10 Greenprint Performance Report™

VOLUME 10 • SUMMARY

The ULI Greenprint Center for Building Performance has now been a market driver for 10 years, a catalyst for real estate advancement on carbon reduction and asset value worldwide. At its founding in 2009 in Greenland, a handful of leading real estate owners came together with shared goals and a shared commitment to cost-effectively reduce energy and water use, waste generation, and greenhouse gas emissions. That group became Greenprint—a blueprint for green buildings.

Urban Land Institute

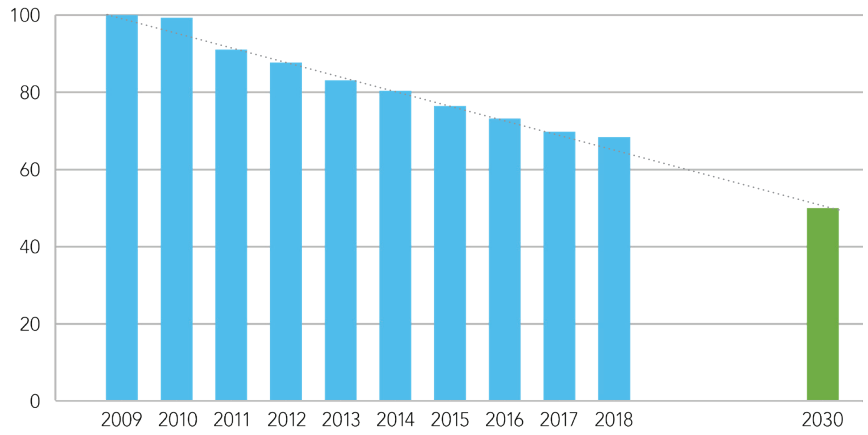
10 YEARS ULI GREENPRINT ANNIVERSARY

Reducing carbon, Building value

ULI Greenprint Progress toward Goals

You can't manage what you don't measure. This oft-used phrase is just as relevant today as it has ever been. Data benchmarking continues to be the backbone of Greenprint—as it has been over its 10-year tenure—to ensure that members of the real estate community hold themselves accountable for reporting on and reducing portfolio-wide carbon emissions over time. Through measurement, benchmarking, knowledge sharing, and implementation of best practices, Greenprint and its members strive to reduce greenhouse gas emissions by 50 percent by 2030.

GREENPRINT CARBON REDUCTIONS OVER TIME (percentage)



> **"The vision was to create a membership-based organization represented by major investors and financial institutions to develop an industry standard for benchmarking carbon performance, hit carbon reduction targets, help visualize how we can meet those targets, and lead by example to encourage and inspire others to follow."**
>
> —Ron Weidner, Greenprint founder

Trends Driving Sustainability

MOVING BEYOND OPERATIONAL CARBON TO THE CIRCULAR ECONOMY

Only half of a building's total carbon emissions come from energy use during the life of the building; the rest comes from carbon emitted during construction, including materials sourcing and production. To fully address the environmental impact of buildings, real estate must move toward a circular economy, where waste of materials is minimized. The business case for considering embodied carbon and the circular economy is growing, with new regulations being passed across the globe and innovations in materials causing more architects and developers to take note.

CITIES GET SERIOUS ON CLIMATE: REGULATIONS SET PERFORMANCE STANDARDS

An increase in the number of regulations that raise sustainability standards, identified as a trend in past editions of the *Greenprint Performance Report*, is coming to fruition as cities take action to set and meet ambitious climate goals. New legislation mandating building performance will affect the bottom line of real estate transactions, from costs during development through operations. In the United States, at least 31 cities, from San Francisco to Atlanta, have set energy benchmarking policies for buildings, with 15 requiring that structures meet performance targets or undertake additional actions like energy audits.

INVESTORS DEMAND MORE ON ESG

Across the board, investors are asking real estate owners and asset managers for more information on their real estate funds' environmental, social, and governance (ESG) programs when allocating capital. This desire for more information has led to an increase in real estate organizations fielding ESG questions in requests for proposals, reporting their compliance with voluntary external standards, and responding to internal investor requests to disclose progress toward portfolio-level goals.

