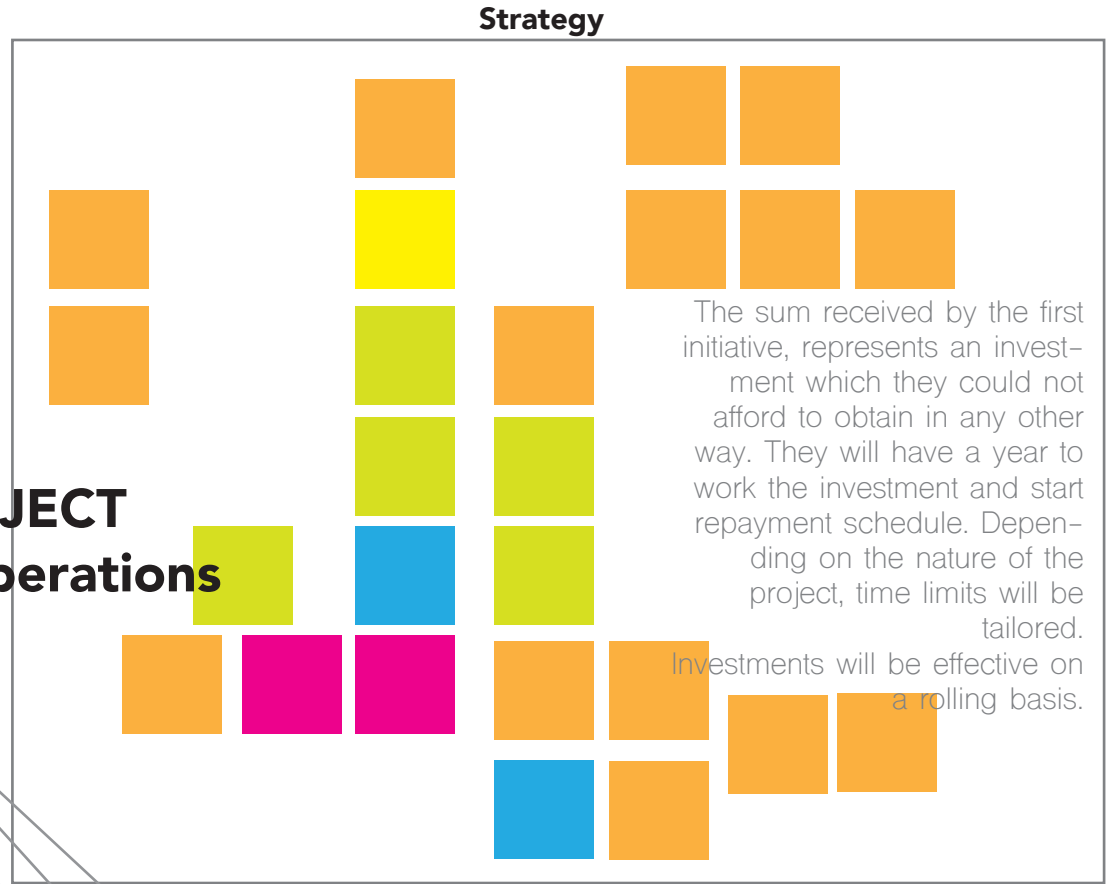
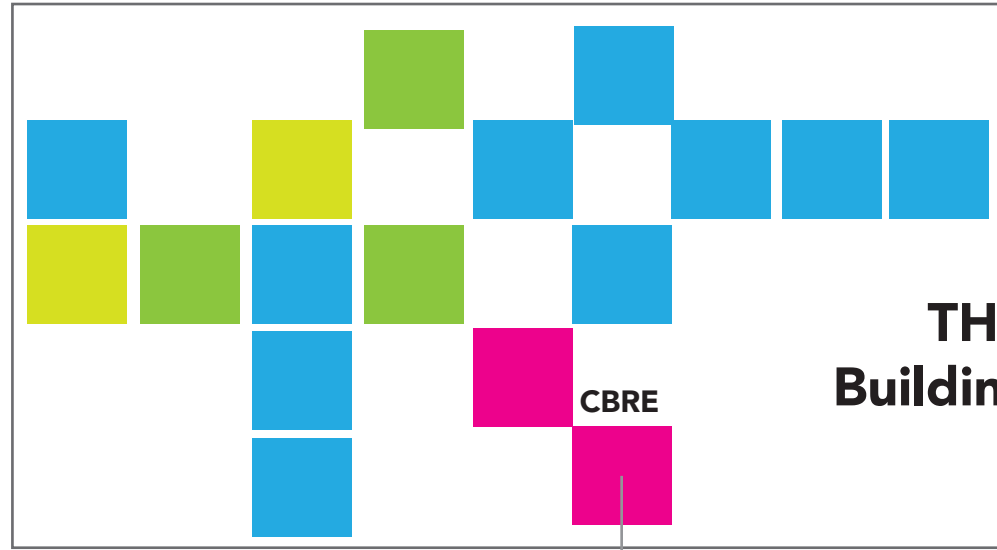
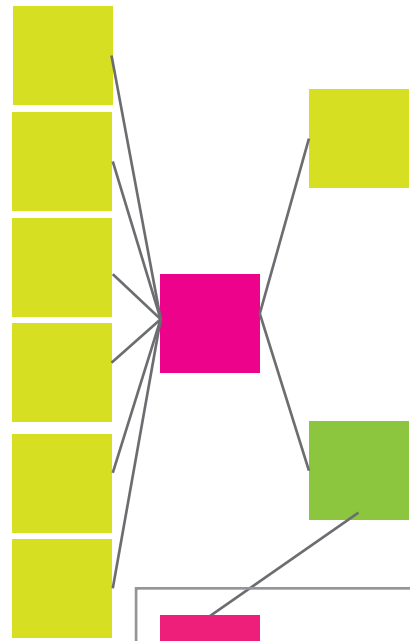


