



Corporate Social Responsibility bringing FM to the next level

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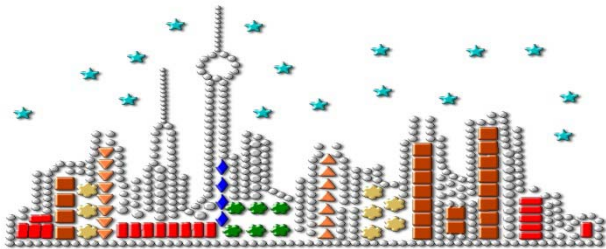
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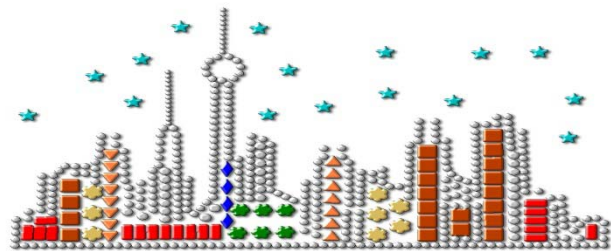


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Meet Our Presenters

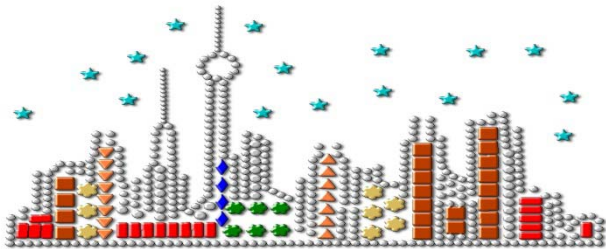


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Plus Special Guests!



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What is Corporate Social Responsibility? (CSR)

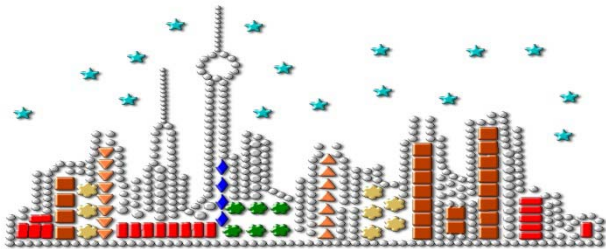
- “Corporate Social Responsibility“ (CSR) is a **strategic** initiative. The term is used interchangeably with:

*corporate responsibility, citizenship, ethics, governance
social enterprise, **sustainability**, sustainable development
triple-bottom line...*

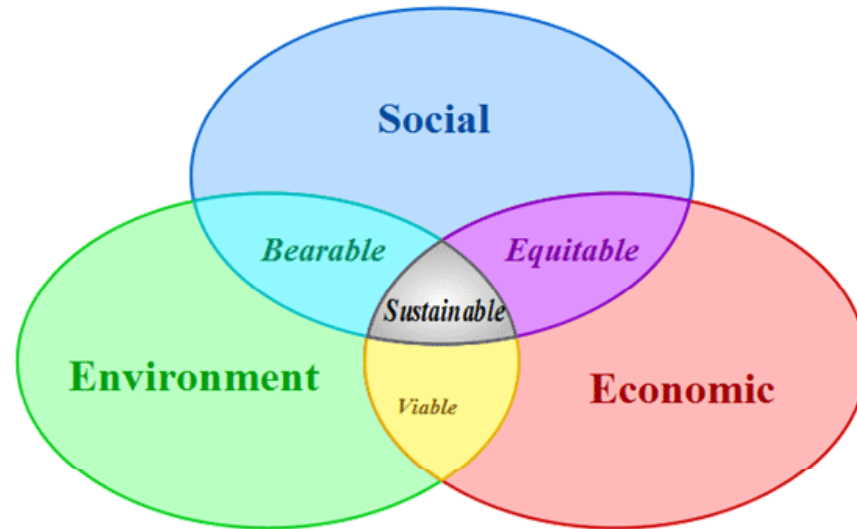
- It encompasses **what** companies do with their profits AND **how** they make them.
- It goes beyond philanthropy & compliance. It addresses **how companies manage their economic, social, and environmental impacts**, as well as their relationships in all key spheres of influence:

*the workplace, the marketplace,
the supply chain, the community, and
the public policy realm*

