Good afternoon, ladies and gentlemen. Welcome to today's webinar which is brought to you in a collaboration between EY annuli. We're very proud that today we will launch a new research report that we've been working on over the last couple of months, which focuses on the attractiveness of global business districts and that is the topic of today's webinar.

This is the second time we've done this research, which was commissioned by Parrilla defense and the first time was in 2017 before we now start.

I would like to address a few practical items. First, if you have any issues of a technical matter, for example related to the sounds, or you can view things very well. Just use the chat or the Q&A function, and the team will help you resolve those issues.

And then we would really like to encourage an active participation of the audience, so I would encourage all of you to ask questions which can be done through the Q and a button.

Just ask your question there and I will pick them up throughout the discussion.

For those of you that don't know me, my name is Lisa from door and I'm the CEO of Europe and I will moderate today's webinar.

So now we will start first with a presentation of the results of the report,
which is followed by a discussion.

With a number of global leaders in the field of all involved in the global business districts and then at the end of the web,

and are we will have mark limit who is a partner at Y finish with a couple of closing remarks.

I'm very pleased to now introduce Prince fans around fast. He's a senior manager at EY An who has been leading on the project and he will present the results of the survey and of the research concern.

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Yes, thank you very much Lizette.

I hope you can hear me OK?

Hello everyone and welcome to this webinar, so I'm going to take you through the key findings from the Yul I Global business District.

Attracting this report. But before that I start with maybe a quick word about the objective on the scope and the methodology that we've used for this.

But I'll try to be quick on this first section and then we move to the key findings.

Next slide, please.

OK, so the objective for us is, you know, to understand what makes the business district attractive.

What are the key transformation drivers?

The long term drivers of transformation for business district and to measure the performance of this business district?

So for these 2020 report, we have looked at 21 business district across all the regions of the world.

As you can see here and all of them has been have been selected based on their size.

The number of Employees the concentration of business services and the economy,

Cueto overall, these 21 business district total 100 million square meter,

4.5 million employees and their home to 79 global headquarters
from the Fortune Global 500 as well as their professional
service providers such as consulting firms,
audit firms, insurance insurers and bankers,
advertising agencies, and so on.
So can we move to the next one please.
OK, how we have conducted this this research,
so we've been using three main sets of data.
The first one is a quantitative one and we have
collected 46 indicators that are quantitative objective
uncomparable for each of the 21 business districts that we've been analyzing.
So in total it means that we have gathered and analyzed.
Close to 1000 data points altogether for the 21.
The second set of data that we've been using is based on a global online survey that we have conducted
with ULIN with the global Business District innovation heard with 349 real estate professionals, developers,
investors, academics and end users.
Of course, throughout the world to get their perception of how business district are changing and adapting to a changing
environment and the third. Set of data that we've used is more qualitative because we have conducted individual in-depth interviews with experts across the globe as well.
About, you know their inside to try to get their insight and the interpretation of the key findings that were derived from all the two previous sets of data adjusted.
So overall, you know the objective for us is really, really to take a look at the long term trends that are really.
Transforming Business District to measure their performance.
But of course you know we can't be blind.
We can't just ignore the current situation.
So if you move to the next slide, we'll see. Covid Crisis has been impacting the business district in the course of April,
so in April, out of the 21 Business District data we have been looking at looking at 14 of them were in cities where full lockdown. Enforced, which means that more than 3.5 million of their employees were actually working from home and seven square meters of the office space were actually empty.

So if you can, you move to the next slide please.

We have also to get a better understanding of the covida context. We have conducted a research in April where we have interviewed international investors about how the Covid crisis is impacting their 2020 investment plans. So of course there will be a huge drop in investment because of the crisis, but the half full glass to wait to see it is that you still have. An investment is still vital for for companies and you still have 51% of them. There are saying that they only for C minor decrease in their 2020 investment plans as a result of the crisis. And Interestingly, you have none of them. Europe event. They are saying that there will be a complete cut back on their 2020 investment plans. So now that we that we have set the context will move to the key findings from our report. Next slide please.

So let's start with the headline, which is the global 2020 ranking. And here there are two key lessons. Number one at the top five remains unchanged and or. But should I say #2? Actually when you look at the dynamic of the competition, the gap is really narrowing and the competition is much stronger. Coming back to the to the top five. As you can see here, you still have. The city in London and Canary Wharf.
in London, which are in first and fifth position. This is due to the stronghold of London for headquarters in Europe and to give you an example, the Greater London has attracted four times more headquarters than the greater Paris region over the past 10 years, so it's still, you know, very attractive for many businesses and also and that's true for the entire top five. All of these business district that you see here. Are scoring quite well on a very decisive criteria, which is the attraction or the presence of talented workforce? Midtown in New York and Marinacci in Tokyo are still number 2 and #3. They are scoring well as well on the presence of population with a high University degree and also scoring quite well on the presence of global. The the biggest, the largest companies and Paris Lady Force is a strong #4 which is calling never number one. But on any of the categories but always scoring quite well on all of the categories that we've been looking at. So that's for for the top five, but as I was saying, when we look now at the dynamics and how the competition is is changing, the gap is narrowing and this is especially true for this top five where actually? In the EYULI attractiveness index that we have built, we can see that the City of London in London and Midtown in New York in New York are actually decreasing, whereas Marinu Chi and Paris, Latifrons and Kenilworth are progressing now. These increasing competition is also very much coming from Asian business district and as you can see here on the right hand side you have ranking by evolution or change in the rankings. And you can see here that districts
like Beijing or Hong Kong or Mumbai are progressing quite fast and this is due to this is mainly due to.

