

TOWARDS A GREENER FUTURE



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SUMMARY

1 – GREEN BUILDINGS CERTIFICATION

2 - THE BENEFITS OF SUSTAINABLE REAL ESTATE

3 - DRIVING A SUSTAINABLE APPROACH

4 – KEY FINDINGS

5 - CUSHMAN & WAKEFIELD PROPERTY MANAGEMENT



1 - GREEN BUILDING CERTIFICATION

1.1 – When developing or investing in new buildings, how important is green certification ?



1 - GREEN BUILDING CERTIFICATION

1.2 – Please rank the certification schemes from 1-5 in terms of your preference for European Real Estate



	1	2	3	4	5
BREEAM	60	24	16	0	0
LEED	19	54	15	2	10
DGNB	21	12	32	32	3
CASBE	0	9	28	27	37
HQE	0	2	9	40	50

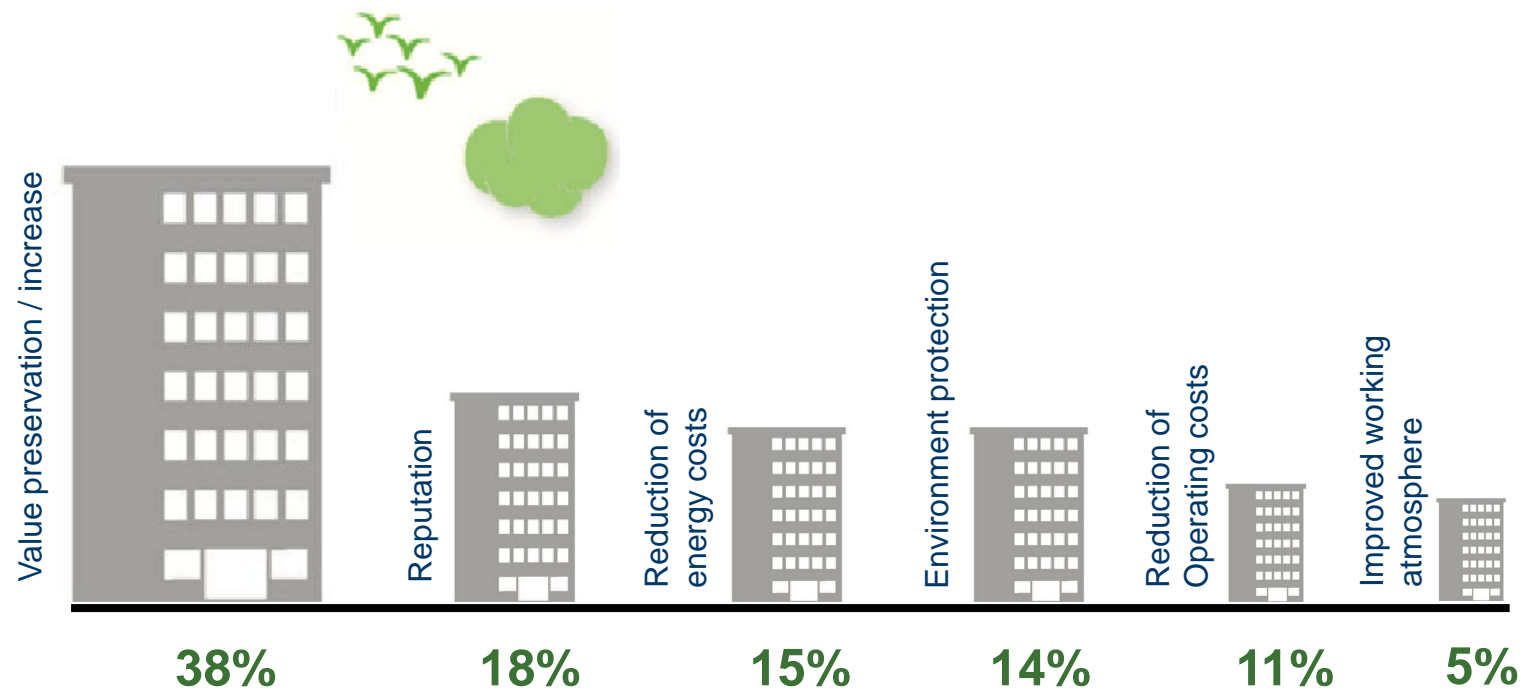
1 - GREEN BUILDING CERTIFICATION

1.3 – Are you in favour of a single green certification body rather than numerous options ?



