From Risk to Return: Leveraging Sustainability for Real Estate Value Creation

Conference Summary

4 November 2025

Introduction

The conference “From Risk to Return: Leveraging Sustainability for Real Estate Value Creation”, initiated by the CBRE Luxembourg team mainly aims at asset managers, family offices or property owners of all kinds. It explores how sustainability can drive long-term value creation in real estate, through a cross-sectoral perspective involving legal represented by Caroline Bocklandt (Elvinger Hoss Prussen), innovation represented by Anthony Auert (Luxinnovation), and real estate expertise represented by Ludovic Chambe (CBRE).

The conference is moderated by Benoît Cruysmans, Director of the ESG & Sustainability Solutions of CBRE BeLux.

The Context

Ludovic Chambe (CBRE)

The European sustainable real estate market is undergoing major changes, driven by increasing regulatory requirements (Green Claims Directive, EPBD, Omnibus Package). Despite increased complexity, sustainability is becoming a strategic constant. Client priorities are shifting towards decarbonization, biodiversity, and social issues, with strong demand for reliable data to guide decisions. Investors are increasingly aware of the added value of sustainable projects, often going beyond compliance to anticipate market expectations.

Caroline Bocklandt (Elvinger Hoss Prussen)

The regulatory landscape is evolving, notably with the partial rejection of the future Omnibus Package and the transposition of the CSRD in Luxembourg. These reforms aim to simplify obligations, harmonize standards (CSRD, SFDR, Taxonomy, CSDDD), and enhance competitiveness. Voluntary reporting is becoming a strategic tool for companies outside the CSRD scope, enabling them to meet investor demands and improve their sustainability management.

Anthony Auert (Luxinnovation)

Digitalization is becoming essential to meet ESG requirements. Luxembourg has a rich ecosystem, with more than 4,300 companies in the construction sector, supported by institutions such as MeluXina, Terra Matters, and the AI Factory. Luxinnovation plays a key role in supporting companies through programs such as Fit 4 Sustainability and Fit 4 AI, facilitating access to financing and innovative partnerships.

Challenges

Caroline Bocklandt (Elvinger Hoss Prussen)

Implementing an ESG strategy requires a full company diagnosis, adapted governance (e.g. ESG committee, CSO), and an effective reporting system. Key obstacles include limited time and resources, and the complexity of aligning stakeholders around ESG objectives.

Anthony Auert (Luxinnovation)

Renovating the existing building stock is a major challenge in achieving Luxembourg's climate goals. This involves integrating energy-efficient technologies, healthy materials, and a circular approach to the end of life of buildings. Climate resilience and indoor air quality are becoming priorities, requiring collective mobilization and public-private cooperation.

Ludovic Chambe (CBRE)

Clients face several data-related challenges: making decisions based on benchmarks, complying with reporting requirements, investing to improve sustainability performance, and executing clear action plans. Monitoring progress and aligning with European standards (TOP 15–30%) are also key concerns. Balancing short-term profitability with long-term sustainable returns is a key issue.

Opportunities & Solutions

Ludovic Chambe (CBRE)

Sustainability must be integrated at all levels: home, portfolio, asset. CBRE emphasizes value creation, both financial (rents, vacancy rates, attractiveness) and qualitative (comfort, sustainability). Analyzing the link between ESG performance and economic performance is essential, with success stories to back it up. Integrating sustainable CAPEX into business plans is becoming a strategic lever. ESG-labeled funds show competitive returns. Turning risk into opportunity is a reality.

Anthony Auert (Luxinnovation)

Luxembourg offers a comprehensive range of public support measures: subsidies, calls for projects, tax incentives (up to 18% of CAPEX/OPEX), institutional support (Klima Agence, Luxinnovation, etc.). These measures facilitate the energy transition and implementation of sustainable solutions in the real estate sector.

Caroline Bocklandt (Elvinger Hoss Prussen)

Adopting a sustainable approach helps reduce regulatory risks, improve reputation, attract and retain talent, and access new markets. Voluntary reporting becomes a strategic tool to meet investor expectations and effectively manage ESG issues. It also supports competitive growth and long-term resilience.

Du risque au rendement : comment miser sur la durabilité comme levier de création de valeur immobilière

Synthèse de Conférence

4 Novembre 2025

Introduction

La conférence, initiée par l'équipe CBRE Luxembourg s'adresse aux asset managers, family offices ou propriétaires de biens immobiliers en général. Elle vise à explorer comment la durabilité peut générer de la valeur dans l'immobilier, à travers un regard croisé dans les domaines de la réglementation représenté par Caroline Bocklandt, de l'innovation représenté par Anthony Auert (Luxinnovation) et de l'immobilier représenté par Ludovic Chambe (CBRE).

