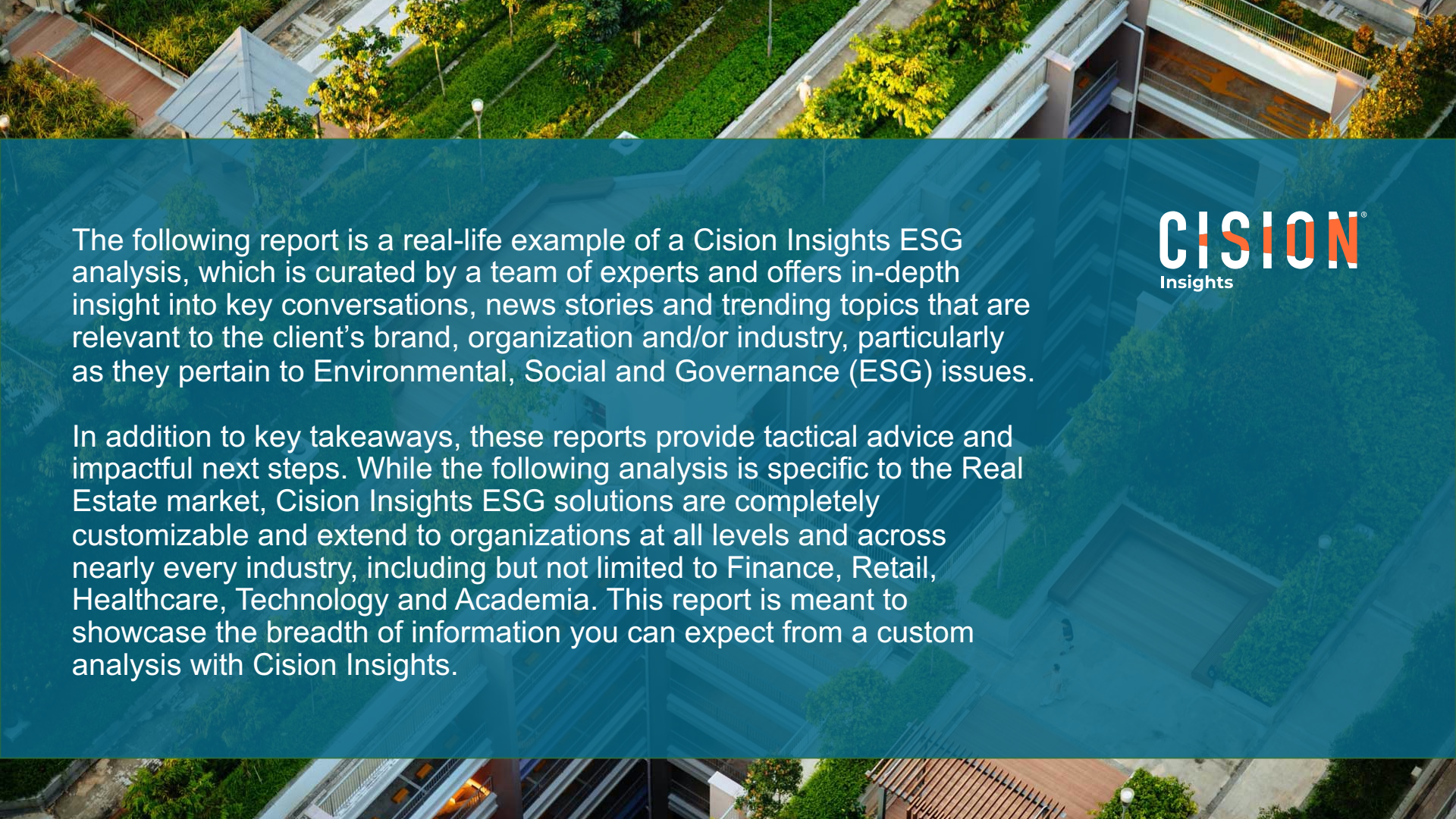


An aerial photograph of a modern, multi-story building with a prominent green roof and several courtyards. The building features a mix of white and dark grey facades, with balconies and walkways. The surrounding area is lush with greenery, including trees and manicured lawns. The lighting suggests it's either early morning or late afternoon, with long shadows and warm tones.

