

PLACING



DISRUPTION VS STATE CHANGE

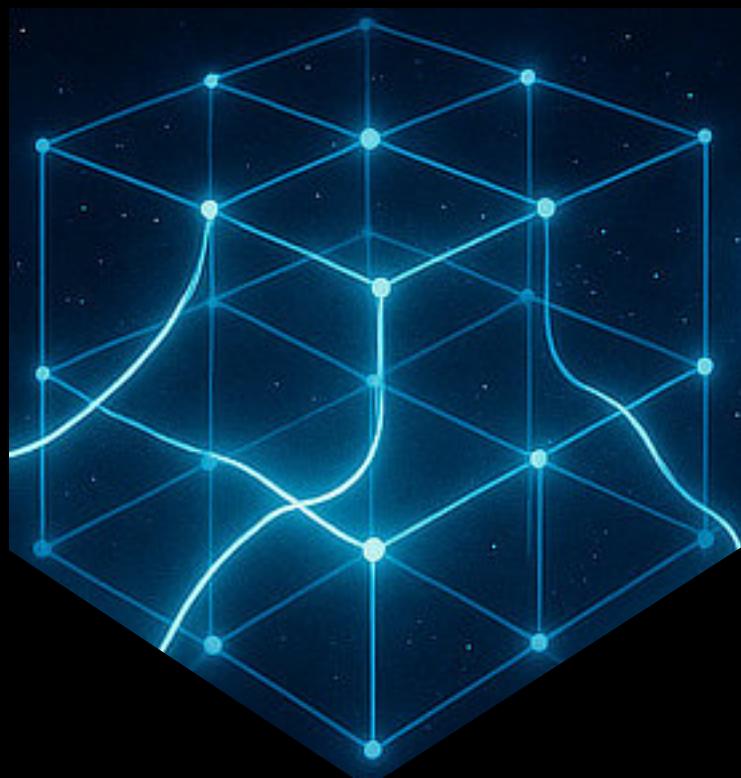
INTRODUCING THE SPATIAL ECONOMY

WORKTECH MELBOURNE 2025

MEASUREMENT

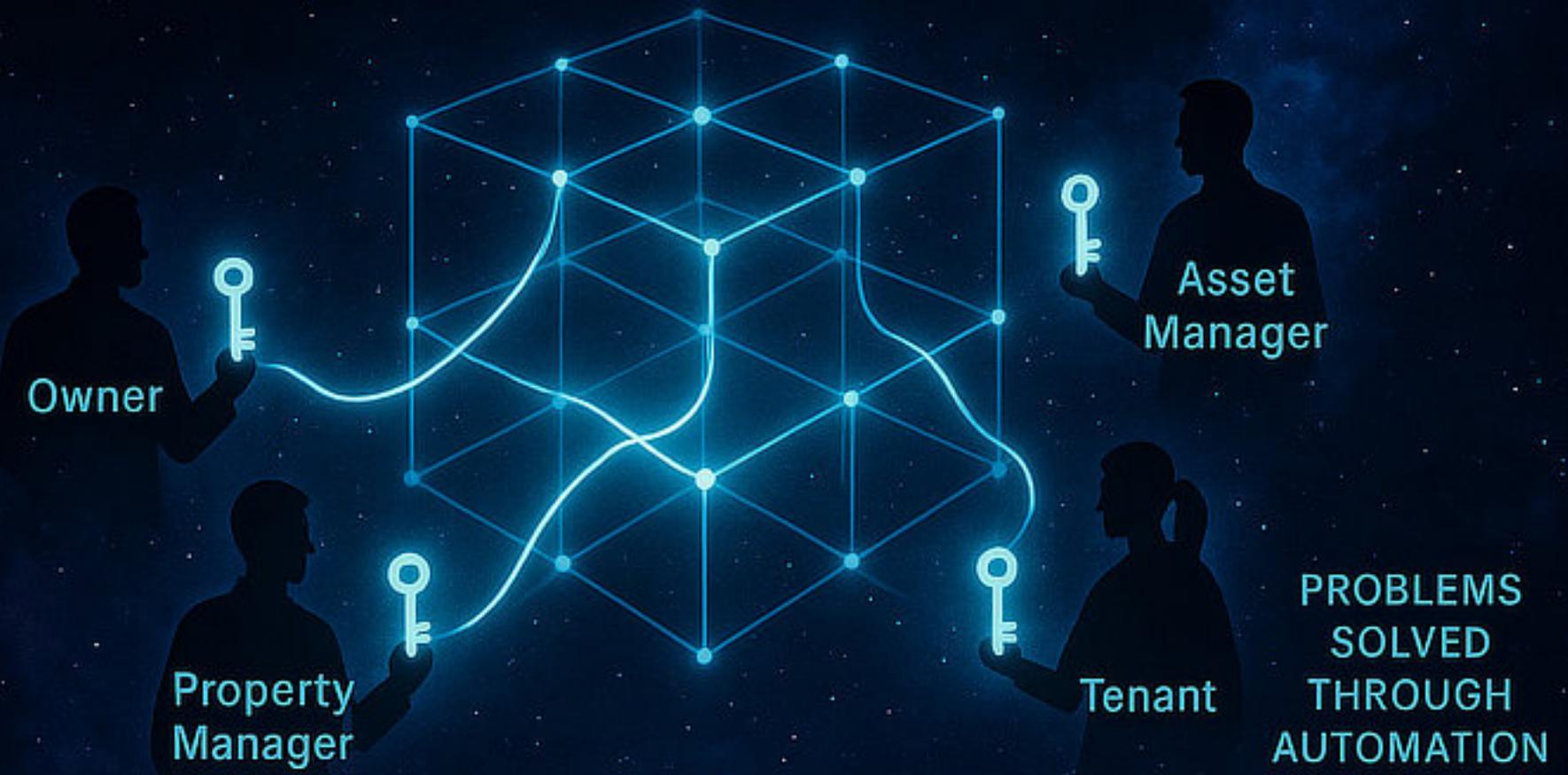


THE SPATIAL WEB





CONNECTING THE SPATIAL WEB THROUGH PHYSICAL RIGHTS MANAGEMENT



CASE STUDY: LEGAL
& GENERAL

LGIM mission: Uniting building stakeholders to achieve a “net zero” emissions target



PROBLEMS

How to engage a building users to drive down emissions and meet Scope 3 emissions targets?

4,000 users across 3,000 leases & 700 buildings owned by 20 funds

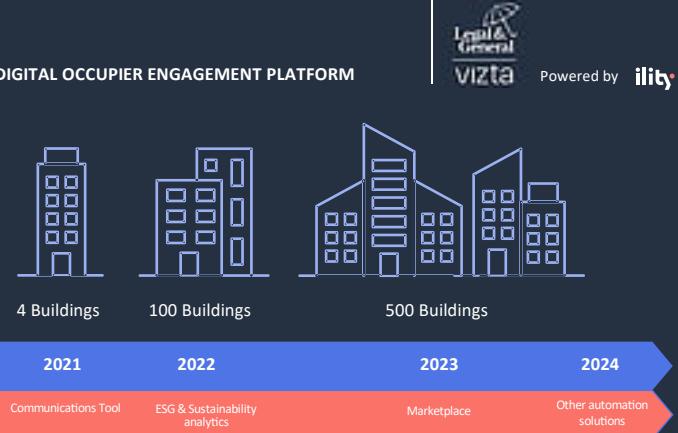
Multiple property managers (4)

No direct tenant relationships

No way to communicate in an efficient, timely and unified manner

SOLUTION

DIGITAL OCCUPIER ENGAGEMENT PLATFORM



OUTCOMES

- > Reduction in energy consumption and emissions
- > Strengthened occupier engagement & data sharing
- > Improved tenant retention rates
- > Gateway to new revenue: green energy & wastewater management

Search: 0 Lori Alexander Admin View

Feedback 3 Tenant Satisfaction edit More Options

ESG & Sustainability Communications

Portfolio Details | Docklands

Type: Commercial	ATOM Codes: Yes
Charge Type: Monthly	Minimum Term: 40 months
Property Manager: CBRE	Total 2024 Expires: 29
Created By: Susan Sanders	Last Edited: 11/12/2023

Occupier Overall Sustainability Scorecard

