



THE EUROPEAN PLACEMAKING MAGAZINE

1 | 2022

PP, A-1010 VIENNA  
VN: 08Z037864M

[across-magazine.com](http://across-magazine.com)



sustaina|bi|lity

We are all  
in this  
together

**PANDEMIC** HOW FINANCIAL 'LONG COVID' WILL AFFECT THE RETAIL INDUSTRY

**INTERVIEW** THE BIG ACROSS INTERVIEW WITH THE MANAGEMENT OF AMBAS (FORMER IMALLINVEST)

**COUNTRY REPORT** TAKE A CLOSE LOOK AT THE TURKISH RETAIL REAL ESTATE MARKET

## DEAR READER,

Sustainability is the issue of the moment – precisely because it concerns the future of all of us. “Transforming the spaces in which we live, work, and play to enable a more sustainable and prosperous future for all” is the title of this year’s MIPIM. Accordingly, the theme of this issue is “green retail”, pages 16 to 57.

Our cover story as well as the statements provided from the entire industry, whether from renowned and critical architects, such as Gregory Fonseca of BDP (p. 24) and blocker und partner (p. 30), from financial experts, such as Union Investment (p. 28), to retailers, such as Kaufland (p. 34), and shopfitting professionals, such as Umdasch, clearly demonstrate how creative, innovative, and future-oriented our industry is. However, they do not mince their words when it comes to the challenges being faced.

I hope that we have the opportunity to discuss many of these topics, face to face, at **MIPIM in Cannes**. The ACROSS team will be there and we look forward to having many conversations, seeing each other, and making new plans. **Please feel free to contact me to schedule a meeting.**

Sincerely  
*Reinhard Winwarter*  
*Publisher of ACROSS Magazine*  
*r.winwarter@across-magazine.com*



IMAGE: ACROSS

## DEAR READER,

I am extremely pleased that the theme of my first issue of ACROSS as the new editor-in-chief is sustainability.

It has become absolutely clear that this matter is here to stay. Sustainability is no longer a trend – it is an attitude, a strategy, and a fundamental part of a company’s success.

As such, the placemaking industry is not taking sustainability lightly. That fact is not due to the promising projects that other players have successfully implemented, which can be read about in this issue. No, it is due to the mindset of the stakeholders. In most cases, it is due to the collaborative effort that is required throughout the entire value chain of a real estate development project. Our interim conclusion regarding sustainability is clear: If we continue to focus our attention on collaboration and shared sustainability goals – even if that requires us to make more compromises – a great deal can be achieved for consumers, the environment, and, ultimately, our own value creation.

I hope you gain a wealth of new insight as you read this issue. Be sure to check back regularly on our website where the subject of sustainability will continue to play a major role in the future.

Sincerely  
*Anne-Kathrin Veltan*  
*Editor in Chief of ACROSS Magazine*  
*a.veltan@across-magazine.com*



IMAGE: ACROSS

**VISIT US ONLINE:**  
[across-magazine.com](http://across-magazine.com)

**WE KEEP OUR FOCUS  
ON YOUR RETAIL REAL  
ESTATE.**

iMallinvest becomes **ambos** –  
Your retail real estate ambassador.

[www.ambasrealstate.com](http://www.ambasrealstate.com)

 [Facebook.com/acrossmagazine.europe](https://www.facebook.com/acrossmagazine.europe)

 [@across\\_magazine](https://twitter.com/across_magazine)

 [LinkedIn.com/in/reinhardwinwarter](https://www.linkedin.com/in/reinhardwinwarter)

 [Xing.com/profile/Reinhard\\_Winwarter](https://www.xing.com/profile/Reinhard_Winwarter)

# OPINION

**Follow the Right Numbers** ..... 8  
Commentary by Matthew Burke

**Retail Real Estate's Compounding Digital Debt** ..... 10  
PropTech Column by Peter Tonstad

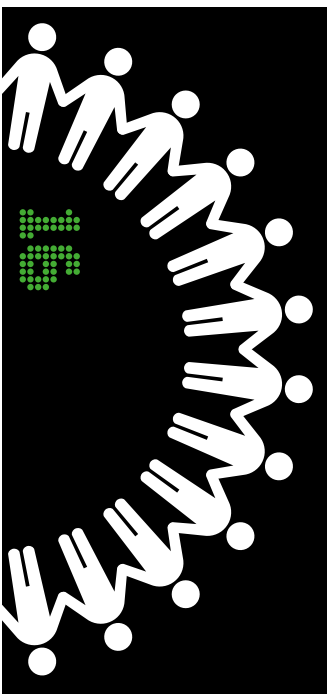
**"Leave More Equity for Retailers!"** ..... 12  
Stephan Meyer-Hensisch describes how retailers will suffer from "Financial Long COVID"

