

IMPACT AVVARDS 2025

Expo Real and European PropTech Association joining forces for Impact













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Expo Real 2025



- When & Where: 6th 8th of October 2025, Munich, Germany).
- Purpose: Recognizing transformative innovations in real estate and technology aligned with ESG principles.
- Participants: 500+ C-level executives, investors, and thought leaders from across Europe.

AUDIENCE OF 45,000+

Take your place at the heart of the Expo Real Impact Awards to celebrate groundbreaking PropTech innovations shaping the future of real estate, focusing on decarbonization, social impact, and cutting-edge technology. This is where the industry's trailblazers come together.



Introduction

The Expo Real Impact Awards are a premier recognition platform **celebrating innovation**, **sustainability**, **and transformative tech & building projects** in the European real estate and PropTech/Contech industries. As the largest B2B trade fair for property and investment in Europe, it stages a state-of-the-art conference program with a focus on challenges, solutions, developments and innovations across the property sector.

Now in its second edition, these prestigious awards **spotlight the achievements of startups, scale-ups, building developers, and architectural visionaries**, bringing their groundbreaking initiatives to the forefront of Europe's real estate landscape.

Organized by the European PropTech Association in collaboration with Expo Real, the awards honor trailblazing solutions that redefine how we build, live, and work, emphasizing decarbonization, ESG, and cutting-edge technology.

With backing from leading industry partners and European Institutions, these pan-European awards have become the benchmark for excellence in impact within the sector.



Claudia Boymann, Managing Director Expo Real: "Innovation has been a central theme of the Expo Real summit in recent years, reflecting our dedication to providing attendees with unique insights and the latest market trends on both national and international scales. We elevate the experience with Dirk Paelinck, featuring speakers from EU institutions and industry innovation experts. We are thrilled to continue the Expo Real Impact Awards and extend our gratitude to the leading industry partners and European institutions supporting this initiative."



Dirk Paelinck, Chairman, European PropTech Association: "The Expo Real Impact Awards 2025 enjoy the support of over 70 C-level executives in real estate, construction and technology, as well as professionals from the European Commission, which guarantees a balanced and truly objective validation of the most impactful projects or ventures in Europe".





The New European Bauhaus brings citizens,
experts, businesses, and institutions together to
reimagine sustainable living in Europe and beyond.
In addition to creating a platform for
experimentation and connection, the initiative
supports positive change also by providing access
to EU funding for beautiful, sustainable, and
inclusive projects.

The New European Bauhaus Principles

The New European Bauhaus (NEB) has become a central pillar within the EU Green Deal since January 2024.

ExpoReal and the European PropTech Association are delighted to have in attendance Vera Winthagen, Head of Unit at the New European Bauhaus as a representative on October 06th, 2025.

We have therefore aligned the criteria of the Impact Awards 2025 with the principles of the NEB: "Beautiful, Sustainable, Together".



Awards: 2 tracks

Track 1

PropTech/ConTech Startups & Scaleups

Celebrating innovative PropTech startups and scaleups driving sustainability, decarbonization, and technological breakthroughs in real estate. This track highlights emerging leaders shaping the future of Europe's built environment.

Track 2

Sustainable Building Developers & Architects

Recognizing exceptional building projects and architectural achievements that exemplify sustainability, innovation, and impactful design, showcasing visionary contributions to Europe's real estate and urban transformation.







Track 1 is supported, under the umbrella of StartUp Europe Awards, by the European Commission, the President of the European Parliament, the President of the Committee of the Regions, the Vice-President of the Economic and Social Committee and several members of the European Parliament.



ESG is not sustainability, and disclosure is not
Impact. Stating ESG metrics is one thing,
generating and measuring true impact is however
a completely different approach. The Impact
Awards 2025 are focused on Impact: the
measured, verified and positive effect on people
and planet.





