



# Environmental Challenge

## New Green Initiatives in Facility & Property Management



### Training Webinars

*November 5<sup>th</sup>, 2009*

*November 19<sup>th</sup>, 2009*

*December 3<sup>rd</sup>, 2009*

# Agenda

- Background
  - C&W EPA MoU
  - Environmental accomplishments
- *C&W Environmental Challenge*
  - About the *Challenge*
  - Recognition and awards
  - Terms and rules
  - Resources
  - Program timelines
- C&W Green Practice Policies (GPPs)
  - Implementation directive
  - New requirements
  - Action required
  - Resources





# Background



# C&W – EPA MOU

- Formalizes firm's environmental commitments
  - Increase energy efficiency and reduce carbon footprint
  - Promote water efficiency
  - Minimize waste
- Applies to the firm's own offices and managed properties throughout the United States.



# Environmental Accomplishments (1)

## Energy Performance (*EPA ENERGY STAR Portfolio Manager*)

- Number of properties benchmarking energy consumption in Portfolio Manager and sharing with C&W corporate master account
  - 350 properties representing 78.1 million SF (as of Oct. 09)
- Properties under management with ENERGY STAR label:
  - 92 (as of Oct. 09)
- June 2009 energy consumption analysis for a subset of properties\*
  - BOMA 7 Point Challenge:
    - Energy use: 26% less than the national average
  - Energy use reduction (2008-2009 - for properties with 24 months of complete data):
    - 3.7%

*\* Performed across properties for which complete data was available*



# Environmental Accomplishments (2)

## C&W Green Practice Policy (GPP) Implementation Status (June 2009)

- GPPs with highest implementation levels\*
  - No-Smoking
  - Green Cleaning
  - Solid Waste Management
- GPPs with lowest implementation levels\*
  - Integrated Pest Management
  - Sustainable Purchasing
  - Green Construction

*\* Based on survey of 699 managed properties (response rate of 80%) in June 2009.*



# Environmental Accomplishments (3)

## LEED EBOM Projects

- Individual projects certified with C&W participation\*

Level Achieved	Nb of Properties	Total SF	Notable Clients
Certified	1	500,000	NY Mercantile Exchange
Silver	6	5,010,385	Metlife, UBS, HSBC
Gold	4	2,503,962	TIAA-CREF, Symantec
Platinum	5	1,782,392	Adobe, Discovery
<b>Total</b>	<b>16</b>	<b>9,796,739</b>	

\* As of October 2009

- C&W LEED EB Pilot Portfolio
  - Volume certification of 18 properties under management representing 8.3 M SF and 9 clients
  - USGBC final review to be completed by Jan 2010





# Environmental Challenge



# Challenge Fact Sheet



OCTOBER 2009

## 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

### 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.



# About the *Challenge*

- A call to action to improve the environmental efficiency of C&W's managed properties:
  - Reduce energy consumption, water consumption and waste disposal by 10% by 2012 compared to a 2008 baseline
- Participating properties must report monthly energy, water and waste data
- Environmental achievements recognized through a C&W recognition & awards program



# Why Participate?

- **Improve your bottom line**
  - Reduce operating expenses
  - Potential for increased net operating income and 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”
  - Conserving raw materials reduces emissions
- **Be recognized for your achievements**
  - Receive C&W recognition for participation in the *Challenge*



# How do I Participate?

- **Benchmark energy use and water consumption**
  - *Tool: Portfolio Manager, EPA ENERGY STAR's free online benchmarking tool.*
- **Report waste disposal**
  - *Tool: Re-TRAC, EPA WasteWise's free online tool.*
- **Share data with the C&W corporate accounts in Portfolio Manager and Re-TRAC**
  - *Tool: C&W Corporate Master Accounts*
- **Utilize strategies in C&W's Green Practice Policies (GPPs) to make improvements over the Challenge period**
  - *Tool: C&W's GPPs*



# What are the Benefits of Participation?

- Acknowledgement of participation and environmental achievements through:
  - Certificates of Participation
  - Certificates of Recognition
  - Awards



# Certificate of Participation

- All participating building that meet program rules can receive a Certificate of Participation
- *Buildings must complete a C&W Environmental Challenge Application Form on the program's FUSION portal in Feb 2010*



# Certificate of Recognition (1)

## *Significant Environmental Improvements Category*

For properties that:

- Report data in accordance with Program terms & rules
- Meet one or more of the *Challenge* targets during 2009 (10% reduction in energy, water or waste over 2008 baseline).
- *Buildings must complete a C&W Environmental Challenge Application Form on the program's FUSION portal in Feb 2010*



# Certificate of Recognition (2)

## *High Performance Category*

For properties that:

- Report data in accordance with Program terms & rules
- Demonstrate superior environmental performance, as evidenced by 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.
- *Buildings must complete a C&W Environmental Challenge Application Form on the program's FUSION portal in Feb 2010*



# Awards (1)

## *Greatest Environmental Improvements Category*

For properties that:

- Report data in accordance with Program terms & rules
- Demonstrate 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



# Awards (2)

## *Highest Performing Buildings*

For properties that:

- Report data in accordance with Program terms & rules
- Demonstrate the following:
  - (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 to be selected by a C&W committee in April 2010



# Eligible Buildings

- All building types are eligible to participate
  - Energy and water consumption can be tracked in EPA ENERGY STAR Portfolio Manager regardless of whether building is “ratable”
  - Waste disposal and recycling can be tracked in EPA WasteWise Re-TRAC
- Participation is limited to C&W managed buildings in the US