Source: http://www.hks.harvard.edu/m-rcbg/CSRI/init_define.html



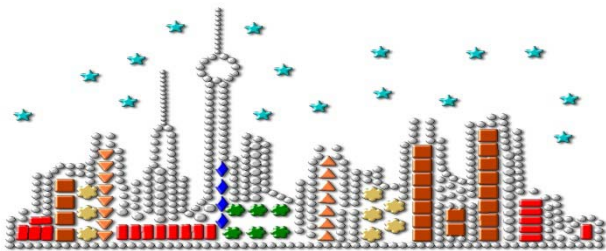
Reasons Businesses are Pursuing Green Buildings & Practices



- **Historically:**
 - 5-6 years ago had to *convince* enterprise
 - A few made a choice:
prestige, PR, believe in benefit...
- **Current:**
 - Required by Law (Mandates, Codes, Policy)
 - Real Estate Value
 - Attract & Retain tenants/employees
 - Lower Insurance Rates,
 - Business Commitments (driven by Investor groups, employee groups, shareholders)

How do these things combine to create a business case?

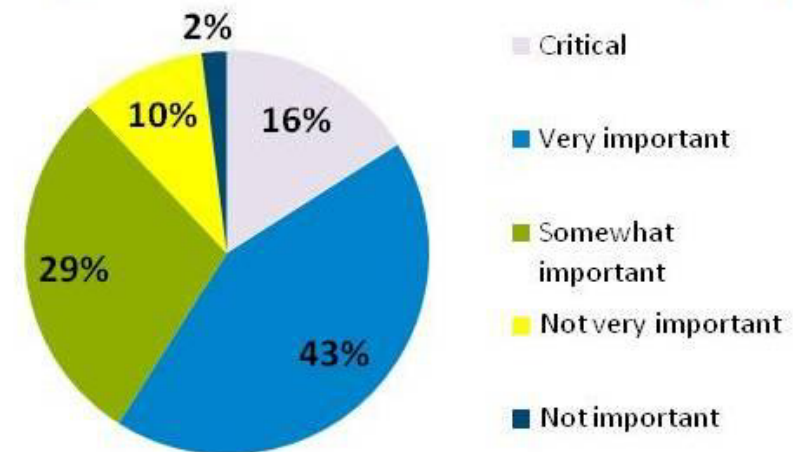
Source: Greg Shank – Business & Sustainability



Increasing demand for FM expertise

- CSR no longer only a message about conservation (doing more with less). CSR offers REAL cost savings, a REAL business case and opportunity for quality of life impact.

Importance of CSR to Your Company

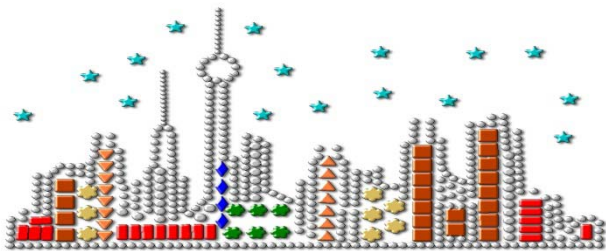


- **Increasing Demand** for EB expertise!

Opportunity for people who understand how buildings work, with skill sets to assess building performance...where there is energy saving potential, water saving opportunity, etc.

Source: Greg Shank – Business & Sustainability

Source: **When Bad CSR happens to Good Companies**
6 03 2011 Corporate Social Responsibility | Nov 18, 2010



Understanding Risk is really important

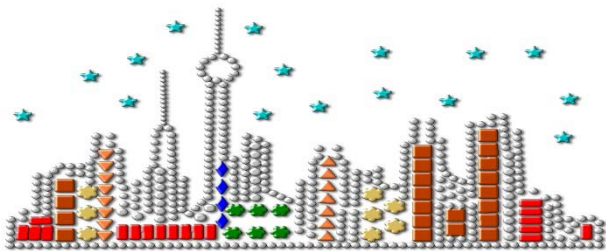
•Risk of Building Green

- New technology 'bugs'
- Matching Technology with People
- No longer 'should I' build green? Now Sustainability has to perform / meet demands of how society works, how projects get done, how investments get made.
- Just doing it doesn't mean it is having desired impact. Must make sure buildings are working & delivering savings!

