

2020 R2R CREST AWARDS

(COMMERCIAL REAL ESTATE SUSTAINABILITY TRAILBLAZERS)



CALL FOR ENTRIES GUIDEBOOK
ENTRY DEADLINE: SEPTEMBER 25, 2020

Learn more at: race2reduce.bomatoronto.org



race2
REDUCE

A BOMA Toronto Initiative

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Inspired leadership since 1917

IT'S TIME TO SHINE (AGAIN)

A MESSAGE FROM THE RACE2REDUCE PROGRAM MANAGEMENT TEAM

You've been competing in the race and have realized real progress. Now its time to be recognized for your efforts.

The 2020 CREST Awards program will honour participants from the commercial real estate industry's race2reduce program that have demonstrated continual commitment and improvement in the management and operation of their buildings. Properties and tenants will be recognized in areas of Performance Leadership, Innovative Excellence, Collaborative Excellence and Climate Champion.

Recipients will have either initiated building performance improvement program or emission reduction program since the launch of the race or have taken existing programs and initiatives to since the launch of the race or have taken steps to enhance existing programs and initiatives.

DEADLINE FOR ENTRIES: FRIDAY, SEPTEMBER 25, 2020 AT 6 PM EST

**WINNERS WILL BE RECOGNIZED AT
THE VIRTUAL R2R CREST AWARDS**

Date: November 5, 2020

We look forward to celebrating with you at this year's R2R CREST AWARDS Presentation.

Thank you for your commitment to the race2reduce and good luck!

BALA GNANAM

BOMA Toronto

Vice-President, Energy, Environment, and
Strategic Partnerships

FOR ASSISTANCE & ENTRY PROCESS INQUIRIES, CONTACT

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ARE YOU ELIGIBLE?

The R2R CREST Awards are designed to exemplify the objectives of the race, provide an arena to showcase industry leaders, and ultimately provide the platform to share successes and best practices. To be eligible for the 2020 CREST Awards you must meet the following criteria:

- Buildings (or tenants) must be registered in the race2reduce Program before September 25, 2020.
- Participants' Energy Star Portfolio Manager account for registered buildings (or tenant space) must be linked to the corresponding race2reduce account before September 25, 2020.
- Candidates entering the **Innovative Excellence, Collaborative Excellence and/or Climate Champion** categories must submit their entry/entries via email to ihasham@bomatoronto.org

Entries in these categories must be tied to an existing participant building. All information for the building must be complete for eligibility.

GENERAL CONSIDERATIONS

By way of entry, participant consent to BOMA Toronto to publishing information contained in the entry in any form including but not limited to news releases, books, periodicals, galleries, case studies and R2R collateral to promote and advance the race.

The race2reduce Awards Committee and race2reduce program management reserves the right to re-classify, re-categorize or disqualify entries, as well as remove any ineligible materials.

Assessment of entries under the PERFORMANCE LEADERSHIP category is based on relevant metrics obtained from the Energy Star Portfolio Manager. Entries in the INNOVATIVE EXCELLENCE, COLLABORATIVE EXCELLENCE and CLIMATE CHAMPION categories will be judged by the race2reduce Awards Committee

Tenants in a non-participant building are only eligible if they are separately metered and completed the required information in the Energy Star Portfolio Manager.

Judges will score submissions based on preapproved criteria that align with the race2reduce objectives. Entry requirements and assessment criteria for each category are detailed in the full entry package below.

AWARD CATEGORY DESCRIPTIONS

1. PERFORMANCE LEADERSHIP AWARD

The Performance Leadership Award recognizes those that have demonstrated commitment to implemented measures to improve the performance of their building across four areas - electricity, gas, water and waste. Eligible R2R participants are automatically entered for this award, however, in order to assess the performance in these areas, it is important that participant links the Energy Star Portfolio Manager account for the building to the corresponding race2reduce account.

Eligible buildings will be recognized separately under each of the performance areas with the ability to win multiple awards under the Performance Leadership category. In order to ensure fairness, eligible buildings will only compete within their size category.

