



# **KPMG business talk**

## **Property Sector as the Country's Growth Engine: Capitalizing Innovation, Digitalization and ESG as Key Drivers**

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**KADIN Board of Integrated Property Development**

**The KPMG Club House, Jakarta, 17 July 2024**

# PROPERTY INDUSTRY





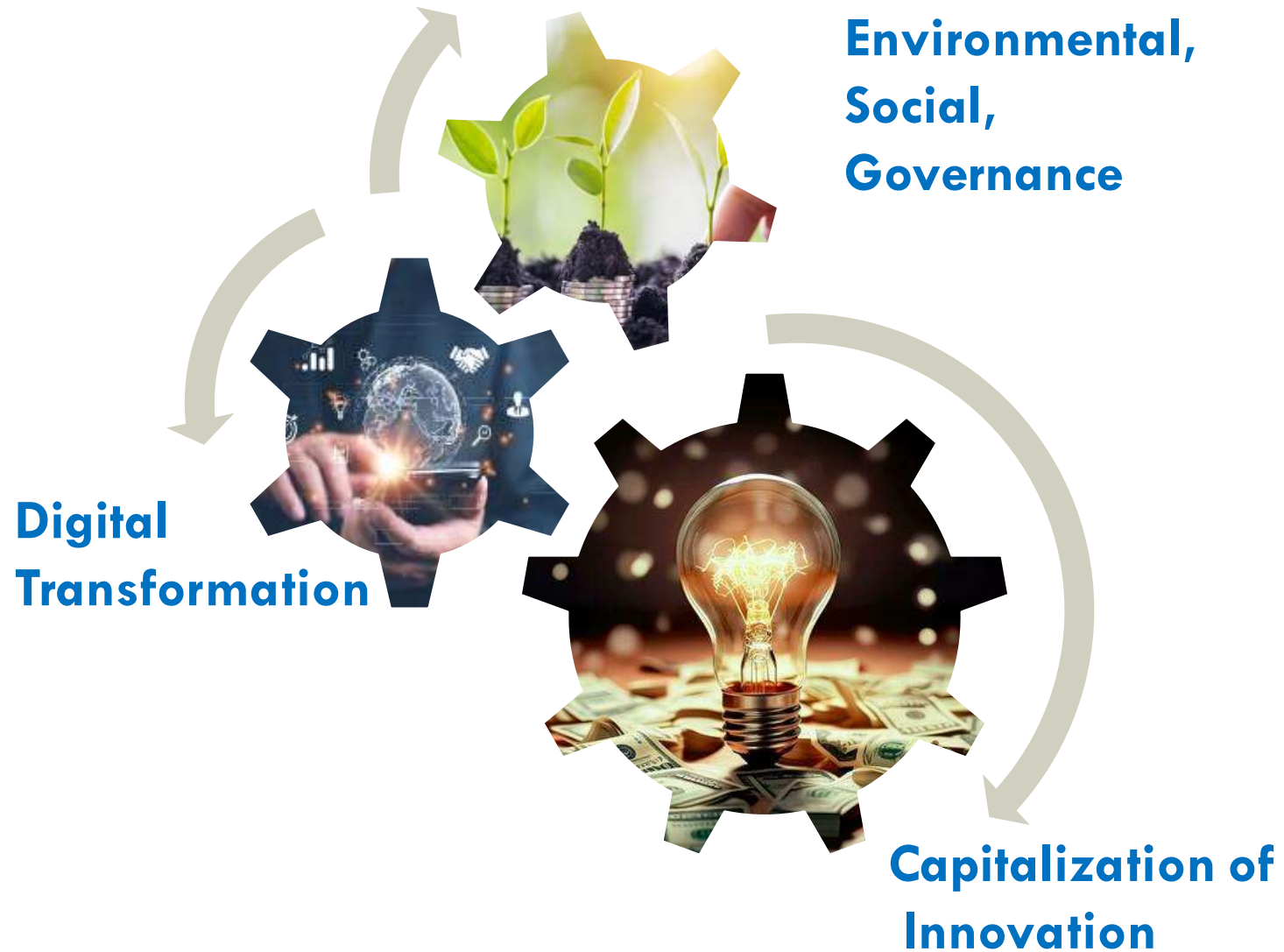
**Half of the global population now lives in cities**