# Terms & Rules – Minimum Occupancy Rate

- Properties must have an occupancy rate greater than 50%



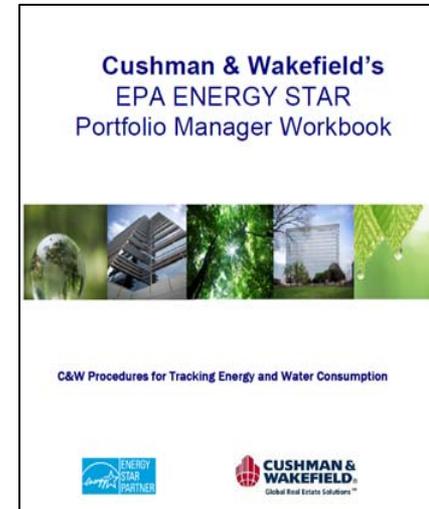
# Terms & Rules – Energy & Water Use Reporting

- Report in EPA ENERGY STAR Portfolio Manager
  - Benchmark building energy use and water (indoor and outdoor) consumption

# Terms & Rules – Energy & Water Use Reporting

## Resources:

- C&W resources
  - *C&W's EPA ENERGY STAR Portfolio Manager Workbook*
- EPA ENERGY STAR resources
  - ENERGY STAR benchmarking trainings  
[www.energystar.gov/training](http://www.energystar.gov/training)
  - Benchmarking Starter Kit  
[http://www.energystar.gov/index.cfm?c=comm\\_real\\_estate.bus\\_comm\\_realestate\\_bm\\_starter\\_kit](http://www.energystar.gov/index.cfm?c=comm_real_estate.bus_comm_realestate_bm_starter_kit)
  - Step by Step Quick Reference Guide  
[http://www.energystar.gov/ia/business/comm\\_real\\_estate/downloads/quick\\_ref\\_guide.pdf](http://www.energystar.gov/ia/business/comm_real_estate/downloads/quick_ref_guide.pdf)
  - How to get started with Automated Benchmarking Services  
[http://www.energystar.gov/ia/partners/spp\\_res/LFES\\_Commercial\\_Real\\_Estate.pdf](http://www.energystar.gov/ia/partners/spp_res/LFES_Commercial_Real_Estate.pdf)
  - Building Upgrade Manual  
[http://www.energystar.gov/index.cfm?c=business.bu\\_s\\_upgrade\\_manual](http://www.energystar.gov/index.cfm?c=business.bu_s_upgrade_manual)



# Terms & Rules – Energy & Water Use Reporting

- For EPA technical assistance with benchmarking (p.6 of C&W Workbook):
  - From any page in Portfolio Manager:
    - Contact Us”, “Help”, or “FAQ” buttons



- Email [buildings@energystar.gov](mailto:buildings@energystar.gov)



# Terms & Rules –Energy & Water Use Reporting

- Track energy consumption and water use (indoor and outdoor)
  - Report all energy sources
  - Report indoor and outdoor water consumption (p.12 of C&W Workbook)
  - Report information for all energy and water meters
- Report 24 consecutive months: January 2008 - December 2009



# Terms & Rules – Energy & Water Use Reporting

- Set baseline to 2008 (page 11 of C&W Workbook)
  - Facility Summary page in PM

## Set Baseline Period

Portfolio Manager provides the ability for you to set a Baseline Period for each facility in your Portfolio and then compare that Baseline to how the facility is currently performing. Additionally, this Baseline Period can be used to set specific [energy performance targets](#). A Baseline Period must be a 12-month period for which your facility receives the ENERGY STAR Rating. If you do not want to manually set a Baseline Period, Portfolio Manager can automatically identify your earliest eligible 12-month period and set it for you. Note: Portfolio Manager's autoset feature will not set a Baseline Period earlier than December 2000.

Baseline Period: 05/31/2007  
Baseline Rating: 34

Set Baseline Period (12 Months Ending)

December 2008

Let Portfolio Manager automatically determine the Baseline Period

CANCEL

SAVE

The Baseline Period affects the following data that can be accessed through different Views in your main [Portfolio](#) page:

Portfolio View	Facility Data
Performance: Rating/Improvement	Baseline Energy Period Ending Date
Performance: Rating/Improvement	Baseline Rating
User-Created Custom Views	Baseline Site Energy Intensity
Summary: Energy Use	Energy Reduction per Sq. Ft.
Summary: Energy Use	Adjusted Energy Reduction per Sq. Ft.
Performance: Environmental	CO2 Reduced



# Terms & Rules – Energy & Water Use Reporting

- Share individual Portfolio Manager accounts with:
  - C&W Corporate Master
    - Go to Facilities Summary page in PM (p.13 of C&W Workbook)
  - BOMA International master account  
(BOMA International – BOMA BEEP Master Account)
    - Go to Facilities Summary page in PM (p.17 of C&W Workbook)



# Terms & Rules – Energy & Water Use Reporting

- Identify sub-group
  - Select one of the following (p.14 of C&W Workbook):
    - Facility management OR
    - Investor services

Specify the group from this User's account in which to place the shared facilities. [Learn more](#) about sharing into groups.

