

ULI Europe Living Concepts Council Day

Product Council Dinner – 11 May 2022

Date	11 May 2022
Event time	7:30 – 10:00
Location	La Fabbrica, Tour & Taxis, Avenue du port 86C BT5, 1000 Brussels

Product Council Day – 13 May 2022

Date	13 May 2022
Event time	8:30 – 2:30
Location	Maison de la Poste, Classroom, Gare Maritime, Rue Picard 7, Brussels

This meeting will be a joint session with the ULI Hotels, Destinations and Resorts Council.

Operations, Crossover and Inspiration

The upcoming Living Concepts and Hotels, Destinations and Resorts Joint Product Council meeting will offer insight into the development and operations of some of Europe's most exciting new living concepts. In addition, we will have an opportunity to discuss the challenges of real estate going operational, crossovers with hospitality; and human centered design for new living concepts. As a fitting conclusion, we will conclude with a preview of the soon to be released Co-Living Best Practice Guide For Europe.

8:30	Welcome Coffee
9:00	Case Study Milano Sesto Includes Student, Hotel, Serviced apartments, affordable housing, and free market housing Carlo Valsecchi, Managing Director, Hines Italy
10:00	Operators Panel Discussion – Real Estate Goes Operational... Different Models/ Challenges / Evolving Experiences within Student, Coliving, Senior and Serviced Apartment segments a. Frank Uffen, Director of Partnerships, The Student Hotel b. Lukas Willhoeft, Development Director, Embassies of Good Living c. Riccardo Tessaro, Founder, Gravity d. Ngorhouai Lee, MD Europe, Ascott
11:20	Human Centered Design for New Living Concepts: Focussing on the Tenant Experience Gerard Loozekoot, Partner, UN Studio

12:15	Lunch
1:00	<p>The Evolution and Acceleration of New Destinations and Second Homes</p> <p>Discussion on the evolving definition of the “second home”, the role hospitality plays in the ever growing “branded residential “ space, and a rich discussion around the creation of new destinations and secondary residences that are not only for weekends anymore. Presentations and Panel discussion on two new destinations and the world of Branded residences.</p> <p>Chris Graham, MD, Graham Associates Giuseppe Noto, CEO, MDC</p>
1:45	<p>Preview of the ULI Co-Living Guide for Europe</p> <p>Sophie Chick, Vice President, Research and Advisory Services, ULI Europe</p>
2:30	Close



ULI'S PRIORITIES

1. Promoting Intelligent Densification and Urbanisation

- What are the most responsible ways to provide cost-effective housing for a rapidly increasing global population that is becoming increasingly urbanised?
- 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:** Councils 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.