The Future of Sustainability: 'Regeneration' in the building environment and Facility Management

In the building environment -CRE- and Facility Management -FM-, **sustainability** will continue to be one of the main trends in 2024. In this aspect, a new transformative movement called **'regeneration'** is emerging, evolving beyond familiar terms such as sustainability, ESG, and the Sustainable Development Goals (SDG).

What exactly does 'regeneration' mean?

The main idea behind 'regeneration' is that **continuous and unlimited economic growth**, along with increasing world population, on a planet with finite resources, **is biologically and physically impossible**. How can we achieve constant economic development without depleting our resources and without endangering the delicate ecosystem balances? If we accept that “sustainable development” implies constant economic growth per capita - as stated in SDG number 8, “decent work and economic growth” - and maintenance of environmental sustainability, we conclude that the concept itself It's contradictory.

'Regeneration' goes beyond the 'Net Zero' target in terms of environmental impact. It is a holistic and future-oriented approach that seeks to overcome conventional sustainability and establish a solid framework **to generate positive impact**. It is about creating a new paradigm of prosperity based on regenerative principles, where products, services and organizations generate more value than they consume.

'Regeneration' in the building environment

In the context of construction and FM management, 'regeneration' can be applied in three main areas:

- **Environmental impact**: 'Regeneration' can contribute to reduce the environmental footprint in the building environment, addressing carbon emissions and promoting sustainable practices, renewable energy, efficient use of resources and circular economy. It can also involve restoring and improving natural ecosystems, such as urban green areas and water management, to increase climate resilience and ecological sustainability.

  The building environment is responsible for almost 40% of global energy-related carbon emissions and accounts for 28% of global emissions.

- **Social well-being**: The building environment profoundly influences the quality of life of communities, access to services, accessibility and social cohesion. For example, incorporating people in situations of social vulnerability in Facility Management operations can promote equal opportunities, equity and diversity.

- **Economic prosperity and innovation**: The building and construction environment is an important driver of economic growth and employment – approximately 13% of global GDP. 'Regeneration' can drive innovation in design, construction and operations, creating new business opportunities and stimulating long-term economic development. It can also generate resilient, high-performing assets that attract investors, tenants and buyers, increasing competitiveness in the market.

Creation of Regenerative Value

In short, 'regeneration' is a transformative approach that seeks **a balance between economic success and positive impact on society and the environment**. More and more organizations and institutions recognize that we are approaching a turning point in the economy that requires a fundamental shift from shareholder primacy to a new stage where all stakeholders benefit equitably - stakeholder economy. For prosperity to occur for all, organizations and people need healthy economies, societies and ecosystems.

Customer Sustainability Services

We work alongside our clients on their sustainability goals and commitment to transition to net zero through innovation, technology and our collaboration model with our supply chain.

We are **leaders in technological developments in sustainability**, providing our Clients with **a real-time dashboard with more than 100 ESG metrics in the FM field**, aiming to help organizations progress in their sustainability performance, improving their environmental results and their energy efficiency, and supporting them on their path to net zero as well as generating a positive social impact.

Through our data collection and techological analysis, we are the first FM company to provide our clients with **the first metrics of the impact of our activity related to Scope-3 emissions**.

The built environment, and especially FMs, have the potential to make a real difference in creating a more sustainable future and in the battle against climate change. At Optima we have developed the whitepaper "**Action plan for Net Zero in buildings**" in which we have established five key principles, with the aim of setting out a clear roadmap to achieve **NetZero in buildings** and to help the ecosystem of actors in the building sector to achieve the decarbonization of building assets.

At **Optima** we see sustainability as a challenge, but at the same time as a great opportunity to provide new value. We believe the path to becoming a regenerative leader begins with leading yourself. And we are excited to begin this exciting adventure on a journey of continuous discovery.