Strong increase in terms of availability of population with high University qualifications.

Also some progress around the presence of more global headquarters from a significant companies and also we can see here that the scorings of China, for instance, or that's even true for India. For the ease of business is also reflected in this. Increased ULIYE attractiveness index. So now what we're going to do is I'm going to take you through five key lessons or key trends that are really driving the long-term transformation of business district. If we can move to the next slide, please.

So the first key trend is about the attractiveness factors themselves. So when we look at what makes global business district tractive, actually the key lesson is that it's more of the same, and you can see here that there is an even stronger emphasis about the ability to attract and retain talent, which is considered as very important by 84% of the respondents of our sample, which is more than which is plus 14 points compared to. 2017 report same on proximity of markets and customers and partners. This is progressing quite significantly plus 11% and we have 57% of the respondents that we have surveyed that telling us that this is considered as very important when it comes to assessing the attractiveness of business district. So these two key trends, the fact that these there is a very strong focus put on these two parameters.
He's very consistent, as I must say with what we're hearing and discussing with our clients in the context.
So now we're going to see how you know this applied in terms of transformation and how this will be decisive in terms of transformation of the rest of the business district next, like this.
OK. So this is a very important one because that was a trend that we're already seeing previously.
Business District will have or still have you know, to really reimagine and reinvent their economic and operating model equation that we have between cost and attractiveness is under great pressure.
And it's becoming even more complex than it used to be.
With the lockdowns, companies have found out that Home Office and digital office actually works far better than they thought, and it can result in substantial savings, but at the same time they also recognize that there is a limit to remote wear because at some point when you need to innovate, create or teamwork for project management carried development requires people to physically interact so they feel they belong and they share.
An experience or a project?
So from now on companies will have to deal with these parameters to find the right balance between cost optimization, productivity, attractiveness for talent, safety well being of their employees.
So this will have an impact not only on the cost model, but this will also accelerate the reshaping of workplaces and business district urban environments too.
So next slide please.
The other key trends that is a transforming business district is the adoption of more sustainable operating model.
More consideration for climate change.
As you can see here,
we have 73% of real estate professionals according to our research that expect the risk of climate change to become greater in the next five years.

So what does that mean in practice in terms of priority to make?

Business District more sustainable. The vast majority 86% of our respondents are fingers that it first you know to develop sustainable and well diversified transport network. Then we have 66% of them who are telling us that it's it requires more efficient energy and water use management and 46% of them who are pointing out the need for more green spaces, more trees, urban forestry and farming.

What you don't see here is that we have developed someone specific environmental indicator measure of the performance of Business District, which is really focused on environmental consideration and it's very interesting to see that at the top of the ranking you have only European business district with the bank convertible virtual from Frankfurt. So number one and Paris lady foster mother.

So next slide please.

OK, risk management risk Management was already quite at the top of the agenda for Business District and it was already seen as a priority, but it does imply renewed governance for them. With the Covid crisis, the risk has really materialized into a crisis of a magnitude that nobody had experienced before. We saw that the more coordinated approach, the approach, the more. Efficient the response.

So it means for business district that they will have to better anticipate, prepare and respond to future crises by collaborating with all stakeholders involved in the life of business districts in the public sector.

From the private sector, those managing transportation,
housing, security, energy and health, construction, retail businesses. And it has to be done at all the relevant scales, not only at the scale of the. Business district itself, but it will also involve the city level, the regional level, and sometimes you know the state level as well.

Next slide.

And that will be my my conclusion, because this trend is very heavy and we already discussed this trend quite extensively in our 2017 report. But what we're seeing really is that business districts are becoming more or much more than business, and the district themselves tend to open to become more vibrant and place where you can live outside of business hours. So they are becoming real.

Destination, so how they do that or how they should do that? We ask this question to our sample of Interview E. 64% of them are telling us that we should, you know, rely first on the better transportation infrastructure to be better connected to their Metropolitan area. And then we have some very interesting parameters such as mixed use mixed use, which is a huge topic for business district. So with the development of mixtures program, but it's also not only a mixed functionality, but it's also more flexible. Programs with longtime loose feeds, buildings for instance, which is also a way for business district players to diversify their source of income and to minimize their economic risk and so to optimize their cost model as well. And basically what we're seeing is that really business district, most of them. In the 21 that we have that we have looked at tend to become work, live and play environment to enhance and to improve the experience of their users.
Not only employees but also residents, tourist and consumer. And that goes as well. That will require as well some specific things to be done around affordable housing to make sure that the business district remain open to everyone. And is the inclusive as well and brings a response to the lack of affordable housing that exists in many of the cities where we have that we have looked at and in the sample of of our business district.

