

From Green to ESG

The Evolution of Sustainability in Real Estate



Within the last few years, ESG has moved out of the realm of being a checkbox exercise or a small paragraph in your annual report to a core business pillar, like finance or HR. Proper ESG is about identifying risk and unlocking opportunities.

Lisa Brylowski

**Vice President, Portfolio Management
Brookfield Property Group**

Green building activities are important to setting a foundation, but if you're going to scale and make a real impact, you have to consider how activities at the building level drive portfolio-wide strategies. Technology is key to that.

Marta Schantz

SVP, ULI Greenprint



We've seen a tremendous concern around ESG data integrity and quality. Incomplete, inconsistent data is no longer acceptable, as ESG is being examined just as carefully as traditional financial data. I don't know why it should be any different – it's just as material.

Matt Ellis

CEO and Founder, Measurabl