**By 2050, two-thirds of the world's population  
are expected to live in urban areas**

# A CITY IS AN ECOSYSTEM



# PROPERTY AS COUNTRY GROWTH ENGINE



# INNOVATION

- Mobility
- Accessibility



# INNOVATION

## Building Technology

- Building Material
- Smart Building

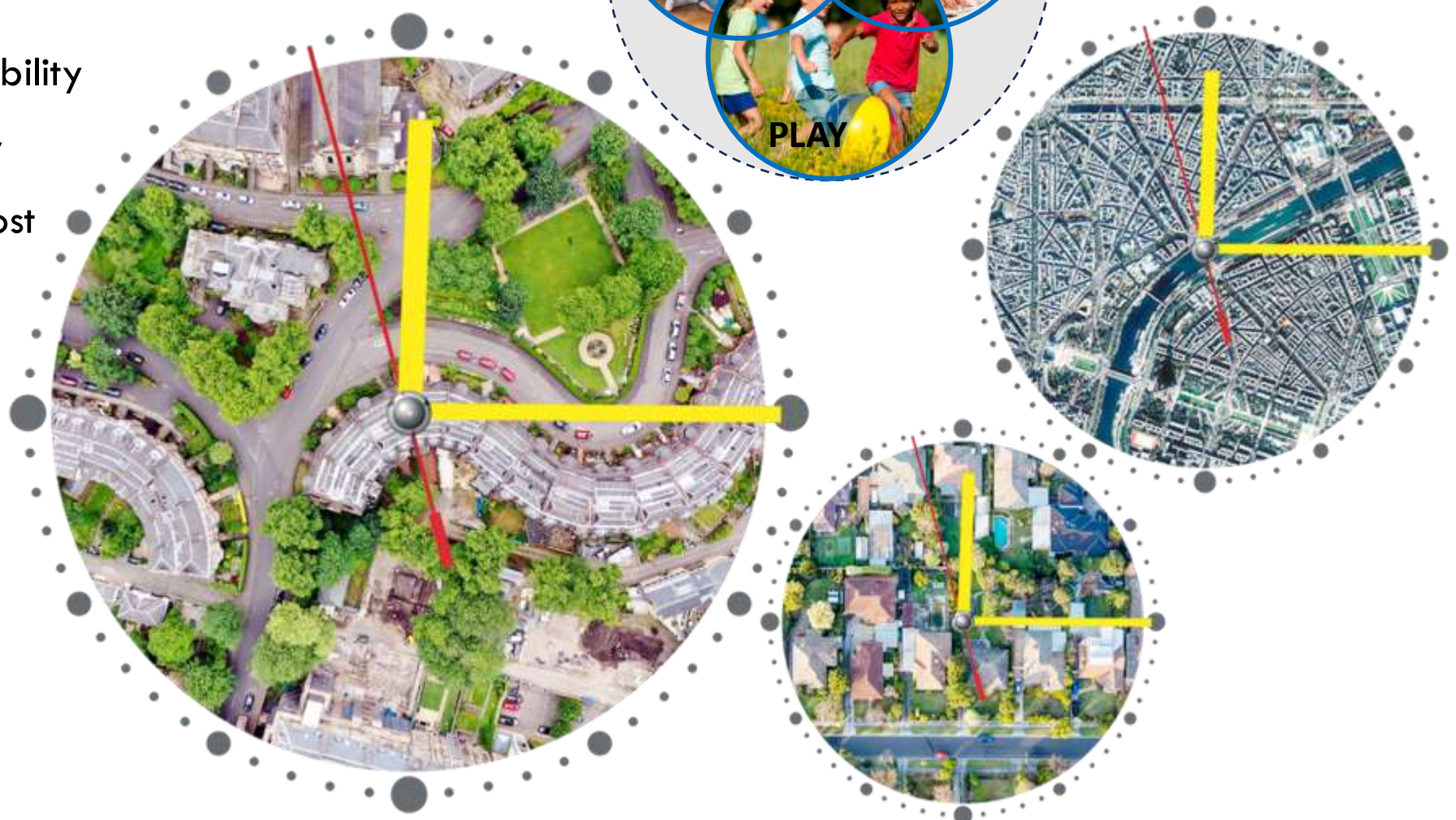


# INNOVATION

## Mixed Use and Compact City

### 10- or 15-Minute City

- Convenient Mass Mobility
- Efficient Connectivity
- Low Infrastructure Cost
- Better Lifestyle





