

BBP 2030 VISION

BBP | BETTER
BUILDINGS
PARTNERSHIP

ACCELERATING SUSTAINABILITY
IN COMMERCIAL REAL ESTATE

A short overview of the BBP 2030 Vision

2030 VISION INTRODUCTION



Janine Cole
Sustainability &
Social Impact
Director, GPE
Chair, BBP

With 2030 now only five years away, responding to the challenges of the climate crisis has never been so urgent. Since the launch of our Climate Commitment in 2020, The Better Buildings Partnership has worked closely with its members as they have set out Net Zero Pathways, worked to improve the transparency of their climate reporting and supported them in understanding what Climate Resilience might mean to their businesses.

This 2030 Vision is the next step in delivering our purpose, to improve the sustainability of commercial real estate. We know that making significant reductions in carbon emissions, creating resilient assets and restoring nature are inextricably linked and that if addressed cohesively and comprehensively, will provide strong foundations for our future economic prosperity.

Our 2030 Vision sets out how as an organisation we propose to support the industry as it seeks to respond to the growing urgency of the climate crisis. Our Vision sets out a refreshed and ambitious approach on how we deliver, upscale and approach radical collaboration. We have focused on how the BBP can best use its resources to make the biggest impact – in particular by setting out more tangible, practical interventions that bring sustainability to the heart of decision-making within real estate to drive whole market transformation.

At GPE we know the benefits that membership of the BBP brings, in particular, its leadership, approach to widescale collaboration and its much needed pragmatism and practicality delivered on a daily basis.

As a Board, we don't want this 2030 Vision to remain words on a page, but rather we want it to serve as a catalyst for increased ambition and a much needed change in narrative and pace to deliver a more sustainable built environment. The BBP Executive are already working hard to reflect this Vision in the future BBP work programme. We invite you to join us in this endeavour so that we can upscale our impact for the benefit of the whole industry.



Sarah Ratcliffe
CEO, BBP

The BBP is known throughout the commercial property sector for our focus on the practical, translating sustainability principles into everyday reality for property owners. We're proud of the leadership role that we take, and the 2030 Vision has been built to keep us all striving towards the wider systemic transformation that is needed.

We recognise that our Vision is ambitious, but it is necessary. Sustainability is multi-faceted and with only a few years to 2030, we need to stay sharply focused on the most material issues for our sector.

Within our Vision, we have sought to reflect the key priorities of our members and the intervention points that they can use to drive change. We are also focusing on what the BBP does best – practical tools, guidance and peer to peer engagement that will enable us to amplify our impact, embed best practice across decision-making and pioneer approaches as new challenges and opportunities emerge.

We co-created our Vision with our Board, workstream chairs, co-chairs, Executive Team and members, but we cannot achieve our ambitions in isolation. It will take the collective efforts of us all now to achieve meaningful progress by 2030 – we hope that our commitment to supporting collaboration across the industry will enable us to be more than the sum of our parts.

