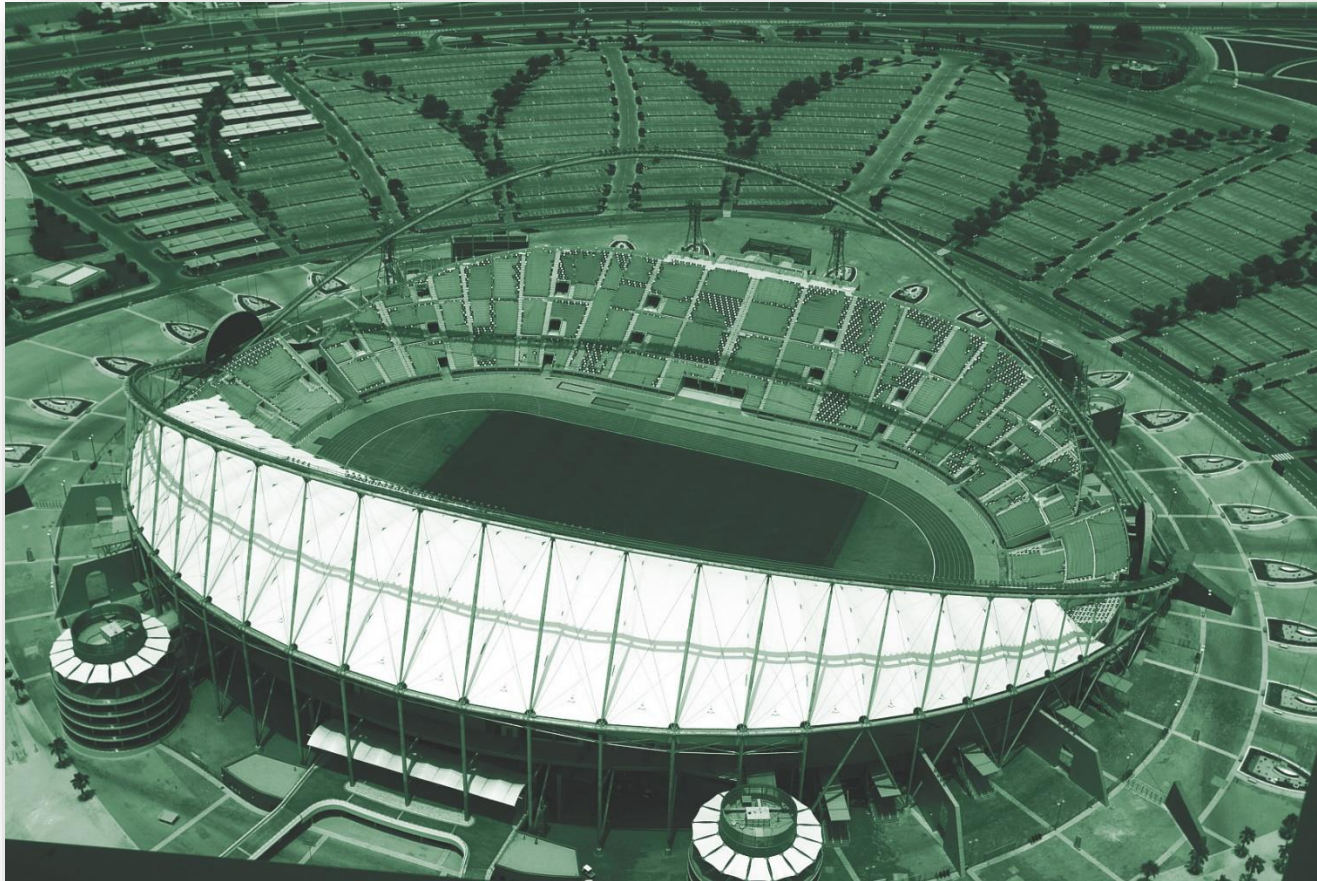


Green Stadiums:
Buzzword or overarching strategy?



Green Stadiums:

Buzzword or overarching strategy?

Mosanada UGL – Beyond Green

- FM company, operating in Qatar since 2007
- JV between AKI, QOC & UGL
- UGL established in Australia in 1960s, listed on ASX in 1994
- 50 000 people worldwide, 350 in Qatar
- Beyond Green operating within UGL since 2007. 45 people in Australia, 2 in Qatar



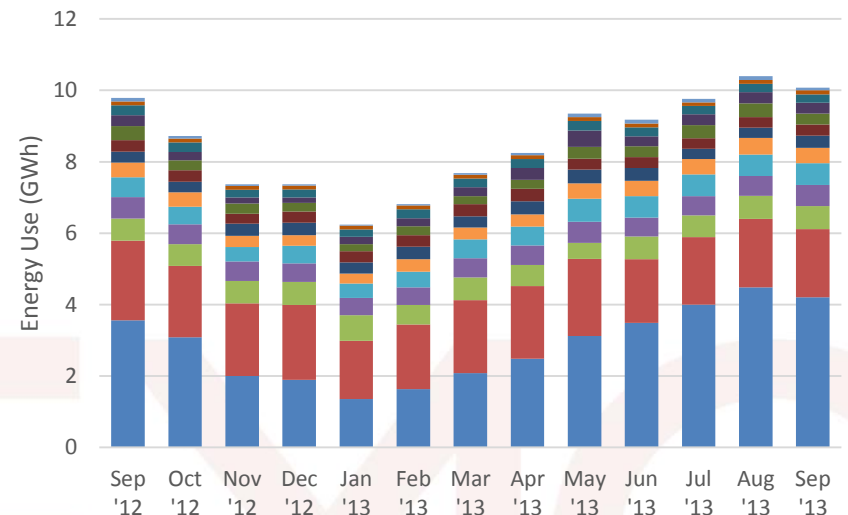
Green Stadiums:

Buzzword or overarching strategy?

