



Ready, Set, **GRESB**

A strategic guide for
turning ESG insights
into actionable results




What is GRESB?

GRESB was designed to help investors assess the performances of commercial real estate portfolios around the world through a lens of sustainability.

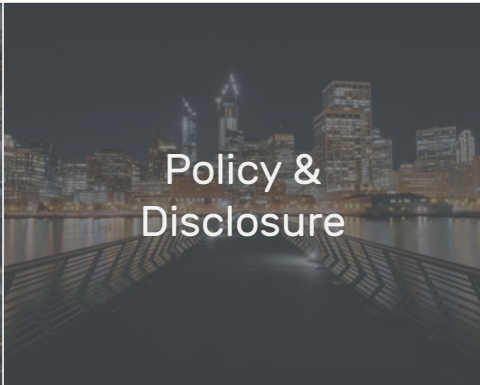
In recent years, there has been an increased demand for sustainability-focused real estate construction and operation, as well as a call for increased transparency into the efforts put forth by companies as they adopt ESG-centric (environmental, social, and governance) business practices.

Environmental performance is a core element of sustainability. However, the GRESB Assessment is based on a broader view of sustainability, comprised of seven aspects:




Performance Indicators

(energy, GHG emissions, water, & waste)



Policy & Disclosure



Risk & Opportunities



Management



Monitoring & Environmental Management Systems



Stakeholder Engagement



Building Certifications

An aerial photograph of a green field with several concrete structures. In the upper half, there are rectangular concrete frames with rounded corners, some of which are empty and others contain green grass. In the lower half, there is a curved concrete curb or wall. The overall scene is a mix of green grass and grey concrete.

The GRESB Mission:

To enhance and protect shareholder value by assessing and empowering sustainability practices in the real estate sector



Best practices for your GRESB disclosure process

1. Healthy leads to wealthy

Real estate companies are beginning to recognize that intentional consideration of the health and well-being of their tenants and employees provides opportunities to generate long-term value; nearly one third of all 2017 GRESB submissions also participated in the Health & Well-Being Module.

Create a culture of health to generate internal value as employees become generally happier and productivity increases. Constructing an on-site gym for employee use, monitoring and maintaining air quality, and providing spaces and services for new and expecting mothers are good examples of how to establish a healthy workplace. Implement similar practices and operations for tenants, customers, and communities in proximity to your property to create great marketing opportunities to promote and strengthen your brand image and solidify your company's healthy and sustainable reputation.

2. Membership has its perks

If you're not a GRESB member yet, you should seriously consider it. GRESB recently introduced a new fee structure for non-members who disclose their portfolio information; submissions made by non-GRESB members will now have a fixed fee of \$4,100 USD per entity. GRESB members also enjoy access to GRESB's advanced analytics tools and services and can take advantage of the preferential marketing, industry recognition, and networking and opportunities that come from being a part of such a prestigious organization.



Join The Club: Some benefits of GRESB membership

The toolbox: GRESB members are able to access an array of powerful analytics tools and services, as well as the preferential marketing, industry leadership and recognition, and networking & publicity benefits that inherently come from a partnership with such a prestigious organization.

Avoid the fees: members won't pay the recently announced submission fee that non-members will need to pay (\$4,100 per entity) starting in 2018 to disclose their portfolio ESG data to GRESB.

3. If at first you don't succeed, try, try again

Your first submission may fall short of the goal you set, but that's perfectly okay; your results are confidential, and GRESB won't publicly report them unless your performance makes you a sector leader, in which case you would definitely **want** to show off.

There is also a direct correlation between the number of times a fund or company submits and an increase in average scores; in 2017, funds and companies that submitted to GRESB for the eighth year in a row achieved an **average score of 75 out of 100**, well above the average for first-year submissions, which was 52 out of 100. Every year that a fund or company submits to GRESB shows an increase in average score over the year before, so it makes logical sense that you should submit again **NEXT** year, whether or not you performed as desired **THIS** year.