CISION GLOBAL MEDIA INSIGHTS

ESG & Real Estate | Q3 ANALYSIS

CISION[®]
Insights



The following report is a real-life example of a Cision Insights ESG analysis, which is curated by a team of experts and offers in-depth insight into key conversations, news stories and trending topics that are relevant to the client's brand, organization and/or industry, particularly as they pertain to Environmental, Social and Governance (ESG) issues.



In addition to key takeaways, these reports provide tactical advice and impactful next steps. While the following analysis is specific to the Real Estate market, Cision Insights ESG solutions are completely customizable and extend to organizations at all levels and across nearly every industry, including but not limited to Finance, Retail, Healthcare, Technology and Academia. This report is meant to showcase the breadth of information you can expect from a custom analysis with Cision Insights.

Key Takeaways

- The Real Estate industry is seriously considering the consequences of climate change in the wake of events like the Surfside condo collapse.
- Global organizations across industries are committing to clean energy in real estate development as seen by Amazon's HQ2 neighborhood rebranding with an emphasis on the community benefits of greenspaces and Google's Dragonscale solar project to shrink carbon use at its Mountain View campus.
- Real Estate companies' ESG initiatives - like JLL's research on net-zero in London and CBRE's net-zero pledge – feature primarily in trade and environmental media, failing to capture the interest of higher reach global media outlets.
- Equity within the Real Estate industry is growing increasingly important as media contemplate the impact of real estate lobbying and the connection between real estate and racial equality.

What's in this Study?

Universe

The report is based on automated analysis of environmental, social and corporate governance (“ESG”) news in the Real Estate industry. Data includes articles mentioning Fortune 500 Real Estate corporations or the Real Estate industry in the context of ESG topics, which include top-line keyword mentions as well as mentions of 90+ ESG sub-topics drawn from the World Economic Forum ESG framework.

Markets

Global, English language coverage

Period

Current quarter (Q3): 07.01.2021 – 09.30.2021
 Long term trends: 04.01.2021 – 09.30.2021

Media

All iSuite monitored online news, blogs and boards

Universe
 ESG &
 Real Estate

Markets
 Global
 English

Period
 Apr 2021 to
 Sep 2021

Media
 Online News

Q3 ESG conversations in the Real Estate industry focus on the impact and risks climate change places on the industry.

Early Q2 ESG and Real Estate discussion focused on Biden’s infrastructure plan to combat racial inequality and climate change by changing how cities are awarded grants and tax credits for their zoning laws ([Yahoo](#), [MSN](#)). However, the June collapse of a condo in Surfside, Florida shifted industry conversation, leading to a greater emphasis on climate change ([MSN](#)). Media discussed how coastal cities, like Miami, will have to consider the costs of climate change in “a rare moment of agreement between environmentalists and real estate developers” ([NY Times](#)).

Florida’s unease after the Surfside collapse continued to drive industry news in Q3 with July speculation on how climate change might impact the Florida Real Estate market ([Yahoo](#), [NY Times](#), [Business Insider](#), [Forbes](#)). Concerns around climate risks drove discussion across the industry in general with Q3 coverage focused heavily on how to prevent climate change from harming homes and home values. [The New York Times](#) discussed new ratings systems for climate risk based on ZIP code and the damaging impact of climate change on small towns, [The Motley Fool](#) asked readers to question the choice to buy a home near a coastal area and [MSN](#) highlighted how climate change can affect risk classifications for home values.

Universe
ESG &
Real Estate

Markets
Global
English

Period
Apr 2021 to
Sep 2021

Media
Online News

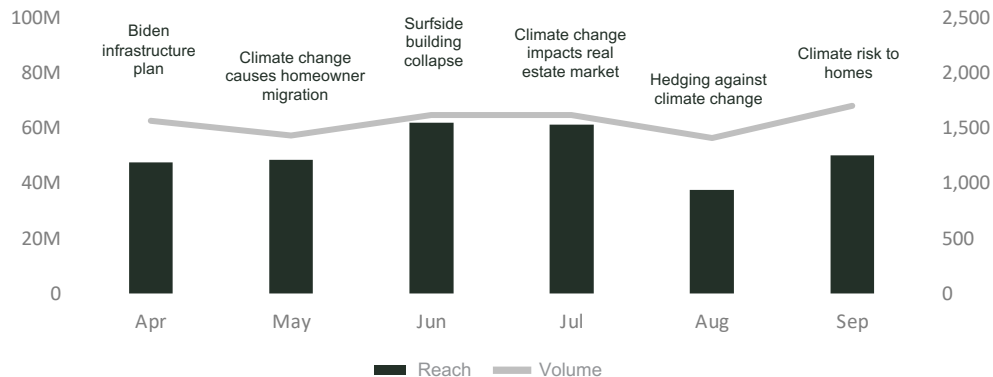
Trending Topics (Reach)

