



GREEN HEALTH PARTNERSHIP

a strategic design initiative by:



Cumberland Park, Nashville, TN

Impact Report: Phase II

Building a self-sustaining,
scalable market for health
within the real estate
industry

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*Supported by a grant from the Robert
Wood Johnson Foundation*

OVERVIEW

The Green Health Partnership (GHP) is an applied research initiative between the University of Virginia School of Medicine (UVA) and the U.S. Green Building Council (USGBC) focused on creating healthy & equitable communities at a national scale by using green building as a model to establish health promotion as a shared focus & capacity within the real estate industry.

THEORY OF CHANGE

The importance of the built environment as a critical intervention point for addressing social and environmental determinants of health, well-being, and equity is well established. However, capacity to translate this understanding into real world change remains underdeveloped.

Over the past 20 years, USGBC has been a leader in the green building movement through its development of the LEED green building standard. Globally, >79,000 real estate projects have been certified using LEED and >200,000 built environment professionals have been formally accredited as LEED professionals. GHP leverages USGBC's leadership position and expertise in bringing new building standards, project certification frameworks, and professional training curriculum to market to develop and incentivize use of new health promotion tools for built environment practitioners, policymakers, and financiers.

IMPACT

GHP's work using green building as a model to promote healthy and more equitable communities is driving new focus, capacity and investment to improve health, well-being and equity within the real estate industry at a national / global scale:

- Variants of GHP's **'Integrative Process for Health Promotion' pilot credit** launched in LEED (USGBC), Enterprise Green Communities (Enterprise Community Partners) and Green Star (Green Building Council of Australia) certification systems have been used by >200 built environment projects in the U.S. and Australia since its development in 2015.
- GHP's **health and well-being indicators for large-scale real estate portfolios** (e.g. mutual funds, REITs), launched in 2016 in collaboration with GRESB - a leading real estate analytics group affiliated with USGBC - were used by 252 real estate portfolios and their investors in 2017 to evaluate management of >32,000 real estate assets valued at >\$32 billion.
- GHP's **thought leadership within public health** has established new and growing partnerships between public health and the green building industry. For example, the GHP was a founding member of the 'Joint Call to Action to Promote Healthy Communities', which continues to grow and now links the American Public Health Association with the U.S. Green Building Council along with multiple other national-level built environment organizations.
- GHP's **thought leadership within real estate** has established health promotion as a focus within leading organizations. Both U.S. Green Building Council and GRESB have committed to increasing the health content of their core products as a direct result of feedback from stakeholders following use of new GHP tools. Similarly, the American Institute of Architects released a set of continuing education modules based specifically on GHP's Health Process Credit to build capacity for health promoting design among its membership of >90,000 registered U.S. architects.

For more visit us at www.greenhealthpartnership.org



Health Promotion Tools for Built Environment Project Teams

LEED Integrative Process for Health Promotion (Pilot Credit)

OVERVIEW

In Phase II, GHP led development and launch of a health promotion 'credit' (based on principles of health impact assessment) for use within the LEED green building certification system by built environment project teams (e.g. architects, developers).

LEED OVERVIEW

A building or neighborhood development project becomes LEED certified by achieving 'credits' - the building blocks of the LEED system - that define best practices for sustainable design and construction (interior, exterior, and context) as well as operational policies and practices.

LEED credits and rating systems are available to address the full range of built environment projects including multi-family affordable housing, schools, and workplaces. Real estate teams (e.g. architects, property owners, investors) receive a tiered LEED rating (e.g. silver, gold, platinum) based on the number of credits their project achieves; a designation with proven market value. Some owner groups (e.g. governments, universities) set minimum sustainability standards that require all buildings are built to a specific LEED rating level (e.g. silver)

LEED INTEGRATIVE PROCESS FOR HEALTH PROMOTION PILOT CREDIT

Our team's LEED 'Integrative Process for Health Promotion' pilot credit extends the LEED practice framework to formally include and certify health promotion as a built environment project goal and set of best practices.

Specifically, our LEED health credit and associated reference guides help project teams: a) recruit an appropriate public health partner, b) use public health data to prioritize population health needs and goals, c) choose design and programmatic strategies to meet these objectives, and d) monitor and evaluate health-related project outcomes. GHP also created guidance for GBCI, the third party organization responsible for the certification of LEED projects.

MARKET FEEDBACK

GHP's new Integrative Process for Health Promotion pilot credit was launched within the LEED v4 rating system in Spring 2016. Early-stage market feedback has been strong and the new health promotion credit is currently in use in projects across market sectors including affordable housing, healthcare, commercial real estate, education, and government facilities

GHP is working with a subset of teams to conduct early-stage evaluation in preparation for larger scale implementation. Example: the **Colorado Health Foundation** used GHP's LEED health credit for its new headquarters as a way to formally manifest and communicate its philanthropic mission and commitment to health promotion through its real estate investment.



