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# MIPIIM September Edition

7 - 8 September 2021 • Palais des Festivals, Cannes

CREATING A NEW  
WORLD FOR A NEW ERA

Happy to see  
you again

MIPIIM  
SEPTEMBER EDITION

New world: New era  
Time to reconnect!

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ENTR



Leaders from real estate and the public sector gathered together in Cannes, the South of France, from 46 countries on 7-8 September to reconnect for MIPIM September Edition – a special two-day event to welcome back the return to in-person networking.

Under the theme, **New world: New era**, some **120 speakers and panel members** took to the MIPIM platform to discuss, together with the audience, **the future of real estate and of the city**, at a time when the world is undergoing huge transformations.

**“If we are here at MIPIM, it is because we want to drive the change”**

Virginia Raggi, mayor of Rome

As **Virginia Raggi, mayor of Rome**, said: “We have two options: we can undergo the change or we can drive the change. And I think that if we’re here at MIPIM, it’s because we want to drive the change.”

## A PLATFORM FOR BUILDING THE FUTURE

MIPIM September Edition was inaugurated by **Emmanuelle Wargon**, French minister delegate for housing, at the French Networking Lunch.

The over 30 conference sessions held over the two days covered topics from every corner of real estate and urban development, as well as providing a platform for the **Young Talent Meet Up** and the **Gend’Her Networking Event**.

In addition, MIPIM September Edition hosted the **MIPIM 2021 Awards**, the finals of the **Propel by MIPIM Start-up Competition**, the **Occupiers Summit** and the **REINVEST Reunion**, which gathers the world’s foremost sovereign wealth, pension and insurance funds, family offices and other owners of capital.

Here, in this report, we bring you some highlights of how the **New world: New era** was shaped over the two days, with a special focus on the triple bottom line of ‘Planet, People, Performance’.



## SETTING THE SCENE: BECOMING AN EXPLORER

We are living in an age when we need new solutions – more than ever – to reach environmental, social and performance targets. We need to be innovative. We need to be an explorer.

“Explorers break the rules. They are not satisfied with what they have, with what they see. They want it better,” said Swiss pioneer **Bertrand Piccard**, who is also initiator & chairman of the **Solar Impulse Foundation**. He was speaking at the opening session on How to achieve the impossible.

To be an explorer requires a pioneering spirit, said Piccard, who was the first person to fly around the world non-stop in a balloon and, more recently, to fly around the world in a solar-powered plane.

Since then, he has set up the [Solar Impulse Foundation](#) to identify over 1,000 efficient and profitable solutions to protect and invest in a sustainable way. The foundation is



now past the 1,260 mark in what Piccard calls the “biggest market opportunity of the century”.

To find new solutions, we need to let go of old beliefs – like a balloonist letting go of the ballast in order to change altitude – to search for a different layer of wind, and a better direction. It is about changing the paradigm, the model, the outlook.

**“Explorers break the rules. They are not satisfied with what they have, with what they see. They want it better”**

**Bertrand Piccard, pioneer & initiator/chairman of the Solar Impulse Foundation**

That “better direction” could be to look at environmental protection as something that is “profitable, exciting, creating enthusiasm, generating new jobs, being good for economic growth”. In short, we need to think beyond the straight line, said Piccard.

In today’s world, we approach environmental protection as if we had a leak in our bath tub. Instead of mending the leak, we turn the tap on even more, said Piccard. “This is what the world is doing today, with energy, with resources, with everything. This is why we are in such trouble,” he told the audience.

**“Disruptive means to analyse very precisely everything we have learnt and to try to do it differently”**

**Bertrand Piccard**

To build his solar-powered aircraft to fly round the world, Piccard turned to a boat builder – “someone without a

filter to stop them from seeing what they didn’t know.”

As he pointed out: “It was not the people who sold candles who invented the light bulb. It was not a car manufacturer who built the first successful electric car; it was a pioneer from the world of the internet.”

Changing our paradigm is also about being disruptive. “The future is unpredictable, and it requires us to be disruptive. Disruptive means to analyse very precisely everything we have learnt and to try to do it differently.

“The Egyptians could have flown from the top of the pyramids 5,000 years. Why didn’t they? Because it was prohibited by mythology. Only the Gods were allowed to fly.”

So ask yourself, what’s stopping you? What do you want to disrupt? What’s your new challenge?



MIPIM Award Winner for Best Futura Project: Svart Hotel, Norway.  
(Developer – Miris AS.)