125M Climate Change: [Miami Faces the Hard Choices of Climate Change](#); [Surfside’s Collapse Highlights The Dangers Of Solutions-Aversion](#)

15M Renewable Energy: [Evergrande seeks to sell New Energy Vehicle Group](#); [Evergrande helps Faraday Future go public](#)

11M Ethical Behavior: [How Accounting Giants Craft Favorable Tax Rules from Inside Government](#); [Fixing Racial Inequity](#)


Trend Over Time (Reach)



Environmental and Social Topics Strong Contributors to Q3 News

Carbon Emissions

Google reduces its carbon footprint for building construction.



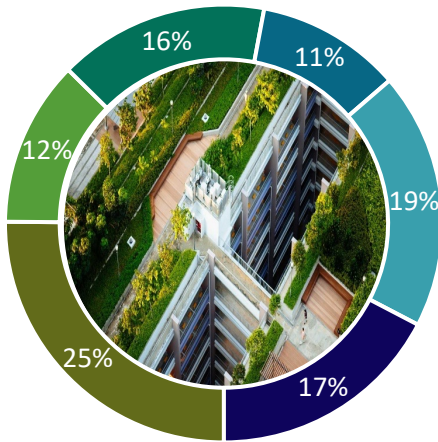
Greenspace

Amazon's HQ2 neighborhood rebranding: Cultivating green space with real estate partners.




Renewable Energy

Evergrande diversifies, invests in electric car startup Faraday Future as part of its EV strategy.




Black Equality

Media discuss potential bias hidden in real estate lending, property values and home ownership.



Ethical Behavior

Real estate lobbyists attempt to influence tax law by increasing tax deductions for the industry.



Human Rights

Canadian real estate's complicity in working with human rights violators.

