European Sustainability Product Council Agenda
18 - 19 June 2019, Copenhagen

Product Council Dinner – 18 June 2019*

<table>
<thead>
<tr>
<th>Date</th>
<th>18 June 2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>Event time</td>
<td>19:30-22:00</td>
</tr>
<tr>
<td>Location</td>
<td>Boathouse, Strandgade 85A st, 1401 København K</td>
</tr>
</tbody>
</table>

*Attendance at the Product Council Dinner can be booked when registering for the Product Council Day. Dinner is charged at €120 + VAT per person.


<table>
<thead>
<tr>
<th>Date</th>
<th>19 June 2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>Event time</td>
<td>10:00 – 17:30</td>
</tr>
<tr>
<td>Location</td>
<td>Ramboll, Hannemanns Allé 53, 2300 København, Denmark</td>
</tr>
<tr>
<td>Chair(s)</td>
<td>Mathieu Elshout, Senior Director, PGGM Investments, Monika Laudenc-Sobik, Director, Benoy</td>
</tr>
</tbody>
</table>

Agenda

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>10:00</td>
<td>Welcome from Chairs and Opening Thoughts</td>
</tr>
<tr>
<td>10:15</td>
<td>Keynote: Introduction to Denmark’s Perspective on Sustainability</td>
</tr>
<tr>
<td></td>
<td>Lykke Leonardsen, City of Copenhagen</td>
</tr>
<tr>
<td></td>
<td>Elisabeth Hermann Frederiksen, Head of Sustainability, NREP</td>
</tr>
<tr>
<td>11:00</td>
<td>Roundtable: Circular Economy</td>
</tr>
<tr>
<td></td>
<td>Marianne Bigum, Senior Consultant, Ramboll</td>
</tr>
<tr>
<td></td>
<td>Pablo van den Bosch, Board Member, Madaster</td>
</tr>
<tr>
<td>12:15</td>
<td>Lunch</td>
</tr>
<tr>
<td>13:30</td>
<td>Roundtable: CRREM Report and Transitional Risk: Science Based Decarbonising of the EU Commercial Real Estate Sector</td>
</tr>
<tr>
<td></td>
<td>Dr. Jens Hirsch, Head of Research, IÖ Institute for Real Estate Economics GmbH</td>
</tr>
<tr>
<td>14:45</td>
<td>Coffee Break</td>
</tr>
<tr>
<td>15:00</td>
<td>Site Tour – Ramboll Office</td>
</tr>
<tr>
<td>15:15</td>
<td>Site Tour – Cycling Tour*</td>
</tr>
<tr>
<td></td>
<td>*The cycling tour will take 2 hours. We recommend comfortable clothes and flat shoes to take part in the tour. Please find map enclosed.</td>
</tr>
<tr>
<td>17:30</td>
<td>Close</td>
</tr>
<tr>
<td>19:30</td>
<td>ULI Real Estate Forum Dinner*</td>
</tr>
</tbody>
</table>

*Please note the ULI Europe Real Estate Forum Dinner is not included in your Product Council Day registration. In order to attend the dinner, you will need to register to attend the Real Estate Forum by clicking here.
1) Rambøll Head Office, 2010
   start and endpoint
   Architect: Dissing & Weitling
   Award: WAN Award, World’s Best Office Building

2) Ressourcerækkerne, 2019
   Architect: Lendager Arkitekter
   Award: Finalist in World Architecture Festival Award

3) Upcycle Studios, 2018
   Architect: Lendager Arkitekter
   Award: Danish Design Award ‘Save Resources’

4) 8-tallet (‘Figure 8’), 2011
   Architect: BIG
   Award: Scandinavian Green Roof Award
   WAF Award for Best Residential Building

5) VM Houses, 2005
   Architect: BIG & JDS
   Award: Forum AID Award for the best building in Scandinavia in 2006

6) Bjerget (‘Mountain Dwellings’), 2008
   Architect: BIG
   Award: ULI Award for Excellence
   MIPIM Award for best residential building
   WAF Award for Best Residential Building
   Forum AID Award

7) Bella Sky (hotel), 2011
   Architect: 3XN
   Award: FIB Award ‘for the technical consulting and construction concept

8) Tietgenkollegiet (students housing), 2006
   Architect: Lundgaard & Tranberg
   Award: BIBA European Award
   The Aid Forum Award/Best Nordic Interior

9) IT University, 2004
   Architect: Henning Larsen
   Award: LEAF Award – ‘Overall Winner’

10) DR Byen, 2019
   Architect: Lendager Arkitekter
   Award: Finalist in World Architecture Festival Award