Tenant	Score	Expiry
Google	92	Sep 2026
IBM	79	Apr 2028
Square	85	Sep 2028
AU Tech	81	March 2022
BCG	68	May 2026

[See All Scores](#)

2024 Emissions Reduction Report: Inputs, Outcomes, and Plans

[Send to tenant or tenant group](#)

SUSTAINABILITY SURVEY RESULTS

Completion Rate: 78.5% [Actionable Suggestions](#)

[Send 2024 Emissions Reduction Survey to 4 net new tenants in Docklands Submarket](#)

[Yes, Create new task with CBRE FM group](#)

Occupier Recognition and Rewards Program

Top Reuse Exchange Participant (Portfolio-level)	ATOM Codes: Yes
BCG	
2024 Waste Reduction Percentage (Building Avg) (Carbon)	Total Occupier Opt-in for Waste Data Collection: 29
12.7%	
Sustainability Programming (Total Event Count / Quarter)	Leading Attendees: BCG
7	

Sustainability Survey Results: Enterprise Demographics

ESG Initiatives Communication Tracker

Email Marketing (Klayvis) Campaign

Open Rate: 22.3%
Click-Through Rate: 10.2%
Unsubscribe Rate: 4.1%

Sustainability Program Sign-Ups (YoY)

2022 (121 total sign ups)
2023 (157 total sign ups)
2024 (168 total sign ups)

Sustainability Program Sign-Ups (Type)

Emissions Reporting Workshops (15)
Renewable Education (18)
Waste Reduction (18)

EARLY MODELS

A re-imagined office tower using Ility to create the digital platform functionality and user experience components of the building and space:

