



RETHINKING RETAIL STORE CONSTRUCTION

BY ALESSANDRO BISAGNI

In Asia and globally, sustainability consulting is becoming increasingly relevant to the construction industry, even more so with the luxury retail brand's construction and renovations. Luxury retail brands are leading the demand for greener designs, construction, and operations from their retail stores and showrooms all the way to their corporate headquarters, logistic centers and even to their suppliers. Retailers have traditionally been perceived as wasteful and negligent of Environmental, Social and Governance (ESG) along with a lack of supply chain transparency. With the rise in global concern of climate change and social sustainability, retail

brands have seen customers trust and loyalty grow with those retailers that are making sustainability a pillar of their business operations. As B2C businesses, retailers must now promise their global consumers that their corporate sustainability agenda is making a measurable difference and go way beyond small steps and haphazard ways of "green-washing".

Sustainability Goes Beyond The Supply Chain

In recent years, retailers have begun to understand that while a product's life-time is often short-lived, a new building's life-time is long-lived and



LEED's many benefits to a brand. LEED is world's most widely used green building design and construction standard. Available for virtually all building project types, LEED provides a framework that project teams can apply to create healthy, highly efficient, and cost-saving green buildings.

has many direct impacts on energy demand, water consumption, air quality, health of tenants and construction materials. Many global luxury retail brands are applying green building standards such as the internationally-recognized LEED Certification, with more and more developing their own sustainability standards that cover not only operations, but also construction and material use across their entire brand portfolio. These are exciting times as instead of brands focusing on short term product supply chain solutions, green retail construction and operations, brands are focused on creating long term impacts through education, creating core cultural changes to lead them into the future.

There is also huge growth possibility in some brands that currently don't have sustainability as a key focus in their operations. Sustainability consulting plays a crucial role in quickly educating these brands about the advantages of sustainable practices and presenting them with the business case to adjust their operations starting with their physical assets. A key part of any green building project is sourcing building materials locally and

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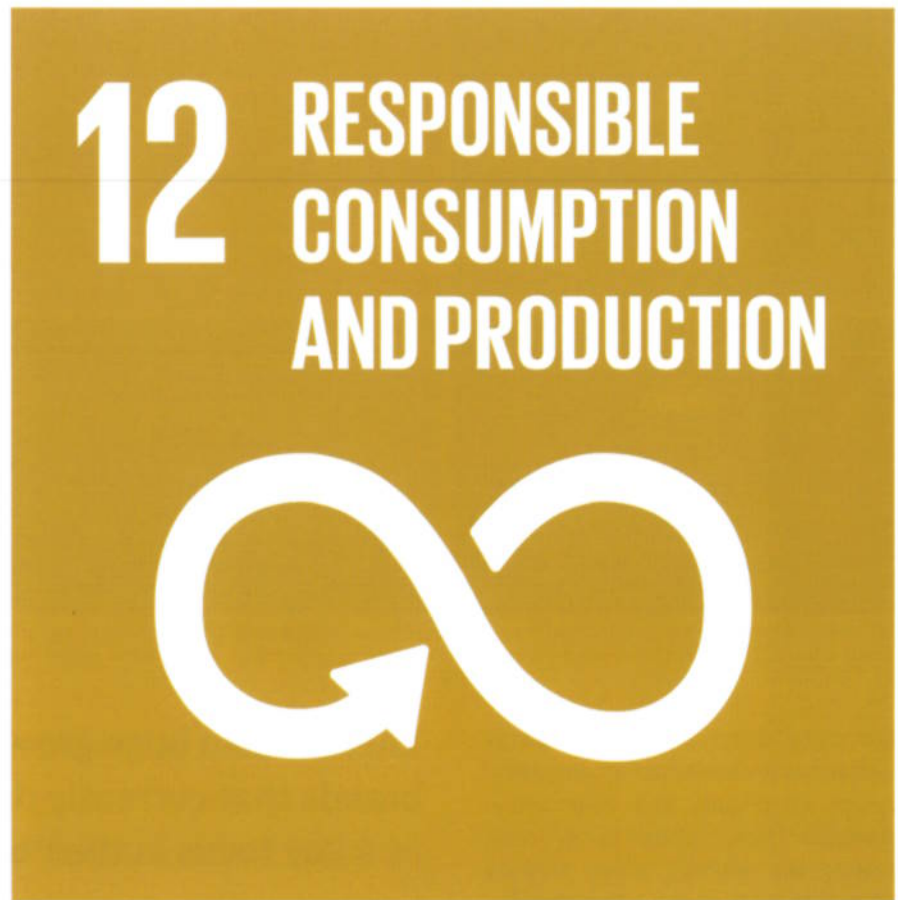
decreasing the carbon footprint of the project simply through logistics. This also boosts local suppliers and helps them stay in business to provide other businesses with locally sourced materials. Building to LEED standards also incentivizes projects/brands to

promote social equity and Corporate Social Responsibility (CSR) initiatives to their employees, propagating that information throughout the communities they are in.