So thank you very much for your attention. I hope I was not too long and I'm happy to take any questions. Thanks a lot, mark. I think there was a fancy. I think that was really interesting and we already have a couple of questions coming in. One of them is of a more practical matter. Whether the slides will be shared afterwards. Yes, the slides will be available on the wise website. I think as well as on your allies Knowledge Finder, so will also be the report which will be available on both the website of Y and you. Will I knowledge Finder and also the recording of this webinar will be available. On annualize knowledge Finder. Um? Person before we move to the panel discussion, somebody asks about tomorrow's business districts. Are there also cities beyond the 21 that were surveyed? Now that might emerge in the years to come. Any thoughts on this? I know you looked into this at the beginning of the of the project. So sorry. Question is it? So the question was. About tomorrow's business districts. Are there cities beyond the 21 that we surveyed? Now that might emerge in the years to come. Any thoughts on that? Yes, so you know we would like to include more business districts. And certainly this is something that we're following.
One of the challenges that we have is to be able to compare apples to apples, so it's not always easy, but for sure you know as we see some emergence of some big cities around the world and their corresponding business trip more than happy you know to include more material for analysis. International benchmark, so definitely this is something that we would like to do, especially in some. Emerging markets or regions that we would like to include in the future in this type of analysis. Thank you and one last question. Somebody asks about your definition of local and global influence as well as the quality of the urban environment indicates which you use on slide 12. Could you quickly explain that? Yes, so local and global influences to measure how business district can be springboard. You know, for businesses to our gateway to some other regions, so helps business hubs read that are truly global. We measure that, for instance, in terms of access to International Airport that are truly international and so on. And regarding the quality that the other question was about the quality of the urban environment, right? Yeah, this is measured with the the type of services that business districts offer to their employees and users in general. Not only employees, but it could be also residents or tourist diversification or diversified service offering to all these users and the you know culture, entertainment as well and so on. So all that makes you know green spaces or that makes really business district more attractive in terms of the quality of each other.
Government, but there is, you know,
detail about all of these indicators that we've been using
in the report that is available on the website.
So if you have some specific questions you will find
hopefully an answer in this in the full
report.
OK, thanks a lot for answer was really interesting.
Can I now ask all the panelists to switch on
their videos and I will introduce you.
I'm very pleased that we're joined today by such a
high steel panel.
First of all, I would like to introduce more easily
go.
She's the chairman of the global Business Districts
Innovation Club
and CEO of Parrilla difference.
Michael M. Edwards. He's the President and CEO.
Chicago Loop alliance. James from Klemperer president of
Cone Peterson,
Fox Associates, and last but not least,
Laura Lavernia is the global head of asset Management and
development at AXA.
Investment management
can I? Yes, all the videos I think are switched
on.
Welcome everybody. Marissa Lee. Can I please start with
you.
Also as the commissioner of this research.
United fans has maintained its fourth position,
as we've just seen in the global ranking first 2017
report.
But across the board improved the performance on almost all
of the underlying indicators.
So overall, what do you think is the most remarkable
or surprising outcome you've seen,
if any? And what do you think is the most
important takeaway for all the business districts surveyed?
And for larger fonts in particular?
Yes, hello, before I answer that question,
I would like to say that I'm I'm Commissioner of
this survey.
As chairwoman of the Global Business District Innovation Club, which is a clip that was created one year and a half ago by 5 founding members, among which Michael Edwards and the Chicago Loop Alliance and you were saying before Vassar that with risk management demands resilience and collaboration. And that's precisely what we are. Trying to do within this club that gathers together business districts route throughout the world to share our experiences and or issues, compare issues and compare. Our strengths, and precisely that's why we commissioned this. This survey, which is a very interesting tool for us, of course, so I will change and talk now as a CEO of popular difference. To answer your question is that. The first thing that strikes me in this survey is the outstanding result of London, which remains the number one number one and #5. So basically London is number one for far before the other ones, the other the businesses tricks and despite Brexit and the political turmoil that Britain is going through. And of course this is a very striking. An interesting thing. So it's as you know, a CEO of difference. I've been going a lot to London to try to convince headquarters to move and to come to Paris, and I must say that until now we have not had a huge success. Neither Paris nor the other European capitals and business districts, of course, Brexit hasn't happened yet, but still we see that London remains very strong. The only result of Brexit that we have seen until now is a transfer of invest of investors that used to be located essentially on the London market and for
instance in Lady France. We have seen a lot of Asian investors arriving and Korean investors that were very absent totally absent from the French market.

And that's probably an effect of Brexit.

So that's the first thing that I note as a striking result of this survey.