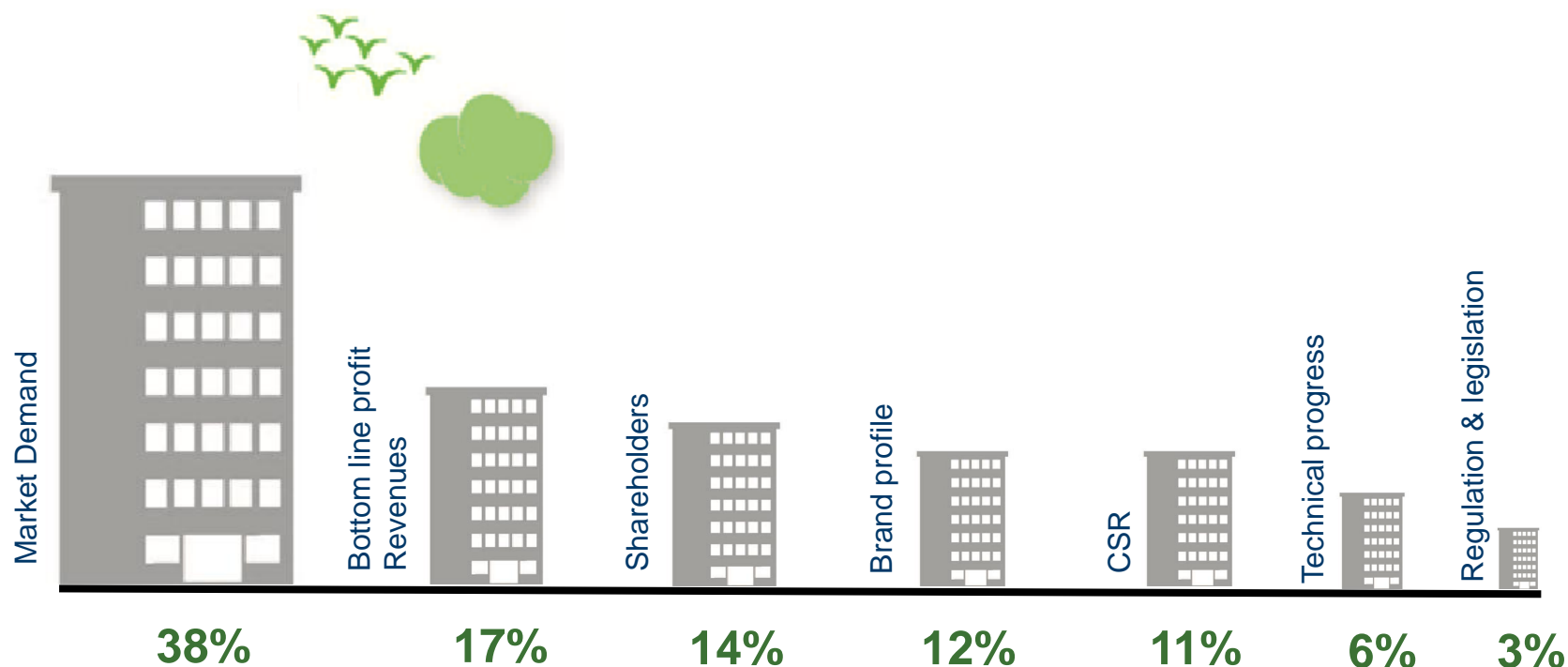
2 - THE BENEFITS OF SUSTAINABLE REAL ESTATE

2.1 – What do you consider to be the prime benefit of sustainable real estate ?



