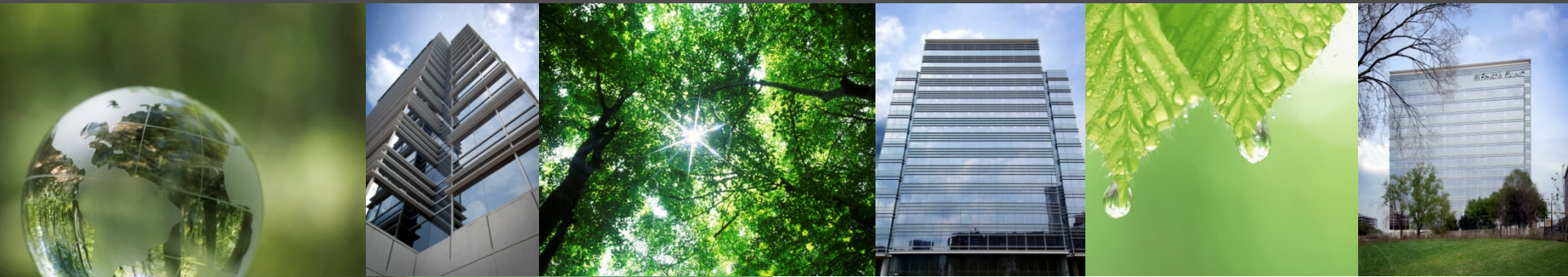


Environmental Challenge

New Green Initiatives in Facility & Property Management



Training Webinars

November 5th, 2009

November 19th, 2009

December 3rd, 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
Total	16	9,796,739	

** 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%



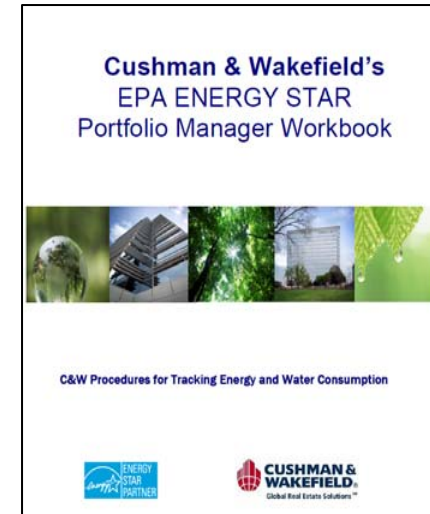
Terms & Rules – Energy & Water Use Reporting

- 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
 - Benchmarking 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
 - How to get started with Automated Benchmarking Services
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



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



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)

☐

CANCEL

SAVE

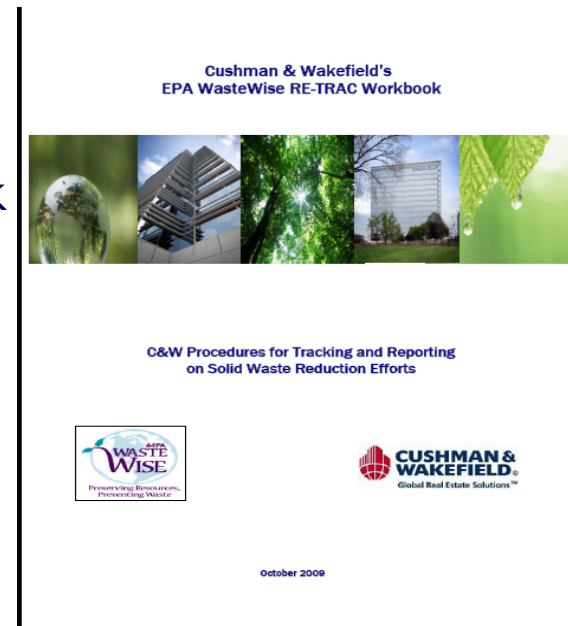
Terms & Rules –Waste Reporting

- 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
 - WasteWise Helpline: 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. On the left, there is a login section with fields for 'Username:' and 'Password:', a 'Forgot Password' link, and a 'Login' button. The main registration section is titled 'Reporting Contact Partner and Location Information'. A red oval highlights the 'Partner' dropdown menu, which currently shows 'Cushman & Wakefield'. A red arrow points to this menu with the text 'Select Cushman & Wakefield as the Partner organization from the pull down menu'. Below this, the 'Name of Reporting Location' field is circled in green. A green arrow points to this field with the text 'In the Name of Reporting Location field, name account just as in PM'. Other fields include 'State' (set to 'Alabama'), 'Email/Username' (with a note 'Your email address will be your Username.'), and 'Title'.



