

## An Open Letter to Business Leaders

The future of humanity is at a critical juncture. As leaders across industries, we collectively have the power to significantly reduce carbon emissions, and a responsibility to do so with urgency.

As Global Chief Executive Officers within the Real Estate industry and as Co-Chairs of the World Economic Forum's Real Estate community, which is comprised of Chief Executive Officers across the buildings value chain, we call on you, our peers across every industry, to reduce your real estate-related emissions by at least 50% by 2030 and reach net-zero carbon no later than 2050.

As stated in the Intergovernmental Panel on Climate Change's sixth assessment, the world is warming at an alarming rate and that warming is a direct result of human-generated emissions: 38% of those emissions come from buildings (28% from operational emissions and 10% from materials and construction)<sup>i</sup> and currently, less than 1% of all buildings worldwide are net-zero carbon<sup>ii</sup>.

As leaders in the real estate sector, we understand acutely the challenge to mitigating real estate footprints, but we also understand the possibilities and real potential for what we can accomplish. We all can- and need - to do more. In order to accelerate action, we have developed [Green Building Principles: The Action Plan for Net-Zero Carbon](#), which outlines the steps required to deliver net-zero carbon buildings and provides global guidance on implementation.

The Green Building Principles call on companies to:

1. Calculate a robust **carbon footprint** of your portfolio in the most recent representative year to inform targets.
2. Set a **target year** for achieving net zero carbon, by **2050** at the latest, and an interim target for reducing at least **50% of these emissions by 2030**.
3. Measure and record **embodied carbon** of new developments and major refurbishments.
4. Maximize emissions reductions for all **new developments and major refurbishments** in the pipeline to ensure delivery of net zero carbon (operational and embodied) by selected final target year.
5. Drive **energy optimisation** across both existing assets and new developments.
6. Maximize supply of on-site **renewable energy**.

7. Ensure **100% off-site energy** is procured from **renewable-backed sources**, where available.
8. Engage with stakeholders with whom you have influence in your value chain to **reduce scope 3 emissions**.
9. Compensate for any residual emissions by purchasing **high-quality carbon offsets**.
10. Engage with stakeholders to identify joint endeavors and **equitably share costs and benefits** of interventions.

*Our ask is this:* For leaders across industries to formally adopt the Green Building Principles and decarbonize their real estate portfolios. [Learn more](#) and [connect](#) with the World Economic Forum to adopt the Principles.

Sincerely yours,

Christian Ulbrich  
Global Chief Executive Officer and President  
JLL

Coen van Oostrom  
Founder and Chief Executive Officer  
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<sup>1</sup> UN Environment Programme 2020 Global Status Report for Buildings and Construction: Towards a zero-emissions, efficient and resilient buildings and construction sector. [https://globalabc.org/sites/default/files/inline-files/2020%20Buildings%20GSR\\_FULL%20REPORT.pdf](https://globalabc.org/sites/default/files/inline-files/2020%20Buildings%20GSR_FULL%20REPORT.pdf) (link as of 9/30/2021)

<sup>ii</sup> World Green Building Council. Every building on the planet must be 'net zero carbon' by 2050 to keep global warming below 2°. <https://www.worldgbc.org/news-media/every-building-planet-must-be-%E2%80%98net-zero-carbon%E2%80%99-2050-keep-global-warming-below-2-%C2%B0c-new> (Link as of 10/10/2021)