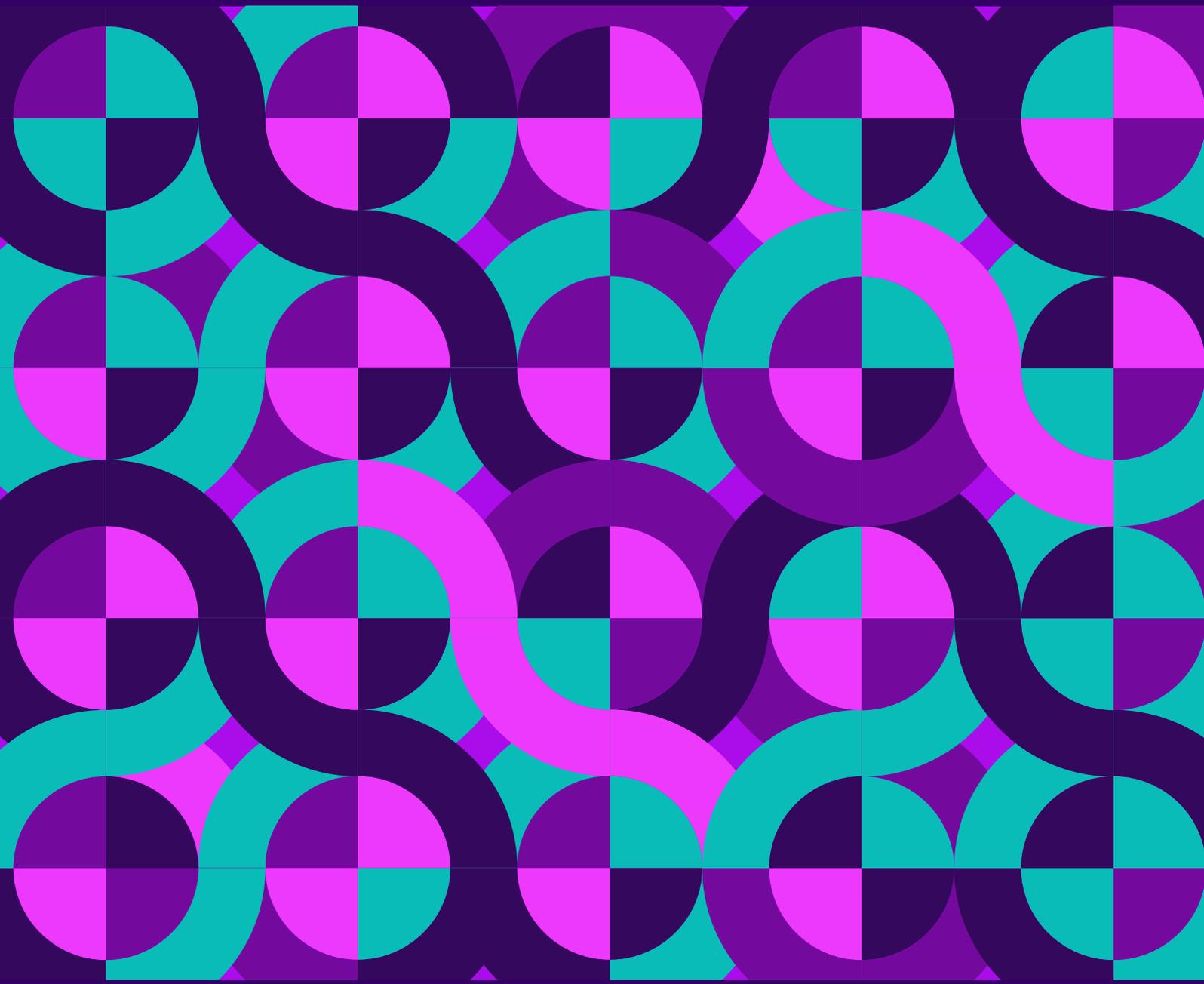


2024-2025

IE REAL ESTATE COMPETITION IV EDITION: DECARBONIZING REAL ESTATE

IN COLLABORATION WITH JLL





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I. INTRODUCTION

Participate in IE School of Architecture and Design's Real Estate Competition IV Edition! This year, we're exploring innovative strategies to reduce carbon emissions, retrofit buildings for decarbonization, integrate technology for net-zero goals, and balance sustainability with economic realities. Don't miss this chance to shape the future of real estate development and win high-potential awards to our Masters in Real Estate Development programs, full-time or part-time!