4. Teamwork makes the team work

Engage your employees at every level of the company, from the executives to the property managers and beyond. Keeping open lines of communication about what is required from each team, department, and property will greatly simplify your disclosure process. Set hard deadlines for property teams to keep each phase of your GRESB submission on track and flowing smoothly.

5. The early bird gets the worm

The earlier you get started on your GRESB reporting process, the better. Two years' worth of historical data is required to submit to GRESB for the first time, and gathering all of that data can take a very long time. Starting as soon as possible gives you an edge and allows you to be truly prepared for your submission.

"We observe that companies and funds that develop stakeholder engagement programs are likely to start in-house, focusing on employees, and work their way towards monitoring their supply chain and improving their relationship with tenants."

- 2017 GRESB Results

6. If you've got it, flaunt it

The data you collect about your portfolio throughout the submission process isn't only applicable to GRESB; there are other sustainability certifications & organizations, such as GRI, ENERGY STAR, and SASB, and many of them require information that often overlaps with what you've already gathered. After you've entered this new league with GRESB, you can expand your sights and goals. Earning more ESG and sustainability certifications leads to market recognition, stronger brand reputation, and improves investor perception.

7. Don't get stage fright; show off your results

Demand for ESG performance disclosure and transparency into companies' sustainability performance, impact, and activities has become increasingly prevalent in the real estate industry. Stakeholders and investors want to know what actions you're taking at a portfolio-level to decrease your environmental impact and improve your public brand image.

Prospective tenants, current residents, and industry talent are becoming increasingly dedicated to green spaces, demanding implementation of sustainable practices throughout the built environment. Properly reporting your ESG disclosure and marketing your sustainability successes will give you a competitive edge over your peers and competition.

8. Automate & streamline your process

Implementing automation technology and services to streamline and simplify your data gathering and aggregation processes for utility consumption, efficiency measures, and green building certifications will allow you to focus on your ESG strategy implementation and free up your employees for other crucial tasks.

9. Know where you stand before you start

GRESB recently released the Pre-Assessment, a product for funds and companies that are interested in disclosing to GRESB for the first time. This is a shorter, introductory version of the full GRESB submission, and eschews questions about building-level details, focusing instead on management policy disclosure. Upon completion of the Pre-Assessment, GRESB will review it and inform you of your results. The insights and opportunities you glean from this performance review provides a stepping stone for submissions to the full GRESB assessment, and will enable stronger performance upon submitting the full assessment.





The Goby Solution

Goby's technology solutions and sustainability consulting services will support your GRESB submission process from start to finish, and our tools and expertise will prove invaluable to your efforts.

Readiness assessment

Goby will complete an investigative review of previous GRESB submissions and identify areas that can be improved upon

Portfolio-wide insights

Centralize the data from your portfolio in a single, powerful cloud-based platform, regardless of property type or geographic spread

Data-driven goal setting

Goby evaluates your portfolio goals to create a clearer targeted plan, enhance your performance capabilities, and engage your stakeholders

Performance reports & dashboards

Our high-tech dashboards and powerful reports provide a detailed visual overview of your portfolio-wide GRESB performance

Collaboration and inclusion

House your data in a single, accessible platform to keep your teams in constant contact with your data and simplify portfolio-wide reporting

Implementation support

We're with you every step of the way, and can provide ongoing check-ins and expertise for implementation to reach your targets and goals