La conférence est modérée par Benoît Cruysmans, Responsable du département ESG & Durabilité de CBRE BeLux.

Le Contexte

Ludovic Chambe (CBRE)

Le marché européen de l'immobilier durable est en pleine mutation, porté par des exigences réglementaires croissantes (Green Claims Directive, EPBD, Omnibus Package). Malgré les incertitudes, la durabilité s'impose comme une priorité stratégique. Les clients renforcent leurs attentes autour de la donnée, de la valeur et du modèle de livraison, avec un accent sur la décarbonation, la biodiversité et les enjeux sociaux. Les investisseurs sont de plus en plus conscients de la valeur ajoutée des projets durables, allant souvent au-delà de la conformité pour anticiper les attentes du marché.

Caroline Bocklandt (Elvinger Hoss Prussen)

Le cadre réglementaire se transforme avec le Omnibus Package et la transposition de la CSRD au Luxembourg. Ces évolutions visent à simplifier les obligations, harmoniser les normes (CSRD, SFDR, Taxonomy, CSDDD) et renforcer la compétitivité. Le reporting volontaire devient stratégique pour les entreprises non soumises à la CSRD, leur permettant de répondre aux exigences des partenaires financiers et d'améliorer leur gestion durable.

Anthony Auert (Luxinnovation)

La digitalisation est essentielle pour répondre aux nouvelles exigences ESG. Le Luxembourg dispose d'un écosystème dynamique, soutenu par des institutions comme MeluXina, Terra Matters et l'AI Factory. Luxinnovation accompagne les entreprises via des programmes comme Fit 4 Sustainability et Fit 4 AI, facilitant l'accès aux financements et aux partenariats innovants dans la construction durable.

Les défis rencontrés

Caroline Bocklandt (Elvinger Hoss Prussen)

La mise en œuvre d'une stratégie ESG exige un diagnostic complet de l'entreprise : cartographie des opérations, gouvernance, chaîne de valeur, collecte de données. Les défis majeurs résident dans la mobilisation des parties prenantes, la mise en place d'une gouvernance adaptée (comité ESG, CSO), et la création d'un système de reporting efficace, le tout dans un contexte de ressources limitées.

Anthony Auert (Luxinnovation)

La rénovation du parc immobilier existant est un enjeu majeur pour atteindre les objectifs climatiques du Luxembourg. Cela implique l'intégration de technologies écoénergétiques, de matériaux sains, et une approche circulaire de la fin de vie des bâtiments. La résilience climatique et la qualité de l'air intérieur deviennent des priorités, nécessitant une mobilisation collective et une coopération public-privé.

Ludovic Chambe (CBRE)

Les clients rencontrent des difficultés liées à la donnée : prise de décision basée sur des benchmarks, conformité aux exigences de reporting, investissements nécessaires pour améliorer la performance durable, et mise en œuvre opérationnelle via des plans d'action clairs. Le suivi des progrès et l'alignement avec les normes européennes (TOP 15–30 %) sont également des enjeux clés. Trouver le juste équilibre entre rentabilité à court terme et rendement durable à long terme est un enjeu majeur.

Les Opportunités & Solutions

Ludovic Chambe (CBRE)

La durabilité doit être intégrée à tous les niveaux (maison, portefeuille, actif). CBRE met l'accent sur la création de valeur, tant financière (loyers, attractivité) que qualitative (confort, durabilité). L'analyse du lien entre performance durable et performance financière est essentielle, avec des success stories à l'appui. L'intégration du CAPEX durable dans les business plans devient un levier stratégique. Les fonds labellisés ESG affichent des rendements compétitifs. Transformer le risque en opportunité est une réalité.

Anthony Auert (Luxinnovation)

Le Luxembourg propose un éventail complet de soutiens publics : subventions, appels à projets, avantages fiscaux (jusqu'à 18 % des CAPEX/OPEX), accompagnement institutionnel (Klima Agence, Luxinnovation, etc.). Ces dispositifs facilitent la transition énergétique et la mise en œuvre de solutions durables dans le secteur immobilier.

Caroline Bocklandt (Elvinger Hoss Prussen)

Adopter une approche durable permet de réduire les risques réglementaires, d'améliorer la réputation, de renforcer l'attractivité et la rétention des talents, et d'accéder à de nouveaux marchés. Le reporting volontaire devient un outil stratégique pour répondre aux exigences des partenaires financiers et pour piloter efficacement les enjeux ESG.

