



The International Challenges of Policy for the Cities

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Initial position

The world is **not** on heading towards a sustainable future.

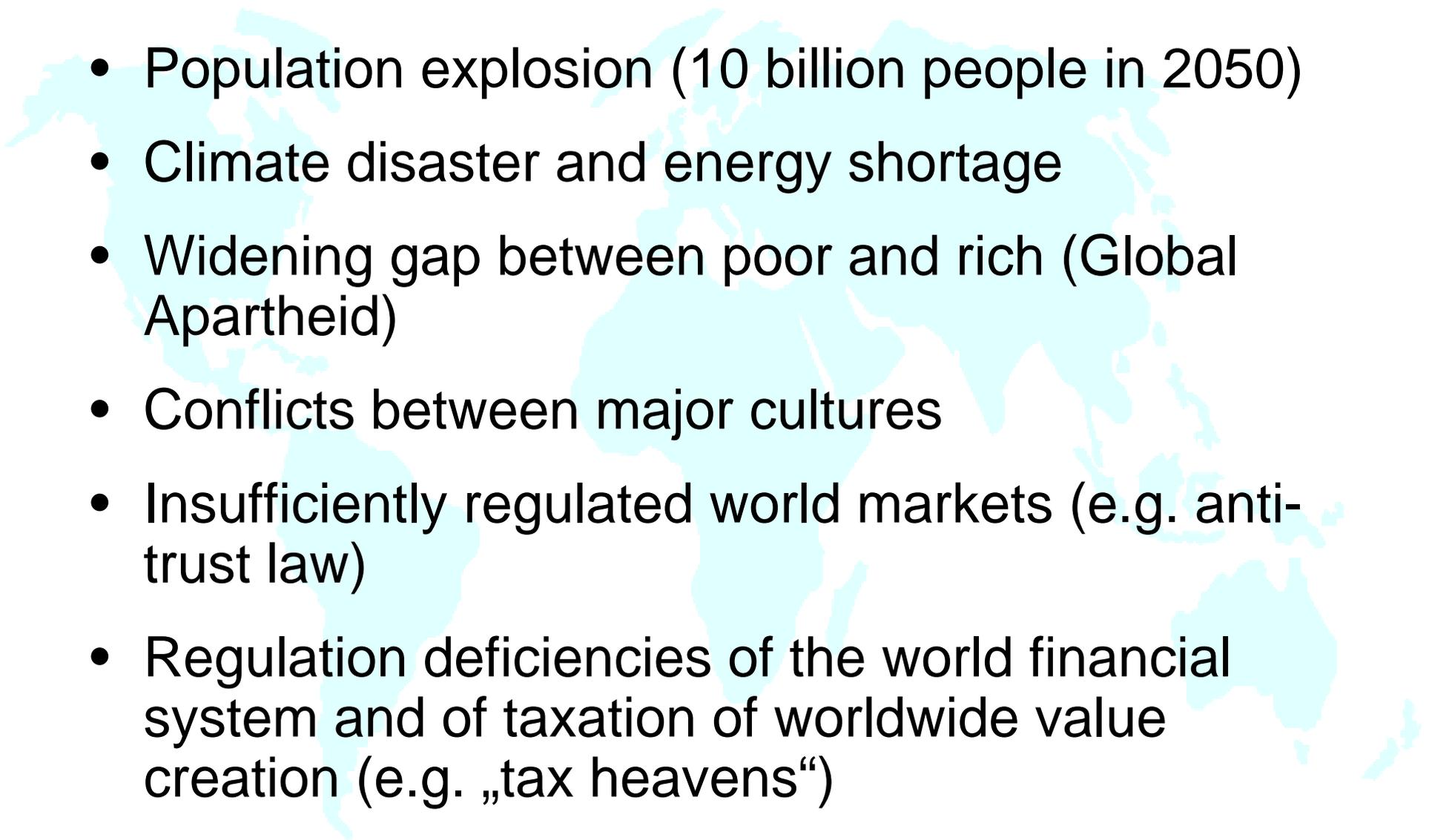


Initial position

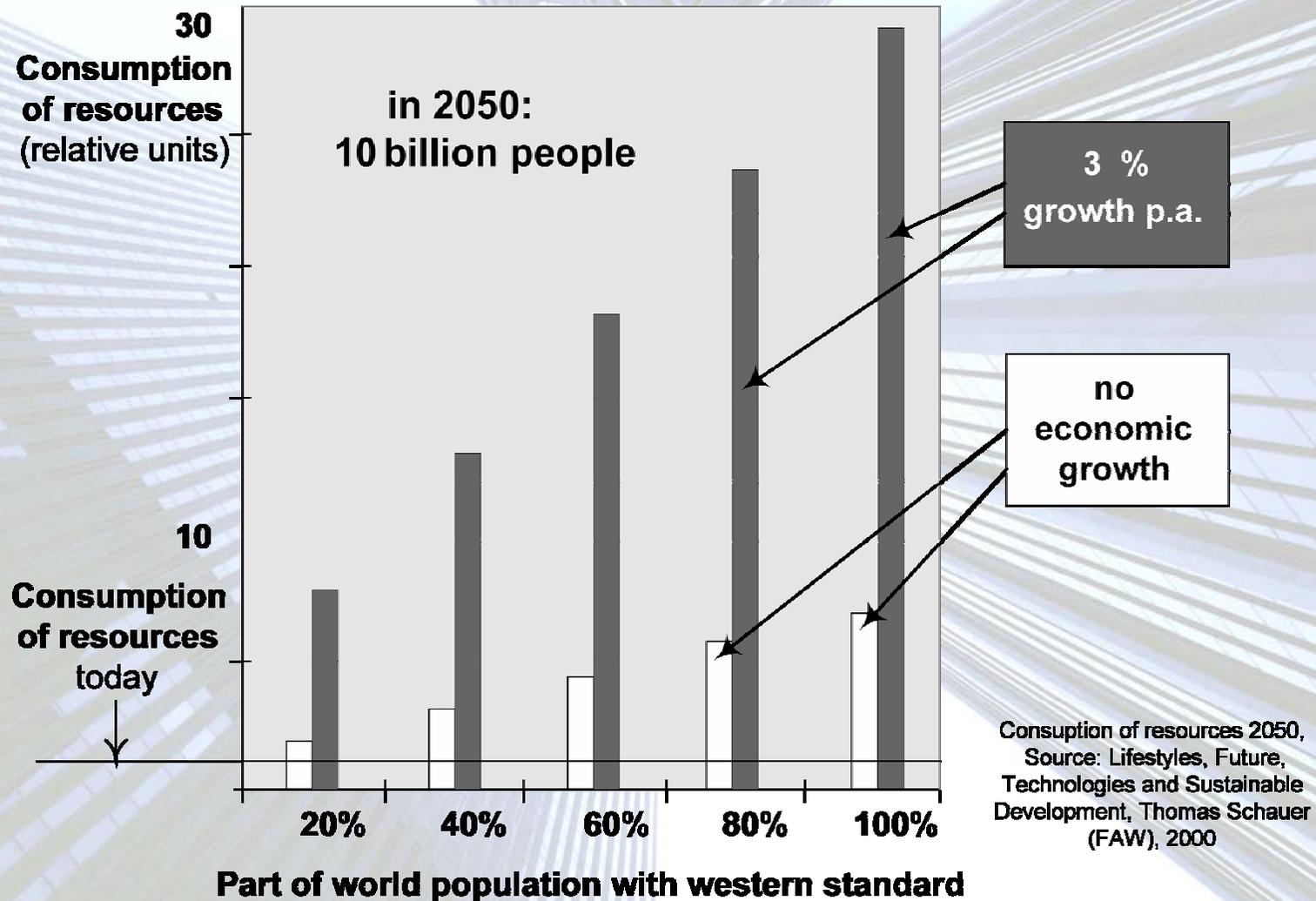
- Thematic background: Club of Rome publications on „Limits to Growth“ (1972/2005)
- Overall scientific base: Unified Earth Theory
- Three scenarios for the future: collapse, Brazilianization and balance
- Interaction of technical progress and boomerang (rebound) effect
- Need of an adequate Global Governancce