List with Jury Members

and their companies

will be published Aug 15th, 2025

Jury members are: C-levels of corporates, VCs and investors

+50 corporates and investors have already confirmed their presence



Track 1 Categories - Startups & Scaleups

The Expo Real Impact Awards 2025 Track 1 celebrates PropTech startups and scaleups revolutionizing the real estate lifecycle. From design and construction to property management and decarbonization, these categories highlight transformative technologies and services that redefine how we build, live, work, and invest. With a focus on innovation, sustainability, and ESG integration, each category champions solutions shaping a smarter, more efficient, and sustainable future for Europe's built environment.



FINANCE & INVEST, INCL. ESG REPORTING

Covers the initial phases of real estate projects, including site selection, investment, and financing, with a focus on integrating ESG (Environmental, Social, and Governance) reporting.



DESIGN AND CONSTRUCT, INCL. RAW MATERIALS

Encompasses the design of buildings, execution of construction works, and handover of completed structures. This category also highlights innovations in construction materials and methods.



MARKET AND TRANSACT

Focuses on the commercialization of buildings, including bringing properties to market, preparing, and executing transactions.



PROPERTY AND ASSET MANAGEMENT

Involves overseeing real estate properties and investments to maximize value and performance. This includes managing leases, maintenance, financial planning, and regulatory compliance to ensure optimal returns for property owners and investors.



LIVE, WORK & MOBILITY (social impact)

Highlights new technologies or services that enhance the enduser experience, such as access controls, air quality monitoring, and community management solutions.



Energy and DECARB including raw materials

Recognizes contributions to sustainability through energy efficiency solutions, technologies, and products, aligning with decarbonization goals.



WINNER 2025



Winner 2025
Public Vote

Live Pitching 07/10/2025

12 Winners with highest scores

Live Pitching 06/10/2025

All Top 50 startups















1 to 18 ranking: free booth / 32 to 50 ranking: free entrance ticket



Announcement Top 50: 25/8/2025

Top 50 Startups & Scale-Ups



All participants

Awards competition for Startups

Pitching schedule Oct 6th: semi-finals in Pitch Room

Timing	Activity	Startups
10.00 - 11.00	Pitches	1 to 10
11.00 – 11.20	Break	
11.20 – 12.30	Pitches	11 to 22
12.30 – 13.30	Lunchtime	
13.30 – 15.00	Pitches	22 to 37
15.00 – 15.20	Break	
15.20 – 16.45	Pitches	37 to 50
18.00	PARTY at ExpoReal	

Pitching schedule Oct 7th: finals on Transform and Beyond Stage

16.10 – 17.20	Pitches	Top 12 ranking Startups
17.20 – 18.00	Ceremony Impact Buildings Winners	10 best buildings of 2024-2025
18.00 – 18.10	Announcement Startups Winner 2025	Startups
18.10	PARTY at the Transform and Beyond area	In front of our pitching stage

Track 2 Categories – Impact Projects

The Expo Real Impact Awards 2025 Track 2 celebrates sustainable building developments & architectural success.



TOTAL CIRCULARITY IMPACT AWARD

Recognizes groundbreaking projects that excel in resource efficiency, waste minimization, and sustainable closed-loop systems, setting a high standard for circular economy practices in real estate.



HOSPITALITY IMPACT AWARD

Recognizes outstanding hospitality projects that deliver superior guest experiences, drive tourism and support local economic growth.



ARCHITECTURAL IMPACT AWARD

Honors exceptional architectural designs that integrate creativity, functionality, and sustainability, enriching the built environment and inspiring future projects.



MIXED USE IMPACT AWARD

Celebrates developments that successfully integrate residential, commercial, and public spaces, creating vibrant, sustainable communities with diverse amenities.



SOCIAL IMPACT AWARD

Acknowledges initiatives that significantly improve community well-being, foster social inclusion, enhance access to essential services, and create economic opportunities, driving positive.



OFFICE IMPACT AWARD

Recognizes innovative office projects that enhance productivity, promote wellbeing, and prioritize sustainability in the workplace.



URBAN REGENERATION IMPACT AWARD

Awards transformative projects that rejuvenate urban areas, enhance infrastructure, and stimulate local economies while preserving cultural heritage.



RESIDENTIAL IMPACT AWARD

Honors residential developments that provide high-quality, affordable, and sustainable living spaces, enhancing residents' quality of life.



