



# What is EnviroDevelopment?

**EnviroDevelopment is a national rating tool which provides independent verification of a project's sustainability performance.**

EnviroDevelopment recognises those projects that achieve exceptional sustainability outcomes and provides a point of difference in a highly competitive market. EnviroDevelopment is a powerful selling tool that can be used to clearly articulate reduced costs of living and operating expenses.

The EnviroDevelopment program is underpinned by the EnviroDevelopment National Technical Standards which sets out the criteria for assessment and supporting documentation requirements. The certification process is rigorous and designed to assess project initiatives across six areas – ecosystems, waste, energy, materials, water and community.

EnviroDevelopment is an initiative of the Urban Development Institute of Australia (Queensland) and was established to drive the delivery of more sustainable communities and spaces.

## The Technical Standards

This document sets out the criteria used to assess projects when determining whether a project has achieved the necessary requirements to be recognised as an EnviroDevelopment. The technical standards are reviewed every two to three years to ensure that the criteria remain relevant and continue to

drive the delivery of sustainable communities and spaces. The technical standards revision process is thorough, involving over 150 experts Australia-wide including developers, architects, engineers, planners, urban designers, landscape architects, economists, environmental scientists, ecologists, product suppliers, sustainability consultants and other industry bodies.

The standards are designed to be flexible, pragmatic and encourage innovation.

## The EnviroDevelopment Brand

Once certified, an EnviroDevelopment project gains access to the EnviroDevelopment logo suite. A certified project displays the icons in the 'leaves' relevant to its certification.

The EnviroDevelopment marketing logo is used by the UDIA for marketing and promoting the EnviroDevelopment program. This logo is not for use by any external party (including certified projects) unless agreed to by the UDIA (Qld).

Research commissioned by EnviroDevelopment has shown that certified projects which integrate the EnviroDevelopment brand within the project's communication strategy, are the most successful in creating awareness about the project's sustainability features and the positive impacts on end users<sup>1</sup>. Following certification, project teams receive a Marketing and Branding Guide and ongoing marketing support to optimise the value of EnviroDevelopment certification.

1 - UDIA (Qld), 2006-2013.



Images: Green Square (BHC), certified 2012.

# Why EnviroDevelopment?



## Attract a premium for your project

Focus group research conducted by Resolution Research, found that 88.6% of participants would be willing to pay \$10,000-\$15,000 more to buy into an EnviroDevelopment<sup>2</sup>. One of the most appealing aspects of EnviroDevelopment certification is the potential to reduce operating costs. Achieving EnviroDevelopment certification in the areas of water and energy, has the potential to significantly lower operating costs for the end user, depending on behavioural patterns. This lower lifecycle cost has a positive effect of increasing value.



## Satisfy consumer and tenant demand

The EnviroDevelopment National Technical Standards set the criteria for projects to demonstrate sustainable development and have been informed by specially convened expert groups, research findings and, importantly, through primary research conducted on behalf of EnviroDevelopment. The Standards incorporate best practice sustainability initiatives and those considered worthwhile and valuable to end users.



## Attract third party verification

EnviroDevelopment offers third party verification of a project's sustainability credentials. Achieving certification is a means of providing credibility, using an independent rating tool, to support green initiatives. It allows reporting to key stakeholders on the delivery of sustainability-related policies and positions the project as an exemplary one in the marketplace.



## Have access to an effective communication tool

EnviroDevelopment's value as a communication tool is strengthened by an expanding range of consumer-based collateral including a *Consumer's Guide to EnviroDevelopment* and a *Sustainability Guide to Building and Renovating*. EnviroDevelopment provides a mechanism to package each of the sustainability initiatives within a project into an easily communicated brand. This assists in generating awareness and providing clarity to end users.



## Measure your project's performance

The EnviroDevelopment process enables a project team to measure the performance of a project against a set of holistic outcomes which are designed to encourage innovation. EnviroDevelopment is being used widely by developers across various portfolios as a means of assessing each project at the design phase. EnviroDevelopment certification is an effective quality assurance mechanism in assessing consistency in sustainability performance.

2 - Resolution Research, 2010.



# The Elements of EnviroDevelopment

EnviroDevelopment is separated into six key elements: ecosystems, waste, energy, materials, water and community.



