

CUSHMAN & WAKEFIELD Energy & Sustainability TASK FORCE NEWSLETTER



Cushman & Wakefield, Inc.

May 2010 Edition

C&W announced the Environmental Challenge in October 2009. The firm is challenging its portfolio of managed properties in the US to reduce energy consumption, water use, and waste disposal by 10% by 2012, compared to a 2008 baseline. Progress is being acknowledged annually through a recognition and awards program. C&W recently announced the results of the 2009 edition of the program.

Recognition Program

Seventy four (74) facilities and properties participated in this year's edition of the Challenge. Of the 74 participating properties, 67 earned one or more Certificates of Recognition, underscoring environmental improvement (10% reduction in energy, water, or waste over baseline year 2008) and/or high performance (LEED certification, ENERGY STAR label, high diversion rate, or low water use intensity) for efficiencies achieved.

Based on the environmental metrics collected across the 74 participating facilities and properties as part of this year's edition of the Environmental Challenge, C&W teams, on average reduced energy consumption by 5.3%, water use by 8.4% and waste disposed by 6.8% in 2009, compared to baseline year 2008. These properties also improved their ENERGY STAR score on average 10%. By optimizing the use of natural resources and tracking environmental metrics over time, C&W property and facility management teams are enhancing the environmental performance of the firm's managed portfolio.

Awards Program

The C&W Environmental Challenge Awards Committee evaluated the highest performing properties among the 74 participants and selected 19 award winners in April 2010 in the following categories:

Best Overall Environmental Performance

- » Environmental Excellence Award—Demonstrates both most significant environmental improvement in reduction of energy, water and waste over the 2008 baseline year and high environmental performance, as evidenced by achievement of the ENERGY STAR label, LEED EB certification, high diversion rate and reduced indoor water use.

Environmental Improvement Category

- » Greatest Overall Improvement—Demonstrates highest level of improvement in energy, water and waste reduction over the 2008 baseline year.
- » Environmental Improvement Recognition—Demonstrates high levels of improvement in energy, water and waste reduction over the 2008 baseline year.

High Performance

- » Best in Class—Demonstrates highest level of environmental performance as evidenced by achievement of the ENERGY STAR label, LEED EB certification, high diversion rate and reduced indoor water use.
- » High Performance Recognition—Platinum—Demonstrates high level of environmental performance as evidenced by achievement of the ENERGY STAR label, LEED EB certification, high diversion rate and reduced indoor water use.
- » High Performance Recognition—Gold—Demonstrates notable environmental performance as evidenced by achievement of the ENERGY STAR label or high ENERGY STAR score, LEED EB certification, high diversion rate and reduced indoor water use.

C&W Environmental Challenge Award Winners (2009 Edition)

Congratulations to the teams below for demonstrating superior environmental performance in building operations. To underscore this accomplishment, teams held award ceremonies on Earth Day and will receive cash prizes from C&W in recognition of their efforts.

AWARD CATEGORY	AWARD SUB-CATEGORY	PROPERTY ADDRESS
BEST OVERALL PERFORMANCE	Environmental Excellence Award	600 Highway 169 South, St. Louis Park, MN
ENVIRONMENTAL IMPROVEMENT CATEGORY	Greatest Overall Improvement	1301 Dove Street, Newport Beach, CA
	Environmental Improvement Recognition	1851 Harbor Bay Parkway, Alameda, CA
		8742 Lucent Boulevard, Highlands Ranch, CO Adobe Towers, San Jose, CA
HIGH PERFORMANCE CATEGORY	Best in Class	601 Townsend Avenue, San Francisco, CA
	High Performance Recognition–Platinum	16 Market Square, Denver, CO
		27-01 Queens Plaza North, LIC, NY
		303 Second Street, San Francisco, CA
	High Performance Recognition–Gold	5950 Airport Road, Oriskany, NY
		Adobe Towers, San Jose, CA
		425 Market Street, San Francisco, CA
		1670 Broadway, Denver, CO
		177 S. Commons Drive, Aurora, IL
		3033 Campus Drive, Plymouth, MN
		455 Market Street, San Francisco, CA
		555 17th Street, Denver, CO
		555 International Way, Springfield, OR
		700 Quaker Lane, Warwick, RI



Environmental Excellence Award winner – 600 Highway 169 South, St. Louis Park, MN
C&W property management team from left to right: Ken Bouley, Mike Carbert, Jeff Alexander, Charles White, Julie Samuelson, Dick Carey, Kevin Kurpierz, Diane Mulligan, Tami Shroyer, and Scott McCracken.