BIODIVERSITY IMPACT AWARD

Commends projects that protect and enhance biodiversity, fostering healthy ecosystems and promoting environmental sustainability.



INDUSTRIAL IMPACT AWARD

Awards projects that optimize industrial operations, improve efficiency, and promote sustainability in the supply chain.

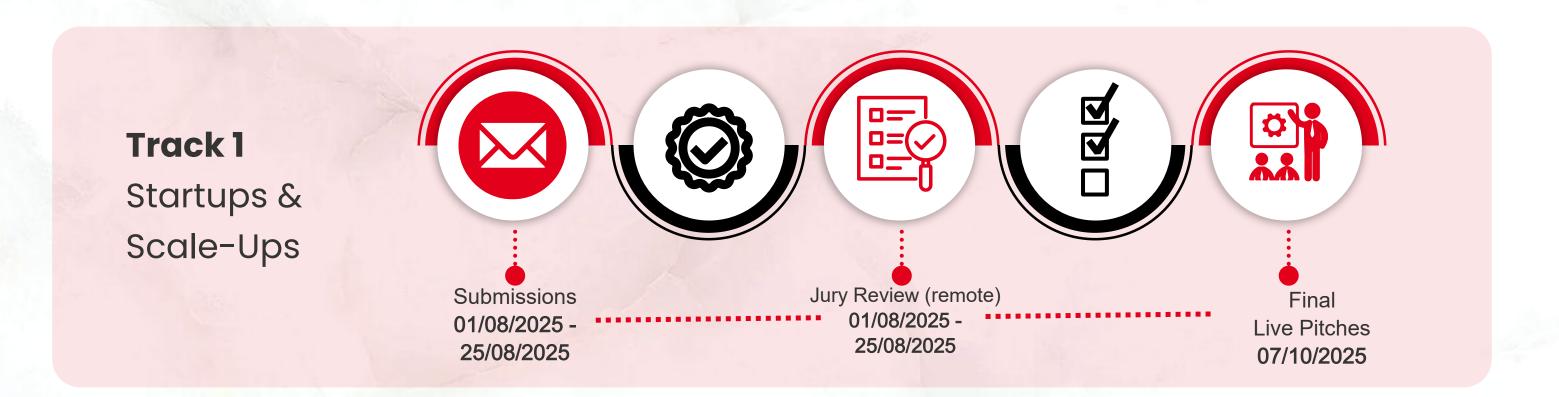
Ceremony most Impactful Buildings 2024-2025

Ceremony Oct 7th, 2025

16.00 – 16.10	Announcement of the nominated projects	An overview
16.10 – 17.20	Pitches of Startups	Top 12 ranking Startups
17.20 – 18.00	Ceremony Impact Buildings Winners, each presenting their project	10 best buildings of 2024-2025
18.00 – 18.10	Announcement Startups Winner 2025	1 Startup as overall Winner
18.10	PARTY with everyone in front of the Transform and Beyond area	

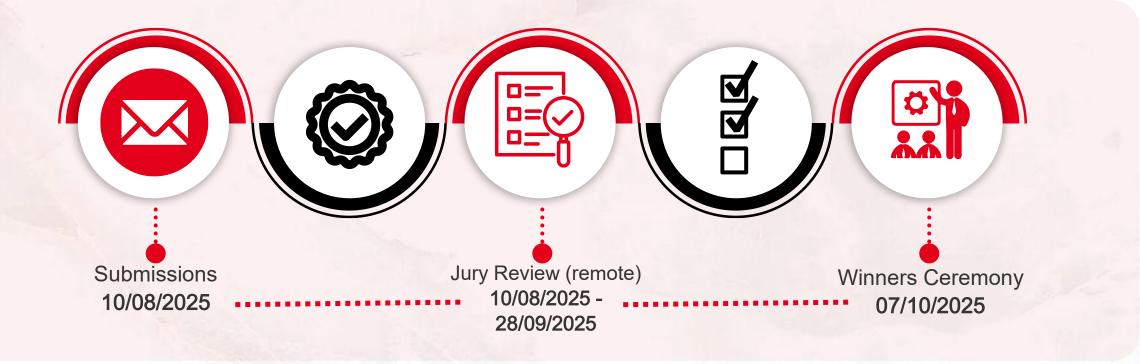
The selection the most impactful buildings is being done by our Jury, remotely and in advance. The Ceremony is to celebrate the Winners and to give them the opportunity to present their winning project to the public.