# INNOVATION

## Adaptation to Global Changes



Implementation of green elements to reduce CO<sub>2</sub> emission

Water conservation and waste management

Usage of renewable energy and energy efficiency

Prevalence of low-emission transportation modes

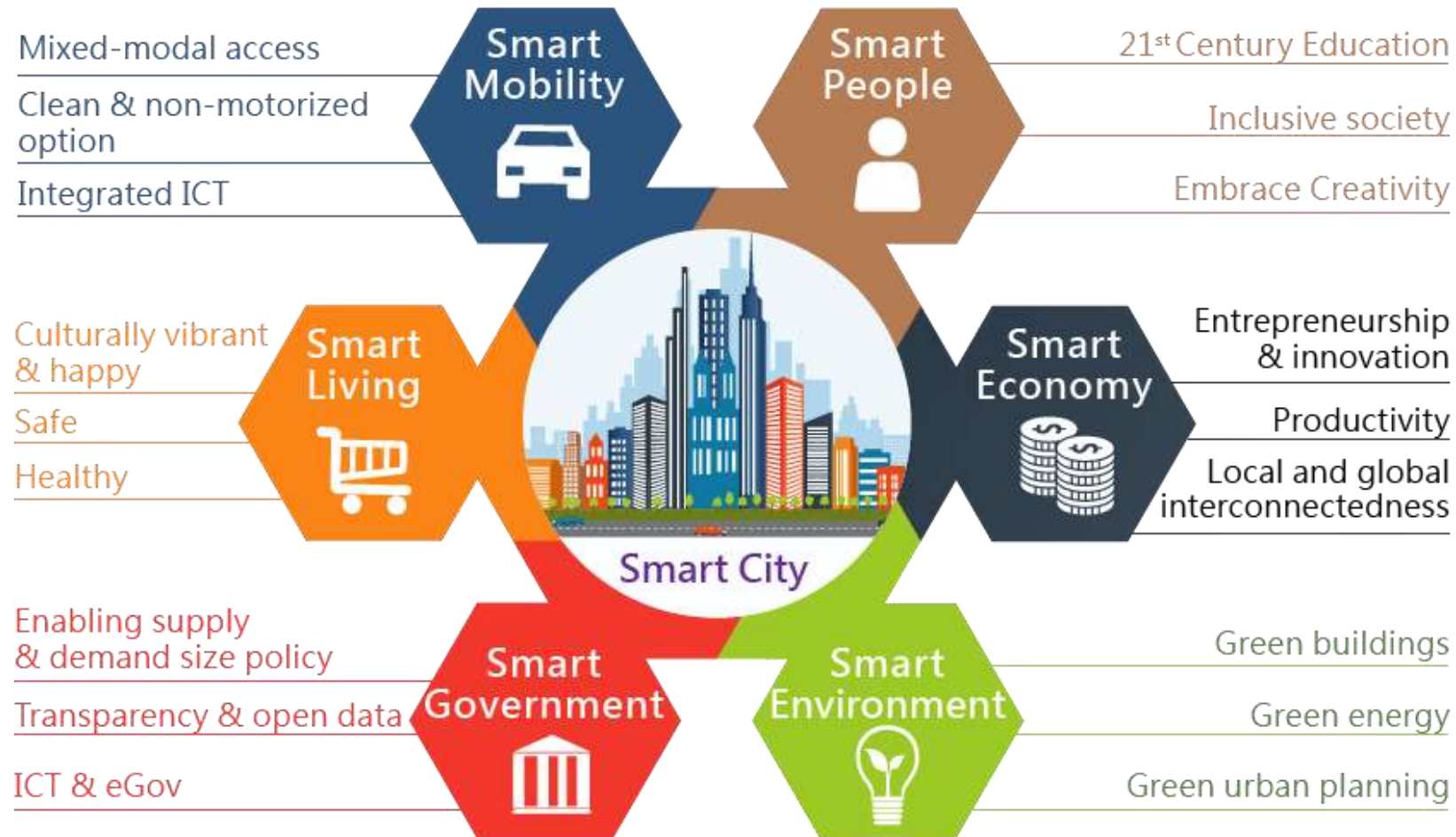
Green building certification

# DIGITAL TRANSFORMATION



**To remain competitive in an increasingly competitive world, digital transformation strategy must be in place**

# DIGITAL TRANSFORMATION DRIVES SMART CITY





## Master the Market with Digital Insights:

- Digital Technology
- Big Data Analytics



## Innovation Elevates Communication

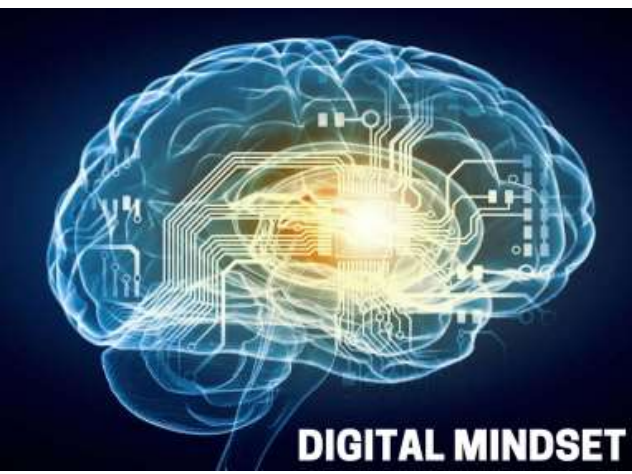
- **Resilient Communication Network**
- **Potential of Artificial Intelligence**



# 4 ACTIONABLE TECHNIQUES

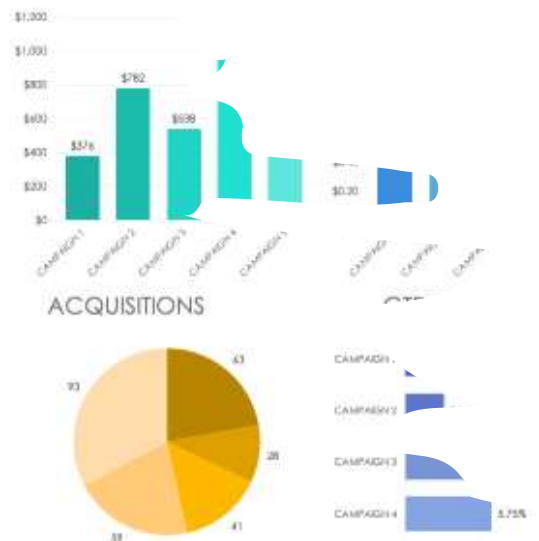
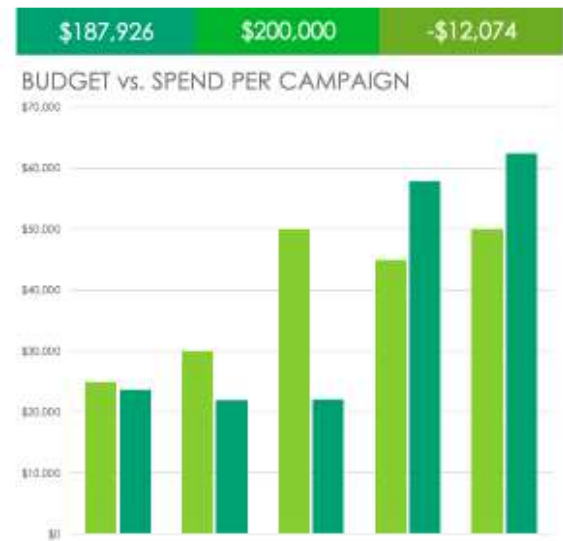


1. **Embracing Basics with Digital Innovation**
2. **Cultivating Connections**
3. **Innovating with Data-Driven Insights**
4. **Digital Mindset for Challenges**