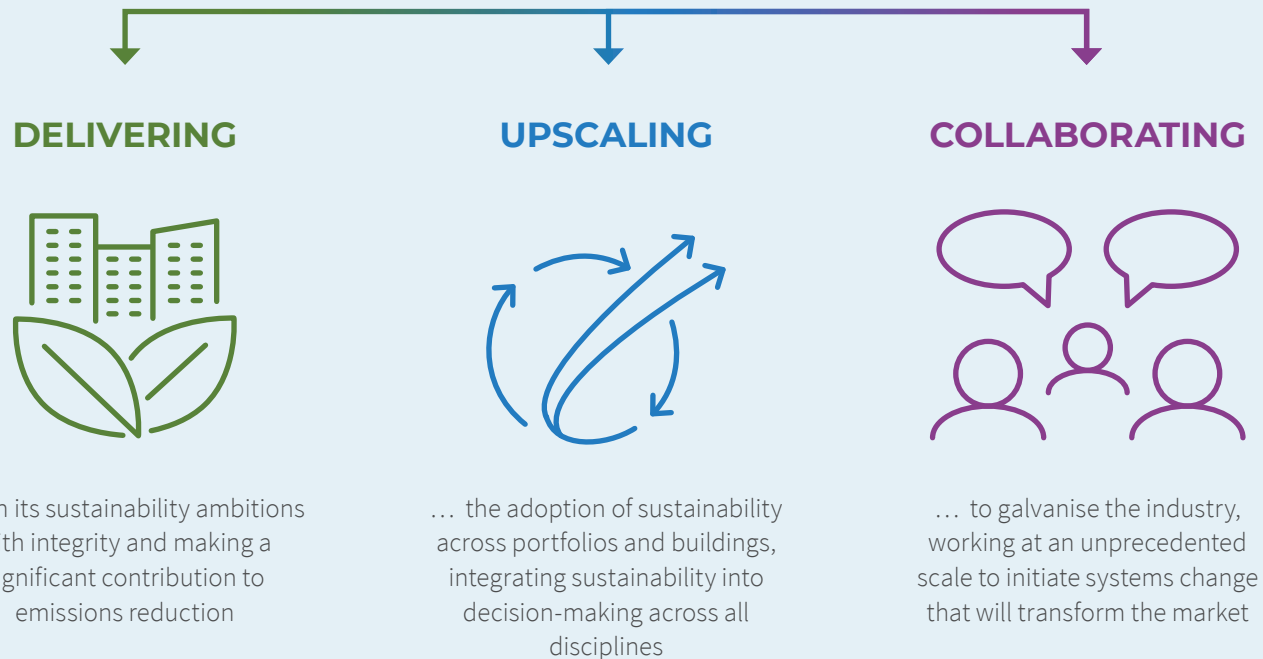
OUR 2030 VISION



The BBP is a not-for-profit, purpose driven, member owned and led organisation. Our strategy and our 2030 Vision has been shaped by them.

Our Board, workstream chairs, co-chairs and members were asked what they thought were the key challenges for the sector, what their priorities are and how the BBP can help address these. Three key themes emerged, around which we have built our 2030 Vision. All of these contribute to the BBP's ultimate purpose which is to improve the sustainability of commercial real estate.

BY 2030 THE COMMERCIAL PROPERTY SECTOR IS ...



OUR 2030 AIMS

The BBP cannot achieve this ambitious Vision in isolation. Our programme of work set up for the coming years has been designed to drive us all towards these Vision outcomes by 2030.

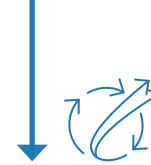


DELIVERING 2030 AIM

Focus our members on **delivering better buildings and places**, matching sustainability commitments with real impact.

WE WILL:

- Drive our members to focus on **performance outcomes** that initiate action on energy efficiency and support the delivery of ambitious reductions in carbon emissions by 2030.
- Use the BBP member ownership of assets to facilitate engagement on **climate adaptation**, with a specific emphasis on collective action to support place-based resilience.
- Expedite member action on **wider environmental and social impacts** making the connections between climate change, resilience and nature.

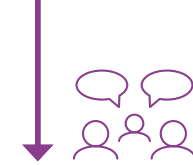


UPSCALING 2030 AIM

Mobilise our members to **upscale sustainability action** at pace, translating leadership into widescale implementation.

WE WILL:

- Build on the success of the BBP Climate Commitment, galvanising the **leadership** potential of our members to drive market transformation.
- Provide and embed **practical tools** that demonstrate leading practice in sustainability across our members portfolios and industry standards. We will ensure that these reflect the diversity of assets and different business models of commercial real estate owners.
- Drive the uptake of **upskilling** opportunities across the sector including expansion of our knowledge sharing and training for commercial property owners and their stakeholders.



COLLABORATING 2030 AIM

Instigate **radical collaboration** to deliver market transformation across the commercial real estate sector.

WE WILL:

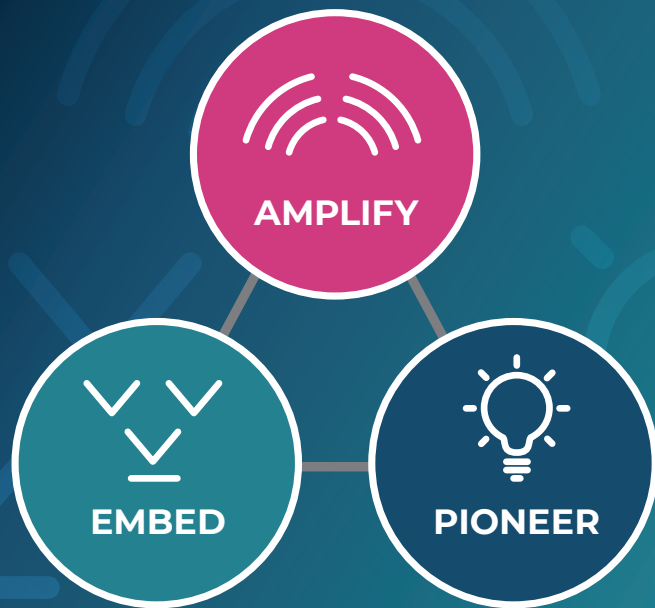
- Openly and **transparently share** the experience of the BBP and its members to demonstrate success, identify challenges, scale-up solutions and support property owners who are not BBP members.
- Develop **new ways of working** with other stakeholders that influence how commercial real estate operates, minimising duplication, adding value and impact to the work of the BBP and leveraging our membership to support sustainability outcomes being delivered by others.
- Build relationships with key stakeholders that influence property owners (especially investors, occupiers and government) to **align interests around shared sustainability objectives**.

HOW WILL THE BBP DELIVER ON THE 2030 VISION?

As sustainability issues increase in significance and our understanding evolves, it is important that the BBP remains at the forefront of change, but also that it does not constantly seek to reinvent the wheel. We know that many of the solutions to the challenges our members face already exist, they just need to be employed at scale and pace.

Our members told us that we need to strike a healthy balance between utilising our existing projects and assets and developing new tools that seek to transform the market.

The delivery of our 2030 Vision will be therefore underpinned by three key principles:





AMPLIFY

The BBP has a series of major projects designed to tackle the key sustainability challenges our members face. These have already had a significant and positive impact on the industry. These have been supported and pioneered with and through our members.

To 2030, we will be aiming to amplify member impact, seeking to extend their reach beyond the BBP membership base and utilising them to demonstrate to other stakeholders how industry leadership can play an important role in driving market transformation.



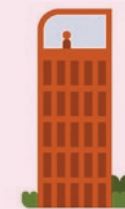
CLIMATE COMMITMENT

A market leading pledge to deliver net zero buildings by 2050 supported by our Net Zero Carbon Pathway Framework and our Climate Resilience Guidance.



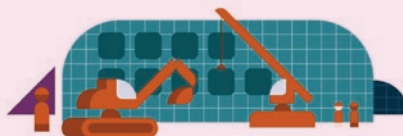
REAL ESTATE ENVIRONMENTAL BENCHMARK (REEB)

Driving performance outcomes in commercial properties across the sector for our members and through providing industry benchmarks and in-use performance data to inform policy, research and other sector initiatives.



BBP UPSKILLING

Providing members and the wider industry with upskilling opportunities across our programme of work.



NABERS UK

Bridging the performance gap and verifying energy performance in use through our advocacy and engagement in the NABERS UK Scheme.



MANAGING AGENTS PARTNERSHIP

Shaping and driving best practice in sustainable property management.



