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BOMA Boston president's message: The Green Committee and 7-Point Challenge

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Some would argue that it is a "movement," others would argue that it is a "trend." It does not matter what side of the table you sit on, the concepts of "going green" or "sustainable operations" are very much in the vocabulary of commercial real estate practitioners.

At BOMA Boston, we would argue that the answer is somewhere in the middle, more of a "shift." A shift to improved development and operating practices that will contribute to a triple bottom line of: a reduction in energy consumption; implementation of "green" management practices leading to improved social and environmental stewardship and a positive return on investment (ROI). We feel so strongly about going green and encouraging our members to shift to sustainable operating practices we recently announced the formation of a new green committee, to be co-chaired by Rich Beal (president-elect of BOMA Boston) and Dan Murphy (member of the BOMA board of directors). Since announcing the formation of this committee over 40 members have stepped forward to support its goals which include:

- * Introduction of the BOMA Earth Awards at the local level. The Earth Award recognizes buildings that exemplify excellence in green operational practices and policies in building management. Local winners are then eligible to compete at the regional and international competitions.
- * Re-introduction of the Race to Recycling Competition. A friendly recycling competition among commercial office properties to encourage waste reduction and creative recycling programs.
- * Development and promotion of educational and networking events on such topics as EnergyStar, LEED, and sustainable operational practices.

In addition to the formation of the Green Committee, this past February, the BOMA Boston board of directors unanimously voted to approve supporting the BOMA international 7-point challenge to reduce energy consumption in commercial buildings by 30% by 2012. The 7-points are:

1. Continue to work towards a goal to decrease energy consumption by 30% across your portfolios by 2012 - as measured against an "average building" measuring a 50 on the Energy Star benchmarking tool in 2007.
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 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.

If you are interested in learning more about the BOMA Boston Green Committee or BOMA International's 7-Point Challenge, please visit our website: www.bomaboston.org

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