MERCURY

Sustainable Real Estate

8 – 12 November 2027
Nairobi (Kenya)



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Ref: 16151_1068865 **Date:** 8 – 12 November 2027 **Location:** Nairobi (Kenya) **Fees:** 5300 Euro

Introduction to Sustainable Real Estate:

Sustainable real estate is becoming a central pillar in the development, investment, and management of property assets. This course addresses the integration of environmental, social, and governance ESG principles into real estate strategies and operations. Participants will explore the latest policy drivers, risk frameworks, and international standards transforming the real estate sector.

In this Sustainable Real Estate training course, participants will learn about ESG legislation in the Gulf region, Islamic finance, and local social impact frameworks. It equips real estate professionals with the tools and knowledge needed to align their practices with global sustainability goals.

Through an analytical and practical approach, learners will investigate the impact of ESG performance on financing, valuation, and investment returns. This Sustainable Real Estate program equips individuals with the critical skills to lead sustainable transformation in real estate development and investment.

Targeted Groups:

This Sustainable Real Estate training targets professionals seeking specialized knowledge and skills:

- Real estate developers and construction managers.
- ESG officers and sustainability managers in property firms.
- Real estate investors and portfolio analysts.
- Urban planners and policy advisors.
- Government regulators in the property and housing sectors.
- Corporate governance professionals in real estate.
- Environmental consultants and CSR officers.
- Financial institutions lend to real estate projects.
- Professionals managing green bonds or Islamic finance products.
- Property asset managers and real estate fund managers.
- Real estate legal and compliance professionals.

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Course Objectives:

Participants will achieve the following objectives by completing the Sustainable Real Estate course:

- Understand the policy context and environmental factors that shape real estate markets.
- Explain ESG frameworks, legislation, and their application in the Gulf and globally.
- Evaluate social impact, labor standards, and diversity policies in real estate development.
- Analyze risk typologies and governance models relevant to property firms.
- Apply ESG measurement tools and reporting practices to property portfolios.
- Integrate sustainability data into investment decision-making processes to inform informed decisions.
- Assess the financial and market implications of Environmental, Social, and Governance ESG performance in the real estate sector.
- Identify and overcome implementation challenges, including greenwashing.
- Utilize reporting frameworks such as GRI, GRESB, SECR, and ESOS effectively.
- Benchmark ESG standards such as LEED, BREEAM, WELL, and Estidama.
- Connect Islamic social finance principles with green and ethical property investment.
- Communicate ESG results to stakeholders using transparent and accurate data.
- Plan for the long-term value creation from sustainable real estate practices.

Targeted Competencies:

Participants will gain the following competencies during the Sustainable Real Estate program:

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- Strategic analysis of ESG risks and opportunities in real estate.
- Application of Sustainability Reporting Frameworks in Development Projects.
- Governance and compliance alignment with regional and global standards.
- Social and Community Impact Assessment and Planning.
- Financial Interpretation of ESG Factors in Property Valuation.
- Design and integration of ESG policies into the corporate structure.
- Performance benchmarking for green buildings and portfolios.
- ESG communication strategies for investors and stakeholders.
- Integration of BIM, GIS, and smart systems with ESG metrics.

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Course Content:

Unit 1: Policies and Drivers in Sustainable Real Estate:

- Analyze the environmental impact of traditional real estate practices.
- Examine the global and regional rise of Net Zero initiatives.
- Understand how real estate contributes to climate change and pollution.
- Explore ESG legislative frameworks in the Gulf Cooperation Council GCC countries.
- Assess the social consequences of real estate on communities.
- Review corporate social responsibility CSR and social responsibility programs for real estate developers.
- Examine local procurement policies and support for regional economies.
- Evaluate labor standards, fair wages, and ethical working conditions.
- Discuss the role of developers in building resilient, inclusive communities.
- Understand how tenancy mix supports community diversity and integration.
- Analyze diversity and inclusion practices in real estate hiring and service.
- Explore CSR strategies for real estate investors with long-term social goals.
- Connect Islamic social finance principles with corporate social responsibility CSR in sustainable property development.