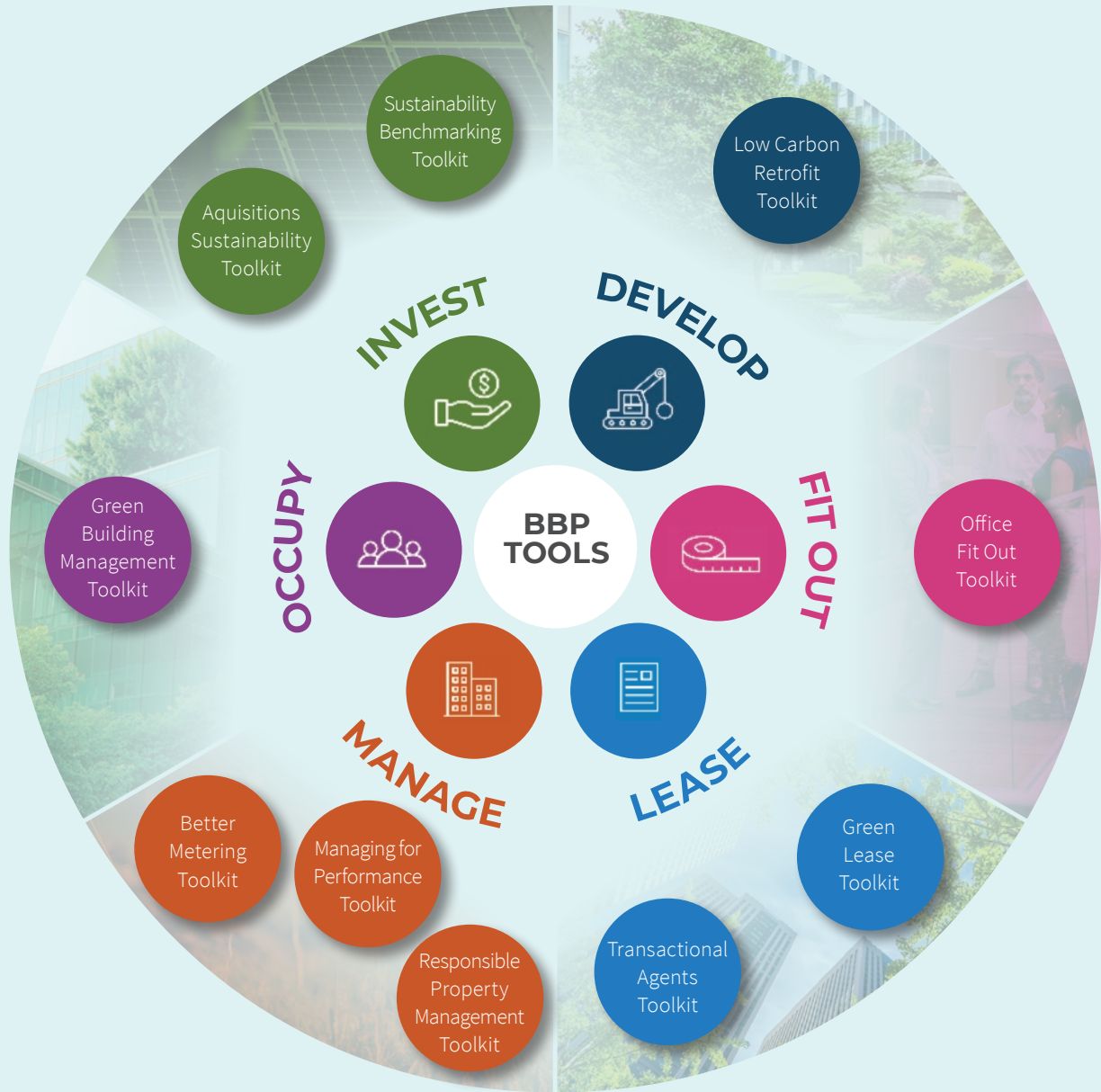
OWNER AND OCCUPIER FORUM

Collaborating to align sustainability ambitions.



The BBP is known for its pragmatic toolkits and guidance that reflect the key intervention points of property owners across the property life cycle. We don't want these toolkits to sit on the shelf.

To 2030, we will be reviewing our suite of toolkits and guidance, bringing them to life by creating ongoing programmes of work to update them, embed them within property owners' decision-making processes and utilise them to inform and influence industry standards. Archiving those that are no longer needed and only creating new toolkits where there is clear demand will enable us to focus our efforts on delivering real impact.





PIONEER

Sustainability is a fast-moving field and as drivers and engagement increase, our members encounter new challenges and opportunities that they are keen to understand and explore. The BBP has established a reputation for leading and pioneering action with our members.

To 2030, we will be bringing a number of new aspects into the BBP's work programme. These will reflect the changing nature of commercial property ownership and the diversity of our membership base, capitalising on opportunities for innovation and reflecting our members' emerging priority impact areas.



NATURE



TECHNOLOGY



TRANSPARENCY



CIRCULARITY



PLACES



EUROPE



RETROFITTING



SOCIAL VALUE

MOBILISING OUR MEMBERSHIP

The BBP's membership is at the heart of our work. Our members possess invaluable expertise and experience that we will use to deliver on our Vision. Collectively, we are stronger than the sum of our parts.

To 2030, we will be building upon our close relationship with our members to further mobilise this hugely valuable network of organisations and individuals to deliver on our Vision:

- **Galvanising our leaders to set the agenda and drive change**, focusing on emerging issues of significance to our members where strong leadership can expedite action.
- **Empowering our chairs and co-chairs to lead and own our workstreams**, supported by the BBP Executive Team.