## THE FUTURE OF THE CITY FOR WORK

**Professor Ingrid Nappi** is holder of the Teaching Chair of Real Estate & Sustainable Development, as well as of the Research Chair of Workplace Management, at **ESSEC Business School in Paris**.

The MIPIM session on the Post-Pandemic City, moderated by Professor Nappi, also marked the launch of her chair's latest cahier, *Business Districts and Offices in the Post-Covid City*, published in partnership with MIPIM.

**Méka Brunel**, CEO, **Gecina**, was one of the 21 leaders of real estate and urbanism interviewed for the ESSEC cahier. "Covid has not created trends; it has accelerated trends," she told the MIPIM audience.

*The three main trends that Gecina observes are:*

- 1. Urbanisation** – and the rise of mixed-use district around transport hubs.
- 2. Digitalisation** – which is leading to a "social transformation", as computers replace administrative functions and the number of value-creating jobs is rising.
- 3. Climate change** – which Brunel describes as an "increasingly important" topic.

These three trends have led to a rise in office take-up in the City of Paris – a trend that has accelerated over the summer, said Brunel.

"When I began working in property, we always said that property was about location, location, location. That has not changed. What has been added today is service, [high] standards and quality of life. This has become more and more important."



**"The office building has become a work tool to achieve efficiency and to remain competitive"**

**Méka Brunel, Gecina**

"We continue to sign long leases. We continue to sign traditional leases," said Brunel. What has changed, she added, is that the office building has become a "work tool" to achieve efficiency and to remain competitive. "[The office] is a tool, and the tool must perform."

Brunel also foresaw the rise in 'third places' for working, in order to avoid the commute. Not just places to "put your computer, but places to meet, to share, to reflect, and which are near home".

With regards to the talked-about 'flight' to provincial cities in France, **Pierre-Yves Guice**, CEO, **Paris La Défense**, who was also interviewed for the ESSEC cahier, sees one of the key factors as being the arrival of the TGV high-speed train in cities such as Bordeaux and Lille rather than a flight caused by the pandemic and a search for a better quality of life.



**MIPIM Award Winner** for Best Office & Business Development: 22 Bishopsgate, London. (Developer – AXA IM Alts & Lipton Rogers Development; Architect – PLP Architecture.)

What is changing in Greater Paris, he said, is the shift of focus from the outlying suburbs to areas such as La Défense, which are better connected and better serviced, and with a sufficient critical mass of office properties.



## A KEYNOTE BY CHRISTIAN DE PORTZAMPARC

A key speaker at the MIPIM September Edition was renowned architect and urban planner **Christian de Portzamparc**, the first French winner of the coveted Pritzker Architecture Prize.

"The city of the 20th century was about large numbers ... The city of the 21st century is, or will be, the city of climate crisis, which is also a crisis of space," he told the audience.

This crisis of space, de Portzamparc pointed out, comes from the fact that France will have an estimated 12 million additional inhabitants in 2060, and yet the country is only building 40% of the number of homes needed.

**"The city of the 21st century is, or will be, the city of climate crisis, which is also a crisis of space"**

**Christian de Portzamparc**

De Portzamparc sees buildings as offering an "eye on the world", an "eye on the city". He explained: "Buildings look at other buildings, neighbours, walls, trees; they are part of the block – a piece of the neighbourhood. We don't just live in a flat, we live in a neighbourhood."

He made reference to the 40-floor Prism Tower/400 Park Avenue South in New York City, which his studio designed to maximise the views, and the light, from the apartments.

"The outside in a city is the space between buildings, streets, courtyards, squares, gardens, car parks, avenues. How far apart should two buildings be placed? This is what a planner must know. It depends on the location. It is not a norm."

**"Buildings look at other buildings, neighbours, walls, trees; they are a part of the block – a piece of the neighbourhood"**

**Christian de Portzamparc**



Christian de Portzamparc: keynote speaker at MIPIM September Edition

He reminded the audience of how post-Second World War modernist architects such as Le Corbusier had "banished" the concept of concavity – which looks at the spaces between buildings – to focus on the building as an object.

De Portzamparc searches to maximise the potential of a site, such as he has done with the design for the Shanghai Opera House in Shanghai's French Concession and the Cultural Centre of Suzhou – described as a "ribbon of steel and aluminium" – overlooking Lake Tai.

