

# Theory of change

Phase 1: Problem statement, intended impact, outcomes

## Target Area: Access to Careers

### Problem

A lack of access to high-potential careers for those living within low income, urban communities contributes negatively to a widening socio-economic gap.

### IREM Foundation Impact

Increased entry into high potential real estate management career paths by people living within economically disadvantaged, urban areas throughout North America over the next 10 years.

### Outcomes

1. Increased adoption of DEI hiring practices by employers in real estate management industry.
2. Increased participation in industry education/training, and job fairs by individuals ages 16-26 living in economically disadvantaged communities.
3. Increased awareness of the long-term potential of real estate management careers and accessible entry points by individuals ages 16 – 26 living in economically disadvantaged communities.

## Target Area: Sustainability in the Built Environment

### Problem

Commercial and residential real estate generate a significant percent of greenhouse gas emissions.

### IREM Foundation Impact

Increased adoption of green initiatives within commercial real estate over the next 10 years.

### Outcomes

1. Increased participation in sustainability education/training among employees of real estate management companies.
2. Increased adoption of sustainability-focused resources and programs in commercial real estate.