

## Press Release

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### Apleona

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### [Apleona Joins ECOPE](#)

## “Actively Helping Customers Make Their Real Estate Carbon Neutral”

Apleona Real Estate Management is the first property manager to join the ESG Circle of Real Estate (ECOPE). The aim of the initiative, which was established by Bell Management Consultants in 2020 and now has over 150 members, is to develop and establish a resilient, marketable industry standard to measure the sustainability performance of real estate and portfolios. As well as ESG topics, the score also covers the taxonomy criteria of the Paris Agreement and the EU Green Deal.

Managing director Julia Steinmetz: “ECOPE is a key instrument for us to actively advise and support customers as they make continuous improvements and work towards making their real estate carbon neutral. Therefore, we have supported the initiative right in the design phase.”

In addition to consultancy services, in the future the real estate division of the international real estate service provider Apleona wants to offer real estate investors the Group’s entire toolbox of solutions for energy and CO<sub>2</sub> portfolio optimization. This includes comprehensive energy management that analyzes consumption and ensures transparency, as well as advising on optimizing energy use in their properties. Julia Steinmetz: “To achieve this, we employ intelligent, digital systems such as our energy management system EMS+, enerlutec or Recognizer, a self-learning technology based on artificial intelligence (AI) that has now been shown to achieve savings of up to 30% at some customer properties.”

ECOPE is also supported by the German Property Federation (ZIA), the German Council of Shopping Places (GCSP) and the German Facility Management Association (GEFMA), where Apleona is heavily involved in ESG issues.

*Image: Logo © ECOPE*

### **About ECOPE**

ESG-Circle of Real Estate, ECOPE for short, is an industry initiative to develop and establish a robust and marketable European industry standard for measuring the sustainability performance of real estate portfolios. ECOPE sees itself as a dialogue and best practice platform for open and trusting exchange among its members. The initiative has developed a holistic catalogue of criteria for an ESG scoring model. On the basis of a point scale from zero to 100, all stakeholders, such as tenants and investors, can recognise the extent to which a property or portfolio reflects the climate goals and ESG criteria. The operational optimisation potential of a property is derived from this in detail. In addition to the ESG criteria, the required taxonomy criteria of the EU and the goals of the Paris Climate Agreement are mapped. The continuous further development and adaptation of the ESG scoring to changing framework conditions is a central component of the initiative. The group of ESG Solution Partners within ECOPE have set themselves the goal of developing an ESG implementation process that will serve as a roadmap for investors and portfolio holders on the path to climate neutrality. Further information at: [ecore-scoring.com](http://ecore-scoring.com)