



# SERBIA GREEN BUILDING EXPO

SAJAM I KONFERENCIJA — EXHIBITION AND CONFERENCE

# BEOGRAD

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Džon Pajk • John Pike

Secretary General of ISA

## The Case For Sustainability: regulatory, economic and social reasons

Dan 2 • Day 2 / 24. februar • February 24<sup>th</sup>  
Belexpocentar, Novi Beograd

### Okviri održivosti: zakonska regulativa, ekonomija i društvo

- **Zakoni** – Šta Srbija može da očekuje od ulaska u EU u smislu zakona za zaštitu životne sredine, sada i u budućnosti?
- **Ekonomija** – Investitori sve češće prepoznaju održivost kao ključni faktor u svom odlučivanju. Da li bi Srbija trebalo da prati trenutnu regulativu EU kako bi privukla strane investicije? Postoji li ekonomska vrednost održivosti?
- **Okviri za uključivanje održivosti nekretnina u izveštaje** korporativne i društvene odgovornosti kako biste unapredili kredibilitet svoje kompanije.
- **Merenje** – Ne možete upravljati onim što je nepoznato. Kako postavljanje kriterijuma

### O Džonu Pajku

Džon je Ovlašćeni procenitelj (Chartered Surveyor) i generalni sekretar Međunarodne alijanse za održivost – ISA, grupe vodećih evropskih kompanija na tržištu nekretnina posvećene smanjenju uticaja nekretnina u sopstvenom vlasništvu na životnu sredinu putem merenja, postavljanja kriterijuma i vođenja istraživanja.

Suosnivač je i direktor firme CRe Associates koja nudi strateško savetovanje u oblasti nekretnina za korporacije i javni sektor sa fokusom na izgradnju portfolija, strategije poslovnog prostora i programa racionalizacije u cilju podizanja svesti o značaju zaštite životne sredine.

ISA – International Sustainability Alliance  
[www.internationalsustainabilityalliance.org](http://www.internationalsustainabilityalliance.org)  
[www.irppropertyconsulting.co.uk](http://www.irppropertyconsulting.co.uk)

### PAKETI / PACKAGES

Zlatni  
Golden



Plavi  
Blue



### Presentation abstract:

- **The regulatory case** - With impending accession to the EU what can Serbia expect in terms of environmental legislation now and in the future?
- **The economic case** - Increasingly investors identify sustainability as a key factor in their decision making. Should Serbia be reflecting current EU practice in order to attract inward investment? Is there value in sustainability?
- **The case for including buildings sustainability** in Corporate and Social Responsibility reporting to enhance your companies credentials and improve the bottom line.
- **Measurement** - What you don't know you cannot manage. How benchmarking can drive a sustainable performance.

### About John Pike

John Pike is a Chartered Surveyor. He is Secretary General of the International Sustainability Alliance, a group of leading European corporate occupiers and property investors dedicated to reducing the environmental impact of their property portfolios through measurement, benchmarking and research. He is co-founder and director of CRe Associates who offer strategic property advice to the corporate and public sectors.

The focus is on environmentally aware portfolio level reviews, workplace strategies and cost efficient rationalisation programmes. He is a director of Wokingham Enterprises Ltd formed to provide private sector experience to the Borough Council as it seeks to regenerate its town centres. He founded the 40 Percent Symposium, an annual conference on the value of managing sustainability in commercial property. He was previously Property Director of British Telecommunications Plc and in 2001 played a central role in the sale of BT's property portfolio for £2.38bn to Land Securities and the William Pears Group. After joining Network Rail as Property Director in 2003 he initiated multi million pound plans to redevelop in partnership many of Network Rail's major stations including London Victoria, Euston Station, Cannon Street, London and Manchester Victoria. He was appointed Head of Group Property of HBOS plc in October 2006 and following the takeover of HBOS BOSHOS by Lloyds Banking Group in 2008, he was appointed Group Property Director until 2009. He is a past Board Member of a National Health Service Community Health provider. He is a past Director of the BRE Trust and a past Chairman of the CBI Property Group. John speaks regularly in Europe on sustainability as it affects property.

**ISA**  
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