

MARKET TRANSFORMATION

The Building Owners and Managers Association (BOMA) International recognizes that current research estimates that energy consumption in commercial buildings accounts for 18 percent of U.S. greenhouse gas (GHG) emissions. BOMA also recognizes that responsible building operating and management practices can significantly reduce energy consumption, diminish a building's carbon footprint, and thus lower GHG emissions. By working with real estate professionals, through our network of 92 local BOMA associations with all levels of government, and the myriad of public and private groups with similar goals, market transformation will be realized.

Commercial real estate owners and operators understand the triple bottom line of reducing energy consumption and implementing "green" management practices is a social and environmental responsibility, and can result in a positive return on investment (ROI).

BOMA INTERNATIONAL CALLS UPON ITS MEMBERS TO ACCEPT THIS 7-POINT CHALLENGE TO REDUCE THE USE OF NATURAL RESOURCES, NON-RENEWABLE ENERGY SOURCES, AND WASTE PRODUCTION AND WORK IN COORDINATION WITH BUILDING MANAGEMENT, OWNERSHIP AND TENANTS TO ACHIEVE THE FOLLOWING GOALS

1. Continue to work towards a goal to decrease energy consumption by 30 percent across your portfolios by 2012 – as measured against an "average building" measuring a 50 on the ENERGY STAR® benchmarking tool;
2. At least once a year, benchmark your energy performance and water usage through EPA's ENERGY STAR benchmarking tool and share your results with BOMA;
3. Provide education to your managers, engineers and others involved in building operations, to ensure that equipment is properly installed, commissioned, maintained and utilized;
4. Perform an energy audit and/or retro-commissioning of your building, and implement low-risk, low-cost and cost effective strategies to improve energy efficiency with high returns;
5. Extend equipment life by improving the operations and maintenance of building systems and ensure equipment is operating as designed;
6. Through leadership, positively impact your community and your planet by helping to reduce your industry's role in global warming; and
7. Position yourself and the industry as leaders and solution providers to owners and tenants seeking environmental and operational excellence.

BOMA International believes that through implementation of these no- and low-cost operation and management practices, buildings may see a reduction in energy consumption alone of up to 30 percent. In addition to lowering operating costs and enhancing asset value, these measures will improve tenant comfort and satisfaction with better building temperature control and lower absenteeism and increase your tenants' productivity, resulting in real cost savings for tenants.

BOMA International also calls on its network of 92 federated local associations to accept the challenge to work at the local and state level to implement responsible government programs and voluntary incentives to facilitate market transformation.

SPECIFICALLY, WE CALL ON BOMA LOCAL ASSOCIATIONS TO:

1. Partner with local government, other industry groups and associations, as well as utilities, to identify voluntary energy efficiency strategies with proven results and application to existing buildings;
2. Partner with local government to share education and case studies on no- and low-cost building operating and management practices to assist in efforts to transform state and municipal buildings;
3. Work with policymakers to enact voluntary, incentive-based programs to accomplish their goals of implementing green communities; and
4. Work cooperatively with state and local government to update, at a reasonable frequency, its model building and energy codes.

BOMA INTERNATIONAL BELIEVES THAT MARKET TRANSFORMATION IS THE MOST IMPORTANT CONTRIBUTION OUR ASSOCIATION CAN MAKE TO OUR SOCIETY AND TO OUR COMMUNITIES. IN ADDITION TO ENCOURAGING OUR MEMBERS AND NETWORK OF LOCAL ASSOCIATIONS TO WORK TO IMPLEMENT ENVIRONMENTALLY AND SOCIALLY RESPONSIBLE BUILDING MANAGEMENT PRACTICES THAT RESULT IN REDUCED RELIANCE ON NON-RENEWABLE RESOURCES AND A FAVORABLE RETURN ON INVESTMENT, BOMA PLEDGES TO:

1. Work with our members to encourage them to decrease energy consumption by 30 percent across their portfolios by 2012. However, we understand that many buildings have already achieved these reductions, and some older buildings may not be able to attain this level of energy reduction;
2. Continue to develop education programs for building owners and managers that can result in immediate reduction of energy consumption and reduce energy costs by as much as 30 percent;
3. Join forces with other organizations, the scientific research community and industry leaders engaged in issues related to sustainable building operating and management practices to facilitate the dialogue, conduct any needed research, share knowledge and best practices, and accelerate market transformation;
4. Participate in building codes and standards development efforts for energy efficiency and green buildings standards that promote aggressive but attainable and cost-effective results;
5. Work with the United States Congress, Administration and federal agencies to implement responsible energy policy that encourages voluntary action and resorts to mandates only with commensurate and offsetting incentives;
6. Promote documentation and benchmarking, through the EPA ENERGY STAR benchmarking tool (for energy and water), of the measurable contributions resulting from implemented sustainable operation and management approaches;
7. Promote research by industry, scientific, and governmental entities to provide the commercial real estate industry with full life cycle assessment data for all products, materials and equipment used in the construction, operation and management of the built environment to facilitate decision-making;
8. Promote research that will result in technological advances necessary to make buildings operate even more efficiently and achieve the goal of carbon-neutral buildings;
9. Communicate the benefits of environmentally responsible management practices, including higher occupancy rates, rental rates, asset value, and tenant satisfaction, to both the public and private sector;
10. Work with utilities to encourage voluntary demand-side management (DSM) and rebate programs to encourage energy efficiency;
11. Assume a global leadership role as advocates for sustainable operations and management practices in the built environment and share knowledge and promote sustainable practices throughout the world.

TO SIGN ON TO BOMA'S 7 POINT CHALLENGE, CONTACT KAREN PENAFIEL AT KPENAFIEL@BOMA.ORG.

7 Point Challenge: Associate Member Commitment

BOMA International also calls on its associate members, the providers of products, solutions and services, to accept the challenge to implement energy efficient and sustainable policies within their corporate facilities and to work with their customers – commercial real estate owners and managers – to provide expertise and knowledge of the products, equipment, services or programs they offer to help customers evaluate green strategies to facilitate market transformation.

SPECIFICALLY, WE CALL ON BOMA ASSOCIATE MEMBERS TO:

1. Continuously develop, enhance, and market new product and service offerings to the BOMA community, giving members innovative and cost-effective solutions to deploy in the reduction of energy use in existing buildings;
2. Demonstrate leadership by working towards a goal to decrease energy consumption by 30 percent by 2012 and implement sustainable strategies in your corporate facilities;
3. Actively participate in public-private partnerships (such as the DOE's Energy Alliances) to identify voluntary energy efficiency strategies with proven results and application to existing buildings;
4. Share research and/or case studies on building operating and management practices, equipment replacement, or building retrofit projects, etc., that achieve the goal of reducing energy consumption and result in a positive ROI;
5. Work with policymakers to enact voluntary, incentive-based programs to accomplish their goals of implementing green strategies;
6. Work cooperatively within the consensus model building codes process to develop responsible energy codes and green buildings standards that reduce energy consumption utilizing cost-effective and proven technologies; and
7. Provide opportunities and support for company employees to participate in education programs about energy conservation and sustainable practices.