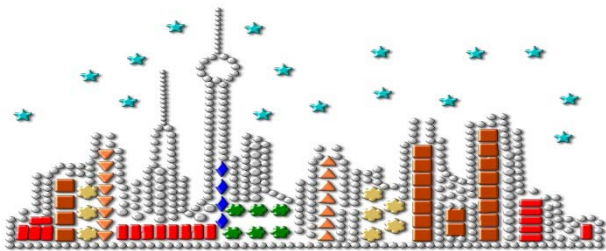
▪Risk of NOT Building Green

- Professional standard of care (possible negligence if you don't meet minimum requirements).
- Leaving money on the table (gov't, utility & local tax incentive programs).
- Market expectations for Healthy, Sustainable work environments.
- Impacts on lives/society in global market place

Source: Greg Shank – Business & Sustainability



CSR and the European Commission (EU)



- October 2011, the European Commission (EU) published a **new policy on Corporate Social Responsibility**. It states that:

‘CSR is the responsibility of enterprise for their impacts on society’

*‘Enterprise should have **a process in place to integrate social, environmental, ethical, human rights and consumer concerns into their business operations and core strategy**’*

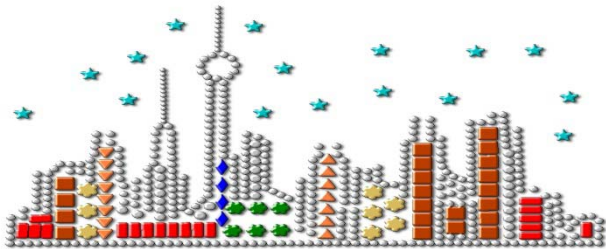
- Policy implies companies are responsible for actions towards society and the environment, **over and above their legal obligations**.
- Once on the strategic agenda, enterprise can **anticipate** and take advantage of fast **changing societal expectations** / operating conditions.

...driving the development of new markets and creating opportunities for growth.

Other Guidelines

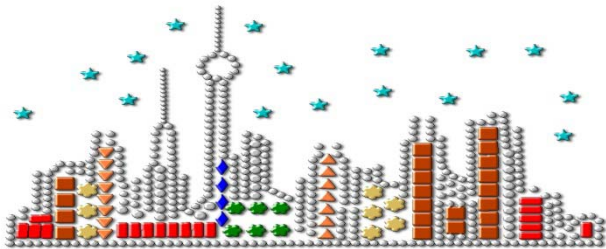


- OECD Guidelines for Multinational Enterprises
- The Ten Principles of the United Nations Global Compact
- The ISO 26000 Guidance Standard on Social Responsibility



Status/Results:

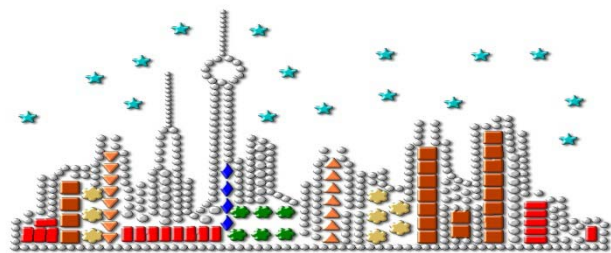
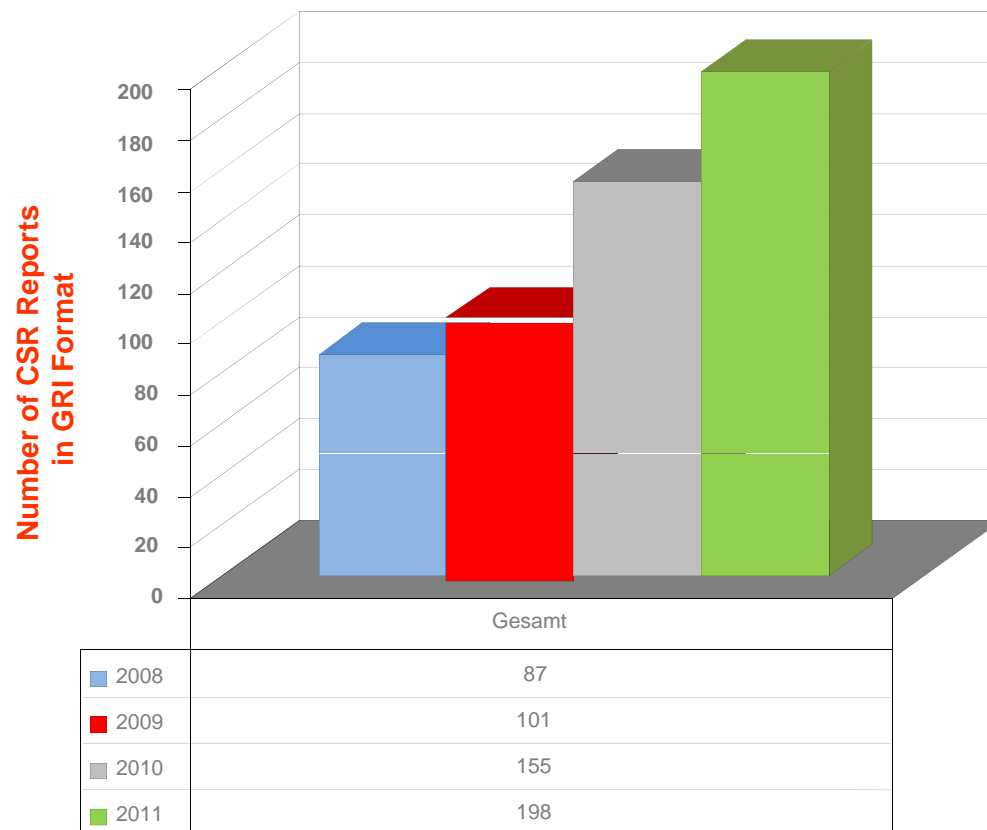
- A growing number of companies now disclose social and environmental information.
- SMEs often communicate such information informally and on a voluntary basis.
- *CorporateRegister.com* estimates that about 2,500 European companies publish CSR or sustainability reports.
- There are a number of international frameworks for the disclosure of social and environmental information, including the *Global Reporting Initiative*.