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

Cushman & Wakefield

425 Market Street Inv

Create Report

View Reports

Export Data

Change Location:
425 Market Str...

Year: 2008

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

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](#)Status
Not Entered
Not Entered
Not Entered
Not Entered
Not EnteredLast Updated2008 Data Summary
Municipal Solid Waste Disposed 0.00 Tons
Waste Prevention and Recycling 0.00 Tons
Buy/Manufacture Recycled Products 0.00 Tons
Cost Savings / Revenue \$0.00 Dollars

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 Disposed

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

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

View Material Definitions

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

WasteWise
SEPA
WASTE WISE
Preserving Resources,
Preventing Waste

CUSHI WAKE
CLIENT SC

WasteWise



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

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

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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Version 5.09 (2009-09-30)



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
 - 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

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">▪ December 18, 2009:▪	<ul style="list-style-type: none">▪ Baseline Year (2008) Reporting▪ 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.
<ul style="list-style-type: none">▪ February 12, 2010:▪	<ul style="list-style-type: none">▪ Calendar Year 2009 Reporting▪ 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.
<ul style="list-style-type: none">▪ February 26, 2010:	<ul style="list-style-type: none">▪ Apply for Certificate of Participation or Recognition by completing a <i>C&W Environmental Challenge Application Form</i>.
<ul style="list-style-type: none">▪ March 2010	<ul style="list-style-type: none">▪ Certificates of Participation & Recognition Issued to Qualifying Properties.
<ul style="list-style-type: none">▪ April 2010	<ul style="list-style-type: none">▪ Awards Announced by C&W Environmental Challenge Committee.
<ul style="list-style-type: none">▪ May 2010	<ul style="list-style-type: none">▪ <i>Key dates for calendar year 2010 Environmental Challenge announced.</i>





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**

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 gr sustainable approaches to pest management, const waste management, and control of environmental to been incorporated into the Client Solutions Facility a Operations Manual (the Operations Manual) as a ne

The policies were developed by an internal C&W tea in the development and implementation of environm 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)**

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 Green Operations & Maintenance Practices	
Energy Efficiency Policy	
3.0 Policy	
Effective Date: M/D/Y	Responsible Party:
Process	
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 progress, and (6) 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.	
	
Effective Date & Responsible Party	



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)

