

CSR: when office real estate delivers solutions

Under the impetus of public authorities and public opinion, businesses must now demonstrate their environmental and social commitment if they seek financing and contracts. From this perspective, there are multiple advantages to using a green building.

Businesses confronted with the green deal

It is an announcement that sent shockwaves through European business circles: the Norwegian sovereign wealth fund has just announced that it will require all the businesses it finances to be carbon neutral by 2050. This is an event of the utmost importance given that this sovereign wealth fund is the largest in the world in terms of investment volume: it is worth no less than 1,200 billion euros and finances more than 900 businesses spread throughout 70 countries.

This announcement is more than just a publicity stunt. It comes just a few months before the [introduction of the European taxonomy](#), which will henceforth give investors, and in particular banks, a very precise indication of whether their investments comply with greenhouse gas emission reduction targets. The message to European businesses is therefore clear: to obtain financing, think green. In response to this paradigm shift, Eaglestone has decided to take decisive action by [launching its first Green Bonds, listed on Euronext Growth Brussels](#).

And the trend is no different for public orders. To quote just one example, the recently adopted [French Climate and Resilience Act](#) stipulates that by 2026, public buyers will be compelled to give preference to projects led by climate-friendly companies.

CSR-oriented offices

In all economic sectors, both major corporations and SMEs must now “show their green credentials”. What could be a more fitting showcase than a head office to prove it? The Netherlands-based Triodos Bank was recently awarded one of the world’s most coveted labels: the B Corp label, which distinguishes businesses with a positive environmental and social impact. The company was able to highlight the many advantages of its [head office](#) located in the middle of the Dutch forest. A building designed by the architectural firm RAU Architects, with a structure built entirely of timber, with huge glass walls designed to allow employees to work while immersed in the forest.

[Danone Belgium](#) has also been awarded the famous B Corp label, claiming that 100% of the electricity consumed in its Belgian head office comes from renewable energies, and more particularly from Belgian wind turbines. In Luxembourg, Eaglestone recently announced the construction of the country's [first carbon neutral office building](#). "[The Bridge](#)" will be home to nearly 4,200 m² of offices for businesses seeking to exemplify their environmental credentials.

A happier workforce

There is no shortage of green labels for businesses keen to show their commitment: [the EU Ecolabel](#), [the ISO 14001 standard](#), [the ISO 50001 standard](#)... They all aim to convince investors and consumers alike that the labelled company is respectful of the planet... and their employees !

After all, this is the other key merit of green businesses. According to [a survey conducted](#) in California, companies with stringent environmental standards were found to have workforces that were 16% more productive than conventional companies. Thus, they would feel that they are contributing to making the world a better place by working for a green company.

Furthermore, the adoption of low-carbon offices often goes hand in hand with a multitude of other arguments in favour of employee well-being: extensive outdoor spaces, nature on every floor, and third-party services such as yoga classes, hairdressing and massage salons... And what do you think that means for productivity? It's a win-win situation!