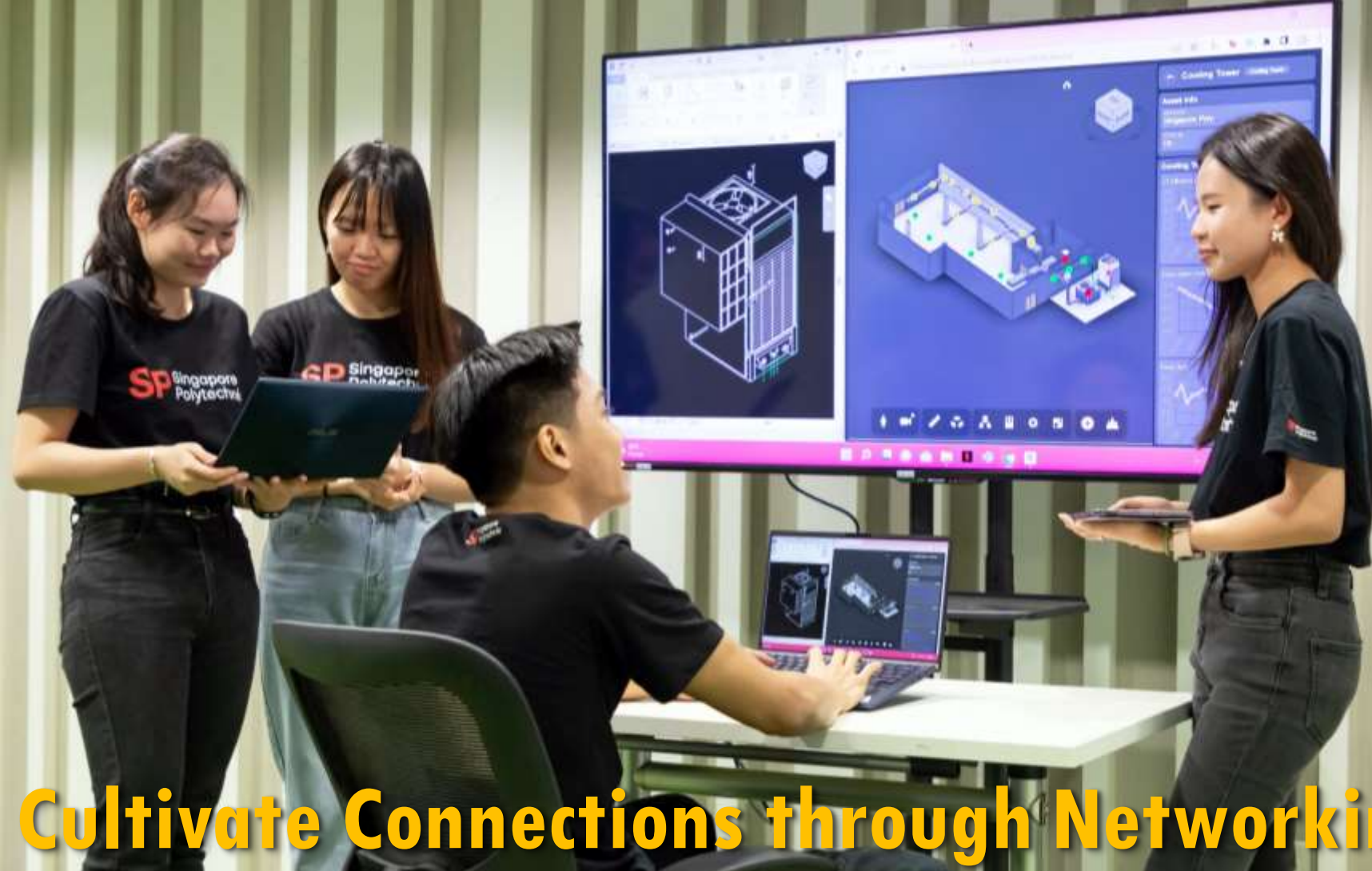




# Embracing Basics with Digital Innovation:



- **Big Data Analytics**
- **Artificial Intelligence**



## Cultivate Connections through Networking

- Building Relationships
- Collaborations





## Innovate with Data-Driven Insights

- Risk Minimizing
- Project Agility
- Market Alignment



# **DIGITAL MINDSET**

**Challenges and Opportunities**

# ENVIRONMENTAL SOCIAL GOVERNANCE



## Environmental

- Adaptive to Climate Change
- Energy Efficiency
- Sustainable Development