**"The site is so crucial, so important. Sometimes our project is only determined by the site"**

**Christian de Portzamparc**

The need to "find a street that was not a corridor" led de Portzamparc to work on the idea of the 'open block', which allows light and greenery to pass through the public space. It also "welcomes" the different buildings and "gives order to the space".

De Portzamparc added: "The site is so crucial, so important. Sometimes our project is only determined by the site."

## PERFORMANCE: WHY ESG MATTERS

Two panellists took to the stage for the first of two sessions on Why ESG matters today. **Valérie de Robillard**, head of ESG real assets, [Swiss Life Asset Managers](#), talked about the data challenge for the real estate industry. Her team are currently harmonising the way data is measured and used for the more than 3,500 assets in their portfolio across Europe.

The other key topic for Swiss Life Asset Managers is tackling climate change for their assets. “We are currently defining our net zero strategy,” said “This is absolutely critical for real estate and for infrastructure.”

This is for two reasons. The first is because of how climate change might impact assets in terms of physical risk. And the second is the transition risk of moving to a low-carbon future. “The regulator will come with more and more

regulations, and we need assets that we’re able to adapt to these regulations, and that are not too costly to adapt,” she said.

“We used to be judged by our clients according to what we promised. What has changed in the past couple of months is that we are also being judged by the regulator on ESG commitments,” she said, referencing the introduction of the EU’s [Sustainable Finance Disclosure Regulation](#), which came into force this March.

As part of this “big change”, other key issues highlighted by de Robillard were the need for refurbishment, given that 80% of existing buildings – most of which are not efficient to operate – are still due to be operating in 20 years’ time.

She also talked about the rise of the S in ESG. “What would make a difference would be our ability to bring assets onto the market that offer more than square metres ... The expectation of health and wellbeing [in buildings] has changed dramatically. The social aspect will have to be tackled more and more,” she added.

**“The regulator will come with more and more regulations, and we need assets that we’re able to adapt to these regulations”**

**Valérie de Robillard, Swiss Life Asset Managers**



## PREPARING FOR THE US\$30TR TRANSFER OF WEALTH

Together on the stage with de Robillard was **Brune Poirson**, chief sustainability officer, **Accor**, and a member of Accor's executive committee. Poirson is also a former French secretary of state to the minister for the ecological and inclusive transition.

What is the world's most exploited natural resource? She asked the audience. The answer is sand. "There is no sand left in the world. I know it sounds crazy, but this is the reality," she said. The solution? Putting in place a circular economy programme, said Poirson, so that our buildings can become "building material banks".

**"Over the next decade there is going to be the largest transfer of wealth in history between two generations ... millennials will want to invest it in companies that take ESG matters into account"**

**Brune Poirson, Accor**

"We need to tackle [ESG] issues as soon as possible," said Poirson. "What is going to happen over the next decade is going to be daunting, not only because of the risk, but mostly because there is going to be the largest transfer of wealth in history between two generations: the baby boomers are going to give to the millennials US\$30 trillion. That is a huge amount of money and millennials will want to invest it in companies that take into account ESG matters."

The answer lies in choosing what type of company you want to be. Basically there are three types of company, said Poirson. Do you want to focus on mitigation & compensation? – "doing what you do today but better"; do you want to be net positive? – "trying to give back more than you take"; or do you want to be a company that is an activist? – "taking bigger challenges and trying to solve them with other stakeholders".

Activist companies are collaborative companies. Poirson gave the example of how Accor has (successfully) been working with the Chinese government "behind the scenes" to change the regulation on single-use plastic. "This is what it takes. Taking on a responsibility that is larger than you," she said. "Otherwise your business is not future proof."

**"This is what it takes. Taking on a responsibility that is larger than you. Otherwise your business is not future proof"**

**Brune Poirson, Accor**





## USING HOUSING TO “REINFORCE” TOWNS

In the second session of Why ESG matters today, **Peter Freeman**, chair, **Homes England**, and co-founder of developer Argent, was the first of four panellists to introduce himself.

“I would like to see, over the next 20 years,” he said, “more housing close to existing community centres and less housing that is far off in new green fields, not just to protect the green fields, but to reinforce towns.”

With regards to Homes England, he continued: “We are increasingly putting strong mandates on people we sell housing to to meet government standards that are aimed by 2025 for all houses to be built so that they can be carbon neutral going forward.”



“As we look to try to do more regeneration, government will probably have to be more interventionist – central government working with local government – to bring forward brownfield sites in town centres. It’s part of my personal agenda that we head in that direction.”