Report Content

(Results of Study by Ferdinand Fuke)

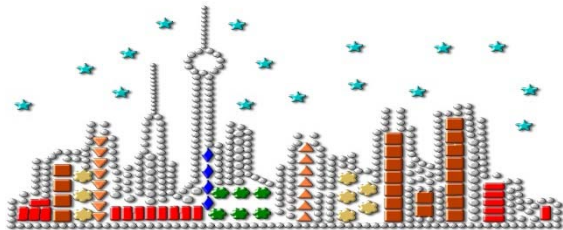
- Basis:
BSD Consulting, Switzerland provides
CSR Reports for Companies located in
AT, CH and DE according to GRI Format
- Sample 90 CSR



CSR and FM

| | AT | % | CH | % | DE | % | Total | % |
|---|-----------|-------|-----------|-------|-----------|-------|-----------|-------|
| Number of Analyzed CSRs | 30 | | 30 | | 30 | | 90 | |
| FM Included | 6 | 20% | 1 | 3.3% | 4 | 13.3% | 11 | 12.2% |
| FM Not Included | 24 | 80% | 29 | 96.7% | 26 | 86.7% | 79 | 87.8% |
| FM Activities Included (acc. to GEFMA 100-2) | 29 | 96.7% | 29 | 96.7% | 29 | 96.7% | 87 | 96.7% |

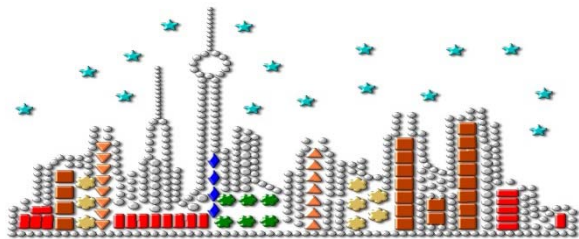
| | Construction | Energy | Financial Sector | Health | Food | Technical Electronic | Transport | Others |
|---|--------------|-----------|------------------|----------|----------|----------------------|-----------|-----------|
| Number of CSRs | 7 | 13 | 17 | 4 | 7 | 15 | 8 | 19 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| FM Included | 1 | 1 | 5 | 0 | 1 | 1 | 2 | 0 |
| | 14.3% | 7.7% | 29.4% | 0% | 14.3% | 6.7% | 25% | 0% |
| FM Not Included | 6 | 12 | 12 | 4 | 6 | 14 | 6 | 19 |
| | 85.7% | 92.3% | 70.6% | 100% | 85.7% | 93.3% | 75% | 100% |
| FM Activities Included (lt. GEFMA 100-2) | 7 | 13 | 16 | 4 | 7 | 15 | 8 | 19 |
| | 100% | 100% | 94.1% | 100% | 100% | 100% | 100% | 100% |



