

# CUSHMAN & WAKEFIELD Energy

# & Sustainability

T A S K F O R C E N E W S L E T T E R



Cushman & Wakefield, Inc.

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*Welcome to the first edition of C&W's Energy and Sustainability Task Force Newsletter. This publication illustrates how C&W is delivering on its commitment to enhance the environmental performance of commercial real estate.*

## C&W's Environmental Commitment

Early this year John Santora, President & CEO of the Americas, announced that C&W had entered into a Memorandum of Understanding (MOU) with the United States Environmental Protection Agency (EPA). C&W is the first real estate services firm in the U.S. to enter into a MOU with the EPA aimed at addressing environmental issues in the commercial real estate sector.

This partnership is an important step in promoting environmental best practices in our industry and in showing C&W's leadership in addressing sustainability issues. C&W is proud to contribute to this effort by identifying opportunities to green our business operations, and to continue to engage and support our clients by implementing sustainable building operations in properties under management.

The MOU sets out environmental best practices designed to enhance energy efficiency and reduce carbon

footprint, promote water conservation and minimize waste within C&W's corporate offices and in properties under management in the U.S. For its U.S. corporate offices, C&W will implement best practices designed to "green" operations through a pilot program.

C&W will continue to work in partnership with its clients to enhance the environmental performance of the firm's portfolio of managed properties in the U.S. by implementing environmentally responsible operations and maintenance practices. C&W, an EPA ENERGY STAR partner since 1999, will participate in two new EPA programs: WasteWise and GreenScapes. The firm will also utilize its Green Practice Policies as a platform to support clients in adopting sustainable approaches to pest management, construction, purchasing, cleaning, solid waste management, and control of environmental tobacco smoke.

## Leading by Example: C&W's Green Corporate Initiatives

Environmental responsibility begins at home. C&W's Atlanta office has achieved a LEED-Gold certification for commercial interiors. We are targeting the LEED-Silver level for our new World Headquarters office in New York City, where we will be moving in the fall. In addition, we are commencing a pilot program in five branch offices to benchmark our environmental footprint. For C&W branches nationwide, we have issued the C&W Green Office Tool Kit to support best practices in office sustainability. The Tool Kit provides office managers with resources to create a "green team" to address issues such as energy conservation, waste prevention, recycling, water conservation, and sustainable purchasing.

## Value Added Green Facilities and Property Management

C&W is expanding the ways we help our clients realize the benefits of green initiatives across our managed portfolio.

### *Energy Efficiency*

Improving operational energy efficiency at C&W managed properties is a cornerstone of C&W's management service offering. The firm assists building owners with energy analyses utilizing EPA's ENERGY STAR benchmarking tool. C&W strives to improve ENERGY STAR scores through identification of energy conservation opportunities, and implementation of retro-commissioning procedures. The firm further encourages clients to pursue recognition opportunities for high-performing buildings such as the EPA ENERGY STAR label and certification from the U.S. Green Building Council's Leadership in Energy and Environmental Design (LEED).

### *Water Efficiency*

C&W tracks water consumption along with energy use at our managed properties using EPA ENERGY STAR's Portfolio Manager tool. The information is used to make informed decisions to increase operational efficiency and reduce costs.

### *Green Practice Policies*

C&W has developed a set of "green practice policies" which outline sustainable approaches to pest management, construction, purchasing, cleaning, solid waste management, and no-smoking. The policies, based on the LEED for Existing Buildings rating system, are implemented as appropriate.

### *LEED Projects*

Our growing ability to make an impact on a large scale is truly exciting. C&W's approach to volume certification under the LEED for Existing Buildings: Operations & Maintenance (LEED EBOM) pilot Portfolio Program was recently approved by the U.S. Green Buildings Council. Under this program, C&W will seek volume certification for several participating properties. We continue to partner with our clients on a wide range of individual LEED projects for new construction, commercial interiors, and existing buildings. Our track record includes five properties certified at the Platinum level. Globally, C&W's partnership with our clients has resulted in 8 million SF of LEED certified space, with 34 million SF registered and in progress.

## Training and Education Investments

Our ability to assist clients with their sustainability objectives is growing steadily. Over the past year, property and facility managers received training on sustainable building operations and maintenance practices through bi-weekly webinars as part of C&W's LEED EBOM Portfolio Program. Additionally, over 300 C&W building operations staff learned to benchmark buildings for energy performance using ENERGY STAR's Portfolio Manager tool. New courses such as Sustainability 101: Introduction to Sustainability & Green Buildings and training modules on C&W's Green Practice Policies are available on C&W's Learning Portal, with more courses in development. The firm has a roster of over 30 LEED Accredited Professionals (LEED AP).