Challenge:

How to operationalize the “Shared Value” concept throughout the Commercial Real Estate industry?

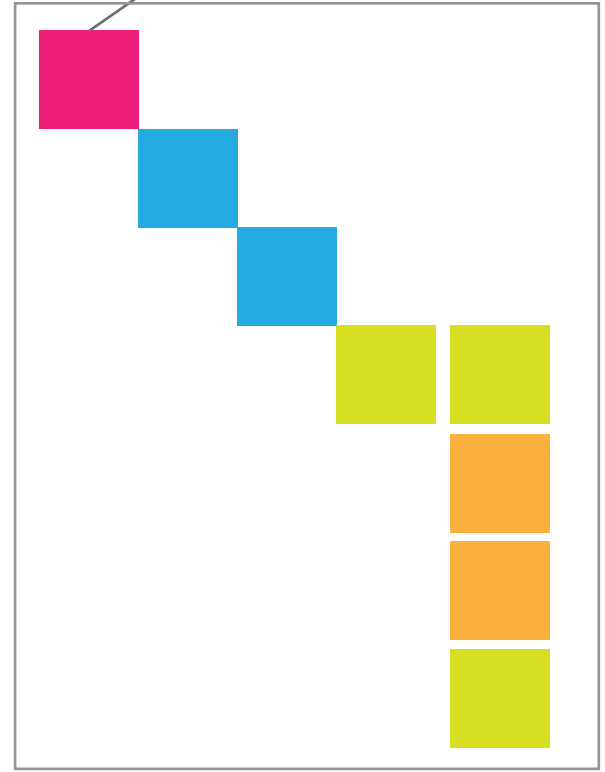
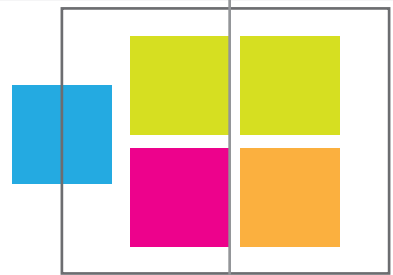
A collaborative research with the UCLA BLUM CENTER on Poverty and Health in Latin America. This project is led by the CBRE group.

Once identified main initiatives, CBRE would invest an established sum and resources to one of the candidates that meet minimum requirements and presents a sustainable plan and purpose. The rest of initiatives will remain in line until they meet minimum requirements.



The sum received by the first initiative, represents an investment which they could not afford to obtain in any other way. They will have a year to work the investment and start repayment schedule. Depending on the nature of the project, time limits will be tailored. Investments will be effective on a rolling basis.

THE REALTOR PROJECT
Building Sustainable Operations



Realtors
They connect users (community) with the industry. Realtors would provide information with social and environmental needs, strengths and developing opportunities in mutual work with stakeholders of interest.

