



Intelligent
Real Estate
Investments
Around the
Globe

February 2023

Marketing & Communication Platform – Hines Italy

CONFIDENTIAL AND PROPRIETARY

Hines

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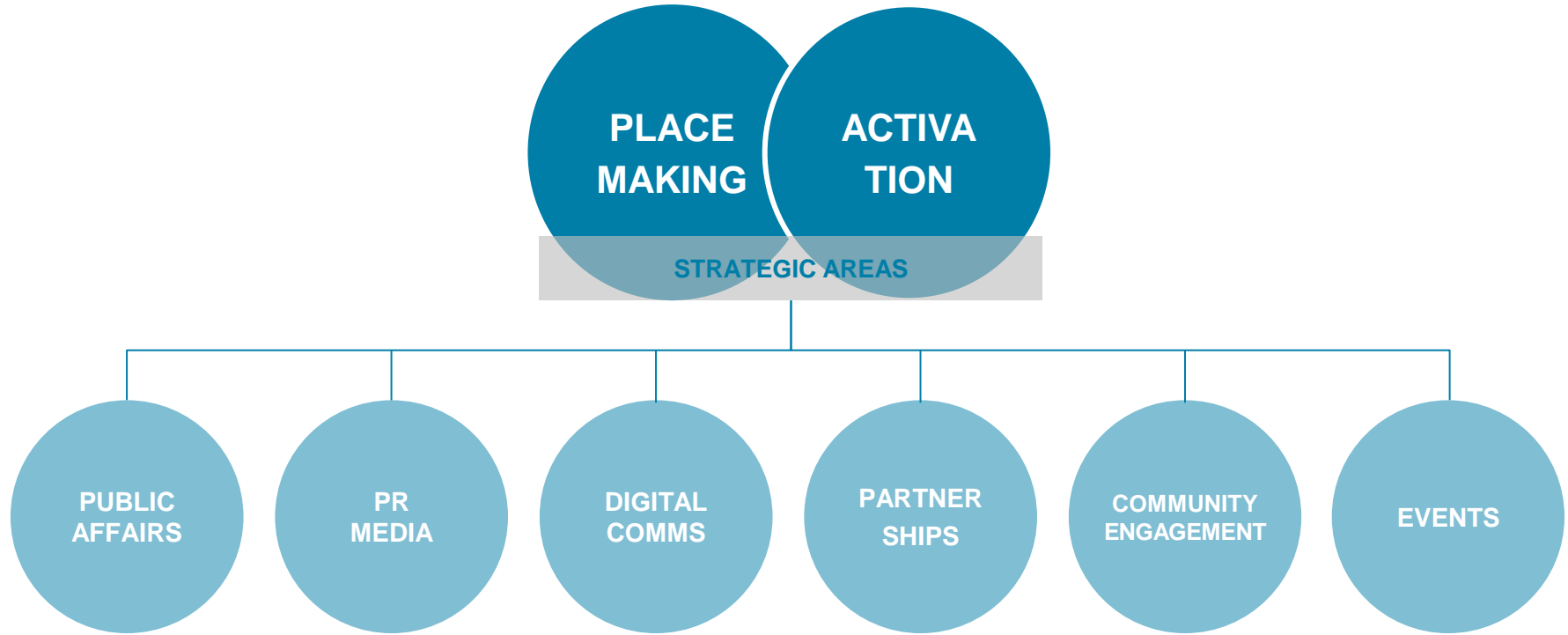
- 1. ACTIVITIES OVERVIEW AND GOALS**
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An aerial photograph of a city, likely Madrid, featuring a prominent skyscraper with a distinctive facade of vertical columns and a flat roof with several antennas. The surrounding area is filled with traditional European-style buildings with red-tiled roofs. The sky is clear and blue. In the foreground, there are green tree branches on the left side.

1.