High Performance Recognition Gold Award - 3033 Campus Drive, Plymouth, MN
C&W property management team from left to right: Julie Samuelson, Alex Johnson-Davis, Jeff Lebens, Bob Eggers, and Beth Borich

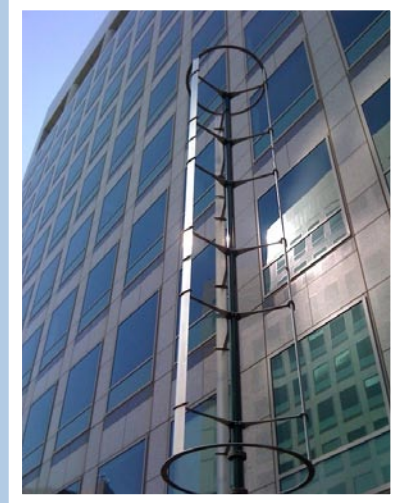


High Performance Recognition Gold Award - 455 Market Street, San Francisco, CA. C&W property management team from left to right: Kathy McKenna, Alison Endert, Jim Smith, Mary V. Hufnagel, Steven Ring, Dennis Watson, and Dave McFarland.

Adobe WindSpires

Adobe is expanding its commitment to environmental sustainability by investing in alternative energy sources. In December 2009, the company installed 20 WindSpire turbines on the sixth floor of its headquarters in San Jose, California. With the 14 mile per hour winds that course through the area, Adobe estimates each turbine will generate 2,500 kilowatt hours a year, representing over 1% of the total energy required by the headquarters facility. This installation was unique and complex as it was the first time that WindSpires had been placed on a building structure, and the first time any wind turbines had been placed within the City of San Jose.

"I am very proud to have a corporate leader like Adobe in San Jose. I am also proud to have a corporate leader like C&W managing their property. Together, you are changing property/facility management for the better (or should I say for the greener?)." Michael Foster, LEED AP, Manager, Integrated Waste Management Program, City of San Jose



Earth Day Events at C&W Managed Properties

C&W property and facility managers across the United States commemorated Earth Day 2010 with a variety of activities aimed at enhancing sustainable building operations and maintenance practices at managed properties. Capitalizing on the ideas from C&W's Earth Day Tool Kit, management and operations teams orchestrated events in building lobbies or cafeterias to promote environmental products and services and share sustainability best practices with building tenants. C&W managed buildings also hosted recycling collection events and engaged in community service efforts. Case studies of a few events are featured below.

NBC Tower – Chicago, IL

Earth Day 2010 at the NBC Tower was an opportunity to underscore two significant environmental achievements; the building achieved LEED EB certification and earned the ENERGY STAR label. The C&W property management team hosted a vendor fair showcasing the green products used in the building. Building management, engineers and vendors were present to answer questions from building occupants. As part of the Earth Day activities, several prizes were given away including two tickets to a baseball game; copies of "The Big Green Purse," a book filled with practical ideas for how to spend one's money in an eco-friendly way; a cake made from all organic, locally grown products; free shopping bags made from recycled street banners from Michigan Avenue; micro-fiber cloths; and saplings. Free document shredding was also offered by the recycling vendor.



700 Quaker Lane, Warwick, RI

Finding that all Earth Day activities could not be conducted within one day, the green team at 700 Quaker Lane devised “Warwick Earth Week” to highlight MetLife’s “go green” efforts. Building occupants received free samples of eco-friendly products and learned about the green activities through a vendor fair. On Monday, Snoopy kicked off the events by greeting associates in the morning and distributing MetLife pens made of recycled materials. On Tuesday, three activities promoted recycling. Associates were invited to bring personal documents from home for confidential, instant bulk shredding. Approximately 8,000 pounds of paper were shredded and recycled. An electronic waste collection enabled associates to safely dispose of unwanted TVs, computers, printers and other electronic equipment. In addition, a non-profit organization collected gently used clothing, housewares, furniture and other donated items for distribution to those in need. Wednesday highlighted a local merchant to display eco-friendly artwork and products. On Earth Day itself, associates attended the “Earth Day Symposium”, which featured exhibits on recycling, saving energy and conserving resources. Earth Week concluded with “Overstock Day,” a free swap event during which business units donated surplus office supplies to associates.

The Pyramid Center, San Francisco, CA

In the weeks leading up to Earth Day, the Pyramid Center held a Carbon Footprint Contest, a voluntary program created to measure and reward the sustainability efforts of building tenants. Tenants shared sustainable practices established in their offices and companies. Entries were evaluated on waste reduction, conservation, alternative transportation and other “green” actions. Top candidates had implemented comprehensive sustainability programs, including purchasing post-consumer recycled materials, diverting waste by recycling or composting, partnering with “green” caterers, and providing incentives for alternative commuting. The Pyramid Center rewarded outstanding achievements of the top three sustainable tenants on Earth Day with a certificate of designation and prizes. The prizes included sustainable cooking classes, boxes of organic, locally grown produce, and office plants. The Carbon Footprint Contest generated a lot of enthusiasm and competition among building tenants.

