

Embracing ESG: Unleashing Sustainable Opportunities in Today's Built Environment



MAR Facilities Management
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Executive Summary:

In today's rapidly evolving business landscape, Environmental, Social, and Governance (ESG) factors have emerged as crucial pillars of success and long-term growth. This white paper serves as a comprehensive guide for MAR Facilities Management to understand why ESG credentials matter in both soft and hard FM services in the built environment. By leveraging these credentials, MAR can enhance its existing loyal customer base and attract new potential customers in a sustainable future.

01. Introduction:

The built environment plays a pivotal role in promoting sustainable practices and reducing environmental impact. As an FM service provider, MAR Facilities Management recognises the urgent need to prioritise ESG considerations. By proactively embracing ESG principles, MAR can position itself as a trusted partner dedicated to driving sustainability initiatives and social responsibility.

2. Why ESG Matters in Soft FM Services:

Soft FM services encompass a wide range of non-technical facility management activities, including cleaning, waste management, security, washroom, janitorial product, pest control, window cleaning and more. Implementing ESG practices in these areas translates to lower emissions, reduced waste generation, and enhanced employee well-being. MAR can demonstrate its commitment by integrating green cleaning practices, promoting waste reduction strategies, sourcing ethically produced and locally sourced goods and products for our services, and ensuring the safety and welfare of its workforce.

3. Why ESG Matters in Hard FM Services:

Hard FM services involve the management of technical aspects in facilities, including HVAC systems,

electrical infrastructure, plumbing, and fire protection. With ESG as a guiding principle, MAR can proactively work with the design and maintain energy-efficient buildings, implement renewable energy sources, and incorporate circular economy principles by utilising sustainable materials. By offering innovative solutions that reduce carbon footprint and improve operational efficiency, MAR can provide both financial and environmental benefits to clients.

4. Supporting Existing Loyal Customers:

MAR's existing loyal customer base expects and values sustainability efforts, and embedding ESG credentials can reinforce their trust. By partnering with MAR, clients can showcase their commitment to sustainability in its accreditation processes, fulfilling regulatory requirements, and meeting stakeholder expectations. Utilise case studies to demonstrate how MAR's ESG initiatives have minimised operational costs, added social value, enhanced productivity, and improved resource management in similar environments.

5. Attracting New Potential Customers:

As global sustainability concerns gain momentum and sits front and centre at C-Suite discussions, potential customers are seeking partners who actively



address ESG considerations. By publicly articulating its ESG commitments and highlighting successful sustainability initiatives, MAR can differentiate itself from competitors and expand its customer base. Prioritise transparency in reporting by adopting recognised ESG frameworks, such as Global reporting initiative (GRI) or Sustainability Accounting Standards Board (SASB), through our sustainability advisors -Verco to provide credibility and comparability.

6. Collaboration with Stakeholders:

To enhance ESG credentials, collaboration with stakeholders, especially suppliers and clients, is crucial. Encourage suppliers to adhere to environmental and ethical standards, foster relationships with sustainable product/service providers, and engage clients in sustainability dialogues to align goals and promote system-level transformation. Furthermore, fostering partnerships with academia and research institutions can stimulate further innovation and position MAR as a sustainability thought leader.

7. Conclusion:

Embracing ESG principles in soft and hard FM services positions MAR Facilities Management as a leader in sustainability within the built environment. By incorporating sustainable practices, MAR can reinvent its service offerings, enhance customer satisfaction, attract new clients, and contribute to a greener future. Actively pursuing ESG credentials signifies a commitment to responsible business practices, ensuring long-term success in a rapidly evolving economic and environmental landscape.

We must all remember, improving ESG performance is an ongoing journey that requires continuous monitoring, assessment, and improvement. By aligning itself with ESG principles, MAR Facilities Management is forging a path towards a sustainable future while establishing itself as a trusted partner of choice in the FM industry.



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