



# News

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## **Sprint, CB Richard Ellis, Jones Lang LaSalle and the GSA among CoreNet Global Award Finalists**

*Workplace Design, Database Innovation lauded in Global Innovator's Award field*

**ATLANTA – 11 July 2007** — CoreNet Global, the world's leading professional association for corporate real estate (CRE) and workplace executives, today announced the selection of 10 finalists for the prestigious **H. Bruce Russell Global Innovator's Award**. Now in its 8<sup>th</sup> year, the award recognizes the industry's top practitioners among the some of the world's most respected companies.

The list of recent and past winners reads like a Global 1000 'Who's Who:' Capital One; the Royal Bank of Scotland; Toyota; McKesson Corp.; CIGNA; Sun Microsystems; Bank of America; Cisco Systems; BP International; The Hartford; Johnson Controls; Sprint and Ford Motor Land.

Ten finalists culled from a field of more than 30 nominations will present their innovations before a panel of senior corporate real estate professionals and leading academics at Harvard University, 1 - 2 August 2007. CoreNet Global will announce the winners at the CoreNet Global Global Summit in Atlanta, 28 – 31 October 2007.

With so many drivers defining corporate real estate and workplace practices, the award spotlights "innovation at the intersection," as CoreNet Global Special Projects Manager **Richard Kadzis, CAE**, describes it. "The award finalists reflect a rich array of new thinking and leadership in real estate, but also in broader ways like asset and risk management, outsourcing, mergers and acquisitions, sustainability and energy savings, technology-driven workplaces, change management, supporting the decisions of the C-Suite and business units, and so much more."

Winners are multi-dimensional, as supporters of the award observe. “Innovation is the most important tool that companies have to gain a competitive edge,” comments award co-sponsor **Joseph Brancato**, VP and Managing Principal for **Gensler**, a world-leading architectural and design firm. “Innovation is about creating value,” adds cosponsor **Greg Schementi**, Senior VP for **UGL Equis**, an industry leader in corporate services. “Creating partnerships is a key element of our innovation agenda,” concludes cosponsor **Hans Gant**, Senior VP of Economic Development for the **Metro Atlanta Chamber of Commerce**.

CoreNet Global’s 2007 Global Innovator’s Award finalists as listed in alphabetical order by category are:

**CATEGORY 1:  
Innovations in Corporate Real Estate and Workplace Management  
Including Government Agencies**

**City of Melbourne, Australia – Council House 2**

The city of Melbourne’s challenge was to create a landmark building that applies best practice principles of environmentally sustainable design. Council House 2 (CH2) is a visionary new building with the potential to change forever the way Australia approaches ecologically sustainable design. It is innovative from both a technical perspective and a workplace perspective. It was the first building to receive the six star (world leader status) design rating from the Green Building Council of Australia under the Green Star rating system for environmental performance of commercial properties.

**Fidelity Corporate Real Estate – Long Term Portfolio Location Strategy**

Fidelity Real Estate Company (FREC), the corporate real estate division of Fidelity, recognized that demographic trends in the Northeast and the US as a whole would impact the size and location of the skilled labor force. This made it critical for the development of a long-term portfolio location strategy based on workforce planning principles. This innovation uses demographics to develop location strategy as well as a workforce based approach in growing the portfolio. By proactively and deliberately engaging HR as a partner, this new strategy ensures that the long-term location strategy is developed based on the breadth and depth of labor markets.

**Sprint – The Mosaic Program**

The Mosaic Program is a methodology for developing optimal real estate solutions by simultaneously creating strategy at three different stages: 1) space, 2) portfolio and 3) market. Mosaic leverages the real estate organization’s “balcony view” of the enterprise by optimizing and leveraging between all asset classes (retail, office, call center, etc.) and all business strategies. Made up of many separate pieces that create a unified whole, Mosaic extends the capabilities of traditional analytics by making spatial analytics the cornerstone of its technological capabilities.