ACTIVITIES OVERVIEW AND GOALS

Activities architecture



Placemaking and activation strategic goals



BUILDING SOLID CONSENSUS AROUND DEVELOPMENTS

- Implementing **long-term strategic alliances, sponsorships and relations** with institutions, local Municipalities, neighborhood associations, foundations, schools, universities and others
- Facilitating the **entitlement process** during the project permit lifecycle
- Setting up **unconventional collaborations** with different business industries, creating **scalable models** to be applied on various projects and fostering **social sustainability**
- Establishing a strong **public affairs** and **community relations platform** together with a placemaking and community engagement program



ENHANCING BRAND AWARENESS EXTERNALLY AND INTERNALLY

- Consolidating the **Hines factor and values** across every marketing and communication touchpoint
- Setting new **standards for urban and human regeneration** in the local markets
- Contributing to **community building** before the vertical development starts thanks to **temporary and permanent activations**
- Organizing a **calendar of internal events** to improve engagement and relationships among employees and to share know-how



INCREASING PROJECTS' MARKET VALUE

- Developing **activation plans** to foster the **go-to market phase**
- Enhancing a consistent and constant **PR media coverage**
- Building a **strong digital communication platform** through social media management and projects websites

COVERING PRE-DEVELOPMENT, DEVELOPMENT AND MANAGEMENT PHASES

Public Affairs, PR, Digital Comms

PA

PR

DC

WHAT

Set up and constantly implement **strategic relations** with Government, local Institutions, communities, neighborhood association and any relevant project stakeholders

Run a **media planning** focused on trade, economics and lifestyle media, working on launches, exclusives, interviews and speaking opportunities

Run a **digital plan** supporting any corporate and project news, creating a solid and consistent bridge between global and local environments

WHY

Build consensus around complex projects, support negotiations during the **entitlement process**, sow first communities seeds

Maintain a consistent and balanced **storytelling around Hines and its portfolio**, contributing to its growing positioning and value chain awareness, and enhancing trusted relations with media

Create a **diversified digital environment** fostering a B2B community with LI and a more B2C audience through projects IG and FB channels (Spiga26, Torre Velasca, MilanoSesto, aparto)

Focus on Placemaking & Activation

Two key areas coherent with the same vision:

PLACEMAKING

Setting up the strategy at Hines level and single-project level through:

- education
- information

ACTIVATION

Implementing the strategy through scalable **partnerships** and consistent **experiences**



Placemaking & Activation Phasing

TERRITORY ANALYSIS



BRAND CREATION



ACTIVATION KICK-OFF



1. **Territory Analysis**
 - Needs/Difficulties
 - Territory situation
 2. **Sentiment Analysis** of the public administration and of the community towards the public administration
 3. **Masterplan Analysis**
 4. **Analysis of the activities in progress by the public administration**
 5. **Territory History** - Analysis of the area identity and heritage
 6. **Identification of public administration's stakeholders**
 7. **Identification of territorial stakeholders**
 8. **Identification and selection of strategic partners**
- ACTIVITIES**
site hoardings, timelapse, photo reportage

Placemaking & Activation Phasing

TERRITORY ANALYSIS



BRAND CREATION



ACTIVATION KICK-OFF



1. **Brand Creation**
 - Manifesto
 - Identity
2. **Activation Strategy**
3. **Community Engagement**
4. **Project House/InfoPoint**

ACTIVITIES

construction site signs, project house

Placemaking & Activation Phasing

TERRITORY ANALYSIS



BRAND CREATION



ACTIVATION KICK-OFF



1. **Strategic partners mapping**
2. **Strategic partners selection**
3. **Activation Plan definition**
4. **Media Relations Plan**
5. **Social Media Plan**
6. **Events**

ACTIVITIES

on-site activations, events participation,
school projects, educational workshops,
community engagement

Social Impact Model

Next Steps

Towards an integrated Social Impact framework approach

- **Shift** from transactional to **relational approach**
- Individual and collective actions towards better **local engagement** in real estate
- Change through greater discussion, deliberation, collaboration

- Integrate value into real estate **education and training** courses at all levels
- Build knowledge, skills and capacity working with research organizations to lead debate, education and training



- Real estate development to respond to **place-based** priorities and needs
- **Local government connection** to ensure inclusive and sustainable development plans with citizens and businesses

- Hines Italy to make **local engagement** a strategic priority
- Integrate local engagement in all decision-making and business activities
- **Cultural shift** across the real estate industry more **mindful** of local impact

- More effective use of existing governance measurement frameworks and tools
- Improve performance **data** collection, monitoring and reporting

- New business and financial models through **cross-sector** collaboration
- **Knowledge hub** to share good practices, measurement tools and metrics

An aerial architectural rendering of a large data center complex. The facility consists of several long, rectangular buildings with flat roofs, arranged in a row. The buildings are surrounded by green lawns and rows of trees. A road with a dashed white line runs alongside the buildings. In the foreground, there is a paved area with some trees and a small structure. A red and white text overlay is positioned on the left side of the image.

