

SR INC'S SUSTAINABLE BUSINESS & ENTERPRISE ROUNDTABLE (SBER) 2ND QUARTER NEWS

From the service leader

James Boyle, President & CEO



Sustainability Strategically Optimizes for the Bottom-line & Innovates for the Top-line

Individually, annually and confidentially, SR Inc assesses **SBER** Member-Clients on their management best practices in driving greater sustainability throughout their buildings and businesses. SR Inc then benchmarks their practices against other Member-clients and leaders in their sector to make recommendations regarding how best to move to higher performance assisted by our growing team.

For the first time in Q2, an overwhelming majority of SBER Member-Clients across sectors and across the corporate occupier and investor/ owner divide in real estate, moved beyond energy, water and materials efficiency towards a deeper and more profitable embrace of more sustainable business. Specifically, a majority of SBER Member-Clients were rolling excellent but disparate efforts towards more sustainable commercial interiors, energy management, water conservation and recycling into Sustainability Strategies that resonated with their C-Suite. Many moved beyond improving the bottom-line to also increasing the top-line as they improved their brand position and captured new revenue and opportunities.

SBER Member Executives now nearly universally understand what only a few years ago seemed to be cutting edge. Namely, that an embrace of sustainable business provides a more strategic approach to optimization and innovation that recognizes our economy is increasingly global and defined by resource constraints. This more strategic approach enables executives to imbue a conventional commitment to continuous optimization in operations with the energy of social and environmental relevance. And it enables them to get better recognized and resourced by senior management as they help their company leverage a growing interest in sustainability to better align with top investors, top customers, top talent and regulators.

Consequently, SBER Member-Client companies are moving well beyond optimizing individual buildings and towards a branded Sustainability Strategy that drives an environmentally and health aware strategy throughout all of their operations. One that can begin with a CEO level endorsement of the Sustainability Strategy as part of the brand promise of the company and extends from strategy development to operations to HR to new products of growing importance in a world increasingly concerned about sustainability.

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SBER Calendar of Select Events

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| Jan 24, 2013
11am PT/
2pm ET | ELC Charter Member Meeting
Charter Members met virtually to discuss and ratify the <i>2013 SBER-ELC Service Agenda</i> |
| Feb 7, 2013
11am PT/
2pm ET | RLC Charter Member Meeting
Charter Members met virtually to discuss and ratify the <i>2013 SBER-RLC Service Agenda</i> |
| Mar 21, 2013
9-11am PT/
12-2pm ET | Q1 Executive Meeting
SBER Member-Clients met for a Luncheon & Webinar in Boston, New York, San Francisco & Washington, DC |
| June 13, 2013
12-4pm ET | Q2 Executive Symposium
SBER Member-Clients met for a half-day in Washington, D.C. |
| Sep 19, 2013
12-2:30pm PT | Q3 Executive Symposium WC
SBER Member-Clients meet for a Luncheon in San Jose, CA |
| Sep 26, 2013
12-2:30pm ET | Q3 Executive Symposium EC
SBER Member-Clients meet for a Luncheon in New York, NY |
| Dec 5, 2013
12-4pm PT | Q4 Sustainability Symposium
SBER Member-Clients meet for a half-day in San Diego, CA |

SBER Q2 Executive Symposium: *Sustainable Workplaces 2013*

June 13, SR Inc held its Sustainable Business & Enterprise Roundtable (**SBER**) Q2 Executive Symposium at the Willard InterContinental Hotel in Washington, D.C. This event was part of SR Inc's ongoing series of Member Executive meetings, which gather select sustainability leaders in real estate and operations to learn about SR Inc's newest Executive Guidance & Tools, and provide an opportunity for them to convene for informal and facilitated discussions management best practices among peers.

We were pleased to have newer SBER Member-Clients such as Bentall Kennedy, T. Rowe Price, and Tower Companies, as well as longer term Member-Clients such as Brandywine Realty Trust, Capital One, National Institutes of Health, and the U.S. GSA making leading contributions to the materials and discussions.



About three dozen SBER Member Executives participated in the SBER Q2 Executive Symposium in D.C., one of several 2013 Symposia supporting and informing the SBER.