Freeman emphasised the importance of ‘place-making’. “Places need to be open to the public, enjoyed by the

public, they need to be active seven days a week, and that involves being involved with the community, and not just your own tenants.”

**“Places need to be open to the public, enjoyed by the public, they need to be active seven days a week”**

**Peter Freeman, Homes England**



**MIPIM Award Winner** for Best Futura Mega Project: Bermondsey Masterplan, London. (Developer – Grosvenor Britain & Ireland; Architects – Kohn Pedersen Fox Associates.)



## THE “LARGE” TASK OF PROMOTING UNIVERSAL ETHICS

A few years ago, you were able to earn money in real estate no matter what your governance was. This has changed dramatically, said **Karin Barthelmes-Wehr**, managing director, **ICG** (Institute for Corporate Governance), based in Düsseldorf.

“All these topics [E, S & G] have gone from, ‘do we really need them?’ to, ‘this might be a competitive advantage,’” she added.

Smaller and medium companies in particular have a long way to go and a lot to do. “The way it always works in our industry is that we have the leading companies, the leadership people who show how things are done, and the smaller companies follow.

“We try to take away the fear from small and medium-sized companies that corporate governance and social issues are too expensive, take too many resources, or the belief that they cannot do it,” she added.



MIPIM Award Winner for Best Refurbished Building: 7 Madrid, Paris. (Developer – Gecina; Architect – Dubuisson Architecture.)

Barthelmes-Wehr is also chair of the real estate-focused International Ethics Standards Coalition (IESC), launched at the United Nations in New York City in 2014.

The coalition maintains and promotes a universal set of ethics principles. It is a “large task”, but, as the German proverb goes, she quoted: “Everyone said it can’t be done until someone came and did it.”

## EXERCISING CORPORATE RESPONSIBILITY

“As an institutional investor, we sit at the top of the investment chain,” said Stéphane Villemain, vice-president, corporate social responsibility, Ivanhoé Cambridge. “We have a say, we have influence, we have a role to play, so I think it is important that Ivanhoé Cambridge, and other like-minded peers, exercise our corporate responsibility to mandate our asset managers and other stakeholders with ambitious ESG targets.”

**“As an institutional investor ... we have a say, we have influence, we have a role to play**

**Stéphane Villemain, Ivanhoé Cambridge**

Villemain talked about delivering a “double impact mandate”, seeking both risk-adjusted returns and “wanting to lead, and to bring measurable positive social and environmental outcomes.” This is, he added, was “grounded on the investment belief that sustainable investments are profitable over the long term”.

## THE E, S AND G ARE ALL INTERCONNECTED

Aleksandra Njagulj, global head of ESG, real estate, at asset manager DWS, said that E, S and G are all interconnected, especially when it comes to climate change. “I think it is doing a disservice to separate the E from the S and the G. We need to think in a cohesive, holistic way as part of how we should live and operate all together,” she added.

## PEOPLE: HOW TO CHANGE TOGETHER

**Cécile Maisonneuve**, chair of urban think tank **La Fabrique de la Cité**, moderated the session People: New World, New Era – Making Changes Together.

**Loïc Daniel**, managing director of property group **Nexity**, highlighted the importance of building good relationships at work. “It’s about trust, pride in working for the company and also that sense of conviviality,” he said.

**“It’s about trust, pride in working for the company, and also that sense of conviviality”**

Loïc Daniel, Nexity



With regards to the environment, **Philippe Zivkovic**, co-founder & president of **WO2**, the French developer specialising in wooden and low-carbon buildings, stressed the importance of “bringing nature into their projects”.



**“We attract people back to the offices when well-being becomes a major objective”**

Philippe Zivkovic, WO2

WO2, which employs around a hundred people, operates from two locations – one is a building with a terrace as big as an entire floor, while the other is a house with a big garden.

Gardens, balconies and terraces account for at least 20% of the floor area of WO2’s residential projects. Together with timber’s health and well-being characteristics, WO2’s projects also look to include features such as high ceilings and natural ventilation. “We attract people back to the offices when well-being becomes a major objective, and [employees] are treated better than at home,” explained Zivkovic.



MIPIM Award Winner for Best Residential Building: BaseCamp Lyngby, Denmark. (Developer – BaseCamp Student; Architect – Lars Gitz; Landscape designer – Kragh & Berglund.)

