

Recap by Megan Ramey



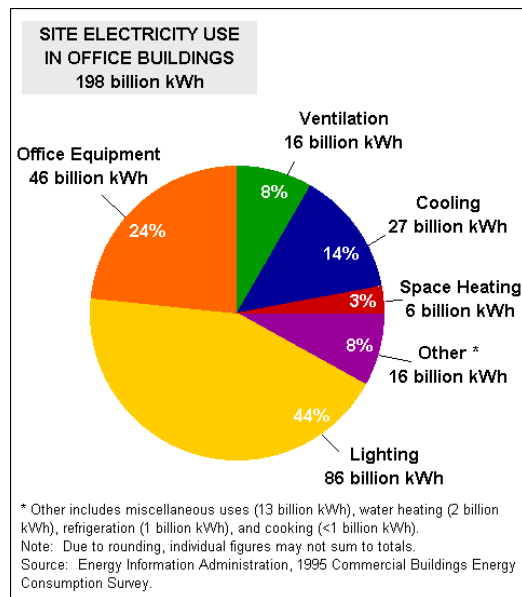
What does green mean? Performance Metrics for Sustainability

The success of the green building movement hinges on meeting—or exceeding—expectations of investors and stakeholders. Clarity and consistency in the definitions and metrics used in measuring and verifying performance in sustainable buildings is critical to ensure widespread adoption of sustainable buildings, and ultimately net-zero energy buildings. That is why the U.S. Department of Energy and two national laboratories have developed a consistent framework around performance metrics for sustainability.

Michael Deru Senior Engineer II, National Renewable Energy Laboratory

Kim Fowler Senior Research Engineer, Battelle

Jerome Lam Energy Technology Program Specialist, U.S Department of Energy, Commercial Building Integration and Deployment



Summary of main points:

1. Occupant Satisfaction survey [template](#). This can be used in the Program Implementation section of the scorecard for employee surveys.
2. [Center for the Built Environment](#) – can customize employee / occupant satisfaction surveys.
3. Lighting and office equipment consume the largest percentage of energy in buildings.
4. [Building Technologies Program](#) – complete building assessment for sustainability that collects data on energy, water, waste consumption as well as employee satisfaction and transportation to be released first quarter, 2011.

Effective Employee Engagement Strategies

Companies continue to pursue sustainability initiatives to improve their sustainability performance and deliver cost savings. A successful sustainability program includes a comprehensive employee engagement strategy that drives real behavioral change and accelerates progress. At this session, a panel of real estate executives and a

marketing professional will share their stories, lessons learned and best practices for developing and implementing a successful employee engagement program.

Judah Schiller CEO, Saatchi & Saatchi

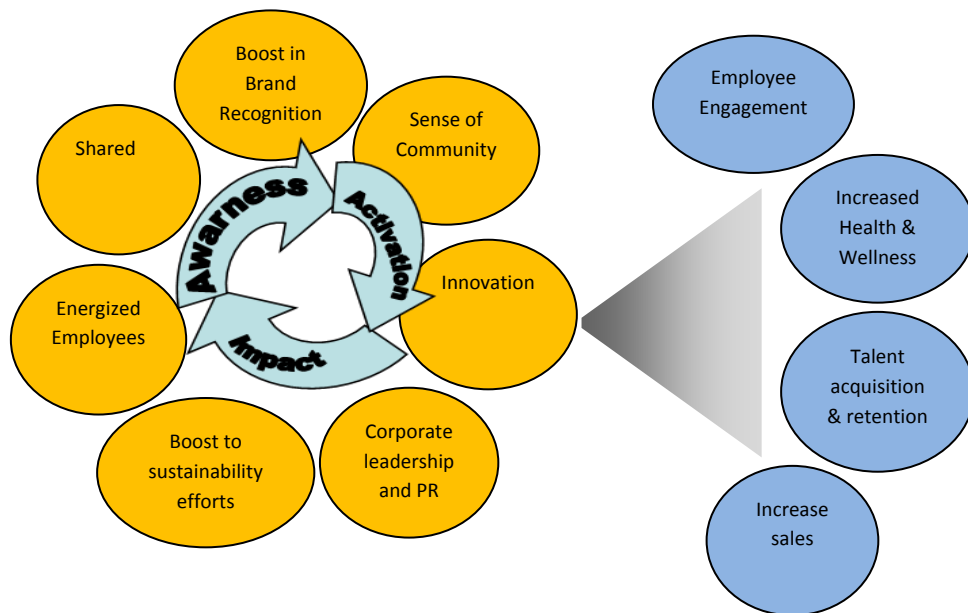
Christina Page, Director of Climate and Energy Strategy, Yahoo!

