

The Future of Mobility in Real Estate

- A Choice to Innovate

July 2024

1 THE CHOICE

1.1 The Choice!

In the bustling rhythm of every urban center beats the heart of choice – a choice to redefine mobility, to reimagine the way we navigate our cityscapes. It's about expanding the spectrum of transportation options, empowering individuals with the freedom to tailor their journeys according to their needs and desires. We advocate for a paradigm where every building becomes a catalyst for this transformation, embracing a diversity of mobility solutions, including bicycles and other innovative modes, within the fabric of living communities.

At one end of this spectrum are car-less cities. Initially met with scepticism, these initiatives have proven to be transformative, as communities embrace the benefits of car-free zones but not for entire cities. The transition from private automobiles to sustainable transportation modes not only mitigates pollution but also enhances public health and well-being, enriching the fabric of urban life.

Envision with us a world where cities are not mere collections of concrete blocks but vibrant ecosystems where buildings play an integral role in fostering mobility and connectivity. In this vision, future buildings are envisioned as dynamic entities within living communities, designed to support and enhance the mobility choices of their inhabitants. By embracing a holistic approach to urban planning, we can create environments where individuals have the freedom to move seamlessly between spaces, unencumbered by the limitations of traditional transportation models.

Inclusivity and Accessibility



Within the realm of real estate, mobility transcends mere movement; it embodies the ethos of inclusivity and accessibility. It encompasses a spectrum of considerations, from the physical infrastructure that facilitates movement to the integration of transportation systems that connect individuals to their surroundings. It's about envisioning spaces that cater to individuals of diverse mobility levels, ensuring that everyone can navigate and interact with their environment with ease and dignity. This entails the implementation of practical solutions, such as ramps, elevators, and wider doorways, alongside the provision of accessible parking spaces that accommodate a range of needs.

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1.2 Transportation Solutions

The integration of transportation systems within real estate transcends mere convenience; it's about creating cohesive, interconnected communities where mobility is seamless and inclusive. When buildings are strategically designed to integrate seamlessly with various transportation networks, they evolve from static structures into dynamic hubs of accessibility and connectivity.

At the heart of this integration is the recognition that mobility encompasses a spectrum of transportation options, including public transit, private vehicles, cycling, and walking. Real estate developers must consider the diverse needs of residents, visitors, and employees, providing a range of amenities and infrastructure to support various modes of transportation.

One key aspect of transportation integration is the provision of facilities. Whether it's underground garages, designated parking lots, or on-street parking spaces, buildings must offer convenient and secure parking options for vehicles. Additionally, amenities such as electric vehicle charging stations and bike racks further enhance the accessibility of transportation options, catering to the evolving needs of urban dwellers.

Furthermore, buildings can go beyond basic parking facilities to offer additional amenities that promote alternative modes of transportation. For instance, on-site showers and changing rooms encourage cycling and walking by providing facilities for commuters to freshen up upon arrival. Bike repair stations, storage lockers, and dedicated bike lanes within building premises further support cycling as a viable transportation option.



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Incorporating transportation solutions within real estate also entails fostering pedestrian-friendly environments. Sidewalks, crosswalks, and well-lit pathways enhance safety and convenience for pedestrians, encouraging walking as a mode of transportation for short-distance trips. Moreover, the integration of green spaces and outdoor seating areas within building premises creates inviting pedestrian corridors, promoting social interaction and community engagement.

Additionally, real estate developers can leverage technology to enhance transportation integration within buildings. Smart parking systems, real-time transit information displays, and mobile apps for ride-sharing services streamline the transportation experience for building occupants, making it easier for them to navigate their surroundings and plan their journeys efficiently.

Ultimately, the integration of transportation systems within real estate is about creating holistic, sustainable communities where mobility is accessible to all. When buildings are designed with transportation in mind, they become catalysts for connectivity, fostering vibrant urban environments where people can live, work, and play with ease. By prioritizing accessibility and inclusivity, real estate developers can transform buildings into dynamic hubs that empower individuals to embrace diverse modes of transportation and contribute to the vitality of the urban landscape.

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1.3 Impact on Stakeholders

The impact of mobility within the real estate ecosystem resonates deeply across diverse stakeholders, transcending mere convenience to shape the very fabric of urban life. For residents, mobility influences the choice of where to establish roots, impacting their access to essential amenities, social opportunities, and overall quality of life. Visitors, too, are affected as they navigate unfamiliar surroundings, seeking seamless transportation options that enhance their exploration of new horizons. Employees, whether commuting daily or traveling for work, rely on efficient transportation systems to access job opportunities and foster economic prosperity. Moreover, service providers play a vital role, ensuring that the diverse needs of communities are met through accessible and reliable mobility solutions that underpin essential services and commerce.

