

What are Product Councils

A Product Council is a critical mass of ULI members who share an interest and involvement in a topic that is, or will be, highly relevant to the ULI mission. Participants are committed to:

- Meet routinely
- Share information/best practices
- Participate and collaborate in collegial and active discussion

The structure of Product Councils is designed to engage members based on their expertise and passion within the land use industry. The goal is to create a topically focused, multidisciplinary group of senior level professionals involved in a specific facet of real estate who commit to meet on a regular basis, develop trusted connections, and share best practices.

ULI Singapore is excited to offer product councils at a local level with the launch of the Singapore Sustainability Product Council, which provides a forum for information exchange among peers on best practices that mitigate and adapt to climate and sustainability-related challenges; engage stakeholders to accelerate the adoption and implementation of sustainability, resiliency and health across the real estate industry; and, offer thought leadership to advance triple bottom-line benefits.

Member Expectations

- **Confidentiality:** The foundation for open and honest sharing of detailed information and experience;
- **Open, honest, specific information and experience:** Participate openly and honestly with specific, detailed information and experience from your current real estate practice;
- **No self-promotion:** Presentations and discussions aimed at delivering real take home value;
- **Recruit the best and the brightest:** Invite innovative leaders both ULI and non-ULI members as guests. Identify ways to continually add value to the conversation and make an impact in the community

Application Process

- After the launch of the Singapore Sustainability Product Council Meeting on 26 October, applications to join the product council are due 16 November. Applicants will be notified by 30 November.
- Applications will be reviewed by the Council Co-Chairs and every effort will be made to achieve industry and gender diversity.
- The product council meetings will be held in conjunction with the ULI Singapore Annual Conference (separate registration required) and one additional meeting as set by the council leadership.



Council Requirements

- All ULI Full Members from Singapore are eligible.
- Each council is limited to 30 members.
- Council members must have more than 10 years of experience in real estate and/or land use.
- Upon acceptance, Council members must attend two of three consecutive meetings to retain their seat, or obtain an excused absence from the council chair. To the extent member misses two out of three sessions they may not be asked to renew their application.
- Participation and attendance are key to the success of the entire council.
- Council affiliation fees will be SGD200 per year. The fees will cover meeting space, refreshments and venue for council days.
- Each council member will have the option to renew annually for three (3) years. After three (3) years, the council member will be asked to reapply.
- Every effort will be made to maintain professional, ethnic and gender diverse councils.