

Member Spotlight

Meet a New Member of the Sustainability Community



Michelle Lancaster
Principal Lancaster &
Associates

Michelle Lancaster's firm provides tenant leasing legal services. She joined CoreNet Global to participate in the Sustainability Community and satisfy her passion for the environment with particular focus on recycling and reducing waste. Although tenant leasing legal services is Michelle's main area of business, she also partners with groups like Eco Hatchery to provide employee workshops on implementing sustainable practices in the workplace. The workshops incorporate core sustainability fundamentals with a fun aspect of working on sustainability as a team at work. Michelle also established a sustainable clothing line called GreenBlossoms (www.greenblossoms.net) earlier this year.



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Sustainability Through Changing Organizational Work Styles

Despite what has been described as a "perfect storm" that will result in significantly increased corporate attention on environmental sustainability, the opportunity to reduce greenhouse gas emissions (GHGE) by how, where and when we work remains largely untapped. For instance, in the recent New Ways of Working alternative workplace benchmarking study, "sustainability" was ranked near the bottom as either a driver or benefit of alternative workplace programs. And yet, we will show there is tremendous potential for improving sustainability by changing how, when and where organizations work—what we call organizational work styles. Our article below is largely based on the reports, *Sustainability Through New Ways of Working*, and *Work 2020*, of the New Ways of Working.

The Sustainability Potential of Alternative Workplaces

The corporate real estate/workplace community has largely been focused on making buildings more energy efficient, yet, the greater potential in reducing GHGE is not just improving building efficiencies, but reassessing the entire paradigm of how, where and when we work. For example, the worker working from home or a satellite office close to

home three days a week and sharing a desk with four others (five persons per workstation), is reducing the GHGE of his/her personal workplace footprint by 80% and emissions from commuting by 60%. This savings is attainable only if the worker gives up his/her personal workplace and shares it with others. It is further moderated by the emissions used when working at the alternative location and auto trips used for personal trips during the work day for shopping, driving kids to school or activities. Missing face-to-face contact, alternative workers may be more inclined to "go out" and meet friends.

Researchers have found the environmental benefits of alternative workplace programs can vary, depending on commuting patterns, personal activities, and the nature of the home, workplace and equipment use. In general, telecommuting is more sustainable than working in a central office. A 2007 study by the Transport Studies Unit at the University of Oxford found the reduced commuting resulting from Teleworking reduced total released carbon dioxide even with additional car trips during the workday. Another study by the World Wildlife Fund examined the effects of telecommuting on emissions in EU countries and found that for one million EU telecommuters, one million tons of CO₂ emissions would be saved annually. (continued page 2)

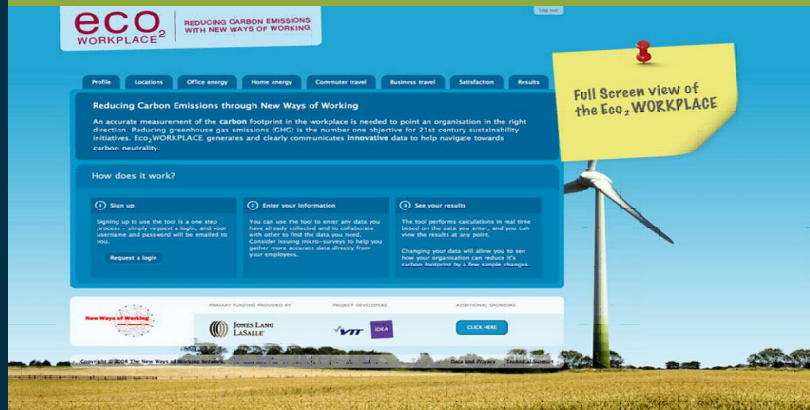
SUSTAINABILITY COMMUNITY NEW COMMITTEE PREVIEWS

Policy Committee

The Sustainability Community is forming a Policy Committee which will support external stakeholders who are formulating policies. The committee will provide technical and advisory support and commentary for the stakeholders that can be used to inform lobbying efforts and policy development. The Committee will also be responsible for engaging the CoreNet Global membership and staff in identifying public and NGO sector activities that could impact CoreNet Global. The Committee will be responsible for distilling activity in this sector into executive summaries that assess the impact of the activities.

Stakeholder Engagement Committee

The Sustainability Community's Stakeholder Engagement Committee will be the CoreNet Global liaison among external stakeholders, CoreNet Global and the Sustainability Community. This committee will use an active engagement model for working with external stakeholders such as IFMA, UNEP-SBCI, EDF, and CCI to identify and optimize collaborative relationships. The group will inform the leadership team of the opportunities and related resource needed to realize these opportunities recommending what opportunities should be pursued and in what sequence.