Main Portfolio  
Main Portfolio  
Facilities Management  
Investor Services

Account for this user (available for Profile Editor Access Roles only):

Facility Owner/Service and Product Provider Accounts

Facility Owner (Primary Profile Account)

- When asked to “select a building profile account for this user”:
  - Select “Facility Owner”

Select a Building Profile Account for this user (available for Profile Editor Access Roles only):

Facility Owner/Service and Product Provider Accounts

Facility Owner (Primary Profile Account)

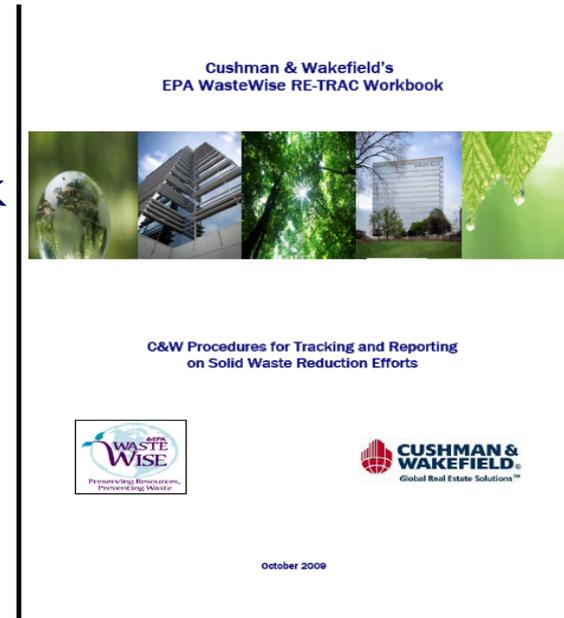
# Terms & Rules –Waste Reporting

- Report in EPA WasteWise Re-TRAC
  - Track municipal solid waste and recycled waste
  - Report volumes on monthly basis for calendar years 2008 and 2009

# Terms & Rules – Waste Reporting

## Resources:

- C&W resources
  - C&W's EPA WasteWise Re-TRAC Workbook
- EPA WasteWise resources
  - Create a user account  
<http://my.re-trac.com/NewWasteWiseReporter.pm>
  - Log in to Re-TRAC  
<http://my.re-trac.com/Login.pm>
  - Re-TRAC system support  
[http://wastewise.tms.icfi.com/re-track\\_help.html](http://wastewise.tms.icfi.com/re-track_help.html)
  - WasteWise Helpline: [WasteWise@icfi.com](mailto:WasteWise@icfi.com) or 1-800-EPA-WISE



# Terms & Rules –Waste Reporting

- Create a user account in Re-TRAC (p.3 of C&W Workbook)
  - Access the Re-TRAC main page (<http://my.re-trac.com/NewWasteWiseReporter.pm>)

The screenshot shows the 'WasteWise Re-TRAC' registration page. It features a blue header with the title 'WasteWise Re-TRAC'. Below the header, there are two main sections: 'Already registered?' and 'Reporting Contact Partner and Location Information'. The 'Already registered?' section includes a 'Login..' link, 'Username:' and 'Password:' input fields, a 'Forgot Password' link, and a 'Login' button. The 'Reporting Contact Partner and Location Information' section contains a dropdown menu for 'Partner' with 'Cushman & Wakefield' selected, a 'Name of Reporting Location' input field, and a 'State' dropdown menu with 'Alabama' selected. Below this is the 'Contact Registration Information' section, which includes 'Email/Username' and 'Title' input fields. A red oval highlights the 'Partner' dropdown menu, and a red arrow points to it with the text 'Select Cushman & Wakefield as the Partner organization from the pull down menu'. A green oval highlights the 'Name of Reporting Location' input field, and a green arrow points to it with the text 'In the Name of Reporting Location field, name account just as in PM'. The Cushman & Wakefield logo is visible in the bottom left corner of the page.



# Terms & Rules –WasteWise, Re-TRAC

- Track municipal solid waste and recycled waste for 24 consecutive months
  - Begin with the building's January 2008 billing cycle

**WasteWise Re-TRAC**

Home | Contact Info | Organization Info | Users | Baseline Data | Annual Data | Reports | Logout Help | WasteWise

You are logged in as Ron Vance

View Data for 425 Market Street\_inv

**Instructions**  
View, enter, or edit data by clicking any of the links below.

**2008 Location Data**

- [Municipal Solid Waste Disposed](#)
- [Waste Prevention and Recycling](#)
- [Buy/Manufacture Recycled Products](#)
- [Cost Savings / Revenue](#)
- [Comments](#)

**2008 Data Summary**

	Status	Last Updated
Municipal Solid Waste Disposed	Not Entered	0.00 Tons
Waste Prevention and Recycling	Not Entered	0.00 Tons
Buy/Manufacture Recycled Products	Not Entered	0.00 Tons
Cost Savings / Revenue	Not Entered	\$0.00 Dollars

WasteWise  
EPA WASTE WISE  
Preserving Resources, Preventing Waste  
WasteWise@icfi.com  
1-800-EPA-WISE



# Terms & Rules –WasteWise, Re-TRAC

- Track municipal solid waste disposed
  - Enter waste disposed for each month
    - Select Jan 1 – Jan 31, 2008
    - Enter tonnage of solid waste
    - Repeat for each calendar month in 2008

**WasteWise Re-TRAC**

Home | Contact Info | Organization Info | Users | Baseline Data | Annual Data | Reports | Logout Help | WasteWise

You are logged in as Ron Vance

Cushman & Wakefield  
425 Market Street inv  
Create Report  
View Reports  
Export Data

**Municipal Solid Waste Dispose**

- Waste Prevention and Recycling
- Buy/Manufacture Recycled Products
- Cost Savings / Revenue
- Comments

WasteWise  
SEPA WASTE WISE  
Preserving Resources, Preventing Waste

### Municipal Solid Waste Disposed - 2008

This reporting location does not yet have any tonnage data.