The symposium examined four pieces of new SR Inc management research and Executive Guidance which advise on different aspects of a sustainable workplace: **building interiors, lighting technologies** (developed and presented in conjunction with Cleantech Group), **food service**, and **materials management** (presented in conjunction with SBER Premiere Thought Leader Covanta Energy).

SR Inc is pleased to develop custom requested tools for Member-clients in each area and provide related Advisory Services. See key issues highlighted in the executive discussions and select relevant SBER Executive Guidance & Tools, at our blog:

[Building Interiors: Healthy, More Sustainable Workplaces](#)

[Lighting Technologies for Real Estate Sustainability](#)

[Sustainable Food Service: Strategies and Standards](#)

[Materials Management for Sustainability](#)

The presentations and Executive Guidance discussed at the Q2 Executive Symposium are available to SBER Member-Clients in SR Inc's [Digital Library](#) by clicking on the icons below.



Member Executive Comments



Roger van Overbeek,
Director of Corporate RE
at Autodesk, on SR Inc
Management Best Practices
Research & Tools

"SR Inc's content was excellent because it was not just a high level overview, but meaningful enough that I can use it for implementation and refinement. The information I obtained in one day and on the thumb drive was equal to months of consulting provided by one of our vendors, and the SR Inc materials are more meaningful. I cannot say enough good about the content."



Deidre Buzzetto,
Director, International Real
Estate at Lenovo, on
experience with SR Inc

"SR Inc was critical in us bringing forward to our senior executive team how important it is to input sustainability into our overall strategy... Having SR Inc with us pushing us forward and pushing us in the right direction is what we needed. Our sustainability council has gotten the data they need and all the right metrics. Getting the research has been invaluable. We're gaining the knowledge [SR Inc is] getting from others. That shared resource has been really important."



Brad A. Molotsky,
EVP & General Counsel at
Brandywine Realty Trust, on
experience with SR Inc

"SR Inc was one of the early stops we made. The ability to have a third party-neutral kind of 'referee' at all the noise that's out there was very relevant, very meaningful. The ability to connect with people who are sprinting, crawling, and all in between on various aspects is what [SR Inc] is able to bring to the table in a cogent, cohesive fashion. To me nothing is ever worth the price of admission, but that's worth the price of admission."

Select New Q2 2013 Charter Member-Client:



Verizon Wireless is the second largest mobile network operator in the U.S., providing wireless services to 98.9 million subscribers as of Q4 2012. Headquartered in Basking Ridge, NJ, the company has over 2,330 locations and more than 85,000 employees.

Verizon Wireless builds and operates energy-efficient stores in accordance with LEED and ENERGY STAR, with more than 100 of its retail stores nationwide have earned the USGBC LEED certification for 2012 and U.S. EPA ENERGY STAR qualification. Its LEED-certified buildings adhere to the highest standards in responsible procurement, construction and day-to-day conservation measures, which include optimizing energy and water use and enhancing indoor environmental quality. The company also recycled over 200 tons of construction waste at these locations, and boasts 26 solar-assisted cell sites.

Verizon Wireless also participates in several recycling and efficiency programs, including *HopeLine*, which has saved 22 million kWh of energy, refurbished 10 million phones, and recycled 2.1 million phones and accessories to help survivors of domestic violence; the *Verizon Device Recycling Program*, which has kept over 420 tons of electronics waste out of landfills by offering gift cards to customers for donating devices to be recycled or refurbished; *Call2Recycle*, which has recycled 265,485 pounds of rechargeable batteries; and *Green Bill*, Verizon's paperless billing system that saves 70,000 trees annually.

Select New Q2 2013 Charter Member-Client:



Pearson is the world's leading education publishing company, providing educational materials, technologies, assessments and related services to schools, corporations, teachers and students. It is also a leading provider of electronic learning programs and test development, processing and scoring services around the world.

Pearson's primary sustainability efforts focus on reducing energy use and the distance traveled on business, purchasing green electricity in certain markets, and using renewable electricity in its operations where it is economically viable to do so. About one third of Pearson buildings in the U.S. secured a supply of green electricity from their local utilities, and Pearson purchased renewable electricity credits to cover the rest of its global electricity use in 2012. It's climate neutral commitment helped achieve a 7.5% absolute global reduction in its climate footprint over the last three years, and its businesses in the UK, U.S., India, South Africa, and Canada have all commissioned comprehensive environmental reviews to identify opportunities for energy savings while continuing to introduce energy efficient features in existing buildings.