2 - THE BENEFITS OF SUSTAINABLE REAL ESTATE

2.2 – What is the single most important reason for you organisation to deliver sustainable real estate products / strategy ?

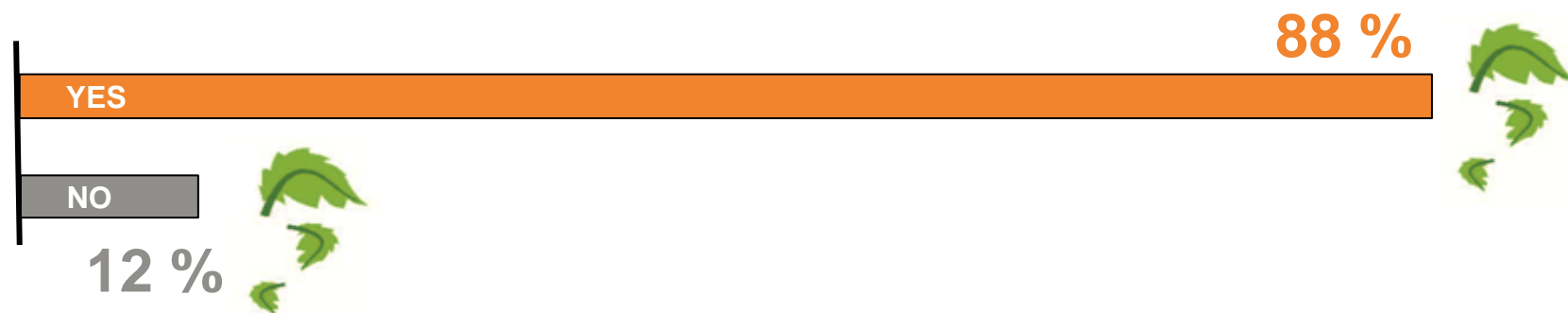


3 - DRIVING A SUSTAINABLE APPROACH

3.1 – Are you in favour of Green certifications schemes that recognize user behaviour (e.g. Green lease) ?



3.2 – Are you in favour of Green certifications schemes that recognize green property management services ?

