



Video

APAC Greenprint Member Experience

Date: March 08, 2023

00:00:04 --> 00:00:07: It will like Greenprint is a global alliance of real
00:00:07 --> 00:00:10: estate leaders decarbonizing toward net zero.
00:00:10 --> 00:00:13: The community of more than 130 member companies gets
together
00:00:13 --> 00:00:17: regularly to help each other on a decarbonization journey.
00:00:18 --> 00:00:22: We cover topics from renewable energy, climate risk
assessment, embodied
00:00:22 --> 00:00:24: carbon, to tenant engagement, and much more.
00:00:25 --> 00:00:29: Together, members support the Greenprint Center to develop
research of
00:00:29 --> 00:00:33: best practices and toolkits and data benchmarking analytics
to inform
00:00:33 --> 00:00:36: the industry and help each other to set goals and
00:00:36 --> 00:00:37: measure progress.
00:00:38 --> 00:00:40: Being a Greenprint member is a great way to demonstrate
00:00:40 --> 00:00:44: your firm's global thought leadership and commitment to
decarbonizing the
00:00:44 --> 00:00:45: built environment.
00:00:45 --> 00:00:48: Let's hear from some of our members based in Asia
00:00:48 --> 00:00:50: Pacific about their greenprint experience.
00:00:55 --> 00:00:57: As I say being able to like share opportunities or
00:00:55 --> 00:01:02: They just still are energy consumption about 20% since
2015,
00:00:58 --> 00:01:01: share those you know experiences from from others and the
00:01:01 --> 00:01:03: similar periods has been really helpful.
00:01:02 --> 00:01:07: in part for the help of the community and being
00:01:03 --> 00:01:06: So for us that's, you know, helped us to to
00:01:06 --> 00:01:07: decarbonize our world.
00:01:08 --> 00:01:14: able to share those experiences and learn from from others
00:01:15 --> 00:01:21: and and what they've been able to where they became
00:01:21 --> 00:01:23: to be so effectively.
00:01:24 --> 00:01:24: There's a lot of.
00:01:25 --> 00:01:27: Leadership from green print members.

00:01:28 --> 00:01:30: And so you have all of these regular calls, these

00:01:30 --> 00:01:33: webinars and these sessions where green print leaders and the

00:01:33 --> 00:01:36: green print network share a lot of best practice at

00:01:36 --> 00:01:39: what they're doing, which I think is really good.

00:01:39 --> 00:01:41: I love that topical feature of a lot of these

00:01:41 --> 00:01:44: regular calls where you do a deep dive it to

00:01:44 --> 00:01:44: whether it's.

00:01:45 --> 00:01:47: With a recent one about Timber, which I missed, but

00:01:47 --> 00:01:49: I've lied to watch the recording because of the the

00:01:49 --> 00:01:50: type difference.

00:01:51 --> 00:01:53: A lot of these I think are very, very useful

00:01:53 --> 00:01:54: and helpful.

00:01:54 --> 00:01:56: We always want to, you know kind of push ourselves

00:01:56 --> 00:01:58: and see what more we can do.

00:01:59 --> 00:02:02: So a couple of years back we went, came out

00:02:02 --> 00:02:05: in this you know, challenge to to kind of embrace

00:02:05 --> 00:02:08: Net 03 thing was luckily we were able to move

00:02:08 --> 00:02:09: much faster.

00:02:10 --> 00:02:13: Our original target was 20-30, but they were able to

00:02:13 --> 00:02:16: get our Net 0 certification in 2021.

00:02:16 --> 00:02:19: COVID It's been great to be able to actually meet

00:02:19 --> 00:02:22: people from other cities in the beach and and globally.

00:02:23 --> 00:02:25: There was no traveling out of Hong Kong, but during

00:02:25 --> 00:02:26: this time as we know.

00:02:27 --> 00:02:29: But thanks to Brent, we were able to build relationships

00:02:30 --> 00:02:32: with colleagues working on similar issues.

00:02:32 --> 00:02:36: There's a responsiveness to bringing forward ideas for discussion.

00:02:36 --> 00:02:40: So we'll have our quarterly or regular free pre calls.