# DEVELOPMENT

**Europea Proceeding on Schedule** ..... 14  
Katerina Paule, Eurovea, and Luboš Kaštan, JIRE, on the progress of their mixed-use complex in Bratislava and how they include current trends



IMAGE: EUROVEA



# COVER STORY

**Sustainability – Together We Can!** ..... 16

When it comes to aligning the retail industry in a sustainability-oriented manner, one of the encountered difficulties is the fact that many groups have to become part of a central vision



IMAGE: JOACHIM GROTHUS

**Sustainability – the Industry's Experts** ..... 20

Experts within the industry explain the most relevant aspects of sustainability, based on their daily experience

**Our Industry is in Need of Transformation** ..... 24

According to Gregory Fonseca, BDP, sustainable architecture must take a conscious approach to energy and the overall ecosystem in the design of the built environment

**Sustainability Goals Require Sound Concepts and Good Partners** ..... 26

In terms of sustainability more efficient ways of working together can still be found in the industry, says Andreas Thamm, UBM

**Transforming Properties – an Important Step Toward Net Zero** ..... 28

The transformation of existing properties can be an important step toward climate neutrality

**A Matter of Continuous Review** ..... 30  
Sustainability is not a project – it is a process, says Jutta Blocher, blocher partners. Therefore, flexibility is an indispensable component

**Green Future – The Opportunities and Challenges of Sustainable Shopping** ..... 32

The topic of sustainability is making its way into the area of shopping, resulting in creative retail solutions

**Supermarkets as Footfall Anchors – ESG as a Responsibility** ..... 34

Sustainability and, adapted for the real estate industry, Environmental, Social, Governance, are overarching issues for politicians, society, and the business world that are back on the agenda with full force



IMAGE: KAUFHAUS

# COVER STORY

**Is the Retail Real Estate Sector on the Path to becoming Carbon Neutral?** ..... 38

Retail real estate companies are facing increasing pressure from regulators and the investment community to report what they see as their upcoming climate risks

**Working in Partnership with Tenants is Key** ..... 40

The pressures of sustainability are equally high for both commercial real estate landlords and brand representatives

**Create better: Innovating Light Solutions Towards a Sustainable Future** ..... 42

Our world is changing. Resource challenges and the fight against climate change increase the need for energy efficient lighting

**How Data Can Save Your Store and the Environment** ..... 44

Identifying holes in the supply chain and addressing them can be a massive aid in the creation of a greener infrastructure

**The Landlord-Tenant Dilemma in the Retail Sector** ..... 46

Retailers that lease their premises have had difficulties implementing the necessary measures, as it is the landlord who is responsible for building-related solutions

**How to Avoid Accusations of Greenwashing While Effectively Marketing Your Green Efforts** ..... 48

According to Caroline von Westenholz and Jacqueline Hegensart, 21Media, there is a clear and simple strategy when it comes to marketing one's sustainability efforts without being guilty of greenwashing

**Buy Less, but Better** ..... 50

A growing number of shopping centers are making sustainability their top priority right from the start. Turn-based Green Pea is one such example



IMAGES: GREEN PEA

**Resilience Certification in Practice** ..... 54

Certification solutions that evaluate and certify operational risk for property portfolios become even more important

**How SHORE Certification Creates a Safe and Sustainable Environment** ..... 56

Sustainability is not purely about environmental issues. Other important factors also come into play which relate to a sustainable asset

# INVESTMENT

**"We Are the Ambassadors for Successful Retail Real Estate Investors"** ..... 58

Stefan Hofmann and Klaus Wernochheim on why specialist know-how is so important right now and why they renamed their company /Malinvest to ambas Real Estate

# DESTINY OUTLETS

**Slovenia's First Outlet Shopping Village Opening in 2023** ..... 62

The opening of the new outlet village on the Slovenian-Austrian border is planned for next year

# RETAIL

**Authentically Narrated History Appeals to All Senses @ Fondaco del Tedeschi Venice** ..... 63  
Retail Shop Tip by HeidiMarie Kriz

# COUNTRY REPORT

**Turkish Retail Real Estate Market** ..... 64

The overview of the Turkish retail real estate market offers a look at the fast and exciting flow of 2021

# SPECIAL

**Outlook 2022** ..... 67

What 32 European industry experts expect from 2022

# EVENTS

**MIPIM** ..... 88

The two-day event which features an exhibition area, conferences, and numerous networking opportunities will take place at the Palais des Festivals in Cannes from March, 15 to 18, 2022



IMAGE: YANN COATSALOU – 350 MEDIAS

**Where the Industry Meets** ..... 89  
Upcoming events in 2022