



HEALTH AND SOCIAL EQUITY IN REAL ESTATE: State of the Market



HEALTH AND SOCIAL EQUITY IN REAL ESTATE: Examples from the Field

PROMOTIONAL TOOLKIT

INTRODUCTION

We are pleased to announce the release of two new ULI reports, *Health and Social Equity in Real Estate: State of the Market* and *Health and Social Equity in Real Estate: Examples from the Field*. These companion reports share data and insights about trends, drivers, and leading approaches on health and social equity in the real estate industry.

Health and Social Equity in Real Estate: State of the Market was written by ULI's **Building Healthy Places Initiative** with support from HR&A and The Integral Group. It presents a snapshot of real estate professionals' awareness and adoption of practices supporting health and social equity and identifies opportunities for further inclusion of such practices. This research represents the first comprehensive and cross-cutting data about the real estate industry's adoption of health and social equity promoting practices.

Health and Social Equity in Real Estate: Examples from the Field was written by ULI's **Greenprint Center for Building Performance**. It takes an in-depth look at commercial real estate firms successfully integrating health and social equity into assets across the country. By demonstrating what companies have already achieved, this report aims to accelerate the uptake of health and social equity initiatives in commercial real estate portfolios market-wide.

There is a growing interest in and awareness of health and social equity within the real estate industry and we hope this research will help real estate industry leaders continue to advance this work. If you would like to share this report with your networks, we encourage you to make use of this toolkit, complete with promotional images, sample messaging, and other relevant information. For more information, please reach out to health@uli.org.

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KEY INFORMATION

Bookmark and share relevant report URLs in your communications.

IMPORTANT URLS

 [Read Health and Social Equity in Real Estate: State of the Market on Knowledge Finder >>>](#)

 [Read Health and Social Equity in Real Estate: Examples from the Field on Knowledge Finder >>>](#)

 [Read the Press Release >>>](#)

PROMOTIONAL BLURB

Copy and paste this blurb for inclusion in your email newsletter marketing or other digital channels.

Two new reports released by the Urban Land Institute (ULI) highlight the state of the real estate industry's adoption of health and social equity practices and the need for the industry to greater promote those already in existence. The protests for racial justice that spread throughout the United States and beyond during the summer, along with the ongoing COVID-19 pandemic, have elevated health and social equity as focus areas for real estate practitioners. The companion reports, *Health and Social Equity in Real Estate: State of the Market*, and *Health and Social Equity in Real Estate: Examples from the Field*, share data and insights about trends, drivers, and leading approaches on health and social equity in the real estate industry.

[Read the reports.](#)

KEY INFORMATION

PROMOTIONAL IMAGES

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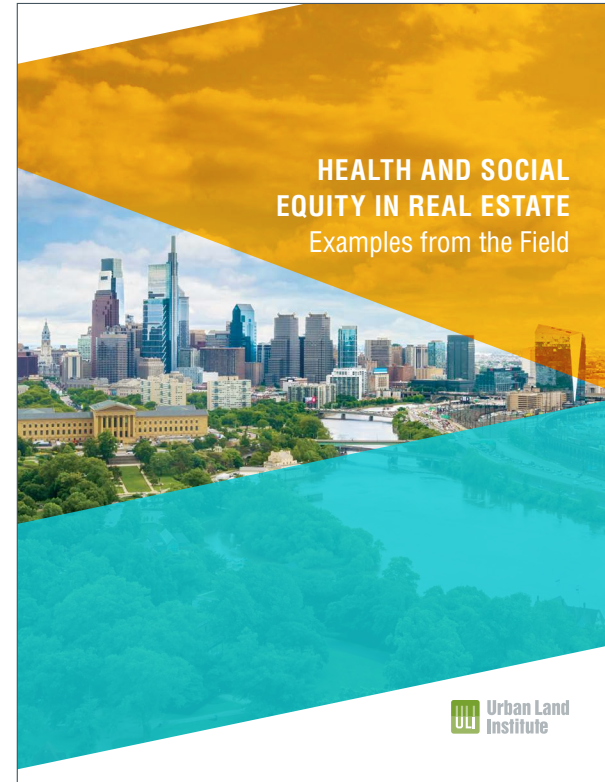
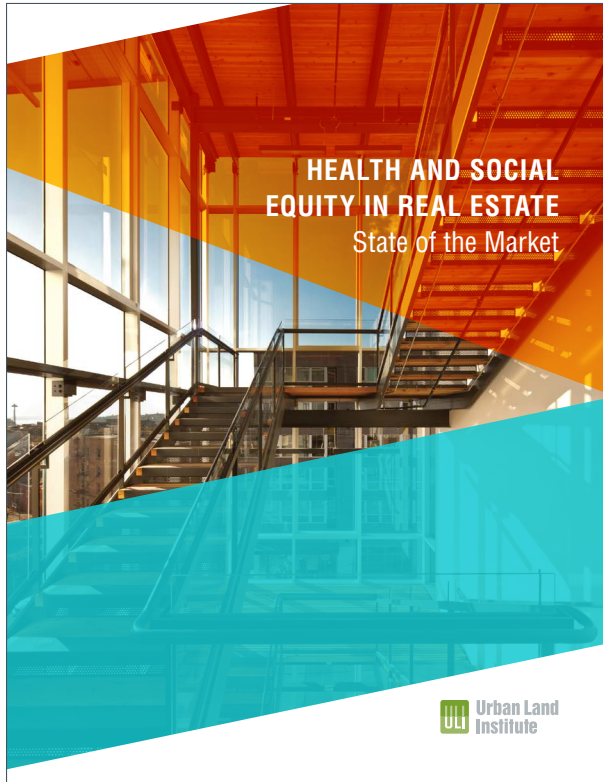
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KEY INFORMATION

PROMOTIONAL IMAGES



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SOCIAL MEDIA

SAMPLE POSTS

Copy and paste any of the sample messages below to share on your channels or craft your own message about the **#ULIHealthandSocialEquity** reports using the below as inspiration.

- **Twitter:** In the coming years, a focus on health and social equity will no longer be just “nice to have” for real estate leaders—it will be essential. Two new reports from @urbanlandinst explore how the real estate industry can accelerate their adoption. <http://bit.ly/HealthandSocialEquity>
- **Instagram:** The protests for #racialjustice that spread throughout the United States and beyond during the summer, along with the ongoing COVID-19 pandemic, have elevated health and social equity as focus areas for real estate practitioners. Two new reports from @urbanlandinstitute show how the industry is looking beyond the building to help create healthy and socially equitable communities where all people can grow, thrive, and prosper. <http://bit.ly/HealthandSocialEquity>
- **Facebook/LinkedIn:** There is a growing interest in and awareness of health and social equity within the real estate industry, and commercial real estate companies are beginning to grasp the value of health and social equity investments in their portfolios. Two new reports by @ULIGlobal’s Building Healthy Places Initiative and Greenprint Center for Building Performance share data and insights about trends, drivers, and leading approaches. <http://bit.ly/HealthandSocialEquity>

Follow the Urban Land Institute on Facebook, Twitter, Instagram, and LinkedIn to stay up-to-date and share forthcoming **#ULIHealthandSocialEquity** content with your networks.

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