Expo Real Impact Awards Timeline



Track 2

Impact buildings & Projects



Testimonials

"Europe's largest Real Estate conference and a REAL hub for impact, growth and sustainability. Incredible startups, great innovation and central to PropTech success"

Rudy Aernoudt

Professor, Author & Economist with MIT, OECD, European Commission, European Council and European Social and Economic Committee).

"The Expo Real Impact Awards inspires, delights and connects us. Perfect for working together towards a lasting, sustainable impact, whether driven by technology or society."

Susanne Eickermann-Riepe

Chair of the RICS European World Regional Board, RICS









"Surreal to be among 40,000+ participants and 1,900 exhibitors, impressive line-up of speakers and a sneak-peak into the future of built environment."

Margot Roose

Deputy Mayor of Talinn

"Participation made a huge positive impact on Ekotket that I can tell you. Everything has changed in a good way after the awards."

Abhishek Kumar Devjibhai

CEO, EKOTEKT

Testimonials

Vizcab (startup)

We are thrilled to have been a TOP 20 Finalist at the EXPO REAL (Messe München) IMPACT Awards 2024, that took place centre stage at the incredible EXPO REAL FORUM. We enjoyed the keynote presentations of the European Commission with Prof. RudyAernoudt, of the European Innovation Council and SMEs Executive Agency (EISMEA) with Franc Mouwen, of the New European Bauhaus with Lorenzo de Simone, of the European PropTech Association with Dirk Paelinck, and 3 other unique sessions at the crossroads of Innovation, Regulation and Finance.

Andre Convents, Procter and Gamble HQ Europe

So sad I couldn't be at this fantastic event...tooth challenge.

Such great companies and Dirk Paelinck with relentless energy,
dedication and passion to transform the real estate industry.

Huge respect and looking forward to collaborate further.

Zoltan Kalmar (moderator)

I was glad to moderate IMPACT AWARDS 2024 in EXPO REAL (Messe München) thanks to Dirk Paelinck who organised the whole event. It was great to hear the TOP20 finalist in person to present and then chose the best categorist, which was EKOTEKT, R8 TECHNOLOGIES, Optiml, BitaGreen, Skilled Mapping and last but not least Paebbl which is a real success story.

Hélène Mariette (startup)

Thank you European PropTech Association for the recognition. We are proud to be among the top 20 finalists of this year's award Thanks for the exceptional networking and we'll now go on for our mission to adapt cities thanks to nature with light green roofs and walls.

Grit Liebermann (judge)

I'm thrilled to announce that I'll be serving as a judge for the inaugural Expo Real Impact Awards 2024 organised in conjuction with the European PropTech Association! This is the first time Expo Real is launching these awards, and it's an incredible opportunity to get a front-row seat to some of the most innovative PropTech startups in Europe. With 40,000+ attendees at this year's Expo Real, the buzz around innovation and transformation in real estate is going to be huge! I can't wait to help highlight the amazing companies that are reshaping the future of our industry. If you're a startup or building developer looking to showcase your cutting-edge solutions, don't miss this chance!

Testimonials

Stein Van Stitchel

A huge thank you to Dirk Paelinck and the European PropTech Association for organizing the event so efficiently and for shining a light on startups making real impact. Backed by leading industry partners and European institutions, the Impact Awards are set to become the benchmark for recognizing meaningful change in the sector. Visiting Munich not only to drink but also to explore technology with nexxworks and EXPO REAL (Messe München). Just had an exciting time serving as a jury member for the EXPO REAL Impact Awards 2024!

The Proptech Connection

Our colleague Ivo van Breukelen will be serving as a judge for the inaugural Impact Awards at ExpoReal 2024 on behalf of The PTC. This is the first time EXPO REAL (Messe München) is hosting these awards initiated by European PropTech Association and Dirk Paelinck, and it is a great opportunity to get a front-row seat to some of the most innovative hashtag#PropTech startups in Europe.