The intricate interplay between mobility and real estate underscores the profound influence that transportation systems exert on the way we interact with our built environment. From shaping residential preferences to facilitating economic activity, mobility serves as a cornerstone of urban development, fostering connectivity, inclusivity, and vibrancy within communities. As stakeholders across the real estate spectrum navigate the complexities of mobility, they contribute to the ongoing evolution of urban landscapes, shaping cities that are not only functional and efficient but also enriching and sustainable for generations to come.



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1.4 Enhanced Tenant Experience

By prioritizing mobility, real estate developers can do more than just create buildings; they can craft vibrant communities that resonate with residents and visitors alike. Through thoughtful planning and design, developers can integrate transportation solutions seamlessly into the fabric of their projects, offering amenities and infrastructure that support diverse modes of mobility. From providing ample parking facilities and bike storage areas to incorporating pedestrian-friendly pathways and transit-oriented development, developers can enhance the accessibility and convenience of transportation options for tenants.

Moreover, adherence to globally recognized standards and certifications in sustainable development not only demonstrates a commitment to environmental stewardship but also ensures that buildings are designed with walkability, universal accessibility, and inclusivity in mind. By embracing these principles, developers not only attract a diverse pool of residents but also foster a sense of belonging and community within their projects. Ultimately, by prioritizing mobility and sustainability, real estate developers can create enduring spaces that remain relevant and resilient in an ever-evolving urban landscape, enriching the lives of those who call them home.



“Our vision is a world where sustainable transport is seamlessly integrated into the fabric of every building and community.”

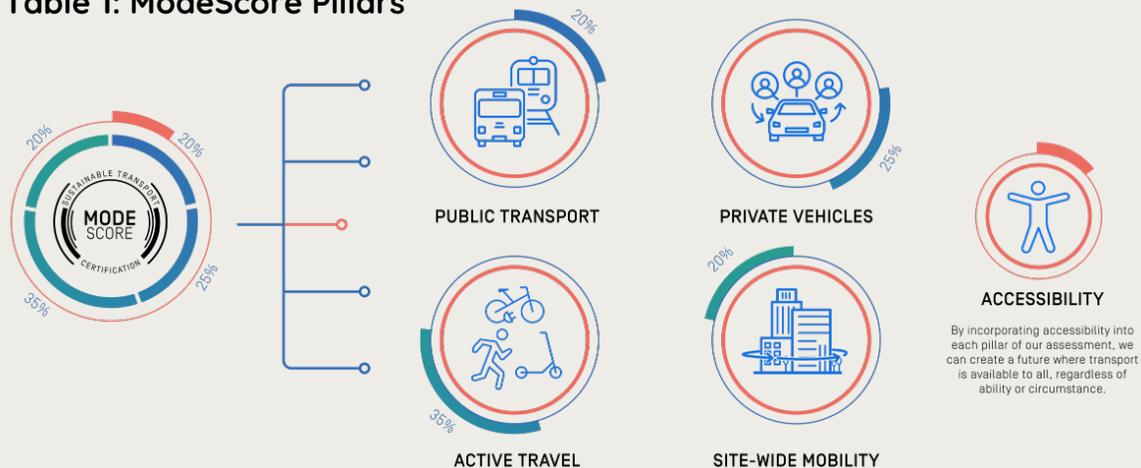
- James Nash, Co-founder

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2.1 Pillars of Transportation

In the dynamic landscape of transportation, diverse pillars uphold the intricate network of mobility that shapes our daily lives and societal progress. Active Mobility champions human-powered modes of transportation like walking and e-bikes, promoting health and environmental sustainability. Public Transport offers efficient and accessible services such as buses and trains, alleviating congestion and fostering social equity. Private Mobility includes individual vehicle ownership and sharing economy platforms, enhancing flexibility and resource efficiency. Logistics and Cargo orchestrate the movement of goods across various modes of transport, optimizing routes and minimizing environmental impact. Together, these pillars form a multifaceted tapestry of transportation, interconnected by Infrastructure and Connectivity—frameworks that support and synchronize the flow of people, goods, and information, propelling societies towards greater efficiency, sustainability, and prosperity.

