

EXPO REAL

IMPACT AWARDS 2024

Expo Real, European PropTech Association and European Institute of Construction, Real Estate Innovation and Technology joining forces for Impact

Supported by



**STARTUP
EUROPE**



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Introduction

Expo Real, European Proptech Association and European Institute of Construction and Real Estate Innovation and Technology have joined forces to bring forward the Impact Awards 2024.

This first-of-its-kind event in EXPO REAL's rich history aims to spotlight and support the most impactful real estate and construction projects, as well as innovative companies in real estate technology. With backing from leading industry partners and European institutions, these pan-European awards aspire to become the benchmark for excellence in impact within the sector.



EXPO REAL and the EXPO REAL IMPACT AWARDS

EXPO REAL is **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. The entire real estate value chain is represented, creating opportunities for effective business growth and networking. An ever-increasing number of international exhibitors and visitors opens up access to new international markets.

Aligned with the Expo Real 2024 themes

Financing in times of crisis: How will banks and alternative financiers act in 2024

ESG and Transformation: Renovation of existing buildings

Sustainable real estate portfolios: ESG-compliant and efficient

How do we handle stranded assets

Housing markets: affordability

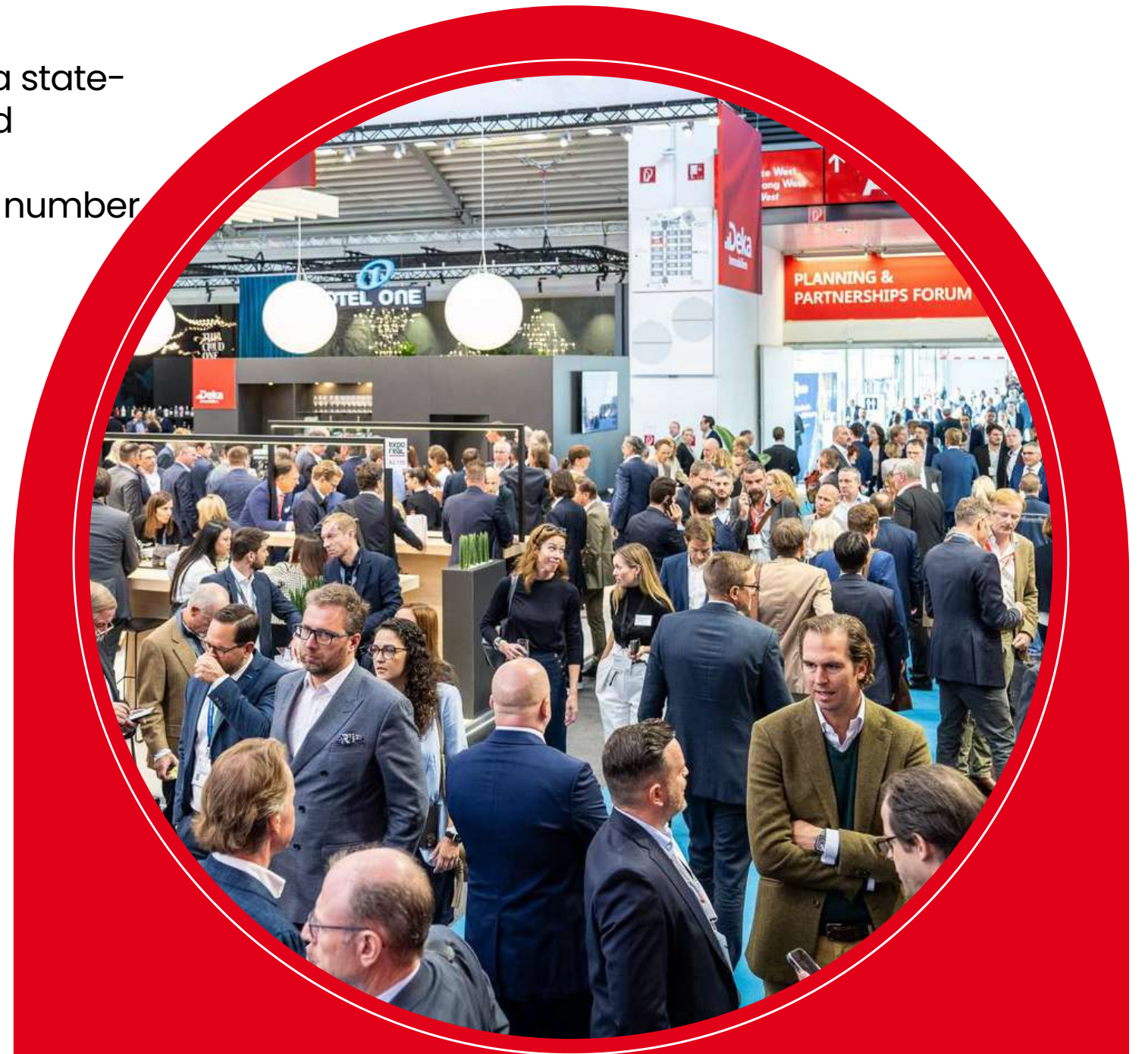
People, planet, profit: sustainability and profitability