The success is measured by percentage reduction in the electricity used intensity, gas use intensity, water use intensity and waste generation intensity from the 2018 baseline.

2. INNOVATIVE EXCELLENCE

The Innovative Excellence Award recognizes those who have deployed creative and effective approaches, strategies, technologies, etc. to achieve their energy and sustainability objectives. Recipients will have demonstrated that they approached existing or new problems in creative and novel ways, with a measured level of success, paving the way for others in the industry and creating new best practices that others can follow.

3. COLLABORATIVE EXCELLENCE

The Collaborative Excellence Award honours the spirit of the race, in promoting collaboration between landlords and tenants to achieve mutually beneficial outcomes (verifiable success). Those that receive this award will have demonstrated collaborative efforts to bring together and engage one or more stakeholders around issues pertinent to energy efficiency and sustainability. By working together both landlords and tenants can achieve more than if either group worked alone. Leaders will prove to the industry that engaging and collaborating with stakeholders and creating new conversations can drive real improvements in building performance.

4. CLIMATE CHAMPION AWARD

The Climate Champion Award recognizes a building or a tenant that has demonstrated exemplary effort to reduce emission from the building or business operation. Eligible candidates are assessed on emission intensity, commitment to CSG (policies, programs, and business practices), tenant & employee engagement, and community action.

AWARD CLASSIFICATIONS

Tenants and Landlords will compete separately. They are categorized by size (square footage).

AWARD CATEGORIES

- Performance Leadership (Electricity, Gas, Water, Waste)
- Innovative Excellence
- Collaborative Excellence
- Climate Champion

BUILDINGS

< 100, 000 Sq. ft
100,000 ≤ Sq. ft < 500,000
Sq. ft ≥ 500,000

TENANTS

Individual Tenant
Tenant Portfolio

HOW TO SUBMIT YOUR ENTRY

- Eligible candidates must link their Energy Star Portfolio Manager account to the corresponding race2reduce accounts.
- Complete the application form for entries in the **Collaboration, Innovation and/or Climate Champion categories** (at the end of this document)
- Include your entry form as the first page to your entry

NOTE: Every building or tenant space that links their Energy Star Portfolio Manager account to their race2reduce account will automatically be considered for the Performance Leadership Award.

Email the completed entry to: ihasham@bomatoronto.org

File format: Word document or PDF

Maximum 20 pages, including supporting documents

MAXIMUM FILE SIZE: 20 MB

MULTIPLE ENTRIES

Participants are both permitted and encouraged to apply under more than one category (i.e., Collaboration and Innovation award categories). A separate entry form must be completed for each entry.

PHOTOGRAPHY CONSENT

Pictures of winners and participants from race2reduce events may be published for the purpose of advancing the objectives of the race. By entering this competition, you hereby give BOMA Toronto and race2reduce partners and affiliates permission to publish your photo for this purpose. If you would not like your photo published, please indicate below.

☐ I do not give BOMA Toronto, the race2reduce or its partners and affiliates permission to publish my photo

GOOD LUCK TO ALL PARTICIPANTS!



CATEGORIES & SCORING



1) PERFORMANCE LEADERSHIP AWARD

Every building or tenant space that links their Energy Star Portfolio Manager account to their race2reduce account will automatically be considered for the Performance Management Leadership Award.

Winners in this category are selected based on a numerical assessment using relevant metrics from the Energy Star Portfolio Manager. Building or tenant with the greatest percentage reduction (gas, electricity, water, and waste) will be awarded within each size category.

Note: Please refrain from using specific names or building addresses in your answers

2) INNOVATIVE EXCELLENCE AWARD

Possible Score: 40 points

Entrants will answer questions related to four criteria sections: CREATIVITY & INNOVATION, BUILDING PERFORMANCE, POSITIVE IMPACT & SCALABILITY (maximum 350 words per section).

