

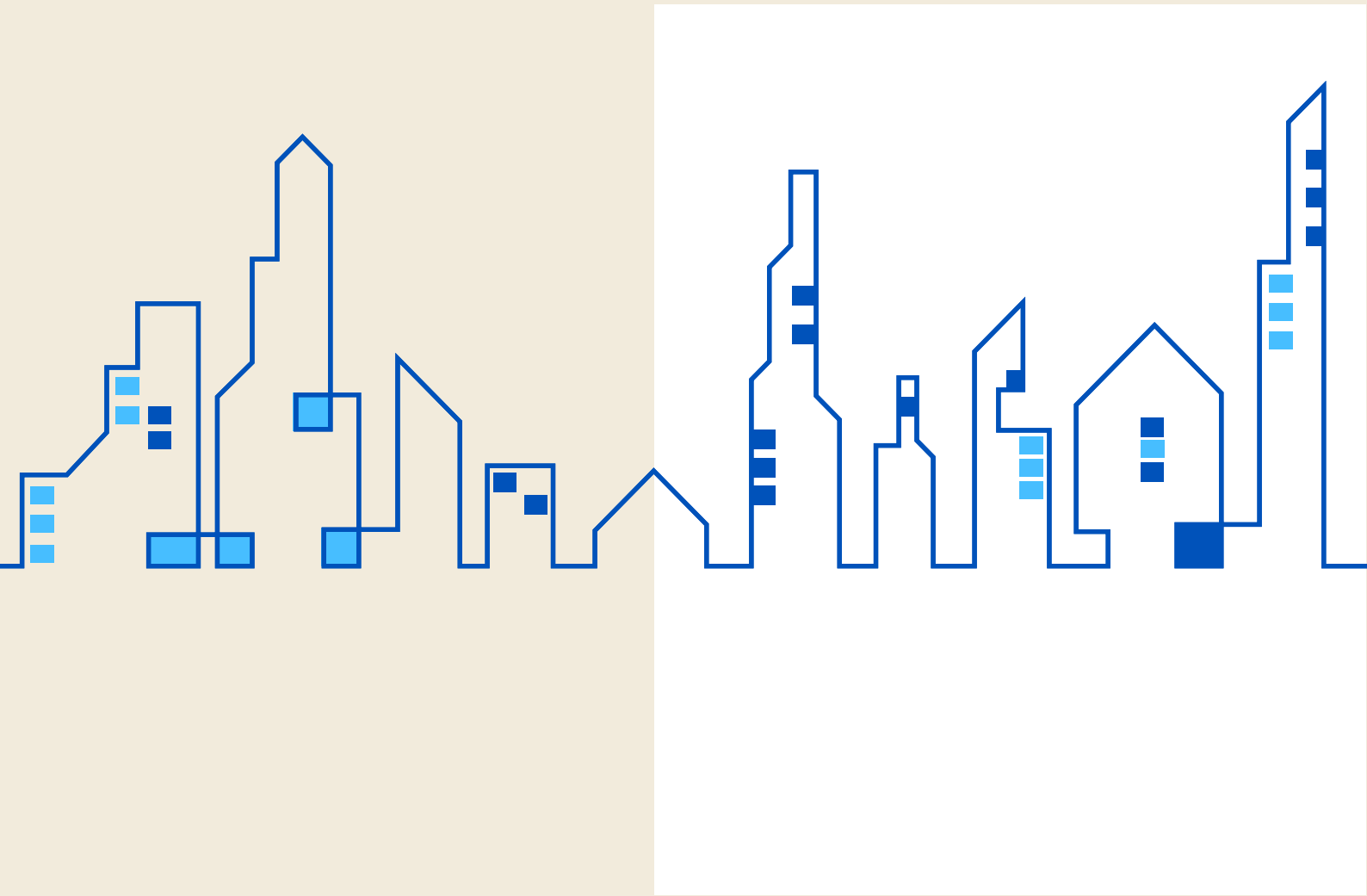
2023-2024

IE REAL ESTATE COMPETITION III EDITION

IN COLLABORATION WITH IKEA INGKA GROUP



INGKA GROUP
An IKEA retailer



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QR code to
competition's
website and to
download the
questionnaire
template



I. INTRODUCTION

We are currently facing a global climate crisis that is set to impact the lives of millions of people around the world, both in the short-term and for generations to come. of the city and your future.

