

# ESG & SUSTAIN- ABILITY

**SUSTAINABLE SUCCESS  
WITH FUTURE-PROOF  
REAL ESTATE**

## OUR VISION

Making real estate more environmentally friendly and resource-friendly is a subject close to our hearts. Because sustainable buildings contribute to saving our planet's environment. And they enable people to feel more comfortable and live healthier lives. Via holistic consulting, long-term strategies and consistent measures, we create sustainable success with sustainable real estate. For our clients, and also for Cushman & Wakefield itself.



## DID YOU KNOW?

**40%**

of global carbon dioxide emissions is generated by commercial real estate.



A large proportion of this is attributable to the equipment and usage behaviour of the tenants.

**75%**

of the carbon is emitted during the construction and demolition of a building – and only 25 percent during its operation.



**35%**

of the waste produced globally is construction waste.



The real estate industry is one of the largest emitters of greenhouse gases. If things continue to be done the way they have been done up to now, global emissions are expected to double or even triple by 2050. This is why sustainable real estate is increasingly becoming the focus of attention for investors, occupiers and the government.

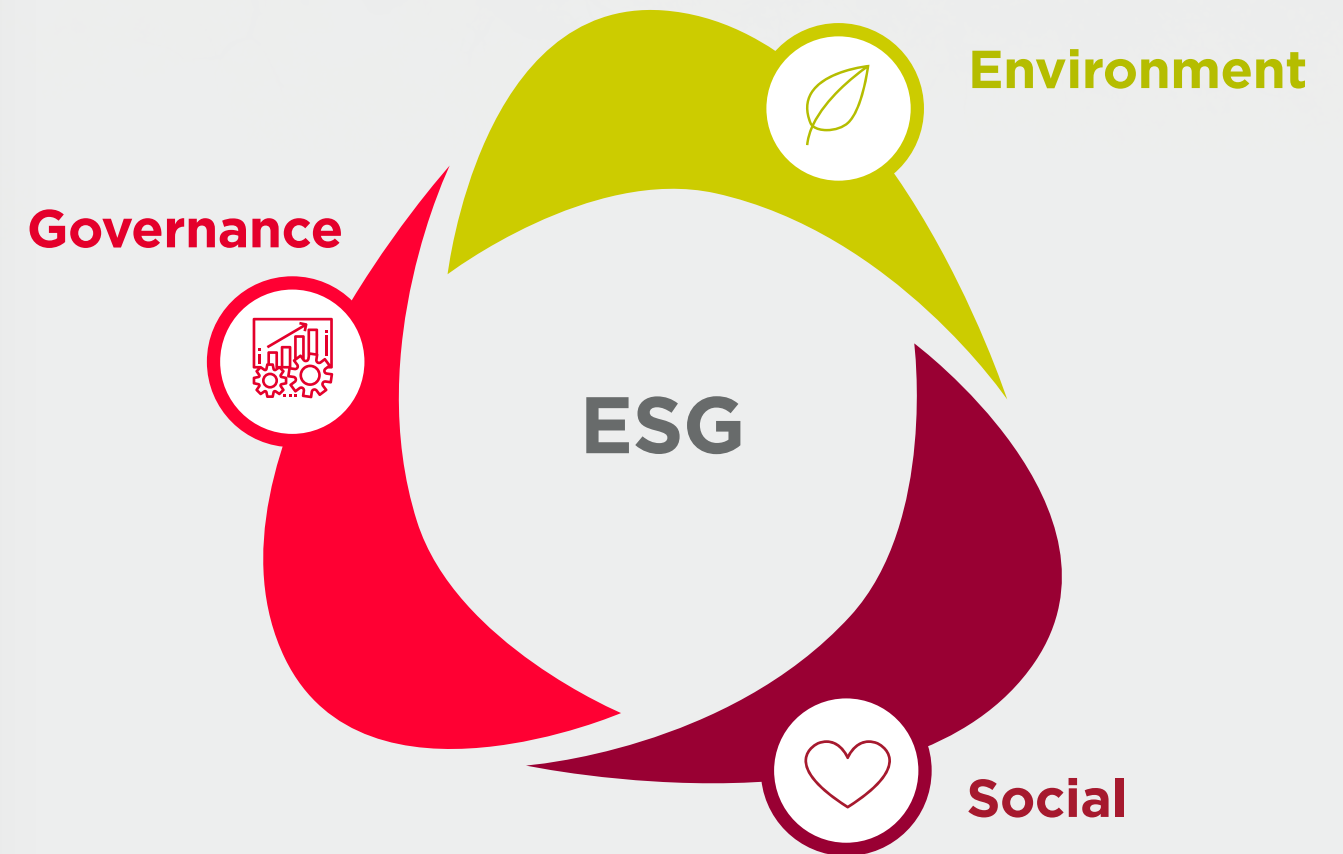
In order to achieve Net Zero targets in the construction industry, direct CO<sub>2</sub> emissions must be reduced by 50 percent and indirect emissions by 60 percent by 2030. A long path that we are happy to walk together with you. Step-by-step. With successful strategies that are geared towards both today and tomorrow.



