



# Green Building – Demonstrating Sustainability Performance

## A Brief

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## Our Opinion on

- Understanding Concept of CSR
- Why CSR?
- Why Barriers are Developers Facing in Implementing Green Concepts?
- What Developers Need to Do to Overcome those Barriers?
- What Benefits such Positive Actions of Developers will Lead to?
- What Impact It will Render to the Society because of such Positive Actions?

# Understanding the Concept of CSR

## What is CSR?

It is about how companies manage the business resources to produce an overall positive impact on the society. This is in other words are - Corporate Social Responsibility, focusing primarily on Social aspects.

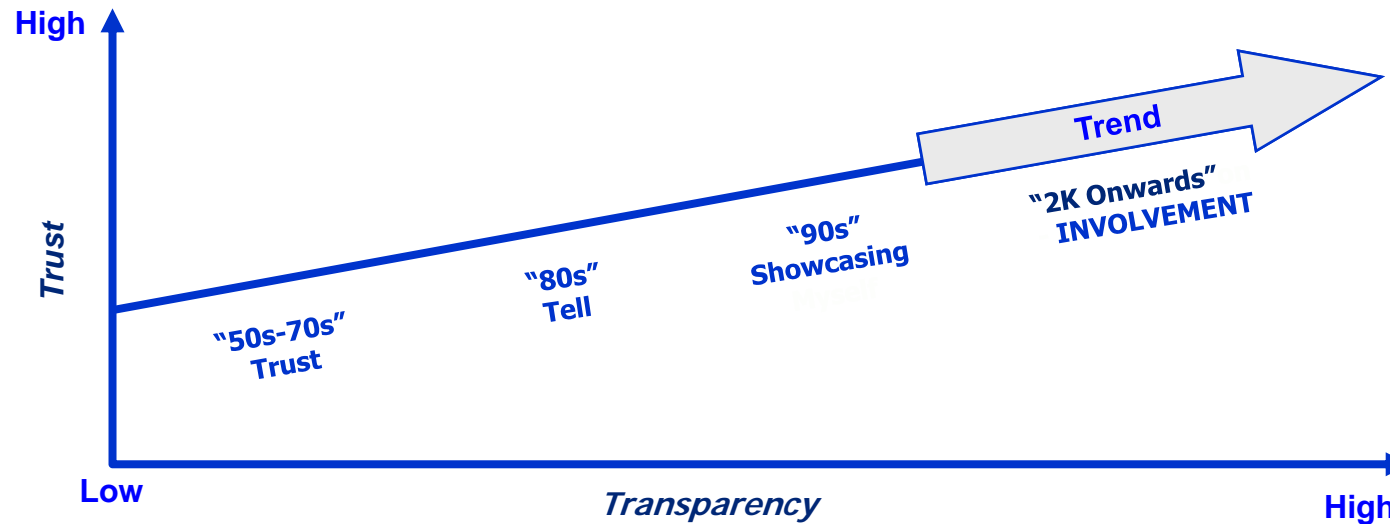
## What is Sustainability Development?

It is about - being 'sustainable & socially responsible' by striking a balance, by adopting business strategies and activities that meet the needs of the enterprise and its stakeholders at present, while protecting, sustaining and enhancing the human and natural resources that will be needed in the future.

This is a much wider area covering all aspects of Environmental, Social and Economic Performance.

Demonstration of Performance through Periodic Reporting is what is termed as "Sustainability Development Report" or "Sustainability Report" .... or **Corporate Sustainability Report**.

# Why CSR?



## Why Thoughts on Sustainability?

- Increase in environment burden, due to high natural resource usage – Financial Implications
- Release of undesirable environmental pollutants – Health Implications
- Demonstrating Corporate Social Responsibility – We Care For Your Money and Health

# Challenges faced by Construction Industries?

## # 1 - Challenges Faced for Adopting Green Concepts

High Cost of Construction –

- ✧ No Perks provided by Policy Makers
- ✧ No Recognition for Going Green
- ✧ No Recognition in terms of Money from Occupants either at First/Later Stage of Occupancy

Impact – Dampening of Spirit

## # 2 - How to Demonstrate Performance and Real Savings on:

- Reduction of environment burden, due to high natural resource usage
- Prevention in release of undesirable environmental pollutant to the extent possible
- Enhancement of Productivity and Better Quality of Life

