

# Incorporating Green Into Your Corporate Culture

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**Transwestern**



# In the Beginning

- “Green movement” started in 60s and 70s.
- “Stigma” associated with “being green”



# Now

- Did not “take off” until recently



# Mandating Green is Easy



# Changing the Corporate Culture is Hard



VS.



## A Case in Point



What percentage of recyclable materials are recycled at the average office building?

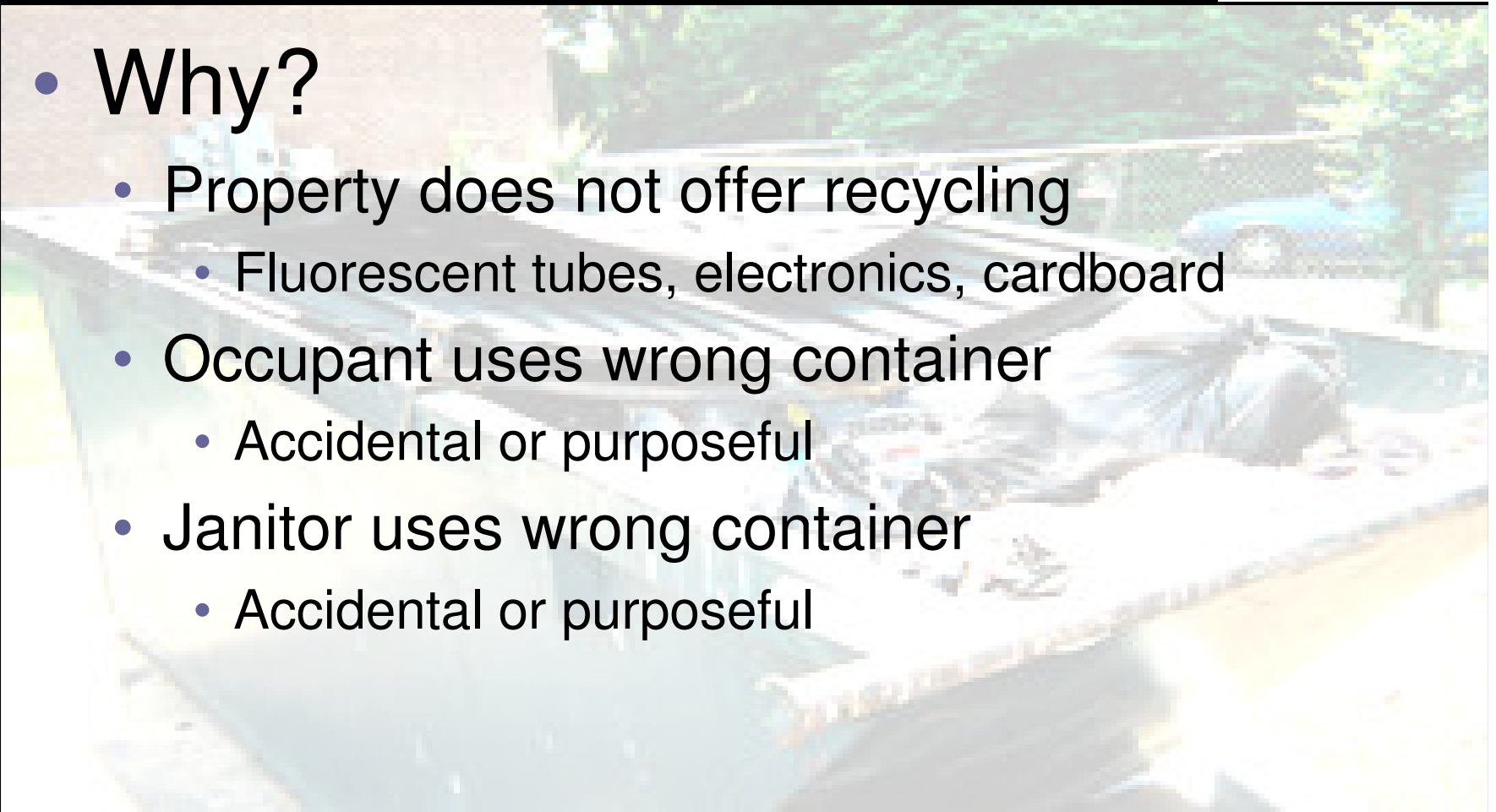
## A Case in Point

What percentage of recyclable materials are recycled at the average office building?