The great challenges



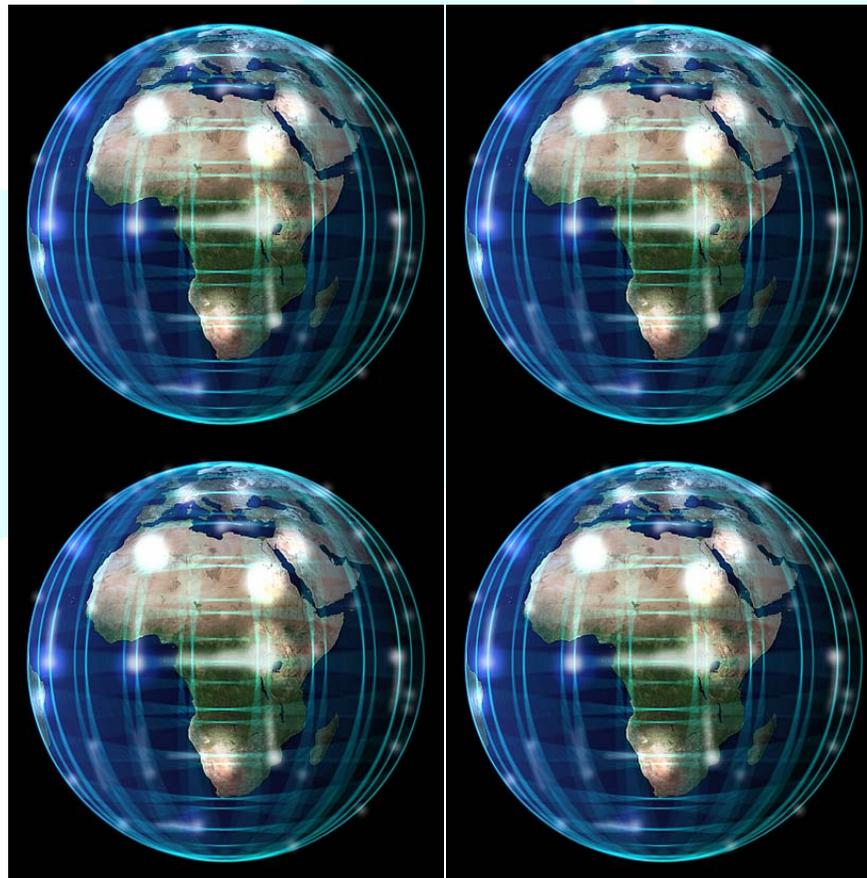
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- Population explosion (10 billion people in 2050)
 - Climate disaster and energy shortage
 - Widening gap between poor and rich (Global Apartheid)
 - Conflicts between major cultures
 - Insufficiently regulated world markets (e.g. anti-trust law)
 - Regulation deficiencies of the world financial system and of taxation of worldwide value creation (e.g. „tax heavens“)

Projection of resource consumption (without dematerialisation)



Projection of the global footprint (under moderate dematerialisation)

- With 10 billion people in the year 2050
- On today's world level of wealth
- Using the best technologies available today