Claudia Boymanns, 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 introduce the Expo Real Impact Awards 2024 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 2024 enjoy the support of 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”.*



Awards: 2 tracks

The **EXPO REAL Impact Awards 2024** are designed to bring the best and brightest companies to the forefront. Innovative organizations will have the opportunity to pitch their breakthrough products, solutions, and projects to an international audience of C-level executives, investors, and diverse real estate industry stakeholders. The competition is open to companies from all over the world.

Award Categories: the competition features two distinct tracks, offering multiple opportunities for recognition:

Track 1 Summary - This track honors the most significant and impactful real estate and construction projects completed between 2023 and 2024, emphasizing originality, community integration, environmental sustainability, and economic contribution.

Track 2 Summary - This track celebrates the most groundbreaking and impactful technological solutions in the real estate industry, focusing on innovation, sustainability, and scalability across European markets.



**STARTUP
EUROPE**



Track 2 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 2024 are focused on Impact: the measured, verified and positive effect on people and planet.

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 **Miss Alina Ujupan, Director of the NEB,** and **Dirk Paelinck, Chairman EU PropTech Association,** as joint keynote speakers on October 7th, 2024.

We have therefore aligned the criteria of the Impact Awards 2024 with the principles of the NEB: "Beautiful, Sustainable, Together".

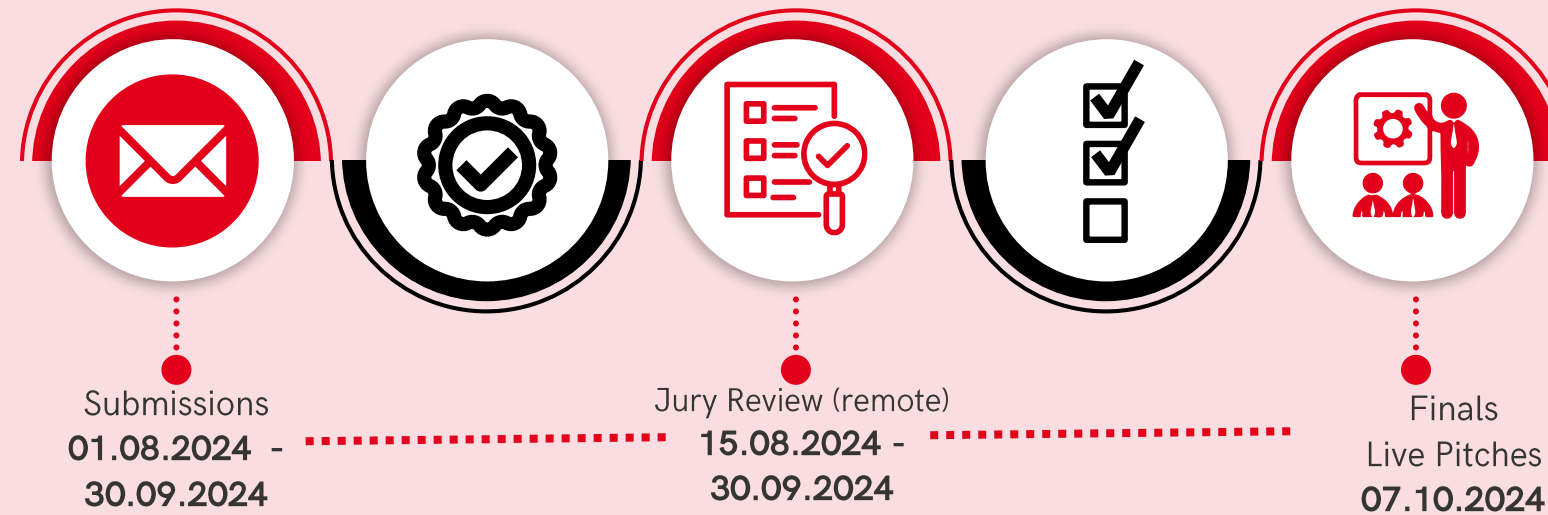


The New European Bauhaus brings citizens, experts, businesses, and institutions together to reimagine sustainable living in Europe and beyond. In addition to creating a platform for experimentation and connection, the initiative supports positive change also by providing access to EU funding for beautiful,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

