

Certification 4 Way Test

1. Is it the **truth**?

2. Is it **bankable**?

Does it meet owners, operators, financial market
and consumer needs?

3. Is it **honest**?

Sustainability is not a logo, it is what you do.

4. Does it have **substance**?

Strong buildings have strong bones.

Certification 4 Way Test

A Moral Code To Guide A Review Of Sustainability Programmes

1. Is it the **truth**?

- Sustainability programs must be built on evidence-based and scientific data.
- You can't manage what you don't measure.
- Data must be consistently collected and verified. Rubbish in will deliver rubbish out.
- Deep historical data is essential because it allows performance-based trend lines to be mapped and it fosters knowledge management.

2. Is it **bankable? Does it meet owners, managers, financial market and consumer needs?**

- Owners want bottom line metrics on the performance of their assets.
- Management want practical advice on how to improve resource efficiency and reduce costs & risks.
- Consumers want peace of mind and transparency that they are staying in a healthy building which is good for their wellbeing & good for the planet.
- Financial markets demand data integrity.

3. Is it **honest? Sustainability is not a logo, it is what you do!**

- Does the program accurately track operational performance against industry and competitor benchmarks and baselines?
- Does it have internationally recognised carbon reporting calculators which will allow science-based targets to be determined?
- Does it provide ISO trained independent auditors which deliver ISO quality reports?
- A check list is not a report. Anyone can verify data. Auditors have a code of conduct.
- Being comprehensive does not equate to having hundreds of criteria particularly if you only need to meet 51% of criteria or less to pass.

4. Does it have **substance? Strong buildings have strong bones.**

- Credible programs are built on good science and are serviced by trained and talented people who care. Ask who the people are?
- Good science needs to be constantly reviewed, questioned and refreshed by independent researchers.
- Does it have a SaaS platform which allows data to be seamlessly uploaded and analysed to provide ROI advice?
- Is it holistic? Sustainability is not a linear concept. It needs to have 360 degree thinking covering design, construction and operations.