**30%**

## A Case in Point

- Why?
  - Property does not offer recycling
    - Fluorescent tubes, electronics, cardboard
  - Occupant uses wrong container
    - Accidental or purposeful
  - Janitor uses wrong container
    - Accidental or purposeful



# Corporate Edicts Do Not Work



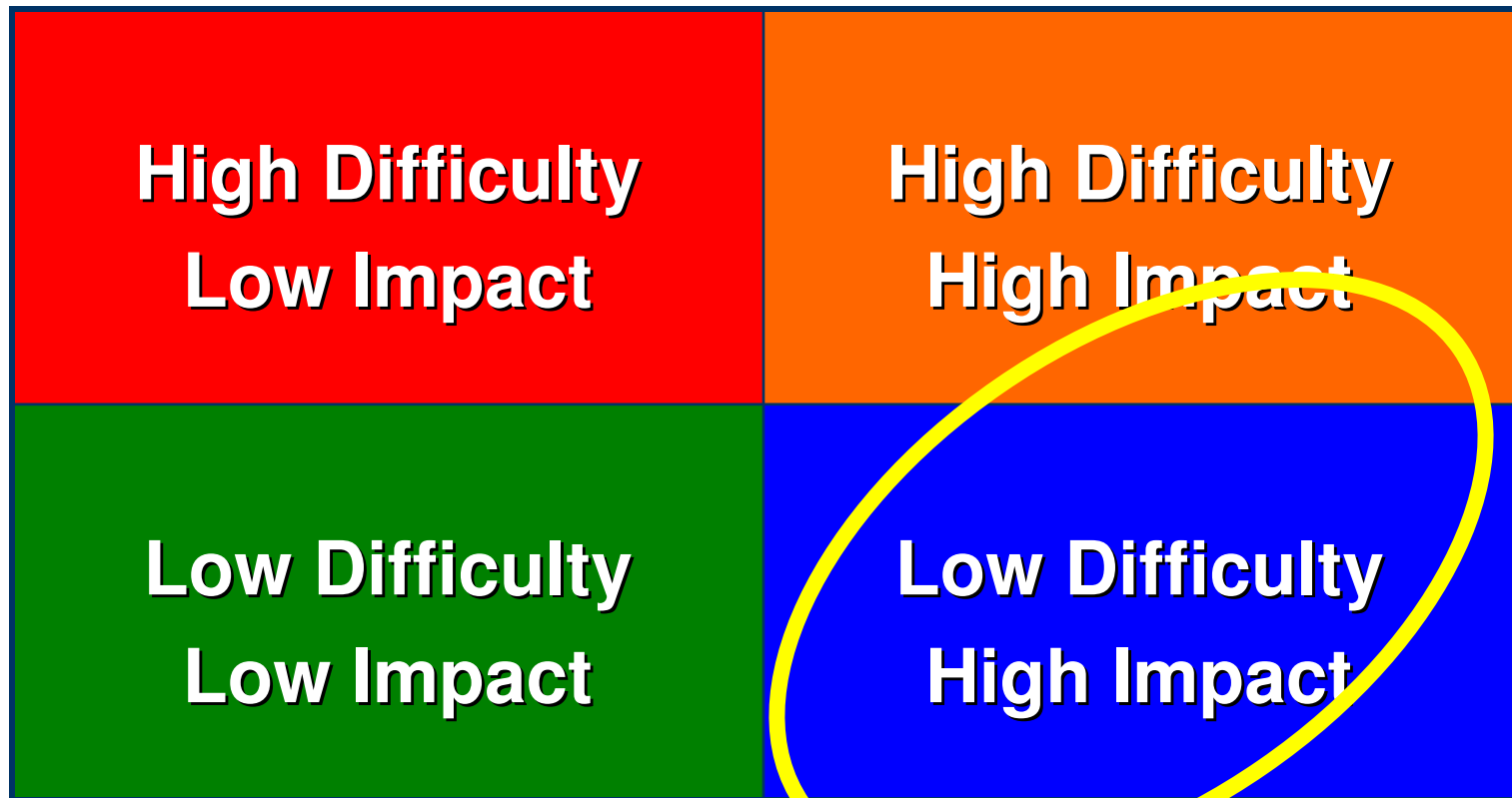
# Often a Grassroots Effort



# It's an MBA Thing

<b>High Difficulty Low Impact</b>	<b>High Difficulty High Impact</b>
<b>Low Difficulty Low Impact</b>	<b>Low Difficulty High Impact</b>

