

Media release

SSF Spotlight on sustainable real estate investments highlights key drivers for sustainable buildings

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Switzerland has set the ambitious target of achieving net-zero emissions by 2050. Given that residential and commercial buildings are responsible for nearly a quarter of the country's carbon emissions, real estate investors face increasing pressure to enhance the sustainability of their building portfolio. Swiss Sustainable Finance (SSF) provides guidance through a new publication on how to integrate sustainability factors into direct real estate investments. By doing so, investors can play a pivotal role in accelerating the transition to a low-carbon real estate sector.

Integrating ESG Factors into Real Estate Investments for Economic Benefits

Real estate owners and investors are increasingly recognising the potential to align with Swiss climate goals while realising economic benefits through sustainable practices. Embracing sustainability in real estate yields numerous benefits, including increased rental income, reduced vacancy rates, improved operational efficiency of real estate assets and portfolios, and an attractive economic proposition. Moreover, integrating ESG risk analysis offers benefits in risk mitigation, enhances resilience against environmental and market fluctuations, and contributes to a more stable and secure investment environment.

Concise Overview of Labels, Benchmarking and Monitoring Tools

The growing interest in transparent and sustainable real estate practices among investors and industry stakeholders, along with expanding regulatory requirements, has led to the emergence of numerous sustainable building certificates, labels, benchmarks, and reporting frameworks. Each of these tools offers unique methodologies and areas of focus. Developed in collaboration with ZHAW School of Management and Law, the new *SSF Spotlight* publication, titled "Sustainable Real Estate Investments: Insights for Direct Real Estate Investors" provides concrete guidance on how to align investment decisions with specific sustainability objectives and requirements, and how to navigate the diverse landscape of labels, benchmarking, and monitoring tools.

Mounting Pressure on Investors to Decarbonise Portfolio

Real estate investors are increasingly under pressure to establish clear plans for decarbonising their property portfolios. Sabine Döbeli, CEO of SSF, emphasises the significance of this, stating: "Given that Switzerland has now legally committed to the net-zero goal, it is crucial for real estate investors to develop

clear strategies to reduce the carbon footprint of their portfolio". Hendrik Kimmerle, Senior Project Manager at SFF and co-author of the report, explains: "In the *SSF Spotlight*, we define sustainable real estate, provide insights into a selection of sustainability-related tools and frameworks, outline a process for implementing sustainability practices in real estate investments, and offer a starting point for considering net-zero goals for a real estate portfolio".

Access the *SSF Spotlight*, titled "Sustainable Real Estate Investments: Insights for Direct Real Estate Investors" [here](#).

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The mission of **Swiss Sustainable Finance (SSF)** is to strengthen Switzerland's position as a leading voice and actor in sustainable finance, thereby contributing to a sustainable and prosperous economy. The association, founded in 2014, has representative offices in Zurich, Geneva and Lugano. Currently, SSF unites over 240 members and network partners from financial service providers, investors, universities and business schools, public-sector entities and other interested organisations. Through research, capacity-building and the development of practical tools and supportive frameworks, SSF fosters the integration of sustainability factors into all financial services. An overview of SSF's current members and partners can be found on its website: sustainablefinance.ch