**Instructions**

Enter the total amount of municipal solid waste disposed of during the reporting period.

Only include waste sent to a landfill or incinerator, including waste-to-energy. Please describe your activities, other than landfilling, in the [comments](#) section. (e.g. energy generated).

Search Data Entries

From: January 1 2008  
To: January 31 2008

Solid Waste	Activity	Amount	Units	Tons	Activity Description/Goals for Upcoming Year
Mixed Municipal Solid Waste	Landfilled	50.00	Tons	50.00	
	Incinerated		Pounds		
Subtotal				50.00	

Save



# Terms & Rules –WasteWise, Re-TRAC

- Track recycling
  - Enter volume of materials recycled
    - Select Jan 1 – Jan 31, 2008
    - Enter volume of material recycled
    - Repeat for each calendar month in 2008

**WasteWise Re-TRAC**

Home | Contact Info | Organization Info | Users | Baseline Data | Annual Data | Reports | Logout | Help | WasteWise

You are logged in as Ron Vance

Cushman & Wakefield  
425 Market Street inv  
Create Report  
View Reports  
Export Data

Municipal Solid Waste Disposed  
Waste Prevention and Recycling  
Buy/Manufacture Recycled Products  
Cost Savings / Revenue  
Comments

WasteWise  
EPA WASTE WISE  
Preserving Resources, Preventing Waste  
WasteWise@icfi.com  
1-800-EPA-WISE

Waste Prevention and Recycling - 2008

This reporting location does not yet have any tonnage data.

**Instructions**

Select data range from pull-down boxes

Select material from pull-down box and click "Add New Material".

Enter the amount, units, and goals for the appropriate activity (see below for definition).

- **Waste prevention**, also known as "source reduction," is the practice of designing, manufacturing, purchasing, or using materials in ways that reduce the amount or toxicity of trash created. Reusing items is another way to stop waste at the source because it delays or avoids that item's entry in the waste collection and disposal system. Examples include: selling for reuse, donating for reuse, double-sided copying, etc.
- **Recycling** turns materials that would otherwise become waste into valuable resources. Recycling includes collecting recyclable materials that would otherwise be considered waste for sorting and processing into raw materials to manufacture new products. Examples include: off-site composting, employee clean-up day, office paper recycling.
- **Composting** combines organic wastes (e.g., yard trimmings, food wastes, manures) in proper ratios into piles, rows, or vessels; adding bulking agents (e.g., wood chips) as necessary to accelerate the breakdown of organic materials; and allowing the finished material to fully stabilize and mature through a curing process.

Add additional materials within the same date range by selecting them from the pull-down box and clicking "Add New Material".

Click "Save" to retain entries.

Search Data Entries

From: January 1 2008  
To: January 31 2008

View Material Definitions

**Materials**

Select a Material: Mixed Recyclables Add New Material

Save

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# Terms & Rules –WasteWise, Re-TRAC

- Follow same procedures to report 2009 data on a monthly basis



# Environmental Challenge Resources

- All *Challenge* resources are housed on the FUSION *Environmental Challenge* Portal
  - C&W resources
  - EPA resources (ENERGY STAR Portfolio Manager & WasteWise Re-TRAC)
- To access the FUSION Portal
  - Existing FUSION users
    - Access the *Challenge* Portal via the CS home page
  - If you do not have a FUSION account
    - Send an email to [fusion@cushwake.com](mailto:fusion@cushwake.com)
    - Request access with your name, email address, and office location
    - You will be sent a user ID and password to access to the site.



# Accessing the *Environmental Challenge* Portal

Home - C&W Client Solutions Home Page - Microsoft Internet Explorer provided by Cushman & Wakefield, Inc.

http://collaborate.cwfusion.com/DEFAULT.ASPX

File Edit View Favorites Tools Help

Employee Portal - C&W Today Home - C&W Client Soluti...

Return to Launcher  
Lists  
Contacts  
Site Map

**Gold Standard**  
CUSHMAN & WAKEFIELD

**Client Solutions Wins International TOBY Award at  
1500 Quail**

*Achievement signifies 'first ever' for Cushman & Wakefield*

Our project management team has taken home the 'gold' at 1500 Quail/Westerly Place in Newport Beach, California. In the face of global competition, our colleagues delivered Cushman & Wakefield's first ever International TOBY Award, an achievement... (click here to read more)

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

Click above or the Sustainability icon below to access the Environmental Challenge site.

