

Environmental Stewardship by Elizabeth Belenchia, RICS, SIOR, CCIM

The phenomenon called "Sustainability" was identified in the 1980's to describe renewable natural resources, full integration of architecture, landscape architecture, urban design, industrial design, urban planning, engineering, graphic design and interior design. The goal of intergenerational equity insuring health, diversity, ecological integrity and environment would factor into valuation of assets and services. Research was debated by business and government while civil society clamored for action. While ethics were considered, energy costs accelerated. The "High Touch" compensation for the "High Tech" workplace brought people to nature where harmony was out of balance. Ground water was compromised while asthma and lung disease accelerated. Business confused social pressure with "Profit". Today we must ask "How do our actions profit our grandchildren, our own health, longevity and quality of life"?

Who should LEAD the "Global Stewardship Initiative"?

What is the source of carbon emissions? Statistics point to Real Property as being the source of 40 percent. So who are the "Property Doctors"? I contend "we, the international real estate experts" are the trusted advisors for multi-national corporations, governments, and public-private partnerships that hold the key to solving this critical issue. We have global communication networks. We have systems in place for measurement of present value and future value. We must be the leading force for restoring the earth.

What are the chief criteria for a "Sustainable Project"? It must be located in an area free from political conflict, serve a viable economic purpose, and enhance the lives of its users.

While I cannot speak for aboriginal citizens of many countries, I do know something of the American Indian. I know they lived in harmony with the earth, recycled everything, slept in a tent that was movable, grew their food, home schooled their children, drank from clear mountain streams, used only solar energy, composted all their waste, never extracted minerals from the earth, avoided disease, breathed clean air and lived in peace with their neighbors.

Social investors will tell us" make me money but not at the expense of the planet and my children".

The United Nations has developed a system for us to measure our progress through the Global Compact and its GRI or Global Reporting Initiative. You can join as I did and commit to reporting your progress every two years. Companies that are making this commitment are producing important successes. Some are uploading the report onto their web site addressing investor query. These reports offer structure for providing history on emissions, waste disposal, employee treatment, and supply chain compliance with human rights.

Social investors are holding corporations accountable, are we prepared to guide them to meet this demand? Who are the critical management stakeholders? Communities, customers and the holistic environment require answers. This is not a question of right or wrong but long term performance. To pollute, to discriminate to violate human rights, is not good business for us or for our clients. The earths systems are in crisis. Our small planet requires emergency room treatment. They are us! The time is now!

To join my Real Estate Steward's team now please e-mail ecb@cpcindustrial.com or Skype [elizabethbelenchia](#).