Could I then maybe ask you what could you learn from that?

And is that something that's businesses regulated?

Can you solve it or would you depend on the city of Paris or the national French government to strengthen certain elements?

I think the French Government has done a lot of efforts and there have been efforts made for instance for on to to change the the labor law and lower taxes. And so there there has been efforts made.

And in our case is we have a good case to attract companies.

I need an we attract a lot of investors.

However, I think the decision to move companies and headquarters is a very difficult decision to make and a lot of factors come into consideration and it takes time and a lot of companies have been waiting to see how Brexit with the what's the final outcome of Brexit, because until very recently and probably maybe still now we don't really know how it's going to happen.

So companies are waiting, so that's the first thing.

The second thing is probably at first, everybody was expecting. I'm talking about few years ago when Brexit was voted.

The thinking that maybe it would be a massive change and that we would go from a huge concentration in London to a huge concentration in another business district.

European and I think that's not going to arrive that London is going to remain extremely strong for many reasons, and probably that companies. Based in London, what they have started to do is to open offices
in different districts in Europe, but remaining in London. So we will probably go from a very concentrated London area into a some deconcentration in with different districts rising. OK, thank you Michael. Can I ask you a similar question where we've seen Chicago loop scoring highly on quality of the urban environment, although its overall position in the ranking slipped from the 7th in 2017 to now the 10th position. So overall, what do you think is the most remarkable or surprising outcome you've seen? And what do you think is the most important takeaway for Chicago Duluth in particular? That's it, thank you so much for the opportunity to participate in this panel discussion. I've been working in the Chicago Loop for the last seven years, and certainly the last four months have really clouded the future of what's happening in our Business Improvement District and in the in the Chicago Loop itself. Chicago Loop Alliance is a $3,000,000 a year full service Business Improvement District serving our ratepayers and our members in the Historic Business Center of the city. We provide a range of services including clean and safe advocacy planning, placemaking along with our extensive marketing effort. You know the loop. Chicago Loop has scored high. Did the last go around with the study in in the current one with regards to this quality of urban environment and I think it's for a couple of reasons, I think they should have a loop in its history. Has developed the building blocks that would allow a place to become more of a destination as Vincent had talked about earlier. The loop is about 80 blocks. There's 45 million square feet of offices. There's 22 universities with over 50,000 students.
There's a growing residential population currently about 30,000 and we have a pre covid about 370,000 daily workers, so those are the building blocks not hard to create. The notion of destination around that, so we have an extensive culinary offering here. In the loop we continue to have strong retail. It's not the strongest in the downtown, but it's pretty strong. It's all served by a really great transit. And of course we have a 2.5 billion dollar a year. We did arts and culture economy here just in the Chicago Loop. So we think we do have a great destination with regards to why we slipped. I think kudos to Asia and the Asian cities for getting better over the last few years there's been an extensive amount of investment in the Chicago land area, not necessarily in the loop loop, is fairly built out. There's not a lot of development sites available. There's a lot of older buildings that don't convert well. I'm sure architect panelists can speak to that, and so we are noticing major development billion dollar proposals to develop 7 million square feet of office space A mile from the loop. They want to be close to the loop, but the land values are much better outside of the loop for their particular projects. But all of those projects want to be like the loop they want to be cleaned. They want to be safe and they want to be a place where people want to hang out, live and work and so. Um, we're fine with our position. We just recognize that there's a little bit more close in proximity to US competition that we need to address long term. Thanks Michael.
You we saw Vincent already presenting it and Michael you just refer to it that the results have shown that the Western business districts are still performing stronger.

However, we've seen the gap narrowing significantly, and especially Asian business districts have improved significantly.

So to Jamie and Laura. Do you see this also in your business and and in your work? And how do you respond to these trends? Jimmy, do you want to start?

Yeah yeah, please our firm KPS I'm an architect in our firm is practicing globally so many of the cities in the survey are. Are showing up in our work and we're users of these cities, so we sort of specialized in the central business districts.

Whether it's Hong Kong Central or that a false City of London or Midtown Manhattan. But comparing the the western cities of London or the including the US markets and cities of Manhattan, which is of course a multimarket. And the agency. We have a substantial office in Shanghai and Hong Kong and Singapore.

Of course, the rate of growth in the Asian city outstripped the that which we are familiar with in in the modern day and in the US or London. So it gave grounds for experimentation and just the sort of things that could define quality of life or the attractiveness of the district that we're seeking.

And I think that if we look at this sort of heart of business districts of many older cities, there had been kind of a mono culture that had developed certainly New York along 6th Ave Grand Big Monstera buildings of the 1960s seventies in other US cities as well. And so the trend or the tendency in recent years pre covid of moving away from that monoculture to look at what attracts people outside of the workplace? What about sports, culture, food and education?
Social life which are not just ornamental because they attract talent.

Who wants to move to a city that doesn't blend and allow for that kind of balance.

