



OCTOBER 2009  
Updated January  
2010

# Environmental Challenge

## A CALL TO ACTION TO IMPROVE THE ENVIRONMENTAL EFFICIENCY OF CUSHMAN & WAKEFIELD'S MANAGED PROPERTIES

Take the *C&W Environmental Challenge* and help us find out:

- Who can quantify improvements in environmental performance over time?
- Who can take environmental performance to the next level?
- Which buildings are the highest performers across C&W managed portfolio?

### WHY PARTICIPATE?

#### IMPROVE YOUR BOTTOM LINE:

Increased energy and water efficiency, and reduced waste in commercial real estate can reduce operating expenses and increase property asset value.

#### DO YOUR PART TO ADDRESS CLIMATE CHANGE:

Commercial buildings generate about 17% of total greenhouse gas emissions. Energy efficiency is the single largest way for a building to reduce its "carbon footprint", and conserving raw materials also reduces emissions.

#### BE RECOGNIZED FOR YOUR ACHIEVEMENTS:

The Challenge acknowledges environmental achievements through C&W's recognition and awards program.

### WHAT IS THE *C&W ENVIRONMENTAL CHALLENGE*?

Cushman & Wakefield (C&W) challenges its portfolio of managed properties in the US to reduce energy and water consumption, and waste disposal by 10% by 2012, compared to a 2008 baseline.

The *Challenge* supports C&W's commitment to promote the efficient use of natural resources and the reduction of greenhouse gas emissions associated with building operations as outlined in the C&W-EPA Memorandum of Understanding (MoU) executed in December 2008.

### HOW CAN I PARTICIPATE?

Take the following steps:

1. Benchmark your building's energy use and water consumption with Portfolio Manager, EPA ENERGY STAR's free online benchmarking tool.
2. Report waste disposal in Re-TRAC, EPA Waste Wise's free online tool.
3. Make improvements over the *Challenge* period leveraging the strategies outlined in C&W's Green Practice Policies.
4. Share your data with the C&W corporate accounts in Portfolio Manager and Re-TRAC.

### WHAT ARE THE BENEFITS OF PARTICIPATION?

The most efficient buildings and the buildings making the greatest environmental improvements adhering to the *Challenge's* rules will receive awards. Certificates of recognition will be issued to qualifying buildings achieving one or more *Challenge* targets or meeting one or more of the *Challenge's* high performance criteria.

All qualifying buildings taking part in the *Challenge* will receive a Certificate of Participation for striving to improve the environmental performance of C&W's managed portfolio.

## WHAT ARE THE TIMELINES FOR THE CHALLENGE?

December 18, 2009	<p><b>Report Baseline Year (2008) Data</b></p> <p>Enter baseline year energy and water (indoor and outdoor) consumption data into Portfolio Manager using utility data from January 2008 to December 2008.</p> <p>Enter baseline year waste (disposed and recycled) data into Re-TRAC using vendor invoices from January 2008 to December 2008.</p>
February 12, 2010	<p><b>Report Calendar Year 2009 Data</b></p> <p>Enter 2009 energy and water (indoor and outdoor) consumption data into Portfolio Manager using utility data from January 2009 to December 2009.</p> <p>Enter 2009 waste (disposed and recycled) data into Re-TRAC using vendor invoices from January 2009 to December 2009.</p> <p><b>Apply for Certificate of Participation or Recognition</b> Properties meeting Program terms and rules complete a <i>C&amp;W EC Application Form</i> on the Program's FUSION portal.</p>
February 26, 2010	<p><b>Submit Application for Certificate of Participation or Recognition</b></p> <p>Deadline for properties to complete the <i>C&amp;W EC Application Form</i> on the Program's FUSION portal.</p>
March 2010	<p><b>Certificates of Participation &amp; Recognition Issued</b></p> <p>C&amp;W Corporate issues certificates to qualifying properties.</p>
April 2010	<p><b>Awards Announced</b></p> <p><i>C&amp;W Environmental Challenge Awards</i> Committee announces award recipients.</p> <p>Ceremonies held at properties receiving an award in conjunction with Earth Day events.</p>
May 2010	<p><b>Key dates for 2010 and 2011 announced.</b></p>

## HOW WILL BUILDINGS BE RECOGNIZED? WHAT AWARDS WILL BE AVAILABLE?

### Certificate of Participation

For participating buildings meeting Program terms and rules.

### Certificate of Recognition

#### *Significant Environmental Improvements*

For qualifying properties which achieve one or more of the *Challenge* targets during 2009 (10% reduction in energy, water or waste over 2008 baseline).

#### *High Performance*

For qualifying properties which demonstrate superior environmental performance for meeting one or more of the following achievements during 2009: (1) earned the ENERGY STAR label; or (2) indoor water consumption of 15 gallons per gross square foot per annum or less; or (3) solid waste diversion of 50% or more, or (4) achieved LEED EB certification.

