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Warsaw

CEEQA 2020 AIMS FOR NETZERO WITH NEW ENVIRONMENTAL AWARDS AND “AIMING 4 NETZERO GALA”

CEEQA, the main annual industry awards for leadership in commercial real estate investment spanning 18 countries in the Central & Eastern Europe and Southeast Europe, has announced the launch of its new CLIMATE EMERGENCY INNOVATION AWARDS seeking to measure and recognise real progress towards NetZero buildings and business.

The organisers have also pledged an attempt to make the 2020 edition of the CEEQA Gala fully NetZero including a low energy and low emissions footprint policy on the food and beverage, production decor, energy and lighting, ticketing and published materials at the event. The 2020 edition of the CEEQA awards, organised in association with Deloitte and widely regarded as the benchmark for the sector and its pinnacle industry recognition, will be presented at the sector’s flagship annual gathering, the CEEQA Gala, in Warsaw on 22 April.

The entry deadline for the new award categories, and for all CEEQA 2020 award categories, is 29 February. The short list for the awards will be announced on 31 March. Entry forms are available on the CEEQA website CEEQA.com.

Demanding targets

The new awards are in response to the recent announcement of global statutory targets for buildings at the COP25 United Nations Climate Change Conference in Madrid in December 2019, for all new buildings to be NetZero environmental balance by 2030 and all buildings to be NetZero by 2050, implementing the recommendations of the [COP 21 Paris Climate Agreement](#) of 2015. Also published in 2019, the EU’s [Zebra2020 Energy performance of buildings directive](#) stipulates that all new buildings commenced after 2021 need to be nearly Net Zero buildings (NZEB). With less than 1% of buildings currently meeting these criteria, the scale of the challenge is clear.

The new awards, and the wider “CEEQA 2020 Aiming 4 NetZero” campaign, are also a response to the sharp uplift in recent years in extreme weather events and other signs that climate change is becoming a climate emergency. They set out to measure actual progress towards NetZero buildings and business, comparing recorded environmental performance data against baseline figures as well as future targets, to illustrate on a real and percent basis how successful a building or company is in pursuing total carbon, energy, water and waste balance as well as value chain, supply chain and community impacts.

A NetZero building and business is one whose carbon reduction and resource conservation, combined with recycling and offsetting initiatives, results in a net environmental impact balance figure of zero percent. By comparison, a Net-Negative building is one that produces more water and renewable energy onsite that it needs to function, and whose carbon and waste reduction, offsetting and recycling credit exceeds its total output.

The categories replace CEEQA’s long-standing and highlight regarded Green Leadership Awards, are considerably more detailed and technical, requiring candidates to have conducted official or self-audits of their environmental footprint and resource management, and to have set future targets demonstrating a strategy and timeline for improvement.

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The process of building the new categories, *Aiming 4 NetZero building of the Year* and *Aiming for NetZero Company of the Year*, in a very short time scale since the publication of the targets to be able to include them in the CEEQA 2020 awards campaign was an enormous challenge, making them user-friendly and judge-friendly enough not to frighten our target audience but also to accurately present and reflect the most important and most current business values and technical solutions.

There has been marked progress in aspiration as well as achievement in “green building” and business over the past decade in the CEE/SEE property sector, with a number of standouts including Swedish developer Skanska which has won almost every CEEQA award given out for green leadership in buildings and business between 2011 and today, including another clean sweep in 2019.

Richard Hallward, founder and CEO of CEEQA and its parent company Imagine Live Media, said:

“This has been a challenging but worthwhile assignment, reacting quickly to the new, very demanding targets with a new, accurate and meaningful set of awards that really do measure and recognise real progress towards NetZero buildings and business, but also walking the walk by pledging ourselves to a NetZero, or at least close to NetZero, gala in April.

“A lot of buildings and companies might find the categories much too tough to enter this year, but this is the beginning of an advocacy and education process, as well as a “renewal of environmental vows” and to set new standards. If we show leadership, do the right thing and get it right, the chances are the business case will take care of itself. It always does, so why wait for the hammer of government regulation?”

