



# 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

00:02:36 --> 00:02:40: 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

00:02:53 --> 00:02:55: getting 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: Being kind of forced to use measure what in a  
00:03:19 --> 00:03:22: way turned out to be a great blessing because then  
00:03:22 --> 00:03:25: our team got the discipline, this kind of focus on  
00:03:25 --> 00:03:28: what data points need to be collected and it became  
00:03:28 --> 00:03:29: a routine thing.  
00:03:29 --> 00:03:32: So I would say it formed kind of like the  
00:03:32 --> 00:03:36: base data collection effort for our company was using the  
00:03:36 --> 00:03:39: measurable platform which then in fact bet into.  
00:03:39 --> 00:03:43: Green print database which allowed the green print  
performance now  
00:03:43 --> 00:03:46: for us and data to be prepared every year.  
00:03:46 --> 00:03:49: I think today's conference for you and I to have  
00:03:49 --> 00:03:53: a full day conference on decarbonization and resilience in our  
00:03:54 --> 00:03:55: region for the first time.  
00:03:56 --> 00:03:58: It's so exciting because I think this is.  
00:03:58 --> 00:04:01: These are two of the most pressing challenges facing our  
00:04:01 --> 00:04:01: industry today.  
00:04:01 --> 00:04:05: Is they really, it really requires a lot more, you  
00:04:05 --> 00:04:08: know, idea, exchange, conversation, commitments.  
00:04:09 --> 00:04:10: There's so much work that has to be done.  
00:04:10 --> 00:04:12: So I'm so glad that you and I have taken  
00:04:12 --> 00:04:16: this on and it's really committing of resources and efforts  
00:04:16 --> 00:04:18: to look at these challenges within the region.  
00:04:18 --> 00:04:22: And I'm I'm sure the agreement community will be the  
00:04:22 --> 00:04:23: primary Ave.  
00:04:23 --> 00:04:25: for us to be able to to do that better.  
00:04:26 --> 00:04:28: I had more events like today, right, getting together again,  
00:04:28 --> 00:04:29: being able to share.  
00:04:29 --> 00:04:33: I think that I relate to say today the session  
00:04:33 --> 00:04:37: that we've just come out from with the insurer financier,  
00:04:37 --> 00:04:41: another asset order asset managers similar to ourselves.  
00:04:42 --> 00:04:45: I think those perspectives so believable because it allows us  
00:04:45 --> 00:04:49: to have a different conversation around what's really great  
and  
00:04:49 --> 00:04:50: something to say.  
00:04:50 --> 00:04:53: They stick as a whole and that's at parts with  
00:04:53 --> 00:04:53: dental value.  
00:04:54 --> 00:04:55: I think more of those brought.  
00:04:55 --> 00:04:59: Discussions around valuations, but how do you have the right

00:04:59 --> 00:05:01: for climatic skills future.

00:05:01 --> 00:05:03: You know these subtopics people in the future and it

00:05:03 --> 00:05:04: 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 eye 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.

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