II. ABOUT JLL

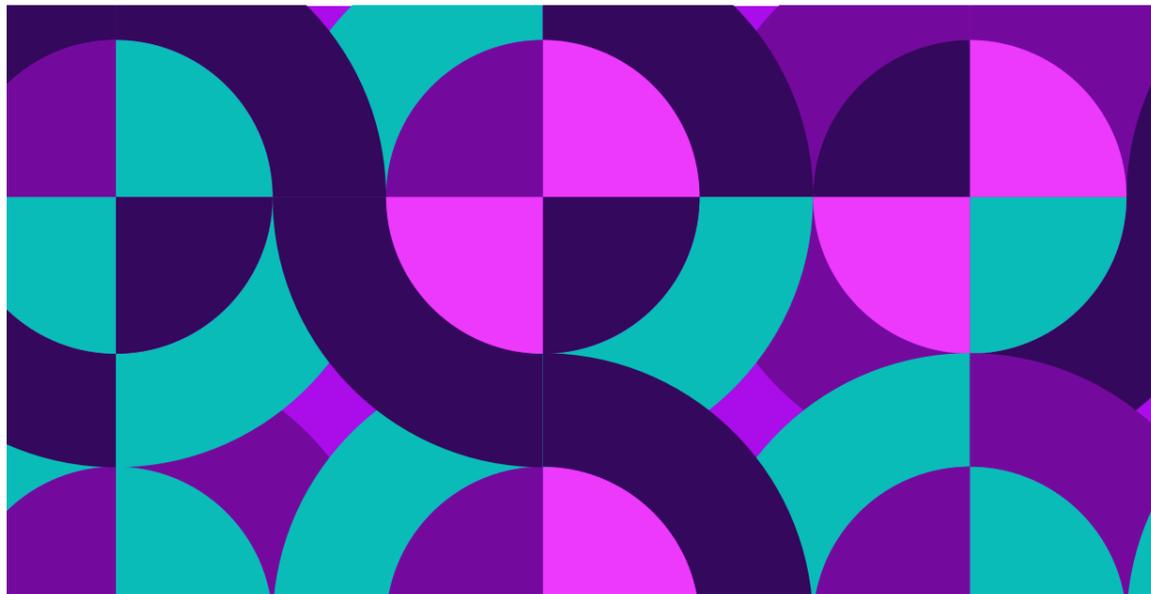
JLL is a leading professional services firm specializing in real estate and investment management. JLL is deeply committed to sustainability, aiming to create a better world through their real estate and investment management services. Their sustainability efforts focus on reducing carbon emissions, promoting energy efficiency, and integrating green building practices. JLL leverages advanced technology and innovative solutions to help clients achieve their sustainability goals, improve the environmental performance of their properties, and contribute positively to the communities they serve. Their commitment extends to fostering sustainable practices within their own operations and encouraging industry-wide advancements toward a more sustainable future.

IE School of Architecture and Design partners with JLL on this challenge because we share a mutual commitment to sustainability in all our programs. Together, we strive to advance sustainable practices in the real estate industry, shaping a better future for our communities and the planet.

III. QUESTIONNAIRE TO SUBMIT

Submissions must be in pdf format and there is a 250 word count limit to every answer.

1. What innovative strategies can be implemented in real estate development to significantly reduce carbon emissions throughout the lifecycle of a building?
2. How can existing buildings be retrofitted to meet decarbonization goals while maintaining economic viability and tenant satisfaction?
3. What role does technology play in achieving net-zero carbon buildings, and how can it be effectively integrated into both new and existing developments?
4. How can real estate developers balance the demands for sustainable practices with the financial realities of the industry, particularly in markets with less regulatory pressure?



IV. 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>

V. CALENDAR

- Week of June 17th - Challenge Launch
- Week of July 8th - Deadline for submissions
- Week of July 15th - Submissions Review Jury
- Week of July 22nd - Announcement of winners

VI. PRIZES

First Prize (1): One (x1) high potential award of 30% off tuition for the Real Estate Master of their choice, part-time or full-time.