11) DR Concert Hall, 2009
   Architect: Jean Nouvel
   Award: Wallpaper Design Award
   European Award for Steel-structures

12) Tietgenkollegiet
13) IT University
14) Bella Sky
15) Bjerget
16) VM Houses
17) Rambøll Head Office
18) Ressourcerækkerne
19) Upcycle Studios
20) 8-tallet

ULI Europe Sustainability Product Council Day
Bike Tour in Ørestad June 19th 2019
ULI'S PRIORITIES

1. Promoting Intelligent Densification and Urbanization
   • What are the most responsible ways to provide cost-effective housing for a rapidly increasing global population that is becoming increasingly urbanized?
   • How can we advance the understanding of the relationship between a high-quality of life and the built environment to create high-quality, appropriately-priced density that is attractive to users?
   • What is the relationship between a thriving economy and a thriving city (and vice versa)—the relationship between a dynamic society and the built environment?

2. Creating Resilient Communities
   • What are the best new business models in the real estate and land use industry and how can we support their development?
   • How can we best adapt and reuse existing real estate while eliminating obsolete space to create thriving communities?
   • How can we influence land use leaders locally and around the world as they reshape the process of community building and developing both social and physical infrastructure?

3. Understanding Demand and Market Forces
   • How can we best understand the demand (quantity, type, price, and location of the need) for real estate and discover what the market wants short-term versus what the market needs long-term?
   • How can we help balance local, regional, national, and global interests as well as public and private interests in terms of how they affect land use decisions and development?
   • How will changing technology influence building and buildings, and how will people’s use of technology influence how they interact with the physical environment?

4. Connecting Capital and Real Estate Through Value
   • How can we best generate value in the built environment that is greater than its cost?
   • What are the best ways to ensure the attractiveness of real estate as an investment as institutional capital allocators continue to change and become more global?
   • What is the most effective way to demonstrate and explain the relationship between investment in public projects and amenities and the impact on real estate value?

5. Integrating Energy, Resources, and Uses
   • How can we best reduce the negative impact of the built environment on our natural resources and climate?
   • What are the best ways to use the world’s energy resources and protect the built environment from volatile and unpredictable conditions?
   • How will trends in energy and resources impact the future best use of land?
EUROPEAN COUNCILS: MEMBER PRINCIPLE

Thank you for joining a European Council. We hope you will agree that the value of the Council experience is determined by the quality and participation of its members and to protect this status we have outlined ten principles of Council membership which we hope will help you and others get the best from your Council membership.

1. **OPEN, HONEST DIALOGUE:** Come to Council meetings ready to participate openly and honestly with specific, detailed information and experience from your current real estate practice.

2. **CONFIDENTIALITY:** Everything discussed within a Council is kept completely confidential by all Council members. This is the foundation that makes open and honest sharing of detailed information and experience possible. Violation of this principle will result in immediate expulsion from your Council.

3. **REAL DEALS, REAL NUMBERS:** The key to truly valuable interaction between the Council members is the sharing of real deals and real numbers, successes as well as lesson learned.

4. **RESPECT FOR OTHERS:** Help make discussions productive and high value by respecting the views and opinions of your fellow council members, even if you don’t necessarily share them.

5. **NO SELF PROMOTION:** Council members are all highly successful real estate professionals. Self-promotion and pitching do not add value for your fellow council members. Keep your presentations and discussions aimed at delivering real take home value for your peers, not your business.

6. **NO CELL PHONES OR BLACKBERRIES:** It should go without saying that you cannot be fully engaged in your council while checking your email. Councils will have breaks designed to allow members to check in and stay connected.

7. **ATTEND EVERY MEETING AND ATTEND ALL DAY:** Of course, we recognise there will be exceptions to this but as a Council member you have been chosen for the value your unique background and experience brings to the Council. Missing a Council meeting therefore reduces the value for every member of your Council.

8. **RECRUIT THE BRIGHTEST AND THE BEST:** You will often come into contact with new leaders in the industry who have exciting new products, ideas and best practice that would add value to your Council. Please refer these new leaders as guests to your Council, sponsor them for Council membership and work with your Council leadership to help them become future members of your Council.

9. **PARTICIPATE IN ULI AND ULI LEADERSHIP:** Council members are expected to be active participants in ULI’s mission of providing leadership in the responsible use of land and in creating and sustaining thriving communities worldwide. Your involvement in ULI provides excellent opportunities to network and to learn both within and beyond the boundaries of your industry segment.

10. **CONTRIBUTE TO ULI AT A NATIONAL COUNCIL LEVEL:** Your experience at a pan-European level will be of interest at a domestic level. Please contact your National Council Chair to see how your input could best be utilised to help real estate professionals in your local market.