Why Participate as a Startup or Scaleup?

Gain Unparalleled Exposure

Apply for the EXPO REAL Impact Awards 2025 to showcase your startup or scaleup to an international audience of over 40,000 participants from more than 70 countries. This is a unique opportunity to present your products and services to key decision-makers across both the public and private sectors of the European real estate industry. You'll also have the chance to gain direct exposure to top C-level executives, investors, and industry leaders, positioning your business as a leader in real estate innovation and sustainability.

Showcase Innovation and Vision

As a nominee, you'll have the opportunity to demonstrate your innovative solutions to investors actively seeking opportunities in PropTech and ConTech. Many of these investors are new to the industry and ready to deploy capital, which could lead to valuable business growth and investment in your solutions. By participating, you'll showcase your vision for the future of real estate, sustainability, and techdriven innovation.

Boost Your Brand Recognition

Align your brand with the principles of the New European Bauhaus—"Beautiful, Sustainable, Together"—and the EU Green Deal. By participating, you demonstrate your commitment to sustainability and cutting-edge innovation, gaining recognition from prestigious industry professionals and EU institutions.

Access Market Intelligence

The awards process provides valuable insights into the European tech innovation ecosystem. By applying, you'll gain access to the latest developments in PropTech and ConTech, giving you an edge in market intelligence that can refine your strategic decisions and help you navigate future growth opportunities.

Exclusive Networking Opportunities

Engage with over 70 esteemed jury members from the real estate and tech industries. Connect with decision-makers across public and private sectors, forging meaningful relationships that could lead to new business ventures, partnerships, and collaborations. This is your opportunity to network with top professionals, investors, and innovators in the real estate and tech ecosystems.

Receive Expert & EU Validation

Participating in the EXPO REAL Impact Awards 2025 validates your solutions in front of top industry experts and EU officials, solidifying your position in the market as a trusted and impactful innovator. This recognition not only boosts your credibility but also opens the door for future business collaborations and opportunities within the European market.



Exclusive Benefits for Top Performing Companies

1 x Free Booth at Expo Real for those companies ranked 1st - 18th

Apply for the EXPO REAL Impact Awards 2025 to showcase your startup or scaleup to an international audience of over 40,000 participants from more than 70 countries. This is a unique opportunity to present your products and services to key decision-makers across both the public and private sectors of the European real estate industry. You'll also have the chance to gain direct exposure to top C-level executives, investors, and industry leaders, positioning your business as a leader in real estate innovation and sustainability.

Free entrance tickets to companies ranked 19th - 50th

As a nominee, you'll have the opportunity to demonstrate your innovative solutions to investors actively seeking opportunities in PropTech and ConTech. Many of these investors are new to the industry and ready to deploy capital, which could lead to valuable business growth and investment in your solutions. By participating, you'll showcase your vision for the future of real estate, sustainability, and techdriven innovation.

Exclusive Networking Opportunities & Meetings with CEOs

Engage with over 70 esteemed jury members from the real estate and tech industries. Connect with decision-makers across public and private sectors, forging meaningful relationships that could lead to new business ventures, partnerships, and collaborations. This is your opportunity to network with top professionals, investors, and innovators in the real estate and tech ecosystems.





EXPOREALIMPACT AWARD WINNER 2024

□ Paebbl[™]

Paebbl, a company turning captured CO2 into permanent, carbon-storing materials. They recently raised a €22.8 million Series A funding round allowing Paebbl's work to scale up and complete a future-proof value chain for CO2 storage in building materials, turning the built environment into a key player in mitigating climate change.

Last year they were represented in Munich by <u>Ana Luisa Vaz</u> - VP Products @ Paebbl



EXPOREAL IMPACT AWARD FINALIST 2024

EKOTEKT

Founded in 2021 in Helsinki, EKOTEKT is transforming the construction industry with advanced HempCon 3D technology. By integrating 3D printing and hempcrete, the company creates durable, carbon-negative buildings that address the inefficiencies and environmental challenges of traditional construction. Ekotekt have won 4 awards since participating in Expo Real.