II. ABOUT INGKA GROUP

Our vision is about creating a better everyday life for the many people, always keeping sight of the needs and dreams in life at home – and being as accessible and affordable as possible.

As the largest IKEA franchisee, Ingka Group operates 482 IKEA stores, shops and planning studios in 30 countries, as well as worldwide IKEA e-commerce and digital solutions. Our reach and expansion are underpinned by our network of meeting places and an active investment arm which helps support sustainable growth and business transformation. With more than 170,000+ co-workers across the world, Ingka has established hubs in Sweden, India, the US, China, Spain and the Netherlands in order to support its global operations. What's more, Ingka Group acts as a retailer, with a real estate portfolio aimed at providing operational independence and financial value today and for the long-term.

As a company, INGKA Group is committed to the Paris Agreement and has agreed to contribute to limiting global warming to 34.7°F (1.5°C) by becoming climate positive by 2030. This pledge includes reaching net-zero emissions by 2050 at the latest, as well as reducing greenhouse gas (GHG) emissions by 50% across the whole IKEA value chain, all while still continuing to grow our business.

The goal is to create a positive social impact at every stage of the value chain and boost our efforts to mitigate the effects of climate change by working with renewable heating, cooling and energy-saving solutions, life cycle management, clean construction and more.

Ingka is shifting its understanding of what it means to be a healthy workplace and adapting to the new workspaces that have sprung up since the global pandemic. We are also seeking new opportunities to shape our professional environments by incorporating social, environmental and urban sustainability in order to ensure they are spaces where people want to spend time.

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III. QUESTIONNAIRE TO SUBMIT

1. How can companies use smart design to both cater to coworkers' needs and build spaces where they want to be in a post-pandemic world where habits and expectations have changed?

2. How can global companies like Ingka Group satisfy changing expectations in the workplace while also considering the impact on the environment?

3. What makes a sustainable workplace?

4. Based on the assumption that the workspace is all about community, what can be done to ensure that today's workspaces meet people's needs and serve as more than just walls?

IV. DOCUMENTS TO BE SUBMITTED

****IMPORTANT INFORMATION****

- Each candidate must send their answers to the questionnaire in a vertical .pdf format that is a maximum of five pages. The questionnaire can be found on our website.