ENTRIES ARE SCORED BASED ON THE FOLLOWING CRITERIA

A) CREATIVITY AND INNOVATION (UP TO 10 POINTS)

Fundamental to the concept of innovation, judges consider how novel the concept is or how an innovative approach was applied to the reduction of energy consumption and sustainability efforts. Innovation doesn't necessarily mean new technology but rather, acting on an opportunity or determining a new solution to a problem. Innovations are not limited to technological solutions and can include but are not limited to unique communication approaches, inventive management systems and collaborative approaches to driving best practices and energy efficiencies.

In 350 words or less, summarize your creativity and innovation tactics, consider:

- What makes your program new, innovative or unique?
- What innovative tactics or solutions did you use to solve a problem or enhance an opportunity?
- How does your solution advance energy sustainability efforts and how does it compare to efforts employed by others in Canada, North America or globally?
- How can you demonstrate results against your investment (i.e., operational savings, time savings, engagement outcome and effectiveness, etc.)?

Specific, quantifiable results that can be measured should be reported here to substantiate your answer and will increase your chances to shine (i.e. reduction in energy use, reduced operations costs, reduction in tenant complaint etc.).

B) BUILDING PERFORMANCE: (UP TO 10 POINTS)

This measures the degree to which the program supported its original objectives and improve building performance in one or more performance areas (energy, water, waste)

Submit information related to energy savings of the project, provide documents to support savings and illustrate how your efforts are directly related to your success (provide supporting documentation where necessary).

In 350 words or less, summarize your energy saving tactics and results, considering:

- What steps were taken to realize energy savings?
- Is there strong evidence of energy savings as direct result of the project?
- How material are the energy savings compared to annual building consumption?
- How can you link energy savings success to your efforts?

Include any relevant case studies in support of your answer.

C) OTHER POSITIVE IMPACTS (UP TO 10 POINTS)

This section explores other positive impacts that were realized as a result of your efforts. Provide metrics used to gauge success and supporting background detailing quantifiable results to support your case. Explain how your innovation can have a broader positive societal impact. Examples can reach beyond the scope of the commercial real estate industry and can impact other sectors as well.

In 350 words or less, summarize positive impacts, considering:

- How did your innovative approach positively impact outputs?
- What other environmental benefits were accrued through the project? (ex. Water savings, human health benefits, mental health and other benefits, sustainable transportation) What evidence exists of a positive impact on building occupants because of the project?
- How were occupants of the building impacted and what evidence do you have to support this claim? (i.e. tenant survey)
- If you invested in new technology explain why (i.e. if you are part of a pilot). Put the scale in context, both within your own operation and in comparison to the number of new projects like this being undertaken in your peer group (i.e., other industry members, neighboring properties, etc.)

D) SCALABILITY AND SUCCESS (UP TO 10 POINTS)

The race to reduce is not only about collaboration between landlords and their tenants but advancing practices between competitors themselves. Innovative and leading organizations raise the bar for everyone when they pioneer environmentally and socially beneficial ideas can be replicated by the industry as a whole.

In 350 words or less, summarize program success & scalability potential, considering:

- Was internal scalability considered by management when developing this the project?
- Support this with payback calculations, internal memos, business cases or plans for expanding the actual program.
- How can your ideas be adopted by others in the industry to replicate positive impacts?
- Does your organization plan on rolling out these efforts at other properties?
- Is broader application in the commercial real estate industry feasible? (why?)

3) COLLABORATIVE EXCELLENCE AWARD

POSSIBLE SCORE: 40 POINTS

Entrants will answer questions related to four criteria sections: COLLABORATIVE PRACTICES, ENGAGEMENT, POSITIVE IMPACT & SCALABILITY (maximum 350 words per section).

A) DEMONSTRATION OF COLLABORATIVE PRACTICES (UP TO 10 POINTS)

Collaboration between landlords and tenants is central to the race. The demonstration of collaborative practices will be a key aspect when scoring these entries. Judges will look for efforts that embody this collaborative spirit of the race, not only with landlords and tenants, but with other potential stakeholders, vendors, non-profit, or government organizations.