The eco2 Workplace Tool comprehensively assesses work styles encompassing where groups are located, the energy efficiencies of the buildings they work in, commute patterns, meeting and business travel, and use of technology.

Meeting Practices & Travel, Especially Air Travel

Traveling to meet with others, especially when it involves air travel, can have a surprisingly disproportionate impact on organizational sustainability. Jet planes are extremely polluting. A Tokyo to New York City round-flight may emit more than 5,200 lbs. (about 2,400 kg) of carbon per passenger, or equivalent to about 22.5 percent of the carbon footprint of a typical 60-mile commute for an entire year. Although air travel doesn't create as many greenhouse gas emissions as other sources (representing only 1.6% of total greenhouse gas emissions), in many countries it's the fastest growing single source.

During the recession many companies reduced travel and replaced it with remote meeting technologies. For instance, a global company with revenues above \$100 billion spends nearly \$1 billion on travel-related expenses annually. As the economy improves, businesses may increase travel. Companies must be encouraged to reduce air travel, not just to reduce costs, but to improve sustainability.

Measuring Organizational Sustainability

Following a symposium on *Sustainability Through New Ways of Working* in July, 2009, members from the New Ways of Working group developed a tool for measuring organizational sustainability: the **eco2 Workplace tool** (www.eco2workplace.com).

Employees are significant contributors to greenhouse gas emissions, and companies are rethinking how their employees work; however, there hasn't been a convenient way to assess the sustainability of organizational work styles. With the eco2 tool, organizations can comprehensively assess work styles, encompassing where groups are located, the energy efficiencies of the buildings they work in, commute patterns, meeting and business travel, and use of technology.

The trial of this tool by Hewlett-Packard in the Netherlands demonstrated its potential. HP and a group of students from the Aalto University School of Science and Technology used the eco2 Workplace tool to evaluate the sustainability of consolidating three sites.

In the words of one of the leaders, Ron Moelijker, the results were “eye-catching and astonishing.” The team found that consolidating into a single site without telecommuting reduces emissions by 12%, while consolidating into a single site with telecommuting increased the emissions reduction to 29.5%. These results will be very useful for HP as it moves forward into the planning and regulatory process which is very sensitive to sustainability issues in the Netherlands.

While several other firms have trialed the tool, it has been difficult to find corporate users. The data required for the tool is broader than that available to any single, corporate group—corporate real estate, IT, or human resources. And conversely, it is too narrow for corporate responsibility and sustainability groups who, on paper at least, are charged with encouraging and monitoring overall corporate sustainability. These groups are usually focused on lower hanging fruit—at least in their eyes—of supply chain sustainability.

Conclusion

A compelling case can be made that re-thinking how and where we work—group locations, the amount of office space, commutes to and from each location, and meeting practices, especially air travel—can significantly improve organizational sustainability. But it is not a priority, as a driver or a benefit, for most organizations. In the end, the answer may be that organizations will do something about organizational sustainability when they have to—whether pressured by regulations, changing economic incentives or disincentives or by public and consumer pressure. For the sake of the planet, let's hope that happens sooner rather than later.

Full article with footnotes available at <http://sustainability.corenetglobal.org>

Joe Aki Ouye, Ph.D.
New Ways of Working
Hal Levin
Building Ecology Research Group



Committee Leader's Letter

During the summer months, our focus on sustainability tends to shift toward conservation. Developing creative ways to reduce consumption, but conservation is really a 24/7/365 effort that directly effects our bottom lines and reduces the cost of efficiency investments. In fact, conservation is a critical element in creating cost effective sustainability strategies and programs where:

**Conservation + Efficiency =
Reduced Consumption**

Thinking about conservation isn't enough. Capturing the true financial benefits requires a "Conservation

First, Efficiency Second" mind set. Over the next several newsletters we look at the power of this mind set and the hidden collateral benefits that can be uncovered. In this issue we examine workplace solutions discovering how the multidimensional benefits of alternative workplace solutions can drive sustainability results as a by-product of improving work-life balance, organizational efficacy, financials, and continuity.

In future issues, we will breakdown the life cycle of a building and examine how each step in the process affects immediate- and long-term sustainability. We will take a pragmat-

ic approach as we delve into Planning and Portfolio Strategy, Workplace Strategy, Site Selection, Transactions, Design, Construction, Operations & Shared Services, and End-of-Life. Stay tuned to SustainableTimes to stay abreast of emerging trends.

