



UNITED NATIONS
ECONOMIC COMMISSION FOR EUROPE

Real Estate Market Advisory Group (REM)
UNECE – REM

RIO+20:

*United Nations Conference on Sustainable
Development*

a side event organized by



International Real Estate Federation
Brazilian Chapter

on

Greening the Real Estate Market:
*The Development
of a Sustainable Real Estate Sector*

June 21, 2012
14:30 to 18:00

Conference room
of the
WINDSOR BARRA HOTEL & CONGRESSOS
Av. Lucio Costa, 2630
Barra da Tijuca

This United Nations Conference on Sustainable Development side event discusses the importance of a healthy real estate market to a sustainable economy and presents the UNECE *Policy Framework for Sustainable Real Estate Markets*. The real estate market has a key role in encouraging the adoption of initiatives to combat climate change and promoting long-term sustainable development and green economies. A healthy real estate sector can also accelerate economic recovery from the 2008 subprime mortgage crisis and minimize future economic disturbances.

In 2010, the *Framework* was developed by REM representatives in cooperation with the UNECE Committee on Housing and Land Management. Legal experts and economists from the public and private sector participated in the preparation of this unique study.

More transparent market systems are essential to facilitate the exchange of information. This is particularly important for countries which have recently introduced property and land rights and are trying to develop comprehensive systems of land administration, and is also of interest to countries with developed real estate markets.

Property valuation standards and methodologies require improvement and more effective fiscal policies must be promoted. Economic incentives should encourage energy efficient homes.

Real estate and property markets are the principal destination of a household's savings and the most stable component of a country's capital stock. Consistent real estate guidelines tailored to each country's stage of economic development can facilitate economic recovery. It is the UNECE's role to provide these guidelines.

United Nations
Economic Commission For Europe
(UNECE)
Working Party on Land Administration
(WPLA)
Real Estate Market Advisory Group
(REM)

POLICY FRAMEWORK FOR SUSTAINABLE REAL ESTATE MARKETS

Principles and guidance for the development
of a country's real estate sector



As part of UNECE efforts to avert future crises and to promote sustainable development, round table discussions were held in Italy, the Russian Federation, Portugal, and Ukraine to discuss the application of the *Framework* to the needs of a specific country in cooperation with the private real estate sector.

This side event aims to rethink the real estate sector by providing decision makers with tools to identify the steps needed to improve market sustainability and to promote the real estate sector as a driving force in the provision of social, economic and environmental benefits within and beyond the UNECE region.

The participation of the real estate private sector, including investors, brokers, managers and other professionals, can promote the *Framework* worldwide and use it, along with other recent UNECE publications *Green Homes* and *Action Plan for Energy-Efficiency Housing in the UNECE Region*, to support greening the real estate market.

Programme

Time	Event
14:30 – 15:00	<p>Welcome speeches</p> <p><i>Basilio Jafet, President, FIABCI, Brazilian Chapter</i> <i>Paola Deda, Chief of Section, UNECE</i></p>
15:00 – 15:30	<p>Greening real estate markets: Presentation of UNECE’s Policy Framework for Sustainable Real Estate Markets and its application to the greening of real estate markets</p> <p><i>Gulnara Roll, Head, Housing and Land Management Unit, UNECE</i> <i>Enrico Campagnoli, Vice Chair, UNECE/REM</i></p>
15:30 – 16:10	<p>Results of the Policy Framework presentation in the UNECE region: Round table discussions in Russia, Italy, Portugal, and Ukraine:</p> <p><i>Telman Abbasov, President, FIABCI, Ukraine Chapter (tbc)</i> <i>Vitor Patacas, Vice President, Professional Real Estate Agents of Portugal</i> <i>Giancarlo Bracco, President, FIABCI, Italian chapter</i></p>
16.10 – 16.20	<p>Break</p>
16:20 – 17:45	<p>Presentation of “Ambasciata Verde” Extension and implementation of the Framework’s benefits around the world Greening real estate markets: examples, testimonials and discussions</p> <p><i>Gherardo La Francesca, Ambassador of Italy to Brazil</i> <i>João Crestana, President, World Council of RE Investors</i> <i>Terry Dunkin, President, World Council of RE Experts</i> <i>Kirkor Ajderhanyan, President, World Council of RE Brokers</i> <i>Chudi Ubosi, President of FIABCI Africa</i> <i>Sharon Young, CEO, Global Housing Foundation</i> <i>Hamilton Leite, Developer of sustainable buildings</i> <i>Newton Figueiredo, Consultant for real estate sustainability</i></p>
17:45 – 18:00	<p>Conclusions and proposals</p> <p><i>Paula Deda, Chief of Section, UNECE</i> <i>Flavio Gonzaga Nunes, Secretary General, FIABCI, Brazilian chapter</i></p>