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CSR and FM Activities

| | | AT | % | CH | % | DE | % | Total | % |
|---------------------------------------|-------------------|-----------|-------|-----------|-------|-----------|-------|-----------|-------|
| Analyzed CSRs | | 30 | 100% | 30 | 100% | 30 | 100% | 90 | 100% |
| FM Activities in Analyzed CSRs | | 29 | 96.7% | 29 | 96.7% | 29 | 96.7% | 87 | 96.7% |
| (GEFMA 100-2) | In CSRs | | | | | | | | |
| (6160) | Environment, CO2 | 29 | 96.7% | 29 | 96.7% | 29 | 96.7% | 87 | 96.7% |
| (6420) | Energy Efficiency | 28 | 93.3% | 28 | 93.3% | 29 | 96.7% | 85 | 94.4% |
| (6880) | Water, Paper | 24 | 80% | 21 | 70% | 26 | 86.7% | 71 | 78.9% |
| (6870) | Carpool, Travel | 19 | 63.3% | 7 | 23.3% | 26 | 86.7% | 52 | 57.8% |
| (6440) | Waste | 12 | 40% | 3 | 10% | 10 | 33.3% | 25 | 27.8% |
| (6500) | Cleaning | 10 | 33.3% | 3 | 10% | 8 | 26.7% | 21 | 23.3% |
| (6150) | Green Building | 6 | 20% | 8 | 26.7% | 5 | 16.7% | 19 | 21.1% |
| (6210) | Space Efficiency | 3 | 10% | 0 | 0% | 3 | 10% | 6 | 6.7% |

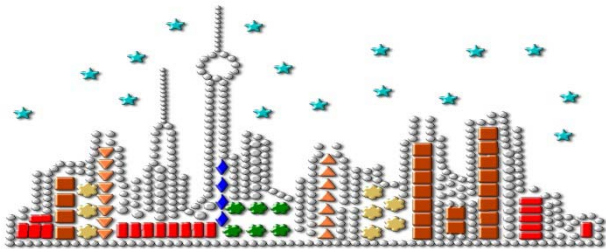


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Research Conclusion:

- CSR is gaining more and more importance
- CSR = Sustainability
- **FM is not often mentioned, but often responsible**
- **Targets of CSR correspond to a high degree with FM activities**
 - At the moment, FM only data deliverer
 - FM has to act proactively on the strategic/tactical/operational level
- Not cost factor but business driver!

FMs: Managers of the Built Environment

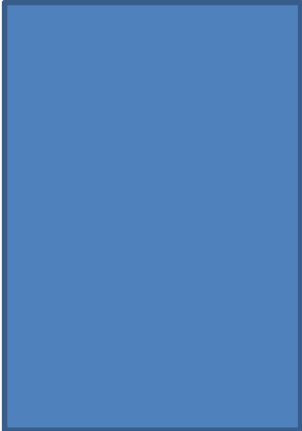


Meet Our Panel

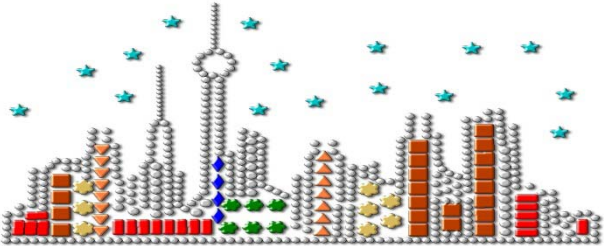
Special Guests:



Alice Hogueisson, CFM
SVP Global Environmental Manager,
US Director of Facilities
Edelman



Walter Geml
Operations Manager
Ace Hardware



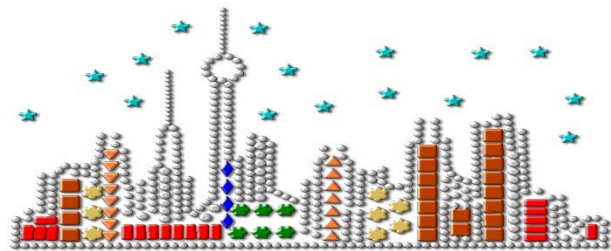
CSR 'How to' Discussion:



- Vision ->> clarifies , excites and electrifies
- Measure ->>Establish Baseline (starting point)
- Plan ->>Build Bridge from Idea to Action
- Gain Support & Consensus
- Design & Green your Facility
- Extend plan beyond Building Maintenance
- Energy Audit
- Getting to Zero
- Turn your Waste into a Profit Center

FMers: Managers of the built environment

<http://www.csplus.co.uk/blog/?p=2940>

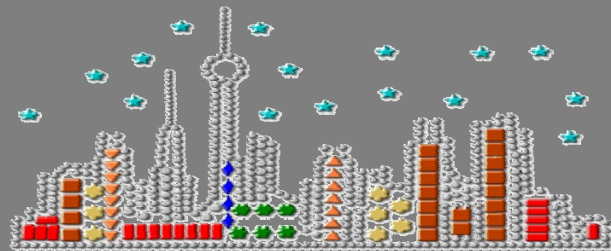




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