Table 1: ModeScore Pillars



So what global solutions exist to accurately measure and analyse mobility scores across your real estate portfolio? ActiveScore, a global leader in active travel and building ratings, enhances buildings by recognizing and promoting active travel, aligning with sustainability goals, and supporting evolving commuting trends, providing building owners with a tailored, globally recognized standard, and directly impacting tenants' experience. ActiveScore have recently introduced, ModeScore which is their most extensive rating system for a building evaluating all aspects of mobility. ModeScore presents a sophisticated methodology for assessing the connectivity capabilities of buildings across diverse locations. Through rigorous tracking of performance metrics spanning public transport, eco-friendly vehicles, active travel, accessibility, and sustainable logistics, their system delivers a comprehensive evaluation of a building's connectivity. One of the key characteristics of a global standardized rating system for mobility is the applicability across portfolios with similar characteristics in different cities and countries. Another positive is inclusivity with ModeScore focusing on all types of buildings from commercial to mixed use to residential to retail to hotels and so forth. Let's review the four pillars that encompass/create the ModeScore rating systems.

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2.2 Active Mobility

Active mobility is a transportation approach that puts human power at the forefront. It's about getting around using your own energy, whether it's walking, biking, or using other forms of micro mobility like e-bikes. The key idea is to promote physical activity while also being environmentally friendly.

Walking is the simplest form of active mobility, available to almost everyone regardless of age or fitness level. It's a great way to stay healthy while getting from point A to point B. Bicycles and e-bikes offer a bit more speed and flexibility, making them perfect for short to medium distance trips.



Benefits Analysis

Win-Win-Win

Not only does it improve public health by encouraging exercise, but it also reduces traffic congestion and pollution. With fewer cars on the road, urban environments become cleaner and more pleasant for everyone.

Plus, it's a sustainable way to travel that helps combat climate change. Overall, active mobility is a win-win-win for individuals, communities, and the planet.

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2.3 Public Transport

Public transport is a vital component of modern urban infrastructure, offering shared mobility solutions that are accessible to all members of the community. It encompasses a range of services and infrastructure, including buses, trains, trams, and subways, designed to efficiently move people from one place to another within cities and beyond.

One of the key benefits of public transport is its efficiency and affordability. By pooling resources and providing services at scale, public transport systems offer cost-effective solutions which are accessible to a wider range of people, regardless of their socioeconomic status. Moreover, public transport plays a crucial role in addressing pressing urban challenges. By reducing the number of individual vehicles on the road, it helps alleviate traffic congestion, easing the flow of traffic and reducing travel times for everyone.



Benefits Analysis

In addition to easing congestion, public transport contributes to environmental sustainability by reducing carbon emissions. Compared to private vehicles, buses, trains, trams, and subways produce fewer emissions per passenger mile, making them a more eco-friendly choice for urban mobility. By encouraging the use of public transport, cities can make significant strides towards meeting their climate targets and creating cleaner, healthier environments for their residents.

Beyond its environmental and economic benefits, public transport also plays a crucial role in promoting social equity and inclusion. By providing accessible transportation options for individuals with disabilities, low-income communities, and other marginalized groups, public transport helps ensure that everyone has equal access to essential services, employment opportunities, and recreational activities. In this way, public transport serves as a powerful tool for fostering social cohesion and reducing disparities within society.

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2.4 Private Mobility

Private mobility encompasses a wide range of transportation options tailored to individual needs and preferences. At its core are individually owned vehicles such as cars, motorcycles, and other personal modes of transportation. These vehicles offer users the flexibility and convenience of traveling longer distances or accessing specific routes according to their schedules and requirements. Whether it's commuting to work, running errands, or embarking on leisure trips, private mobility provides individuals with autonomy and control over their travel experiences.

In addition to individually owned vehicles, private mobility also includes shared mobility services that cater to personal transportation needs. The rise of the sharing economy has led to the emergence of various platforms offering alternatives to traditional car ownership. Ride-hailing services like Uber and Lyft, for example, allow users to request on-demand transportation with just a few taps on their smartphones, eliminating the need for personal vehicle ownership in certain situations. Similarly, car-sharing programs enable individuals to access vehicles on a short-term basis, providing a cost-effective and convenient alternative to owning a car outright.

Benefits Analysis

One of the key benefits of shared mobility services is their potential to promote resource efficiency and reduce the environmental impact of transportation. By facilitating the sharing of vehicles among multiple users, these services help optimize the utilization of existing transportation infrastructure and reduce the overall number of vehicles on the road. This, in turn, can lead to fewer emissions, less traffic congestion, and a smaller carbon footprint compared to traditional car ownership models.