# WHAT IS ESG?

The demand for the responsible use of real estate and sustainable real estate investments is steadily increasing. In order to assess the sustainability of companies, ESG criteria have been established, which consider environmental, social and governance aspects.

For investors, properties that also fulfil these criteria have greater prospects of higher returns in the future. Occupiers also benefit from ESG, for example via brand image enhancement, employee loyalty and reduction of their costs and emissions.



# WHEN ARE WE THERE FOR YOU?

## INVESTORS

- ? You are about to buy or sell a property and are planning a first ESG quick-check
- ? You want to better position your property for the future and are seeking a suitable ESG Strategy
- ? Via GRESB or GRI reporting, you want to make your efforts measurable and comparable
- ? Your tenant wants a more sustainable building and asks you to propose and implement measures
- ? You are subject to the EU regulation on disclosure and want your property analysed and classified accordingly
- ? You are considering certification and need an initial assessment of appropriate certification and appropriate measures

## OCCUPIERS

- ? You want to operate more sustainably, reducing your emissions and operating costs
- ? You are pursuing Net-Zero goals and would like to take this into account in your fit-out
- ? You are seeking a sustainable property and need support in the search, evaluation and negotiations for a green lease
- ? You want to create a sustainable working environment for your employees and score as an attractive employer in the “war for talent”
- ? You intend to make the building shell or the roof of your rental property more energy efficient
- ? To achieve your sustainability goals, you want to analyse and compare your energy and water consumption and base appropriate measures on this

# ESG: ADVANTAGES AT A GLANCE ...

## ... AS AN INVESTOR



## ... AS AN OCCUPIER



# OUR SERVICES

Whether you need support for one project or your entire portfolio, we develop individual, cross-asset strategies for you that take into account important environmental, social and governance (ESG) criteria. For the successful implementation of your ESG measures, you can also rely on the expertise of our globally-positioned team.

## OUR SERVICE AREAS



# ESG CONSULTANCY

ESG is becoming increasingly important – in politics, among investors, companies, their employees, customers and stakeholders. So it is not surprising that the topic is also playing an increasingly important role in making investment and corporate decisions regarding real estate.

We advise you individually, step-by-step, in compliance with all legal regulations – for example, on your goals or your strategy. With a view to the greatest possible added value for you.

ESG Advisory



## OUR SERVICES

- ✓ Develop your ESG strategy
- ✓ Target definition in accordance with SBTi to reduce your greenhouse gases
- ✓ Consulting and implementation of your Net Zero strategy
- ✓ Analysis of your climate risks and strengthening your resilience
- ✓ Green Lease Consulting
- ✓ Development of guidelines for your new construction and fit-out
- ✓ Recommendation of sustainable materials
- ✓ Workplace Consulting
- ✓ Development of sustainable purchasing strategies (Green Procurement)



# BUILDING CERTIFICATION

Certification can make your sustainability measures visible and make your property stand out from others. Certification confirms the responsibility of your actions as an investor or tenant, enhances your brand image and make the property more attractive for buyers and tenants.

We support you throughout the entire certification process: from the selection of the appropriate green building certification to the analysis of possible opportunities and risks right up to implementation of the certification.