4 Globes

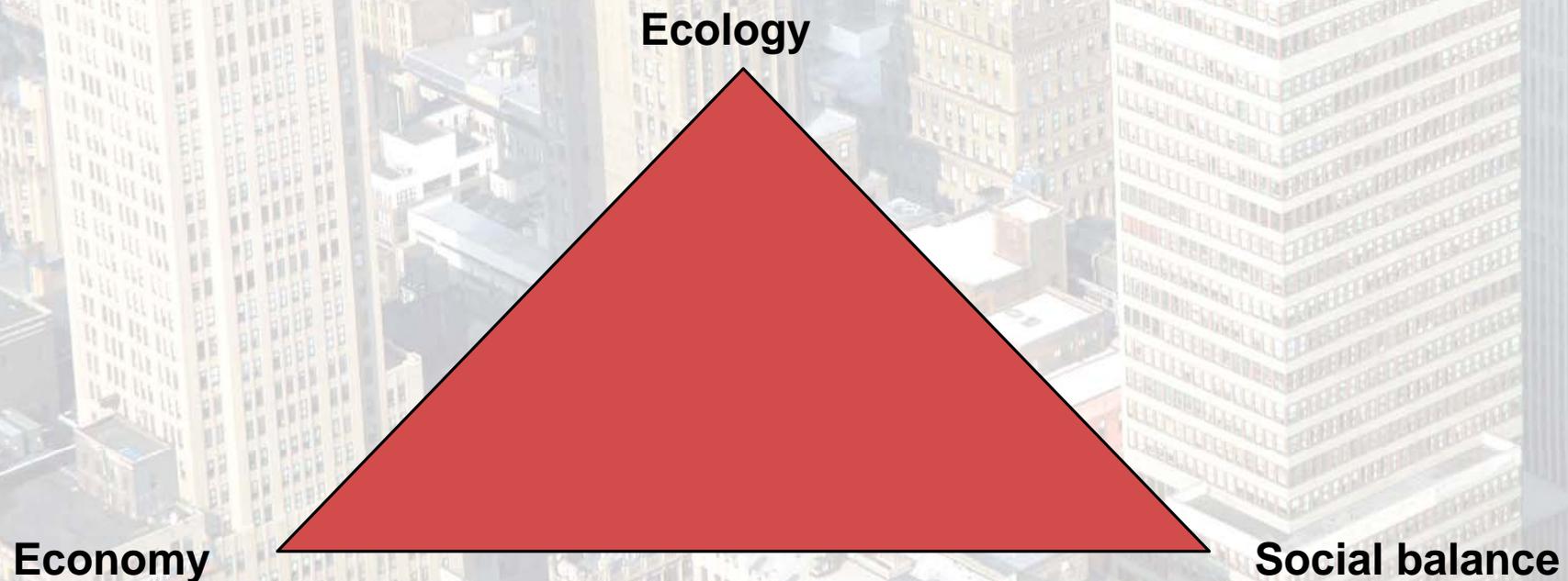
What must/can the Real Estate sector do?



- As „victim“
- Because of political necessities
- Because of the stakeholders´ expectations
- Because of foreseeable strategies of investors
- Out of personal responsibility

