

**EQUIEM**

# Supporting ESG Initiatives with **Equiem**

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Here's how Equiem can help you **launch, execute, and support** your ESG initiatives across your asset portfolio.

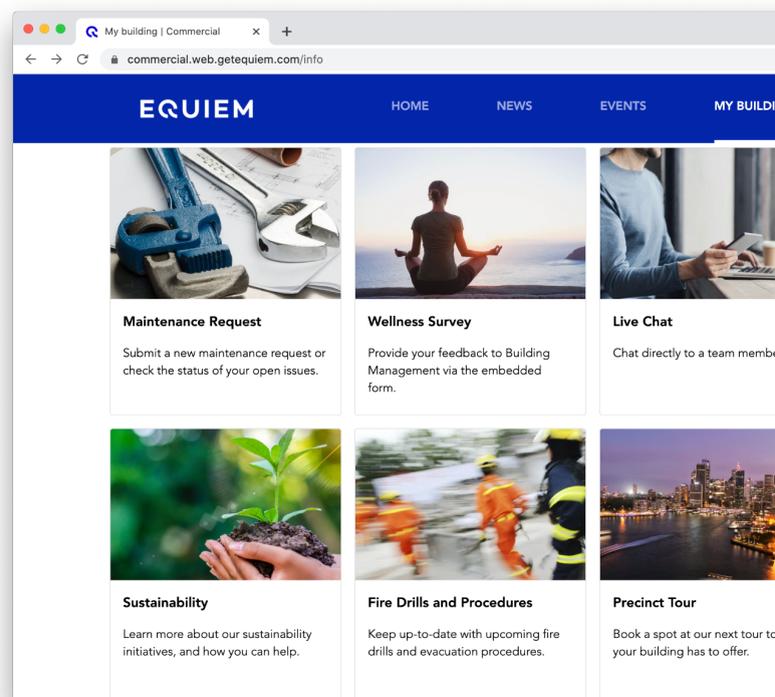
### Promote initiatives

Easily communicate your sustainability projects and mission to your tenants

Our web and mobile apps are vital channels for communicating with tenants, meaning they're always paying attention to your Environmental projects, such as waste recycling, energy savings or building certifications.

- Craft weekly news updates on building sustainability initiatives and share them with your users
- Create an EDM newsletter focused on your popular sustainability projects and send it directly to your customers, boosting engagement and awareness
- Set up a library of evergreen Building Information posts to promote and inform customers about how they can get involved over the long term
- Showcase your green certifications (LEED score, WELL rating, BREEAM rating, etc.)

*Showcase your ESG initiatives in your daily news feed and Building Info page, to ensure ongoing attention.*



## Log and track issues

Tenants can use our Work Order system to log hazards or unaddressed repairs

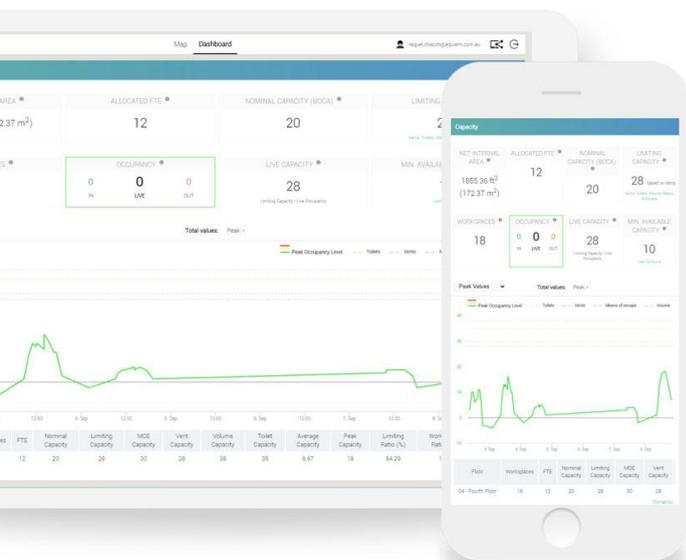
Give your tenants a simple way to raise tickets whenever a hazard arises. Equiem's Work Orders system makes the process simple from start to finish, allowing tenants to log tickets that can be easily assigned to the person responsible for fixing it.

- A simple tool for reporting hazards as they occur and assigning repair work
- Every step of the process is documented within the Equiem app for the ease of users
- Attach photos of the hazard to ensure clear communication of the problem
- Completed repairs are logged in the back-end. This log can be invaluable when triaging future refurbishment projects

## Get SMART

SMART building technology lets you monitor key indicators like building occupancy and air quality

By equipping your sites with SMART building sensors, you can monitor everything from foot traffic to air quality, letting you know the exact state of your building at any time. Combined with detailed analytics on user behavior, you'll be able to create detailed guides for best practices that actually make an impact.