Maciej Krasoń Partner, Audit & Assurance, Deloitte Real Estate and Construction Leader for Central Europe, the lead partner of CEEQA, said:

“We highly value and support CEEQA’s initiative to drive the change in the real estate industry which is in line with Deloitte’s goal to make an impact that matters. The CE business increasingly recognizes the importance of the non-financial factors and sustainability – this is being reinforced by the EU regulations as well. Deloitte supports companies’ efforts to make the transformation towards more sustainable and responsible business and we think the Aiming 4 NetZero campaign is the right response at the right time, sending a clear message to the real estate industry that this should be the new standard.”

Kasia Zawodna, CEO of Skanska Commercial Development Europe, said:

“The Aiming 4 NetZero campaign prepared by CEEQA is a great call for action for the whole industry. The bigger the impact on our planet we have, the more important becomes the matter of sustainability and corporate responsibility for the society and environment. We are all facing one of the biggest climate emergencies in the history of our planet and that is why business must take certain actions. At Skanska we understand this difficult challenge. The company has committed to the Paris climate agreement and has set a Group target of achieving net-zero carbon emissions by 2045, with a 50 percent reduction by 2030.”

Business and thought leadership

CEEQA has been actively engaged with forward analysis and advocacy of rising mega trends since 2005 and were specifically quite early movers in analysis and advocacy of green leadership in real estate from 2008 with a series of Insight events and reports analysing the business case for green building ([The Green Debate](#), [The Green Debate 2](#), and [RealGreen Symposium](#)). CEEQA was one of the first globally, if not the first, to zero in on operational cost savings and the “talent magnet” for tenants as the key drivers of the business case for green



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building, at a time when investors and developers were still struggling to figure out how to accommodate, let alone mobilise, the “green building premium”. Or rather because they were struggling with it.

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Organised each year since 2003, the CEEQA awards are free to enter and are widely regarded as the sector’s most trusted and respected industry recognition. A uniquely rigorous approach to judging developed in partnership with Deloitte ensures total transparency, independence and integrity of the results. Places on the CEEQA Jury panel, responsible for judging award entries, are rotated each year among senior representatives of market leading companies active in the sector with extensive industry experience, and knowledge of the CEE and SEE market place [see Appendix 3].

The annual CEEQA Gala, at which the winners of the awards are announced, is one of the major annual European real estate business events and attracts around 900 industry leaders from more than 50 countries active in the sector, which has led the renewal of the region’s built infrastructure post-communism in what has become one of Europe’s most dynamic real estate markets in recent years experiencing strong market growth.

CEEQA is poised to continue its path of strong growth in delivering a universally trusted industry awards and world-class gala event showcasing the sector to the international institutional investment arena. Deloitte continues its role as Lead Partner and awards supervisor in 2020, working alongside the CEEQA team to push the boundaries of integrity and fairness. Long term partners, warehouse developer Panattoni Europe and German lender Helaba assume the role for the 2020 campaign as CEEQA's new Elite Partners.

New to the commercial partners roster this year are Aareal Bank, Atrium European Real Estate, Avestus, First Title, Portland Trust, Sierra Balmain, WING and W.P. Carey; a roster which already includes regional and global market leaders Skanska, Dentons, Cushman & Wakefield, CMS, Arcadis, Echo Investment, Erste Group, EPP, Knight Frank, pbb Deutsche Pfandbriefbank, Sentient, White & Case and Wilsons.

Industry and delivery partners include RICS, GRI, Europe Real Estate, Warsaw Business Journal, Belvedere Catering, Hotel Bristol Warsaw and Mielzynski Wines & Spirits Specialties and Warsaw Creatives.

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BACKGROUND INFORMATION:

Since 2003 CEEQA has played a vital role working with market leading regional and international institutions, organisations and commercial real estate professionals to showcase the achievements and opportunities of the New Europe property sector to the global investment arena. Organised in association with Deloitte, the awards are widely recognised as the sector’s most trusted and important industry recognition and the CEEQA Gala is established as one of the most valued annual real estate business events in Europe hosted in Warsaw each April.

