working for fund management and investment advisory institutions, Real Estate Investment Trusts and private property companies. It is open and applicable to those based in the UK and mainland Europe in the following roles:

- Fund managers
- Portfolio and asset managers
- Investment/ transaction managers
- Development managers
- Investor Relations specialists
- Product development and distribution specialists, especially those looking to incorporate ESG characteristics into new or existing funds
- Real estate finance professionals and analysts

A key feature and benefit of the programme is that it will bring together real estate professionals in varied roles from different organisations, increasing the level of insight that can be gained from interacting and working with peers.

The course will be highly interactive and has been designed to maximise personal learning achievement with wider networking and engagement benefits.

## LEARNING OUTCOMES

At the end of the course, participants will:

- Have deeper knowledge and understanding of the key ESG factors pertinent to commercial real estate investment.
- Have greater awareness of salient market trends, including investor, lender, occupier and other stakeholder expectations, and the implications of these for real estate portfolios and their managers.
- Be able to identify the ESG factors that are material to a range of commercial property types, including across the spectrum of investment strategies, from core to opportunistic.
- Be able to identify and assess ESG-related risks and opportunities to real estate investments in the short and longer-term.
- Know what needs to be done at each stage of the investment lifecycle to address these ESG-related risks and opportunities – and how to factor these into investment decision-making.
- Know how to measure, set targets for, track and report on ESG factors, including in relation to risk profile, environmental performance and social impact.
- Understand the scope and limitations of the principal ESG measurement, benchmarking and certification frameworks, and the role these can play in improving transparency.
- Be confident in driving forward the environmental and social performance of assets under management, based on a stronger appreciation of some of the practical interventions that are available.

## DELIVERY

The course includes two half-days of interactive teaching supported by preparatory and post-course learning exercises delivered via a dedicated online platform. Key features of the course include:

- A combination of learning materials and formats that include classroom-style learning, interview-based video and podcast content, together with written resources and case studies.
- Universal course content supplemented by bespoke materials that are specific to role types, such as role-specific checklists, ensuring maximum relevance to the individual and their employer organisation.
- Cohorts limited to a maximum of 25 participants representing a variety of roles and organisations, thereby maximising learning impact whilst enhancing networking and insights opportunities.
- Delivered by the specialist firm, Hillbreak, combining deep knowledge with a highly dynamic style, whilst also drawing on inputs and perspectives from major investors, occupiers and senior industry leaders.
- Seamless registration, on-boarding and learning experience, supported by a dedicated course administrator to provide help and support when needed.

## AGENDA

The course will be split into two half-day modules with the principal elements of content covering the following:

### Module One (Context & Strategic Considerations)

- ESG drivers and market trends: understanding how investment and operating contexts are changing in response to environmental and societal imperatives.
- New risks and opportunities: defining key ESG topics, such as Net Zero and social impact, and their application to different property types and asset strategies.
- Financial and non-financial returns: unpacking the relationship between ESG, property value and investment performance.
- Measurement and transparency: certification, benchmarking and reporting frameworks applicable at the asset, portfolio and corporate level.

### Module Two (Practical Implementation)

- Prioritising ESG interventions throughout the property investment lifecycle, including integration into asset business plans and the growing role of sustainable finance.
- Ways of engaging with other stakeholders, such as occupiers and operating partners, to secure the delivery of ESG interventions and outcomes.
- Establishing roles and responsibilities, ensuring accountability and incentivising action across the value chain.
- Market leadership: examples of best practice and innovation from around the sector.

## PRICING

- BBP Members: £500 + VAT per participant
- Non-members: £750 + VAT per participant

## REGISTER

The training course is run by the Better Buildings Partnership and delivered by Hillbreak, a specialist ESG training and advisory firm. Both parties bring together unique expertise to ensure content meets the needs of the industry. To register your place and find out more information visit : [www.betterbuildingspartnership.co.uk/training](http://www.betterbuildingspartnership.co.uk/training)

This training programme has been made possible by funding from the following members who also sit on the steering group for this initiative.

## FOUNDERS & SUPPORTERS