- Capture crucial data about any area of your buildings with small, unobtrusive sensors
- All data captured by SMART sensors is instantly displayed in your configurable analytics dashboards
- Find waste and create new efficiencies based on under or over-utilized areas of the building
- Monitor air quality, temperature, foot traffic and more – you could even use this data to create a more efficient elevator algorithm, benefiting your users and the environment

See detailed breakdowns of SMART data in easily customizable dashboards.

## Eco-conscious eCommerce

Connect your tenants to small businesses that have made their own commitment to sustainability

A great building is only one part of a great community. Equiem's robust eCommerce platform allows you to showcase retailers in and around your building. And if they share your values of sustainability, tenants will be more passionate about engaging with them. A sense of shared purpose is powerful.

- Partner with small businesses that are sustainable and environmentally conscious, then help to boost their results
- Empower eco-conscious spending in your user base, while inviting them to take part in your mission
- The Equiem app organically boosts daily interactions to support the health of your retail precinct
- You can also promote non-transactional ventures in your eCommerce platform. Consider running a promotion to benefit a charity aligned with your sustainability values

## BREEAM certifications

Content can help you reach key requirements for BREEAM certification

Whether you're just starting on your preparations for BREEAM certification or looking to ensure that your site continues to meet the most important requirements, Equiem can help. The tenant platform's robust content and communication tools can help ensure everyone in the building working towards shared sustainability goals.

- Communicate with tenants during important stages of building and refurbishment projects such as commissioning, handover, and aftercare
- Disseminate important information relating to safety and emergency procedures, energy policies, waste management practices, and more
- Centralise your hazard and incident reporting process within the app
- Upload regular reports on energy performance and water usage for greater visibility
- Indoor air quality can be monitored in realtime thanks to our partnership with Metrikus
- Get feedback on your policies and initiatives from your tenants via polls and surveys
- Raise awareness around local public transport options and pedestrian routes
- Connect users to sustainable retailers through Equiem's integrated eCommerce platform

## Boost your GRESB score

Use Equiem's platform to help you reach a higher GRESB score and earn a Green Star

GRESB is a real estate benchmark that measures the ESG performance of your asset. A high enough GRESB score can result in a Green Star, a powerful indicator of a property's ESG performance that can significantly increase interest from fund managers, particularly in European markets. In 2021, a new scoring system was outlined with an added emphasis on issues such as incident monitoring, tenant engagement, and employee health and wellbeing. Equiem is uniquely placed to help deliver these results.

- Create a dedicated section on your platform to disclose ESG and performance
- Centralize your hazard and incident reporting process. Log tickets for incidents and record the entire resolution process in the back-end
- Craft employment satisfaction surveys and send to your entire database of tenants and users with push notifications
- Use Equiem's content and event management tools to deliver a program of engagement activities designed around the results of your satisfaction survey
- Host health and wellness events and promote them with Equiem's robust event feed. Collect RSVPs within the app for accurate records
- Install unobtrusive SMART sensors to monitor the environmental safety of your site, including temperature and air quality

## Case studies



### Providing a Wellness Program to Achieve WELL Certification

**The Client:**

Major Global Landlord  
With \$48.5M assets under management

**The Asset:**

Business Park  
108,000 sqft  
Reading, UK

**Problem**

With two new buildings in Reading recently completed, our client wanted to secure WELL accreditation. The internationally known Green accreditation is a powerful way to showcase your site's environmental bona fides, and the client wanted to put their best foot forward.

But they encountered a roadblock. In order to receive the accreditation, they needed to give users in the buildings access to a health and wellness program. And here's the kicker – it needed to be a program specific to users in just these two buildings.

**Solution**

Equiem's segmented content functionality was up to the task. Working hand-in-hand with building management, we curated a health and wellness content campaign that was sent directly to the building's users.

**Results**

The client achieved successful WELL accreditation of their two sites - and tenants we're able to access the wellness program digitally, resulting in happier, healthier users.

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## Increasing Awareness of Onsite ESG Initiatives

**The Client:**

US Commercial Landlord  
4.2M sqft

**The Asset:**

Wakefield, MA  
3M sqft

**Problem**

This Massachusetts office park has some unusual tenants. Namely, the six-legged residents of their corporate beehives, kept onsite by Beverly Bees.