# It's an MBA Thing



# Start with Energy Star®

- Regardless of what “corporate” thinks about green
  - Benchmarking is easy
  - It’s FREE
  - Energy Star® saves money
    - Owners appreciate NOI boost & value increase
    - Tenants appreciate operating expense reduction
- Buildings can be benchmarked without “corporate” approval
- Small energy savings = large impact on bottom line



# Very Few Energy Star® Buildings

- A case in point: Maryland

Energy Star® Grocery Stores	69
Energy Star® Hotels	10
Energy Star® Government Buildings	6
Energy Star® Corporate HQ	1
Energy Star® Nature Center	1
Energy Star® Office Buildings	12
<b>TOTALS</b>	<b>99</b>

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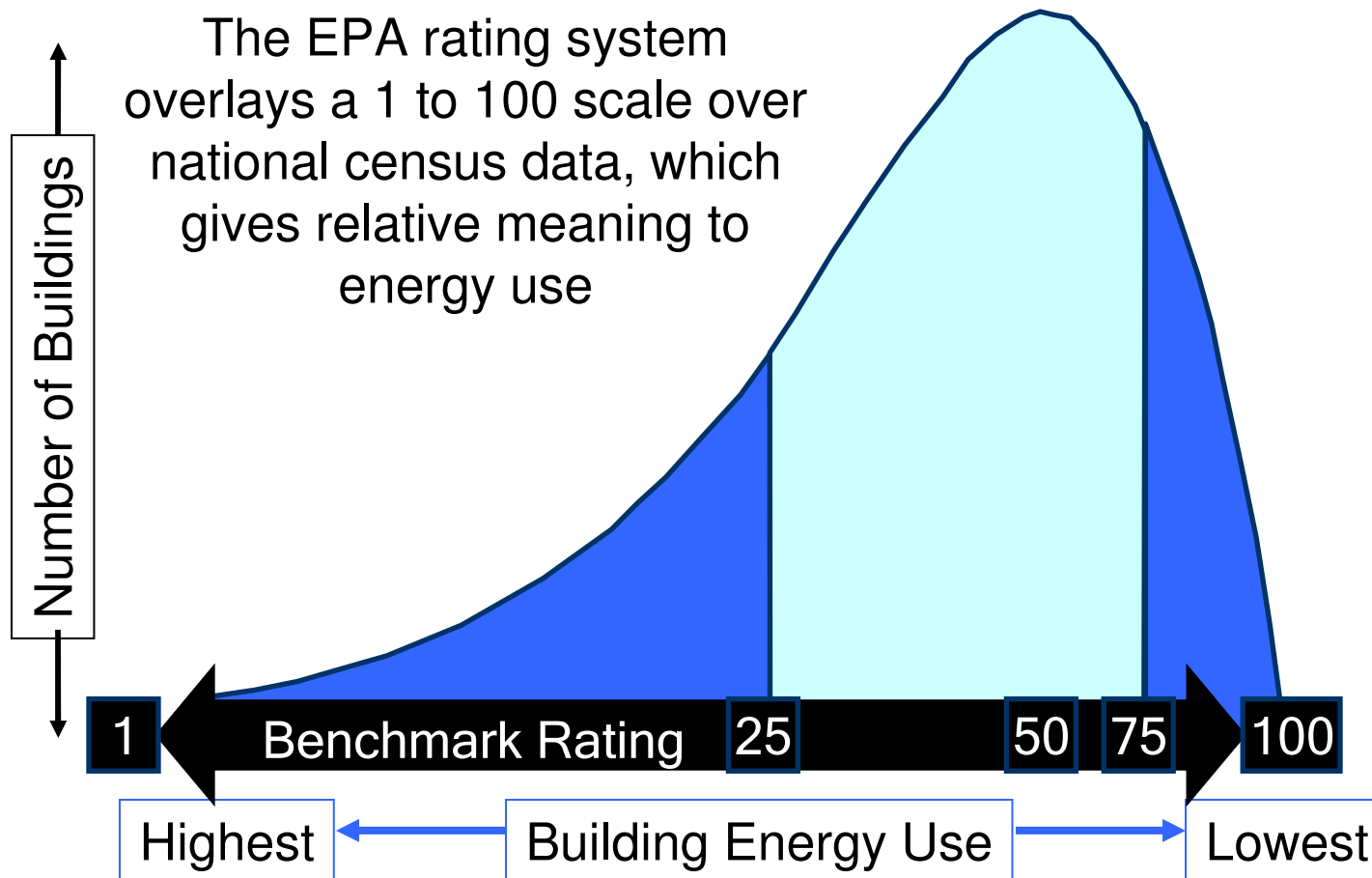
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**This is where Transwestern started in 1999:**

