



Low-carbon initiative: integrating sustainability from the design phase in Real Estate

PRACTICE
CSR

SECTOR
Real Estate

PROJECT DURATION
3 months

• OVERVIEW

Our client, a local player in real estate development, wants to implement a low-carbon policy from the design phase of its projects.

KEPLER supports its customer in implementing a decarbonization strategy.

Our Approach



Context



Real estate developer specializing in the construction and sale of housing units



Company with strong social and environmental values



Strong expectations from financial partners on low-carbon aspects



Objectives



Innovative programs with a low carbon footprint



Focusing CSR policy on low-carbon objectives



Structuring an ecodesign approach



Methodology

1

Carrying out a program's carbon footprint

- Scope: from structural work to finishing work
- Identifying the main drivers of greenhouse gas (GHG) emissions

2

Involving internal and external stakeholders

- Raising awareness and training internal teams (energy-climate issues, etc.)
- Communication and involvement of suppliers: research into low-carbon equipment and materials...

3

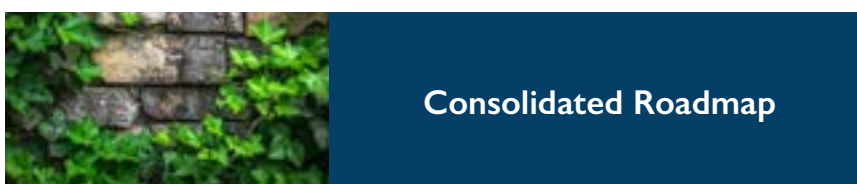
Operational implementation

- Development of a carbon assessment method for programs from the design phase onwards, for use by funders
- Definition of the scope of technical monitoring of innovative materials and processes

Levers and Tools



Results



“ Responsible for nearly a quarter of France’s greenhouse emissions, the real estate industry is committed to its ecological transition.

Frédéric Louradour
Senior Manager - KEPLER

Contact



FABIEN LEPÈRE

Director



fabien.lepere@kepler-consulting.com



+33 6 89 96 12 93



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Nos Bureaux



EUROPE

32 boulevard Haussmann
75009 Paris – France



contact@kepler-consulting.com



+ 33 (0)1 44 75 05 35



USA

159 N. Sangamon Street, Suite 200 Chicago,
IL 60607-2201 - USA



usa@kepler-consulting.com



+1 (312) 371 6198



CHINA

Room 120, IIF, No. 1 Wuning Road,
Jing'An District - Shanghai
200042 - China



china@kepler-consulting.com



+86 21 8041 1804



INDIA

#312, DBS Center, 31A,
Cathedral Road - Nungambakkam,
Chennai - 600034 - India



india@kepler-consulting.com



+ 91 (0) 44 40 50 92 00