In 350 words or less, summarize your collaborative tactics, considering:

- What incentives or tactics have been created to drive employee participation?
- How many different groups were engaged? Are there clear indications of collaborative efforts that go beyond typical landlord – tenant relations?
- Did both parties demonstrate genuine effort through time and/or resources?
- What type of consultancy and stakeholder engagement was undertaken as part of the collaboration process?
- How did the project align with the participating organizations' overarching goals and objectives?
- Were occupants of the building impacted? If so, how? Why?

B) ENGAGEMENT (UP TO 10 POINTS)

Provide a description of existing engagement programs and how these efforts integrated or built on that (if metrics would be used to measure success).

In 350 words or less, summarize methods of engagement, considering:

- How have regular employees been impacted by the project?
- What incentives or tactics have been created to drive employee participation?
- Has the collaborative effort integrated well with other employee engagement efforts?
- What was the direct impact of your efforts? Can you report any long-term benefits?
- How did you communicate with your targets? (i.e., memos, newsletters, advertising, business cases).

Provide examples in your entry document along with any relevant metrics and KPIs.

C) OTHER POSITIVE IMPACT (UP TO 10 POINTS)

This section explores other positive impacts that were realized as a result of your efforts. Provide metrics used to gauge success and supporting background detailing quantifiable results to support your case. Explain how your method to foster collaboration can have a broader positive societal impact. Examples can reach beyond the scope of the commercial real estate industry and can impact other sectors as well.

In 350 words or less, summarize other positive impacts, considering:

- Describe how your strategies can be directly related to collaborative excellence.
- Outline specific positive impacts achieved as a result of your effort. (How have regular employees been impacted by the project?)

- Provide supporting evidence detailing how your initiative would have a positive impact and assist others if presented as a case study. Can you support your program results with payback calculations? What lessons have been learned through your efforts? How can others gain from this?
- Can you provide testimonials or feedback from key stakeholders addressing positive aspects of the program and their thoughts on continuing with it and building on existing efforts.

D) SCALABILITY AND SUCCESS (UP TO 10 POINTS)

Initiating a collaborative effort can be a big investment both in time and resources. One of the underlying goals for race2reduce is to see sustained results and commitment. In this section you will demonstrate how your approach can have a broader positive societal impact.

In 350 words or less, provide evidence of program success and scalability considering:

- Will lessons learned be integrated into other collaborative programs? Does the organization plan on rolling out these efforts at other properties? When and where? WHY/WHY NOT?
- Demonstrate how your approach can have a broader positive societal impacts.
- Will current engagement efforts be maintained and/or grow? How? Does your organization plan to roll out efforts identified in this entry at other properties? If so, why? (or why not?), when and where?

4) CLIMATE CHAMPION AWARD

POSSIBLE SCORE: 100 POINTS

The Climate Champion Award recognizes building or a tenant that has demonstrated exemplary efforts to reduce emission from the building or business operation. Entrants will answer questions related to four criteria sections: EMISSION REDUCTION, COMMITMENT TO CSR, TENANT & EMPLOYEE ENGAGEMENT, COMMUNITY ACTION, and SCALABILITY (maximum 350 words per section).

A) EMISSION REDUCTION (UP TO 40 POINTS)

The primary determinant for this category is the % Emission Intensity (EI) reduction during the assessment year. Emission intensity is the measure of total GHG equivalent per square feet. The % EI reduction is the percentage improvements of EI in the assessment year compared to the emission intensity of the baseline year. The total GHG equivalent is obtained from the Energy Star Portfolio Manager (ESPM). Therefore it is a requirement that any building being considered for this award must link their ESPM account to the corresponding race2reduce account.

Points for this section is determined based on the highest % reduction among the competing entities within this award category within the specific size category, according to the following scale:

Criteria	Points
Greatest % Reduction = A	40
$0.75 A \leq \% < A$	30
$0.5 A \leq \% < 0.75 A$	20
$0.25 A \leq \% < 0.5 A$	10
$\% < 0.25 A$	5

Note: This is a quantitative section and % EI reduction is calculated by the R2R management using the total GHG equivalent the gross floor area (GFA) from the ESPM. Therefore, no need to provide any qualitative explanation.