It might seem strange, but beehives and other biophilic installations have been shown to reduce stress and boost productivity in employees, while also helping to sustain the local bee population.

There was only one problem: the bees weren't getting the buzz they deserved. So they partnered with Equiem to help develop a communications strategy to highlight their initiative.

**Solution**

Equiem created Building Info posts on the client's tenant app to highlight the bees, ensuring that more users and visitors to the site were aware of them.

**Results**

The result was a notable uptick in building info readership, and increased enthusiasm around the bees in the community. As one user noted, "Watching them in their own little world is such a nice break from the screens."



## Showcasing Building Certifications

**Multiple Clients**

US Commercial Landlords  
19M+ sqft total

**Problem**

Two of our clients prioritise sustainability, and have invested in LEED certifications for key assets in their portfolio.

Often, tenants in these buildings care about their building's sustainability scores, too. But they don't always know how to find information about it.

**Solution**

The client took their message straight to their Equiem tenant experience app. By creating building posts across multiple sites, they were able to highlight their certification and LEED scores.

**Results**

Since these posts were shared, engagement with building info posts and polls has gone up across the sites, and property managers have had to spend less time fielding questions about their buildings' eco credentials. It goes to show that engagement isn't just about branding and message – it's also about efficiency.

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## Promoting Recycling and Waste Management

### The Client:

Australian Commercial Landlord  
3M sqft

### The Asset:

Multiple Australian Office Buildings  
900K sqft

### Problem

In the lead-up to National Recycling Week, our client wanted to ensure that they and their tenants were all aligned around recycling and waste management practices.

### Solution

Equiem created a structured engagement campaign designed to educate tenants and invite their active participation.

Across three content pieces, we asked businesses across the portfolio how they minimized waste; what their best practices were around recycling; and educated them as to the intricacies of recycling symbols in Australia.

### Results

Users responded to this campaign immediately, with hundreds of page views and dozens of responses to polls. All told, the average user interacted with our campaign more than nine times. This shows that content and engagement are potent tools for forwarding your buildings' ESG initiatives.



## Promoting ESG Initiatives Through Digital Events

Multiple Clients  
Multiple Office Assets Across USA

### Problem

Many of our clients in the US found they lacked visibility into the types of sustainability initiatives that were important to their tenants.

### Solution

Equiem crafted a communications feed that incorporated sustainability-focused contests in order to get direct engagement from tenants across those properties.

### Results

As a result of those contests, we saw nearly 700 direct responses from building occupiers. The most popular areas of concern were around waste reduction and recycling; energy conservation; and eco-conscious groundskeeping. By using our platform as a direct line of communication with the user base, our clients were able to define their ESG agenda based on what their users were most passionate about.

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## Driving Utilization of Sustainability Amenities

### The Client:

Major Australian Office Landlord

### The Asset:

Sydney, Australia  
2.1M sqft

### Problem

Located on Sydney's waterfront, our client's vibrant office complex is like an oasis within the bustling city atmosphere. And the jewel in their crown is a sprawling garden featuring more than 1,000 trees, plants, and shrubs from every continent on Earth.

Their garden occupies six "continental rooms" and was designed to keep workers connected with the natural environment.

Fostering that connection within the workplace has been shown to have a positive effect on worker satisfaction. But if workers are going to reap the benefit, they need to know it exists.

### Solution

Equiem created posts on the tenant portal to ensure that workers were aware of the flora in their midst. Today, the occupants are regular visitors to the garden, and the concierge always has paper bags so that they can pick some herbs to take home at no cost.

### Results

Not only does this garden act as a quiet place for reflection and meditation for the building's busy office workers, it also brings a brand new flavour to the urban business precinct experience. Workers have even been known to use the herbs to make fresh tea!



## Launching a Major Recycling Initiative Across Portfolio

Major Australian Office Landlord  
Multiple Office Assets Across Australia

### Problem

Our client, a major Australian office landlord, wanted to launch an expansive "Go Green" campaign across their many properties. But they needed a way to drive engagement and participation throughout multiple buildings.

### Solution

Equiem used our client's tenant platform to highlight programmes such as their quarterly e-Waste collection, which allowed users to dispose of electronic waste. A coathanger recycling service lets workers leave their old coathangers with the concierge for collection and recycling.

The client also installed Simply Cups coffee cup recycling tubes at the request of tenants. Employees could then deposit their used coffee cups to be transformed by Simply Cups into

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eco-friendly products such as park benches and car park stoppers.

## **Results**

By using the tenant portal to drive engagement and participation, our client was able to promote a number of complex and impactful environmental projects throughout their buildings.