Second Prize (2): Two (x2) high potential awards of 20% off tuition for the Real Estate Master of their choice, part-time or full-time.

PLEASE NOTE:

- *The prize can only be destined towards tuition fees for Masters in Real Estate Design Masters in Real Estate Development, (MRED full-time) and (GMRED Part-Time) 2024-2025 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.*

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

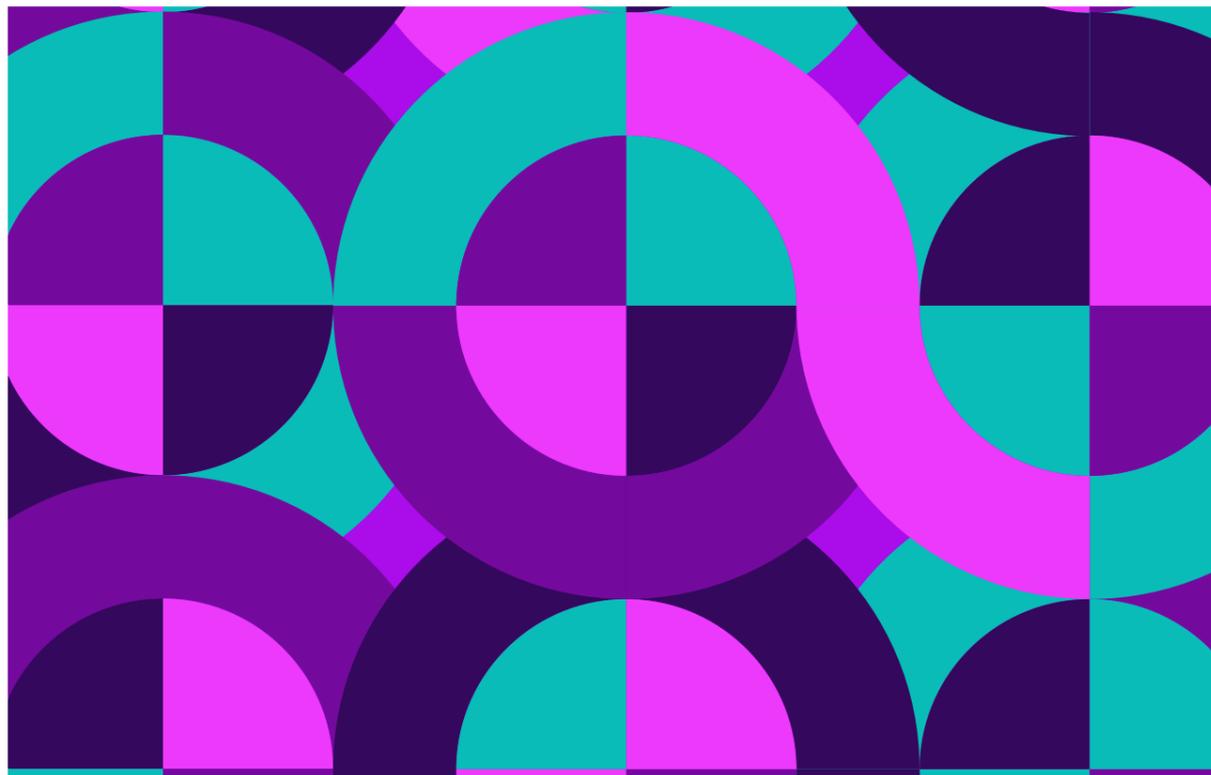


PAULA GONZALEZ MARTINEZ DEL RIO
Director EMEA Portfolio, Program & Project Management
Adjunct Professor IE MRED Master in Real Estate and Development

VIII. ABOUT THE SCHOOL OF ARCHITECTURE OF DESIGN

IE School of Architecture and Design places emphasis in 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.