Ludovic Chambe

Head of ESG & Sustainability Solutions, CBRE Continental Europe

Professional Experience

Ludovic has over 17 years of experience within the responsible real estate sector.

He leads ESG & Sustainability Services for CBRE's Continental Europe region. Ludovic is responsible for leading a team of 180+ fee earners, providing both strategic ESG advice and downstream sustainability advisory services across the whole property life-cycle, tackling key issues such as climate change risks, net zero carbon, sustainable development, social value and wellbeing.

Ludovic is building capacity around ESG issues across the European business lines and geographies. This includes the oversight of local sustainability leads/teams as well as the upskilling of European colleagues through workshops, training materials and gamifying sustainability.

Caroline Bocklandt

Partner, Elvinger Hoss Prussen

Professional Experience

Caroline Bocklandt is a Partner at Elvinger Hoss Prussen, specialising in ESG services, corporate law, mergers and acquisitions and private equity.

She advises leading investment firms and corporates on ESG integration strategies, and sustainable finance matters. Caroline plays a key role in shaping ESG legal services within the firm, contributing to cross-sector initiatives that address sustainability matters.

She regularly represents clients in high-profile transactions and has led multidisciplinary teams on landmark deals. Caroline also actively participates in international ESG forums, such as the World Legal ESG Summit, where she discusses insights on emerging legal trends and sustainability challenges.

Johnny Brebels

Business Relationship Senior Manager, Luxinnovation

Professional Experience

Johnny Brebels is Director of Company Relations and Support at Luxinnovation, where he leads strategic initiatives to accelerate sustainable innovation across Luxembourg's business landscape.

Johnny plays a pivotal role in guiding companies through their sustainability transitions. He oversees Luxinnovation's Sustainability Innovation Hub, aligning tailored advisory services with the maturity levels of businesses—from early-stage sustainability exploration to advanced decarbonisation projects.

Johnny leads cross-sector collaborations and pilot programmes that foster collective innovation, such as the Circular by Design Challenge and the e-Holzhaff digital marketplace. His work bridges industry, government, and research to deliver impactful solutions in areas like energy efficiency, circular economy, and sustainable manufacturing.

He also drives capacity-building efforts through expert advisory groups, funding facilitation, and strategic partnerships, helping companies navigate evolving EU regulations and seize opportunities for sustainable growth.

Anthony Auert

Business Relationship Manager, Luxinnovation

Professional Experience

Anthony Auert is the Manager of the Luxembourg AutoMobility Cluster at Luxinnovation, where he leads strategic innovation and sustainability initiatives in the mobility sector. He is stepping in for Johnny Brebels.

With extensive experience in automotive technology, smart mobility, and cross-border collaboration, Anthony supports companies in developing and deploying cutting-edge mobility solutions, including autonomous vehicles, EV infrastructure, and data-driven transport systems.

Anthony plays a key role in fostering partnerships between industry, research institutions, and government bodies. His work includes coordinating European-funded projects, facilitating access to Horizon Europe programmes, and promoting Luxembourg's capabilities in decarbonised mobility and circular economy models.

Benoît Cruysmans

Head of ESG & Sustainability Solutions, CBRE BeLux

Professional Experience

Benoît Cruysmans is Director of ESG & Sustainability Solutions for CBRE Belgium and Luxembourg, leading strategic sustainability initiatives across the BeLux real estate sector.

With over 20 years of experience as head of an architectural firm and project manager, and a decade of teaching at UCLouvain's Faculty of Architecture, Benoît brings deep expertise in sustainable design, project management, and ESG integration. He joined CBRE in 2023 to lead the ESG & Sustainability department, responding to growing client demand for decarbonisation, environmental impact mitigation, and ESG strategy development.

Benoît oversees the implementation of ESG frameworks across diverse asset classes—residential, retail, logistics, hospitality, education, and office spaces—ensuring compliance with environmental and social standards. He also drives commercial development of the department, leveraging his EMBA from Solvay Brussels School and prior experience in launching ESG services within the real estate sector.

His leadership supports a team of local experts backed by CBRE's global network of 600+ ESG professionals, positioning the department as a centre of excellence for sustainable real estate in Belgium and Luxembourg.

Thank you

For more information

JOANNE WROBEL
Marketing & Communication Manager
T +352 621 284 442
E joanne.wrobel@cbre.com