

Toronto CREW "The Green Pages"



"Toronto C.R.E.W. is launching: "The Green Pages":

"The pace of a firm's adaptation to climate change is likely to prove to be another of the forces that will influence whether, over the next several years, any given firm survives and prospers – or withers and quite possibly dies".

Lehman Brothers February 2007

In keeping with the key mandate of Toronto CREW - to further the success of our members and sponsors by empowering them with industry intelligence - the Communications Committee announces: **The Green**

Pages – a monthly column providing some of the latest news on sustainability and energy efficiency in commercial real estate.

"Numerous companies are seizing the emerging opportunity to reduce GHG and air contaminants, while at the same time driving corporate competitiveness, stimulating economic growth and attaining international leadership in technology solutions".

The Globe and Mail April 2007

We are asking for news and information from members and sponsors related to the greening of the buildings for which they are responsible – existing properties and new construction.

"The key challenge facing (real estate) companies is the requirement to meet on-site sustainable energy requirements and improve the quality of older stock".

Lehman Brothers February 2007

Our goal for this page is to:

1. Disseminate useful information to our constituents
2. Provide a forum for dialogue
3. Deliver the expertise of knowledge leaders for our members' use
4. Offer the financial metrics available to help members make informed decisions
5. Celebrate the achievements of our member and sponsor companies
6. Enhance the image of Toronto CREW
7. Encourage environmental stewardship

"Many of the most common challenges faced by REIT executives, such as lowering expenses, meeting tenant demands and satisfying shareholders, can be advanced using sustainable solutions".

March/April edition of *real estate Portfolio*

Please participate by providing data, anecdotal examples, references, white papers, reports or web links to enhance our knowledge base on this most important topic. Feel free to ask questions that other members may be able to answer.

"Environmental and energy management is increasingly critical to financial performance and competitive advantage and already comprises 30% of NOE for office assets".

Matthew Kiernan, Innovest Strategic Value Advisors Inc

The Communications Committee is committed to providing this high quality and useful new benefit *for members only*.

"2007 will be remembered as the year when environmental issues became a matter of strategy rather than compliance"

Price Waterhouse Coopers May 2007

This page presents an outstanding opportunity to showcase the environmental best practices of your company and information-share with your Toronto CREW colleagues. Please forward material (with "*The Green Pages*" in the subject line) to Karen Sisco: [**karensisco@ksebiz.com**](mailto:karensisco@ksebiz.com)