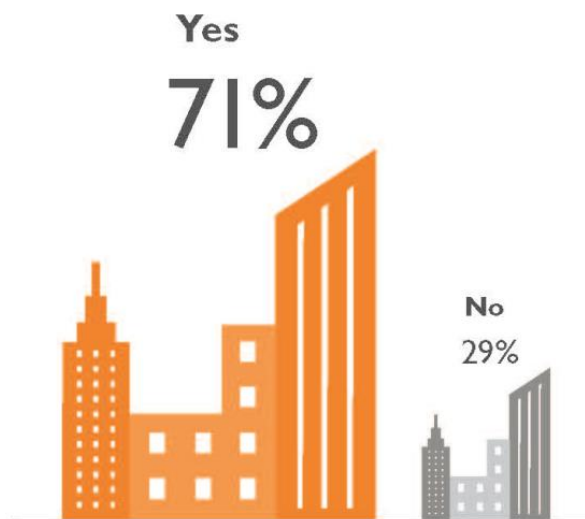


3 - DRIVING A SUSTAINABLE APPROACH

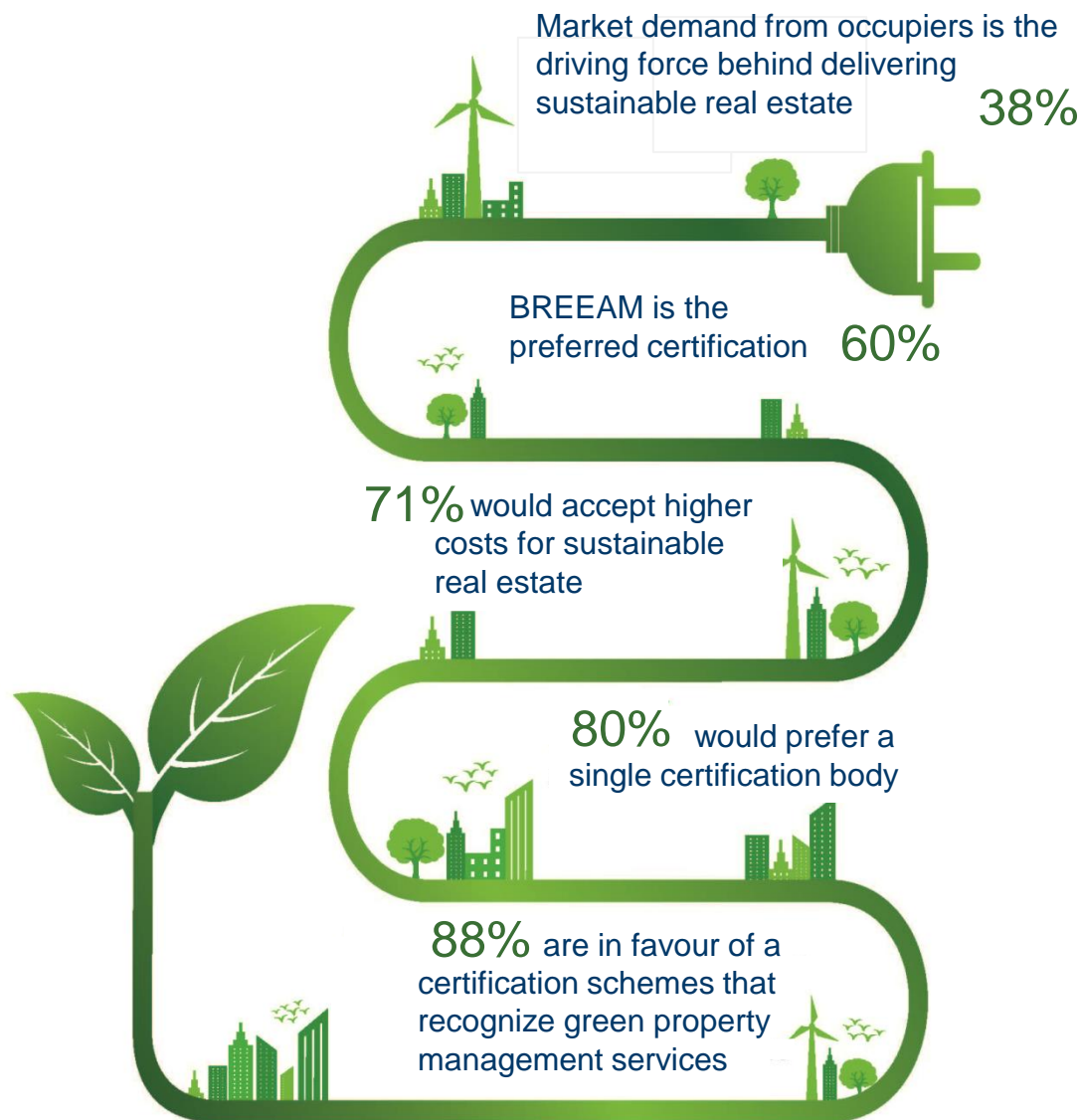
3.3 – Do you think that the range of sustainable property management services available in the market are too limited ?



3.4 – Would your organization accept higher investment costs for sustainable real estate ?