George Gosieski, MCR, CSM, GHG-IQ
Chair Sustainability Community Partner, Business EcoSystems

George was recently appointed to the United Nations Framework Convention on Climate Change (UNFCCC) by the US State Department. The UNFCCC administers the Kyoto Protocol and associated market mechanisms. He is one of a handful of non-government people participating in UNFCCC to represent the US.



This Quarter's Webinar Recap

In June, 2010, the Sustainability Community hosted its first bimonthly webinar series with a presentation on Brownfields by Adam Meek, CEO of Brownfield Management Associates, and Managing Environmental Counsel with Brown, Udell, Pomerantz & Delrahim, Ltd. The Webinar, "Green On Brown. Everyone Wins", highlighted the benefits of reuse or redevelopment of properties with either real or perceived risk. Adam identified how communities can benefit from revitalizing these areas, the incentives available, and recent successes within corporate real estate. The Q&A session resulted in thoughtful collaboration among attendees.



The Community's August Webinar featured leaders from the EPA who discussed their voluntary programs. The programs provide resources which help reduce a company's environmental impact. Participants learned about EPA resources, benefits of collaboration, and some of the incentives available.

The presentation slides are available on the CoreNet Global Sustainability Web site. For more information or to receive the link for the webinar, please contact Laura DiBacco (ldibacco@corenetglobal.org)

GLOBAL REACH

The Sustainability Community is charged with expanding its reach globally, and we are embracing the challenge. On the agenda for Asia Pac is a Webinar substantiating that sustainable practices can be achieved, even in remote areas. Gensler's Michael Wiener will illustrate the similarities and differences of "building green" in Rwanda and Singapore. Please join us on October 20, 2010 for our first international Webinar.

EMEA has been gathering facilitators for September's London Summit. The group will host an introduction to the Community and then facilitate an open forum to discuss the role of the Sustainability Community in the region. If you are interested in participating, please contact Laura DiBacco (ldibacco@corenetglobal.org).

At the Phoenix Summit, the three CoreNet Global Communities (Workplace, Sustainability and Strategy & Portfolio Planning) will host a PechaKucha presentation on SPACE case studies. Pecha Kucha is a presentation vehicle where the speakers deliver 20 slides at 20 seconds per slide. It is a highly visual and content rich story telling format. The Communities will show overlaps among their initiatives. The Pecha Kucha delivery vehicle is entertaining, educational and promotes innovative thinking. Following the Pecha Kucha session attendees are invited to socialize with the Communities at a cocktail reception. If you have ideas for the PechaKucha, contact Alicia Chidsey at alicia.chidsey@cbre.com.



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Upcoming Events

Community and Chapter Events

Webinars

Sustainability Community Bimonthly Webinars

The Sustainability Community hosts bimonthly Webinars. Please check our Web site for topics, dates and times: <http://sustainability.corenetglobal.org>.

Phoenix Summit Events

Communities-Wide PechaKucha

Location: EXPO Hall

Monday, September 20, 2:30 pm – 4:00 pm

Six highly visual and concentrated stories from CRE experts showing the overlaps among Sustainability, Workplace and Strategy & Portfolio Planning. Immediately following attendees are invited to the Communities Social in the EXPO Hall.

World Café: Communities Homeroom

Location: Room 231

Tuesday, September 21, 10:30 am – 12:00 noon

Nine facilitated roundtables bringing together top thought leaders in Sustainability, Workplace and Strategy & Portfolio Planning. Share your thoughts and learn from Young Leaders and seasoned experts while contributing to material which will be used to generate content for future global Summits.

London Summit Event

Sustainability Community Interactive Roundtable Discussion

Location: Room 231

Wednesday, September 29

Facilitators: Karl Pedder, Head CRES West, Standard Chartered Bank; Cees Van Der Spek, Corporate Account Manager, OVG Projectontwikkeling BV; Stuart Bowman, Director, Energy & Sustainability, Hurley Palmer Flatt; Paul Sutcliffe, MSc, Director, DTZ

Speaker: Jan Pesman, cepezed

Join the Sustainability Community as it officially launches in EMEA. Learn the process of sustainable design from Jan Pesman, architect with cepezed and designer of the Westraven building. Participate in facilitated discussions with industry leaders and learn more about the latest developments in corporate real estate's sustainability field.

Global Awards

Applications for Global Awards Program Available September 27

The Global Awards Program includes an excellence in Sustainable Leadership as well as two other categories. For more information and to download an application, cut and paste this url into your Web browser after September 27: <http://www.corenetglobal.org/People/content.cfm?ItemNumber=12525&navItemNumber=7563>

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