24 Project Teams have requested technical assistance from GHP regarding LEED Integrative Process for Health Promotion Pilot Credit



Multiple Markets: Projects using our LEED health credit range across sectors: Affordable Housing, Office, Residential, Schools, Healthcare, Government

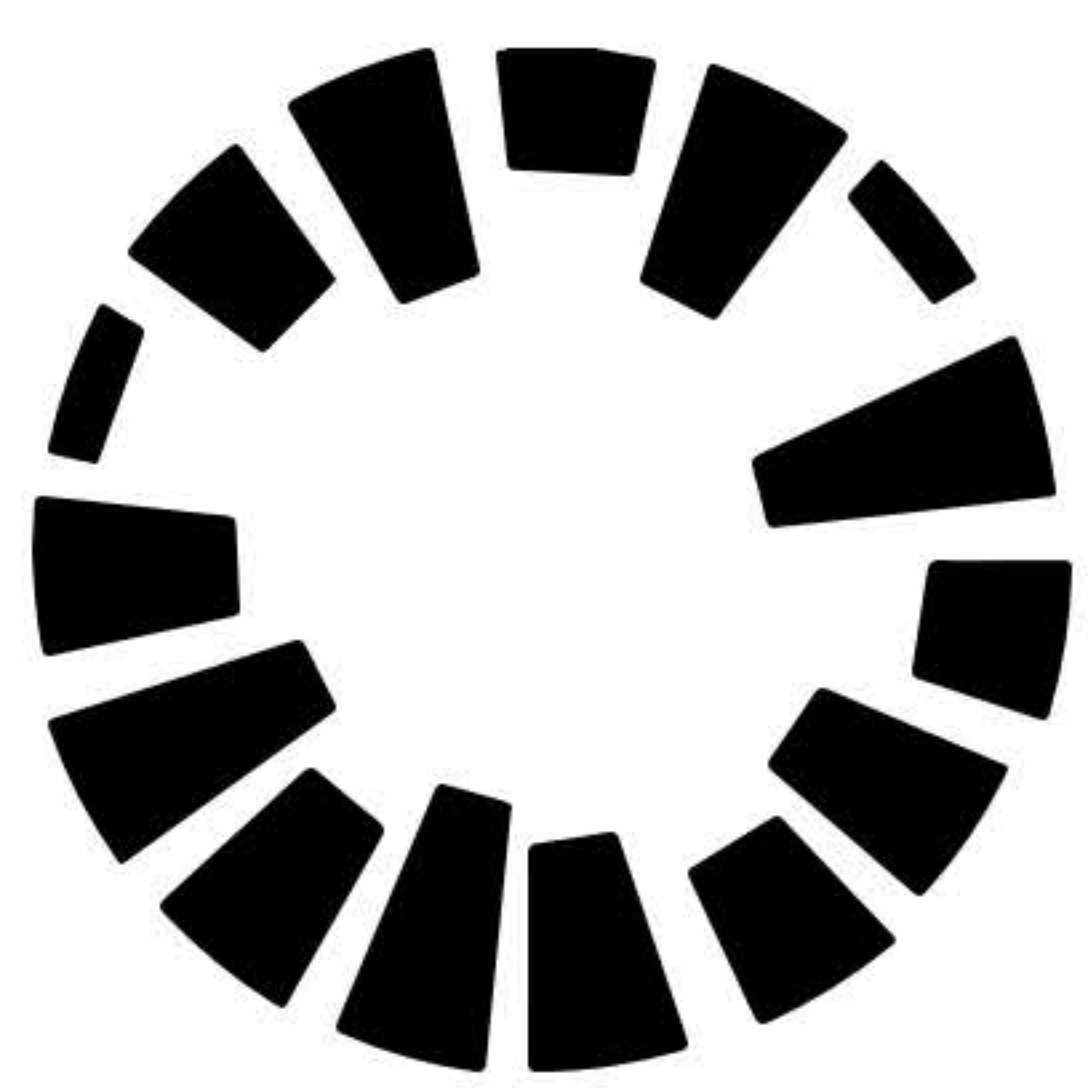


Increasing Interest: USGBC exploring ways to bring formal 'health lens' to entire library of LEED credits based on feedback from our health process credit prototype

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Charles R. Drew Charter School, Atlanta, GA



Health Promotion Tools for Real Estate Portfolio Managers & Investors

GRESB Health & Well-being Module

OVERVIEW

In Phase II, GHP collaborated with [GRESB](#) - a leading provider of ESG data (Environmental, Social, and Governance) for commercial real estate investors- to develop, launch, and evaluate health and well-being indicators for large-scale real estate portfolios. These first-of-kind health and well-being performance metrics for institutional-scale real estate investors were launched in 2016 as a stand-alone 'module' alongside GRESB's primary real estate assessment tools.

GRESB OVERVIEW

GRESB is an industry leading global ESG benchmark used by more than 70 institution-level real estate investors (e.g. pension and national sovereign funds) worldwide. On an annual basis, GRESB collects ESG data from more than 850 participating real estate portfolios (e.g. TIAA-CREF, USAA, CalPERS, Vornado) which collectively manage more than \$3.7 trillion USD in real estate assets. These data are used to formulate and publish weighted sustainability scores (i.e. GRESB benchmark scores) reflecting two primary dimensions: management & policy (30% weight) and implementation & measurement (70% weight) for use by more than 70 real estate investors representing more than \$17 trillion USD of institutional capital.