Performance Snapshot, 2017–2018

CO_2 EMISSIONS

-1.5%

WATER CONSUMPTION

-0.6%

ENERGY CONSUMPTION

-0.1%

WASTE DIVERSION

+7.0%

Greenprint Member Best Practices

In 2018, Greenprint members tracked data in the Measurabl software platform to monitor and record 1,010 sustainability projects; the 330 projects on which cost data were reported totaled over $40.7 million in investment. As expected, high-efficiency equipment and appliance projects dominated the list in terms of project count. However, in 2018 for the first time, waste and building envelope projects took second and third place with 144 and 110 projects, respectively. In addition, green leasing, tenant engagement, and climate risk and resilience mitigation saw increased focus.

In 2018, Greenprint members invested over $2.5 million in renewable energy technologies, some of which were targeted to support aspiring net-zero energy (NZE) buildings. Achieving NZE in owner-occupied and -operated single-tenant buildings is significantly easier than in multitenant buildings. Despite this lofty challenge, Morgan Creek Ventures completed construction in 2018 of one of the first multitenant buildings aspiring to achieve NZE, Boulder Commons in Boulder, Colorado. By early 2019, the building was fully leased and ready to begin the certification process to become an official NZE building.

Though ESG is what broadly defines many Greenprint members' sustainability strategies, integrating the social into business practices often comes with a distinctive set of challenges. In an effort to expand socially minded programs, Prologis launched the Community Workforce Initiative, which aims to address the labor shortage concerns of many Prologis customers though a comprehensive program and agenda. The program includes partnerships with local workforce development organizations to offer mentorship, skills training, internships, and job placement assistance for workers in the logistics, distribution, and transportation sectors—all of which are currently experiencing labor shortages. The Los Angeles program enrolled 160 participants in its first year, and the Miami Springs High School program will include about 150.

With the over $40 million that Greenprint members report investing on in ESG projects in 2018, many elements of those investments (such as lighting retrofits, occupancy sensors, and even building envelope upgrades) can be considered when incorporating sustainability into leases. Green, or "energy aligned," leasing is a way to overcome the split incentive. GID Investment Advisers developed a "green lease addendum," which was incorporated into all master lease forms by the end of 2016. By the end of 2018, GID had executed over 26,000 green leases.

Tenant engagement has consistently been a focus of Greenprint members as more companies seek to go beyond the sustainability status quo and integrate sustainability and health and wellness initiatives in all facets of their business strategy. Greenprint members reported investing over $300,000 in 2018 in tenant and occupier engagement. Return on investment often comes in the form of benefits such as lower tenant turnover, fewer vacancies, and rental premiums. SL Green launched an internal amenity program called Living Green in September 2018 in partnership with Better Spaces, a tenant engagement software platform, aimed at addressing the critical need for tenant and occupier engagement.

Get Involved in Greenprint

Greenprint is a global community of real estate owners, investors, and developers committed to leading the market and advancing sustainability across their portfolios. Greenprint represents $750 billion (€674 billion) in real estate assets under management, 8,916 properties, and 2 billion square feet of space in 32 countries.

> **"For the past ten years Greenprint has worked with the real estate investment community to help expand and improve upon sustainability best practices within the commercial real estate sector. As the race against climate change's various impacts on our cities picks up, the focus of global fiduciaries has become sharpened. Greenprint continues to provide an important tool and platform for understanding resource usage within our investment properties. Environmental, social, and governance best practices must be pursued with an eye to investors' bottom-line returns, and those return estimates increasingly include factors such as heat, flooding, carbon emissions, and other climate-related issues. Greenprint, along with the Center for Sustainability and Economic Performance, exists to serve as a resource hub for investors across the globe."**
>
> —Daniel Cashdan, president, HFF Securities (a JLL company), and chairman of ULI's Center for Sustainability and Economic Performance

MEMBER BENEFITS

- Participation in community of practice
- Contribution to thought leadership
- Recognition in reports, articles, and webinars
- Asset-level benchmarking and data analysis
- ULI member benefits, including one full individual membership and one registration to a ULI annual meeting

ANNUAL MEMBER FEES

Member fees are based on an organization's total assets under management:

- Under $1 billion—$5,000
- $1 billion to $5 billion—$7,500
- $5 billion to $20 billion—$10,000
- Over $20 billion—$15,000

To learn more about Greenprint, reach out to **Greenprint-Info@ULI.org.**