

## Consultation Paper

### World Green Building Council Metrics Framework Update

Better Places for People, one of the global projects of the World Green Building Council, released a Metrics Framework for measuring a business case for sustainable buildings within the 'Health, Wellbeing and Productivity in Retail' report in 2016. This Framework has helped us generate case study evidence to build a business case for green buildings across a diverse global market. In 2019, the Steering Committee of Better Places for People intends to update this Framework to remain relevant in an advancing market and importantly to align with the UN Sustainable Development Goals.



Figure 2: Existing Framework, as published in 'Doing Right by Planet and People' report, April 2018.

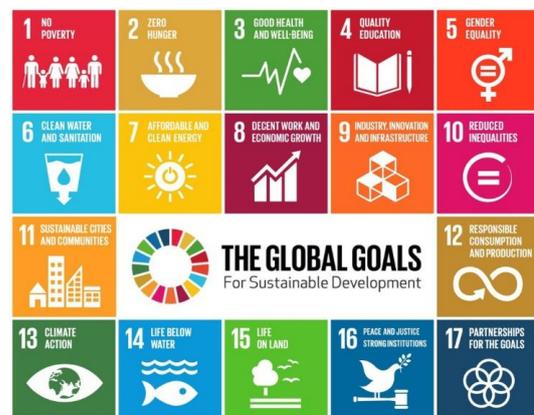


Figure 2: The UN Sustainable Development Goals, published 1 January 2016

From January – February 2019 we invite respondents to participation in our **consultation period** about the strategic update of our existing Framework. We propose our working idea for the new Framework overleaf for review, comment and consultation prior to proceeding with planning and Terms of Reference process. Upon finalisation of the Terms of Reference, a diverse group of stakeholders will be invited to participate in an Advisory Committee, intended to solidify existing discussion points, clarify final deliverable and strategise for global launch.

We invite comments and welcome all feedback, particularly around the following questions:

- What gap in the market should this Framework fill?
- To which audience should this Framework be tailored?
- How comprehensive in scope should this Framework be (ie just guidance on features and metrics, or specific on performance benchmarks, measurement and methodology?)
- What is our position on the SDGs; should we only include the ones related to the built environment (3,6,7,8,9,11,12, 13 & 15) or should we find extended connections to other SDGs?

Please answer the following questions using the [Google Form](#).

Proposed ideas for each of the above are detailed overleaf, and subject to extensive consultation.

Please provide all feedback within the [Google Form](#), or submit via email to Catriona Brady, Head of Better Places for People at [cbrady@worldgbc.org](mailto:cbrady@worldgbc.org) prior to Friday 8<sup>th</sup> February 2019.

## Proposal for new Framework

The proposed update to the Framework will help build evidence to strengthen the message of the World Green Building Council; engaging building occupiers to collect evidence to demonstrate that truly sustainable buildings, aligned with SDG principles, are better places for people.

### Proposed Two Part Framework Structure

1. Creation of wider Sustainability Framework, mapping out SDGs to 'define' criteria for sustainable building, with accompanying explanatory content on each feature
2. Update of Metrics section to inspire and advise audience on collecting data to demonstrate the human-centric business case for sustainable buildings

Purpose: the new Framework will;

- Define what a truly sustainable building is, aligned with SDG principles\*
- Provide a Framework for sustainable buildings that doesn't require certification (but equally doesn't compete against any building certifications or standards)
- Create a Framework that we can use to call for case studies that ensures more comparability between case studies and rigour of information
- Continue developing business case and/or human co-benefits for sustainable buildings – collecting evidence that sustainable buildings are better places for people and planet.

\*Scope of SDG principles to be defined, but purpose is to clarify to building industry that sustainability in the built environment is a holistic principle – and that our industry best practice on healthy, circular or zero carbon buildings must be considered components of 'full' sustainability, and we must avoid treating these aspects in silo or creating competition between features.

Audience: the new Framework will be used by;

- Building occupiers\* (corporates, retail portfolios, academic institutions, healthcare facilities – any building or collection under one ownership with ability to collect data on occupants)

\*Better Places for People Steering Committee were invited to participate in a SWOT analysis of most 'efficient' target audience for project deliverables in October 2018. Major built environment occupiers were selected due to diverse group with persuasive voice and lobbying power. Considered most efficient to engage occupiers of buildings in sustainability to create demand for sustainable built environment and assist lobbying of developers and/or policy makers.

Utilisation: the new Framework will allow users to;

- Align their building with the outlined list of SDGs (initial proposal is to align to SDGs that are only about buildings – 3,6,7,8,9,11,12, 13 & 15\*)
- Users of the Framework will be invited to help us prove that sustainable buildings are better places for people, by measuring a human-centric or economic business case through occupant satisfaction and/or economic metrics
- Proposed course of action: Users who meet a certain number of features from Framework and can supply verified data to prove our business case invited to contribute case study to WorldGBC Case Study Library, launching Q4 2019\*<sup>2</sup>

\*An indirect link to SDGs not directly related to buildings (eg. SDG 1 – No Poverty, or SDG 2 – Zero Hunger) could be forged to ensure we encompass all SDGs in new Framework. Current proposal suggests only aligning to SDGs detailed in first bullet point above to maintain simplicity and brevity of Framework. Relevance to updated BFPF Strategy must also be accounted for – notably updated BFPF project scope that mandates we only guide and influence features of the built environment, not user behaviour.

\*<sup>2</sup>Number of features and how users to prove the 'meeting' of them to be discussed in detail by Advisory Committee, alongside verification process. (eg. if daylight or air quality are features of a sustainable building under SDG 3, how do we decide what level is daylight or air quality can be considered 'meeting' the feature? Do we need to provide performance metrics or should it be a merit by case set-up?) Regarding verification, WorldGBC would take no accountability for data verification, similar to carbon disclosure or UN Global Compact model.

### Timeline

- December 2018: Internal discussions and initial consultations. Consultation Paper created for circulation to participating GBCs, sponsors and partner organisations.
- January 2019: Consultation period for 5 weeks, encompassing next GBC Steering Committee meeting. All Established GBCs to be consulted on WorldGBC position on SDGs via Basecamp. Participating GBCs will be invited to apply to Advisory Committee.
- Mid-February: Terms of Reference drafted based on outcomes of Consultation Period. Approval sought internally, and from GBCs and sponsors as per WorldGBC Major Deliverables Policy.
- March: ToR finalised and signed off by sponsors, GBCs and internally. Advisory Committee (and Review Panel?) assembled, with roundtable workshops diarised.
  - Consist of sponsors, GBCs and technical experts. Governance process formalised and all Committee agreed prior to first meeting.
  - Advisory Committee will be compiled to debate and answer more detailed questions: e.g. metrics and measurement
- March: Updated BPPF strategy taken to WorldGBC Board.
- April – July/August: Roundtable workshops, held approx. every 6 weeks. Target 3 workshops, with one distinct deliverable to be agreed at each.
- August – September: Work on Framework publication and accompanying information to begin in accordance with both Terms of Reference and WorldGBC policy for major deliverables
- September/October: Target Framework launch, alongside call for new case studies for Online Case Study library. Launched at same time (target major event for launch - C40 or equivalent)