

Greening in Real Estate - An Unavoidable Trend for a Sustainable Future



Pictures credits: Freepick

In an era where environmental consciousness is on the rise, the real estate sector is increasingly committed to a transition towards greening. This trend is emerging in response to growing concerns related to climate change and sustainability. This article explores in detail various aspects of greening in real estate, from architectural innovations to government incentives and financial implications.

1. Ecological buildings: An imperative necessity

Ecological buildings stand out for their intelligent design, incorporating sustainable materials, efficient energy systems, and environmentally friendly construction practices. The focus is on reducing the carbon footprint throughout the building's life cycle. The use of innovative technologies such as solar panels, green roofs, and rainwater harvesting systems is becoming increasingly common.

2. Green Certifications: Guarantors of Sustainability

Labels such as High Environmental Quality (HQE) and the new RE2020 standard are major references in the field of sustainable construction, serving as guarantors of building sustainability. Since January 1, 2022, the RE2020 standard applies to issued building permits, introducing even stricter criteria to promote energy and environmental performance in constructions. These standards aim to promote low-carbon footprint buildings, encouraging the use of sustainable materials, efficient

resource management, and energy-efficient design. HQE labels, on the other hand, are recognized certifications attesting to the environmental quality of a structure. By combining the requirements of RE2020 with HQE criteria, modern constructions can aspire to a minimal ecological footprint, contributing to environmental preservation and the promotion of a more ecologically friendly living environment.

3. Crucial Influence of Government Policies

Governments worldwide play an essential role in promoting greening in real estate. Tax incentives encourage developers to integrate green technologies, while stricter regulations impose minimum sustainability standards. These policies aim to stimulate the widespread adoption of environmentally friendly practices in the construction sector.

4. Real Estate Valuation: More Than a Trend, an Economic Reality

Investing in greening real estate is not just an ecological statement; it is also a financially lucrative strategy. Sustainable properties have a higher long-term value, attracting a constant flow of tenants and buyers. Reduced operational costs, lower energy consumption, and resilience to energy cost fluctuations make green buildings attractive investments.

5. Challenges and Solutions for a Successful Transition

Despite the evident benefits, greening in real estate faces challenges such as high initial costs and resistance to change. However, financial innovation, public-private partnerships, and stakeholder education are key strategies to overcome these obstacles. Case studies illustrating successful greening projects could inspire and inform industry stakeholders.

Concrete Example: Greening Project in the Marais in Paris

Faced with the complexity of greening old buildings, Ikory responded by assembling a multidisciplinary team. A concrete case is a greening project in the [Marais district](#), successfully completed. It combines the expertise of Ikory Project Services, specializing in Project Management Assistance, and Ikory Asset Management. Project Management Assistance took charge of the project in a delicate context, given the site's location in the protected heart of Paris. Asset management guided the client throughout the process, ultimately enabling the creation of significant green value. The works, completed in eight months and finalized in 2022, demonstrated the possibility of transforming old buildings into modern and green spaces while respecting heritage and urban environmental constraints. The Ikory project serves as a concrete illustration of how greening can be a driver of added value for investors, contributing to the sustainability and resilience of urban spaces. Ikory paves the way for a new era of real estate projects that harmoniously combine the environment and existing urbanism.

Greening in real estate represents a necessary ecological revolution for the future of our planet. By adopting sustainable practices, the real estate industry can play

an essential role in combating climate change. Current challenges are only temporary steps towards a future where every building contributes to creating a healthier and more sustainable planet. The transition to greening is not just an option; it is an imperative for a prosperous and environmentally friendly future.



Copyright © IKORY 2023