

# Benefits

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## The sustainable evolution

'Triple bottom line' has long been a term to describe organisations that take into account ecological and social performance in addition to financial performance. But with the sustainability agenda constantly evolving, given continuing changes in government legislation, it can sometimes be difficult to keep up.

The key is to understand what sustainability can actually mean for business – because improvements in environmental performance are linked intrinsically to business performance. In recent years, there has been a definite shift in thinking towards the belief that adopting green principles can lead to a competitive advantage.

Although there still exists a current lack of data within the commercial

property sector – the direct comparison of 'green' versus environmentally inefficient buildings – to conclusively state that 'greening' results in a direct correlation in increased price of the asset, the general feeling from asset owners, landlords, occupiers and investors is that sustainability provides better margins of return. Increasingly, sustainable credentials are likely to impact profitability through reduced time to let/sell and increased investor attraction. Likewise, inefficiency means increased long-term costs, potential low-carbon refurbishment costs or associated fines due to government legislation/regulations.

Even the global financial crisis hasn't impacted sustainability as negatively

as some thought it would. Conversely, companies seem to have emerged looking to sharpen their commercial skills, driven by the need to gain competitive advantage through a greener agenda. This is primarily being promoted through increasing support at the top of organisations – CEOs can clearly see that sustainability will be critical to their long-term gains. Good management principles mean sustainable management, which in turn will lead to increased financial performance. The key is to embed these principles through the culture of an organisation.

'The market shows there is increasing pressure to improve environmental and social performance for sustainable commercial property,' says Dr Phil Percival, the head of Macdonald & Company's Environmental & Energy group for the UK and Europe. Having worked in sustainable recruitment with a technical background in this space for a number of years, he finds it a real advantage. 'Our consultative approach is being well received in the market, as companies seek to understand the complexities behind sustainability and utilise them for competitive advantage and commercial gains.'

**For any environmental, energy or sustainability related query, contact Phil Percival direct at [ppercival@macdonaldandcompany.com](mailto:ppercival@macdonaldandcompany.com) or call (+44) 020 7318 5269. Alternatively visit the Environmental & Energy section of Macdonald & Company's website [macdonaldandcompany.com](http://macdonaldandcompany.com).**



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