

MAY/JUNE 2008

FACILITY MANAGEMENT JOURNAL

**FMJ**  
IFMA

[www.fmjonline.com](http://www.fmjonline.com)

# Specialized FACILITIES



**M**illennials, Gen Y, the Praise Generation—all different monikers for the new group of young professionals entering the workplace. As a generation, they are characterized by their drive to change the world for the better. They are also deeply aware of the environmental issues that have shaped today's way of life.

# The Green Generation

KATHERINE ARRUDA, FMP



It is a generation that has been raised with striking environmental concerns such as the hole in the ozone layer, the dramatic rise of energy costs and a fundamental knowledge that resources are not infinite. It's no surprise that they have become crusaders of the environment—especially those who work in the building industry.

The under-30 crowd wants to make meaningful improvements with respect to US-GBC, LEED® and thinking green. They are taking the lead on sustainability issues and making a difference in their organizations.

## Chris Liston, LEED AP: CB Richard Ellis

Chris Liston, 28, of CB Richard Ellis/New England recalls the first time he was introduced to the ideas of sustainability by a neighbor who worked for the Environmental Protection Agency. "I remember talking to him about hybrid vehicles back in the late 1980s. As a 10-year-old it was eye-opening for me to realize that adults would not want to make environmental changes without some type of financial incentive."

Liston, LEED AP, works for CBRE as the operations manager of One Boston Place, where he has authored all of the building's sustainability policies. His adventure into

sustainability began with a building-wide initiative to upgrade the 41-story office tower in Boston's Financial District in order to qualify for LEED Existing Building certification. The initial challenge for the project was the lack of experience for all parties involved. No one on the team had previously taken on upgrading a building to LEED-EB standards.

"While our initial approach was to hire a sustainability consultant, we found great difficulty in this due to the limited availability of qualified consultants," he said.

This difficulty forced the team to turn the search inward with Liston taking on the role of LEED project administrator. Since then, One Boston Place has added a number of green policies including sustainable site work, green cleaning, emissions reduction reporting and potable water reduction. Although CBRE and the building ownership have embraced being green, not all of the changes have been met with overwhelming support by the building's tenants.

"While we had little pushback when we upgraded our lavatories with low-flush fixtures, our switch to green toilet tissue and paper towels were met with mixed results."

## Linda Pizzuti, LEED AP: Pizzuti Development

While Liston has been very fortunate to work for a company that has a sustainable mindset, others have had to introduce the concept at their place of business. Linda Pizzuti, LEED AP, 29, is a vice president of Pizzuti Development—her family's development and property management firm. Pizzuti's role is to deal primarily with the development aspect of the business. When she first started working for her father two years ago, the company did not have any true environmental policies.

"We specialized in recycling existing buildings and salvaged what we could for cost savings and as a means of preserving history and character. The environmental benefits were incidental to a frugal and efficient approach to development," she said.

Pizzuti had to convince the firm's owner—her father—that moving toward LEED on a condominium development was the right course.

“We ultimately decided that since there was a lot of competition in the market, it would be a way of distinguishing our project from the other more traditional projects. We wanted the challenge of staying cutting edge with development.”

Pizzutti currently is working on recycling a turn-of-the-century factory building into the Forecaster Building in Boston which will feature 54 loft condominiums with ground floor retail and an internal parking garage. With features that include gray water recycling and a white roof, Pizzutti is trying to achieve a LEED Gold certification.

**Christina Bosch:  
Industrial Economics, Inc.**

Sometimes changing your sustainability practices is a completely internal exercise. Christina Bosch, 26, senior research analyst for Industrial Economics, Inc.—an economic, policy and environmental consulting firm serving primarily government agency clients—has been helping the company go green. She helped create a committee to improve the company’s environmental performance—implementing movie nights with environmental topics and replacing plasticware in the kitchen with silverware. Currently, she is working on a carbon inventory of the company.

“With climate change and its potential effects seen broadly as the greatest environmental challenge we face, I felt it was important to connect my company’s daily activities to the issue,” Bosch said. This includes looking at the commutes of all employees, the efficiency of the building and energy consumption of their space.

“I wrote a proposal to the managing partners of the firm outlining the purpose of the project and the potential benefits that the firm could realize in the form of cost-savings, potential recognition by local government and clients and improved employee satisfaction.”

Bosch has presented her interim results to the entire company with positive response. She is also working with a Web applications specialist to develop a system for employees to receive individualized feedback on their commute contributions to the company’s overall emissions. Bosch points out that the

most challenging part of the project has been that IEc is a consulting firm and “there is no product, or manufacturing process, for example, that can be streamlined and made more climate efficient.”