Link: <https://www.ie.edu/school-architecture-design/real-estate-competition/>

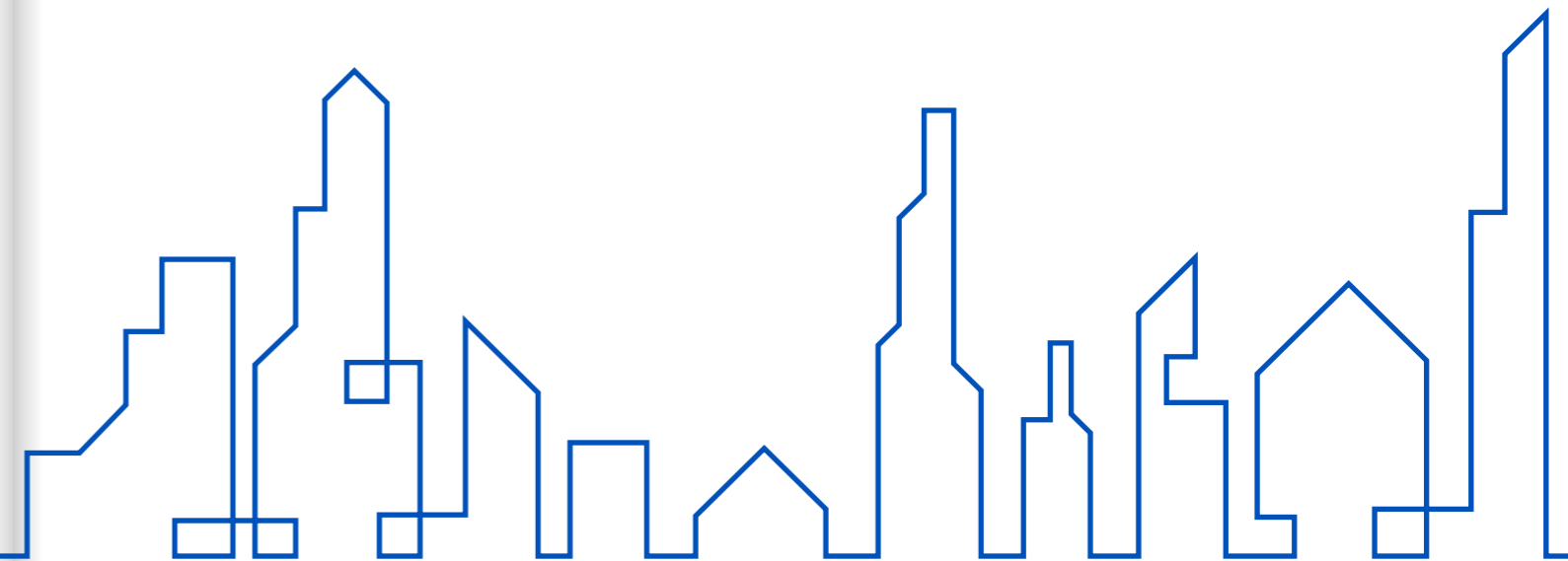
- Candidates must also submit their CV.
- *Optional: If you would like to submit additional material, you can send one horizontal slide—16:9 or 4:3—in .jpg or .png format.*

Please note that all text must be in English. Font, sizing and layout must be consistent with the given template.

Files must be named as follows: surname_name_courseletter.pdf

**Example: John Smith, candidate for "MRED":
Smith_John_MRED.pdf**

**Submissions must be directly sent to Victor Aleñar,
Senior Manager, Global Recruitment Team, IE University
Email: victor.alenar@ie.edu**



V. REGISTRATION

There are no registration fees for the IE Real Estate Competition.

Submissions must be directly sent to Victor Aleñar, Senior Manager, Global Recruitment Team, IE University

Email: victor.alenar@ie.edu

Please book a call with Victor if you have any doubt.
<https://app.hubspot.com/meetings/victor-alenar>

VI. CALENDAR

May 29th: Challenge kicks off
July 7th: Last day to submit a proposal
July 17th: Winners announced

QR code to competition's website and to download the questionnaire template



VII. JURY

The documentation will be studied by the Jury members maintaining the anonymity of participants.



CAROLINA GONZALEZ-VIVES

Director of the Masters in Real Estate Development & Managing Director at HIDRA Design