APPENDIX 1: 2020 AWARD CATEGORIES

[Climate Emergency Innovation Awards \(new awards\)](#)

Aiming 4 NetZero Building of the Year sponsored by CMS

Aiming 4 NetZero Company of the Year



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Building Awards

Office Development of the Year

Retail Development of the Year sponsored by Cushman & Wakefield

Hotel, Leisure & Residential Development of the Year sponsored by Warsaw Business Journal

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Company Awards

Developer of the Year sponsored by Helaba
Industrial Developer of the Year
Investor of the Year sponsored by Panattoni Europe
Lender of the Year sponsored by Echo Investment
Legal & Financial Consulting Firm of the Year
Property Management Company of the Year sponsored by Erste Group Bank
Development Services Company of the Year sponsored by Wilsons
Construction Company of the Year sponsored by Arcadis
Rising Star Award

Agent Awards

Overall Agent of the Year sponsored by Skanska
Agent of the Year (Capital Markets) sponsored by EPP
Agent of the Year (Local Agency)

Grand Awards

Lifetime Achievement in Real Estate
Industry Professional of the Year sponsored by RICS
Overall Building of the Year Central Europe sponsored by Dentons
Overall Building of the Year Southeast Europe sponsored by White & Case
Overall Company of the Year

New categories for sustainable business and development will be announced on 28 January.

APPENDIX 2: CEEQA 2019 PARTICIPATING COUNTRIES:

CEE MARKETS: Czech Republic, Estonia, Hungary, Latvia, Lithuania, Poland, Slovakia, Ukraine

SEE MARKETS: Albania, Bosnia & Herzegovina, Bulgaria, Croatia, Kosovo, Macedonia, Montenegro
 Romania, Serbia, Slovenia

APPENDIX 3: 2020 CEEQA JURY

Andrew Peirson	Managing Director SEE	CBRE
Bartłomiej Krawiecki	Board Member	7R
Brendan Long	Head of Property and Hotels	Santander Bank Polska
Bryan Wilson	Managing Partner	Wilsons
Charles Taylor	Managing Partner Poland	Cushman & Wakefield
Daniel Puchalski	Managing Partner Poland	Knight Frank
Geo Margescu	Co-Founder & CEO	Forte Partners
Hadley Dean	Chief Executive Officer	EPP
Horatiu Florescu	Chairman & CEO Romania	Knight Frank
James Turner	Chief Executive Officer	Sierra Balmain
Johannes Bauer	Head of Asset Management CEE	S+B Gruppe
John Kraus	Head of Sustainable Urbanisation	RICS
Jonathan Hallett	Executive Partner, Head of CEE	Cushman & Wakefield
Karl Wilson	Managing Director CEE & Russia	Aareal Bank AG
Lila Pateraki	Director of Investments	Zeus Capital Management
Lukas Hejduk	Partner & Head of CEE Real Estate	CMS
Maksym Gavryushyn	Commercial Director	Budhouse Group
Martin Holler	Founding Partner	Giese & Partner
Matthias Bitzan	Head of International CRE Clients	Erste Group Bank
Michal Cwiklinski	Principal, Managing Director Poland	Avison Young
Nebil Senman	Managing Partner	Griffin Real Estate

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Tomas Picha
Tomas Salajka
Tomasz Buras
Troy Jahaver

Chairman & CEO
 Managing Director Central Europe
 Head of Business Development
 Co-Founder and Managing Director
 Head of CEE Real Estate
 Senior Investment Director
 Chief Financial Officer
 Partner, Head of Investments
 Chief Executive Officer
 Chief Executive Officer
 Regional Director CEE
 Senior Director of Transactions CEE
 Director of Acquisitions, AM & Sales
 CEO, Head of Investment
 Managing Director Europe

WING
 M7 Real Estate
 Penta Real Estate
 Zeitgeist Asset Management
 White & Case
 Revetas Capital
 CTP
 Europa Capital
 Portland Trust
 Avestus Real Estate
 Gleeds
 Invesco Real Estate
 CPI Property Group
 Savills
 Lincoln Property

THIS IS A CLIMATE EMERGENCY
 How hard are we aiming for NetZero?
 #Aiming4NetZero
CEEQA 2020

Entry deadline for all award categories 29 February

INCLUDING CLIMATE EMERGENCY INNOVATION AWARDS

ELITE PARTNERS
 PANATTONI
 Helaba

PREMIUM PARTNERS
 SKANSKA
 大成 DENTONS
 CUSHMAN & WAKEFIELD
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CEE MARKETS: CZECH REPUBLIC · ESTONIA · HUNGARY · LATVIA · LITHUANIA · POLAND · SLOVAKIA · UKRAINE
 SEE MARKETS: ALBANIA · BOSNIA & HERZEGOVINA · BULGARIA · CROATIA · KOSOVO · MACEDONIA · MONTENEGRO · ROMANIA · SERBIA · SLOVENIA
 CEEQA.com

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