So in this. Right now of extreme shock and rethinking of everything because of the covid crisis,

which which we know is is severe now,

but it there will be some continuity as we move back to a more normal state we will recover these kind of attributes of cities that come with density.

Because right now we're we're taught to be distance from each other an and we must be. But those aspects of.

Non monocultural interesting mixes of parts of cities where one can experience everything.

I think in a way it's what we crave during this period of working at home.

We may not be able to re re achieve it for another year or so,

but it's it's in this kind of suffocating situation of not seeing our friends and colleagues.

The projects that we are working with, particularly in Asia since you mentioned it.

These are fully diversified programs,

so Kerry properties in Hangzhou,

one of the IT capitals of the world in a way with Alibaba in that development,

is a hotel is a large retail mall,

just the sort of thing that you might say should be closing down.

So I think Asia in a way leads the way back to the normalcy of searching for this mixed use urban center that we know is good for talent, good for growth. Good for careers.

And good for the soul.

Thanks Siri, Laura. How do you see that in your business?

Yeah, it it's not really a surprise to see that the Asian cities are rising and that should continue if we are trying to project in the future because it
is tightly real estate is is likely correlated to economic power. And as the James mention it as economic growth in Asia has been outpacing the one of the Western countries of the whole. So there's a we should expect this trend to continue an. We have been has an investor. Can I set match of course also taking a view on which are the countries in the cities in which we would like to be invested in in the office sector to take into account growing, let's say weight of the Asian economies in 2000, the global GDP. That said, that when you're her long term investors, you have. Other factors were also taken into account when starting to invest in a country which goes beyond just the economic power, but it could be also about liquidity and transparency of the market, barriers to entry in terms of translate, tax liability of the tax rules. We know that's false. Unfortunately, has not been the champion in terms of giving visibility and stability to investor who. That can harm in factors as a logic in which you are deploying capital, because basically what he meant and I said class, which is a liquid. So when you know when you're entering it or when you want to enter in, you don't know exactly when you will be entering in in reality. Takes quite a lot of time to to deploy capital and you don't know when you will be exiting and what would have changed in between. You cannot move in a couple of minutes as you could do it on liquid assets under the financial market so. You need to take a different look at it, but definitely is the fact that we are seeing the
Asian cities rising is a factor completely normal given their economic power into the global GDP today.

I would now like to move on now that we've just modernly discuss the general trends and the outcomes of the report.