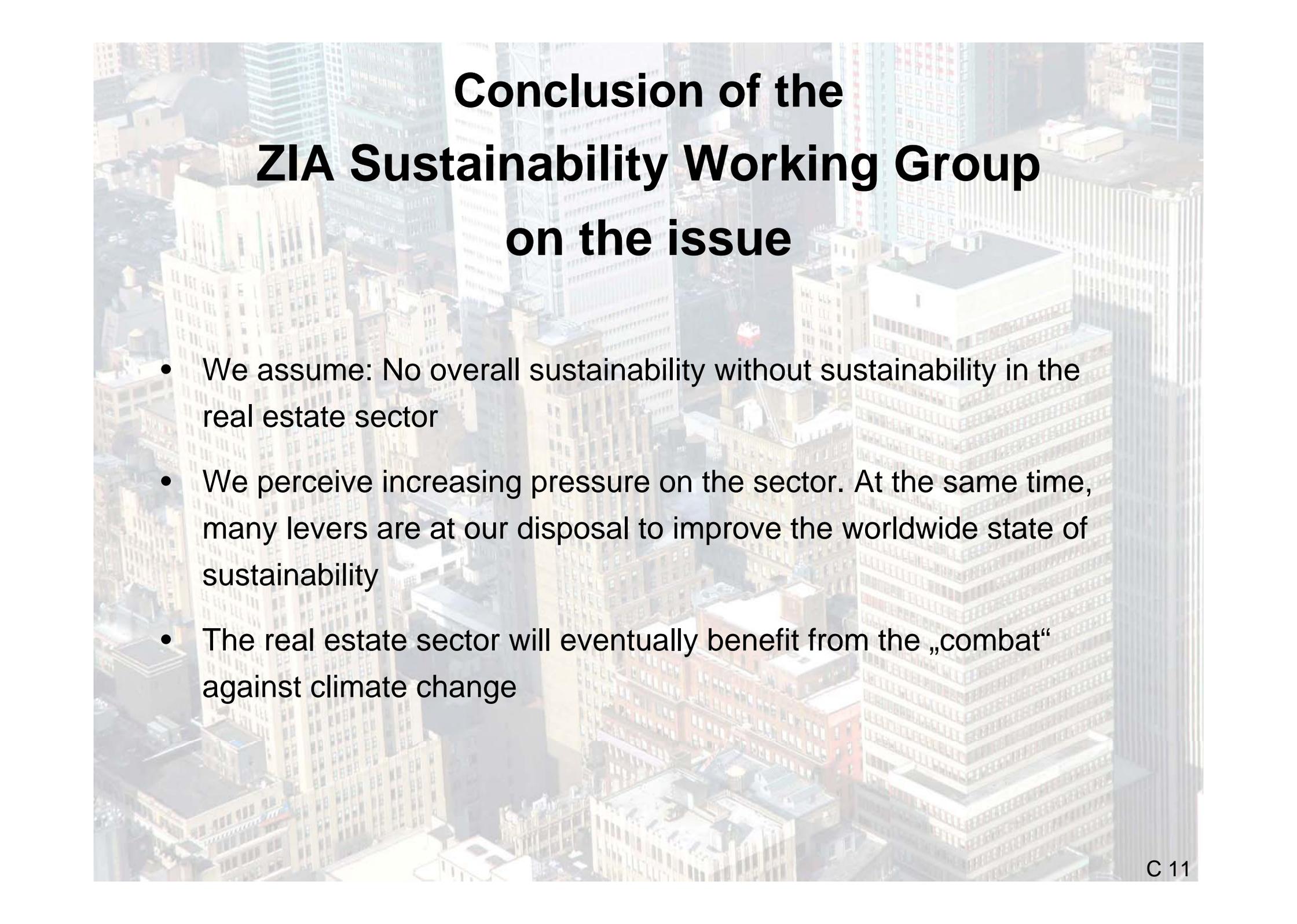
The approach taken

- Look at sustainability in the broadest sense: as a worldwide topic, as a national topic, as a local topic
- Look at sustainability comprehensively: economy, ecology, social issues and additional cross-sectoral topics such as demography and safety in everyday life



Which particular topics are of relevance?

- Real estate and economy
- Real estate and safety in everyday life
- Real estate and financial system
- Real estate and innovation
- Real estate and social concerns
- Real estate and demography
- Real estate and culture
- Real estate and energy
- Real estate and environment
- Real estate and sustainable development



Conclusion of the ZIA Sustainability Working Group on the issue

- We assume: No overall sustainability without sustainability in the real estate sector
- We perceive increasing pressure on the sector. At the same time, many levers are at our disposal to improve the worldwide state of sustainability
- The real estate sector will eventually benefit from the „combat“ against climate change

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- Follow a **double-strategic** approach. What we do can only ensure sustainability if other countries and sectors act alike

but

- Hinting at other countries or sectors is no reason to delay action in our own country or in our own business sector