B) COMMITMENT TO CORPORATE SOCIAL RESPONSIBILITY - CSR (UP TO 15 POINTS)

Corporate Social Responsibility (CSR) is a company's commitment to manage the social, environment and economic effects of its operations responsibly and in line with public expectations. It is part of a company's approach to corporate governance and often touches every part of the business.

In 350 words or less, summarize your collaborative tactics, considering:

- Does your company have any climate action or emission reduction objectives?
- What is your company's CSR policy or commitment statement?
- What is your company's sustainability policy?
- List specific policies enacted to support company's CSR/sustainability policies (related to purchasing, transportation, sponsorships, training, HR, etc)
- How well is your company's CSR and sustainability policies aligned with each other and with the company's climate action/emission reduction objectives?
- How have regular employees been impacted by the project?
- What incentives or tactics have been created to drive employee participation?
- Has the collaborative effort integrated well other employee engagement efforts?
- What was the direct impact of your efforts? Can you report any long-term benefits?
- How did you communicate with your targets? (i.e., memos, newsletters, advertising, business cases).

Provide examples in your entry document along with any relevant metrics and KPIs.

C) TENANT & EMPLOYEE ENGAGEMENT (UP TO 15 POINTS)

The success or the overall impact of the CSR and sustainability policies is depended on the extent to which employees and tenants are engaged to communicate these policies and called to action. This section explores positive impacts that were realized as a result of your engagement efforts. Provide metrics used to gauge success and supporting background detailing quantifiable results to support your case. Explain how your method to foster collaboration can have a broader positive societal impact. Examples can reach beyond the scope of the commercial real estate industry and can impact other sectors as well.

In 350 words or less, summarize your collaborative tactics, considering:

- Describe how your company's engagement strategies helped advance the CSR/sustainability/climate goals?
- List specific activities/initiatives/programs that your company has launched to engage its employees.
- List specific activities/initiatives/programs that your company has launched to engage its tenants.
- Outline specific positive impacts achieved as a result of your effort. (How have the employees and tenants been impacted by the project?)
- Provide supporting evidence detailing how your initiative would have a positive impact and assist others if presented as a case study. Can you support your program results with payback calculations? What lessons have been learned through your efforts? How can others gain from this?
- Can you provide testimonials or feedback from key stakeholders addressing positive aspects of the program and their thoughts on continuing with it and building on existing efforts.

D) COMMUNITY ACTION (UP TO 15 POINTS)

A building is not an island. It exists and functions as part of the community in which it is located. Furthermore, built environments (buildings) should be treated as part of the outside environment and the ecosystem. As such any operations that is carried out inside built environment impacts the ecosystem and affects the people that live and work in the community.

In 350 words or less, summarize your collaborative tactics, considering:

- Does your company have a community engagement strategy?
- Describe how your company's community engagement strategy helped advance the CSR/sustainability /climate goals?
- List specific activities/initiatives/programs that your company has launched to engage and to benefit the community?
- Outline specific positive impacts achieved as a result of your effort. (How has the community benefited?)
- Describe how the community's involvement/feedback helped your company's helped or helping with advancing the company's CSR/sustainability/climate goals?
- Can you provide testimonials or feedback from key stakeholders addressing positive aspects of the program and their thoughts on continuing with it and building on existing efforts.

E) SCALABILITY AND SUCCESS (UP TO 15 POINTS)

Depending on the size of your organization, undertaking efforts to tackle CSR, sustainability, emission, etc. could become a daunting exercise that requires time and resources. One of the underlying goals for race2reduce is to see sustained results and long-term commitment. In this section you will demonstrate how your company's commitment to CSR and its approach to sustainability and climate action can have a broader positive societal impact, including impact/influence on competitors and other stakeholders in the CRE industry.

In 350 words or less, summarize your collaborative tactics, considering:

- Will lessons learn be integrated into other collaborative programs?
- Does the organization plan on rolling out these efforts at other properties? When and where?
WHY/WHY NOT?
- Demonstrate how your approach can have a broader positive societal and industry impacts.
- Will current engagement strategies and tactics (for tenant, employee, and community) be maintained and /or grow?