FM & Sustainability

- Sustainability performance is a function of the way we operate and manage our built environment
- Aspire Zone – Measuring for over 6 years
- Sustainability now incorporated into our day to day operations

Facility Energy use at Aspire Zone



Green Stadiums:

Buzzword or overarching strategy?



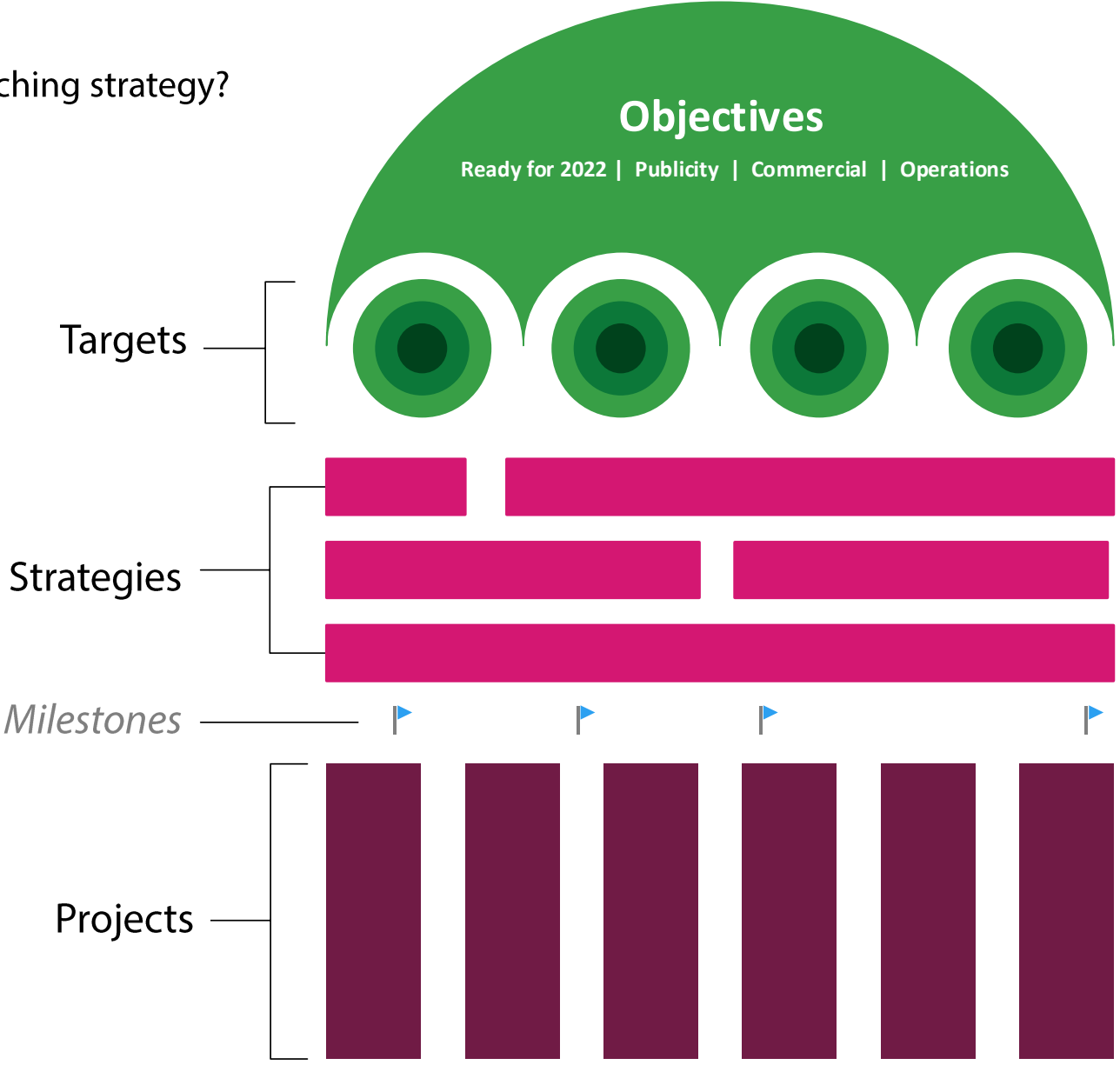
Sustainability is important to Aspire Logistics

- Supports the Vision and Mission
- Contributes positively to the user experience
- Positions the Aspire Zone as a Market Leader
- Demonstrates commitment to 2020 WC and 2030 Vision



Green Stadiums:
Buzzword or overarching strategy?

Master Plan



Green Stadiums:

Buzzword or overarching strategy?

Project Tips

- High level strategy resourced by allocated budget
- Strategically design projects to achieve specific targets
- Decisions based on modelling
- Partners have 'skin in the game' and demonstrate results were achieved
- Incorporate sustainability into **existing** business processes



Green Stadiums:

Buzzword or overarching strategy?

Key Concepts

- Green Stadiums in Qatar – Not a buzzword
- Strategy starts with key objectives and SMART targets
- Incorporate sustainability into key business processes
- Needs high level endorsement – their expectations should be communicated to relevant staff
- Keep consultants and contractors accountable

