E-CREDA 2022 ANNUAL CONFERENCE
A New Collaborative Pathway for European Real Estate

Who: **European Commercial Real Estate Data Alliance (E-CREDA)**

Why: **Learn more about the latest high quality applied research on European markets from investors, data providers and academics**

When: Friday 2rd of December 2022 – 10:45 – 15:30 p.m. (CET)

Where: **Offices of Ortec Finance at Willemswerf (17th floor) Boompjes 40, 3011 XB Rotterdam, The Netherlands**

What: 10:45 – 11:00   Welcome to conference & Intro to E-CREDA by Hans Vrensen

                                        11:00 – 11:30   Key Note Speech by Olivier Elamine, CEO of Altria REIT: **" Carbon-focused investing in European real estate"**

                                        11:30 – 12:00   Panel Discussion on Data and Operational Challenges in Climate Change moderated by Olivier Elamine

                                             Panel includes: **Bertrand Absolut** of Ivanhoé Cambridge, **Andrea Palmer** of PGGM and **Martin Röck** of KU Leuven

12:00 – 13:00   Lunch Break

13:00 – 13:45   Emerging Date Sources and Applications in European Real Estate Research moderated by PD Marcelo Cajias of Patrizia

- Human digital footprint as a driver for real estate performance – **Nick Samson** - Calibrate CBRE

- Powerful Machine Learning tools to create insight – **Wolfgang Brunauer** - DataScience Service

13:45 – 14:00   Short coffee/tea Break

14:00 – 15:30   Advanced Topics in Applied Academic Real Estate Research in Europe moderated by Marc Francke of University of Amsterdam

- The Health & Well-Being (R)evolution in Sustainable Real Estate: Whither a Metrics-Based Approach? **Franz Fuerst** – Cambridge University

- The market perception of the UK REITs' ESG initiatives and its impact: A news media sentiment analysis, **Yi Wu**, University of Reading

- The role of the experienced return in the decision to sell commercial real estate, **Willem Vlaming** of MSCI & University of Amsterdam

The **E**uropean **C**ommercial **R**eal **E**state **D**ata **A**lliance (E-CREDA), is an European wide initiative for the CRE market to:

- promote the development of the European commercial real estate (CRE) investment and finance markets by improving access to and understanding of available CRE data to facilitate higher quality applied research and more frequent interaction between investors, data providers and academics, who plan to work together to achieve data parity for CRE with other major asset classes, like stocks and bonds;

- facilitate data vendors and partners to develop their data products and services by allowing investors and managers' subscriptions to be shared with academic partners for specific applied research projects of practical use to investors and managers;

- increase the practical relevance of academic collaboration by improving data access to a broader range of legacy and emerging data sources

Hans Vrensen, is a co-founder and current chair of E-CREDA. He heads AEW's European Research & Strategy team and has been focused on innovative data methodologies and alternative data sources for debt and equity strategies. Prior to AEW, Hans was global head of research at DTZ, head of European securitization research at Barclay's and senior credit officer at Moody's. He also is a guest lecturer at ESCP's real estate masters program.

Olivier Elamine, Chief Executive Officer (CEO) and co-founder of alstria office REIT-AG since 2006. Prior to the founding of alstria, he was a founding Partner of NATIXIS Capital Partners Ltd. from 2003 to 2006. He participated in more than €6bn of pan-European real estate transactions and led all the acquisition which form today alstria's portfolio. In 2003, Olivier Elamine joined the Real Estate Investment Banking team at CDC IXIS as a Director and was one of the founding members of NATIXIS Capital Partners Ltd. In 1998 Olivier Elamine joined Ernst & Young as a consultant in the real estate industry and from 2000 to 2003 he headed the Sales & Leaseback advisory team. ➔

Bertrand Absolut leads Ivanhoé Cambridge's ESG efforts in Europe. His role is to embed ESG at each stage of the investment process, working closely with real estate partners across Europe. Prior to this, he worked 8 years in the real estate industry at different asset managers such as Allianz Real Estate and Aviva Investors, and at Sinteo a sustainability consultancy firm. He graduated from an Engineering school in buildings and an Advanced Master at Ecole des Ponts Paristech. ➔

Andrea Palmer is Responsible Investment Lead for PGGM's Listed Real Estate portfolio and responsible for developing and implementing the listed real estate portfolio's ESG integration strategy, training investment management teams and leading engagement with company boards on ESG issues. Andrea has previously worked at GRESB and Triodos Bank in The Netherlands and LaSalle Investment Management in Chicago. Andrea serves as a Member of the GRESB Real Estate Standards Committee.

Nick Samson is an Associate Director at CBRE Calibrate and has been involved in retail consulting since 2016, with a previous background in residential real estate research and GIS. His client work has embraced a range of sectors and geographies, helping organisations to develop lasting business benefits. Bringing together market-leading consumer movement, retail spend, demographic and commercial real estate data has enabled Nick to develop a proven track record in successfully delivering actionable client solutions.

Martin Röck is an environmental scientist, independent consultant, and research fellow at KU Leuven and TU Graz. His research focuses on climate and environmental impact modelling of buildings at scale. Recent works include the analysis of Whole Life Carbon (WLC) baselines for buildings across Europe, the definition of carbon budget-based climate targets and the assessment of technical and social solutions for climate change mitigation and adaptation in the built environment.

Stefan Fahrländer is an economist and econometrician. He is the founding partner of Fahrländer Partner Raumentwicklung (FPRE) and teaches at the CUREM of the University of Zurich, at the University of Stuttgart as well as at IREBS. He is also a member of the Federal Commission on Noise Abatement EKLB, a member of the board of the Swiss Real Estate Investment Data Association REIDA, Chairman of the Board of the Swiss Institute of Real Estate Appraisal SIREA as well as manager of the Association for Real Estate Meta-Rating.

Franz Fuerst is Professor of Real Estate and Urban Economics, University of Cambridge. He has authored several of the most cited papers on green building economics and the value of energy efficiency in real estate markets. His expertise and research interests are principally in the area of real estate economics, financial analysis of sustainable investments, portfolio and risk management, as well as spatial economics. His latest research explores the intersection of large-scale data analysis and metrics of health and well-being in the built environment.

Yi Wu is a lecturer in real estate economics at Henley Business School, University of Reading, specialising in big data analysis and machine learning models for market analysis. Dr Wu joined Henley Business School from Bayes Business School (formerly CASS) as Lecturer in Real Estate. Dr Wu spent time as a visiting scholar at the University of San Diego and the National University of Singapore and worked for Yuexiu, a Hong Kong REITs and CHER AMI Investment Group, a private fund.

Willem Vlaming became part of the Real Assets Research team at MSCI following the acquisition of Real Capital Analytics in 2021. Willem joined RCA in 2015, as part of the analytics team he worked on the development of new products like the RCA CPPI. Since 2020 Willem is also a PhD candidate at the university of Amsterdam working on several topics related to pricing in commercial real estate.

Wolfgang Brunauer is the founder, co-owner and chief visionary of the start-up companies DataScience Service and ImmAzing Germany GmbH. The purpose of these companies is to forge powerful machine learning and smart data algorithms to describe, explain and forecast real estate markets. Before that, Wolfgang was a researcher at the University of Applied Sciences KufsteinTirol, and a credit risk analyst at UniCredit. Wolfgang did his PhD and has authored some influential papers in the field of real estate econometrics and statistics and is a lecturer at several universities.

Registration for 2022 E-CREDA Conference

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