



IMPACTFUL  
PLACES



# IMPACTFUL PLACES

**Impactful Places is an independent ESG consultancy specialising in the built environment. Led by Vivienne King, the consultancy supports responsible business delivery and sustainable impact through ESG strategy design, delivery and communication.**

By supporting the management and assessment of a businesses' ESG-related opportunities and risks, Impactful Places challenges its clients to strive for ambitious ESG goals grounded in operational and commercial reality.

## **Longstanding Expertise**

Bringing deep insight and experience of the built environment and the professional services supporting it, Impactful Places supports clients to express and deliver their own unique vision of purpose and responsibility to investors, clients, employees, communities and the planet.

# ESG IN THE REAL ESTATE INDUSTRY

**Real estate has an intimate relationship with place and people. Our activity has a significant influence over the sustainability of the planet and the quality of life upon it.**

As such, investors, consumers, clients and employees increasingly expect a responsible approach to business which simultaneously delivers financial return whilst responding to global challenges and pressing local need.

The real estate businesses of today are required to map, track and quantify each element of E, S and G with equal rigour and energy, embedding the outcomes into mainstream corporate strategy.

# E, S AND G EXPLORED

## Environmental

The environmental element of ESG addresses a business' direct and indirect impact on the planet. Real estate's impact on the environment is well understood: 40% of global carbon emissions arise from the built environment, which consumes 40% of the world's natural resources. Real estate businesses increasingly recognise their responsibility for reducing carbon emissions, waste, pollution and natural resource depletion, while simultaneously sustaining business resilience.

## Social

The social element of ESG serves both internal (employees) and external (communities, consumers and suppliers) relationships. Social impact is less understood than its environmental counterpart, partly because it is driven by behaviour rather than scientific dynamics, making it harder to identify, measure and report. Nevertheless, social impact can be identified measured and reported and given real estate has a unique impact on peoples' lived experience, it has a unique opportunity, to be positioned as a force for good alongside an investment opportunity.

## Governance

Good corporate governance predates environmental and social risk and opportunity but is foundational to their realisation. It relates to the standards, systems, accountability and ethics of business management practices, decision-making and meeting stakeholder expectations. For ESG, it ensures environmental and social commitments are systematically embedded into business culture, investment and operations.





# WORKING WITH IMPACTFUL PLACES

Impactful Places supports real estate organisations across a range of responsible business practices:

- **Company core values:** Identifying the core values that reflect and distinguish an organisation's unique identity, to guide strategic decisions and serve as a cornerstone for culture and employee behaviour. Being transparent about what a company stands for increases its competitiveness as an employer and in its marketplaces.
- **ESG impact strategy:** Developing new or revitalising existing ESG strategies to add rigour to the social aspects ('S' in ESG) with objectives, outcomes, quantitative and qualitative measurement metrics and governance, alongside the 'E' and 'G'. Integrating alignment to recognised global frameworks and regulations, to help guide decision-making and prove organisations' credibility to investors, clients, communities and employees.
- **'101' social impact training:** Introducing the field of social impact to business teams – including investment drivers, social impact frameworks, the regulatory landscape, measurement and reporting – in order to build team confidence and capability in targeting and achieving social impact through business delivery.
- **Communication:** Building compelling narratives to communicate an organisation's ESG impact to its audiences credibly, authentically and with confidence. Impactful Places has a strategic relationship with a built environment PR and communications agency specialising in projects that deliver social and environmental impact – offering access to a talented, diverse and multidisciplinary communications team.
- **Stakeholder engagement:** Local network and communities mapping and evaluation through digital and in-person engagement. Gain authentic insights into local needs and nurture quality relationships to build trust, deepen understanding of local context and improve asset financial performance. Impactful Places works closely with AKOU to deliver meaningful community engagement. A collaborative rather than top-down approach is used to address social challenges, with stakeholders being treated with respect and as equal partners in creating change.
- **Market research:** Innovative replicable and transparent research-led solutions that drive positive financial, environmental and social outcomes, based on a strong understanding of the real estate market and investment and risk management processes.





# LEADERSHIP

Vivienne King is founder of Impactful Places, an independent strategic advisory specialising in helping the real estate industry achieve its full impact potential.

With a strong track record advocating for environmental and social sustainability, Vivienne has held leadership positions in real estate for more than 30 years as a principal and consultant, working in urban development, regeneration and management, joint venture partnerships, strategy development and ESG.

Prior to founding Impactful Places in 2024, Vivienne was Head of Real Estate at impact consultancy The Good Economy. She held CEO roles at Revo, the retail property trade association and Soho Housing Association, together with its commercial arm, Soho Ltd. Over 20 years of her career was with £14 billion institutional real estate investor, the Crown Estate, where as General Counsel and member of its Executive Committee, she held a wide range of responsibilities including its corporate ESG strategy.

Vivienne is the current Chair of the Shopkeepers Campaign for business rates reform; a co-founder of equality, diversity and inclusion campaigning organisation Real Estate Balance and now a member of its Patrons Group; a LandAid Patron and Executive Vice President of the Story of Christmas.

In 2023, Vivienne was inducted into the Property Week Hall of Fame for her work in the real estate industry.

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# ASSOCIATES

Impactful Places works with an experienced, multidisciplinary team of associates spanning community engagement, environmental management, PR, communications and research to provide services across the full spectrum of ESG.

## **AKOU**

AKOU is an independent social impact advisory and research consultancy, helping clients to measure the impact of their activities on society and understand how their investment can deliver the most benefit. At the heart of AKOU's approach is a focus on social capital, supporting clients to understand, create and grow their impact networks.

AKOU believes in delivering and measuring social impact in partnership with people, meaning its work is always collaborative and community-driven. The team, which is co-founder led, provides community-led research and insight; stakeholder mapping and engagement; and social impact design, delivery and measurement services.

Combining meaningful engagement, digital tools, data analysis and quality storytelling, AKOU helps clients to ground their social impact measurement and delivery in real-life settings, supporting them to make positive differences in the way they operate.

## **MEANINGFUL**

Meaningful is a strategic communications and PR agency for real estate and the built environment, specialising in projects that deliver social and environmental impact.

The agency's senior team works closely and collaboratively with clients, helping them find and tell meaningful stories about ESG and translating their work into compelling communications that consistently deliver impact, reach and results.

## **SHIFT ENVIRONMENT**

SHIFT Environment is a founder-led team of professional environmentalists working in the UK built environment.

SHIFT transforms client data into accessible environmental reports, developing environmental strategy to support current and forecasted environmental performance, providing environmental compliance advisory, delivering ESG reporting that

meets investor expectations, together with portfolio analysis addressing resource use to optimize operations, reduce energy risk and cost and manage reputation.

## **TPFCONSULTING**

TPF Consulting Ltd, led by Tim Francis, provides independent research, strategy, risk management and policy and impact assessment services to the built environment sector.

With 25 years' of experience undertaking research and investment strategy projects in international real estate markets in major global advisory, investment management and development companies. With a strong understanding of real estate investment and risk management processes, TPF Consulting helps to create innovative research-led solutions that drive positive financial, environmental and social outcomes.

**AKOU**