**TVA Megasites Program**

The Tennessee Valley Authority's Megasites Program is a catalog of certified Megasites – large properties ready for heavy industrial development – in the seven-state TVA service area. The program is designed to make it easier for automotive manufacturers or other large industries to quickly find an optimal location for a new plant. During three rounds of site reviews from 2004 through 2007, nine sites met the exacting requirements for the program, and by April 2007, two Megasites had already been sold. The size of these projects and their local and regional impact demonstrate the Megasites Program's capacity to alter the economic landscape of the Tennessee Valley.

## **Category 2: Innovations by Service Providers**

### **CB Richard Ellis - Optimizing CRE through Workforce Longevity Analysis**

CBRE's Labor Analytics Group developed a risk evolution tool, The Workforce Longevity Model can identify which of its client's operations may be in markets that would maximize their success, and which may be at risk today, or in the near future. It analyzes several competitive, market, and client factors in order to determine the longevity of each labor market. It is an analytical tool built to assist clients in estimating the likely durability of a labor market based on specific operational parameters.

### **DIRTT Agile Architectural Solutions - ICEberg**

Since the inception of modular walls, a war has raged between general contractors and manufacturers of wall systems over the true cost per lineal foot of wall. ICEberg is a massive database, designed to compare every foot of material and hour of labor costs over 1000 jurisdictions across North America. The database takes the end-user's exact design and puts every wall, door and condition through an apples-to-apples comparison. It calculates the price and possible tax implications of the two methods of construction on the same project.

### **Jones Lang LaSalle – Multi-Project Accountant**

The Multi-Project Accountant was developed to meet the growing accounting needs of Jones Lang LaSalle clients with a high volume of facility and project work. It is an internet-based application that serves as a centralized resource for project financials on multi-site real estate programs. The system allows all users to have direct access to accurate financial information and unites all service providers across a standard chart of accounts.

## **Category 3: Collaboration between Service Providers and Corporate/Government Clients, or Economic Developers and Corporate/Government Clients**

### **DTZ – Metropolitan Police Services “Intelligent FM Service” Model**

The Metropolitan Police Service (MPS) is the UK's largest emergency service organization, creating one of the most challenging environments within which to run an effective Facilities Management (FM) operation. In 2005 it became apparent that a new FM model was needed. DTZ worked with MPS to transform its FM operations, designing and implementing a new

model that is truly innovative through the alignment of FM services with core business strategic and operational priorities.

### **GSA National 3D-4D-BIM Program**

In 2003, the GSA Public Buildings Service established the National 3D-4D-BIM Program to address the challenges of: errors and omissions; as-built documentation; tenant phasing; space measurement; and energy performance. It promotes value-adding digital visualization, simulation, and optimization techniques to improve building design and construction quality, efficiency, and customer satisfaction at all stages of project planning, delivery, and lifecycle. The program has proactively and successfully improved the delivery of capital projects. Through its use, GSA has been able to reduce costs while improving quality, accuracy and efficiency on GSA projects.

### **US General Services Administration – Workplace Matters**

GSA created an environment that encouraged competing consulting firms to share their techniques, tools, ideas and critical acumen with each other. None of the firms had ever participated in this novel arrangement to share their intellectual property. GSA's role was one of protector of intellectual property, and set the context for generating collective intelligence. Each of the firms, over time, has recognized the value of collaboration is a two way street: they learn as much, if not more, than they share. As the consultant group has become more comfortable in this new relationship, they have jointly created several new tools and methods that can be used by all.

### **About CoreNet Global**

CoreNet Global members manage US \$1.2 trillion in worldwide corporate real estate and workplace assets consisting of owned and leased office, industrial and other space. With 7,000 members representing large corporations around the world, CoreNet Global ([www.corenetglobal.org](http://www.corenetglobal.org)) operates in five global regions: Asia, Australia, Europe, Latin America and North America.

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