For **Méka Brunel**, CEO at **Gecina**, people are becoming increasingly important in the world of real estate: “More and more in this technological world, it is the human who is becoming important, because mechanical, repetitive tasks are being replaced by robots, machines, algorithms. What remains is the capacity to deploy this human intelligence, this collective intelligence, this diverse intelligence, and the sharing of experience.”

**“More and more in this technological world, it is the human who is becoming important”**

Méka Brunel, Gecina



## USING FINANCE AS A LEVER TO FIGHT CLIMATE CHANGE

**Lucie Pinson** is founder & executive director of not-for-profit organisation **Reclaim Finance**, which she launched in March 2020 to “make finance work for the climate”. Also in 2020, Pinson won the [2020 Goldman Environmental Prize](#) for Europe.

Pinson has four main messages for the real estate industry:

- 1. Wake up and anticipate the expectations of civil society:** “All sectors must be transformed in depth and real estate is no exception. You will be scrutinised. Your practices and commitments will be scrutinised ... Take the lead.”
- 2. Be an actor not a blocker of the transition:** “It is not constraint – none of us like constraint – but deregulation that has led us to the true ecological crisis ... We need a new regulatory system, [one] aimed at accelerating the continuation of climate criteria into the real estate sector.”
- 3. Don’t wait to have the perfect data to act:** “You will be disappointed as you may not have all the data that you think will be needed.”
- 4. Get involved in your company:** “Do not limit your conversations to the coffee machine. Join your company’s climate group. Found one if it does not yet exist.” This is because, she added, “if unprecedented efforts are to be made to transform the real estate industry ... you will be indispensable.”

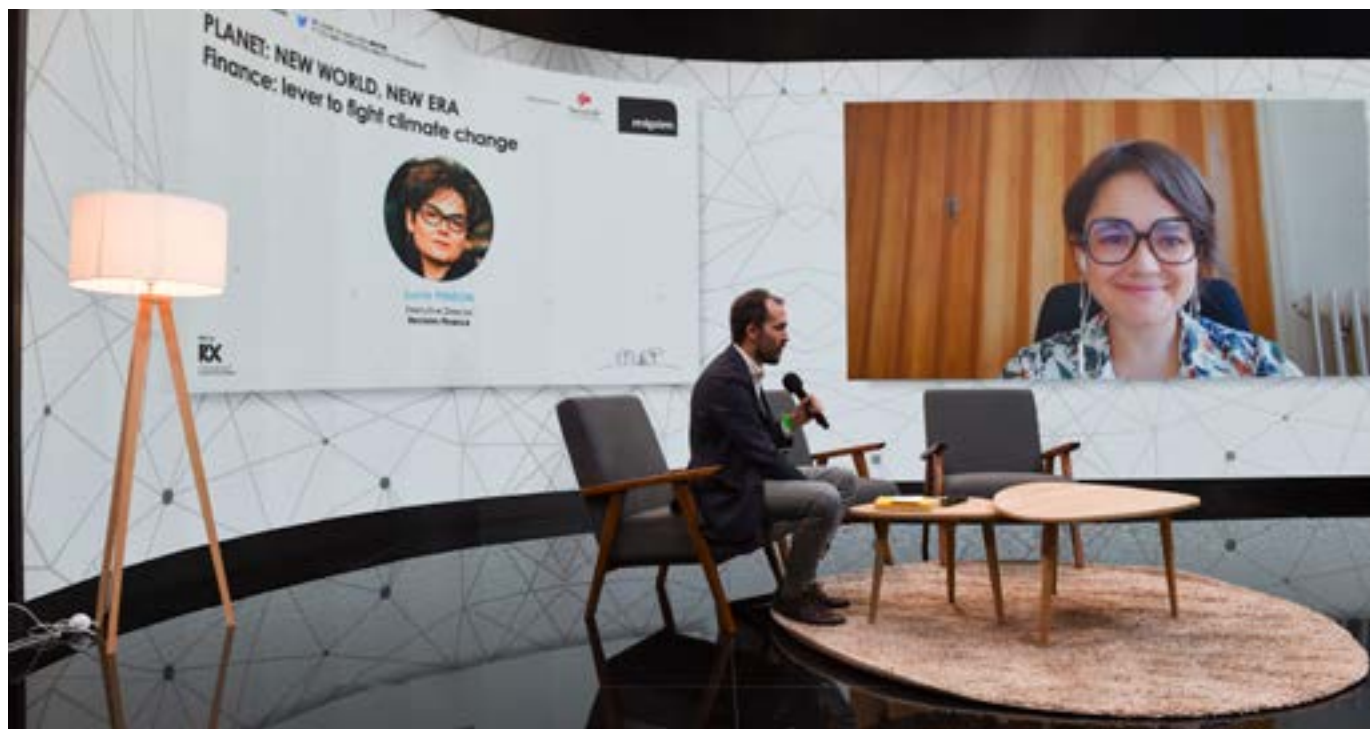
Her fifth message was: **call for the divestment of fossil fuels**. “Divestment is about increasing the cost of the capital to deter companies from developing new projects in this sector.” And it works, she said.