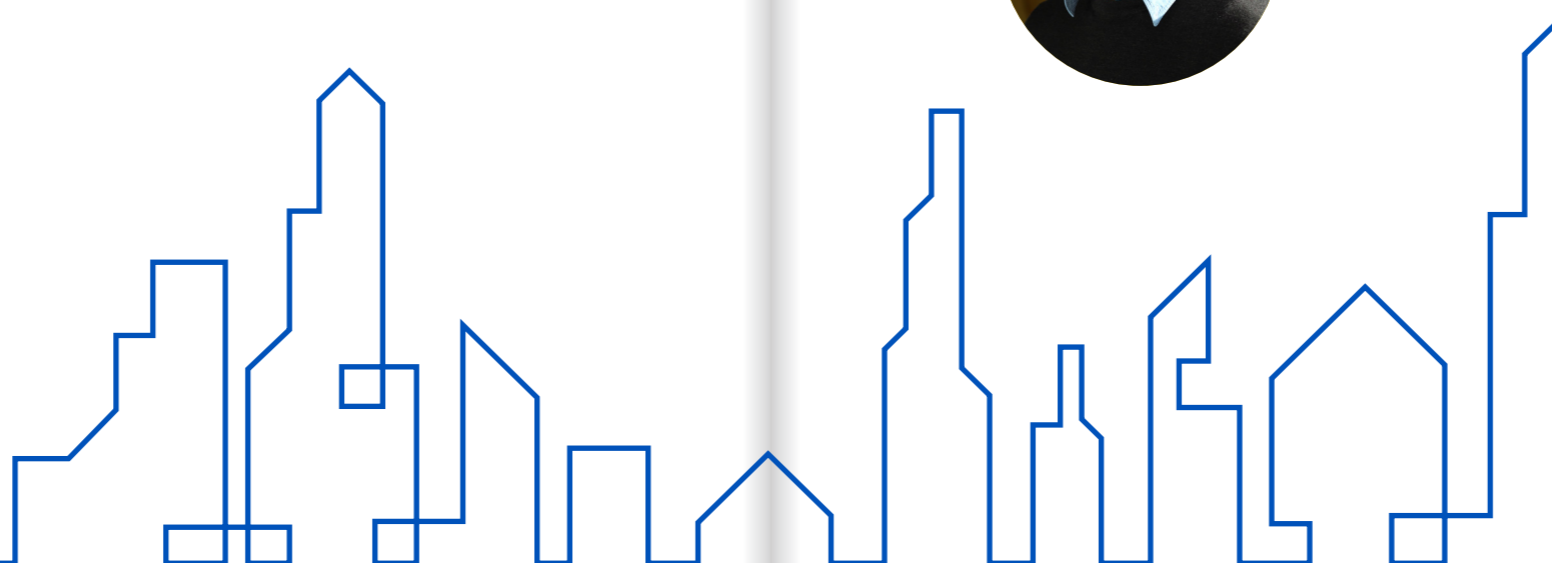
FLAVIO TEJADA

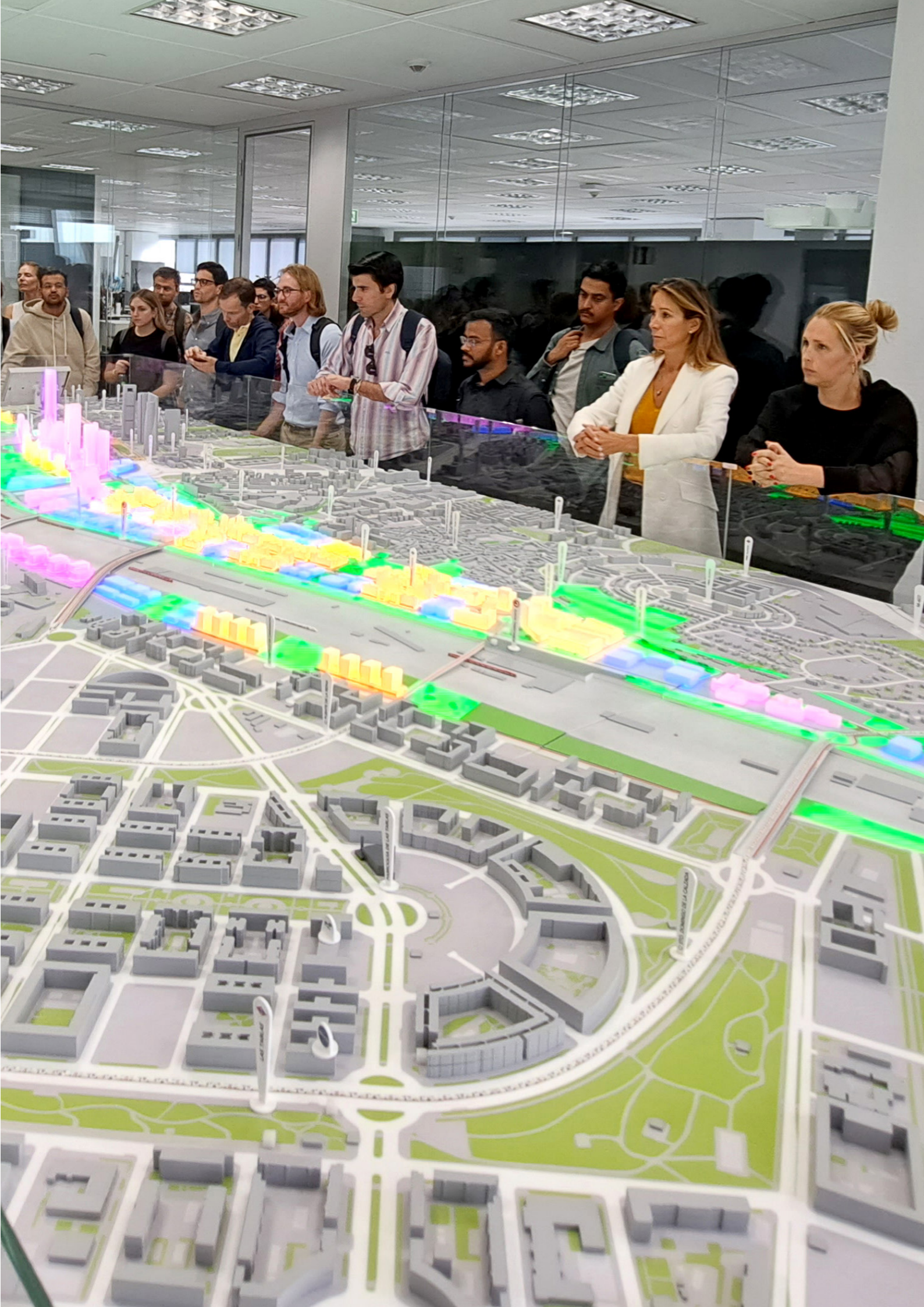
Director of the Masters in Real Estate Development & Director at Arup



TOMAS BOLANDER

Multifunction Global Hub Manager at Ingka Group (IKEA Retail)





VIII. PRIZES

The IE Real Estate Competition will award the following prizes to the winners:

FIRST PLACE (ONE WINNER)

Will be awarded consisting of:

Pending admission to the IE Master in Real Estate Development of your choice (part-time or full-time), with a scholarship of 40% off towards tuition fees for the 2023-2024 academic year.

SECOND PLACE (TWO WINNERS)

Will be awarded consisting of:

Pending admission to the IE Master in Real Estate Development of your choice (part-time or full-time), with a scholarship of 30% off towards tuition fees for the 2023-2024 academic year.

PLEASE NOTE:

- The prize can only be destined towards tuition fees for Master in Real Estate Design (MRED) part-time or full-time 2023-2024 academic year, and cannot be substituted by money.
- You do not need to be in the process or have admission to these programs to participate, but you will need to apply and get accepted if you do win, in order for the scholarship to be applied.
- These scholarships are not compatible with other or existing scholarships inside of IE University. They may be complemented with external scholarships but not IE Foundation scholarships.
- If you currently have or are granted a scholarship, the highest one will be the only one applied. This includes alumni bonuses.
- These scholarships can not be used for dual degree options inside of IE University. They are only for the single degree options.

IX. ABOUT THE IE SCHOOL OF ARCHITECTURE & DESIGN

IE School of Architecture and Design places emphasis on design, innovation and entrepreneurial spirit.