**5 Energy Star® buildings in Maryland**

**200+ Energy Star® buildings nationally**

# Energy Star® Rating



# Why Energy Star®?

- John Quigley, Professor of Economics – UC Berkeley’s Hass Business School
  - Survey of 694 office buildings in 6 major US markets
    - “Only properties with the Energy Star® designation produce higher rents”
    - “Not a single [LEED] certified building included in the study produced higher effective rent as a result of its green integrity.”



# For More Information

## **Energy Efficiency: Planning, Benchmarking, and Audits**

Presented by Alyssa Quarforth, EPA

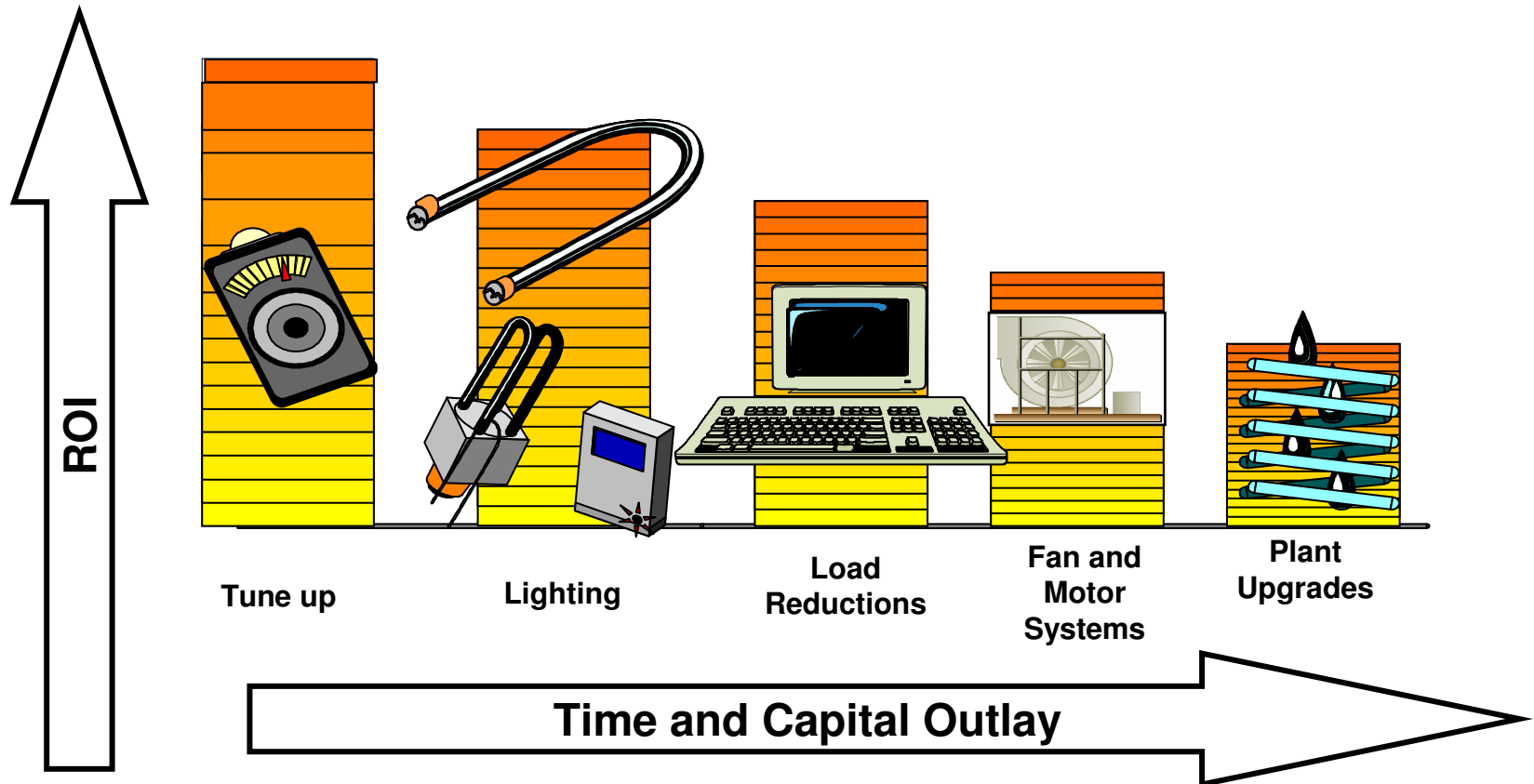
9:45 AM

## Next: No/Low Cost Programs

- Look for projects with high ROI/low payback periods
  - Engineering audits
  - Green cleaning
  - Recycling
  - Reducing weekend operating hours
  - Water conservation
  - Night time inspections
  - Start/stop times
- No cost projects don't require "corporate" approval



# “Low Hanging Fruit” First



# For More Information

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## **Water Management and Conservation**

Presented by Laura Dufresne, The Cadmus Group

9:45 AM

## **Best Green Practices for Quick Pay-Back**

Presented by Laurie McMahon, Cassidy & Pinkard Colliers

10:45 AM

## Next: Look Inward

- Make green changes yourself