She added: “We need to push finance to meet the climate challenge.” Why finance? Finance is shaping the world of tomorrow, and there’s not enough time to target all “infrastructures”, she explained to the audience.

And her one key piece of advice? “Stop being an observer, become an actor, because we need everyone to tackle the climate crisis. You need to play a role inside your company and outside your company.”

“Stop being an observer,  
become an actor, because we  
need everyone to tackle the  
climate crisis”

Lucie Pinson, Reclaim Finance



## HOW TO CREATE GREEN & THRIVING CITIES

“We know the majority of emissions come from cities and the built environment, and we know that the trend is only going to continue,” said **Hélène Chartier**, head of zero carbon development at **C40 Cities**, the climate leadership group formed by the world’s megacities.

C40 partnered with MIPIM to hold the session on the Green & Thriving Neighbourhood, which is also the topic of the [Guidebook](#) with the same name, and which was launched by C40 and Arup during the event.

Chartier shared three figures as to why C40 and Arup were spurred into action:

- **70% of the world’s population** is projected to live in urban areas by 2050.
- **50% of city emissions** come from buildings, rising to 70% in New York City.
- **One city the size of NYC** is built every month in the world.

“We saw that there was a need to develop a new model for low-carbon development; one that is on a human scale, which is thriving and inclusive, and can be quickly replicated,” said Chartier.

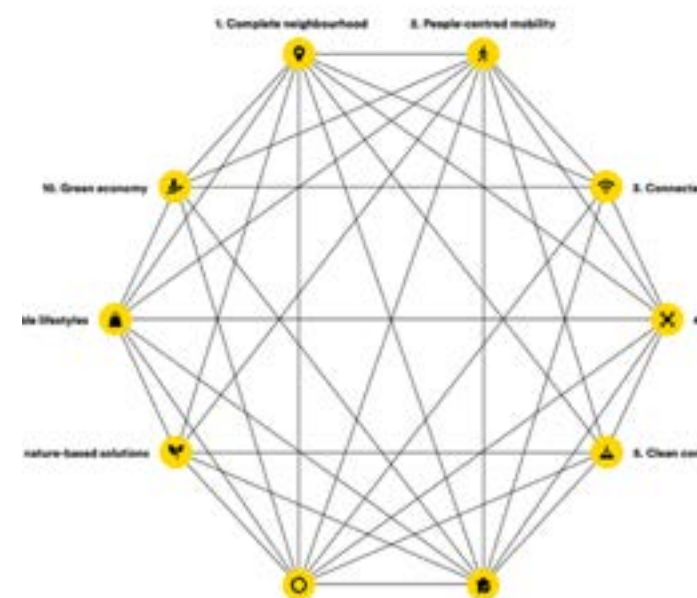
“We know that compact, resilient and well-connected communities are our best chance to decrease emissions.” And working on a neighbourhood level is a “good balance between agility and scale, while adopting an integrated approach helps accelerate action, said Chartier.

The Guidebook is for stakeholders from across the built environment. It lays out ten, inter-related approaches to adopt early in a development cycle.

These ten approaches are:

1. The complete neighbourhood;
2. People-centred mobility;
3. Connected place;
4. Place for everyone;
5. Clean construction;
6. Green building & energy;
7. Circular resources;
8. Green & nature-based solutions;
9. Sustainable lifestyles;
10. Green economy.

Examples of green & thriving neighbourhoods referred to by Chartier include [Porte de Montreuil](#), the first net zero neighbourhood in Paris. The project, being developed by Nexity, CA Immobilier and ENGIE Aire nouvelle, is part of the overall strategy in the Paris region to upgrade the ‘portes’, or ‘gates’, of Paris into metropolitan squares.



