

## Occupier Engagement Programmes

### Jones Lang LaSalle Upstream Sustainability Services

Effective occupier engagement is key to the successful implementation of building level sustainability initiatives and projects. We can enable this process through a range of tailored initiatives designed to connect with the occupier's professional and operational staff. These include sustainability training; surveys and interviews; toolkits and knowledge sharing; joint agreements over improvements to building fabric, plant and fit-out; green lease negotiations; and green building management groups.

#### How we stand out

- Well positioned at centre of property sector to liaise between landlord and occupier
- Impartial advice and support to both parties
- In-depth understanding of occupier requirements including expected future trends
- Integrated with workplace planning service to offer comprehensive solution to occupiers interested in sustainability and wellbeing



#### How you will benefit

- Reach beyond the limits of those areas directly within the landlord's control to influence and improve the overall sustainability performance of your assets
- Enhance reputation as landlord of choice
- Share burden of sustainability-related costs such as CRC
- Improve occupier retention, reduce void periods and encourage rental growth

#### What we can deliver for you

Desk Top Research  
Legislation Databases  
Materiality Assessments  
Board Level Workshops  
Peer Reviews  
Cost Benefit Analysis



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## Expertise in Action

### Challenge

- Henderson Global Investors believe that it is their responsibility as a business to reduce their carbon footprint and limit the contribution of their properties to global climate change
- Henderson, by conducting a programme of occupier engagement wanted to identify opportunities to work together with their managing agents and occupiers to make further improvements to the environmental and socio-economic performance of their properties wherever possible
- Upstream Sustainability Services (Upstream) were commissioned to conduct an occupier engagement programme with the key objectives of:
  - Developing the Landlord / Occupier relationship
  - Establishing the level of awareness amongst Henderson's occupiers and appetite for working together with a responsible landlord on sustainability
  - Understanding the barriers to occupiers doing more and identify ways in which Henderson and its managing agents can help them overcome these challenges

### Solution

- Upstream adopted a three phased approach to addressing the key objectives identified across all property types:
  - Phase One: Conducting *55 in-depth telephone interviews* covering the topics of understanding of sustainability, the barriers they face to adopting sustainable practices and key drivers for choosing properties



- Phase Two: Distributing questionnaires to all occupiers at 28 identified properties. *183 responses* were received detailing occupier perceptions and opinions on the topics identified
- Phase Three: A further *300 letters of engagement* were distributed (by email where possible) to 72 properties

### Results

- The outcome of all three phases was to increase awareness of Henderson's commitment to sustainability and inviting engagement with occupiers
- Responding to the Key Findings Henderson has commissioned Upstream to carry out a continued occupier engagement programme to:
  - Provide guidance to occupiers on energy, water, waste and transport management at their properties
  - Work with a number of occupiers to address key sustainability areas identified in the programme

## Why Jones Lang LaSalle?

Upstream Sustainability Services is an integral part of Jones Lang LaSalle, a leading real estate services firm. This UK centre of excellence for sustainability consultancy, draws on 40 experts with 15 years experience, to apply our collective know-how and value-driven approach to manage and improve the sustainability performance of our client's portfolios and assets.

Jones Lang LaSalle has global reach, whilst maintaining a deep knowledge of local markets. The UK team possess multi-disciplinary expertise in all aspects of real estate investment, management and development. Sustainability considerations are embedded across this entire range of services.