Building  
Certifications



## OUR SERVICES

- ✓ Advice on certification and implementation in accordance with
  - DGNB
  - BREEAM
  - LEED
  - WELL
  - FitWel
  - WiredScore
- ✓ Technical assessments
  - Energy consumption calculations
  - Life cycle considerations
  - Lighting simulations

# ASSET OPTIMISATION

Net-zero strategies, building certification standards and local regulations place high demands on a building. With asset optimisations and technical solutions, your energy consumption and CO<sub>2</sub> footprint can be reduced and a maintenance backlog can be prevented.

We work with you to develop programmes to reduce your CO<sub>2</sub> emissions, your waste and your energy and resource consumption. In addition, we offer detailed energy audits and strategies – during the acquisition, new construction, renovation, expansion and operation phases of your building.

Asset Optimisation



## OUR SERVICES

- ✓ Quick check on sustainability parameters (ESG & Net-Zero) before buying
- ✓ Assessment of the certification level
- ✓ ESG due diligence
- ✓ Energy concepts and energy monitoring to improve building performance
- ✓ Energy consulting and audits
- ✓ Calculation of the CRREM path and development of net zero strategies for existing buildings
- ✓ Verification of EU taxonomy conformity

# ESG REPORTING

Transparent, regular, comprehensive – these criteria require financial market participants to publish their ESG measures in accordance with EU rules. And in general, it is recommended that every investor and occupier reports on activities related to the environment and social issues. Because sustainable action enhances your brand image – among potential customers, partners and employees.

We are happy to support you in disclosing your measures transparently in accordance with the statutory provisions. And that from the very first step. We collect all the necessary data, evaluate it and make comparisons. Both within your portfolio and with other buildings. This allows you to quickly see which properties you have some catching up to do in and how your properties are developing year-on-year.

ESG Reporting



## OUR SERVICES

- ✓ Collection and evaluation of your sustainability data for
  - annual standard reports (GRI, PRI, EPRA)
  - GRESB reporting
  - Reporting in accordance with Scope 3 (GHG emissions)
  - SFRD, NFRD and CSRD reporting
- ✓ Benchmarking and optimisation of your reporting and scorings
- ✓ Gap analyses in accordance with TCFD



INVESTORS

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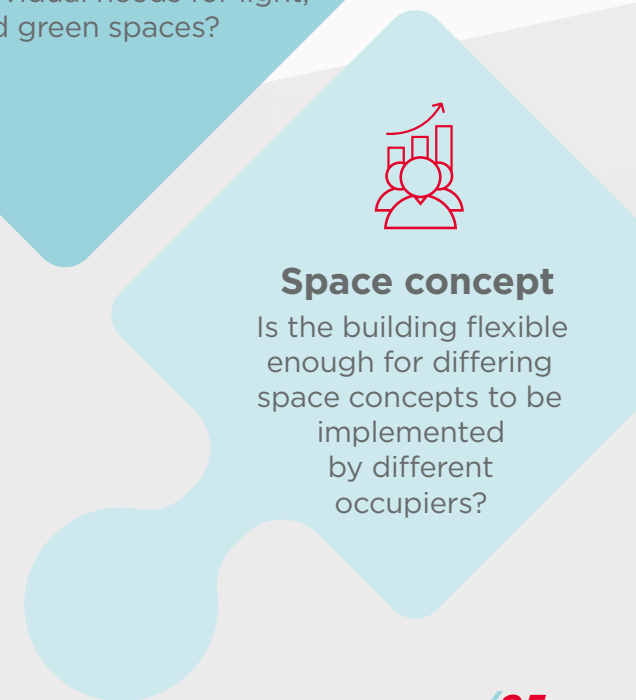
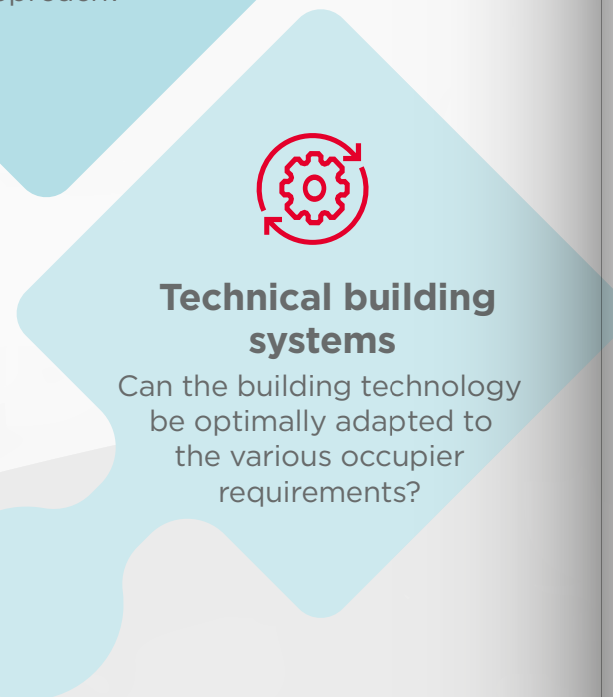
INVESTORS BENEFIT FROM  
PROPERTIES THAT MEET  
SUSTAINABLE CRITERIA.  
BECAUSE IN THE END,  
SUSTAINABLE REAL ESTATE  
WILL BE VALUED MORE HIGHLY  
AND ALSO EASIER TO LET.