## Social

- Social Inclusion and Wellbeing
- Social Space Activation

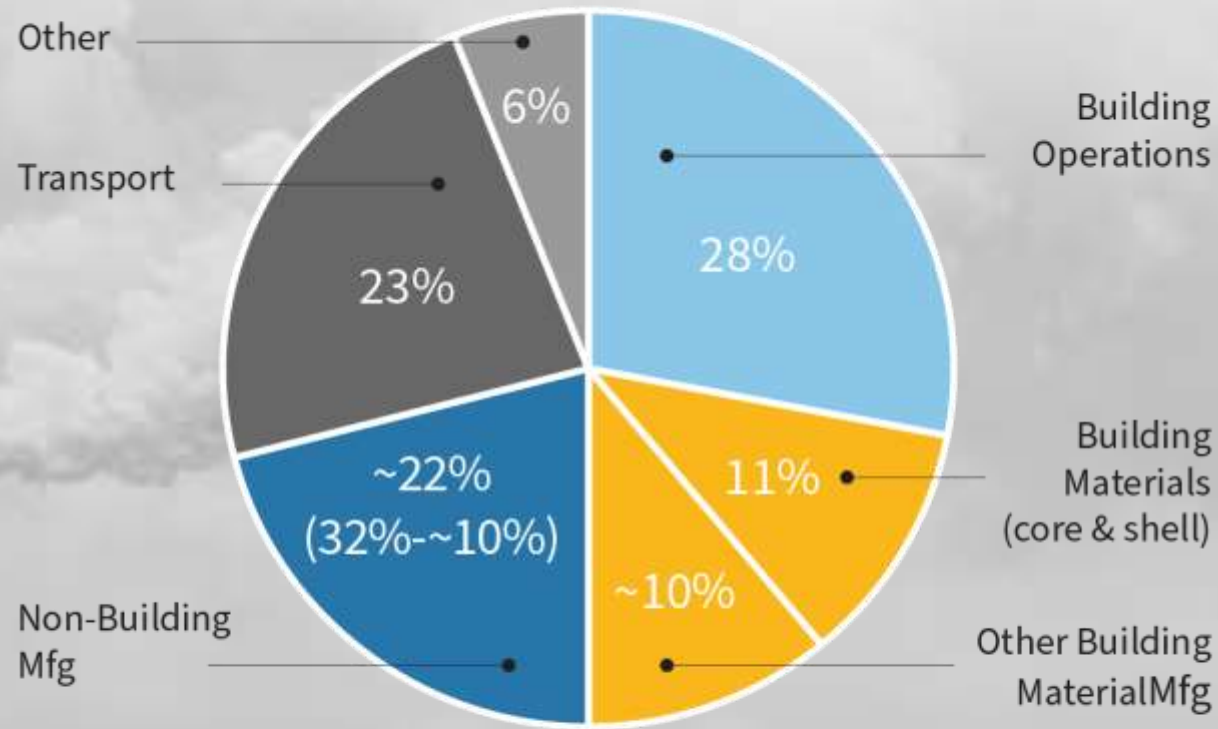
## Governance

- Customer Relations
- Business Ethics



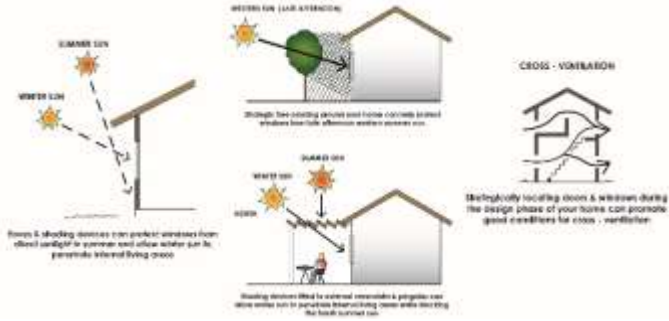


## Global CO<sub>2</sub> Emissions by Sector



Adapted from 2019 Global Status Report, Global Alliance for Building and Construction (GABC) and Architecture 2030.

- The building and construction sector has a vital role to play in eliminating carbon, as it is responsible for approximately 40% of global carbon emissions.