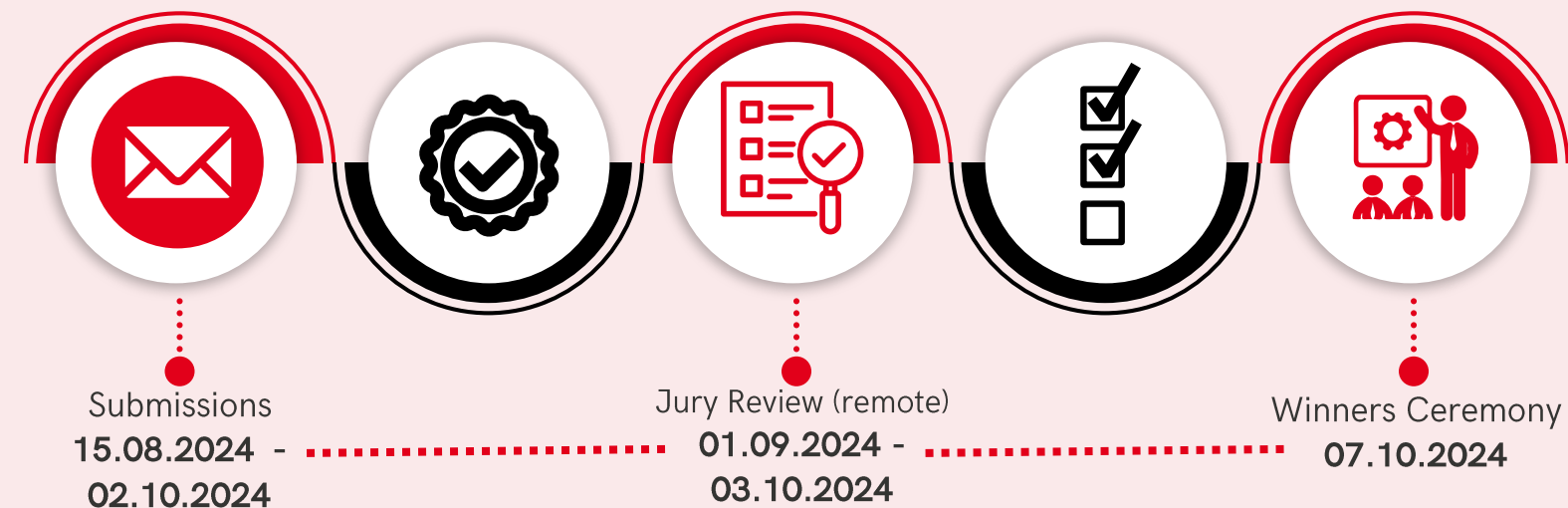
Timeline & Deadlines

Below is the timeline for submissions, adjudication, the live finals pitches (Top 10 of startups/scaleups) and the Winners Ceremony for the Projects

Track 2 Startups & Scale-Ups



Track 1 Impact Projects



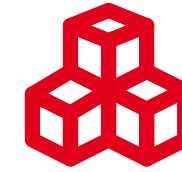
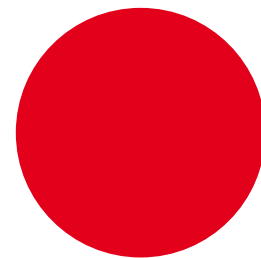
Why Apply?



Alina-Stefania Ujupan, European Commission,
Joint Research Centre, Head of the New European
Bauhaus

Track 1 Impact Projects

An incredible 7th of October day event in
Munich with live pitches and keynote
sessions with the European Commission



Align with New European Bauhaus

Demonstrate your commitment to the principles of "Beautiful, Sustainable, Together" and the EU Green Deal. Highlight the positive impacts of your projects on people and the planet.



Multiple ways to win

Participants have numerous opportunities to win across the three tracks, with categories designed to highlight diverse areas of excellence.



Event highlights

The Awards ceremony will feature live pitches and keynote sessions with distinguished speakers such as Miss Alina Ujupan, Director of the New European Bauhaus, and Dirk Paelinck, Chairman of the European PropTech Association.