CS HANDBOOKS CS GLOBAL LEARNING PROGRAM SUSTAINABILITY

Los Angeles  
New York  
London  
Singapore

Trusted sites 100%

start 4 Micr... Home - ... 2 Wind... Microsof... W 2 Micr... 99% 5:28 PM

# *Environmental Challenge Portal*

- Demo



# Program Timelines

<ul style="list-style-type: none"><li>December 18, 2009:</li></ul>	<ul style="list-style-type: none"><li><b>Baseline Year (2008) Reporting</b></li><li>Enter baseline year energy and water consumption data into Portfolio Manager using utility data from January 2008 to December 2008.</li><li>Enter baseline year waste disposal data into Re-TRAC using vendor invoices from January 2008 to December 2008.</li></ul>
<ul style="list-style-type: none"><li>February 12, 2010:</li></ul>	<ul style="list-style-type: none"><li><b>Calendar Year 2009 Reporting</b></li><li>Enter 2009 energy and water consumption data into Portfolio Manager using utility data from January 2009 to December 2009.</li><li>Enter 2009 waste disposal data into Re-TRAC using vendor invoices from January 2009 to December 2009.</li></ul>
<ul style="list-style-type: none"><li>February 26, 2010:</li></ul>	<ul style="list-style-type: none"><li>Apply for Certificate of Participation or Recognition by completing a <i>C&amp;W Environmental Challenge Application Form</i>.</li></ul>
<ul style="list-style-type: none"><li>March 2010</li></ul>	<ul style="list-style-type: none"><li>Certificates of Participation &amp; Recognition Issued to Qualifying Properties.</li></ul>
<ul style="list-style-type: none"><li>April 2010</li></ul>	<ul style="list-style-type: none"><li>Awards Announced by C&amp;W Environmental Challenge Committee.</li></ul>
<ul style="list-style-type: none"><li>May 2010</li></ul>	<ul style="list-style-type: none"><li><i>Key dates for calendar year 2010 Environmental Challenge announced.</i></li></ul>





# C&W **Green** Practice Policies (GPPs)



# GPPs - Implementation Directives



## MEMORANDUM

Date: October 31, 2008

To: CS Directors, CS Portfolio Managers, FM Portfolio Managers, City Directors

From: Bruce Ficke

Re: **Green Practices in Facility and Property Management**

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As part of C&W's property and facility management to (1) enhance the environmental performance of its building operational costs; and (2) support clients in corporate social responsibility/sustainability objective conscious approaches to building operations and m

With these goals in mind, C&W is issuing a set of green sustainable approaches to pest management, construction waste management, and control of environmental to be incorporated into the Client Solutions Facility and Operations Manual (the Operations Manual) as a ne

The policies were developed by an internal C&W team in the development and implementation of environmental Building Council's (USGBC) [LEED EB: O&M rating](#); reference for the C&W Green Practice Policies.



## MEMORANDUM

Date: October 8, 2009

To: CS Directors, CS Portfolio Managers, FM Portfolio Managers, City Directors

From: Bruce Ficke

Re: **New Green Practice Policies (Energy Efficiency, Water Efficiency, Sustainable Site Management)**

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Client Solutions is pleased to announce the addition of three new C&W Green Practice Policies (GPPs) to Chapter 11 of the Facility and Property Management Operations Manual (the Operations Manual). The new Policies outline C&W's approach to energy efficiency, water efficiency and sustainable site management. This set of GPPs augments the Policies issued in October 2008 (Green Cleaning, Integrated Pest Management, Green Construction, Solid Waste Management, Sustainable Purchasing and No Smoking).

The current set of nine GPPs in the Operations Manual supports C&W's commitment to (1) enhance the environmental performance of its managed portfolio while reducing building operational costs; and (2) support clients in the implementation of their corporate social responsibility/sustainability objectives through environmentally-responsible approaches to building operations and maintenance.

### New Requirements

C&W is introducing two new elements to the implementation of the GPPs and has updated the relevant Policies accordingly:



# C&W's Green Practice Policies (GPPs)

- **New!**
  - Energy efficiency\*
  - Water efficiency\*
  - Sustainable Site management
- **Updated!**
  - Solid Waste Management\*
  - Sustainable Purchasing
  - Green Cleaning
  - Integrated Pest management
  - Green Construction
  - No-Smoking

*\* Reporting requirement*



# GPPs - Objectives

- Improve operational efficiency while minimizing environmental impact
- Support clients with their environmental sustainability and CSR objectives
- Position properties for ENERGY STAR label and LEED EB certification



# GPPs – C&W Standard Practice

- Policies integrated into C&W Facility and Property Operations Manual
  - Chapter 11 – Green Practice Policies
- Key elements incorporated into C&W QAR



# GPPs – New Requirements (1)

- Mandatory reporting requirements:
  - Energy Efficiency Policy
    - Track energy use using Portfolio Manager
    - Set baseline in Portfolio Manager to 2008
    - Follow C&W guidelines outlined in *C&W's EPA ENERGY STAR Portfolio Manager Workbook*
  - Water Efficiency Policy
    - Track water (indoor and outdoor) use in Portfolio Manager tool
    - Set baseline in Portfolio Manager to 2008
    - Follow C&W guidelines outlined in *C&W's EPA ENERGY STAR Portfolio Manager Workbook*
  - Solid Waste Management
    - Track municipal solid waste and recycled waste in EPA WasteWise Re-TRAC
    - Follow C&W guidelines outlined in *C&W's EPA WasteWise Re-TRAC Workbook*.



# GPPs - New Requirements (2)

- Reporting requirements are outlined in section 4 of each of the relevant policies

- Develop an Energy Awareness Program to share your successes with your tenants, clients, all C&W personnel, and fellow managers.
- Seek recognition opportunities for ENERGY STAR labeled buildings.
  - Prepare a [press release](#) announcing that your building has earned the ENERGY STAR label
  - Develop an [Energy Star Building Profile](#) (case study) to highlight the energy efficiency accomplishments for buildings that have achieved an Energy Star Label.

