

Monitoring my carbon footprint, I am now below 15tons, massively better than before, although still above national averages in the UK and USA, noting USA average trends 50% more than UK. The main issue for me is my travel footprint despite when possible, using public transport. For example I was impressed with the Brightline Train service when in Florida and its connection to airports.

**To say “if you don’t keep score, its only practice”**

With a bit more “available” time the past few months I have been improving my knowledge in all things related to climate and sustainability, and have become really excited to learn of my client’s progression.

I was reading an article about the most **eco- friendly US office markets**:

- The best are Washington DC, San Francisco and Atlanta.
- Comparison 60% better than New York (ranked 10).

What was disappointing:

- Only 2 of the 10 largest cities by population made the top 10 (led by Chicago at #7).
- 4 did not make top 20 (Phoenix, San Antonio, San Diego and Dallas).
- Not 1 city in Florida is in top 20.

I realize reasons may be given about climate location drivers, yet it is possible as highlighted by Austin at #8 and Houston at #18.

I found the integration of 8 key criteria interesting, yes, the weighting and actual measurements can be somewhat judgmental - but overall trends and ranking won’t change much. A closer look and the best performing cities are less than 50% LEED Gold, (New York less than 30%), and I wonder how Atlanta is more proactive in introducing electric vehicle charging stations – tremendous opportunities!

This got me thinking how much are Owners preparing ESG reports for each of their campus locations based on similar criteria. The benefits of doing this would be enhancing rather than distracting.

These criteria are best collated, reported and the performance improvement delivered when undertaken by the CRE team. I believe it starts with us leaders driving this! Let’s be bold and curious, pursuing collaboration over competition.

As an end user service provider, that has successfully implemented major programs for numerous F500 companies, I am super excited to focus on these matters in the next stage of my career.

Those who know me well, will embrace my passion and hunger - leading from the front, hands-on actively engaged in delivery. This in my opinion is the best way to establish the positives behaviors that will increase confidence in the commitment to successful eco-friendly outcomes. You will find me at [greg.parker@parkerconstructionconsultants.com](mailto:greg.parker@parkerconstructionconsultants.com)