Attendance at the Ceremony is mandatory for Track 2: a Category Winner must be a ticket holder and if the Category Winner is not present at the Ceremony, the Award will go to the next project in the final ranking. The Category Winners will be announced at the Ceremony, October 7th.

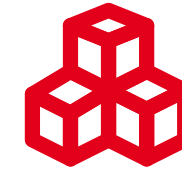
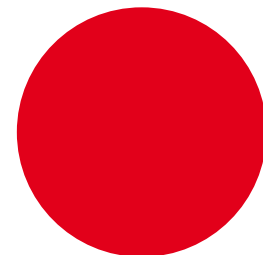
Why Apply?

Track 2 Impact (tech) innovations

An incredible 7th October day event in Munich with live pitches and keynote sessions with the European Commission



Franc Mouwen, EIC Programme Manager for Architecture Engineering Construction Technologies, Jury Member



Showcase Innovation and Vision

This is a unique opportunity to present your products and services to key decision-makers in the European real estate industry, spanning both the public and private sectors.



Gain Prestigious Recognition

Enjoy direct exposure to investors actively seeking opportunities in PropTech and ConTech. Many of these investors are new to the industry and ready to deploy capital.



Receive Expert & EU Validation

Validate your solutions with top industry professionals and EU officials, fostering connections that can lead to new business ventures and collaborations.

Attendance at the LIVE pitches (7th of Oct) for the Category Winners is mandatory. The pitching startups will receive a free ticket for that day.

Speakers/Jury



Grigor Hadjiev, Global Head of Innovation & European Sustainability, Pimco

Speaker



Prof. Rudy Aernoudt, former Chief Economist, European Commission; economist, writer, philosopher

Speaker

Opportunities



A unique opportunity to **showcase your products, services and buildings to decision makers in the real estate industry in Europe and to clients**, both from the public and private sectors



Fundraising/investments: direct exposure to investors who are NOW looking to invest in innovative young companies and in sustainable real estate projects.



Subsides and Grants: professional advice on which EU programs to apply to for funding (Horizon Europe, Life, Interreg, ...), both for startups and for real estate companies.



Access and visibility to the network of the EU Institutions and specialised agencies.



An **incredible 2-day event in Munich** where the innovators and the project developers will **pitch and be invited to keynote sessions with the European Commission**



Track 1 categories: impactful projects in real estate & construction (2023-2024)



