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sustain working towards
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future



demonstrating leadership in sustainable architecture, design, development and living

November 2011

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Green shift grows

A significant article published this month in the Financial Times demonstrates that businesses are “increasingly moving beyond green PR puffery to change the way they make their goods, and even the products themselves, as they realise the financial benefits of lowering carbon emissions”. Examples include DuPont the US chemicals group, which reported this year that its energy efficiency programmes saved more than \$6bn since 1990. The French PPR Group, which includes luxury brands such as Gucci and Yves St Laurent, announced it was bringing in an “environmental profit and loss” accounting system that would measure the environmental impact of its operations. Fiscal measures too are driving the change to a lower carbon economy reports the article. HSBC and some of Europe’s best-known banks drew up standards that prohibit the financing of dirty coal-fired power plants. The article underpins Sustain Worldwide’s contention that adopting a cradle to cradle sustainability manifesto increases operating profits – by lowering energy costs, water bills and waste taxes – protects and enhances companies’ reputations, and generates positive CSR and PR messages.



The full article is published here: <http://tinyurl.com/ccfdqg8>

Kestrel Renewables joins Sustain Worldwide



[Kestrel Renewables](#), which sits within the highly successful Kestrel Group, has joined Sustain Worldwide. The Kestrel Group was a recipient of the Queen’s award for enterprise in 2010 and is a National Business award for customer focus winner. Kestrel Renewables has created a Hybrid Light System that incorporates a solar panel and wind turbine to provide street lighting, security lighting and outside lighting. They can be installed in retail parks, industrial estates, car parks, bus and railway stations and pretty well any location where UV light and wind flow are available. The highly efficient “off-grid” lighting systems are designed to operate as one integrated

system, including power generation, storage and management. The units are priced cheaper than conventional ‘street’ lighting, and over a 15-year period have been estimated to reduce operating costs by up to 40% in comparison. Additionally, these highly visible - minimum 6m

high - units send out a strong 'green' message as to a company's commitment to sustainability. Kestrel Group Chairman and Founder Andy Thorne, said: "This is a new venture from Kestrel Group and demonstrates our commitment to the environment and our ever growing need to find a more harmonious way to leave a legacy of good stewardship to our children."

For further information regarding technical, purchasing or distribution matters in the UK and overseas, contact Director [Andrew Hogan](mailto:Andrew.Hogan@kestrelgroup.com) on +44 (0)1328 829007.

Sustain Worldwide in the press this month, including the Financial Times

Sustain Worldwide and members, including [Medina Palms](#) and [Six Senses Resorts & Spas](#), featured in the cover article published in the [Financial Times House & Home](#) 19 November. Sustain magazine, a highly regarded trade publication, featured six pages on Sustain Worldwide and members [Alma Verde Village & Spa](#), [Andermatt Swiss Alps](#), [L'Amandier](#), [Hotel in a Box](#), and [Studio RHE](#) in the current November-December issue. Property Drum, a UK magazine aimed at commercial and residential real estate professionals, featured a 4-page article with several contributions from Sustain Worldwide's CEO Anwar Harland-Khan. To view all Sustain Worldwide and members' press coverage, see <http://www.sustainworldwide.com/press.html>.



To discuss how Sustain Worldwide can assist you to gain quality press coverage, contact Karen@SustainWorldwide.com

Blog invite – International EAT and Property Overseas Today



New websites [International Estate Agent Today](#) and [Property Overseas Today](#) have invited Sustain Worldwide's members to blog on the sites. International EAT, launched three months ago, is a b2b website that receives 23,000 unique visits per month and 63,000 page loads. Property Overseas Today is consumer facing and was launched in September 2011. Already, it records 37,000 unique visits and 90,000 page loads monthly.

If you would like to blog on either site, for more information contact Karen@SustainWorldwide.com

Sustain Worldwide walks the talk

An Environmental Management System (EMS) underpins a company's environmental commitment, policies and operations. Sustain Worldwide has committed to implement the Flash-EcoStep EMS, which is part-funded by the European Regional Development Fund and leads to recognised certification. Delivered by Middlesex University CESMB, EcoStep was launched this year and is aimed at SMEs. EcoStep can be seen by SMEs as a bridge to ISO14001, which is probably the best-known EMS, but which is intended for larger organisations with a minimum of 20 employees.



Why should you consider implementing an EMS? Beyond it being good practice for those companies promoting sustainability as core to their business, having an EMS in place assists businesses to measure and reduce their environmental impacts, which will help the bottom line. It also demonstrates a company's commitment to sustainability which when robustly practiced and reported upon drives reputational enhancement – and minimises risk – and provides CSR and PR marketing benefits. Commercially, many public sector and larger businesses are beginning to demand such EMS certification in the tender process.