**Toni Eickhoff:  
Steelcase Inc.**

Millenials have always been encouraged to change situations found unconscionable. “In elementary school I started a petition to switch from Styrofoam cafeteria trays to plastic reusable trays,” said Toni Eickhoff, 23, a sales representative for Steelcase Inc. in Boston.

Her mission is to source local recycling facilities for the metals, plastics and other components of Steelcase furniture to further aid the company’s sustainability mission and help those seeking LEED certification using her company’s products.

“If you are not getting the accreditation, I think the next best thing is to support those that are in any way you can.”

**Jessica Lynn Kates:  
Gilbane Building Company**

Gilbane Building Company has a history of helping to educate its clients on sustain-



Eickhoff has been working for the company for only a few months and already is trying to make a difference. Steelcase has a long history of sustainable practices and products. They were the first to produce a Cradle-to-Cradle certified chair. They pride themselves on the recycled and recyclable content of their products. Eickhoff is working on a local level to find resources that will recycle the recyclable products that Steelcase takes back from clients.

“We don’t just sell a chair that is 99 percent recyclable; we help our customers see the positive impact they are making on the world by choosing a 99 percent recyclable chair, and then saying ‘we will even HELP you recycle it.’”

able practices with such techniques as energy modeling, lifecycle costing and environmental lifecycle impacts for their private and public sector projects. Recently, Knowledge Manager Jessica Lynn Kates, 28, was tasked to look into Gilbane’s internal operations at their Providence headquarters so they could “walk the walk” as well as “talk the talk” with their clients.

“The differentiator in rolling out policies is ensuring that there is value in the initiative and effectively marketing it to the stakeholders as progress and not change,” she said. Kates emphasized that Gilbane has been very encouraging and receptive to young professionals like her. They have not implemented all of her ideas but have kept her in



“the decision-making loop” and explained why an idea was not viable at the time. “I am helping Gilbane encourage and support clients who have the means to go LEED to do so, while encouraging those who think certification is out of reach to adopt sustainable approaches toward greening their projects.”

### Speaking from personal experience

In my experience at Fox RPM Corp., I have found that sometimes it is the small changes to a business that really make a difference. I have had the experience of working on moves with reusable plastic crates that reduced the number of boxes that would have been landfilled, from hundreds to none. We encourage clients to use these crates on a regular basis. In our role as project managers for our clients’ relocation, construction and facility needs, Fox has a unique vantage point in seeing how sustainable design has become the premiere trend in every industry in which we work—whether it be education, finance or health care.

Fox has encouraged my involvement with the Emerging Green Builders Boston chapter, an organization that promotes sustainable building practices and education to young professionals and students through local green building tours and lectures by co-sponsoring events. Fox has also encouraged

staff members to take professional development seminars on sustainability and LEED certification. In the next few months, I will be embarking on an internal green initiative. This will include proposals to install motion sensors in the conference rooms and less frequently visited spaces and an educational program on what it means to be sustainable in business and in one’s life.

### The next generation is here

Young professionals are making headway in the building industry and within their own companies. This is taking shape in many different ways. Some have to start with their own education before they can convince others that the sustainable movement is not only a good financial decision but a sound environmental one as well—like Linda from Pizzuti Development.

“Firms rely on the younger employees to know what is cutting edge and for insight on what the future is looking for and values.

If sustainability is one of your values, then your company will benefit from knowing and understanding.”

Others work for companies, such as CBRE, Steelcase and Gilbane with established practices and policies that support the young professionals in their organizations.

“You don’t have to wait for meetings to talk about sustainability...when you get in the habit of talking about it during ordinary, everyday practices, that’s what spreads the word and gets more people on the green bandwagon,” said Eickhoff.

Still others are making a difference in an internal setting—focusing on educating their coworkers on everyone’s direct impact on the planet as is the case with IEc and at Fox.

The next generation is here and it is changing the way businesses deal with sustainability from the bottom up. **FMJ**



Katherine Arruda, FMP, a project associate for Fox RPM Corp., in Boston, Mass., holds knowledge that extends to all areas of interior design and facility planning. As a young professional, she has been involved in green practices and is currently on the Boston Emerging Green Builders Planning Board—an organization dedicated to help young professionals become involved in sustainable building practices and education. Arruda can be reached at [karruda@foxcorp.com](mailto:karruda@foxcorp.com) or +1-617-946-2416.