Not too few specific themes and the first I think is all around attractiveness to talent,
vibrancy of the urban environment is, Couple of you have already commented on that.
We've also seen a couple of questions coming in around attractiveness to talent and one is around the ability to.
Attract talent, whether that will stay so important given the acceptance of home or remote working and in that sense I would also like to ask the question that yes, we've seen such a big increase for a will that remain the case.
And what do you think are the key elements and what should business district specifically do on that?
Jamie, do you want to kick off on that?
Yeah, I think the as I as I mentioned before
the.
Attractiveness of of.
Achieving a relationship between work and home or work and family or work in other aspects outside of work,
I think, is key to to anybody's.
Fulfillment of life. We can find office commodity space in maybe edge parts of the city or secondary markets where no one can get the job done,
but attracting the top people for,
let's say US technology company.
For Google, Facebook, Apple etc.
They really have to offer for these people in a stage of life where things are changing in chromatically in a good way for them.
They are meeting their spouses,
their developing their ideas. They're becoming professionals and gaining mentors.
This is much more likely to happen in in this sort of mixed use environment that we we find.
So for example if I could just site Hudson Yards
project which we were involved with the master plan some
some of the buildings was distinctly seen as.
Not just a big office offer,
yes it could be built more cheaply than the buildings
in central Eastern East,
Midtown and rents could be lower,
but more than that it would have failed if it
didn't have a culture shed.
A Equinox gym and hotel,
so exercise, Wellness and culture.
An entertainment and most important,
really, the highline. So connecting to an older part of
the city that had an authenticity of kind of once
factory now craft kind of activities.
So I think when when we get into projects where
we can imagine the future workforces will be very happy
to come.
Achieving some sort of. Sense of place that might come
from a connection to the authenticity of history.
That's certainly true of the Highline,
in its way in in London,
in Covent Garden. Retooling some of the older buildings the
successful place making is not an inconsequential part of the
success of attracting talent to the business district.
You can't measure it, but it's something that comes with
the place with design,
and even I think that if this is a good
example.
Of architectural variety that has been brought to the place
over it's a Museum of interesting contemporary trends in
design,
and so that that's very important to make a setting
that is more than just the work and the paycheck
and the sort of some of the harder edged,
measurable parts of work life.
Thanks, Jamie Ann. Actually there are quite a few questions
in around this theme around affordable housing and
residential.
More generic Murray's Deli or Michael would you want to
comment on that?
What do you do? I know more easily.
Has added quite a number of residential units over the past few years, with which added to the overall quality of the environment which you want to comment on that. Yeah, placemaking has been in the heart of our strategy for the last past to baby 10 years. It was a big issue for the difference because the difference was built starting to be built 60 years ago at the time when it was really the philosophy urban philosophy was that you would build cities to sleep city, other cities to work, and other cities to go out and have fun. And a difference of course was made to be dedicated to work, and so we’ve been doing a lot of work to transform. This place, which is dedicated to work into a place to live into a place to work, live and play. As was said before, and we’ve done a lot already, creating restaurants, places to go out, cultural events, etc. The housing issue and let difference is quite specific because the district itself. There are 20,000 people who live in the district and have been living there. Actually for quite a long time and we are building. Of course a lot of new housing. Just out at the border of the of the district itself to attract new a new population or or issue is not so much as I read in one of the questions that the the the fact of adding affordable housing because around that if there is a lot of affordable housing in the in the town of North there essentially or or problem is to have more housing that is. For intermediary housing for people who will work in Lady Falls and and need to to have an affordable apartment not too far away because the social housing around the difference there is alot already. So so yes, so we are going up on this
policy and in the next 5 to 10 years will
be building a lot of housing and a lot of
new kinds. Also of offices to offer a diversity of
not only of architecture.
But also of kind of offices and to be able
to attract,
for instance, smaller companies that are not very willing to
go into into towers,
skyscrapers, but they want to be in the ecosystem of
LA difference.
So we need to have a bigger diversity of kinds
of offices and buildings to to to attract those companies.
Thank you Michael. Would you want to comment just a
brief comment.
We do not do housing.
We do not do affordable housing.
We recognize that that's a big issue in Chicago.
There's and there's a income inequality issue that pervades the
Chicago land area and has historically,
what we see our role as as downtown folks is
to represent the employers downtown and do a better job
of connecting the job opportunities in the downtown that has
high quality public transit too.
Neighborhoods that have had a challenge in connecting with those
jobs.
People tend to think loop is filled with executive positions.
That's not true. 75% of our jobs are of entry
level positions,
ways that people can get on the career ladder.
Working at a hotel and then moving up into management
of the hotel.
And so we see our role is to find ways
to give people the resources so that they can afford
the housing that's available and depend on others that are
way better at it to actually provide affordable housing.
Physically, in and around, in and around the loop,
we figure if we're surrounded by healthy neighborhoods
where people
have access to transportation,
they have good quality day care for their kids and
they have quality.
Housing will be a better downtown.
Thanks, thanks Michael. I would now like to move on
to the next bigger theme that came out which was
all around sustainability and focus on the environment.
And of course, that's something that has been going on
already for quite sometime within the the real estate
development
and investment world.
I think last three years ago this wasn't picked up
as a main theme in the report.
Now it's come out for every explicitly and Lauren.
Can you explain how AXA?
You deal with this. How important is that focus on
the environment?
And not only in the investments you have,
maybe for building certifications or whatever you do,
but also in the broader environment.
As Physalis showed, one of the main elements that the
respondents commented on was that sustainable transport
infrastructure.
So how do you deal with that as a global
investor?
So I would say it's it is first something we
take care into consideration.
Our investment strategy beat where we are.
Let's say leading the show.
Typically we do develop or redevelop assets in a very
significant manner of more than 9 billion years worth of
development which are managed by our teams.
And we completely integrate. This dimension into into the.
The design and the way we want to operate.
Our how asset. That said,
it is probably the most political topic because that is
connected with the rest of the policy of the city.
We have seen example and it's just to share her
simple things.
But if you you start to implement.
Waste management and selection, but at the end of the
day,
when the trash bin comes with the truck, it's all into the same.
Lori, it's a waste of time and energy, so is it so you need to be completely connected with the political political will and the organization of the infrastructure.
We are big believer and then it is so it's very clear that.