Moreover, shared mobility services offer users greater flexibility and affordability, particularly in urban areas where the costs of car ownership, parking, and maintenance can be prohibitively high. By paying only for the transportation they need, when they need it, individuals can save money and enjoy greater financial flexibility without sacrificing convenience or accessibility.

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2.5 Site-Wide Mobility

In the realm of site-wide mobility, ModeScore encompasses various aspects crucial for efficient transportation and connectivity within and around sites. This includes active travel, logistics, cargo transportation, and infrastructure development to facilitate seamless movement. Active travel encourages environmentally-friendly modes such as walking and cycling, promoting health and reducing carbon emissions.

Logistics and cargo transportation are essential for the efficient movement of goods, encompassing trucks, ships, airplanes, and railways to support supply chain operations. Moreover, infrastructure and connectivity play a pivotal role, encompassing physical infrastructure like roads, bridges, and bike lanes, as well as digital infrastructure for navigation and traffic management. Integration of these elements ensures optimized transportation systems, supporting economic growth, environmental sustainability, and improved quality of life.



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2.5 Site-Wide Mobility

Logistics and cargo transportation are critical components of global commerce, focusing on the movement of goods and freight across regions and along supply chains. This pillar encompasses a diverse array of transportation modes, including trucks, ships, airplanes, and railways, each playing a unique role in facilitating the efficient distribution of goods. One of the primary objectives of logistics and cargo transportation is to ensure the timely delivery of goods from suppliers to consumers or intermediate points along the supply chain. This involves coordinating the movement of goods, managing inventory, and optimizing transportation routes to minimize transit times and costs. Effective logistics and cargo management are also essential for supporting economic growth and development.

Infrastructure and connectivity are foundational elements of transportation systems, encompassing both physical and digital components that support the movement of people and goods efficiently and safely.

Physical infrastructure refers to the tangible assets that enable transportation, such as roads, bridges, railways, ports, airports, and bike lanes. These elements form the backbone of transportation networks, providing essential pathways for vehicles, pedestrians, and cyclists to travel between destinations. Well-designed and maintained infrastructure is crucial for ensuring smooth traffic flow, reducing congestion, and enhancing safety for all users. Furthermore, infrastructure plays a vital role in shaping urban development and land use patterns.

Benefits Analysis

Logistics transportation play a crucial role in minimizing environmental impacts and promoting sustainability. By optimizing transportation routes, modes, and vehicle utilization, logistics providers can reduce fuel consumption, emissions, and environmental pollution associated with freight transportation. Additionally, the adoption of alternative fuels, vehicle technologies, and sustainable practices can further mitigate the environmental footprint of logistics operations, contributing to broader efforts to address climate change and environmental degradation.

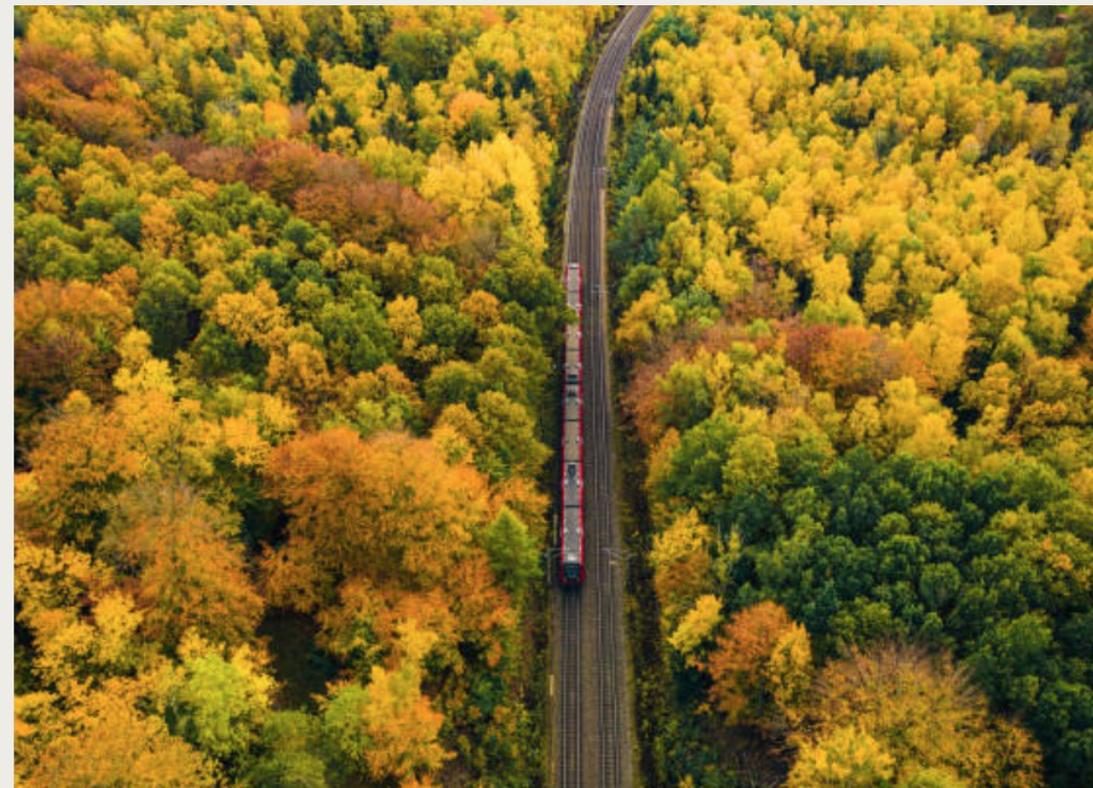
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2.5 Site-Wide Mobility