- **Maximising opportunities for peer-to-peer engagement by:**
 - Convening smaller peer groups to reflect our diverse membership and portfolios.
 - Creating more opportunities for networking and developing relationships.
 - Facilitating supportive mentoring relationships between our members.
- **Delivering our work programme** with our members:
 - Maximising member opportunities to share knowledge by opening up our roundtables across the work programme.
 - Increasing member engagement in project development and delivery by convening dedicated working groups to produce BBP outputs.
 - Encouraging members to actively pioneer, promote and adopt the BBP's tools.
 - Leveraging the BBP membership to increase our profile, increase uptake of BBP tools and represent the BBP in the wider industry.

GOVERNING OUR VISION

BBP BOARD

Setting the business strategy for delivering our vision and monitoring progress

WORKSTREAM CHAIRS & CO-CHAIRS

Leading our workstreams to deliver the programme of work

BBP MEMBERS

Driving and participating in our work programme

BBP EXECUTIVE Managing and Supporting the Work Programme

RADICAL COLLABORATION IS CENTRAL TO OUR VISION

The BBP already works with a wide range of stakeholders, using our collective influence and expertise for the greater good of the industry. Our 2030 Vision will require us to practice radical collaboration.

WHY IS RADICAL COLLABORATION IMPORTANT?

- To initiate systemic change and unite a fragmented sector.
- To drive for greater coherence and consistency across the sector.
- To mainstream sustainability, integrating it across all decision making, professional competencies and the supply chain.
- To support sustainability outcomes being delivered by others.
- To help build a common industry sustainability narrative for the purposes of wider stakeholder and policy engagement.

WHAT IS RADICAL COLLABORATION?

We have arrived at a definition of radical collaboration we will use to help us develop new ways of working with our members and the wider industry. To 2030, the BBP will practice collaboration that:

- 1 Seeks to overcome commercial or cultural norms that inhibit progress and are rarely questioned, through a willingness to take risks.
- 2 Brings together stakeholders with very different perspectives to work towards a shared, long term vision.
- 3 Acts to forge open and transparent channels of communication, sharing information, insights, and feedback freely.
- 4 Exercises innovation including systems thinking to explore new approaches and solutions.
- 5 Occurs at an unprecedented scale in terms of the number and breadth of participants.

The BBP views sustainability challenges through the lens of property owners. To 2030, we will be seeking to deliver our vision by engaging with a wide range of stakeholders that are influenced by, or seek to influence our membership base, pursuing alignment on key issues and testing their appetite for radical collaboration.



MAKING THE 2030 VISION A REALITY

To make our 2030 Vision a reality requires us to translate this into an actionable programme of work for the BBP. We have done this by working with the chairs and co-chairs of our programme of work to identify objectives to 2025, 2027 and 2030. We will use these foundations to build out our programme of work to 2030, reviewing this to reflect our members ambitions, priorities and needs as they evolve.



**WORKSTREAM
AIMS & ACTION
PLANS FOR 2025,
2027 AND 2030**



**CLEAR
MEASURES
OF SUCCESS
IDENTIFIED**



**INTEGRATING
NEW INITIATIVES
INTO THE WORK
PROGRAMME**



**BOARD REVIEW
OF PROGRESS AT
2025, 2027 AND
2030**

WHAT WOULD SUCCESS LOOK LIKE IN 2030?



Commercial property owners and managers have set **net zero targets** with **credible implementation plans** across property investment lifecycle **delivering, verifying and reporting an ambitious emissions reduction by 2030.**



Climate resilience is integrated into commercial real estate business strategies supported by **clear metrics and disclosure on delivery approaches.**



The commercial property sector has identified **skills and training gaps** and is addressing them through the adoption of upskilling programmes across a **wide range of professional disciplines.**



Clear, consistent and transparent sustainability metrics and benchmarking for commercial real estate that reflect the way in which property portfolios are owned and operated and can be **integrated into investment decision-making.**



Asset owners, investors and financiers share a **common understanding of sustainable real assets, funds and portfolios**, with net zero **embedded** as a conventional part of the investment decision-making process.



ESG strategies are **aligned across European portfolios**, with a **consistent** industry approach to compliance and disclosure and tools that support practical action in different geographies.



Innovative sustainability solutions are being deployed **at scale** across commercial property portfolios.



Sustainability is seen as **integral to good quality property management**, raising the sustainability performance bar for property managers across portfolios, with property owners **supporting and valuing** the services provided.



