



WELCOME TO THE SUSTAINABILITY COMMUNITY



I am very excited to introduce the Sustainability Community’s inaugural newsletter. This is another milestone event in the evolution of our Community and reflects the continued focus on Chapter and Member engagement.

As a leadership team, we have three initiatives in 2010. First, we are dedicated to engaging our chapters and

members on a global level. Secondly, we’re seeking to build a collaborative, cross-Community infrastructure which will deepen our knowledge sharing. Finally, we are committed to involving external stakeholders and peer communities within the commercial real estate sector. With these goals in mind, the leadership team has planted the seeds for a vibrant and active Community positioned to provide members an opportunity to learn, network and garner recognition both within CoreNet Global and in the corporate real estate world at large.

The success and importance of the Sustainability Community is dependent on contributions from all members and not just a select group of highly motivated individuals. This means getting involved. It also means taking an active rather than passive role in the Community. While we want to provide meaningful content to our Community members, we need your help to create that information.

As a leadership team, we understand that there is a broad spectrum of knowledge and experience within the Community. As such we’ve taken an approach with creates opportunities for everyone to participate. We hope you will leverage your passion and knowledge of sustainability to help us create a Community of forward thinking professionals.

You can become involved in the Sustainability Community by participating on committees, leading technical working groups, authoring articles, or helping to inform public policy. Equally important is engaging in Community forums and identifying research projects. Other opportunities will develop as our Community evolves and as you, our members, offer suggestions.

Currently we have five committees – Learning, Communications, Membership & Sponsorship, Research & Development, and Recognition. Each of these plays important roles in the development of the Sustainability Community. More information about the committees and their scope are available on the Community’s microsite. I encourage you to reach out to a committee chair and discuss how you can become involved.

In the spirit of accessibility, the leadership team is always available to answer your questions, explore opportunities, and discuss improvements.

Regards,

George Gosieski
Chair, CoreNet Global Sustainability Community
Chair, Sustainable Commercial Real Estate Consortium
Partner & Senior Speaker, Business EcoSystems

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Community Sponsor





SUSTAINABILITY COMMUNITY INITIATIVES

Research & Development: Green Lease Project; Sustainable Leasing Process and Principles

While much focus and many articles have been published on high performing building ratings for new construction (e.g. LEED, Green Globe, BREEAM, etc), most of the existing building stock was not built to green standards. Thus, if we are to quickly and significantly reduce environmental impacts from commercial real estate, we must focus more attention on existing buildings. As a further complication, much of the commercial market is currently leased rather than owned. Leasing often creates a “split-incentive” where the landlord and the tenant's interests are not fully aligned and the proper economic incentives for reducing the environmental impacts (aka greening) of the facility or workplace may be decoupled from the activity. Several groups have proposed green leasing frameworks to address this opportunity but it is our hypothesis that effective sustainable leasing processes and principles are rarely implemented or understood by the real estate community.



The goal of this project is to foster the adoption of sustainable leasing processes and principles to promote an environment where landlords and tenants are partnering to provide a more sustainable workplace (i.e. less environmental impacts, lower energy use, lower water use, recycling options, etc). Specifically, the goal is to reach the end-user community with:

- A clear understanding of the value of incorporating sustainable elements in the leasing process;
- An explanation of the differences between traditional and non-traditional leases (definitions, business value, etc);
- A comparative assessment of existing “green” or sustainable leases that allows a user to select an appropriate template for their application; ; and,
- Easy-to-use guidelines and guidance that allow end-user to develop and negotiate a sustainable lease throughout the leasing process.

This project started with input from members in the CoreNet Global MidAtlantic Chapter as well as several other experienced professionals. We are also engaging with several environmental non-profits and related groups. To review the white papers on the MidAtlantic Chapter Green Lease project, visit the [Sustainability Community's Library](#). If you are interested in more information on the project, please contact Stephen Evanko.

Learning Initiatives

The Learning Committee plays a key part in expanding the Sustainability Community's goals and objectives by designing and delivering opportunities for professional development focused on sustainability. As we move forward, we will deliver learning opportunities through existing channels such as CoreNet Global's MCR and SLCR seminars as well as stand-alone events.

Over the past six months, the Learning Committee developed a curriculum framework for the MCR/SLCR coursework and we are reaching out to the larger CoreNet Global Community for support in populating the courses with materials and presenters. Our long-term goals include the development of a professional certification to identify corporate real estate professionals who have invested in



sustainability training. This designation is expected to be integrated into the MCR seminars and lead to a designation of Master of Corporate Real Estate & Sustainability (MCRs) as well as have a stand-alone designation. In the upcoming months, our initiatives include:

- Developing a Webinar schedule and Webinar content
- Incorporating the Committee's curriculum into the MCR (Master of Corporate Real Estate) Seminars

For more information about the Learning Committee and our current and future initiative, or to become a committee member, contact:

Jim Boyle; President & CEO, Sustainability Roundtable, Inc.
 Steven Byler, MBA, LEED AP; VP or Research & Operations, Sustainability Roundtable, Inc.