The current crisis challenge. A little bitter as as as as a high density.
But I would expect that going forward that is necessary necessity for for the cities to accept it, because that is a way to enable cleaner transport less.
What we could artificially artificial isation of flanks or using the land for roads?
It's a guys not not really very positive act for the environment, so the shorter distance you create within an area to connect.
Leaving areas the office part is a retailing as it's the best chance you have to have a sustainable in the long term environment,
but that's clearly part of the things we promote.
An activity based on all of the asset type and we like says the areas where you are a good mix of uses.
Beyond that, with that as an investor not being trapped into one cluster,
which is just return or just office is probably the best protection you have as an investor because you multiply your optionality is on your asset to change the use letter home. Depending on what is the most needed in this area when you are completely in something which is an office cluster and Mary said he was describing the defaults when it was started,
the difference was the office cluster for Paris.
That's it so. Outside of office,
there was no optionality from falling for your your asset.
If you are in something which is much more diversified, you have optionality. You can change the use,
00:53:16 --> 00:53:18: so you keep probably much higher value.
00:53:18 --> 00:53:23: Our sustainable value for for your investments.
00:53:23 --> 00:53:26: I think we could go on for the next say
00:53:26 --> 00:53:27: 123 hours,
00:53:27 --> 00:53:31: actually, because I've not finished at all on on the
00:53:31 --> 00:53:31: questions,
00:53:31 --> 00:53:34: but kind of time is limited so I would like
00:53:35 --> 00:53:38: to either do the last round and I would like
00:53:38 --> 00:53:41: to give you a few options to answer because there
00:53:41 --> 00:53:45: are quite a lot of questions around density and that's
00:53:45 --> 00:53:49: that ranges between whether you think there will be more
00:53:49 --> 00:53:52: focused going forward on let's dance.
00:53:52 --> 00:53:55: Areas maybe more in the suburbs.
00:53:55 --> 00:53:58: Given the current crisis there,
00:53:58 --> 00:54:02: um, there's also a question on a trend against urban
00:54:02 --> 00:54:07: density Ann and whether that will work against business
districts
00:54:07 --> 00:54:11: in the long term will tend to be much denser.
00:54:11 --> 00:54:16: There's also questions, and I would have questions around that
00:54:16 --> 00:54:21: on the future of officers officers while trying to business
districts trying to become much more diverse districts.
00:54:21 --> 00:54:26: Officers clearly are important and in many of the conversations
00:54:30 --> 00:54:34: we have the discussions ranges between no impacts of the
00:54:34 --> 00:54:39: current crisis to Noel officers needed anymore because people will
00:54:39 --> 00:54:42: remain working from home. So can you,
00:54:42 --> 00:54:45: maybe you can also comment on that.
00:54:45 --> 00:54:48: So what you want to and maybe too close?
00:54:48 --> 00:54:49: What do you think is it?
00:54:49 --> 00:54:54: Is it absolutely key element for business to remain successful
00:54:54 --> 00:54:55: in the future?
00:54:55 --> 00:54:57: So I leave it to you to.
00:54:57 --> 00:55:00: Pick and choose what you want to answer and now
00:55:00 --> 00:55:01: we do the last round.
00:55:01 --> 00:55:03: Michael, do you want to start?
00:55:03 --> 00:55:07: Sure, thank you. So we've pivoted as a downtown district
00:55:07 --> 00:55:07: manager.
00:55:07 --> 00:55:10: The mantra in the in the US anyway is always
00:55:10 --> 00:55:10: been.
If you want people to come back, downtown has to be clean, safe and fun. And I think it's currently because of what the consumer is looking for is we need a downtown that is clean, safe and either cleaner. Or perceived as being a healthy place. And so that districts like cars and there's lots of 'em all over the all over the USI. Really focused on that cleaning surface is understanding the impact of hygiene and what it means in the common areas. And then I also think the weak link for downtowns generally is 2 places. One as an employee steps out of their home, an gets to downtown, the public transit, something has to be really thought through with regards to giving people feeling comfortable on that. And then once they're downtown, getting from the lobby. To their 26 floor office tower. To me those are the two pinch points that I haven't heard really great solutions for with regards to covid. I think eventually we'll get there, but I think it's going to be about 18 months before people start understanding. It might take them 20 minutes to get up there building, for example. Thanks Michael. Hi Jamie. Yeah, I just have two final word. Few words just drafting off of the comments that were made earlier about sustainability and resiliency and infrastructure. I think clearly we're going to enter a period after governments have doled out trillions of dollars to support. The economy and and in small businesses etc. At this time where it will be short of transport money of all sorts of infrastructural funds and it seems to me that and I see it in some projects that are ongoing now even through the hard times that the public private collaboration private money is going to pay
for subway systems or public plazas improving the public conveyance systems but also the public realm. It will be more and more part of downtown development downtown design. So for our work what SL Green is done with the Vanderbilt project too? Be able to develop that much more half a million square foot extra. 4 connection to the transit that is a sustainable sort of operation in terms of the environment, but it's also something that allows public betterment to occur, and many other cases where a related project which we're working now in Boston in these parts of downtown that are so dense, at least until today, and they will become again. There is a almost enforced give and take between the entitlement of that comes from the public bodies of building volume and size etc. With payment by the private developer into the park system in Boston or the street system downtown, in the sort of Google territory where Heinz is working with Trinity. So I think all of this points towards AA. Maybe a future for the business districts that is maybe better even though we have to suffer through this terrible. Good things will come of it. Cleaner subways, better thought through public space. I think we'll dense pack again because that's that's the way of the market. But I think there will be an influence and hopefully of some things that we benefit from in this. Even the fractional working from home. Or families you know, people, young kids, etc etc so. I think we can see in our discussion with our clients some sunlight coming from this dark. Thanks very much for the hold up. Yes. If I look to the future of office, I would say that.
This crisis we just accidentally hit the trend which was already there which was about flex work or work for home or having a shareholder of it. It's just that this trend was probably a bit slower than what we could have imagine initially, and all of the sudden everyone was working from home and on a permanent basis for a couple of weeks at least so far, and sometimes a bit more. And it's it's working. Generally speaking, it's working. So I think culturally I meant Eddie, many decision maker will have made the experience that working from home is not a big issue for her for her for their company. So that will drive certainly the demand and the planning for offices. But but that said, I don't think that it would be necessarily negative because you will need certain type of space. Citizens of certain parts of the market will be clearly more, let's say here quicker than what was anticipated. But again, as long as we're part of a city which is able to adapt and to chance that uses where there are normal adapted for certain building, it can create the menu opportunities. Thank you very silly. In these periods of crisis, it's usually it's usual to have these radical questions about sudden years. Are we facing the end of this Metropolitan idea or the end of the office? I don't think we're going to shift from one extreme to the other. I think. I think density density in itself is not unhealthy. It even is sustainable. The question is more of how we design cities and how we manage the cities. And as the Michael was saying, we need to have clean and safe and healthy cities,
and probably this crisis will help us progress very much
to have cleaner,
safer and healthier cities and twin to improve for instance,
or mobility's. As for the future of this of office,
I don't think office is dead.
The office is dead if I think we are accelerating
the transformation that it was already undergoing for had
been
undergoing for a few years with more flexibility in the
way companies organized and managed.
And and the question is why do we need to
keep on going to the office and going to a
business district?
And if we come to the office now that we
know that we can do a lot of work at
home,
it's probably because we still need to meet people to
talk with people,
almost with such people, we need to be together.
That's the way society human society goes and creates and
is innovative.
And that remains. We can do almost everything thanks to
technology.
But we can't do just listen Shelby essential.
I don't know. He said that in English,
and so probably that just means that we need to
think our offices in a different way.
But that was already on the the tendency before to
be more places where that favors making other people,
exchanging, creating together, then just desks,
desks, one after the others.
That's that's, that's probably.
The the main thing I I think today even though
we have to be very careful because it's very difficult
to to anticipate what's going to happen in the next
years. We're still in the middle of the crisis.
Thanks, very silly. I know Mark needs to leave very
soon,
so Mark, do you want to close now with your
closing remarks?
I think we could have.
Could you switch your video on please?
I'll start my video and apologize in advance because I think this conversation fascinating conversation could probably gone and you know, it's it's this time in our lives when it's webcast after work class and I have another one which is less interesting than this one. But I need to leave and log off in a couple seconds or I'll just be quick and 1st thank thank you.

