

# Video

## Greenprint Community of Practice

Date: May 17, 2023

**00:00:05 --> 00:00:07:** Uli Greenprint is a key way that ULI supports our  
**00:00:07 --> 00:00:10:** real estate members on their journey to net zero.  
**00:00:10 --> 00:00:13:** Our motto is reduced carbon build value and we do  
**00:00:13 --> 00:00:16:** this by connecting ESG professionals across firms so that they  
**00:00:16 --> 00:00:19:** can support each other on their journey to net 0.  
**00:00:19 --> 00:00:22:** Uli Greenprint was founded in 2009.  
**00:00:22 --> 00:00:25:** A group of real estate firms came together and created  
**00:00:26 --> 00:00:29:** a shared goal to cost effectively reduce their energy, water,  
**00:00:29 --> 00:00:32:** waste and carbon emissions by 50% by 2030.  
**00:00:32 --> 00:00:34:** There's such a breadth of topics in the ESG space  
**00:00:34 --> 00:00:36:** that we have to be familiar with.  
**00:00:36 --> 00:00:40:** That's really hard to be expert or have prior experience  
**00:00:40 --> 00:00:41:** with all of them.  
**00:00:41 --> 00:00:44:** The community serves as a great resource for us as  
**00:00:44 --> 00:00:47:** a shortcut to get up to speed on on new  
**00:00:47 --> 00:00:49:** topics much faster than we would otherwise.  
**00:00:50 --> 00:00:52:** I joined the ULI Green Print Committee when it was  
**00:00:53 --> 00:00:56:** still relatively small and there weren't subcommittees.  
**00:00:56 --> 00:01:01:** Since that time, I've joined 3 subcommittees, the Multifamily, Industrial  
**00:01:01 --> 00:01:05:** and Embodied Carbon Subcommittees, and I've found my experiences with  
**00:01:05 --> 00:01:08:** those three groups to be super valuable in helping us  
**00:01:08 --> 00:01:12:** to address emerging ESG topics, especially in the areas where  
**00:01:12 --> 00:01:14:** there aren't necessarily rules around.  
**00:01:15 --> 00:01:17:** Understanding and measuring and reporting.  
**00:01:17 --> 00:01:23:** Environmental, social, government strategies, goals, requirements and regulations continue to

00:01:23 --> 00:01:25: change over time and evolve.

00:01:25 --> 00:01:29: In this changing landscape, it's very beneficial to have access

00:01:29 --> 00:01:32: to a group like the Innovation Partners who are a

00:01:32 --> 00:01:36: set of peer reviewed solutions that have proven success over

00:01:36 --> 00:01:36: time.

00:01:37 --> 00:01:40: Since 2009, ULI Green Print has grown to more than

00:01:40 --> 00:01:44: 120 real estate owner, developer and investor firms spread across

00:01:44 --> 00:01:46: North America, Europe and Asia Pacific.

00:01:46 --> 00:01:49: We have a lot of the leading ESG players, but

00:01:49 --> 00:01:51: we also have firms who join Green Print as a

00:01:51 --> 00:01:54: way of jump starting their ESG journey rather than facing

00:01:54 --> 00:01:56: barriers to decarbonization alone.

00:01:56 --> 00:01:59: Green print members have a a global network of peers

00:01:59 --> 00:01:59: to call upon.

00:02:00 --> 00:02:02: So whether they're looking for recommendations on an EV charging

00:02:03 --> 00:02:05: provider, or they want to compare notes on how they're

00:02:05 --> 00:02:08: approaching the latest building performance standard for honestly, if they

00:02:08 --> 00:02:11: just want to have another friendly face of the next

00:02:11 --> 00:02:14: conference they're attending, Greenprint provides those connections.

00:02:14 --> 00:02:18: TA has a 2050 goal of Net 0 Carbon.

00:02:18 --> 00:02:23: Having discussions with other Greenprint members have been very helpful

00:02:23 --> 00:02:26: in getting me to understand what everyone else is doing,

00:02:26 --> 00:02:30: what the leaders in the ESG industry are achieving, what

00:02:30 --> 00:02:31: they're failing at.

00:02:31 --> 00:02:34: What everyone is successful at.

00:02:34 --> 00:02:37: Decarbonisation is a marathon, not a Sprint, so I look

00:02:37 --> 00:02:40: at this group as my team of runners who will

00:02:40 --> 00:02:44: deliver on on these results through innovation, creativity and endurance.

00:02:44 --> 00:02:47: So I'm very excited to be a part of this

00:02:47 --> 00:02:50: peer group that shares stories very transparently and really helps

00:02:50 --> 00:02:52: each other towards this common goal.

00:02:52 --> 00:02:55: A rising tide lifts all boats, and I really feel

00:02:55 --> 00:02:57: like that's especially true in sustainability because.

00:02:58 --> 00:03:00: We're all going to win if we work together to

00:03:00 --> 00:03:03: solve these challenges and you, like Greenford, has done a

00:03:03 --> 00:03:05: great job of helping us to, to do that.

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