Donna Para Senior Director, Workplace Solutions Team, McDonald's Corporation



Summary of main points:

1. Nano practices – “Making small changes one step at a time. If the change is small enough, it is something you can do, and by continuing to make that small change consistently every day, you begin to build new practices.” More by [Marty Mercer](#).
2. “Do one thing” campaign. Watch 2 minute [video](#) – good to engage employees.
3. Wal-Mart’s employee engagement story from [Fast Company](#).
4. Saatchi Change Model – picture left.
5. Saatchi Return on Activation model – below.



[transportation](#)

6. McKinsey Report – [Attracting the Best](#), a report at new techniques to hire and retain the best employees.
7. Yahoo book recommendation: [Switch: How to change things when change is hard](#).
8. Yahoo’s transportation initiative - Green Guzzler Bus runs on biofuel and transports employees from San Francisco to main campus– [Bauer’s](#)

- a. Bus instills identity or tribal behavior where employees associate themselves with a group that does a good thing. They regularly organize happy hours.
 - b. Wi-Fi capable so employees can work during their hour long commute.
 - c. Less frazzled employees
- 9. Yahoo mug – gateway drug to being green; they organized a scavenger hunt where executives would reward employees with “bucks” to their espresso bar.
- 10. Yahoo Espresso Bar – staffed with a barista, employees can use the bar throughout the day.

Creation of a Green Workforce: Leveraging “People Power”

Organizations that leverage “people” power to reduce their environmental footprint are more aggressively reducing energy, water, material use and waste than they would with green operational or building design strategies alone.

This session highlights employee engagement strategies used by some of the greenest organizations: Seventh Generation, World Wildlife Fund, Hewitt and HOK. Panelists will share how they leverage best practices from behavioral science and change management to encourage green behavior and green organizational culture.

John Lalumiere Vice President, HR and Facilities, World Wildlife Fund US

Dave Rapaport Sr. Director, Corporate Consciousness, Seventh Generation

Beth Sinnott Sustainability Education & Engagement Manager, Bank of America

Barbara Ciesla Vice President, HOK

The Evolution of a Biomimicry Approach

Many industries have recognized their current technology, and more importantly their current design approach is in direct conflict with a sustainable future. As individuals and organizations seek pathways towards sustainable designs they have found Biomimicry is one approach that engages a new perspective of our relationship with nature, altering not only the solutions sought, but redefining the very essence of a successful design. This session will explore how different individuals and companies have approached biomimicry in their work, and the difference it has made in their perspective, and solutions.

Karen Davis Smith Associate, Jones & Jones Architects

Claudio Szajman CEO, VR

Erin Leitch Professional Pathway Integrator, Biomimicry Guild

Jane Fulton Suri Partner, IDEO

Building Integration and Deployment

Expanding your Reach: Reach: Engaging Commercial Building Tenants in Energy Management and Sustainability

In commercial buildings, tenant involvement can be the cornerstone of a successful sustainability initiative, given that they directly control a significant portion of a building's energy consumption, water use, and waste production. In this session, leading property managers and owners will share their approaches for engaging tenants in sustainability programs, strategies that inspire behavioral change, and methods for ensuring that everyone – owners, managers, and tenants alike – benefits from the results.

Andrew Kitchens Vice President of Corporate Engineering, Hines

Jeffrey Myrter General Manager and Director of Property Management, Wright Runstad & Company

Christian Gunter Vice President, Kennedy Associates

Alison Drucker Consultant

1. Tenants should give landlords sustainability objectives.
2. Sustainable tenant improvement manual and build out guidance – www.betterbricks.com
3. Green Lease components
 - a. Sustainable build out
 - b. Energy and CO2 reduction efforts
 - c. Green Cleaning
 - d. Waste Management
 - e. Energy Star equipment
 - f. Benchmarking and disclosure
 - g. Partnerships in maintaining LEED
 - h. Education and Awareness
4. Landlords should communicate results with their tenants as part of their annual financial performance reports
5. Use Portfolio Manager for benchmarking

The Business Case for Sustainability

Green building and LEED may be all the rage among sustainability enthusiasts, but to capture the vast middle market that comprises at least half the construction activity in the U.S. – an absolute prerequisite to making a transition to a sustainable future and a tremendous business opportunity – a compelling value proposition must be made to mainstream developers, institutions and building operators. This workshop will help you become adept in the art of selling sustainability to potential clients.

1. MIT Sloan Report – [The Business of Sustainability](#)
2. Cases for Sustainability
 - a. Cost Savings
 - b. Risk Mitigation – regulatory risk
 - c. Consumer Expectations
 - d. Innovation
 - e. Market Opportunity
 - f. Asset Value – Portfolio 21
 - g. Brand Enhancement