Desire to numerically ULI and the global business District Innovation Club for putting this together Anan. Making this project very interesting for vessel and myself and the whole team, so I'll just insist on three things that I I think this this report and the conversation really accentuates three remarks not only as the pilot of this project, the partner in charge as we say, but also as a partner of a firm that has 200,000 people in these business districts. A corporate user, if you say and and it's to us first.
The confirmation of underlying. Fundamental assets of global business districts about business efficiency, connectivity, massive equipments, branding. Just to give you an example, if we're 200,000 two day, that means that in a normal year that will be not be a normal year.

We probably higher about 60,000 new people in this business districts. That probably means we need to have an welcome young people by the tune of four 2. 500,000 people, so the branding, the power of those business trip tricks is is for us of utmost importance and and in our in our cycle of life which is recruit new people and just
new talent as advance on yourself set.

It's the second thing I want to to say it as Mary said he said it's the acceleration of other trends that we saw coming about the decarbonization the attention of to climate change but also technology adoption which is be accelerated.

With the current context, remote work of course, but also technology that helps us automatize and probably save some costs even in service industries and and the 3rd and final.

And I'll leave you with that. It's, you know we're leaving and we have a huge disruption of you know, our regular way of doing business. The real estate market, the way we use officers as was said before.

I think this this is obvious and and this is not the time for this for this webinar, but also it's a probably a call for challenge and these business districts. I'm perfectly convinced about half the power and the possibility to innovate more than any other urban environment. An asset in this world, and I think it's it's our duty users, investors, developers, managers of Business district to show the example and.

I just think the only way is up and the business district should show it. So thanks very much for that an. I'll leave you and around the conversation. Sorry for leaving, sorry. Thanks, Mark, much appreciated and I want to reiterate his thank you for. Body like the fonts and the global innovation. This business Districts Innovation Club for having commissioned this research. I think it was really interesting to do the work.
I hope everyone appreciates it.

Anna and thought this was an interesting web and RI would like to thank all the speakers now.

First song, Jamie, Michael Laurel, Marisa Lee for your contribution and I would like to thank everyone for listening.

Even if we over him a little, you, as mentioned before, you can find the slides the reports as well as the recording of this research.

End of this web and R at all. You lie Knowledge Finder as well as on E Wise website and then finally I would like to point you to the upcoming webinars that you will. I is doing an tomorrow.

We will have one about confronting the pandemic and beyond making existing and newly designed buildings resilient.

And then next Wednesday it’s confronting the pandemic. Beyond the pandemic, I should say the importance of social value.

Thanks again everyone for participating and have a good evening or good afternoon.

Thank you, thank you, thank you.

Thanks.