

Press Release

Real estate industry launches 74 aid projects for flood victims - further support planned

Berlin, 27.07.21 - Last week, the ZIA German Property Federation (ZIA), the leading association of the real estate industry, asked its members to what extent they were helping the people in the flooded areas. The feedback was overwhelming: 74 projects have already been started to date. 40 companies have made monetary donations, totaling about 20 million euros so far. In addition, some companies are doubling or tripling employee donations. 18 projects in which employees or equipment have been sent to the affected areas are already underway, and nine times larger donations in kind have been made. Four companies are directly providing housing. In addition, many companies are still preparing further projects, especially with regard to the reconstruction of real estate and infrastructure.

ZIA President Andreas Mattner welcomes the industry's commitment. "The great suffering of those affected leaves no one untouched. I thank all ZIA members who are now standing by the side of those affected in this difficult hour. Getting 74 projects off the ground in such a short time clearly shows that the real estate industry stands by its responsibility to society as a whole," said Mattner.

The ZIA had also suggested setting up a research project for more resilient cities. "The human suffering in the flooded areas must not be repeated. We therefore propose to research in detail how we can make our inner cities and real estate more resilient to extreme weather. We are also very happy to bring in the expertise of the real estate industry," says Mattner referring also to the context of the New European Bauhaus process, and the fundamental policy of the Green Deal.

The ZIA

The ZIA German Property Federation (ZIA) is the leading umbrella association for the property sector. With its registered office in Berlin and a European office in Brussels, it speaks through its more than 300 members, including 28 associations, on behalf of approximately 37,000 industry companies right across the value chain. The ZIA provides comprehensive, unified representation for the interests of the real estate sector in all its diversity at both national and European level, including as a member of the Federation of German Industries (BDI) and the German Economic Institute (IW). The President of the association is Dr Andreas Mattner.

With more than 837,000 companies and approximately 3.3 million employees, the real estate sector is one of the largest and most dynamic in Germany. It generated approximately €619 billion in 2020, approximately 20% of Germany's gross value added and therefore more than the automotive sector, for example. The sector is aware of its role in climate protection and therefore reduced its CO2 emissions from 209 to 120 million tons per annum between 1990 and 2020.

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