Passive Design



Renewable Energy



Energy Efficient Appliances

# S T R A T E G Y



Green Building Materials



Zero Waste Construction



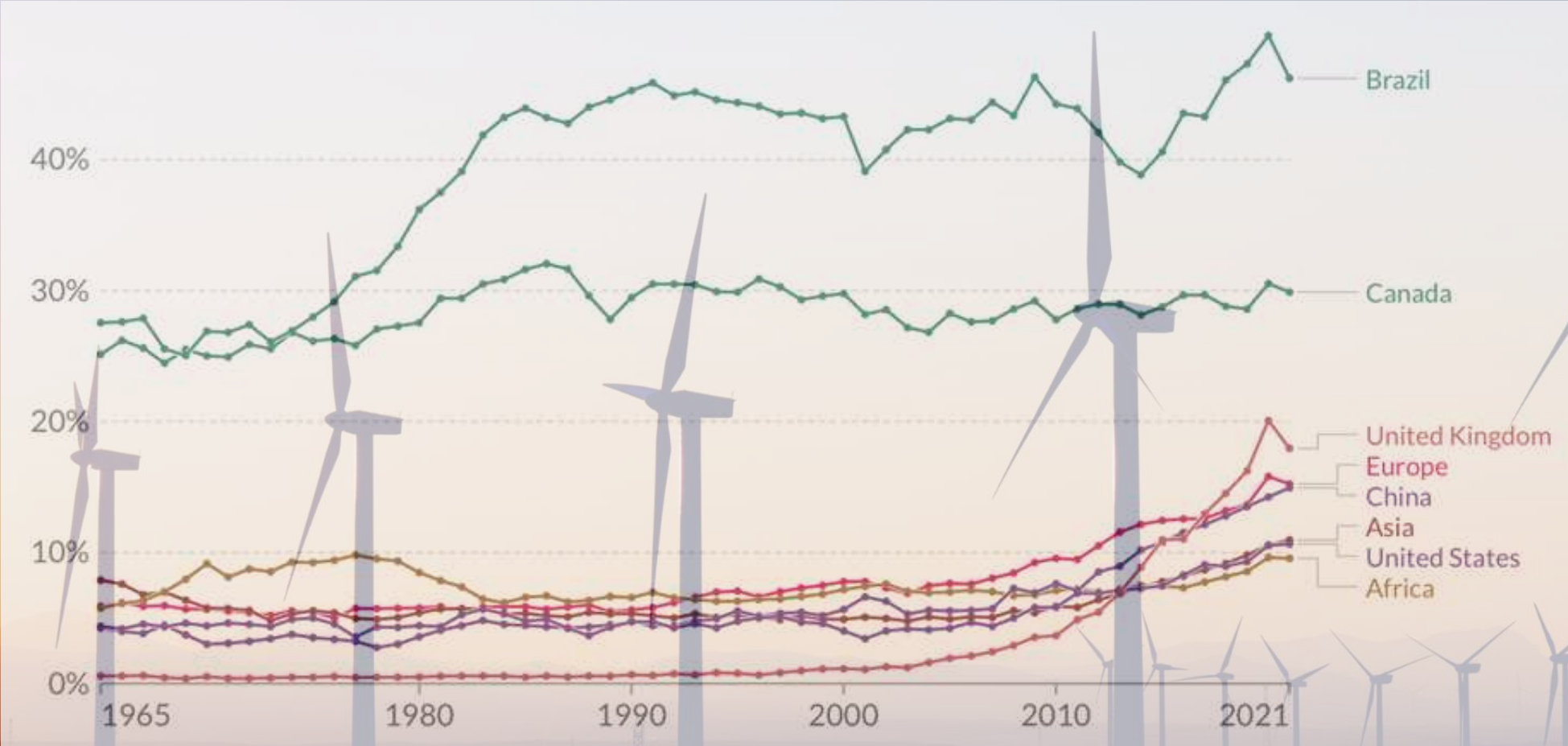
Educations



# RENEWABLE FOR ENERGY RESILIENCE



% of Primary Energy from Renewable Sources



# SUSTAINABLE DEVELOPMENT



## Green Cities

- Keep the city clean and healthy
- Collaboration and residents' participation in eco-friendly activities to become agents of change and adaptation while maintaining social cohesion and harmony



*Renewable Energy public transport*



*Tree plantings*



*Sewage Treatment Plant*



*Community engagements*

# SOCIAL INCLUSION



Income Disparity → Balanced Product Mix,  
Affordability for All

Cross-cultural Lifestyle → Universal Living Standard

Diversity → Harmony and Unity



# SOCIAL SPACE ACTIVATION

Space for all, Social Bonding Improvement for Resilient City



## Community-based Activities

→ healthy and vigorous  
Social Bonding & Inclusivity



## Public Parks & Communal Areas

→ Sports, Recreational, and  
Well-being Activities



# HEALTHY URBAN SPACES



Redefining Space for  
Social Wellbeing



CREO (Creative Office)



Community Hub



Fitness Center



Waterpark



Seniors club

# BETTER LIVES FOR ALL



Recommendation to ensure large-scale of adoption and implementation by all property stakeholders :

- Collaborate in infrastructure development to improve mass mobility and connectivity (TOD)
- Accelerate digital transformation and innovation to improve digital connectivity and build better communities (smart city)
- Foster social cohesion and cohesiveness for harmonious living in the era of more diverse global communities
- Create conducive regulatory frameworks to encourage participation in sustainable development (green city)
- Make a genuine commitment through the application of ESG for a prosperous community



**THANK YOU – TERIMA KASIH**