

Swiss Prime Site

Stakeholder panel 2017

Response by the Swiss Prime Site to the panel statement

16 May 2017

Swiss Prime Site would like to thank the members of the stakeholder panel for the extremely constructive discussion and the numerous valuable suggestions. In the following, the information in the panel statement is commented on in detail and an outlook on the concrete measures is given as a response to the esteemed dialogue.

Materiality analysis

The core topics of the sustainability roadmap were reviewed ahead of the panel discussion by members of the Swiss Prime Site management, as well as by panel members by means of an online survey to determine their essentiality. The very high agreement has confirmed that the chosen path is the right one.

The detailed survey results and corresponding essentiality templates are published as part of the detailed sustainability reporting.

Sustainability report

The Swiss Prime Site is convinced to have found the right structure for a comprehensive sustainability reporting by indexing according to the GRI standard. We intend to continuously expand the reporting on this basis in the coming years. This ongoing process could gain additional impetus and inspiration with the help of a common theme shared by the group. The reference to possible topics such as urbanisation, intergenerationality and living space design seems promising, not least because the same terms can be subsumed under the 11th target of the United Nations Sustainable Development Goals: sustainable cities and communities.

The credibility of the group-wide sustainability efforts can only be substantiated by recognised indicators and the degree of target attainment. The Swiss Prime Site was urged by the panel to show the conflicting goals transparently and, if necessary, to explain where deviations from political objectives could arise. An in-depth discussion of the conflicting priorities that exist in practice should in particular be guided by the viewpoint of the pioneer.

Sustainability roadmap

A stronger connection between the core business and the roadmap topic of “sponsoring and social commitment” is considered sensible. The fields of activity spontaneously presented by the panel members are examined in detail by the Swiss Prime Site and supplemented by their own proposals in consultation with the group companies.

The formulation of targets on energy consumption and CO₂ emissions are a milestone for any company. Its prerequisite is a reliable consumption data analysis, a long-term investment planning and

derived from that, a robust development model across the entire portfolio. To what extent a stated reduction target is perceived as realistic and yet ambitious enough remains unanswered at this point. The expectation for the market leader to also beat the benchmark in this respect does not go unheard.

The Swiss Prime Site agrees with the panel members that buildings certified for their sustainability are of fundamental interest in the market. For project development and modernisation, the Swiss Prime Site pursues the approach of planning and implementation along the criteria of the Sustainable Building Standards Switzerland (SNBS 2.0). Meanwhile, a certification takes place based on property specifications.

The Swiss Prime Site sees the greater challenge in the inclusion of suppliers and partners suggested by the panel. There are initial considerations for a targeted sensitisation outside corporate limits. However, actual leverage can only be achieved if indicators are also defined and contractual conditions are formulated, which take into account the economic interests of both sides.

Proposals for further core topics

The topic of “creation of networks” once more reaffirms the need to involve third parties. In the divisions of the group companies, local and regional networks play an extremely important role. The Swiss Prime Site benefits from its profile oriented towards the Swiss market, whereby federalism and cantonally differing legislation can both be seen as an obstacle and an opportunity.

The panel members rated the topic of “digitisation and data protection” as critical and highly sensitive from a regulatory as well as a customer and user perspective. The Swiss Prime Site and its group companies strive to follow the development steps in digitisation and where possible to take on a pioneering role. The data protection measures shall be assessed systematically and recurrently. In particular, however, possible reservations against the topic of digitisation are to be reduced and one or the other future scenario demystified by more transparency and information.

Both proposed core topics shall be included in the roadmap and be pursued as part of the sustainability strategy.

Concluding remarks

The Swiss Prime Site welcomes the votes of the panel members and will provide information on concrete progress as part of the next report. The next stakeholder dialogue is planned for 2019. An extension of the discussion round to other stakeholders such as tenant or employee representatives will be considered in due course.