

BRAINSTORM: DAY 1

CONVO
INVESTORS REITS

TABLE 4

KPIs will VARY AMONGST REITS



DESCRIPTION of MATERIAL ISSUES

BEST PRACTICE SHARE

TABLE 5

LOT of VARIETY AMONGST US!

- CLEAR NARRATIVE
- SETTING GOALS
- LONG-TERM PERFORMANCE
- DEFINE the WHY

PUSHING OUR INITIATIVES

CONTROL ON HOW THEY USE UTILITIES

NAREIT HELPING US GET DATA

SINGLE-TENANT BUILDINGS

PROGRAM

HOW DO WE GET OUR CUSTOMERS excited?

BENCHMARKING/UTILITY USAGE

HOW DO YOU USE the DATA?

WHAT'S the VALUE to THEM

PITCHING SLOW WINS... & QUICK WINS (BUILD EXCITEMENT)



ATTRACTING INVESTORS

TABLE 6

APPEAL to MGMT



RANDOM ACTS of SUSTAINABILITY



EGO-APPEAL

ALLIANCES

PROMOTION AND STRUCTURE OF SUSTAINABILITY



BOUNDARIES



TAKE ADVANTAGE OF RESOURCES

PEAK TEAMS

BRAINSTORM

TABLE 1, 2 & 3 DAY ONE

TABLE 1 SOCIAL

PHILANTHROPY / VOLUNTEERING
NEW NARRATIVE .. the 'S'

'BEYOND' COMPLIANCE

EDUCATION to GET PEOPLE UP to SPEED

AFFORDABLE HOUSING as a METRIC

TRANSIT SCORE: HOW WELL CONNECTED to a COMMUNITY

HEALTH METRIC TIED to 'SOCIAL'

SOCIAL METRIC FOR RESILIENCE

TABLE 2 KPIs AROUND GOVERNANCE for REITs

GOVERNANCE TOP PERFORMERS REVIEW

BOARD OVERSIGHT of GOVERNANCE

THIS BUILDS ACCOUNTABILITY

TABLE 3 the VALUE of ESG REPORTING

IT'S ALL ABOUT TELLING the STORY

the QUESTION: WHERE to START?

DIFFERENTIATE YOURSELF FROM OTHERS

'1ST YEAR is the HARDEST'

YOU DO NOT NEED to DO IT ALL BY YOURSELF!

USE ~ PROACTIVE APPROACH

BE CLEAR, COLLABORATIVE

YOU DON'T KNOW WHAT YOU DON'T KNOW