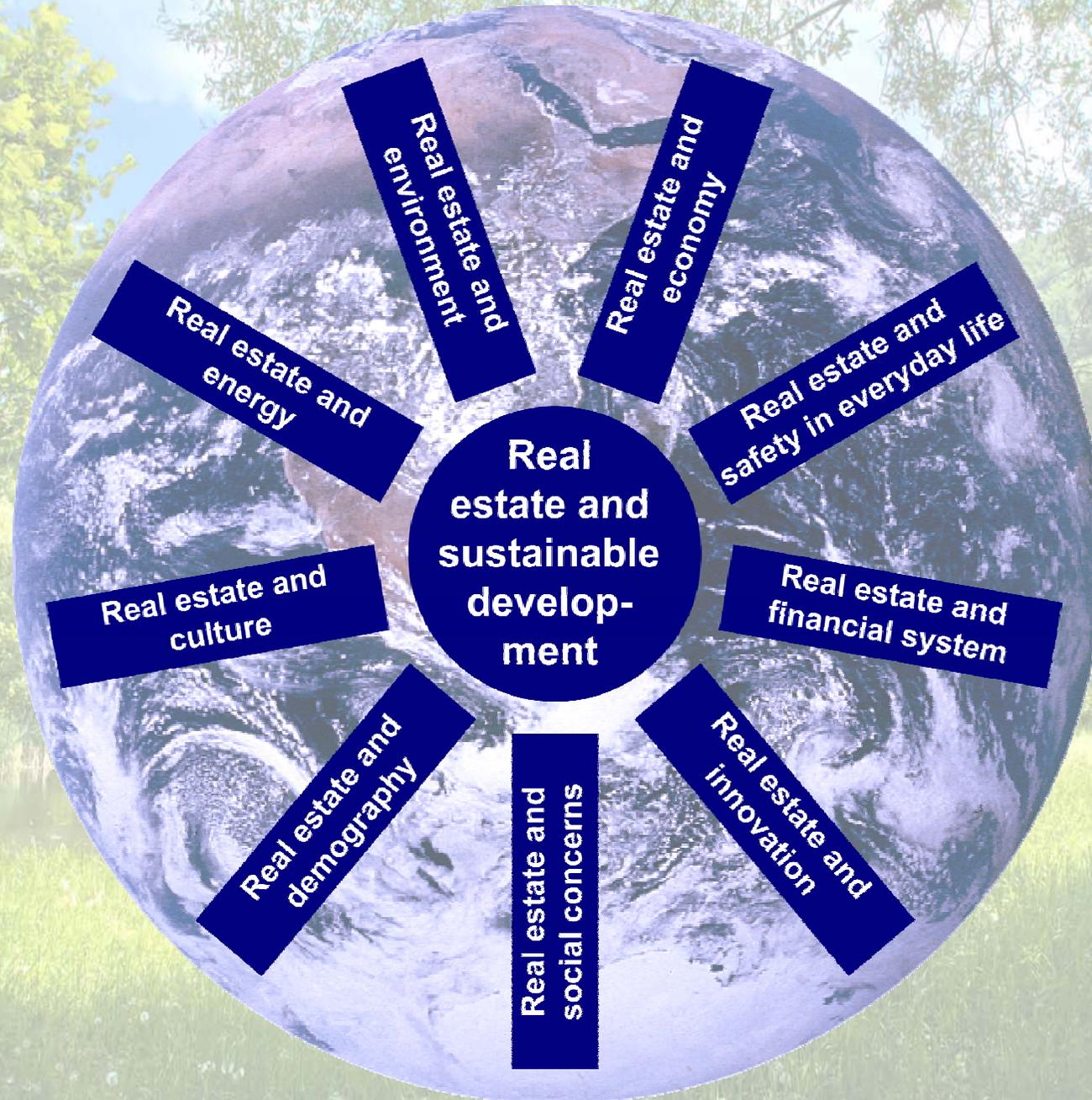
Sustainability is a compass for the future

Efficiency gains and dealing with the rebound effect

- We strongly follow the line of **efficiency improvements** via technical and organisational progress and innovation
- But we are aware of the **boomerang** or **rebound effect**: higher efficiency has often resulted in more and not less resource use (cf. the hoped for „paperless office“)
- Therefore innovations in **governance** within nations and on the globe are urgently required. Better rules and better regulation have to **parallel** innovation in technology and organization