#### 4.0 Reporting Requirements

Responsible Party:

- Benchmark energy consumption using the EPA Portfolio Manager (PM) tool in accordance with C&W guidelines outlined in [C&W's ENERGY STAR Benchmarking Workbook](#).
- During each calendar year, maintain current information in PM. Update PM account on a monthly basis as utility bills are received.
- Enter complete data for January 2008 through December 2008.
  - C&W is using calendar year 2008 as a corporate-wide baseline year against which to track energy use reduction and greenhouse gas emissions reductions.
- Share individual PM accounts with the C&W Corporate Master Account and the BOMA International Master Account.

#### 5.0 Additional Resources

- EPA ENERGY STAR [Portfolio Manager](#)
- C&W ENERGY STAR Benchmarking Workbook (posted on CW Now, Business Resources, Client Solutions, Energy Committee folder)
- EPA training on rating energy performance using Portfolio Manager
- Access recording of "Office Buildings: Rating Energy Performance with EPA's Portfolio Manager for Cushman & Wakefield"
- Register for a live public training session or a pre-recorded session on the [EPA website](#)
- EPA ENERGY STAR [Building Profile](#) (Case Study writer tool)



# GPPs - New Requirements (3)

- Effective Date & Responsible Party (applies to all GPPs)
  - Specify the date the policy becomes effective
  - Identify C&W building operations staff member responsible for the implementation in the “Responsible Party” box
  - State specific team members assigned responsibilities in “responsible party” boxes

Cushman & Wakefield <i>Green Operations &amp; Maintenance Practices</i>	
	<i>Energy Efficiency Policy</i>
<b>3.0 Policy</b>	
<b>Effective Date: M/D/Y</b>	
<b>Responsible Party:</b>	
<b>Process</b>	
Follow the process outlined by the EPA for implementing the C&W Energy Policy (graphic). The process entails: (1) making a commitment, (2) assessing performance goals, (3) creating an action plan, (4) implementing the action plan, (5) evaluating and recognizing achievements. In addition to the EPA's process, C&W has added compliance with C&W's <i>Energy Star Benchmarking Workbook</i> to the process.	
	
<b>Effective Date &amp; Responsible Party</b>	



# Implementation Steps (1)

1. Review and understand the policies.
2. Determine to what extent the policies can be implemented within your portfolio, building or facility.
3. Discuss pertinent policy issues with the appropriate service suppliers/vendors.
4. Determine if there are any major impacts to the current building operations or additional costs associated with the implementation of the policies.



# Implementation Steps (2)

5. Develop written implementation plans along with the policies and discuss them with your client (i.e. cost impact, changes in operation, notification to occupants).
  6. Obtain client approval in writing.
  7. Assign a responsible party for the policies.
  8. In the event that a property is unable to implement the policies (or parts of the policies), supporting documentation outlining the reasons for non-compliance should be maintained on file.
- *Note: Key elements of C&W's Green Practice Policies are incorporated into the C&W Quality Assurance Review form.*



# Client Approval Letter (Step 6)

- Use the sample client approval letter

November 2009 <a href="#">[insert client name &amp; address]</a>	<b>Client Approval Letter</b>						
<p style="text-align: center;"><b>Re: C&amp;W Green Practice Policies</b></p> <p>Dear <a href="#">[Insert client name]</a></p> <p>The implementation of operations and maintenance practices that improve operational efficiency while minimizing environmental impact in buildings is gaining momentum in the real estate industry. Cushman &amp; Wakefield (C&amp;W) seeks to enhance the environmental performance of the portfolio it manages for our clients. C&amp;W further aims to support our clients in the implementation of their corporate social responsibility/sustainability objectives through environmentally-conscious approaches to building operations and maintenance.</p> <p>C&amp;W has developed a set of "green practice policies" which emphasize energy and water efficiency and sustainable approaches to pest management, construction, purchasing, cleaning, solid waste management, site management, and control environmental tobacco smoke. These policies have been developed within the context of industry best practices and utilizing the USGBC LEED for Existing Building as a framework. These policies have been incorporated into our C&amp;W Facility and Property Management Operations Manual and will be adopted as standard practice.</p> <p>C&amp;W is seeking your approval to implement these green policies in the referenced properties. <i>Please note that costs associated with the implementation of these green practice policies are considered building costs and will only be initiated in compliance with the existing spending authorization and client approval protocols.</i></p> <p>Please indicate your approval by marking each green practice that you wish C&amp;W to pursue by checking the appropriate box(es) below:</p> <table data-bbox="832 1258 1576 1376"><tr><td><input type="checkbox"/> Energy efficiency</td><td><input type="checkbox"/> Green cleaning</td></tr><tr><td><input type="checkbox"/> Water efficiency</td><td><input type="checkbox"/> Solid waste management</td></tr><tr><td><input type="checkbox"/> Sustainable site management</td><td><input type="checkbox"/> Sustainable purchasing</td></tr></table>		<input type="checkbox"/> Energy efficiency	<input type="checkbox"/> Green cleaning	<input type="checkbox"/> Water efficiency	<input type="checkbox"/> Solid waste management	<input type="checkbox"/> Sustainable site management	<input type="checkbox"/> Sustainable purchasing
<input type="checkbox"/> Energy efficiency	<input type="checkbox"/> Green cleaning						
<input type="checkbox"/> Water efficiency	<input type="checkbox"/> Solid waste management						
<input type="checkbox"/> Sustainable site management	<input type="checkbox"/> Sustainable purchasing						