TRACK 1 : 10 category Awards

Track 1, projects delivered 2023/2024

WINNERS 2024



TOTAL
CIRCULARITY
PROJECT



ARCHITECTURAL
PROJECT



SOCIAL IMPACT
PROJECT



URBAN
REGENERATION
PROJECT



BIODIVERSITY
PROJECT



HOSPITALITY
PROJECT



MIXED USE &
COMMUNITY
PROJECT



BEST OFFICE
PROJECT



BEST
RESIDENTIAL
PROJECT



INDUSTRIAL
AND LOGISTICS
PROJECT



Ceremony Oct 7th, 2024, Live on stage

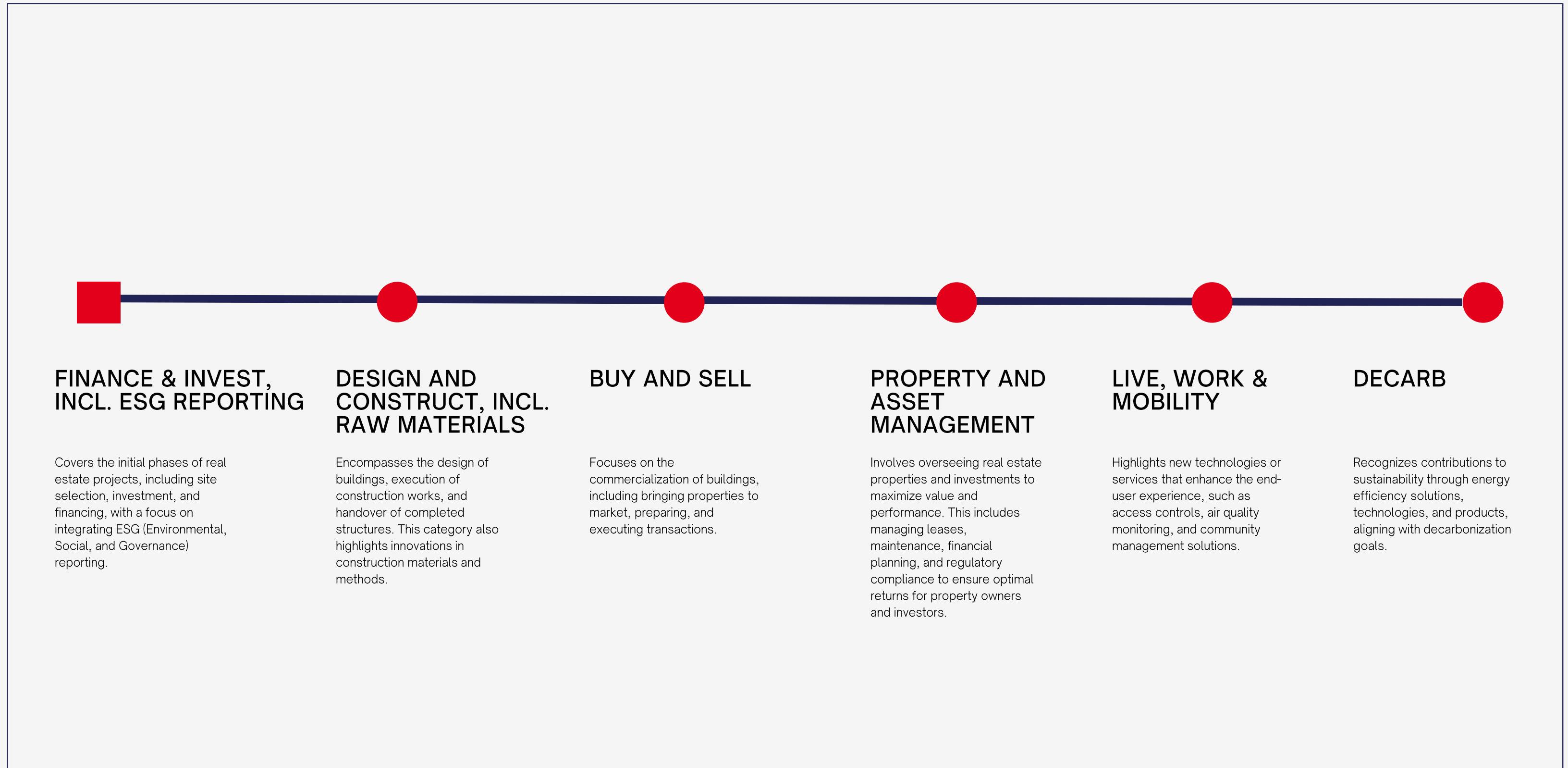
10 Category Winners with highest scores



Remote judging 15/06/2024 – 02/10/2024

All participants

Track 2 categories: the most innovative impactful tech solutions



TRACK 2 : 12 category Awards (6 startup/6 scaleup)+ 1 public vote winner Award

Track 2, Startups

WINNER 2024



Winner 24
Public Vote

Live Pitching 07/10/2024

6 Category Winners with highest scores

Ceremony 07/10/2024

6 Category Winners (startups) + 6 Category Winners (scaleups)

Finance & invest, incl. ESG reporting

Design and construct, incl. raw materials

Market and transact



Property & asset management

Social impact

Energy Efficiency & Decarb

Top 50 Startups & Scale-Ups

Remote judging 1/09/2024 - 30/09/2024

All participants



Become a Jury Member (upon selection)

Become a Jury Member of the Expo Real Impact Awards 2024 to

- get the deepest and most **qualitative overview** of the top of the European (tech) innovation ecosystem and be inspired by the most sustainable, impactful buildings.
- Seize the excellent opportunity to **develop a market intelligence**, to **source technology** and to **understand the innovation focus of other large real estate corporations**.

The jury is composed of not less than 70 professionals in Real Estate and Tech which guarantees a balanced and truly objective validation of the best and the most promising PropTech startups in Europe. The rating is performed with an online tool, the (Semi-) Finals and the Winner Ceremony are scheduled as physical + remote judging events.

If you are a jury member and your company submits projects to the competition, the evaluation of your company's projects will be allocated to other judges. Complete rules are available.

Track 1: Jury

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

Meet the first
of our 70 jury
members of
25+ countries.



**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**



Track 2: Jury

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

Meet the first of
our 70 jury
members of 25+
countries.



**JULIA
ARLT**



**FRANC
MOUWEN**



**PROF. RUDY
AERNOUDT**



**ERNESTA
ZIOGIONE**



**NATALIJA
MONKEVICIENE**



**DANIEL
BOLDER**



**RUNE
AUGENSTEIN**



**FLORA JEAN-
BAPTISTE**



**SUSANNE
EICKERMANN-RIEPE**



**GRIGOR
HADJIEV**



**SZILVIA
BOSZE**



Track 1 criteria: the most impactful projects in real estate and construction (2023-2024).