Commercial property owners and occupiers are **aligning** their sustainability ambitions and **working collaboratively** to deliver them, enabling them to become **more than the sum of their parts and deliver significant emissions reductions.**



Sustainability tools developed for the commercial property sector are **widely socialised and easily accessible**, increasing their **uptake and impact.**

OUR WORKSTREAM PLANS

Together with the chairs and co-chairs of our workstreams, we've worked to develop aims and action plans to help guide our future activities. We have no doubt these will evolve over time and new workstreams may be added. To encourage engagement, we've summarised our current plans here.

Net Zero Carbon

2030 BBP VISION: Commercial property owners and managers have set net zero targets with credible implementation plans to mitigate carbon emissions across the property investment lifecycle delivering, verifying and reporting an ambitious emissions reduction by 2030.

Delivering net zero carbon buildings is an urgent and strategic priority for our members and therefore a critical feature of our 2030 Vision. Having pioneered the ground-breaking and ambitious BBP Climate Commitment, our focus will be on enabling our members to develop and implement effective delivery plans, and providing practical tools that support their delivery. This will ultimately help our members to deliver emissions reductions across their portfolios, putting them firmly on the path towards net zero.

Climate Resilience

2030 BBP VISION: Climate resilience is integrated into commercial real estate business strategies supported by clear metrics and disclosure on delivery approaches.

As the impacts of climate change become ever more tangible, climate resilience is an emerging priority for our members and is a key feature of our 2030 Vision. Having set out guidance on climate resilience strategies, our attention will shift towards implementation, measurement and transparency, together with a strong focus on practical place-based solutions. This will help our members better understand climate risks and the opportunities to manage these.



Investor Engagement

2030 VISION: Asset owners, investors and financiers share a common understanding of sustainable real assets, funds and portfolios, with net zero embedded as a conventional part of the investment decision-making process.

Securing an retaining investment and finance for sustainable commercial buildings is critical to our members. In support of our vision we will be expanding our activities to cover a wider range of investment vehicles and business models, facilitate a greater understanding of the importance of transitioning assets and drive for greater consistency in reporting metrics and tools. This will help our members to respond efficiently to disclosure requirements and ready their portfolios for a decarbonised economy.

European Investment

2030 VISION: ESG strategies are aligned across European portfolios, with a consistent industry approach to compliance and disclosure and tools that support practical action in different geographies.

An increasing number of BBP members have commercial property portfolios that extend beyond the UK, into Europe and beyond. We will be working to support pan-European real estate companies to understand and deliver strong ESG performance for their European investments.





ESG Upskilling

2030 VISION: The commercial property sector has identified skills and training gaps and is addressing them through the adoption of upskilling programmes across a wide range of professional disciplines.

Upskilling is universally identified as one of the biggest challenges our sector faces in delivering on its sustainability ambitions. Building on the success of our own market-leading training tools and acknowledging the wide range of upskilling opportunities in the market, we will practice radical collaboration with industry partners to bring a wide range of upskilling opportunities to our members and the wider industry.

Measurement & Benchmarking

2030 VISION: Effective sustainability benchmarks and metrics are available to the commercial real estate sector, and are applied to drive improved building performance

In 2030, effective sustainability benchmarks and metrics need to be reliable and consistent, and cover a wider range of property types and environmental impact categories. They need to be widely available with transparent methodologies. They need to be applied using accepted practices supported by independent assurance and regulation where necessary.

Property Management

2030 VISION: Sustainability is seen as integral to good quality property management, raising the sustainability performance bar for property managers across portfolios, with property owners supporting and valuing the services provided.

The management of existing buildings is fundamental to the delivery of sustainability ambitions in commercial buildings. Bringing our BBP and Managing Agents Partnership (MAP) members closer together, we will continue our work to establish clear expectations concerning the role of the owner and property manager in delivering better buildings, utilising our existing tools to embed sustainability within the procurement of property management and delivery of services. This workstream will enable our BBP and MAP members to ensure that their portfolios are managed to perform across a range of sustainability impact areas.





Owner-Occupier Engagement

2030 VISION: Commercial property owners and occupiers are aligning their sustainability ambitions and working collaboratively to deliver them, enabling them to become more than the sum of their parts and deliver significant emissions reductions.