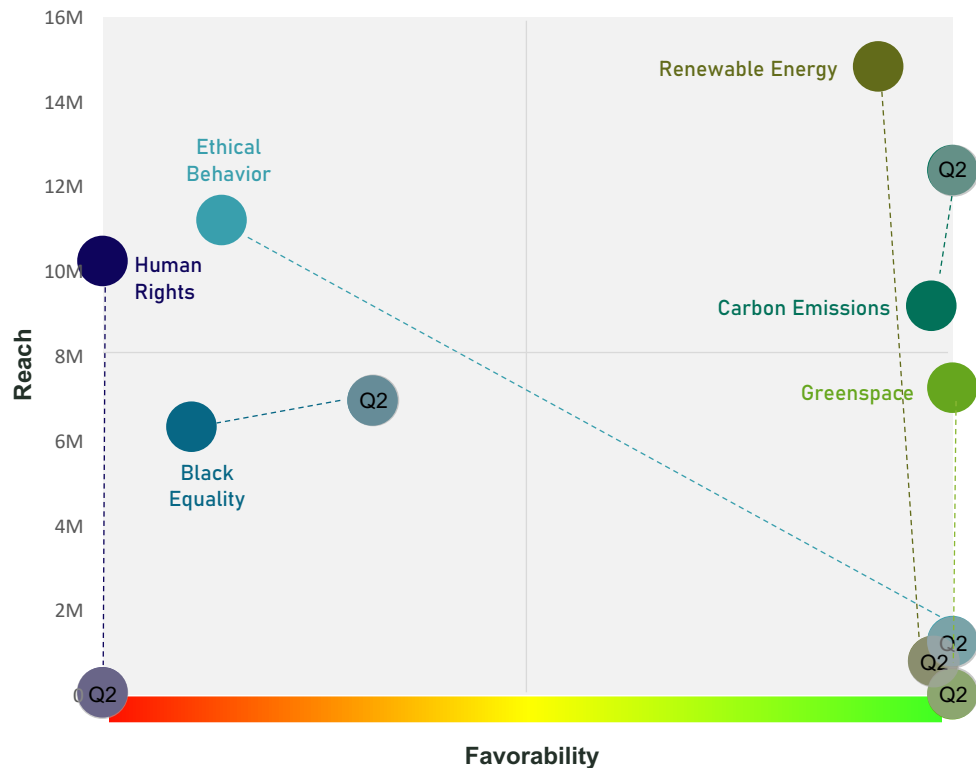


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Sep 2021

Media
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Renewable energy saw a large jump in Q3 reach driven by Evergrande's decision to sell off its EV unit ([MSN](#), [CBC](#)) and supply electric car startup Faraday Future with money to go public ([TheVerge](#)). Positive coverage came from green development in Toronto ([MSN](#)) and Rivian's EV factory in Illinois, which demonstrated how green manufacturing can create demand for real estate ([NYTimes.com](#)).

Carbon Emissions were an ongoing source of positive visibility with Q2 discussion of Southern California's plan to require warehouses to reduce emissions to offset increase in real estate prices ([NYTimes.com](#), [Yahoo](#)). While positive Q3 discussion focused on Google's commitment to offset carbon via its Dragonscale solar project, which generates electricity for its Mountain View campus ([MSN](#)).

Greenspace was the most favorable topic in Q3, driven by Amazon's recognition of the value of greenspaces in communities and subsequent investment in and revitalization of its HQ2 neighborhood ([Washington Post](#)).

Ethical Behavior was highly positive in Q2 with coverage of real estate investment firm EB5 Capital's move to provide capital to immigrant investors ([Business Insider](#)), but shifted to negative in Q3 with coverage of real estate lobbyists' efforts to influence tax law ([NYTimes.com](#)).

Human Rights also skewed negative, driven by discussion of the Canadian real estate industry's role in facilitating money laundering and human rights violations by working with figures such as Haitian Senator Célestin ([NYTimes.com](#)).

Black Equality topics saw discussion of bias in real estate lending practices, lowering tonality for Q3 ([CBS News](#)).

Top Brands Focus on Mitigating Climate Change

Evergrande was the most visible overall brand in Q3 ESG & Real Estate topics with the majority of coverage focused on its plan to sell-off of its EV venture - New Energy Vehicle Group ([MSN](#)). Concerns around the real estate company's potential default and the impact on the global economy also drew media attention.

Major tech brands also ranked highly with coverage of **Amazon's** HQ2 greenspace project ([Washington Post](#)) and **Google's** Dragonscale solar power project for its Mountain View campus ([MSN](#)).

Tesla's plans to build a gigafactory in Austin were also discussed in light of the adverse effect on Austin's home prices and skyrocketing real estate ([Houston Chronicle](#)).

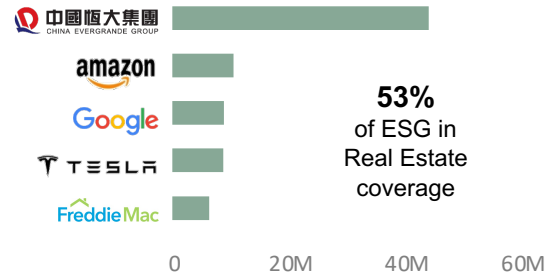
In terms of real estate companies, **Jones Lang LaSalle** led visibility with discussion of post-pandemic green businesses in downtown Toronto ([MSN](#)) and its commitment to net zero carbon emissions for its London offices ([Bizcommunity](#)).

Vonovia news was driven by discussion of real estate in Germany and public concern over potential rent increases ([CBC](#)).

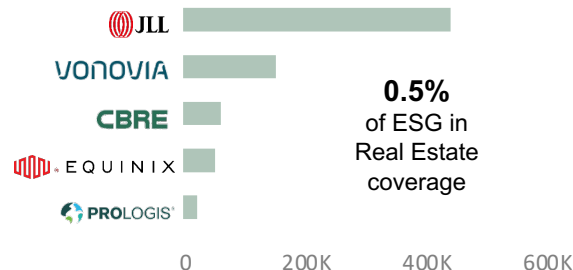
CBRE coverage focused on the brand's net-zero pledge for every property it manages ([BusinessGreen](#)) and its creation of a SPAC to take solar energy provider Altus Power public ([Rebusinonline](#)).

Equinix's primary drivers included coverage of its Indian datacenters' new use of green energy as well as its commitment to becoming climate neutral across its supply chains by 2030 ([CIO India Times](#)).