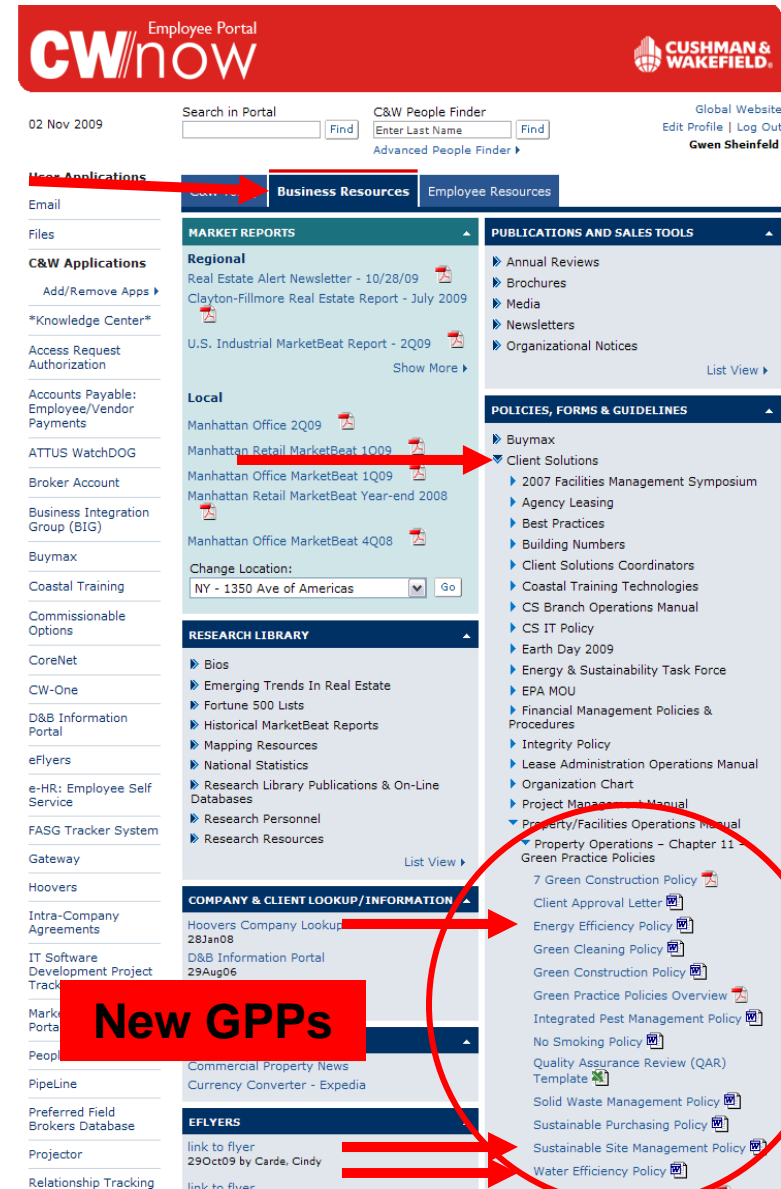
- Use the sample client approval letter

<p>November 2009</p> <p>[insert client name & address]</p>	<p>Client Approval Letter</p>						
<p>Re: C&W Green Practice Policies</p> <p>Dear [Insert client name]</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 & Wakefield (C&W) seeks to enhance the environmental performance of the portfolio it manages for our clients. C&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&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&W Facility and Property Management Operations Manual and will be adopted as standard practice.</p> <p>C&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&W to pursue by checking the appropriate box(es) below:</p> <table border="0"><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



The screenshot displays the CW//now Employee Portal interface. The top navigation bar includes the CW//now logo, a search bar, and user options like 'C&W People Finder' and 'Global Website'. The main content area is divided into several sections. On the left, a sidebar lists various applications and services. The central pane shows 'MARKET REPORTS' with links to regional and local marketbeat reports. The right pane, titled 'PUBLICATIONS AND SALES TOOLS', contains a list of documents, including 'Green Practice Policies Overview' and 'Green Practice Policies' under the 'Property/Facilities Operations Manual' section. A red circle highlights the 'Green Practice Policies' link, and a red arrow points to it from the 'New GPPs' text box. Another red arrow points to the 'Green Practice Policies Overview' link. A third red arrow points to the 'Green Practice Policies' link under the 'Property/Facilities Operations Manual' section. A red box with the text 'New GPPs' is overlaid on the bottom right of the screenshot.

CW//now Employee Portal

02 Nov 2009

Search in Portal

C&W People Finder

Global Website

Enter Last Name Find

Advanced People Finder

Edit Profile | Log Out

Gwen Sheinfeld

More Applications

Email

Files

C&W Applications

Add/Remove Apps

Knowledge Center

Access Request Authorization

Accounts Payable: Employee/Vendor Payments

ATTUS WatchDOG

Broker Account

Business Integration Group (BIG)

Buymax

Coastal Training

Commissionable Options

CoreNet

CW-One

D&B Information Portal

eFlyers

e-HR: Employee Self Service

FASG Tracker System

Gateway

Hoovers

Intra-Company Agreements

IT Software Development Project Tracker

Market Portal

People

PipeLine

Preferred Field Brokers Database

Projector

Relationship Tracking

MARKET REPORTS

Regional

Real Estate Alert Newsletter - 10/28/09

Clayton-Fillmore Real Estate Report - July 2009

U.S. Industrial MarketBeat Report - 2Q09

Show More

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

List View

COMPANY & CLIENT LOOKUP/INFORMATION

Hoovers Company Lookup

28Jan08

D&B Information Portal

29Aug06

Commercial Property News

Currency Converter - Expedia

FLYERS

link to flyer

29Oct09 by Carde, Cindy

link to flyer

PUBLICATIONS AND SALES TOOLS

Annual Reviews

Brochures

Media

Newsletters

Organizational Notices

List View

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

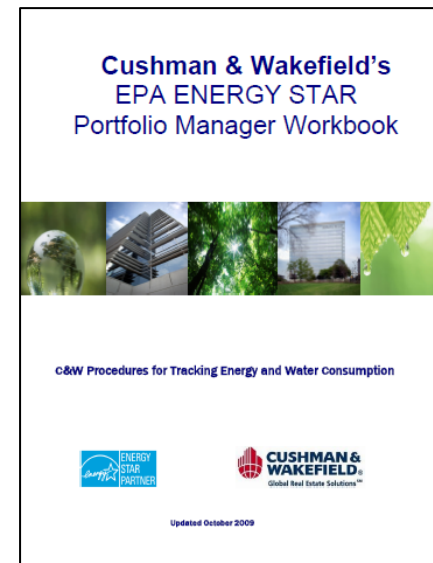
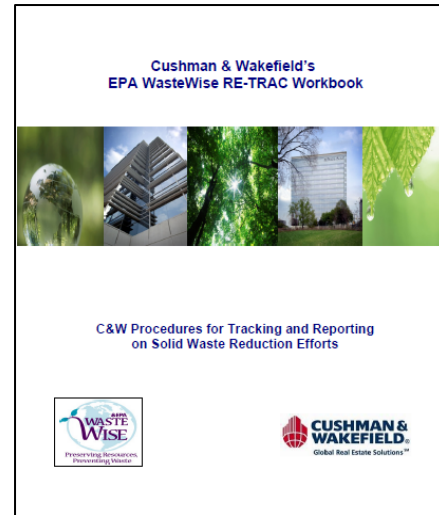
For Energy Efficiency, Water Efficiency
and Solid Waste Management Policies