  - Eliminate disposable plastic water bottles
  - Recycle
  - Use CFLs
  - Turn off appliances (phantom power)
    - Cable boxes/DVRs = 30-40 watts 24/7/365
  - Install programmable thermostat
  - Use microfiber mops and dusters
- Start simply
  - Don't make big changes first!



## Next: Look Inward

- Make green changes in your office
  - Double sided copies/printing
  - Digital file storage instead of printing
  - Recycle
  - Water cooler v. bottled water
  - Occupancy sensors
  - Turn off PCs, printers, copiers at night
  - Vending machine set back times
  - LCD monitors v. CRT monitors



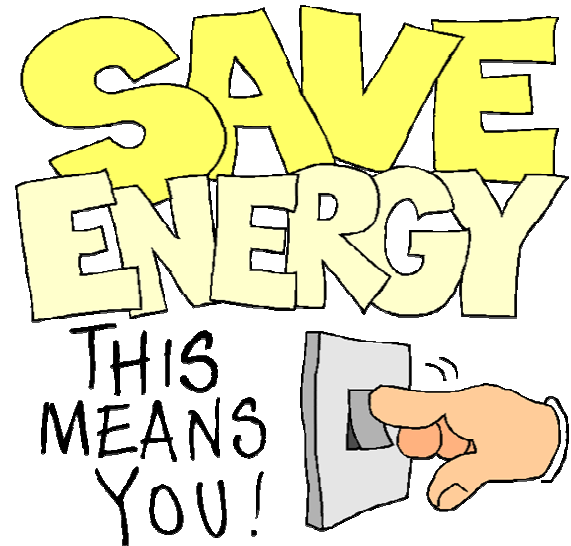
## Next: Set up a Measurement System

***If you can't measure it, you can't manage it***

- Set up a measurement system
  - Energy Star® is a good start
- Set goals for incremental improvements
- Train team members, tenants, and vendors
- Track performance
- Reward team members
- Never underestimate the power of contests!

# Finally: Share Successes

- Report to
  - Clients
    - In your monthly report package
    - E-blasts and notices
  - Tenants
    - Tenant meetings
    - E-blasts, notices
  - Superiors
    - Emails, meetings
- Build “buzz” from bottom up



# Questions



# Contact Information

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