## Awards

### *Greatest Environmental Improvements*

For qualifying properties which make the greatest percentage gains in 2009 over the 2008 baseline for (1) energy reduction; and (2) water (indoor and outdoor) use reduction; and (3) waste reduction.

### *Highest Performing Building*

For qualifying properties with (1) the highest energy performance rating (must have earned the ENERGY STAR label); and (2) lowest water consumption (indoor water consumption in gallons per gross square foot per annum); and (3) highest diversion rate in 2009.

Award winners will be selected by a C&W committee among the properties which have obtained a Certificate of Participation. The number of buildings to receive awards will be determined by the number and property types of the final pool of participants. Ceremonies will be held at each of the properties receiving an award in conjunction with Earth Day events.

## **C&W ENVIRONMENTAL CHALLENGE TERMS AND RULES**

### **Minimum Occupancy Rate**

Properties must have an occupancy rate greater than 50%.

### **Energy and Water Consumption Reporting in Portfolio Manager**

All participating properties must benchmark their buildings' energy and water consumption in Portfolio Manager, ENERGY STAR's free software tool ([www.energystar.gov/benchmark](http://www.energystar.gov/benchmark)) and follow the procedures outlined in *C&W's EPA ENERGY STAR Portfolio Manager Workbook*.

Energy and water (indoor and outdoor) use will be tracked for 24 consecutive months; beginning with the building's January 2008 billing cycle and ending in December 2009. Use must be entered for each month using utility bills.

Participants must benchmark all fuels and enter indoor and outdoor water consumption used in the operation of their buildings. All energy and water meters for a building must be entered into Portfolio Manager. The baseline year must be set to 2008. Individual Portfolio Manager accounts must be shared with the appropriate group (either facility management or investor services) in the C&W Corporate Master account, and with the BOMA International master account.

### **Waste Disposal Reporting in Re-TRAC**

All participating properties must track municipal solid waste and recycled waste in Re-TRAC, EPA's WasteWise free software tool (<http://wastewise.tms.icfi.com/re-trac/faqs.html>) following the procedures outlined in *C&W's WasteWise Re-TRAC Workbook*.

Municipal solid waste and recycled waste will be tracked for 24 consecutive months, beginning with the building's January 2008 billing cycle and ending in December 2009. Waste data must be entered for each month using vendor invoices.

Participants must report municipal solid waste and recycled waste generated as part of the operation of their buildings. Each building must create a user account in Re-TRAC. C&W must be identified as the Partner organization and the reporting location must be named exactly as in Portfolio Manager account.

## **ELIGIBLE BUILDINGS**

All building types are eligible to participate. Energy and water consumption can be tracked in Portfolio Manager, regardless of whether the building is "ratable" (eligible to receive a national energy performance rating on a score of 1-100 relative to similar buildings nationwide). All building types can report waste reduction efforts in Re-TRAC. Participation is limited to C&W managed buildings in the US.



**Environmental Challenge**

A call-to-action to improve the environmental efficiency of C&W's managed properties



## RESOURCES

- C&W Green Practice Policies (Energy Efficiency, Water Efficiency, and Solid Waste Management)
- C&W EPA ENERGY STAR Portfolio Manager Workbook
- C&W EPA WasteWise Re-TRAC Workbook

All resource materials are available for viewing and download on the *C&W Environmental Challenge* FUSION portal. For existing FUSION users, you can navigate to the *Environmental Challenge* site from the CS Homepage and you can access it at any time. If you do not have access to FUSION, send an email to [fusion@cushwake.com](mailto:fusion@cushwake.com) to request access with your name, email address, and office location and you will be sent a user ID and password to access to the site.

## ENERGY STAR

The U.S. EPA's ENERGY STAR program for businesses offers proven energy management strategies that help in tracking energy usage, setting goals, measuring savings, and rewarding superior energy performance. [www.energystar.gov](http://www.energystar.gov)

## PORTFOLIO MANAGER

EPA ENERGY STAR's Portfolio Manager is an interactive energy management tool that allows you to track and assess energy and water consumption across your entire portfolio of buildings in a secure online environment. Portfolio Manager can help you set investment priorities, identify under-performing buildings, verify efficiency improvements, and receive EPA recognition for superior energy performance. <http://www.energystar.gov/benchmark>

## WASTEWISE

WasteWise is a free, voluntary, EPA program through which organizations eliminate costly municipal solid waste and select industrial wastes, benefiting their bottom line and the environment. <http://www.epa.gov/epawaste/partnerships/wastewise/index.htm>

## RE-TRAC

The WasteWise Re-TRAC System is a data management and reporting system for WasteWise partners to collect, organize, analyze, and report their municipal solid waste information. [http://wastewise.tms.icfi.com/re-track\\_help.html](http://wastewise.tms.icfi.com/re-track_help.html)

## PRIVACY

Aggregate statistics may be shared publicly on conclusion of the Challenge, but individual building statistics will be released only with the written consent of the building owner.