**Unless we are able to Measure ... We will not be able to Manage ...**

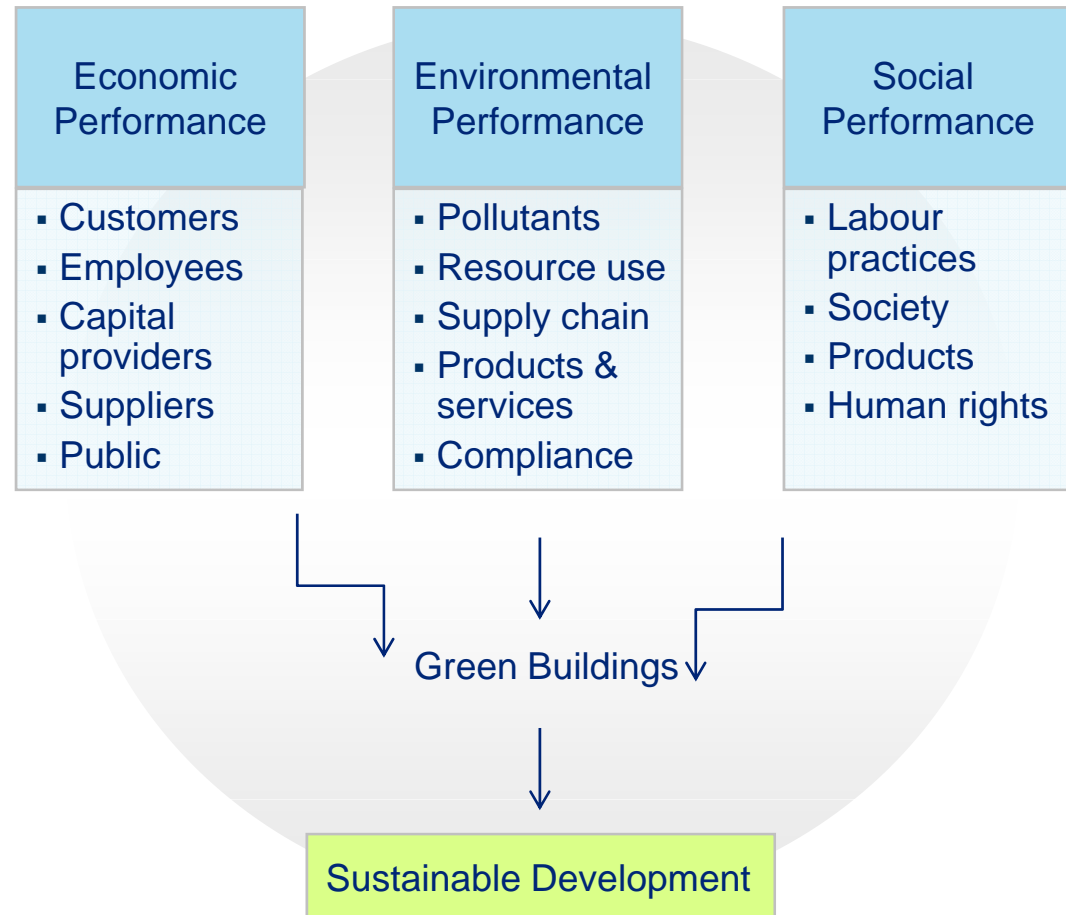
**Unless We Manage, We will not be able to assess degree of Performance ...**

**We will not be able to Convince ...**

**Unless We are able to Convince, then Why should anybody Pay that Extra Money?**

# What do then Developers Do, to Convince?

- **Embrace** Global Reporting Initiative (GRI G3) Guideline
- **Structure/Design** an Internal CSR Management System to assess the Degree of Performance, to the extent possible in terms of **Absolute Figures** demonstrate to their occupants and the other interested and impacted stakeholders:
  - ✧ On-going savings
  - ✧ Reduction in environmental and social burden
- Bring **Transparency** in Reported Performance through Endorsement of Reputed Agencies
- Convert this Endorsed Report into an Effective **Marketing Tool**



## What do then Developers Do, to Convince?

- **Embrace** Global Reporting Initiative (GRI G3) Guideline
- **Structure/Design** an Internal CSR Management System to reflect the following:
  - ✧ Corporate Sustainability and Social Responsibility Policy
  - ✧ Development of a Mechanism to Engage Stakeholders and Communicate accordingly
  - ✧ Development of a Mathematical Benchmarking Model for laying down Objectives and Targets
  - ✧ Identification of Grey areas and Strengthening the same
  - ✧ Facilitate in knowing the status of the Building against the Best Known Practice
  - ✧ Conversion of Intangible Benefits, to the extent possible in terms of **Absolute Figures**
- Assess the **Degree of Performance** to demonstrate to their Occupants and the other Interested and Impacted Stakeholders on:
  - ✧ On-going Savings
  - ✧ Reduction in Environmental and Social burden
- Bring **Transparency** in Reported Performance through Endorsement of Reputed Agencies
- Convert the Endorsed Report into an Effective **Marketing Tool** to take Investors and Interested Stakeholders into Confidence

## **What Benefits will such Framework offer to Stakeholders?**

### **Convince the Stakeholders, primarily the Buyers -“Yes” this Building will :**

- Render a Higher Energy Savings
- Render Substantial Savings against Carbon Tax to be Levied
- Lead to Water Savings
- Lead to Reduced Health Implications
- Lead to Improved Indoor Air Quality
- Enable to Get a Pie of Share from Carbon Credits
- Enhance the Productivity
- Increase Comfort
- Lower Vacancy Rate
- Increase Income Rent, etc.