At BEE Incorporations, we work with



Starbucks Shanghai Reserve Roastery features sustainable store design and construction, from indoor air quality monitoring to green materials. Photo credit to Starbucks Coffee Company.



UN SDG's Goal #12 ensures sustainable consumption and production patterns.

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globally recognized brands who have stores in the four corners of the world. By working with these customers who are seen as leaders in the industry, we can help them tackle some of the most urgent social and environmental challenges that they face locally and internationally, while also paving a path for followers to take. Challenges like green energy, water reduction and responsible materials adoption. One example would be Starbucks where our relationship started out with BEE initially being hired to implement their training programs for their internal sustainability initiative.

Due to the success of this program, the relationship grew and BEE started managing from design to completion of the LEED certification process for their stores, starting with their first Mainland China stores in Hefei and at the Shanghai Expo site. We are now supporting them globally on various levels with projects such as their Roasteries that are opening up in places like Milan and Tokyo as well as Shanghai. With examples like this we are showing that sustainability in retail has a future in Mainland China and the world, creating a blueprint for future businesses to follow.



QLEAR is a cloud-based platform that provides an easy way to manage your building's environmental data. As an integrated indoor environmental quality (IEQ) management system, data is collected, organized, and analyzed in real-time from air quality, electricity, and other readily available data sources.

Using A Life-Cycle Approach to Meet UN SDGs


The United Nations' 17 Sustainable Development Goals (SDGs) serves as a shared blueprint for peace and prosperity for people and the planet, now and into the future. Brands are actively exploring how they can meet UN SDG's Goal #12 Sustainable consumption and production.

One of the core parts of green design is the efficient use of water and energy, and with construction, the impact and use have to be considered from extraction, processing, transport, maintenance all the way to the disposal of building materials. With this strategy there is a direct impact on the life-cycle approach that improves performance and promotes overall efficient use of resources. An example of green design is the LEED design standard that includes incentivizing the purchase of products that support the local economy whether it's extraction, manufacturing or distribution. This in hand, also supports suppliers who comply to sustainability criteria for materials (e.g., FSC certification, recycled content) helping to drive demand for these types of materials.

How Technology Helps with Green Operations

With the growing concern to the

environment around us, the first step in the process is understanding what is actually happening in our environment. From there we can see what is working and what needs to change. This is where technology is playing a key role in collecting, organizing and analyzing our environmental data. In construction and operations these cutting-edge sensors and systems help clients and stakeholders stay informed about each project's current and ongoing environmental performance and be able to benchmark them against international standards.

Systems like QLEAR (www.qlear.build), China's largest cloud-based, real-time Indoor Air Quality (IAQ) monitoring tracking system, allow stakeholders to fully understand and react directly with building operations to the benefit of the environment and more importantly the people within them. QLEAR allows for a range of sensors to be connected, such as water and energy monitoring, across multiple locations giving clients a unique window into all their portfolio of location's. A cloud-based data platform allows for the performance data to be shared with the green building certification groups like USGBC and its Arc platform, but more importantly for retail groups is to enable them to be transparent with their customers. 



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Alessandro Bisagni is the Founder and Managing Director of BEE Incorporations, a sustainability engineering consulting and technology company specializing in the creation of green and healthy buildings. BEE is a GBCI recognized LEED Proven Provider and part of USGBC's LEED User Group for Retail. The company specializes in building simulations, commissioning, green building certification, and cloud-based building data management for ensuring ongoing performance. Alessandro has managed over 200 LEED projects, across 25 countries, with a combined GFA of over 35 million square feet. BEE is one of the most experienced green building consultancies in the retail sector worldwide.

Alessandro has been recognized by the Urban Land Institute (ULI) as a Top 40 Under 40 professional class of 2016, and Tatler Hong Kong Generation T List class of 2017.