ENTRY SUBMISSION

Your entry should be organized as one digital file that identifies the different assessment areas in each category (i.e., Innovation, Collaboration and Climate Champion). Attach the appropriate entry form, located at the end of this document as the first page of the entry.

If submitting for multiple awards, a separate file should be included for each award category to which you are submitting (i.e., Innovation, Collaboration or Climate Champion Award categories). Attached the appropriate entry form, located at the end of this document as the first page to each entry.

Any relevant proof of performance (i.e., supporting materials, case studies, graphs, charts, photographs, collateral materials, etc.) produced within the eligibility period that document your efforts and its results may be included.

We recommend concise and condensed submission content to support your claims, however to accommodate executive summaries, reports and imagery and support materials, a maximum of 20 pages is allowed.

File format: Word document or PDF

Maximum 20 pages, including supporting documents

Maximum file size: 20MB

Email the completed entry to: ihasham@bomatoronto.org

APPLICANT FORM – INNOVATIVE EXCELLENCE AWARD

Please include the information set out in this form as the first page of your Innovative Excellence Awards Package.

Note: This page will not be seen by judges, but will be used by race2reduce program management to track entries.

All entries will be made anonymous. Please refrain from using specific company names, addresses, etc., in your application (other than this page). Project specific, administrative information, will be captured on this form.

BUILDING ID NUMBER:

This is the number that is assigned to your building or space when you register for the race. You can find the number by logging into your account at race2reduce.bomatoronto.org and looking in the column labeled “ID” in our registration system.

Your Organization Name:

Building Owner Company Name:

Property Management Company Name:

Tenant Organizations Involved:

Other Partner Organizations Involved:

Year The Project Initiated:

Current Project Status (check the option that applies):

Completed

In Progress

Year The Project Ended (if completed):

Key Contact for the Submission:

Name:

Email:

Phone Number:

APPLICANT FORM – COLLABORATIVE EXCELLENCE AWARD

Please include the information set out in this form as the first page of your Innovative Excellence Awards Package.

Note: This page will not be seen by judges, but will be used by race2reduce program management to track entries.

All entries will be made anonymous. Please refrain from using specific company names, addresses, etc., in your application (other than this page). Project specific, administrative information, will be captured on this form.

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Your Organization Name:

Building Owner Company Name:

Property Management Company Name:

Tenant Organizations Involved:

Other Partner Organizations Involved:

Year The Project Initiated:

Current Project Status (check the option that applies):

Completed

In Progress

Year The Project Ended (if completed):

Key Contact for the Submission:

Name:

Email:

Phone Number:

APPLICANT FORM – CLIMATE CHAMPION AWARD

Please include the information set out in this form as the first page of your Innovative Excellence Awards Package.

Note: This page will not be seen by judges, but will be used by race2reduce program management to track entries.

All entries will be made anonymous. Please refrain from using specific company names, addresses, etc., in your application (other than this page). Project specific, administrative information, will be captured on this form.

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Your Organization Name:

Building Owner Company Name:

Property Management Company Name:

Tenant Organizations Involved:

Other Partner Organizations Involved:

Year The Project Initiated:

Current Project Status (check the option that applies):

☐

Completed

In Progress

Year The Project Ended (if completed):

Key Contact for the Submission:

Name:

Email:

Phone Number:

DEADLINE:
FRIDAY, SEPTEMBER 25, 2020 AT
6 PM EST



WINNERS WILL BE RECOGNIZED AT THE R2R AWARDS PRESENTATION

DATE - NOVEMBER 5, 2020

SUBMIT YOUR ENTRY TO [IHASHAM@BOMATORONTO.ORG](mailto:ihasham@bomatoronto.org)

For assistance & entry process inquiries, contact:

Irfaan Hasham

race2reduce Project Consultant

E: ihasham@bomatoronto.org

T: (416) 596-8065 ext 223