Last year they were represented in Munich by Abhishek Kumar Devjibhai - CEO @ EKOTEKT



Past Jury Members Track 1

70+ International C-Level industry experts, real estate leaders and PropTech Professionals.

Meet some of our 70 jury members of 25+ countries from last year.



PHILIPPE MONSEREZ





METTE ARNTZEN BJERKE





PROF. RUDY AERNOUDT





FRANK BELIËN





SUSANNE EICKERMANN-RIEPE





JULIA ARLT





RUTH SCHAGEMANN



ANDRE CONVENTS



PROF. DR. KERSTIN HENNIG





DOMINIQUE MOERENHOUT





GRIGOR HADJIEV









Past Jury Members Track 1

70+ International C-Level industry experts, real estate leaders and PropTech Professionals.

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JULIA ARLT





FRANC MOUWEN





PROF. RUDY AERNOUDT





ERNESTA ZIOGIONE





DANIEL BOLDER





RUNE AUGENSTEIN





FLORA JEAN-BAPTISTE





SUSANNE EICKERMANN-RIEPE





GRIGOR HADJIEV





SZILVIA BOSZE





Track I criteria: the most innovative (tech) solutions

Does the solution have a positive & measurable impact?

Aligns with the overall IMPACT aspect of the Awards. Rate the environmental, societal or governance impact. Take into account elements such as:

- √ Tons of avoided GhG
- √ Tons of avoided raw material or tons of raw material reused
- ✓ People with enabled access to affordable house, transports and other spaces
- √ Reduced vulnerability to water hazard (flooding, scarcity)
- ✓ Reduced vulnerability to temperature hazard (heat, cold, fire)
- ✓ Net Promotor Score for citizens (qualitative)

Team skills and composition

Take into account elements such as:

- ✓ team composition: diversity (gender, race, ...)
- √ team cohesion and conflict resolution
- ✓ Experience: in similar roles or industries; proven track record of successful projects
- ✓ creativity, adaptability, flexibility
- ✓ Talent recruitment and retention capacities
- ✓ Corporate culture building
- ✓ Technical, commercial and financial expertise matches the company needs?

Potential Problem Solving

Aligns with the NEB aspects of "beautiful, sustainable, together". Solves a real problem & solution has a product-market fit? Rate:

- ✓ Significant pain points clearly identified? Customer needs confirmed? Target markets clearly identified?
- √ clear USPs? Benefits?
- ✓ Viability = willingness to pay: includes the perceived value of the benefits provided, the affordability relative to customer income levels, and competitive pricing pressures
- ✓ Value proposition clarity: what sets the product or service apart from current market dominators and how it disrupts their model
- ✓ SCALABILITY: credible European expansion policy?
- ✓ Market adaptability: ability to scale without significant changes to the core concept or technology

Sustainability

Aligns with the NEB ethos of "sustainable". Rate the degree of sustainability of the solution. Take into account elements such as:

- ✓ Materials (and their origin) and component selection
- ✓ Energy consumption reduction, carbon emissions reduction, sustainable energy
- ✓ Extraction, production and transportation of materials
- ✓ End of life strategy
- ✓ Beyond the lifecycle strategy (deserves a high score if the solution is focused on this element)

Business Model Innovation

Is the startup/scaleup considered a business innovator by its model? Take into account elements such as:

- ✓ integration of AI in the core of the solution or technology? (deserves high score if focus present)
- ✓ model and business is improving along the trajectory of sustaining innovation?
- √ incumbents lose significant market share as a result of the disruption?
- ✓ solution overshoots customer needs?
- ✓ capability to respond to disruptive threats?

Technological innovation and Al integration

Rate the degree of technical and/or technological innovation. Take into account elements such as:

- √ TRL status (Technical Readiness Level 1 to 9)
- ✓ Groundbreaking solution or novelty? High disruptive capabilities?
- ✓ quality of the AI in the core of the technology
 (investigate the "AI" pretention, vs. automation)
- ✓ <u>Al integration organization level</u> (workflows, support decisions, data management) <u>and on asset level</u> (design, construction, operations, maintenance, valuation?
- ✓ Patent status, IP protection; difficult to copy?
- ✓ Resilience / capacity to adapt extremely fast to future changing demands and technological evolutions



Track 2 criteria: the most impactful projects in real estate and construction (2024 - 2025).

