**6-13-23 Sustainability Committee Meeting 7**

**Dan Winters, GRESB (Global Real Estate Sustainability Benchmark), Senior Director**

* What is GRESB?
	+ Top down, capitalist approach’
	+ Aimed at institutional investment portfolio
* Metrics: what kind of metrics are you telling our customers that they should be tracking?
	+ The management component
		- Processes, policy, practices
		- What is the DNA of the organization that makes the decisions?
	+ The performance component
		- Does the organization have targets, beyond financial? GHG, waste, energy reduction targets?
		- Once they peer benchmark themselves, they have these other goals that come into play
		- WELL and LEED building certifications reported to GRESB globally
		- This is where green cleaning industry comes into play
	+ The development component
* Why do the pension funds want this information?
	+ They are a signal of best practices that you’ve gone through third-party verifications
	+ Tenant values green cleaning, LEED certifications, etc. It leads to higher rent and higher occupancy which is what they want
* What trends are you seeing in the marketplace?
	+ Trend to net zero by 2050 or sooner
	+ It’s one thing to talk about it and another to actually execute it
* Some organizations are truly ahead of others, and others may just drag their feet. Do you have any suggestions for us for how we can be effective in our short and long term plans
	+ Behavioral economics
		- One cohort is doing great
		- Another cohort is in the GRESB cohort of grief
		- It can be boiled down to inertia. Get started, take that step forward. Take incremental progress
* What kind of advice do you have to share about being individual representatives of our organizations to bring sustainability to the global cleaning industry?
	+ It takes a community, a collective. Keep leading. That’s the number one thing that we can do to help ourselves
	+ Innovators, early adopters, pragmatic midsream
	+ Don’t let the ones dragging their feet keep you from moving forward

**Work Group Updates**

* Strategic Planning - Steve Ashkin
	+ Can participate in other work groups as well if your time allows
	+ Oversee and provide feedback on various projects
		- Recruit strategic partners
		- Need to make sure what we develop aligns with customers needs
* Education & Training - Brian Johnson
	+ Key projects
		- Tier I: Initial Fundamentals of Sustainability course
		- Tier 2: Future Advanced Sustainability courses
		- Retain contractor to support course development
	+ Initial project tasks
		- Deliver elevator speech summary of initiatives
		- Review existing education programs
		- Identify and prioritize key sustainability program attributes
	+ Longer term project tasks
		- Debut Fundamentals of Sustainability course at ISSA show
* Reporting Tools - Renae Hesselink
	+ Identified sustainability reporting entities
	+ Developed a survey form to standardize information on the entities
		- https://research.net/r/reporting-work-group-survey
		- Members volunteered to collect data on 1 entity
	+ Develop a standardized reporting template
	+ Identify key sustainability organizations
* ISSA Show - Keith Schneringer
	+ Formats have been identified
		- TED Talks style
		- Panels
		- Demonstrations
* International
	+ Determine approach
		- Develop a standardized survey to provide information on international programs
	+ Identify which orgs, programs, and attributes are appropriate are select countries
	+ Recruit more international participants

**Committee Member Recognition Discussion**

* General Membership
* Work Group
* Leadership Council
* Badge identification - based on level of involvement

**Homework Assignment**

* Complete work group assignments
* Next speaker is David Hewett, executive managing director of olive real estate group and former chair of BOMA international