00:02:41 --> 00:02:44: You and other colleagues are quite responsive the ideas that

00:02:44 --> 00:02:46: we want to bring into that conversation.

00:02:46 --> 00:02:48: So it's great to have a platform where we can

00:02:48 --> 00:02:50: get rid of our shell and exchange ideas with the

00:02:50 --> 00:02:53: colleagues on things that we're asking questions about and getting

00:02:53 --> 00:02:55: their feedback as well.

00:03:01 --> 00:03:04: One of the early things we benefited from was the

00:03:04 --> 00:03:06: use of measurable as a platform.

00:03:06 --> 00:03:10: Up to that point, we had not really been very

00:03:10 --> 00:03:13: good about our sort of data collection in our process

00:03:14 --> 00:03:15: of focusing on metrics.

00:03:15 --> 00:03:16: So I think.

00:03:17 --> 00:03:19:
00:03:19 --> 00:03:22:
00:03:22 --> 00:03:25:
00:03:25 --> 00:03:28:
00:03:28 --> 00:03:29:
00:03:29 --> 00:03:32:
00:03:32 --> 00:03:36:
00:03:36 --> 00:03:39:
00:03:39 --> 00:03:43:

00:03:43 --> 00:03:46:
00:03:46 --> 00:03:49:
00:03:49 --> 00:03:53:
00:03:54 --> 00:03:55:
00:03:56 --> 00:03:58:
00:03:58 --> 00:04:01:
00:04:01 --> 00:04:01:
00:04:01 --> 00:04:05:
00:04:05 --> 00:04:08:
00:04:09 --> 00:04:10:
00:04:10 --> 00:04:12:
00:04:12 --> 00:04:16:
00:04:16 --> 00:04:18:
00:04:18 --> 00:04:22:
00:04:22 --> 00:04:23:
00:04:23 --> 00:04:25:
00:04:26 --> 00:04:28:
00:04:28 --> 00:04:29:
00:04:29 --> 00:04:33:
00:04:33 --> 00:04:37:
00:04:37 --> 00:04:41:
00:04:42 --> 00:04:45:
00:04:45 --> 00:04:49:

00:04:49 --> 00:04:50:
00:04:50 --> 00:04:53:
00:04:53 --> 00:04:53:
00:04:54 --> 00:04:55:
00:04:55 --> 00:04:59:
00:04:59 --> 00:05:01:
00:05:01 --> 00:05:03:
00:05:03 --> 00:05:04:

Being kind of forced to use measure what in a way turned out to be a great blessing because then our team got the discipline, this kind of focus on what data points need to be collected and it became a routine thing.

So I would say it formed kind of like the base data collection effort for our company was using the measurable platform which then in fact bet into. Green print database which allowed the green print performance now for us and data to be prepared every year.

I think today's conference for you and I to have a full day conference on decarbonization and resilience in our region for the first time.

It's so exciting because I think this is. These are two of the most pressing challenges facing our industry today.

Is they really, it really requires a lot more, you know, idea, exchange, conversation, commitments. There's so much work that has to be done.

So I'm so glad that you and I have taken this on and it's really committing of resources and efforts to look at these challenges within the region.

And I'm I'm sure the agreement community will be the primary Ave. for us to be able to to do that better.

I had more events like today, right, getting together again, being able to share.

I think that I relate to say today the session that we've just come out from with the insurer financier, another asset order asset managers similar to ourselves.

I think those perspectives so believable because it allows us to have a different conversation around what's really great and something to say.

They stick as a whole and that's at parts with dental value.

I think more of those brought. Discussions around valuations, but how do you have the right for climatic skills future.

You know these subtopics people in the future and it will expand them.

00:05:05 --> 00:05:08: The South of the beach the value very helping things.

00:05:16 --> 00:05:20: We're very happy to have our company Spring City 66

00:05:20 --> 00:05:22: case study featured.

00:05:22 --> 00:05:25: In a Global vertical energy report, thanks to your friend,

00:05:22 --> 00:05:35: Not only just for the.

00:05:25 --> 00:05:27: it's 100% powered by renewable energy.