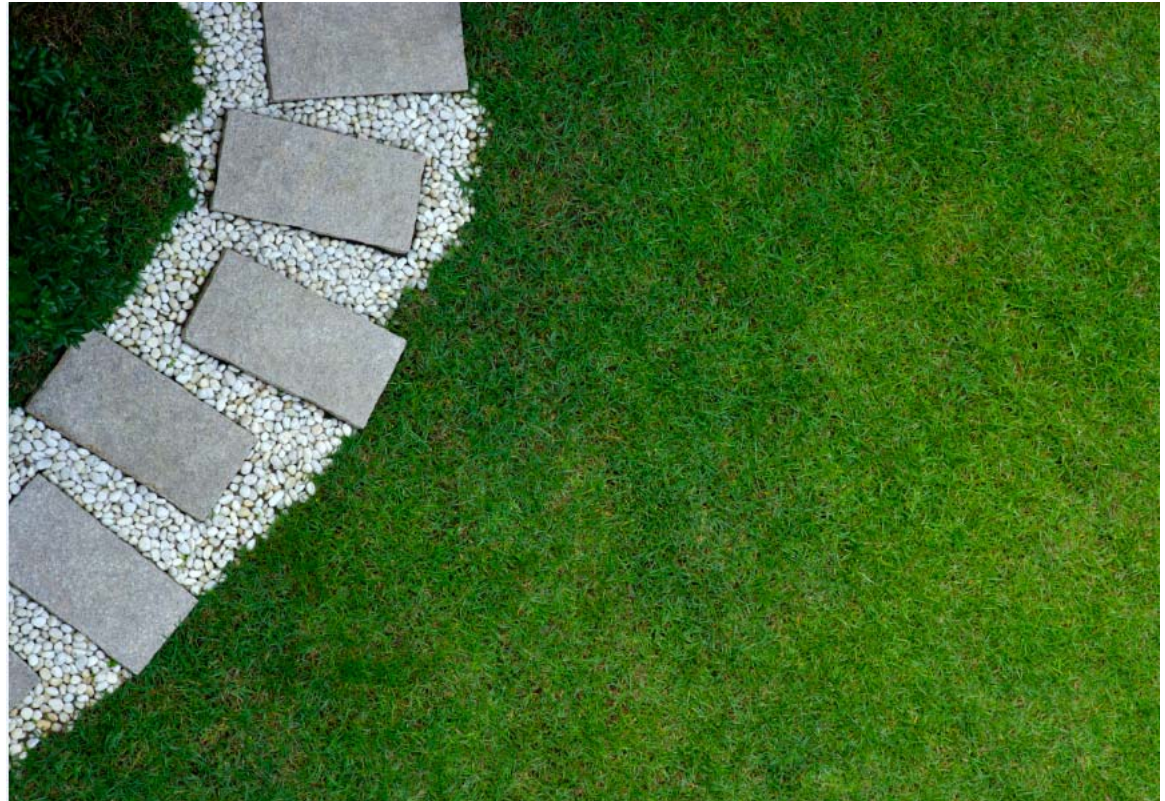
## How Simultaneously Developers can Win the Confidence of other External Stakeholders?

- Considering a 10 million sq. ft. of built up area in any city, following could result into tangible benefits to the society, through effective utilization of resources.

Building Performance Parameters	Conventional Building	Green Building	Savings*	Benefits
Power consumption (billion units per year)	345	242	105 (approx. 30%)	Power Savings for 14 lakh rural households
Water Consumption (billion litres per year)	1.2	0.7	0.5 (approx. 40%)	Water savings for an average 2,300 households
Carbon Emission (billion metric tonnes of CO <sub>2</sub> eq. per year)	0.3	0.2	0.1 (approx. 33%)	Reduced Carbon Footprint (considering 0.9 kg. CO <sub>2</sub> eq. is generated per unit of electricity consumed)

- Demonstrate higher level of Transparency to Stakeholders – primarily the Buyers, Potential Occupants and the Regulatory Authorities and thereby Enhance Credibility

# Green Building : Path to Sustainable Urban Development



# Our Contact Details

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