# Green Practice Policies – Location of Policies

- New GPPs

- Energy Efficiency
- Water Efficiency
- Solid Waste Management

- All GPPs are located on CW//now

Employee Portal  
**CW//now**  
CUSHMAN & WAKEFIELD

02 Nov 2009 Search in Portal C&W People Finder  
Enter Last Name Find Advanced People Finder

Global Website Edit Profile | Log Out  
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More Applications  
Business Resources Employee Resources

MARKET REPORTS  
Regional  
Real Estate Alert Newsletter - 10/28/09  
Clayton-Fillmore Real Estate Report - July 2009  
U.S. Industrial MarketBeat Report - 2Q09  
Local  
Manhattan Office 2Q09  
Manhattan Retail MarketBeat 1Q09  
Manhattan Office MarketBeat 1Q09  
Manhattan Retail MarketBeat Year-end 2008  
Manhattan Office MarketBeat 4Q08  
Change Location:  
NY - 1350 Ave of Americas Go

RESEARCH LIBRARY  
Bios  
Emerging Trends In Real Estate  
Fortune 500 Lists  
Historical MarketBeat Reports  
Mapping Resources  
National Statistics  
Research Library Publications & On-Line Databases  
Research Personnel  
Research Resources

COMPANY & CLIENT LOOKUP/INFORMATION  
Hoovers Company Lookup 28Jan08  
D&B Information Portal 29Aug06

PUBLICATIONS AND SALES TOOLS  
Annual Reviews  
Brochures  
Media  
Newsletters  
Organizational Notices

POLICIES, FORMS & GUIDELINES  
Buymax  
Client Solutions  
2007 Facilities Management Symposium  
Agency Leasing  
Best Practices  
Building Numbers  
Client Solutions Coordinators  
Coastal Training Technologies  
CS Branch Operations Manual  
CS IT Policy  
Earth Day 2009  
Energy & Sustainability Task Force  
EPA MOU  
Financial Management Policies & Procedures  
Integrity Policy  
Lease Administration Operations Manual  
Organization Chart  
Project Management Manual  
Property/Facilities Operations Manual  
Property Operations – Chapter 11 – Green Practice Policies  
7 Green Construction Policy  
Client Approval Letter  
Energy Efficiency Policy  
Green Cleaning Policy  
Green Construction Policy  
Green Practice Policies Overview  
Integrated Pest Management Policy  
No Smoking Policy  
Quality Assurance Review (QAR) Template  
Solid Waste Management Policy  
Sustainable Purchasing Policy  
Sustainable Site Management Policy  
Water Efficiency Policy

**New GPPs**

# GPP Implementation Resources - Workbooks

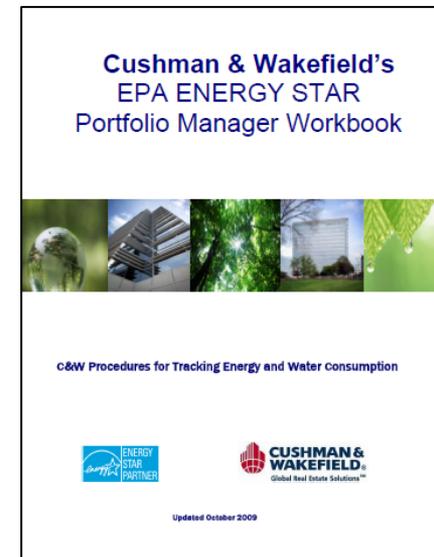
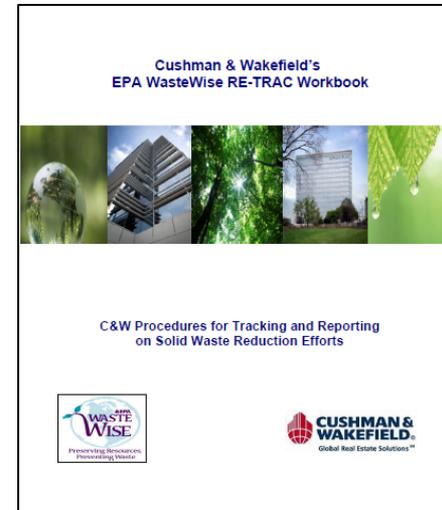
For Energy Efficiency, Water Efficiency  
and Solid Waste Management Policies

## Workbooks

- C&W EPA ENERGY STAR Portfolio Manager Workbook
- C&W EPA WasteWise Re-TRAC Workbook

## Challenge Resources

- Provide C&W specific pathways and resources
- Details on *Challenge* requirements



# GPP Implementation Resources - Webinars

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**CW**now



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Starting With

#### Refine your search by

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*Find employees in a specific branch*

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*Find employees in a specific department*

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- ▶ [Broker Status Information](#)
- ▶ [Compensation](#)
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- Performance Management
- C-View Refresher