## Industry-Wide Initiatives

As a firm, we have joined industry-wide initiatives such as the Building Owners and Managers Association's (BOMA) Seven Point Challenge, through which C&W is committed to work with our clients to reduce the use of natural resources, non-renewable energy sources, and waste production in commercial buildings. C&W is also a Steering Committee member of the Commercial Real Estate Energy Alliance (CREEA). CREEA links building owners and operators with research and technologies being developed at the Department of Energy's National Laboratories and serves as a national forum to share best practices in energy efficiency.

## Earth Day Events at C&W Managed Properties

C&W property and facility managers across the United States commemorated Earth Day 2009 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, created “green teams” to implement sustainable building operations and maintenance beyond Earth Day, and engaged in community service efforts. Case studies of a few events are featured below.



### **600 Wilshire, Los Angeles, California**

The building marked Earth Day 2009 by coordinating an e-waste collection event in conjunction with an Earth Day celebration. Tenants were encouraged to bring e-waste from home and office to be recycled. 138 tenants participated in the recycling of unwanted electronics, and as a reward they each received a Compact Fluorescent Lightbulb (CFL) to further encourage them to reduce their carbon footprints. In addition to the collection event, the property manager created a pledge board (see image) where people committed to increase their personal environmental practices and share their green ideas. Our “green” team highlighted the environmental best practices employed at the building with their tenants.

### **10950 Washington Boulevard, Culver City, California**

The C&W team coordinated a street clean up of the areas of Washington Blvd. surrounding the property with the support of the City of Culver City. The event was posted on the Culver City website. Building tenants and the general public were invited to attend. In addition to the clean up, recycling bins were made available for eyeglasses and cell phone collections, and environmental educational information was provided to tenants. The event covered a breadth of environmental actions both global and local in scope.



## Earth Day Events at C&W Managed Properties (cont'd)

### *2701 Wells Fargo Way, Minneapolis, Minnesota*

The Wells Fargo campus showcased C&W's sustainability initiatives on Earth Day. Our managers collaborated with other Wells Fargo campus businesses to highlight campus sustainability practices and recommend best environmental practices for home and office. The team effort at the event included the Wells Fargo Green Team which conducted a membership drive, the Wells Fargo Administration Group which provides energy saving/recycling ideas at individual desks, the Sodexo Food Services group, which provides green cleaning products and grease recycling, the Wells Fargo Bank which provides paperless banking, and the campus cleaning vendor which utilizes a high performance green cleaning program. The event featured visual displays which demonstrated sustainability concepts and encouraged tenants to engage in exploring green practices. The day concluded by conducting a waste audit as part of the campus' efforts at LEED EBOM certification through the C&W LEED EBOM Pilot Portfolio Program.



### *525 Market Street, San Francisco, California*

The C&W team at 525 Market Street hosted the property's first annual Earth Day Green Fair. Local representatives and vendors shared information on green practices. The event raised awareness among building occupants and the community about ownership's and management's commitment to environmentally sustainable business practices. The fair highlighted the building's efforts at LEED certification through the LEED for Existing Buildings program. Additionally, the restructured recycling program was demonstrated, which is guided by an overall goal of achieving a waste diversion rate of 75% or higher. Since 2000, 525 Market Street has been consistently awarded the prestigious ENERGY STAR by the Environmental Protection Agency.

### *One Madison Avenue & Eleven Madison Avenue, New York, NY*

The C&W teams at One and Eleven Madison Avenue participated in Earth Day events. Janitorial products supply vendor Johnson Diversey set up an informative display in the lobby showing green cleaning products and best practices that can help decrease negative impacts on the environment. Pamphlets were circulated and sample products were distributed to tenants. Collection boxes were placed at building entrances and tenants were encouraged to recycle their used batteries. Interesting facts about energy saving measures such as lighting retrofits, programmable dimmer systems and consumption statistics were topics of a Q&A session.

## 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 and 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 Louis Mantia or John Scott at [ENERGY@cushwake.com](mailto:ENERGY@cushwake.com)

### ***C&W's Sustainability Strategies Team***

C&W's Sustainability Strategies Team develops and leads the implementation of national 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 also focuses on C&W's corporate sustainability initiatives.

For more information contact: Eleni Reed at [cssustainability@cushwake.com](mailto:cssustainability@cushwake.com)