## ECOSYSTEMS

### Target:

Projects that protect and enhance native ecosystems and ecological function, and rehabilitate degraded sites.

### Key Principles:

- Encourage resilient natural ecological communities and protect natural connectivity.
- Facilitate protection and rehabilitation of riparian vegetation and wetlands.
- Encourage protection (during and after construction) of existing habitats for native animals or the rehabilitation of habitats where they are no longer in existence or in a healthy state.
- Avoid water pollution and degradation of water quality in waterways and natural systems and remediate any water quality problems occurring on-site or in neighbouring areas.



## WASTE

### Target:

Projects which have implemented waste management procedures and practices to reduce the amount of waste to landfill and facilitate recycling.

### Key Principles:

- Encourage recycling of construction and demolition materials and reduce waste to landfill.
- Minimise on-site pollution during the construction phase.
- Promote the re-use of existing structures and materials.
- Promote occupancy awareness and access to recycling facilities.



## ENERGY

### Target:

Projects that implement measures to optimise energy reduction across the project beyond current regulatory requirements.

### Key Principles:

- Incorporate climate responsive design.
- Encourage use of alternative energy sources.
- Encourage the use of energy efficient appliances, lighting and HVAC systems.
- Promote use and implementation of demand and behavioural management devices and programs.



## MATERIALS

### Target:

Projects that utilise environmentally responsible materials and construction methods to lower environmental impacts of material usage.

### Key Principles:

- Incorporate use of civil work and landscaping materials from environmentally responsible sources.
- Incorporate use of built form materials from environmentally responsible sources.
- Improve indoor air quality through the choice of materials and finishes.

# The Elements of EnviroDevelopment (cont.)



## WATER

### Target:

Projects which implement measures which reduce potable water use across the project beyond current regulatory measures.

### Key Principles:

- Reduce potable water usage within dwellings or tenanted space.
- Promote the use of alternative water sources, water efficient appliances, fixtures and fittings and water efficient landscaping in private outdoor spaces.
- Encourage alternative water sources or the use of drought tolerant species to meet irrigation demand for common areas of the project.



## COMMUNITY

### Target:

Projects that encourage healthy and active lifestyles, community spirit, local facilities, alternative transport modes and accessible and flexible design that welcomes a diversity of people and adapts to their changing needs.

### Key Principles:

- Understand, engage and consider the wishes of the surrounding community and traditional owners.
- Encourage community cohesiveness and interactions through the provision of facilities, ongoing support of community social capital and development layout.
- Promote use of public transport, active transport options and healthy and active lifestyles.
- Provide access to local employment, education and services to reduce the need for regular travel beyond the local area.



Image top: Quadrant Apartments (BHC), certified 2012.

Image bottom: North Shore (Stockland), certified 2012.



# The Process

Our certification process has been developed and is routinely refined to ensure that each project's journey through the certification process is smooth, efficient and connected.

1

## Expression of Interest

- Meeting to discuss EnviroDevelopment and its applicability to the project.
- Access to EnviroDevelopment National Technical Standards.
- Overview of resources available to assist in preparation of submission.
- Copy of Application Spreadsheet and Fee Schedule.

2

## Project Registration

- *Registration fee payable.*
- Site specific workshop with developer and/or project team on the application of EnviroDevelopment and how the standards apply to the project.
- Anticipate scheduling for EnviroDevelopment Board of Management review.
- Access to EnviroDevelopment knowledge bank of sustainability initiatives.

3

## Application Submission

- Respond to any requests for further information following submission.
- Draft comments provided to applicant, with opportunity to respond / clarify prior to Board review.
- Commence early discussions on media release and announcement event.
- *Certification fee payable.*

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## Board Review

- Respond to any requests for further clarification (if required).
- Site visit arranged.

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## Certification Decision

- Licensing document, logos and statutory declaration provided for signing.
- Announcement event / media announcement coordinated.
- Framed EnviroDevelopment certificate provided.
- Project added to the list of EnviroDevelopment certified projects on the website.
- Supplied with EnviroDevelopment marketing material.

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## Ongoing Certification (Annual)

- Project specific support to build the project's EnviroDevelopment branding strategy and ongoing media coordination.
- Annual recertification process undertaken.
- *Recertification fee payable.*

Background Image: Highland Reserve at Jane Brook (Mirvac), certified 2012.