GREEN & REAL

INFORMED DECISIONS.

OPTIMISED PERFORMANCE.

MEASURABLE RESULTS.

Sustainability experts add real value to development projects

Professional publication

BEYOND THE CERTIFICATE

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Creating better-performing buildings through informed development decisions – with sustainability certification providing both the framework and the evidence.

Sustainability certification is often associated with the certificate itself. In reality, **the certificate is not what creates value – it is what makes that value measurable and visible.** Like any meaningful assessment, **it reflects the quality of the work behind it rather than replacing it.**

The real value of certification lies in the framework it provides for integrating sustainability into the development process – from the earliest concept decisions through design and construction. When sustainability becomes part of a project from the very beginning, the outcome is not simply a certified building, but one that performs better, operates more efficiently and delivers greater long-term value.

Sustainability creates value for every stakeholder

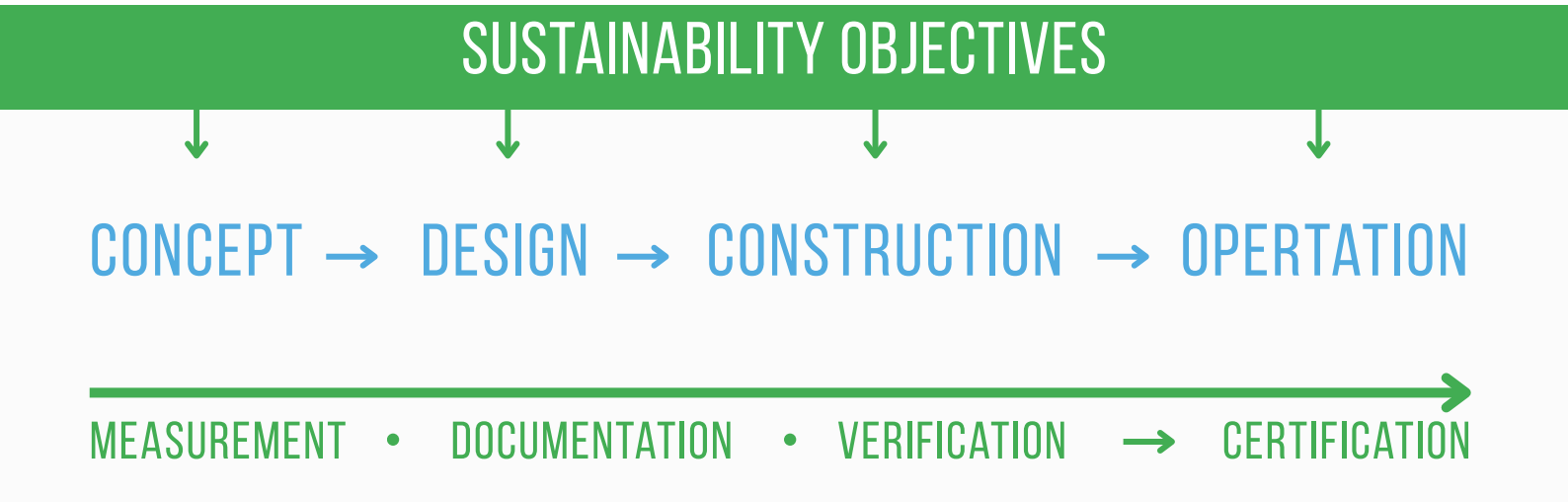
Sustainability is often associated with environmental responsibility, but its benefits extend far beyond reducing environmental impact. For INVESTORS, sustainable buildings protect and enhance asset value. For OCCUPIERS, they provide healthier, more comfortable indoor environments that support wellbeing and productivity. For OPERATORS, they improve building performance, reduce operational costs and enhance long-term asset efficiency.

Certification should influence the project – not conclude it

One of the biggest misconceptions surrounding BREEAM and LEED certification is that they are primarily assessment systems. In practice, their greatest value lies elsewhere.

A **successful certification process starts long before construction begins**. During the earliest planning and design stages, sustainability objectives help shape key technical decisions, define project priorities and identify opportunities for improving long-term performance.

When sustainability requirements are considered from the outset, they become an integral part of the development process rather than additional requirements introduced later. **Ultimately, the certificate demonstrates that these decisions have been successfully implemented.**



Sustainability works best as part of the project team

Delivering a sustainable building requires continuous collaboration between developers, designers, project managers, contractors and specialist consultants.

For this reason, sustainability consultants create the greatest value when they work as an integrated part of the project team rather than as external reviewers. Early involvement allows sustainability objectives to be coordinated with technical, operational and commercial considerations throughout the project.

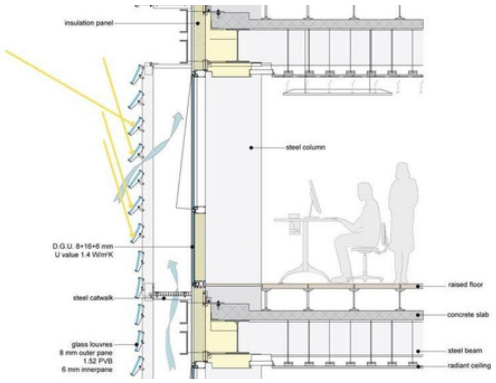
This integrated approach also makes it easier to monitor progress, identify risks early and respond quickly when design or construction decisions require adjustment.

Engineering and sustainability must go hand in hand

Sustainability expectations continue to evolve. Alongside BREEAM and LEED certification, developers increasingly consider climate resilience, operational performance and long-term environmental performance as part of their decision-making process.

Certification systems provide a structured framework, but their real value depends on how effectively sustainability objectives are translated into engineering decisions. Achieving this requires more than expertise in certification systems alone. It requires **engineers who understand sustainability principles and sustainability specialists with a strong engineering mindset** – professionals capable of balancing technical performance, operational efficiency and environmental objectives within a single solution.

The greatest value is created when engineering and sustainability work together from the very beginning of the project.



Certification begins with ambition

Defining a sustainability certification target at the outset of a project establishes a **shared ambition that guides the key development decisions** - from the initial project concept and design strategy to material selection, technical solutions and construction.

The certificate is far more than the final document of this process. It provides objective and internationally recognised confirmation that the project's sustainability ambitions have been achieved. More importantly, it reflects the quality of the development decisions that shaped the building - decisions that determine how efficiently it operates, how responsibly it uses resources and how much long-term value it creates for owners, users and the environment. In this sense, **the certificate does not create value - it makes that value measurable, visible and independently verifiable.**