Students are encouraged to take a creative approach to architecture, design and Real Estate, to think critically when confronted with a challenge and not be afraid to think outside the traditional boundaries. Diversity among our students and faculty, who come to us from all over the world, creates a rich blend of cultures and a broad learning experience. Graduates can aspire to work all over the globe and are able to consider the world as their town. single degree options.

X. ABOUT THE MASTER IN REAL ESTATE DEVELOPMENT

Duration: 10 / 15 months

Location: Madrid / Madrid, Mexico City and Online

Intake: October

Mode of Study: In-person / Blended

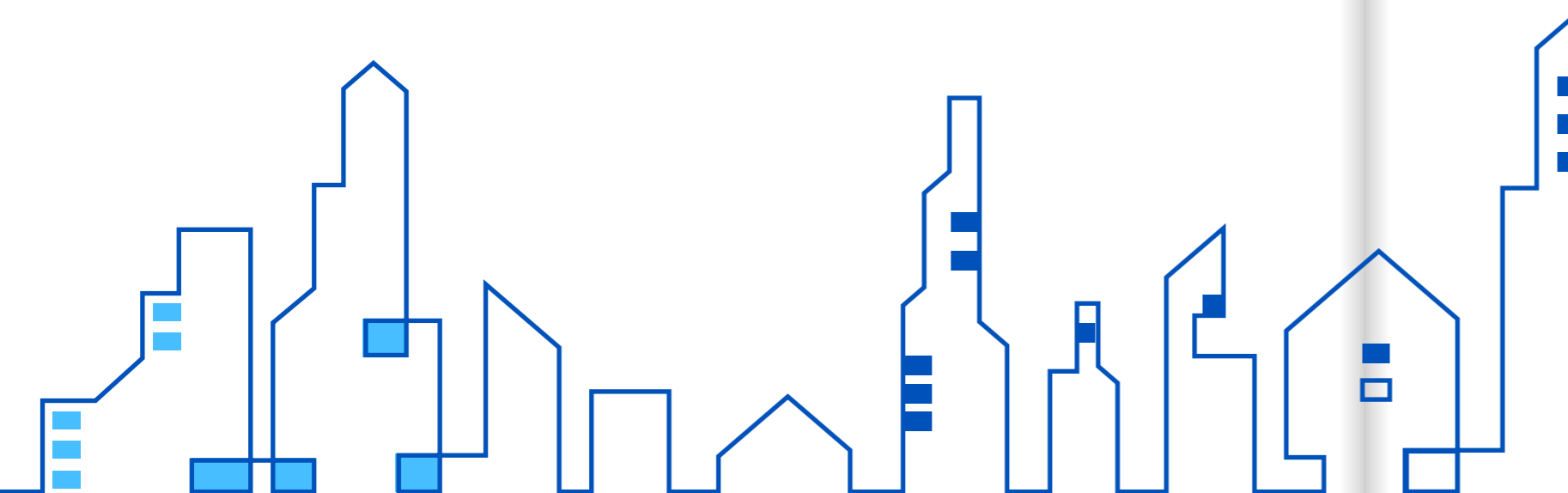
Format: Full / Part-Time

Language: English

The Master in Real Estate Development (MRED) explores the increasing relationship between real estate and the conscientious development of a city. This Master degree is aimed at understanding the breadth and depth of the development process. With a foundation in the economic, financial, strategic, and legal aspects of real estate development throughout the world, this comprehensive course goes beyond traditional subjects of the field.

As urbanization, the digital revolution and concerns about global warming are increasing at an unprecedented pace and scale, students must be able to acquire up-to-date knowledge, use new and innovative tools, and have an integrated view of the factors involved in real estate to become leading professionals of the future.

Our program—delivered in full-time or part-time format—provides you with the flexibility to study a customizable program that adapts to your needs, whether that means studying face-to-face or online.



IE School of Architecture and Design would like to thank the members of the Jury of this competition for their collaboration and dedication, as well as IKEA INGKA Group for their support.

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