For further information about, and to enquire how your business can benefit from implementing an EMS, such as EcoStep, contact: Gordon@SustainWorldwide.com

Members' News In brief:



[MGM France](#) has announced it has sold all but a handful of the 90 apartments nearing completion in its new résidence de tourisme in Val Cenis in the Haute-Maurienne – a new region of the French Alps for MGM – and all of those in the Central Alps village of Alpe d'Huez where development of new buildings is rare.

[Andermatt Swiss Alps](#) celebrated the launch of a milestone in November when the outer shell of The Chedi Andermatt was completed and the roof was placed in position. The Chedi Andermatt is a unique 5-star superior resort and will be the first European property by the well-known luxury group Chedi.

[Medina Palms](#), Kenya, has completed a residence and the show house. It can be viewed on line at www.ahamrakenya.com The resort of 50 residences (16 remaining for sale), on the shores of the Indian Ocean at Watamu, is on schedule to be completed by December 2012.

[Porto Montenegro](#) reports 75% of the fifth building, Tara, launched in summer 2011, have been sold. The [Studio RHE](#) designed Lido Mar, a 64m overwater pool cantilevered over the sea, including cabanas, daybeds, waterside lounge and live DJs, opened in summer 2011.

[PGA Catalunya](#), Spain, has recently been named as both a Top 100 Course and a Top 100 Worldwide Course. The company reports it has 14 confirmed sales for the year-to-date, 8 reservations in place and 15 contracts currently under negotiation.

[Six Senses Resorts & Spas](#) has won two awards for its pioneering work in environmental conservation. The company has scooped a HICAP Sustainable Award in recognition of its corporate leadership in integrating sustainability as an embedded business philosophy. It has also picked up a Condé Nast Traveler World Savers Award in the Doing it All, Small Chain category.

Pafilia, developer of [Minthis Hills](#) Cyprus, has announced the opening of its Callisto showhouse. The company is hosting an opening day of the clubhouse on 15 December to showcase the development located in the hills above Paphos and with views to the Mediterranean Sea.

[Ethical Currency](#) has voluntarily committed to pay a 'Tobin tax' of 0.01% on all its transactions towards global development. MD Alastair Constance discussed his commitment to the tax in an article in Square Mile magazine. Constance extolled the benefits of Ethical Currency's commitment to the tax.

Introducing Sustain Worldwide member

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Ihab Morgan, Head of Destination Planning at Andermatt Swiss Alps AG, responsible for [Andermatt Swiss Alps](#), Canton Uri/Switzerland.

How important is sustainability to your company's philosophy, strategy and practices?

Orascom is a company specialising in town-building and has an environmental and political responsibility. Therefore we aim to involve all possible resources to make sure that the lifetime of our built communities remains sustainable on a long-term basis.

What is the biggest sustainability challenge facing your company?

The biggest challenge is to ensure that people behave in a sustainably responsible way within our communities. This not only requires the efforts of the company to build the necessary infrastructure and optimise resources, but also to facilitate residents to be able to adopt and live by this 'sustainable culture'.



What is the one sustainable aspect or feature at your resort that you are most proud of?

It's the way we are going to generate power and heating. For power: through geothermal and also 'natural made label'; and for heating: through wood plants (biomass).

Do you think developing sustainably is a moral imperative or a business decision – and are the two mutually exclusive?

Sustainability should become a characteristic of all individuals living in all communities. Our aim is to act and behave in the best way possible to safeguard the environment. Doing business that is not sustainable is short sighted and likely to be of a short-term nature.

What would encourage your company to strive for even higher sustainability aspirations e.g. Corporate responsibility, tax breaks, consumer demand?

Consumer demand should be one of our main aims; in this way we will guarantee the best use of our natural resources whatever and wherever they are.

Are developers in general engaging sufficiently with sustainability given that 40% of CO2 emissions are from the built environment?

In light of that statistic, Orascom aims to be one of the leading city and community builders hoping to help offset that figure. Generally speaking though this should be the responsibility of authorities in all nations particularly the industrial nations who should have added knowledge on this subject.

If you had a super power what would use it for – within a sustainability context?

I would mainly use it for transportation and mobility as this is one of the main issues that could influence the appeal, climate and comfort of a city for inhabitants, visitors and tourists.

If you would like to be the focus of this section to be introduced to the Sustain Worldwide membership, contact press@SustainWorldwide.com

Join

Sustain Worldwide provides a dynamic networking forum between members and across external business platforms. Find out how you can become a member to drive new business introductions, gain invitations to investment, receive guidance on marketing international real estate, obtain assistance to achieve best sustainability practice, and garner critical international printed and online press coverage, see www.sustainworldwide.com/join.html or call +44 (0)20 7754 5557.

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