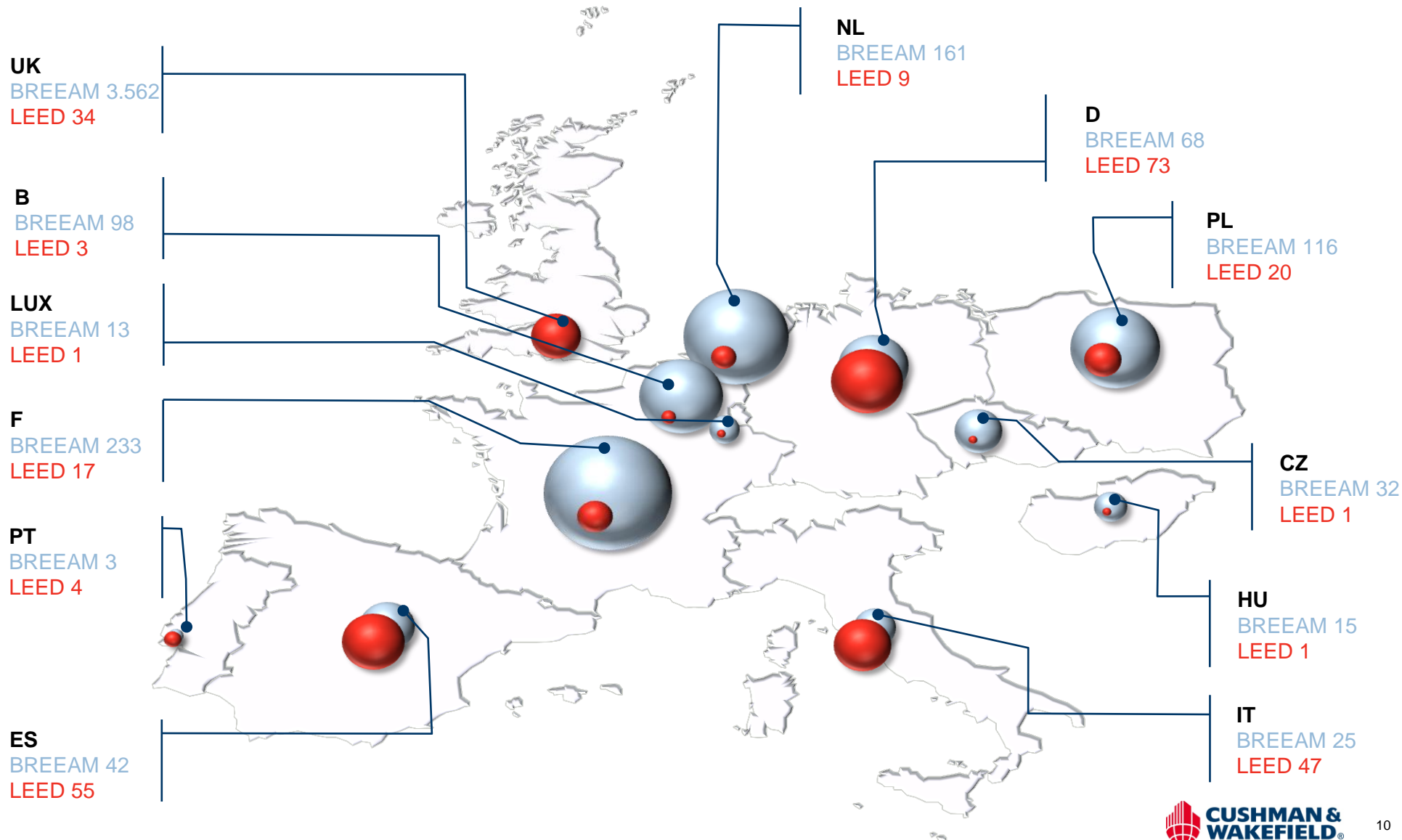


4 – KEY FINDINGS



5 - CUSHMAN & WAKEFIELD PROPERTY MANAGEMENT

Certified buildings in Europe



5 - CUSHMAN & WAKEFIELD PROPERTY MANAGEMENT

Cushman & Wakefield Sustainable Community



“Sustainable Community” is a way of communicating best practices in Property & Asset Management in line with C&W Sustainability Policy. It is based on the principle that Property Management must be ecologically correct, economically viable, socially fair and culturally diverse. “Sustainable Community” is a group of active individuals who are responsible and aware of the impact their actions have on themselves, the economy, society and the environment.



WORK HAPPY



WORK INSPIRED



WORK SMART



WORK HEALTHY

6 – MAKE THE WORLD GREEN

Market demand for sustainable properties is increasing fast.

It saves money, improves competitiveness and make the world a better place.



THANK YOU FOR YOUR TIME !

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