GHP | GRESB HEALTH & WELL-BEING MODULE

The GRESB Health & Well-being Module, developed by GHP, extends the GRESB ESG benchmark framework to include and formally evaluate health promotion as a management, policy, implementation, and measurement priority for large-scale real estate portfolio companies and portfolios. This includes both 'internal' efforts to promote health and well-being of employees as well as 'external' efforts to provide real estate products and services that minimize health risks and promote health for the tenants and surrounding communities of the real estate company's assets.

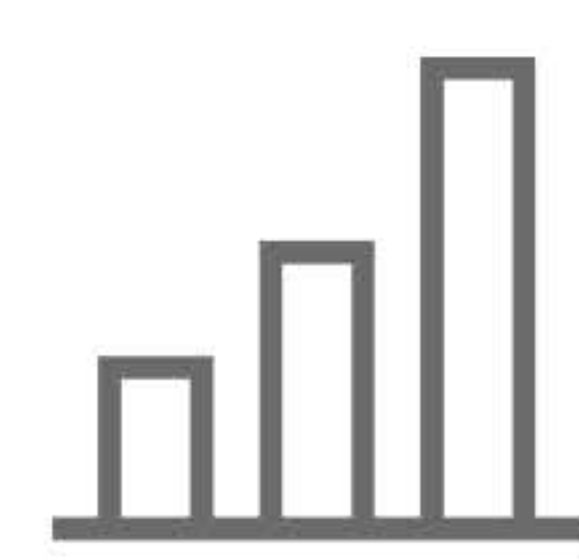
MARKET FEEDBACK

GHP's health & well-being indicators were launched in collaboration with GRESB in 2016 as a voluntary module alongside GRESB's official real estate assessment. Participation was much stronger than anticipated with 174 portfolios responding in 2016 and 252 in 2017 (45% increase).

The GRESB health & well-being indicators have started a robust conversation among portfolio scale real estate owners and investors. Based on feedback from its stakeholders, GRESB has committed to continue its partnership with GHP to introduce health & well-being indicators into its main real estate assessment - formally recognizing population health impacts as material concerns for real estate investors.



252 Real Estate Portfolios participated in GHP | GRESB Health & Well-being Module in 2017



Large-Scale Impact: Portfolios participating in the 2017 Health & Well-being Module represent >32,000 real estate assets valued at >\$32 Billion



Increasing Interest: Participation in our voluntary Health & Well-being module increased by 45% from 2016 to 2017. GRESB committed to begin bringing health indicators to its core, required assessment in 2018

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Douglas County Public Works, Douglas County, KS

System-Level Impact

Impact of GHP Health Promotion Tools Extends Beyond U.S. Green Building Council & GRESB

GHP designs practical health promotion tools for real estate development that are available for use by any green building certification platform. Similarly, our reference guides and professional training resources for built environment project teams and real estate investors are publicly accessible. This open-access, system-based approach to tool development, capacity building, and thought leadership extends the impact of our work well beyond our direct collaborations. In Phase II, GHP worked with multiple green building certification organizations to translate our integrative process for health promotion (i.e. basis of our LEED health credit) for use in practice.

SYSTEM-LEVEL IMPACT OF GHP TOOLS

For example, GHP partnered with **Enterprise Community Partners**, one of the largest community development financial institutions in the U.S., to implement aspects of the health process as required elements in the 2015 Enterprise Green Communities Criteria for affordable housing development (see Green Communities Criteria 1.2a and 1.2b).



As of Spring 2018, >200 affordable housing projects have used these health criteria within the Green Communities certification framework. In addition, Enterprise also used the new criteria as the basis for a grant award from the Health Impact Project, a collaboration of RWJF and the Pew Charitable Trusts, to provide technical assistance to project teams incorporating formal health assessments in their work for the first time.



GHP's development of the GRESB Health & Well-being Module has generated system-level impacts beyond our direct collaboration and tool development. The strong, positive feedback / engagement among GRESB stakeholders in response to the health and well-being indicators has spurred further examination of community-level impacts from real estate investment that extend beyond 'traditional' sustainability considerations. For example, GRESB is planning the launch of experimental 'resilience' indicators in Spring 2018 using GHP's health and well-being module as an intellectual and operational model.

SYSTEM-LEVEL IMPACT OF GHP THOUGHT LEADERSHIP



GHP's **thought leadership within public health** has established new and growing partnerships between public health and the green building industry. For example, GHP played a leadership role in establishing the **Joint Call to Action to Promote Healthy Communities** between American Public Health Association, U.S. Green Building Council, and multiple other national-level built environment organizations (e.g. Urban Land Institute, American Planning Association, American Institute of Architects). Launched in April 2017, this initiative brings together a combined membership of >450,000 professionals to merge expertise in public health with on-the-ground capacity to improve health well-being through the built environment at a national scale.



GHP's **thought leadership within real estate** has helped establish health promotion as an important new focus within leading real estate organizations. For example, the **American Institute of Architects** recently released a set of continuing education modules based specifically on GHP's Health Process Credit to help build capacity for health promoting design among its membership of >90,000 registered U.S. architects.

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