UCF Center, Orlando, FL

The UCF Foundation celebrated Earth Day by “Getting Back to Nature” and signing a new tenant! The activities were held at the campus Research Pavilion, where an outdoor patio for building occupants had recently been constructed. Over 400 tenants participated in the event and assisted with planting citrus trees across the campus. One of the vendors participating in the activities expressed an interest in leasing space at the facility and C&W received a request for proposal on the same day.



White Plains Plaza, White Plains, NY

The C&W team held an Earth Day fair with representatives from the janitorial and solid waste management service providers, as well as the food service company. All White Plains Plaza tenants were encouraged to join the celebration for Earth Day, via electronic invite. C&W displayed Earth Day posters with useful information and tips regarding sustainability practices for the home and work environment in the cafeteria. Participants received reusable tote bags and coffee mugs, and evergreen tree plantings. Raffle winners received energy efficient light bulbs, solar lights with rechargeable batteries, and green cleaning products. Tenants were also invited to recycle used batteries. The event attracted building tenants as well as representatives from the local fire and police departments.

4722 N. 24th Street, Phoenix, AZ

The C&W team engaged tenants in an initiative to reduce energy consumption and take advantage of the abundant sunshine in Phoenix. Tenants were encouraged to turn off all lights in exterior private offices from noon to 5:00 p.m. on April 22nd. To support the building's recycling program, the C&W team inspected each tenant suite the day before Earth Day to ensure recycling bins were located at each desk, breakroom, file/workroom and private office. On Earth Day, the property management team delivered bins and instructions on the building's recycling program to the appropriate offices.

1670 Broadway, Denver, CO

To encourage tenant participation at Earth Day activities, the C&W team at 1670 Broadway distributed flyers and placed posters in key locations in the building. Six vendors were invited to participate in a fair at the building to showcase environmentally responsible products and services. Raffle prizes included a Schwinn Cruiser bicycle, personal training gift certificates, 1670 Broadway reusable tote bags, organic coffee, and wildflower seeds. Electronics were also collected for recycling, with the total weight exceeding last year's results. The event happened to coincide with a Building Owner/Landlord visit, who was impressed with the scale and level of participation. The building's Earth Day program is consistent with the owner's goals and reinforces C&W's commitment to sustainability.



Green Opportunity Index

Working with the BetterBricks Initiative of the Northwest Energy Efficiency Alliance, C&W has launched the first assessment tool to rank top office markets on the basis of both real estate fundamentals and sustainable development considerations. The Green Building Opportunity Index focuses on the primary factors that influence successful development, retro-fitting, leasing and sales of investment grade "green" office buildings in the 25 largest U.S. Central Business Districts (CBDs). It compares a market's relative position to its peers in six categories: Office Market Conditions, Investment Outlook, Green Adoption & Implementation, Local Mandates & Incentives, State Energy Initiatives and Green Culture.

The Index is available on C&W's Knowledge Center at www.cushwake.com.



Leading by Example: LEED-CI Gold For C&W World Headquarters

C&W's new world headquarters in New York City has achieved LEED Gold certification, exceeding our target of Silver Certification. This is the result of more than two years of an integrated team process, from design and development through the construction phase. It is a testament to our commitment to reduce water use by 400,000 gallons a year and avoid nearly 1,200 tons of CO₂ annually through renewable energy purchases. The project also diverted 200 tons of construction waste from landfill.

Learn more about C&W's sustainability initiatives in managed properties

C&W's Energy & Sustainability Task Force

Cushman & Wakefield, as the world leader in real estate services, provides clients with the highest-quality and most cost-effective service. This is accomplished by combining best practices and technical expertise to enhance the overall performance and value of our client's assets. C&W's Energy and Sustainability Task Force focuses on building operations and maintenance issues that optimize energy consumption, water use, and waste reduction while reducing operational costs and enhancing property value. The Task Force is comprised of C&W professionals from Facilities and Investor Services.

For more information contact: Task Force Co-Chairs Steven Ring or John Scott at ENERGY@cushwake.com

C&W's Sustainability Strategies Team

C&W's Sustainability Strategies Team develops and leads the implementation of programs, tools and resources designed to incorporate environmental best practices that promote the efficient use of natural resources and the reduction of carbon footprint into facility and property management. The Team manages such programs as C&W's LEED EB Volume Certification Portfolio Program and the Environmental Challenge, in addition to leading C&W corporate sustainability initiatives.

For more information contact: Eric Duchon at cssustainability@cushwake.com

Learn more about C&W's Green Buildings & Sustainability VAS Group

C&W's national Green Buildings & Sustainability Practice within its Valuation and Advisory Services Group specializes in identifying and quantifying the costs and benefits of green strategies relative to asset and portfolio value. We work in tandem with other C&W specialists to provide our clients with the best information possible to objectively assess the value and return implications of proposed green strategies, components and development – for both new and existing buildings. Service offerings include cost-benefit analyses for a variety of green strategies; due diligence for green acquisition, disposition and retrofit projects; feasibility and market studies for green projects; and mortgage lending appraisals on green buildings.

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