

# SIEMENS



## CRE Review Newsletter

February 2022

### Continuing the conversation...

Thank you for joining us once again in our continuing, bimonthly conversation. In this edition, we explore the multiyear journey of your Sustainability initiatives. And, for our Mixed-use properties section, we focus on security and its unique considerations given the various groups of people who could occupy the building.

#### Articles

[>The long journey toward sustainability begins with defined goals and incremental steps](#)

[> Mixed-use, mixed needs: Focus on security](#)

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## Sustainability: The long journey toward sustainability begins with defined goals and incremental steps.



A range of factors may drive your decision to move forward with your organization's Sustainability initiative(s): government actions; corporate commitments from global leaders; and – perhaps most importantly – your customers', tenants', and employees' expectations.

Large cities such as [Chicago](#) and [New York City](#) are legislating sustainable developments while smaller jurisdictions, such as Columbus, Ohio, have announced emissions reduction targets for their communities. In fact, approximately **600** local governments across the U.S. have adopted climate action plans with GHG reduction targets. As of today, about **30%** of 2,000 largest publicly traded companies in the world have pledged to achieve Net Zero by 2050 while more than 200 companies have signed the [Climate Pledge](#), agreeing to regular GHG emission reporting, carbon elimination, and credible offsets. Real estate firms will be challenged to meet new energy and carbon emission requirements set by government entities

Finally, expectations from your tenants and their employees should be considered carefully. Generally, people [want](#) to work in sustainable buildings; tenants are looking for green buildings, which [drive](#) higher occupancy, tenant retention, and market value; and investors [seek](#) green buildings / sustainable developments.

What, then, is the path forward? Here are a few questions you might consider answering:

1. What are the goals to be achieved?
2. How would these goals be measured? (Consider some of [these KPIs](#) if you don't know where to begin.)
3. Have you developed a business case supporting sustainability and NetZero?
4. When would they need to be achieved by?
5. What resources are available to develop and implement a master plan?

The term "Sustainability" can be broadly interpreted. Yet we know it is a large, complex, and moving target. Achieving success means defining a realistic scope that will bring benefits to all stakeholders, engaging the right partners and resources, crafting a comprehensive plan, putting that

## Mixed-use, mixed needs: focus on security



Office workers, hotel guests, apartment residents, retail shoppers, visitors, vendors, and others can all be building occupants of a Mixed-use property. Consequently, Mixed-use properties have mixed needs for creating a safe and secure environment. From public access to retail spaces to more restricted access for residents and office workers – and even to other special circumstances such as package/food delivery and visitors – Mixed-use properties must account for and accommodate diverse [security threats and issues](#).

Mixed-use property owners may wonder whether their security platform can take all scenarios and possibilities into consideration, commanding and controlling all aspects of security from one unified platform. Perimeter security and lighting, access control, intelligent video surveillance, mass notification, and even [convergence](#) with cybersecurity all take center stage when it comes to enhancing situational awareness.

The good news is that many developers have already successfully implemented a range of security use cases. As one example, [one property developer](#) has leveraged integrated access controls with a unified platform to help protect residents, workers, and visitors.

Balancing safety and security with a welcoming, open feeling can be complicated. It requires a layered approach to physical security, combined with integrated technologies and platforms and a focus on forward-looking / future-proof technologies.

[Learn more about CRE](#)

## Did you know?



## Did you know?

Sustainability: 2022 Emerging trends

Major credit ratings agencies—including S&P, Moody's, Fitch Group, and DBRS Morningstar—have [begun](#) formally incorporating Environmental, Social, and Governance (ESG) factors into their credit ratings, both by integrating risk factors into their overall rating and creating separate ESG scores.

Mixed-use:

The 2020 census [counted](#) 126.8 million occupied households, representing 9% growth over the 116.7 million households counted in the 2010 census. The average household size decreased from 2.58 (2010) to 2.55 (2020).



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