

#WalkTheTalk

The certification 4 way test

A code to guide a review of sustainability
programs



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Can you **trust** the data? The golden rule :You can't manage what you don't measure

- Sustainability programs must be built on evidence-based and scientific data.
- Poor inputs ‘indicators’ will deliver measures and outcomes Indicators need to be ‘SMART’ Simple, Measurable, Achievable. Repeatable, Timely).
- Data must be collected consistently collected and independently verified.
- Being comprehensive does not equate to having hundreds of criteria, particularly if you only need to meet 51% of criteria or fewer to pass.
- Deep historical data are essential because it allows performance based trend lines to be mapped while fostering knowledge management.

Would it meet strict **audit** guidelines? The golden rule: Sustainability is not a logo, it's what you do!

- Does the programme accurately track operational performance against industry and competitor benchmarks and baselines?
- Does it have internationally recognised carbon reporting calculators which will allow science based targets to be determined?
- Does it provide ISO trained independent auditors which deliver ISO quality reports? A checklist is not a report. Anyone can verify data. Auditors have a code of conduct.

Is the program **credible**?

- Credible programs are built on good science and serviced by trained and talented people who care. Ask who the people are?
- Good science needs to be constantly reviewed, questioned and refreshed by independent researchers.
- Is it holistic? Sustainability is not a linear concept. It needs to have 360 degree thinking covering design, construction and operations.
- Does it have a secure software platform which allows data to be seamlessly uploaded and analysed to provide ROI advice?

Is it **bankable**? Does it meet owners, managers, financial market and consumer needs?

- Owners want bottom line metrics on the performance of their assets.
- Management want practical advice on how to improve resource efficiency and reduce costs and risks.
- Consumers want peace of mind and transparency that they are staying in a healthy building which is good for their wellbeing and good for the planet.
- Financial markets demand data integrity.