

ENHANCE YOUR ULI MEMBERSHIP

Join a pan-European Product Council

What is a Product Council?

<i>Topic-specific forums</i>	Sector or topic specific forums where industry leaders meet, exchange ideas, share best practices and foster thought leadership in their specific sector of the real estate market.
<i>International, senior, multi-disciplinary membership</i>	Consisting of a genuinely international and multi-disciplinary membership, the Councils provide a unique platform to learn from peers in the same sector who are operating in different geographical markets, as well as help shape the future of pan-European real estate.
<i>Topical, provocative and future thinking</i>	Feedback from members tells us that these meetings add value by facilitating a rich, open dialogue for industry leaders which is topical, provocative and future thinking. They aim to take down professional barriers to allow a free exchange of ideas and experience, and help careers by enabling members to steer their ideas and develop true friendships over time across a range of professions.

FREQUENTLY ASKED QUESTIONS

What sectors/ topics are there?	<p>There are currently 14 European Product Councils; each focusing on a specific sector or topic:</p> <ul style="list-style-type: none"> • Affordable Living • Data Centres • Hotels, Destinations and Resorts • Global Exchange • Life Science and Healthcare • Living Concepts • Logistics • Office and Mixed-Use • Operational Real Estate • Placemaking • Retail and Entertainment • Sustainability • Technology and Real Estate • Urban Regeneration
When do the Councils meet and where?	<p>The Councils meet twice a year, to coincide with the ULI Europe Conference and the C Change Summit. Some Councils initiate/undertake research projects and organise study tours and webinars to give members additional engagement opportunities between meetings.</p>
How many people attend?	<p>Membership of each Council is capped at a maximum of 50 people to ensure the quality of personal interaction between participants.</p>

Am I eligible to join?

To join a Product Council, you need to be a **full member of ULI**. If your membership is through a corporate package with your company, we are happy to check if you can be added to the company's roster.

How do I join?

There is a short approval process, with approval by the chairs. In the first instance please send a short bio or CV with your Council preference to Louisa Batts, Louisa.Batts@uli.org.



Costs

The annual fee for membership of a Product Council is €649.

For further information

If you want to find out more about our Product Councils, please contact Louisa Batts, Director, Product Councils & Forums, Europe

E: Louisa.Batts@uli.org

The Product Councils

ULI Europe currently has 14 Product Councils, each focusing on a specific sector of the real estate industry.

AFFORDABLE LIVING COUNCIL

The Affordable Living Council's mission is to share best practices, lessons learned and innovative solutions from a diverse group passionate about the creation, expansion and retention of high-quality housing that is affordable for all and fits their living needs in our European cities as a key success factor for vibrant, dynamic and economically successful cities.

DATA CENTRES COUNCIL

The ULI Data Centres Council includes senior level representatives from a range of companies active in the field of data centres, including operators, developers, architects and investors from around the world. The forum's purpose is to provide an open conversation about current trends, e.g. related to technology, ESG and location, as well as the outlook for the industry.

GLOBAL EXCHANGE COUNCIL

The mission of the Global Exchange Council is to provide a forum for Pan-European members of the Urban Land Institute to promote a broader knowledge and understanding of a global real estate market.

HOTELS, DESTINATIONS AND RESORTS COUNCIL

The Hotels, Destinations and Resorts Council brings together leaders from across the spectrum of developers, investors and operators to discuss the issues and opportunities faced by our sector. The Council shares its experiences across Europe, but also looks further afield to learn lessons and gain insights from the global tourism and leisure markets.

LIFE SCIENCE AND HEALTHCARE COUNCIL

The Council's mission is to provide a space for life science and healthcare property leadership to engage in industry-wide challenges, share local and global best practices and provide a voice to the industry in the wider property and local community context. The Council has a particular interest in educating the wider market about its industry, but also to engage in issues that are common to the public and private sectors and to both for-profit and not-for-profit property operations, developers, financial investors and strategic owners.