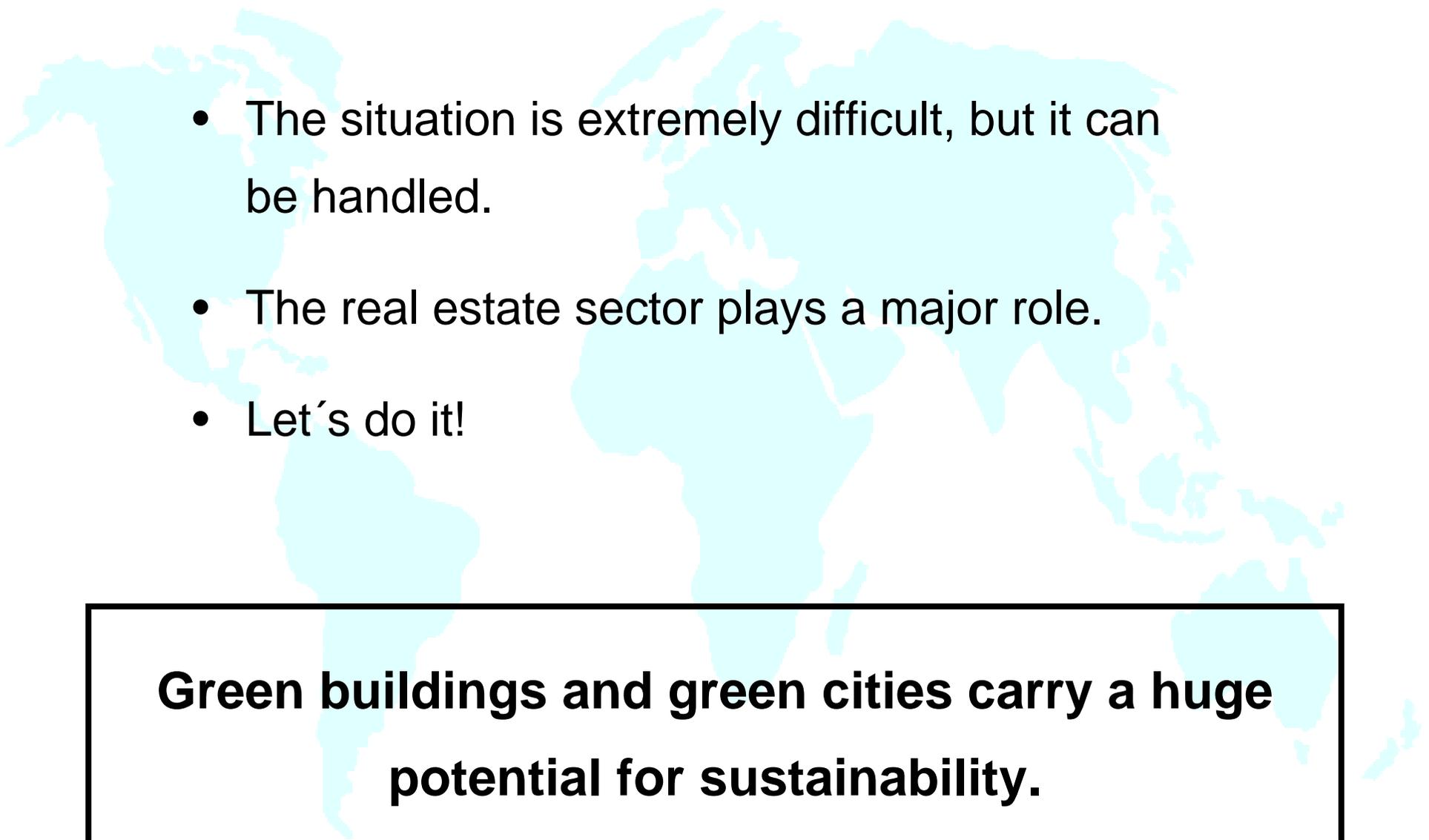
We take the rebound effect into consideration

Agenda



Statements that give hope

- Sustainability has always been a guideline for property management, no different from forestry.
- Substantial win-win potential for both owner and tenant by preservation of building quality.
- Energy-saving measures can be the starting point of a massive stimulus package in the sense of a Green New Deal.
- Follow the vision of a three-dimensional revolution (low energy consumption, low CO₂-emissions, low waste)

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- The situation is extremely difficult, but it can be handled.
 - The real estate sector plays a major role.
 - Let's do it!

Green buildings and green cities carry a huge potential for sustainability.