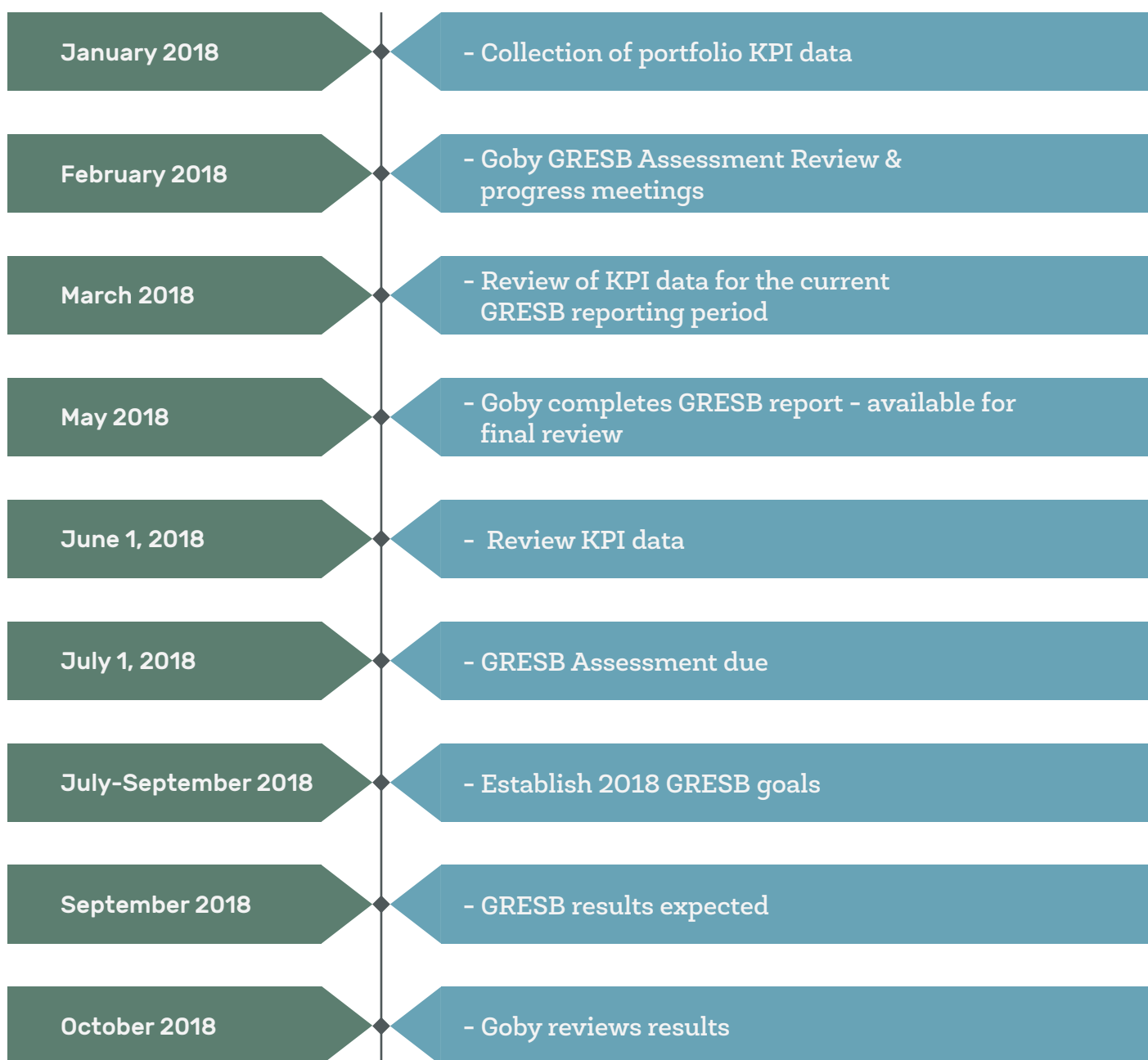
Validated, accurate data

Goby's powerful validation algorithms check your data for errors, outliers, and data gaps, and flags identified problems for follow-up action

The GRESB Reporting Process *

Time is of the essence; parts of the GRESB submission process may be more time-consuming and challenging than you anticipate. Data collection, for example, is a process that can take months, and sometimes even years. Starting this process earlier widens your ability to collect and report on historical data consumption, and will lead to stronger performance and ultimately to a better GRESB score.

While the GRESB submission timeline is predictable, the Goby method is aimed at seamlessly integrating your ESG strategy year-round. Below is a sample timeline that we would suggest for clients new to GRESB, to best prepare for the submission.



* Dates are based on the 2018 GRESB Reporting season; actual dates may vary between years

Based in the Cloud, Grounded in Performance

Goby is the leading provider of invoice automation, energy management, and sustainability reporting solutions for the commercial real estate industry.

**Want to learn more?
Contact us today!**

www.gobyinc.com

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