In the commercial property sector, sustainable buildings cannot be delivered without effective owner-occupier engagement. The significance of this relationship is increasingly well understood, but there are a wide range of barriers to overcome. Building on the success of the owner-occupier forum research and review of the green lease toolkit, we will be utilising our programme of work to build trust and relationships as well as providing practical guidance. This will provide our members and their occupiers with a safe space outside the transactional relationship to explore and capitalise on opportunities for closer alignment.

Building Innovation & Technology

2030 VISION: Innovative sustainability solutions are being deployed at scale across commercial property portfolios.

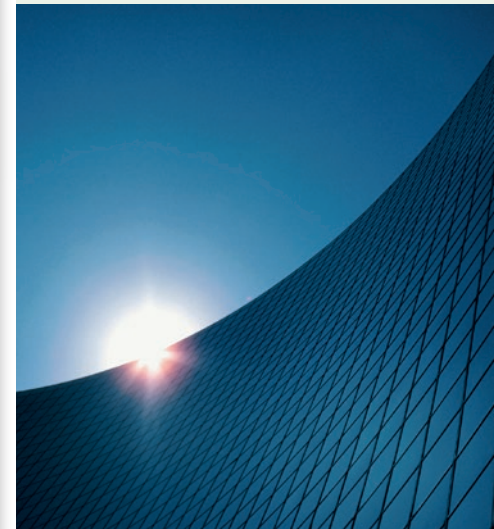
As the number of innovative solutions coming to the market increases, keeping pace and identifying those that have the potential to deliver significant impact becomes more challenging for our members. We intend to further develop our work with members to share knowledge of existing, emerging and disruptive technologies that have the potential to be deployed at scale. This workstream will help our members to gain exposure to real-world solutions being utilised by their peers so that they can explore technical and commercial feasibility for their portfolios.



Communication & Engagement

2030 VISION: Sustainability tools developed for the commercial property sector are widely socialised and easily accessible, increasing their uptake and impact.

Delivering our 2030 Vision will require us to ensure that our work and the work of others in the industry reaches as many stakeholders as possible, encouraging them to utilise these outputs to drive change within their organisations and within the wider industry. We will therefore be seeking to strengthen the profile and communications collateral of BBP, giving us a platform to reach a wider audience and utilise our influence as a leadership organisation to drive market transformation.



ABOUT BBP

The Better Buildings Partnership (BBP) is a not-for-profit collaboration of leading property owners who are working together to improve the sustainability of commercial buildings. The BBP has over 50 members, with combined UK AUM of over £315bn*. Our associate members in the Managing Agents Partnership are responsible for managing over 26,000 buildings.

Our work programme addresses a wide range of sustainability challenges, all viewed from the unique perspective of property owners. BBP members actively engage in our programme of work to:

- Share knowledge and collaborate with industry peers, gaining insights from leading industry experts through regular member meetings, roundtables and networking events.
- Shape and co-create industry leading guidance, benchmarking and toolkits to encourage consistent industry approaches to common challenges.
- Keep up to speed with, link to and support other industry initiatives to reduce duplication across the industry.

If you're interested in joining or supporting the work of the BBP, please do get in touch.

* as of 2024



“The BBP is a force for good, advocating and demonstrating through all its activities and its members, what sustainability leadership means within the sector. The drive for radical collaboration will be crucial to deliver transformative change in the built environment that is so crucially needed given the climate and environmental emergency that we all collectively face.”

Jane Wakiwaka, Head of Sustainability, Real Estate Management (UK) Ltd

“The BBP are a small but mighty team. The impact of the work that you do is hugely relevant and significant. The member input and collaboration that the BBP Executive enable results in practical outputs that are changing our industry for the better.”

Emily Hamilton, Chief Sustainability Officer at Savills Investment Management

“BBP are a great organisation. They provide real benefits to their membership in understanding and delivering against real transformative sustainability ambition. I am sure many organisations wouldn't be where they are today on their sustainability journey if it wasn't for the support and guidance that the BBP have given.”

Andy Haigh, Director, Climate Positive Solutions, Grosvenor

“BBP is solely focussed on improving sustainability within commercial property. With a focused remit and collective knowledge of leading organisations, its offer is extremely valuable.”

Sonal Jain, Head of Sustainability, Workspace



KEEPING IN TOUCH WITH THE BBP

BBP | BETTER
BUILDINGS
PARTNERSHIP



www.linkedin.com/company/better-buildings-partnership



info@betterbuildingspartnership.co.uk

www.betterbuildingspartnership.co.uk