New Orleans Summit Sustainability Events and Programs

As the Sustainability Community continues to mature, we will provide educational programs and networking events at CoreNet Global venues including Chapter, Regional and National events. Please be sure to join us in New Orleans for the following:

| Event | Location | Date | Time |
|--|--|------------------------------------|-----------|
| Sustainability Community Leadership Meeting | Convention Center Room 240 | April 18 Sunday | 2 - 3 PM |
| Sustainability General Membership Meeting | Convention Center Room 240 | April 18 Sunday | 3-4 pm |
| Sign up for Sustainability Dine Out Registration | Convention Center <i>Summit's Concierge Desk</i> | April 18 Sunday April 19 Monday | 10 - 6 PM |

New Orleans Summit Networking & Social Events

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|--|--|-----------------|----------|
| Communities Social Happy Hour: <i>Meet the Sustainability Community!</i> | Convention Center EXPO Hall | April 19 Monday | 4 - 6 PM |
| Sustainability Dine Out New Orleans Enjoy dinner and network with industry peers at one of NOLA's Green Restaurants | Various Restaurants <i>Sign-Up with the Summit's Dine Out Concierge</i> | April 19 Monday | 7- 9 PM |

New Orleans Summit Breakout Sessions on Monday and Tuesday

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|---|-------------------|------------------|---------------------|
| Greening Your Leased Real Estate Portfolio | Convention Center | April 19 Monday | 11:00 AM - 12:30 PM |
| Turning up the Heat: <i>Energy Efficiency, Emissions, & the Bottom Line</i> | Convention Center | April 19 Monday | 2:30 - 4:00 PM |
| Resourcing Your Energy Strategy: <i>The Benefits of a CCI Partnership</i> | Convention Center | April 20 Tuesday | 2:30 - 3:15 PM |



COMMITTEE SPOTLIGHT

In each quarterly newsletter, we will Spotlight a Committee to engage participation and collaboration. Our first Committee Spotlight is the Research and Development Committee.

The Research and Development (R&D) Committee stimulates, coordinates, disseminates and supports the conduct of research and development projects. These include investigating and disseminating best practices, guidelines, resources, and comparisons of sustainable and socially responsible real estate practices and knowledge. Although our core concern is adopting and implementing sustainable design and construction of the tangible facility and surrounding landscape, the Committee takes a holistic approach, considering sustainable practices in organizational work and workplace which includes group locations, commute patterns, meeting and travel patterns, and building characteristics.



Over the past six months, the Committee designed a structure and process mainly relying on the Sustainability Community's microsite and outreach to the chapters for involving the greater CoreNet Global Community. We seek suggestions and considerations of research projects, coordinating of these projects, and soliciting funding. Additionally, the Committee prepared three charters for research projects:

- **Green Leases:** Assessment and recommendation to increase the adoption of green leases in commercial real estate, led by Stephen Evanko. The Green Leases project was launched with the Mid-Atlantic Chapter.
- **Annotated Resources:** The research, evaluation and outlining of the primary sustainability resources for CoreNet Global members, led by Doug Gottlieb.
- **Green Workplaces Benchmarking:** The preparation of an approach for evaluating and comparing the sustainability of the corporate workplace and real estate portfolio, led by Stephen Evanko, Joe Ouye and Hal Levin.

In the upcoming months the R&D Committee's plans include:

- Soliciting additional research proposals from the CoreNet Global Community
- Conducting outreach to selected Chapters to encourage involvement
- Selecting the most promising research projects for the solicitation of sponsor support

For more information about the R&D Committee and our current and future initiative ([click here to view initiatives and R&D Committee documents](#)), or to become a committee member, contact the committee co-leaders:

Joe Ouye, PhD., New Ways of Working Network
Douglas Gottschalk, LEED AP, Vice President, Strategic Counseling, Jones Lang LaSalle

Other members of the R&D Committee are:

Stephen Evanko, Capital One
Mike Harold, iDEA
Hal Levin, Building Ecology Research



HOW TO GET INVOLVED!

Corporate Sponsorship Opportunities

Partner with us! The CoreNet Global Sustainability Community has opportunities for companies to partner with our Community of eco-minded, innovative members. The Sustainability Community is a working community and members collaborate and generate creative ideas for **Research and Development, Learning, Communications, and Recognition**. If your company is looking for ways to improve and share your sustainability practices with others, please join us as a community sponsor today.

Click here to learn more about the benefits and value of being a Sponsor for the Sustainability Community.

Become a sponsor now by sending us an email for more information! Or, call for more information about sponsorship, contact Alicia Martin 913.486.3289 or Anne Hardy 866.362.4181.



Join us today to position your company as a leader in sustainability. Help the Sustainability Community drive projects and work that aligns with your company goals and professional development as you interact with our diverse group of real estate professionals. Sustainability leaders, become a sponsor today!

Committee Positions Available!

If you would like to become engaged and interact with eco-minded and creative professionals, contact a **Committee Chair** or look for us at the New Orleans Summit. To find a Sustainability Committee member look for our name badge ribbon.



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