IX. MASTERS IN REAL ESTATE DEVELOPMENT (MRED FULL-TIME AND GMRED PART-TIME)

Duration: 10 / 15 months

Location: Madrid / Madrid, Mexico City and Online

Intake: October

Mode of Study: In-person / Blended

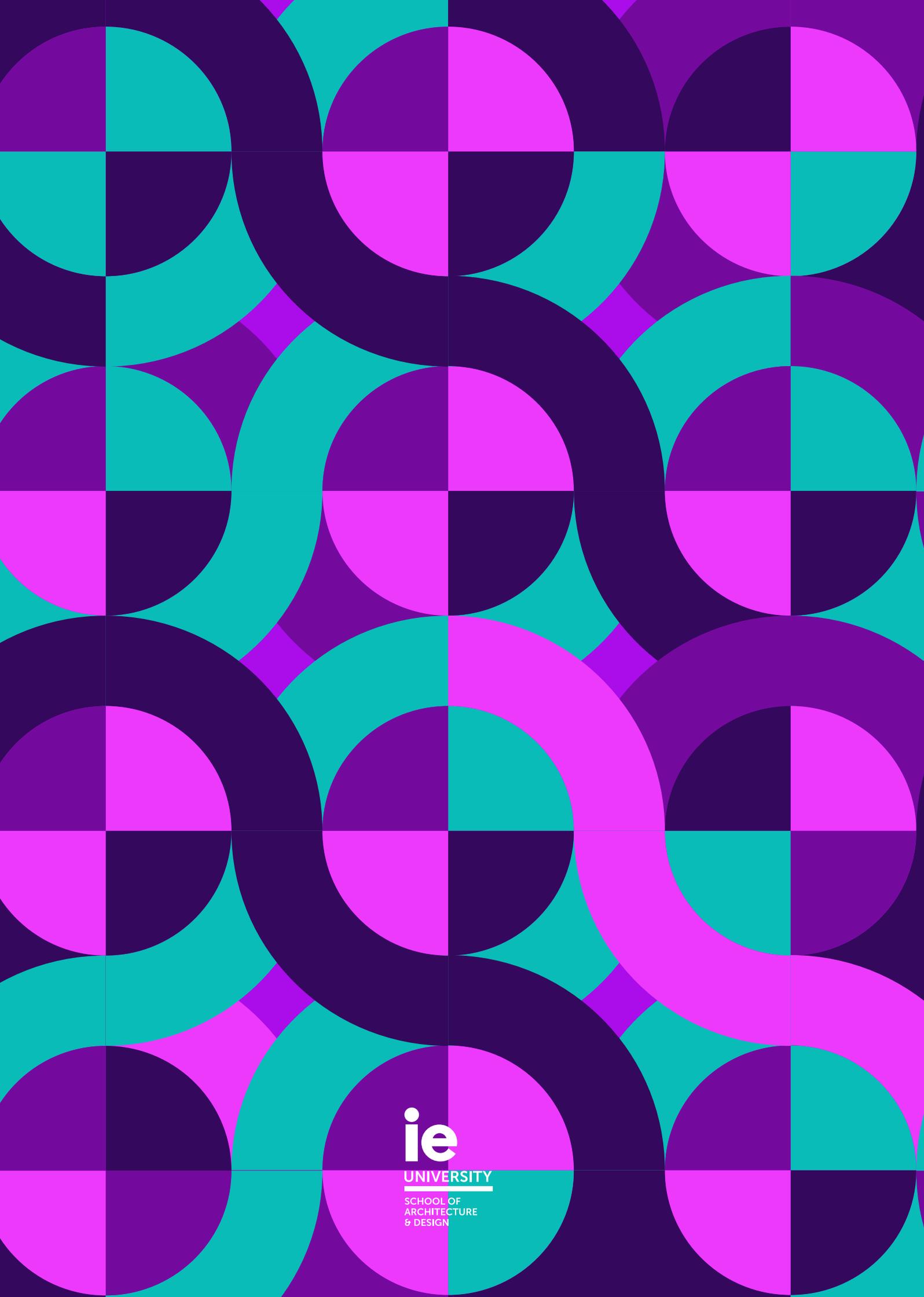
Format: Full / Part-Time

Language: English

The Masters in Real Estate Development (MRED) + (GMRED) explore 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

UNIVERSITY

SCHOOL OF
ARCHITECTURE
& DESIGN