2.

DATA CENTER - MARKETING & COMMUNICATION APPROACH

Proposed Approach

RELATIONS WITH THE MUNICIPALITY



The marketing approach will be based on an open dialogue with the Municipality to **build a solid and proactive exchange with the local institutions**, also avoiding frictions or obstacles to the project development.

TERRITORIAL MONITORING



Through the medium of the Municipality and the territorial actors, Hines and Compass could work to:

- **Monitor the needs** of the local community and stakeholders;
- **Being informed** on the existing communication and community engagement opportunities;
- **Promote the sharing of the project** by the residents.

ACTIVATION & SPONSORSHIP



Hines together with Compass could sponsor and participate to events promoted by the Municipality or other actors as a valuable occasion to inform about the project and **involve the local community** as well as the creation of *ad hoc* **projects dedicated to local schools**.

Sponsorship Opportunity

White Night of Sport

The White Night is the first partnership opportunity proposed by the Municipality. The event consists of tournaments, exhibitions and activities focused on **15 sports open and addressed to everybody** (football, basketball, volleyball, ping pong, chess, running, archery, acrogym, dance, karate etc.).

It is a valuable occasion to:

1. **Inform** the local community and spread awareness about the project;
2. **Involve the residents** and give life to a community-building opportunity;
3. Have a **transparent communication approach** and engage the community.



White Night of Sport



SPORT

15 activities, sports, tournaments, exhibitions open for everybody to try.



TERRITORY

4 districts of the Municipality of Noviglio – Noviglio, Tainate, Mairano and Santa Corinna – will be involved in the event