### ASIA PACIFIC

#### Featured e-Learning:

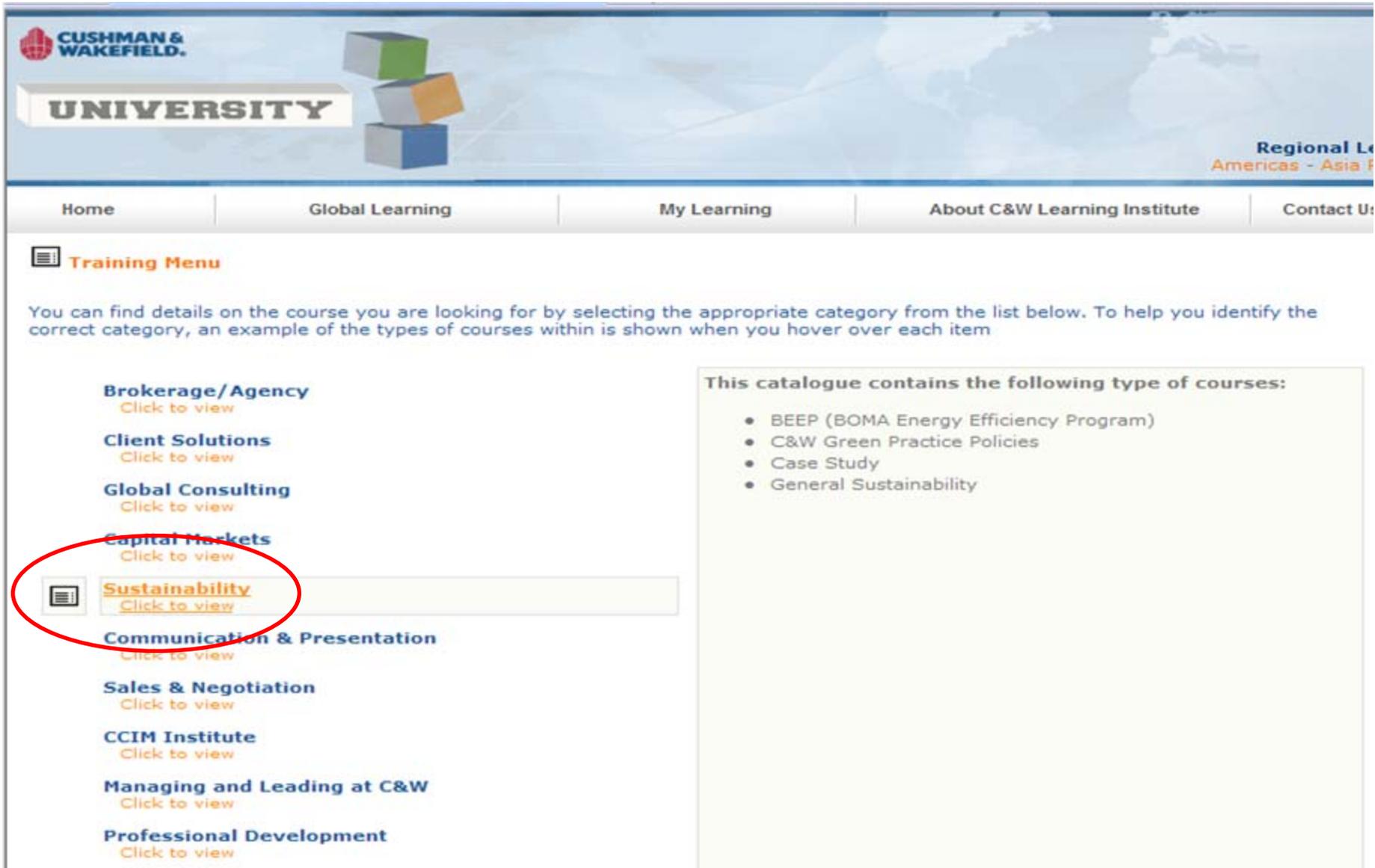
- Presentation Courses

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#### Featured e-Learning:

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- RosettaStone - Language Learning

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**This catalogue contains the following type of courses:**

- BEEP (BOMA Energy Efficiency Program)
- C&W Green Practice Policies
- Case Study
- General Sustainability

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## Course Types

- BEEP (BOMA Energy Efficiency Program)
- C&W Green Practice Policies**
- Case Study
- General Sustainability

Please select a **Course Type** from the list on the left

 **Your Chosen Courses are below**

There are currently no courses chosen during this booking



# Summary of Action Required



# Action Required – *Environmental Challenge*

- Report Baseline Year (2008) Data – **12/18/09**
  - Enter baseline year energy and water consumption data into Portfolio Manager using utility data from January 2008 to December 2008.
  - Enter baseline year waste disposal data into Re-TRAC using vendor invoices from January 2008 to December 2008.
- Report Calendar Year 2009 Data – **2/12/10**
  - Enter 2009 energy and water consumption data into Portfolio Manager using utility data from January 2009 to December 2009.
  - Enter 2009 waste disposal data into Re-TRAC using vendor invoices from January 2009 to December 2009.



# Action Required – GPPs

- Seek client approval and implement policies following 8 steps outlined in slides 46 & 47
- Comply with reporting requirements for Energy Efficiency, Water Efficiency and Solid Waste Management Policies
- Keep on file copies of:
  - Client approval letter
  - Policies tailored to the specifics of your property/facility, including date of effect and responsible parties



# FAQs

- **Can a building participate in the *Challenge* if 2008 data is not available?**

No. C&W is using 2008 as a corporate-wide common baseline year against which to measure reductions in energy and water consumption, and waste disposal over time.

- **Can a building participate in the *Challenge* if waste disposal/recycling data is not available?**

This data should be available from your vendor/hauler. All buildings must report waste disposed/recycled in Re-TRAC on a monthly basis per C&W's Solid Waste Management Policy. To participate in the *Challenge*, the data must be reported for 2008 and each calendar year thereafter, in accordance with the Program timelines.



# Questions



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