Top Brands in Real Estate Coverage (Reach)



Top Real Estate Brands* (Reach)



Universe
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Real Estate

Markets
Global
English

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Sep 2021

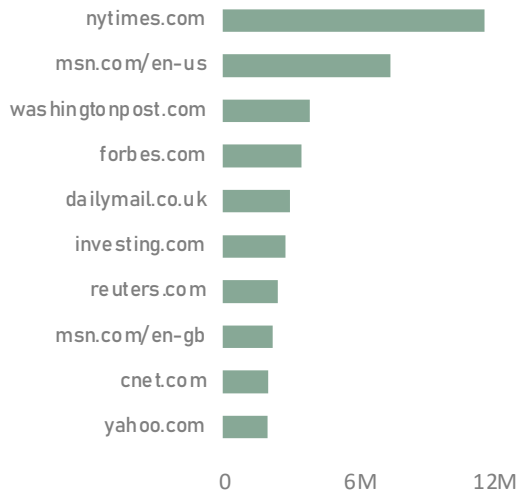
Media
Online News

Major Brands More Likely to Drive Top Tier Coverage

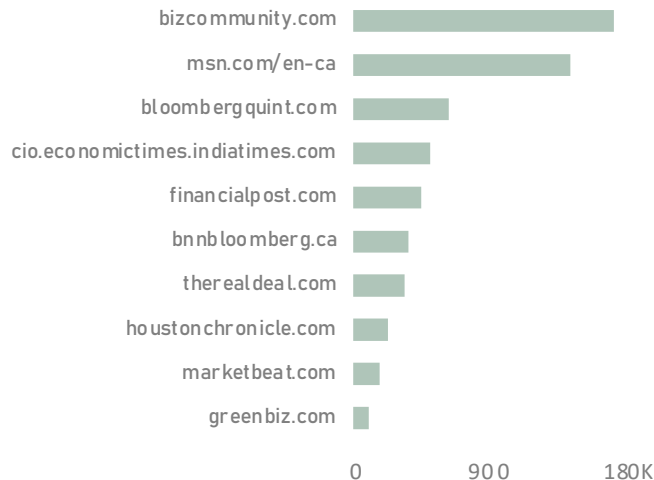
ESG news in the Real Estate industry attracted high reach, top tier media with discussion of climate change, environment issues and ethical concerns.

In comparison, coverage of ESG news around real estate brands generally attracted coverage from local media and trade outlets, which was reflected in the low reach for top real estate brands in ESG coverage.

Top Media for Real Estate Coverage
(Reach)



Top Media for Real Estate Brands
(Reach)



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Markets
Global
English

Period
Apr 2021 to
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Media
Online News



Reach: 970.5 K

325
 103

The rebranding of Amazon’s HQ2 neighborhood: Alpacas, mocktails and flower crowns for dogs

[washingtonpost.com](https://www.washingtonpost.com) – August 1, 2021

“A great place is much more than just the right kinds of physical buildings. It’s all about the services and the amenities and the neighborhood and the community.”



Reach: 43 K

1
 5

Why real estate investors can make a real difference to climate change

[bizcommunity.com](https://www.bizcommunity.com) – August 20, 2021

“Climate change and its potential costs to humankind made headlines again last week. What was new was the clarity of the message putting changes to the planet’s climate down to the human race.”



Reach: 1.2 M

114
 7

4th Gear: Looking at Chinese EV Startup Evergrande’s Implosion

[msn.com](https://www.msn.com) – September 20, 2021

“...real estate mega-company Evergrande is in the process of imploding. The ramifications car-wise is that the company wanted to be hip and make EVs, and now that program may get orphaned.”



Reach: 3.5K

1
 3

CBRE builds out net zero pledge to cover every property it manages

[businessgreen.com](https://www.businessgreen.com) – September 29, 2021

“Property giant CBRE Group has pledged to achieve net zero by 2040 across its own operations, supply chain, and all the properties it manages, the company this week announced.”



Reach: 3.4 M

3.6K
 1.3K

Who Paid for That Mansion? A Senator or the Haitian People?

[nytimes.com](https://www.nytimes.com) – July 10, 2021

“The sprawling \$3.4 million villa, with its sweeping driveway, home cinema, wine cellar and swimming pool overlooking a lake, was among the most expensive homes ever sold in one of Quebec’s most affluent neighborhoods, and the purchase set off a corruption investigation into Mr. Célestin by officials in Haiti.”



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