LIVING CONCEPTS COUNCIL

Typologies within the BTR, student, senior and coliving sub-sectors are evolving and new concepts may arise; reflecting urbanism, growing needs, our changing demographics and the way we live. The Living Concepts Product Council will explore opportunities and challenges related to the investment, development, regulation and operations of these evolving concepts in Europe; along with the roles of ESG and Technology.

LOGISTICS COUNCIL

The Logistics Council's core mission is to share and explore best practices and innovative solutions for Logistics in European real estate. The Council aims to facilitate discussions and produce research across a wide range of topics, including sustainability, innovation, technology, automation, and access to land, providing valuable insights through a shared knowledge and experience.

OFFICE AND MIXED-USE COUNCIL

The Office and Mixed-Use Council looks to keep its members at the forefront of this changing world by sharing lessons from cities across Europe as well as bringing industry leaders together to examine all aspects of investment, financing, development, architecture and sustainability.

OPERATIONAL REAL ESTATE COUNCIL

The ULI Europe Operational Real Estate Council is a group of experienced professionals who come together to discuss the increasing operationalisation of real estate, where value is intrinsically tied to the performance and profitability of the underlying operational business. This is disrupting the entire real estate value chain and shifting market dynamics from capital to services, and from investors to tenants. The Council brings together a diverse multidisciplinary group, from across multiple asset classes and sectors, to share knowledge and best practices including but not limited to collaboration between operators and developers at planning and development stages, innovative business models, risk vs. return opportunities and implications for valuations.

PLACEMAKING COUNCIL

The ULI Europe Placemaking Council is made up of experienced professionals who come together to discuss the design, development and stewardship of resilient urban spaces that are vibrant, inclusive and engaging environments, which foster positive interactions and support community well-being for residents, businesses and visitors. The Council explores various aspects of placemaking, varying in scale and complexity, including but not limited to community and economic development, urban planning and design, arts and culture, maintenance and operations.

RETAIL AND ENTERTAINMENT COUNCIL

Set against a backdrop of global retail and entertainment brands, the Council's membership and content programme reflects the fact that the sector transcends geographical boundaries. As well as examining best practice in Europe, the Council draws ideas from both established and emerging markets to provide members with a clear insight of the market.

SUSTAINABILITY COUNCIL

The Council examines a wide range of issues from investigating new ways to measure the environmental performance or the social contribution made by individual buildings, through to the longer term planning considerations of European cities to ensure they are both successful and sustainable.

TECHNOLOGY AND REAL ESTATE COUNCIL

The ULI Europe Technology and Real Estate Council will focus on exploring how technology and innovation in real estate and urban development can enhance customer experience and quality of life.

URBAN REGENERATION COUNCIL

ULI's Urban Regeneration Council fosters stronger interaction between city governments, real estate developers and practitioners and major institutional investors. It looks to share ideas and experiences from around the world to help provide insights into best practice in urban regeneration, city and waterfront development.



For further information

If you want to find out more about our Product Councils, please contact

Louisa Batts, Director, Product Councils & Forums, Europe

E: Louisa.Batts@uli.org

Messages from ULI Leaders

Consisting of a genuinely international membership, the councils provide a unique platform to learn from peers in the same sector who are operating in different geographical markets, as well as help shape the future of pan-European real estate.

"We are really excited for our members to come together and share their knowledge"

"Product Councils allow for informal and direct interactions with senior business leaders from different nationalities and backgrounds on your sector of interest."

"Being a part of the Product Council really has developed and shaped the industry. We have seen our members put the best practices into action daily. Product Councils are not just for an individual, but for the industry."

"The Council provides a unique way to learn from fellow industry professionals and thought leaders on housing challenges across Europe, and affordability in particular; looking at the issues from different perspectives, and sharing best practice solutions."

"Being a member of a Product Council gives you the rare opportunity to openly, frankly but confidentially debate the key issues affecting the industry area you cover with other senior market players."

"The diversity and breadth of experiences of our members enables us to explore new thinking and innovative ideas from across Europe. The Council gives us time and opportunity to share knowledge, becoming more engaged with other market and policy responses to global sustainability issues."

"Product Councils really give an excellent insight into the latest developments and approaches within our industry, adding great contacts to your network amongst genuine experts. And they are great fun."

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