

ESMT & ZIEGERT Realtors Sustainable Business Breakfast



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BERLIN



The **Center for Sustainable Business** at ESMT Berlin and **ZIEGERT** invite you to a new form of dialogue within the industry: Realtors Sustainable Business Breakfast **on Tuesday, November 14, 09:00 a.m. - 12:00 noon**. We hope to establish a new discussion within the real estate business.

Speakers: **Prof. CB Bhattacharya**, Alexander Boether, Prof. Matthias Böttger, Dr Birgit Memminger-Rieve, MBA Consulting Project Team

The event will take place at Schlossplatz 1, 10178 Berlin.

Sustainability in the Real Estate Industry: A Win-Win Scenario

Sustainability has been shown to enhance real estate value. Yet, according to the GRESB 2017 Sustainability Assessment of over 250 real estate companies, the average score for environmental, social and economic performance was a **low 63 out of 100**. In addition, **only 3 of the Global 100 Most Sustainable Corporations in the World** are real estate companies. The pressure for sustainability practices in the real estate industry from stakeholders such as investors, local communities, regulators, and tenants is increasing. What is holding real estate companies back? How to gain value from sustainability investments in the real estate

industry? In this first event, we present best practices and latest insights on sustainability in the real estate industry, focusing on social aspects during project developments.

Program

- 09:00 Registration and welcome breakfast**
- 09:30 Welcome remarks**
CB Bhattacharya, Director of the Center for Sustainable Business, ESMT Berlin
- 09:40 “How Do We Want to Live in the Future?”**
Matthias Böttger, Professor and Head, HyperWerk Institute for Postindustrial Design
- 10:05 “What is the Business Case for Sustainability in the Real Estate Industry?”**
Birgit Memminger-Rieve, Managing Director of ES EnviroSustain GmbH
- 10:30 Presentation of Social Aspects of Sustainability and the Value Added in Project Developments**
ESMT MBA Consulting Team
- 10:50 Conclusions**
Alexander Boether, Group Representative and Head of Sustainability & Responsible Investments, ZIEGERT
- 11:00 Open Discussions and Second Coffee**
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About the speakers

CB Bhattacharya

Prof. Bhattacharya is the founder of the Center for Sustainable Business (CSB) at ESMT. He has also established the Sustainable Business Roundtable (SBRT), a forum to discuss opportunities and challenges to mainstreaming sustainability practices within organizations, which has grown to include over 25 multinational companies. Prof. Bhattacharya's expertise is in the area of business strategy innovation aimed at increasing both business and social value, specifically how companies can use underleveraged "intangible assets" such as corporate identity and reputation, membership and brand communities, and corporate social responsibility to strengthen stakeholder relationships. He has published over 100 articles in leading journals and has over 20,000 citations per Google Scholar. He is co-author of the book *Leveraging corporate responsibility: The stakeholder route to maximizing business and social value*.

Alexander Boether

Alexander Boether is the group representative of the ZIEGERT Group. In addition, he works as Head of Sustainability and Responsible Investments, which includes developing the ongoing sustainable group management processes and also services for sustainable real estate, district development and responsible investments. Alexander's main focus lies in developing products for affordable housing and the planning and creation of sustainable neighbourhoods. He represents the ZIEGERT Group in a wide range of advisory boards, e.g., the Real Estate Association BFW and the board for infrastructure and urban development and construction IHK.

Matthias Böttger

Matthias Böttger is an architect and curator. He is the Professor and Head of HyperWerk Institute for Postindustrial Design in Basel. With his Berlin-based practice raumtaktik – office from a better future, Böttger has been exploring concepts of space and working on spatial interventions since 2003. He has curated and organised numerous exhibitions and contributions to biennials. In 2008 he and fellow architect Friedrich von Borries were the

general commissioners and curators of “Updating Germany – 100 Projects for a Better Future”, the German contribution to the 11th International Architecture Exhibition at the Venice Biennale gathering 100 architectural, artistic and design projects currently in development in Germany, which deal with social, economic and environmental challenges.

Birgit Memminger-Rieve

Dr Memminger-Rieve is the Managing Director of ES EnviroSustain GmbH. She studied environmental protection engineering at the Stuttgart University. In 2006 she successfully gained a PhD at the VEGAS research centre (Versuchseinrichtung zur Grundwasser- und Altlastensanierung). Since 2007 Ms Memminger-Rieve PhD has dedicated herself to sustainable management of real estate and is recognised European-wide as an expert consultant for building certification and energy. Furthermore she is an experienced auditor for sustainable building systems such as LEED® and BREEAM.

MBA Consulting Team

The MBA students Akash Anand (India), Alexandre Bezerra (Brazil), Julian Sanchez (Colombia), Walter Quaassdorff (Chile/ Germany), and Bo Xu (USA) make up the MBA Consulting Team for the project.

For further information and to register for the **ESMT & ZIEGERT Realtors Sustainable Business Breakfast** please contact **Joanna Radeke**.



Contact:

Joanna Radeke

Manager, Center for Sustainable Business at
ESMT Berlin

Tel.: +49 30 21231 1533

E-Mail: Joanna.Radeke@esmt.org

For further information on sustainability and business development of the **ZIEGERT Group**, please contact **Ariane Husemann**.



Contact:

Ariane Husemann

Senior Business Development Manager
Investments, ZIEGERT

Tel.: +49 30 88035 3374

E-Mail: Ariane.Husemann@ziegert-immobilien.de

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**ESMT
BERLIN**

ESMT Berlin
Schlossplatz 1
10178 Berlin, Germany
Phone: +49 30 212 31 0

- info@esmt.org
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