Pearson also introduced a building-specific program of reduction targets and action programs; ran switch-off campaigns and hosted automatic switch-off capability when possible; upgraded video conferencing facilities in key buildings; and reduced the number of cars in its fleet, replacing others with hybrid and lower emission vehicles when possible.

SELECT CHARTER MEMBERS OF THE SBER INCLUDE:

Adobe Systems
Apollo Group
Autodesk
Bentall Kennedy
Brandywine Realty Trust
Brocade Communication Systems
Capital One
Cisco
City National Bank
Clarion Partners
Electronic Arts
EMC Corporation
Genentech
Harvard University
IBM
Interpublic Group
Intuit
Kaiser Permanente
KeyBank
KLA Tencor
Lenovo
McKesson Corporation
MetLife
National Grid
National Institutes of Health
NetApp
Oracle
Pearson
PG&E
Putnam Investments
Salesforce.com
SAP
T. Rowe Price
Teradyne
Tower Companies
Toyota
U.S. GSA
USAA Real Estate Company
Verizon Wireless
Xerox

Select New Q2 2013 Charter Member-Client

MetLife **MetLife, Inc.** is a leading global provider of insurance, annuities and employee benefit programs, serving 90 million customers with over 67,000 employees worldwide. MetLife embraces its role as a responsible corporate citizen through an effective energy management policy, over \$2.5 billion investments in renewable energy ventures and the integration of energy efficient practices into its operations. Of MetLife's 16 owned domestic facilities, 14 are U.S. EPA ENERGY STAR certified and seven are LEED certified. MetLife is committed to purchasing environmentally preferred products and energy efficient technology equipment, including building and cleaning materials, Energy Star certified technology, water efficient technology and energy efficient lighting projects. The company also started the MetLife Foundation, which works to ensure a safer, healthier world for future generations.

SBER Member Executive Highlight: Jim Landau, Bentall Kennedy



Jim Landau, Vice President, Bentall Kennedy

As VP and Asset Manager for NCREIF and separate account clients, Jim Landau oversees development, leasing, construction, management and disposition. Jim has worked at Bentall Kennedy for over 12 years, and as a LEED AP, has delivered several

LEED certified projects and spoken at various events including Greenbuild 2010 and Net Impact 2012. His portfolio has included office, industrial, retail and multi-family sites in several states.

Mr. Landau is Co-Chair of the Sustainable Development Committee for NAIOP's Maryland/DC Chapter, serves on the Advisory Committee for the Institute for Market Transformation, and the Board of Trustees and Executive Committee for the BlackRock Center for the Arts. He holds a B.S. from Boston University and is LEED AP BD+C certified.

SBER Member Executive Highlight: Gerry Lifrieri, Interpublic Group



Gerry Lifrieri, Manager- Real Estate, IPG

As Manager of Real Estate for Interpublic Group of Companies, Gerry Lifrieri is responsible for strategy for the North America real estate portfolio. This oversight includes review and approval of acquisitions, dispositions, buyouts, benchmarking and strategy. Gerry is also responsible for supervision of the lease audit program which recovers savings from over billing of occupancy costs.

Gerry came to Interpublic Group over seven years ago, after serving as Assistant Vice President at BNY Mellon for seven years, and as Director at Colliers ABR for over eight years. He holds a B.S. in Business Management from St. John's University.

SBER PREMIER THOUGHT LEADERS



Cassidy Turley, a leading commercial real estate

services provider, offers integrated services – from strategic planning to execution – that are creative, cost-effective and responsive to clients' specific real estate needs, while enhancing their business performance. Cassidy Turley is a leader in sustainable design, construction and operations and is actively involved with organizations like the USGBC and the ULI to keep firmly rooted in cutting-edge technologies and best practices throughout the industry. Cassidy Turley's LEED® Accredited Professionals® and ENERGY STAR® experts achieve measurable results for its clients across the triple bottom line – People, Planet and Profit.