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

 Employee Portal


02 Nov 2009

Search in Portal

Find

C&W People Finder

Enter Last Name

Find

Advanced People Finder ▶

[Global Website](#)
[Edit Profile](#) | [Log Out](#)
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User Applications
Email
Files
C&W Applications
[Add/Remove Apps ▶](#)
Knowledge Center
[Access Request Authorization](#)
[Accounts Payable: Employee/Vendor Payments](#)
[ATTUS WatchDOG](#)
[Broker Account](#)
[Business Integration Group \(BIG\)](#)
[Buymax](#)
[Coastal Training](#)
[Commissionable Options](#)
[CoreNet](#)
[CW-One](#)
[D&B Information](#)

C&W Today

Business Resources

Employee Resources

PEOPLE FINDER - ADVANCED



Search for Employees by name
☒ Last Name ☐ First Name
Starting With ▼
Refine your search by
Employee Type: All ▼
Location: All ▼
Find employees in a specific branch
Department: All ▼
Find employees in a specific department

Find


HR POLICIES, BENEFITS & RETIREMENT

[▶ Benefits & Retirement Planning](#)
[▶ Broker Status Information](#)
[▶ Compensation](#)
[▶ Ethics Help Line](#)
[▶ Forms](#)
[▶ HR Policies](#)
[▶ Organisation Charts](#)
[▶ PeopleSoft Updates](#)
[▶ Performance Management](#)
[▶ Toolkit](#)
[List View ▶](#)

PERSONAL FINANCE & BENEFITS

Links
 [iPay Statements](#)
 [C&W Ethics Website](#)
[10Morgan Retiree Online Website](#)

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C&W University provides you access to the firm's learning opportunities
[C&W University](#)
[C&W University Catalog](#)

BRANCH RESOURCES

GPP Implementation Resources - Webinars



UNIVERSITY



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Americas - Asia Pacific - EMEA

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Global Learning



[Click to Access Courses](#)

Featured e-Learning:

- [NEW](#) Management Development
- [NEW](#) Leadership Development
- [NEW](#) Sales & Negotiation Courses
- [NEW](#) CCIM - C&W Discount
- [Microsoft Office Courses](#)



[Click to View/Print Catalog](#)

Regional Learning

AMERICAS

Featured e-Learning:

- BOMA BEEP webinar Series for Property Managers
- Performance Management
- C-View Refresher

ASIA PACIFIC

Featured e-Learning:

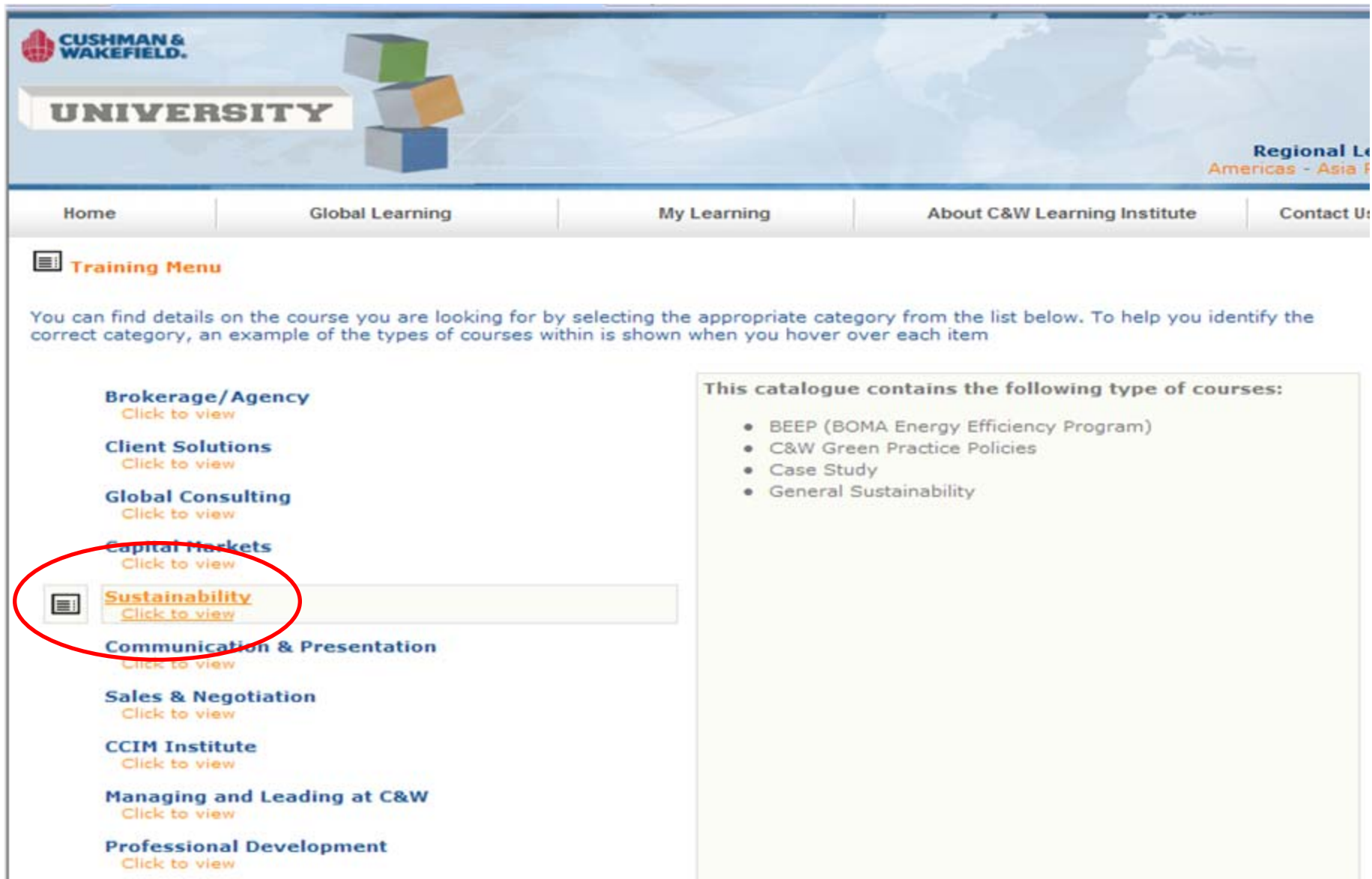
- [Presentation Courses](#)

EMEA

Featured e-Learning:

- Argonaut - Online Cultural Awareness Tool
- RosettaStone - Language Learning

GPP Implementation Resources - Webinars




The screenshot displays the Cushman & Wakefield University website. The header features the Cushman & Wakefield logo and the word 'UNIVERSITY' in a large, bold font. Below the header is a navigation bar with links: Home, Global Learning, My Learning, About C&W Learning Institute, and Contact Us. The main content area is titled 'Training Menu' and includes a paragraph explaining how to find course details. A list of course categories is provided, with 'Sustainability' highlighted by a red circle. To the right, a box titled 'This catalogue contains the following type of courses:' lists four course types: BEEP (BOMA Energy Efficiency Program), C&W Green Practice Policies, Case Study, and General Sustainability.

CUSHMAN & WAKEFIELD


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Regional Learning
Americas - Asia Pacific

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 **Training Menu**



You can find details on the course you are looking for by selecting the appropriate category from the list below. To help you identify the correct category, an example of the types of courses within is shown when you hover over each item.

- Brokerage/Agency**
[Click to view](#)
- Client Solutions**
[Click to view](#)
- Global Consulting**
[Click to view](#)
- Capital Markets**
[Click to view](#)
-  **Sustainability**
[Click to view](#)
- Communication & Presentation**
[Click to view](#)
- Sales & Negotiation**
[Click to view](#)
- CCIM Institute**
[Click to view](#)
- Managing and Leading at C&W**
[Click to view](#)
- Professional Development**
[Click to view](#)

This catalogue contains the following type of courses:

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

GPP Implementation Resources - Webinars



Regional Learning
Americas - Asia Pacific - EMEA

[Home](#)[Global Learning](#)[My Learning](#)[About C&W Learning Institute](#)[Contact Us/Support](#)

Make Selection




Confirm Selection

Price and Availability

Quote Acceptance

Order Approval


Order Placement

 [Training Menu](#) [Basket items](#) [Can't find it](#)

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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