00:05:27 --> 00:05:30: I think it was the only China case study feature

00:05:30 --> 00:05:32: of the report and that was actually went about.

00:05:36 --> 00:05:39: The the content of the way it was written up

00:05:39 --> 00:05:42: in a concise way really helped us to communicate to

00:05:42 --> 00:05:45: to colleagues what we're doing through another channel.

00:05:46 --> 00:05:48: But also I think the validation coming from Uoli globally

00:05:48 --> 00:05:51: really did send a further signal to some of our

00:05:51 --> 00:05:51: stakeholders.

00:05:51 --> 00:05:53: This is indeed a significant project.

00:05:53 --> 00:05:56: On the on the other side it's also a soft

00:05:56 --> 00:05:56: bus NEO.

00:05:56 --> 00:05:59: We're a small company that Philippines for us to also

00:05:59 --> 00:06:02: get out there and share a little bit of our

00:06:02 --> 00:06:04: experience for me to be able to.

00:06:04 --> 00:06:07: Kind of inspire other people with it, not just the

00:06:07 --> 00:06:11: Philippine real estate sector but regionally and globally as I've

00:06:11 --> 00:06:14: I've been able to luckily include it in some of

00:06:14 --> 00:06:18: these, you know, workshops and sessions, aircrafts and that's also

00:06:18 --> 00:06:19: been great.

00:06:19 --> 00:06:22: So I think from that perspective, learning from others and

00:06:22 --> 00:06:25: being also able to share our own experience has been,

00:06:25 --> 00:06:28: you know, like it's almost like a dual benefit for

00:06:28 --> 00:06:30: us, right, which is, which is why it's been so

00:06:30 --> 00:06:31: powerful.

00:06:38 --> 00:06:42: The green quit members are so passionate and really very

00:06:42 --> 00:06:43: generous.

00:06:43 --> 00:06:46: One of the things I've noticed is that if a

00:06:46 --> 00:06:50: green print member has an idea, a protection, a resource.

00:06:51 --> 00:06:53: They are so generous and cherry that with the rest

00:06:53 --> 00:06:54: of the efforts in the group.

00:06:54 --> 00:06:57: I mean if someone asks for help and another green

00:06:57 --> 00:07:02: network can support, I've seen Greenwood numbers readily offer whether

00:07:02 --> 00:07:05: it's that's good deep dive with that offline or we

00:07:05 --> 00:07:09: have some resources we're happy to share just reach out

00:07:09 --> 00:07:09: to us.
00:07:09 --> 00:07:12: I think it's such a very supportive.
00:07:12 --> 00:07:16: Community of people because I guess we're we're all it
00:07:16 --> 00:07:16: is together.
00:07:16 --> 00:07:19: I mean the problem, the challenges we're trying to to
00:07:19 --> 00:07:22: overcome are just are just so massive and so this
00:07:22 --> 00:07:24: is sense that we really need to support and help
00:07:24 --> 00:07:26: each other and and it's a great group to be
00:07:26 --> 00:07:27: a part.
00:07:27 --> 00:07:29: I think in all these ways you've managed to sort
00:07:29 --> 00:07:32: of expanding our network, being able to bring ideas for
00:07:32 --> 00:07:34: it and also having a platform for sharing what working
00:07:34 --> 00:07:34: on.
00:07:35 --> 00:07:37: Such have been cool suitability.
00:07:37 --> 00:07:39: Full get together I get out.
00:07:39 --> 00:07:40: So a bit of a.
00:07:41 --> 00:07:43: Decarbonisation, physical risk, transition risk.
00:07:44 --> 00:07:45: I think game.
00:07:45 --> 00:07:48: Yeah, like again, that's super open votes.
00:07:48 --> 00:07:52: Everyone's eve was willing to collaborate, share, and so we
00:07:52 --> 00:07:55: encourage anybody who's not a member yet to get involved
00:07:56 --> 00:07:59: and come and help join us and continue that share.

This video transcript has been machine-generated, so it may not be accurate. It is for personal use only. Reproduction or use without written permission is prohibited. If you have a correction or for permission inquiries, please contact librarian@uli.org.