Ten approaches to green & thriving neighbourhoods. (Source: C40 Cities/Arup)





## PROFESSOR MORENO SAYS MORE ABOUT THE 15-MINUTE CITY

The concept of the 15-minute city was first developed by **Professor Carlos Moreno**, scientific director, ETI Chair at **University Sorbonne-IAE** in Paris.

"We need to rebalance the city – the social mix and the social functions. Today, cities such as Barcelona, London, Milan, New York, Paris are segmented cities, with specialised areas," he told the audience.



The 15-min city is about "happy citizens", explained Moreno. These citizens have access to six essential urban functions:

Good **living** conditions.

Decentralised **work**.

A short supply chain for **healthy food**.

Mental & physical **care**.

**Education** & culture

**Enjoyment** from nature, air, water, biodiversity

The 15-minute city requires three elements, he continued:

- A **change in the rhythm of the city**, as people work close to home one or two days a week.
- A **more intensive use of buildings**, so that "one square metre has multiple uses". In France, for example, buildings are empty for an average of 60-70% of the time.
- A **shift in citizens' mindset** to allow for a "new vitality", said Moreno, quoting that the average car trip is just one or two kilometres.

These 15-minute neighbourhoods link together to form a **polycentric city**.

## BARCELONA ROLLS OUT ITS SUPERBLOCK PROGRAMME

Also taking part in the session on green & thriving cities was **Barbara Pons Giner**, adviser to the deputy mayor of **Barcelona City Council**. She led the audience through the example of her city's superblock, or superilla, programme, designed to flip the 80% of city space used by vehicles and 20% used by pedestrians to 80% pedestrian use.

The idea of superblocks has already been implemented in parts of the old town, and now attention is turning to the grid-like 19th-century Eixample district. It is here that the

city council has launched a €37mn project to transform four main streets and four squares to some 5ha of 'social use – green space and space for pedestrians and local inhabitants.

Around 30% of rainwater will be recycled; surfaces will be permeable; solar panels will be used to generate power; there will be no curbs, so opening up the façade-to-façade space; and there will be more children's play areas and places to relax, said Pons Giner

Pons Giner mentioned how studies have already shown the extent of the programme's benefits not only for the environment, but also on physical & mental health, security, reducing air pollution, and helping local businesses to flourish.



Barcelona's superblock programme will introduce much more green space

## THE VIEW FROM THE WORLD ECONOMIC FORUM

“You cannot be a net zero carbon city if you are not a compact city ... a sprawling city is not a net zero carbon city,” said **Alice Charles**, project lead, cities, infrastructure & urban services platform at the **World Economic Forum**.

The “value chain” of business, civil society, academia and government are the players that need to be working together if we are to realise net zero carbon, she told the audience.

The World Economic Forum has released [Net Zero Carbon Cities](#): An Integrated Approach, to be followed this autumn with a ‘platform of solutions’.

With regards to real estate, Charles said that even before Covid-19, at Davos in January 2020, their CEOs were aware that they needed to deliver net zero carbon buildings, but that the conversation has now moved on.

“They are now thinking about, yes, we want to realise net zero carbon buildings, but ... they’re also looking at the added co-benefits of doing so, in terms of the health and well-being of the people who occupy the buildings,” said Charles.

**“Nature-based solutions are often more resilient and more affordable in terms of their delivery”**

Alice Charles

As a next step, this October the World Economic Forum will launch a set of green building principles with accompanying guidance. “We are asking global CEOs from every industry to sign up to those principles, to commit to retrofitting their buildings or, if they are building new buildings, to only build new buildings that respond to climate,” Charles said.

Charles also underlined the importance of biodiversity. The Forum has set up a global commission, [BioDiverCities by 2030](#), in partnership with the Colombian government.

Not only is it about having net zero carbon cities in the future, but also “nature positive” cities, with “nature-based solutions that are often more resilient and more affordable in terms of their delivery”, said Charles.



MIPIM Award Winner for Best Urban Project: Changi Airport Connector, Singapore. (Developer & Architect – Changi Airport Group (Singapore) Pte Ltd.)



## ROME'S VISION OF URBAN DEVELOPMENT

Rome brought a "vision of urban development" to MIPIM that is based on a "model that no longer focuses on expansion and land consumption, as in the past, but on the regeneration of the existing urban fabric and a close synergy between public authorities and private enterprises," said **Virginia Raggi, mayor of Rome**, in the session Italy: Back to business.



