

Press Release

**Real estate industry expects push in the new EU legislative period:  
“Clear the way for investment – so that Europe's economy can take off,  
new jobs can be created, and the housing shortage does not become a  
permanent condition”**

- **ZIA President Iris Schöberl: Less bureaucracy means more investment**
- **Shaping the taxonomy to incentivise commitment to climate protection**
- **Strong efforts for more housing – “Great open-mindedness in the Commission and EP”**

**Brussels/Berlin, 25 July 2024** – From the perspective of the real estate industry, Europe needs more freedom in the new legislative period in order to set a real investment boost in motion on a broad front. “Clear the way for **investment** – so that Europe's economy can take off, new jobs can be created and the housing shortage does not become a permanent condition,” demands ZIA President Iris Schöberl. The importance of tangible changes “in the sense of more and faster”, especially in **housing construction**, has recently been demonstrated again by the European elections and the growing support for extreme parties. “Answers to the housing shortage are also answers to the **threat of a deepening division of the population**,” says Schöberl. “This is another reason why it is so important that housing construction in Europe gets going.” She sees “great openness in the Commission and Parliament” on this topic, said Schöberl after talks between the ZIA leadership and EU Commissioner Nicolas Schmit and the cabinet of Finance Commissioner Mairead McGuinness. The fact that there is to be a “**housing commissioner**” in the EU in future is a very strong signal for ZIA.

From ZIA's perspective, the existing potential for greater climate protection in buildings is not being fully utilised in Europe. The **Taxonomy** directs investments towards buildings that already meet the highest standards, i.e. are energy-saving and low-emission. However, older buildings with poor standards, where refurbishments can bring drastic CO<sub>2</sub> savings, are largely ignored. “It's like permanently supporting the top of the class at school, while many students don't make it to promotion,” says Schöberl. When it comes to climate protection, the “worst first” logic of the European Energy Performance of Buildings Directive (EPBD) is convincing. This should be transferred to the Taxonomy.

According to the real estate industry, Europe has a great opportunity to become a **driver of growth and competition** again. “Our members want to invest, but they are being held back not only by the difficult financing environment, but also by the high level of **regulation and bureaucracy**,” explains ZIA’s President. “That has to change.” For example, the information according to the **Disclosure Regulation** (SFDR) is being reinterpreted in practice as a kind of label for funds, contrary to its original aim of regulating reporting on sustainability. However, the information is unclear and could encourage greenwashing rather than providing incentives to invest in transformation, warns ZIA.

Another important accelerator for boosting growth in Europe: in EU Member States – especially in Germany – public administration must become better organised and faster. “Consistent digitalisation alone will go a long way here,” explains Schöberl. “It can significantly simplify approval processes and drive both renovation and new construction.”

ZIA position on taxonomy: [ZIA PositionTaxonomy EU 2024.pdf \(zia-deutschland.de\)](#)

ZIA core demands on European policy: [ZIA EU Policy Paper 2024.pdf \(zia-deutschland.de\)](#)

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#### About ZIA

The German Property Federation (ZIA) is the umbrella organisation of the property industry. Through its more than 400 members, including 33 associations, it speaks for around 37,000 companies in the sector along the entire value chain that accounts for nearly 20 % of the German Gross Value Added. ZIA provides the property industry in all its diversity with a comprehensive and uniform representation of interests that reflects its importance for the national economy. As an association of companies and associations, it gives the entire property industry a voice at national and European level with a presence in Brussels, Vienna and Zurich - and in the Federation of German Industries (BDI). The president of the association is Iris Schöberl.

#### Contact

ZIA Zentraler Immobilien Ausschuss e.V.

Leipziger Platz 9

10117 Berlin, Germany

Phone: +49 30 20 21 585 17

E-Mail: [presse@zia-deutschland.de](mailto:presse@zia-deutschland.de) Internet: [www.zia-deutschland.de](http://www.zia-deutschland.de)



The banner features the ZIA logo on the left, consisting of a grid of squares and the text 'ZIA DIE IMMOBILIENWIRTSCHAFT'. To the right, the event title 'IMMOBILIENWIRTSCHAFTLICHE HERBSTKONFERENZ 2024' is displayed in large, bold, orange letters. Below the title, the date '25. September 2024' and location 'ESMT School | Berlin' are listed. The banner also includes logos for 'CORENET GLOBAL | Central Europe Chapter' and 'TECHNISCHE UNIVERSITÄT DARMSTADT'. On the far right, there is a large, stylized graphic element resembling a folded envelope or a paper airplane in shades of orange and grey.