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
- ✓ 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

Track 2 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 AI 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)
- ✓ *AI integration organization level* (workflows, support decisions, data management) *and on asset level* (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



Why Become A Sponsor at the EXPO REAL Impact Awards 2024?

Elevate Your Brand

Sponsoring the EXPO REAL Impact Awards 2024 positions your brand at the epicenter of real estate innovation and sustainability. Here's why you should consider becoming a sponsor:

Unparalleled Exposure

Gain direct exposure to an international audience of over 40,000 participants from more than 70 countries, including top C-level executives, investors, and industry leaders. Your brand will be showcased alongside the most innovative and impactful projects in real estate and construction.

Influence and Recognition

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

Access to Market Intelligence

Develop a deep understanding of the European tech innovation ecosystem. As a qualified sponsor but even more as a jury member, you will have exclusive access to insights from the top PropTech startups and real estate innovations, enhancing your market intelligence and strategic decision-making.

Networking Opportunities

Connect with over 70 esteemed jury members from the real estate and tech industries. Engage in meaningful conversations with decision-makers, fostering connections that can lead to new business ventures and collaborations.

Showcase Your Commitments

Highlight your commitment to sustainability, innovation, and industry leadership. Sponsoring the EXPO REAL Impact Awards reinforces your brand's dedication to supporting groundbreaking solutions and impactful projects that shape the future of real estate.

Why Become A Sponsor at the EXPO REAL Impact Awards 2024?

Hybrid Event Participation

Benefit from the hybrid nature of the event, with both physical and remote judging sessions, including semi-finals and the winner ceremony. This flexibility maximizes participation and visibility, ensuring your brand reaches a diverse and engaged audience.

Prime Investment Opportunity

Gain exclusive access to pioneering PropTech startups and cutting-edge real estate projects, providing lucrative investment opportunities. By sponsoring, you position yourself at the forefront of emerging trends and innovations, ensuring that you are among the first to identify and capitalize on high-potential ventures.

Cost-Effective Marketing

Sponsorship offers a cost-effective marketing strategy. By leveraging the event platform, sponsors can reach a targeted International & EU-centric audience more effectively, maximizing the impact of their marketing investment.

Enhanced Visibility and Credibility

Align your brand with an event known for excellence in real estate and technology. Sponsorship enhances your visibility and credibility within the industry, positioning you as a leader in promoting sustainability and innovation. This alignment can attract more investors, partners, clients and new talent who prioritize these values.

Strategic Networking

Engage with other top-tier investors, developers, and industry experts. The EXPO REAL Impact Awards provide a unique platform for strategic networking, allowing you to build relationships that can lead to co-investment opportunities, joint ventures, and other collaborative endeavors.

Thought Leadership

Demonstrate your commitment to thought leadership by supporting an event that drives forward-thinking discussions and solutions. This involvement not only enhances your brand's reputation but also showcases your dedication to shaping the future of the real estate industry.





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**CONTACT FOR PROGRAM,
COMPETITION & TECH
SUPPORT**

Fairgrounds map EXPO REAL 2024



- P** Parking area
- U** Subway
- Bus** Public bus
- TAXI** Taxi rank for general cabs without pre-ordering
- Shuttle** Airport shuttle
- Shuttle** Shuttle between the entrances
- >** Shuttle route
- ▶** Entrances
-** Expressway
- 👤** Wardrobe
- 🔍** Lost & found
- 📰** Press Center
- 📰** Trade press booth
- ATM €** ATM / cash machine
- 🚻** Restroom

Conference program

- 1** PLANNING & PARTNERSHIPS FORUM (Hall A1)
- 2** EXPO REAL FORUM (Hall A2)
- 3** DISCUSSION & NETWORKING FORUM (Hall B1)
- 4** EXHIBITOR STAGE (Hall C2)
- 5** GRAND PLAZA STAGE (Hall C2)

Focus areas

- 6** CareerDay, October 9 only (West Entrance)
- 7** GRAND PLAZA (Hall C2)

Meeting opportunities

- 8** Conference and meeting rooms
- 9** Meeting Center

transform & beyond by expo real

- 10** TRANSFORM & BEYOND FORUM
- 11** DECARB ARENA
- 12** TECH TALK STAGE

Stand März 2024 - Änderungen vorbehalten / As of March 2024—subject to changes

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U2
Messestadt West