Architectural qualities = IMPACT

Aligns with the NEB aspects of "beautiful, sustainable, together".

Rate the degree of architectural innovation/ originality. Take into account elements such as (but not limited to):

- ✓ Robust (strong, not be vulnerable to minor changes in the business, information, application and technology systems)
- ✓ Utilitarian (utility that, when implemented, will result in practical outcomes)
- ✓ Durable (durable with the passage of time and resilient to changes in the business and technical environments)
- √ Flexible and able to adapt to changing conditions
- √ Aesthetics
- ✓ Integration with its environment
- √ Flexible future use

Environmental/sustainability qualities = IMPACT

Aligns with the NEB aspect of "sustainable". Take into account elements such as (but not limited to):

- √ Materials (and their origin) and component selection
- ✓ Energy consumption reduction, carbon emissions reduction, sustainable energy
- ✓ Extraction, production and transportation of materials
- ✓ End of life strategy
- ✓ Beyond the lifecycle strategy (deserves a high score if the solution is focused on this element Tons of avoided GhG
- √ Tons of avoided raw material or tons of raw material reused
- √ Reduced vulnerability to water hazard (flooding, scarcity)
- ✓ Reduced vulnerability to temperature hazard (heat, cold, fire)
- ✓ inclusion of ESG issues into the investment and design process

Urban Impact

Rate the original, innovative approach. Take into account elements such as (but not limited to):

- ✓ Reduced vulnerability to water hazard (flooding, scarcity)
- √ Improvement of security level (qualitative)
- ✓ Integration with its environment
- √ Adaption to its changing environment
- ✓ Flexible future use
- ✓ Energy grid integration
- ✓ Mobility networks and green transportation
- ✓ Reduced vulnerability to temperature hazard (heat, cold, fire)
- ✓ Considers 'bigger picture' issues of economic, social and environmental value and social design
- ✓ Integrates expertise from sociology, urban geography, urban economics and natural sciences

Integration of the project in its community = IMPACT

Aligns with the NEB aspect of "together". Is the project responding to the needs of its future inhabitants? Take into account elements such as (but not limited to):

- ✓ Diversity (gender, race, ...)
- √ Affordable housing component (social housing included)
- ✓ Inclusion elements
- √ Spaces addressing the needs of specific inhabitants
- √ Neighborhood culture contribution
- ✓ People with enabled access to affordable housing, transport and other spaces
- ✓ Reduced vulnerability to water hazard (flooding, scarcity)
- ✓ Reduced vulnerability to temperature hazard (heat, cold, fire)
- ✓ Net Promotor Score for citizens

Quality of the user experience = IMPACT

Aligns with the NEB aspects of "together and beautiful". Rate the degree of quality offered to the future users. Take into account elements such as (but not limited to):

- ✓ Power of Visuals, Emotions, and Clarity
- ✓ User-Friendly Intuitive Interaction & Design
- ✓ Customer-centricity and Personalization
- √ Space utilization rate data
- √ Total occupancy cost data
- \checkmark Seamless integration of tools, increasing the comfort of users

Economic contribution = IMPACT

Aligns with the NEB aspects of "sustainable and together". Take into account elements such as (but not limited to):

- ✓ Positive impact on the income of neighborhood and users
- ✓ Green Jobs creation by the project or as a consequence of its realization
- ✓ Increases the value of its environment
- ✓ Attracts new businesses
- √ local circular economy, waste prevention and recycling
- ✓ creates a positive cycle of economic growth by providing additional funding for essential services while attracting further investment into the community's infrastructure

CONTACTS FOR THE AWARDS AND SPONSORSHIPS







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CONTACT FOR TECHNICAL





See You in Munich

Let's meet in Munich for 3 days of innovation, sustainability and impact.