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Unit 2: Risk and Governance in Property Development:

- Identify key environmental, social, and financial risks in real estate.
- Categorize risks using a comprehensive real estate risk typology.
- Use tools and techniques to measure and prioritize risks.
- Implement risk management frameworks in development planning to enhance project outcomes.
- Apply best governance practices for developers and property firms.
- Compare corporate governance laws in the Gulf with those of the EU and global standards.
- Analyze the EU Non-Financial Reporting Directive and its Gulf equivalents.
- Establish effective board structures and executive oversight in real estate firms.
- Address workforce governance, employee engagement, and transparency.
- Review global case studies on the effectiveness of developer governance.
- Understand LP Limited Partner and GP General Partner roles in governance.
- Compare private equity governance standards across the Gulf, the UK, and global markets.

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Unit 3: ESG Measurement and Reporting Tools for Real Estate:

- Understand ESG performance measurement across residential, retail, and office sectors.
- Apply metrics specific to developers and construction firms.
- Monitor energy consumption using smart systems and HVAC analytics to optimize efficiency.
- Develop water conservation and waste reduction strategies to promote sustainable practices.
- Promote biodiversity and green infrastructure in urban developments.
- Analyze the use of sustainable building materials and their impact on the carbon footprint.
- Review governance indicators, including anti-corruption, tax compliance, and data privacy.
- Conduct lifecycle costing for real estate assets.
- Compare ESG reporting indicators across multiple jurisdictions.
- Implement GRESB, SECR, ESOS, ECORE, and SBTi reporting standards.
- Align ESG performance with UN Sustainable Development Goals and the Global Compact.
- Use GRI standards for sustainability reporting and compliance.
- Interpret ESRS, ISSB, and other energy-sector-aligned standards within GRI.
- Report on social initiatives - inclusion, welfare, and workforce safety.
- Apply property certification benchmarks: LEED, BREEAM, NABERS, EDGE, WELL, Fitwel, Energy Star, ISO 14001, Estidama, Mostadam.

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Unit 4: Implementing ESG Policies in Real Estate Projects:

- Outline the roadmap for ESG implementation across property projects.
- Emphasize the importance of accurate data collection and real-time tracking systems.
- Use ESG software integrations in BIM and GIS platforms.
- Apply predictive maintenance to enhance sustainability in facilities management.
- Manage organizational transformation towards ESG-aligned development.
- Recognize and address barriers, including greenwashing.
- Identify professional ESG qualifications for the real estate workforce.
- Facilitate collaboration between ESG teams and development units.
- Structure and issue green bonds for financing sustainable buildings.
- Understand green lending practices and eligibility criteria in the banking industry.
- Design green lease agreements promoting energy efficiency and compliance.
- Integrate Islamic finance mechanisms with green financing initiatives.

Unit 5: ESG Impact on Real Estate Value and Performance:

- Measure the direct and indirect impact of ESG on investment outcomes.
- Assess how ESG alignment influences real estate financing costs.
- Review the growth and structure of ESG rating systems for property firms.
- Examine the valuation impact of developer Environmental, Social, and Governance ESG policies.
- Evaluate how ESG affects tenant retention and satisfaction rates.
- Correlate ESG performance with rental yields, capital values, and returns in the Gulf.
- Analyze public market data that links ESG to the share prices of real estate companies.
- Measure investment performance and asset value shifts driven by ESG metrics.
- Compare the financial impact of environmental, social, and governance pillars.
- Predict the trajectory of ESG developments in the global and Gulf property sectors.

Final Insights & Key Takeaways:

Sustainable real estate is reshaping how developers and investors manage assets in an environmentally and socially responsible manner. Integrating ESG principles is no longer optional; it is a vital part of regulatory, investment, and community expectations.

The Sustainable Real Estate course offers practical tools, legal frameworks, and financial insights to elevate ESG performance. It prepares professionals to lead in a fast-evolving real estate sustainability landscape.