**Tina Reuter**

C&W, Member of the EMEA ESG Strategy Board

# YOUR ESG BUILDING BLOCKS AS AN INVESTOR

Think about tomorrow today and rely on buildings with high ESG standards. Because sustainability means the future. And sustainable real estate means more profitability and future viability. We develop individual ESG concepts for you with exactly the building blocks that are important to you.





OCCLUDED

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WHEN CHOOSING PRODUCTS, SERVICE PROVIDERS AND EMPLOYERS, PEOPLE ARE PLACING EVER MORE EMPHASIS ON SUSTAINABILITY. **ESG IS THEREFORE NOT ONLY IMPORTANT FOR COMPLIANCE WITH REGULATIONS. VIA ESG, COMPANIES CAN ALSO ENHANCE THEIR IMAGE AND ATTRACT CUSTOMERS, PARTNERS AND EMPLOYEES.**

**Martin Wellnitz**

C&W, Head of Project & Development Services DACH

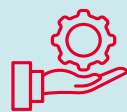
# YOUR ESG BUILDING BLOCKS AS AN OCCUPIER

Every company is unique. With its own history, specific needs and vision. That's why your ESG concept should also be individually set up. Together with you, we check which building blocks are useful and necessary for your company.



## Requirements

Does my building enable optimum conditions (e.g. ventilation, temperature and light)?



## Alignment

Does the building fulfil your own sustainability goals and guidelines?



## Location & Access

Is the building easy to reach for (future) employees and clients?  
Does the environment fulfil your employees' requirements?



## Recruitment & Retention

What can I do to attract new employees and retain them?



## Furnishings

Which materials and furnishings are sustainable? What do I need to meet the needs of the employees?



## Work experience

How can my working environment foster my employees' motivation and team spirit?

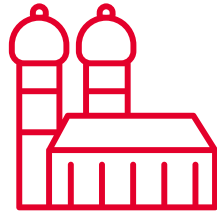


# 5 LOCATIONS

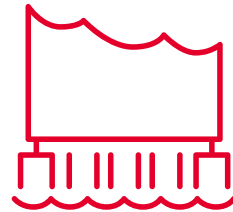
APPROX. 400 EMPLOYEES



FRANKFURT



MUNICH



HAMBURG



BERLIN



DÜSSELDORF

As one of the leading global real estate service providers, we advise companies and investors worldwide on all aspects of their real estate requirements. Find suitable office space and valuable assets, support and manage construction projects, manage and evaluate portfolios and ensure inspiring interiors. 50,000 of our colleagues support our clients in more than 400 branches in 60 countries and create – inspired by new impulses and ideas – real estate solutions that will endure into the future.

WELL-POSITIONED  
WORLDWIDE



**\$10.1 BN.**  
**Turnover 2022**



**52,000**  
**Employees**



**400**  
**Offices**



**Represented in**  
**60 Countries**



## DO YOU HAVE ANY QUESTIONS ABOUT ESG AND SUSTAINABLE REAL ESTATE?

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