The certification 4 way test

A code to guide a review of sustainability programs
Can you trust the data?

☐ Sustainability programs must be built on evidence-based and scientific data.
☐ You can’t manage what you don’t measure.
☐ Data must be consistently collected and verified. Rubbish in will deliver rubbish out.
☐ Deep historical data is essential because it allows performance based trend lines to be mapped and fosters knowledge management.

Is it bankable? Does it meet owners, managers, financial market and consumer needs?

☐ Owners want bottom line metrics on the performance of their assets.
☐ Management want practical advice on how to improve resource efficiency and reduce costs and risks.
☐ Consumers want peace of mind and transparency that they are staying in a healthy building which is good for their wellbeing and good for the planet.
☐ Financial markets demand data integrity.

Would it meet strict audit guidelines?

Sustainability is not a logo, it’s what you do!

☐ Does the program accurately track operational performance against industry and competitor benchmarks and baselines?
☐ Does it have internationally recognised carbon reporting calculators which will allow science based targets to be determined?
☐ Does it provide ISO trained independent auditors which deliver ISO quality reports? A checklist is not a report. Anyone can verify data. Auditors have a code of conduct.
☐ Being comprehensive does not equate to having hundreds of criteria, particularly if you only need to meet 51% of criteria or less to pass.

Is the program credible?

☐ Credible programs are built on good science and serviced by trained and talented people who care. Ask who the people are?
☐ Good science needs to be constantly reviewed, questioned and refreshed by independent researchers.
☐ Does it have a SaaS platform which allows data to be seamlessly uploaded and analysed to provide ROI advice?
☐ Is it holistic? Sustainability is not a linear concept. It needs to have 360 degree thinking covering design, construction and operations.