



Translating responsible business strategy into pragmatic action

'Advancing Responsible Business in Land, Construction and Real Estate Use and Investment' – a new resource from the United Nations Global Compact and RICS to guide decision-making throughout the land, construction and real estate life cycle.

The land, construction and real estate sector is a dominant economic force for our planet



The sector is at the very heart of our world – we live, work and socialise in buildings. It provides spaces for us to care for families, earn incomes, be educated and entertained and stay safe and warm. **But this comes at a price, including:**

- Significant contribution to **greenhouse gas emissions and climate change**
- Intense **resource use and high levels of waste** generation
- Social and economic impacts of **human rights infractions and corrupt practices**

Advancing responsible business

Since 2000 the United Nations Global Compact has been advancing the adoption of responsible business practices, in the key areas of:

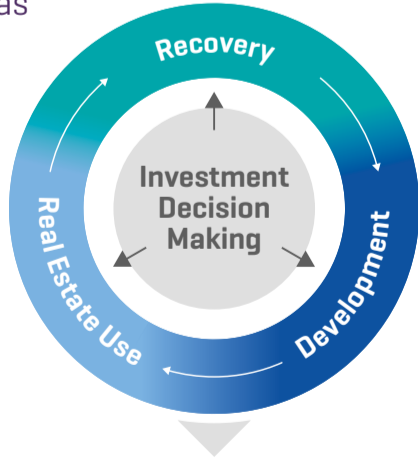


Businesses that operate responsibly and sustainably can generate **substantial social, environmental and ethical value** – and enjoy **long-term financial success** in the process.

Implications and opportunities for our sector

All four of the UN Global Compact's key issue areas have significance for the land, construction and real estate life cycle.

Through all phases of the life cycle, there is enormous potential for the sector to deliver positive change... for the benefit of **businesses, people, communities and the environment.**



But for many in the sector, the challenge is to translate policy into actions that are **practical, achievable and repeatable**, across organisational and geographic boundaries.

A two-year collaboration between the UN Global Compact and RICS generated extensive dialogue with diverse stakeholders.

Issues

It analysed the **15 most critical issues** facing the sector...

Actions

...and proposed the corresponding actions to **embed corporate sustainability and responsible business** into working practices.



A practical resource

‘Advancing Responsible Business in Land, Construction, Real Estate Use and Investment’, is a new resource to guide sustainable business thinking and decision-making throughout the sector’s development, use and recovery phases.

The resource will help all sector organisations and real estate users to prioritise the creation of long-term equitable value.



Worldwide application

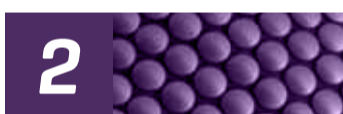
The resource recognises different organisations’ varying **priorities, opportunities** and **challenges**. It is equally relevant for **developed countries** and **emerging markets**.



Who is this resource for?



1 All companies directly operating in land and real estate development, planning, design, construction, real estate management, demolition and remediation.



2 End user companies that commission, occupy or invest in real estate assets throughout the life cycle, and those who act as the sector’s advisors and suppliers.



3 Chief Executive Officers, Chief Financial Officers, Human Resources Directors, CSR and Sustainability Officers, Communications and Marketing Directors and Senior Risk and Compliance Executives.

“There is a tremendous opportunity for real estate to become a driving force for a more sustainable financial, economic, social and environmental system, through collaboration and collective action.”



Georg Kell, Executive Director, United Nations Global Compact

“We hope that this good practice resource will set an example on how to engage businesses and other stakeholders to achieve greater impact on daily business practice.”



Sean Tompkins CEO, RICS



Download your free copy of **‘Advancing Responsible Business in Land, Construction, Real Estate Use and Investment’** today by going to www.unglobalcompact.org or www.rics.org/responsiblebusiness