**"The point of it all is to get a better quality of life for everyone – for citizens, for companies, for the developers"**

**Virginia Raggi, mayor of Rome**

"The aim of this [new model] is to transform entire districts by shifting from a vertical city model to a horizontal one. The metropolis of the future is a place that despite the specific nature of its individual areas is home to centres of power and research, production facilities and start-up incubators, infrastructures and means of sustainable mobility, cultural and meeting spaces, green areas and urban parks, digital and smart networks – everything at once," said Raggi. "Rome must

be a city for all. And Rome must be the city of the future."

The mayor gave Il Polo Est as an example of a project where the city is testing its new urban vision, with the aim of attracting more investment and innovation – and jobs. It's all about jobs, said the mayor.

Il Polo Est links two areas to the east of the city, with development focussed on the Tiburtina high-speed train station. "The point is to get a better quality of life for everyone – for citizens, for companies, for developers," said Raggi



**MIPIM Special Jury Award:** Gare Maritime, Brussels. (Developer – Extensa Group NV; Architect – Neutelings Riedijk Architecten & Bureau Bouwtechniek.)

## UK: BACK TO BUSINESS AFTER BREXIT

Italy was not the only country session held at MIPIM September Edition. The spotlight was also on France, Germany, and the UK.

The UK: Back to Business session was opened by **Lord Gerry Grimstone, minister for investment** at the

department for international trade and the department for business, energy & industrial strategy.

**"Real estate is expected to be one of our strongest sectors [in the UK]"**

**Lord Grimstone, Britain's investment minister**

With regards to the UK market, Lord Grimstone told the audience: "We are reclaiming our title as the most attractive investment destination in Europe. We have gone beyond rhetoric on levelling up, and you are now seeing investment across the UK, with real estate expected to be one of our strongest sectors."

Lord Grimstone underlined that the build-to-rent, senior living and life sciences sectors are "all very buoyant". During MIPIM, Lord Grimstone also released [an article](#) highlighting some of the investment opportunities to be found across the UK.



**MIPIM Award Winner** for Best Mixed-Use Project: Elektrownia Powiśle, Warsaw (Developer – White Star Real Estate; Investor – Tristan Capital Partners, White Star Real Estate; Architect – APA Wojciechowski, Belotto Design, VSF-Creative.)

## 15 WORDS THAT RESONATED ACROSS TWO DAYS

**Activism:** an activist company is one that takes “bigger challenges and tries to solve them with other stakeholders” – Brune Poirson, Accor.

**Biodiversity:** “you need nature, forests and oceans to help capture the carbon, otherwise we won’t get to carbon neutrality” – Bruno Poirson, Accor.

**Collaboration:** especially between the private and public sectors, and we need to get better at it.

**Concavity:** a concept introduced by keynote speaker Christian de Portzamparc, and which focuses on the space between buildings.

**Conviviality:** conviviality is about being friendly and lively, but it’s also about helping to foster a spirit of camaraderie, to build mutual trust.

**Measurement:** the need for better quality and more standardised data. Not all measurement tools have to be purely about data. Peter Freeman, Homes England, asks himself: “Will you be proud of what you’ve done?”

**Flexibility:** “We must have a much more open mind and not one way of thinking” – Méka Brunel, Gecina. Buildings also need to be flexible.

**Future proofing:** “Integrating ESG is about future proofing your company” – Brune Poirson, Accor.

**Interconnection:** the E, the S and the G are all interconnected – Aleksandra Njagulj, DWS.

**Leadership:** real estate companies and individuals need to step up to take a leadership role – not just within the industry, but also more globally.

**Paradigm:** new solutions are found by changing the paradigm, the lens – a key message from Bertrand Piccard, the Solar Impulse Foundation.

**People:** ‘people’ are increasingly at the heart of real estate needs, whether it’s about providing workspace that maximises “collective intelligence” – Méka Brunel, Gecina – or space that brings health and well-being – Philippe Zivokovic, WO2.

**Polycentric cities:** made up of compact 15-minute neighbourhoods, where a full range of services are found around transport hubs – Professor Carlos Moreno.

**Refitting/refurbishment:** 20 years from now, 80% of the existing buildings will still be there, and most of them are not that efficient – Valérie de Robillard, Swiss Life Asset Managers.

**Transition:** to a low-carbon, circular economy, from brown to green – and to a new era, one centred on E, S and G... on Planet, People, Performance

## FINAL WORD

“We can now look confidently to the return of MIPIM in its normal slot in Cannes in March 2022”

Ronan Vaspart, MIPIM Director



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