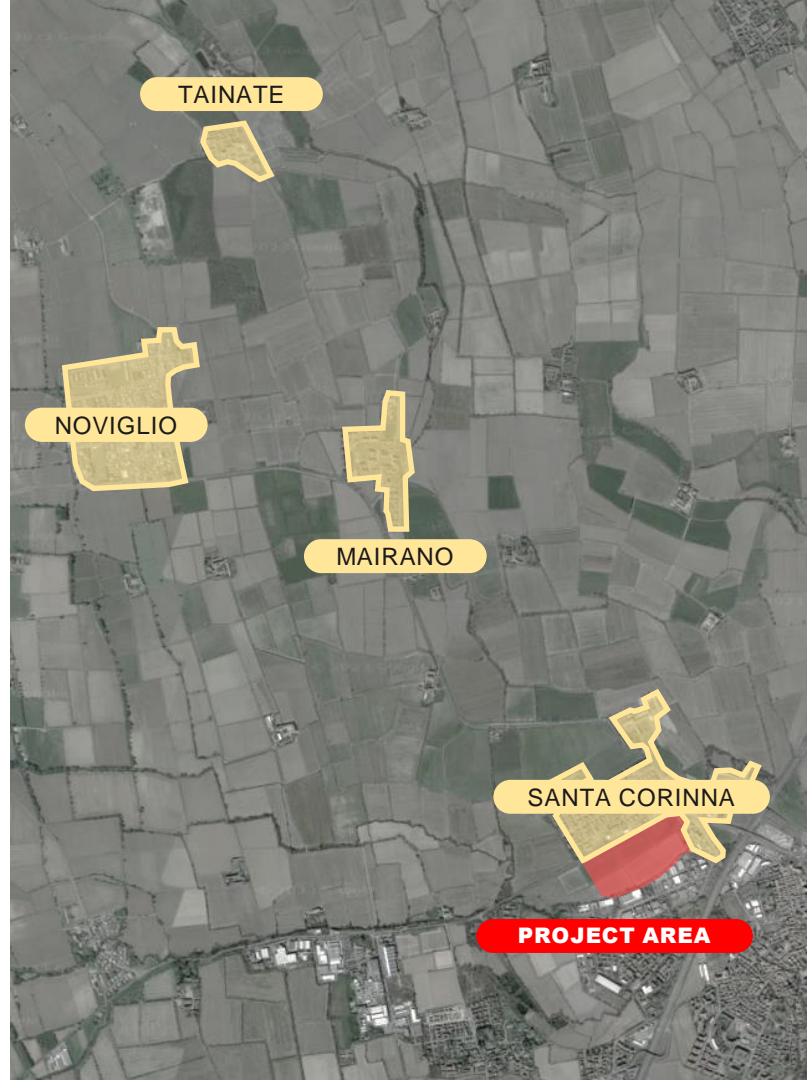
ASSOCIATIONS

An occasion to open the dialogue with the local association and the community



COMMUNICATION

The Municipality will advertise the event through social media, institutional media, banners and flyers.



Strategic Partners

Hines and Compass could support the event and expand its resonance by choosing a **relevant testimonial** involved in the sports world.

To do so, it is possible to rely on the partnership with CSI and FIDAL, already involved in other Hines' projects.



CSI (Italian Sport Center) is an association based on voluntary work that aims at promoting **sport as an occasion for education, personal growth, dedication and social gathering**.



FIDAL (Federazione Italiana di Atletica Leggera) is constituted by the totality of the sport clubs involved in track and field, inspired by the **principle of democracy and participation of everyone** under conditions of equal opportunities.

Next Steps - Schools Projects

Our marketing approach has the community at its core and **schools as a way to reach and foster the community engagement**. Through school projects, we aim at sharing our core values.

The objective is to:

1. make **improvements to the physical layout** of the schools or public spaces;
2. educate on **ESG themes**;
3. communicate the positive impact, value and **significance of the project for the surrounding territory** (e.g. laboratories with a specific focus on technology)



Creation of murals by school students in San Siro

Content Production

The whole construction phase will be accompanied with the **creation of a photo and video gallery** consisting of:

- **Photo shootings,**
- **Video pills;**
- **Drone footages;**
- **Timelapse video** documenting the whole development process.



3.

CASE STUDY: EX TROTTO AREA ACTIVATIONS



Ex Troto activations overview



Campo 7



Una Comunità Animata



A Kilometer of Biodiversity



Case study at Politecnico



Futuriamo



Pianeta 30

Futuriamo



Educational Project

Thematic program in classroom inspired by the pillars of the future urban regeneration that gave life to an open-air public exhibition in Via Degli Aldobrandini, on a portion of the fences of the construction site



Blasco Pisapia

Famous Walt Disney cartoonist who has guided the students in the project



Social value

Sensitize students on social and environmental sustainability issues through the art of comics



Saturday November 6th

Inauguration of the exhibition of the drawings made during the workshops and creation of murals on site by the students

November 2021



Futuriamo Murals



Murals inside the School

A part of the open-air wall paintings created in via Degli Aldobrandini has been reproduced in the inner walls of the Middle School Gaetano Negri



Sustainability

The project aims at promoting among students values such as environmental sustainability and social sustainability



Social Value

Making the experience related to the *Futuriamo* project even more participated and shared among students



Numbers

More than 40 students involved in the 2-days-long painting activity



A Kilometer of Biodiversity

March 2022



Educational program dedicated to biodiversity

Classroom workshops in the schools of Municipio 7 where the students analyzed the themes of evolution, respect and coexistence, giving life to colorful flowers together with the famous Italian illustrator Camilla Falsini



Open-air exhibition

The students' flowers were printed in maxi format and displayed along a portion of the construction site in Piazzale dello Sport, giving life to the concept of biodiversity, at the base of the 1km ring park (historic track on which the horses ran) of the future urban regeneration project of the Ex Trotto



Social value

Encourage the participation of young people to sustainable urban development



Saturday March 26th

Inauguration of the exhibition with the community and the institutions



Una Comunità Animata



Municipio 7 and Equa Cooperativa Sociale

Through its SPLuF service (Pedagogical Playful Training Space)