Covanta Energy is an

internationally recognized owner and operator of Energy-from-Waste (EfW) and renewable energy projects that has provided reliable and sustainable municipal solid waste (MSW) management to communities since 1986. It operates over 40 state-of-the-art facilities that convert everyday trash into clean, renewable energy for communities around the world. Covanta provides sustainable solutions to energy and environmental problems and its corporate culture is increasingly focused on sustainability themes. Through its "Clean World Initiative", Covanta commits to achieving and maintaining an environmental, health and safety performance that ranks among the best in the energy-from-waste industry and to contributing to the communities in which it operates.



DTZ, a UGL Company is a

global leader in property services, offering occupiers and investors industry leading, end-to-end property solutions. Its award-winning research and consulting services provide its clients with global and local market knowledge, forecasting, and trend analysis to make the best long-term decisions for their continuous success far into the future. DTZ in the Americas has 17,000+ employees operating across 61 offices in three countries. DTZ's sustainability efforts include programs which drive internal efficiency initiatives and ensure best business practices.

SBER Advisory Services Team Grows



Brinda Sen, *Senior Director, Advisory Services*

After consulting to SR Inc for more than a year, Brinda joined SR Inc in March 2013. She is responsible for managing relationships with SBER Member-Clients and leads Special Request Consulting projects.

Brinda previously contributed to shared value

research and business development at Michael Porter's consulting firm FSG; advised sustainability centric start-ups and NGOs on business planning; and facilitated stakeholder engagement and advocacy with the Corporate Accountability team at CERES Inc. She also conducted GRI audits and CSR strategy projects with the Sustainable Business Solutions team at PwC and Deloitte in India before getting her MBA at Dartmouth's Tuck School of Business. Throughout her career, Brinda has worked with many dozen top companies in the U.S. and India to develop, monitor and scale sustainability-focused business practices.



Erica Levy, *Director of Operations*

Erica was formerly SR Inc's remarkable Program Manager. She has been promoted to Director of Operations as her responsibility for SR Inc's day-to-day operations becomes official. Erica coordinates communications to all Member-Clients, as well as SR Inc's marketing, events management and graphic design.

Erica came to SR Inc in March 2011 with strong business experience, having worked in operations at fast growing IT, Event Planning and Professional Services businesses. She holds a BBA in Marketing with a specialization in Sociology from Hofstra University, where she first gained experience in marketing and event planning as a member of the Hofstra Marketing Association, PR Chair for the Hofstra Advertising Club, and Vice President of Alpha Phi Fraternity.



Susan Bailey, *Director, Advisory Services*

Susan joined SR Inc in May 2013. She brings a legal and policy knowledge and corporate research background to her development of SR Inc original management best practices research. Susan came to SR Inc after receiving her Master's in Environmental Law and Policy from Vermont Law School, focusing on renewable

energy and climate change. She gained experience working in a research and analyst capacity with clean energy-focused companies and groups in Vermont. Susan previously worked in marketing research for WIRED magazine in New York and holds a Bachelor's degree from Middlebury College.

Select 2Q Exec. Guidance



The SBER-RLC Briefing **Lighting Technologies for Real Estate Sustainability**

builds upon past SBER research on lighting, energy management and strategies to manage and finance portfolio-wide energy

performance improvements. The briefing reviews existing trends in the lighting and lighting controls markets and discusses strategies that executives leverage to promote consistent and high-performing lighting standards throughout their RE portfolio, based on secondary case studies.



The SBER-ELC Briefing: **Sustainable Food Service: Strategies and Standards**

responds to a Member-Client request for guidance on best practices in food service sustainability, particularly on which third-party standards

have the greatest impact on overall sustainability performance in food service. The briefing begins with case studies from SBER Member-Clients, then provides proof-sourced implementation guidance to assist RE and sustainability leaders pursue greater sustainability in food service.

Featured Service Leader



SBER Member-clients have found [OneReport](#) helpful and SR Inc is pleased to recognize One Report as a Service Leader. OneReport was developed to simplify and orchestrate the challenging process of information collection and oversight, reporting and Web publishing. OneReport identifies commonalities among the information being requested and helps harmonize the process, with tools for planning, engaging colleagues or consultants, leveraging information for different stakeholders and tracking reporting. Ultimately, users will be better equipped to address their sustainability performance, enhance their firm's reputation and maximize shareholder value.