Connectivity refers to the seamless integration and coordination of different modes of transportation within a transportation network. This includes physical connections, such as intermodal terminals that facilitate the transfer of passengers and freight between modes, as well as digital connections that enable real-time communication and data exchange between vehicles, infrastructure, and transport management systems.

Digital infrastructure, including intelligent transportation systems (ITS), plays an increasingly important role in optimizing transportation networks and enhancing safety and efficiency. ITS technologies encompass a range of tools and applications, such as traffic management systems, vehicle-to-infrastructure (V2I) and vehicle-to-vehicle (V2V) communication, dynamic routing and navigation systems, and smart traffic signals. These technologies enable real-time monitoring and management of traffic flows, providing motorists with timely information and guidance to avoid congestion and reduce travel times.

Moreover, digital infrastructure supports emerging transportation trends, such as shared mobility, autonomous vehicles, and electric mobility. These technologies rely on robust digital networks and communication systems to operate safely and efficiently, paving the way for more sustainable and resilient transportation systems in the future.



3 BUILDING & COMMUNITY BENEFITS

Let's further analyse the various benefits of mobility enhancement for buildings and communities.

3.1 Community Benefits

Metric	Benefit(s)
Environmental Impact Reduction	Contribute to reducing environmental impact by promoting sustainable transportation options, such as active travel, mitigating carbon emissions, and supporting conservation efforts.
Operational Efficiency	Improve operational efficiency within buildings, reducing congestion, streamlining logistics processes, enhancing overall productivity, which benefits both occupants and the surrounding community.
Positive Public Perception	Enhance the community's perception by demonstrating a commitment to sustainability and well-being, thereby bolstering brand reputation and differentiation in the market.
Health and Well-being	Promote physical activity and reduce reliance on sedentary transportation modes, contributing to the health and well-being of building occupants and the broader community.

3 BUILDING & COMMUNITY BENEFITS

3.2 Building Benefits

Metric	Benefit(s)
Enhancing Asset Value	Elevate the value of assets by fostering sustainability within the built environment and meeting evolving market demands.
Ensuring Long-Term Viability	Strengthen buildings for long-term success by investing in infrastructure and supporting educational initiatives, ensuring resilience and adaptability to future challenges.
Attracting Quality Tenants	Signal a commitment to sustainability and quality, appealing to high-quality tenants seeking assurance in their rental decisions.
Fostering Investment Confidence	Demonstrate forward-thinking and commitment to future considerations, making properties more attractive to investors and perceived as secure investments.
Regulatory Compliance	Ensure compliance with transportation and sustainability standards, mitigating the risk of penalties or legal issues for building owners or operators. By adhering to regulatory requirements, buildings uphold their responsibility to the community and maintain a safe and sustainable environment.

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Johan Tellvik brings 30+ years of experience in finance as a highly successful hedge fund manager, investment banker, sustainability visionary and strategic advisor. He has managed large absolute return portfolios with special focus on real estate, ESG, capital markets, and technology. He is a strategic advisor working with private start-ups helping with business development, financial planning, and business evolution. He brings a wealth of experience as an investor, entrepreneur, mentor and sustainability expert. As the Founder of ESGreLab.com he is in charge of the overall development and vision behind this multi faceted education firm specializing in real estate and finance topics. He is also heading up its growing advisory services division focusing on strategic and sustainable work in Asia, Africa, Europe, and the USA. His work as a sustainable visionary has allowed him to work with a large array of professionals, including professors at leading global Universities and leaders in the private sector.



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