Play and educational workshops

Kit construction with natural and recycled materials reinventing the function of everyday objects



Promote sustainability

Through respect for green and the use of renewable energy sources



Social value

Activation of public spaces to promote the playful culture in sensitive and disadvantaged areas of the city

July 2022 –
September 2022



Campo 7



FIDAL

Italian Athletics Federation



Athletics track

Public field with flowers on the street (100m) designed by the artist Camilla Falsini



Area Ex Trotto

Piazzale dello Sport



Social value

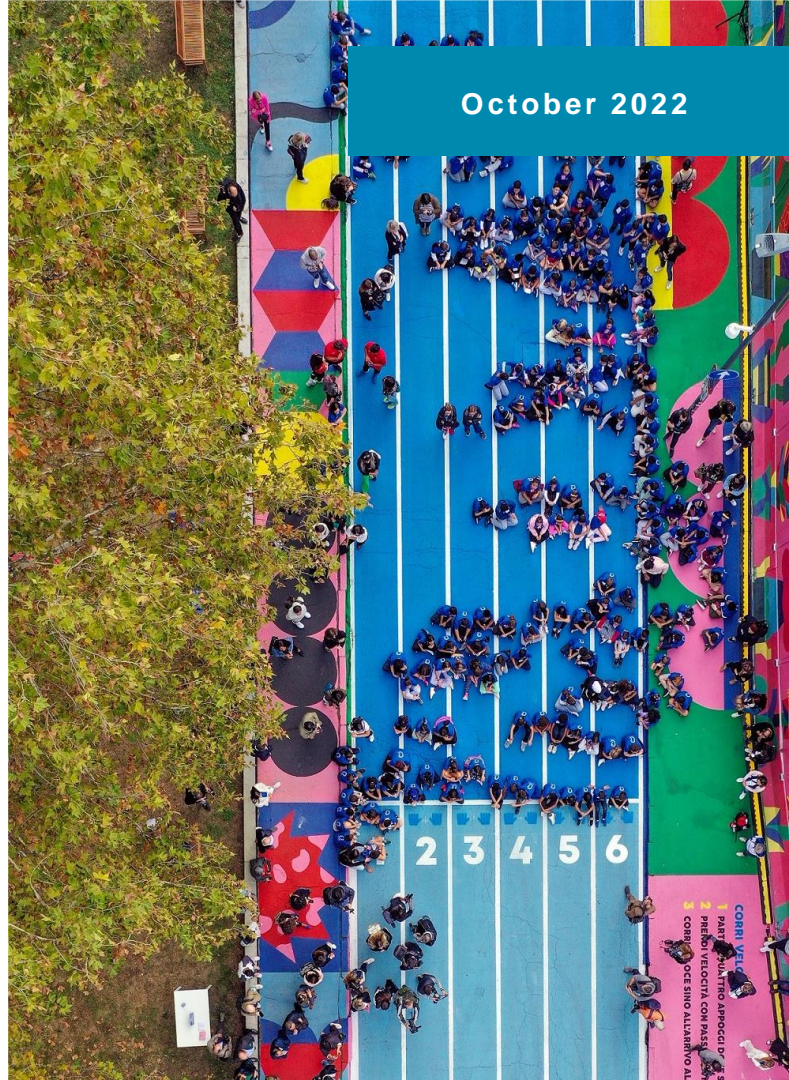
Promote the engagement of the youngest through the unifying force of sport



Thursday October 6th

Inauguration of Campo 7 with a morning of sports competitions and athletics workshops for local students. The event was attended by young students, teachers, the Representatives of Municipio 7 and of the Municipality of Milan, with the Mayor Giuseppe Sala and the councilor for Sport and Tourism, Martina Riva

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Pianeta 30



MUBA

The Children's Museum of Milan



Editorial project

Creation of an interactive book and a free exhibition-game accessible thanks to dedicated workshops until May 2023



Social value

Development of civic sense in new generations



Agenda 2030

17 Sustainable Development Goals

November 2022 –
May 2023



Thank You