

seam

make real estate a force for good.

# the problem

- real estate projects have **limited outcomes** considering the existing and potential social impacts possible
- companies desire to **quantify their Corporate Social Responsibility and ESG activities** and can use real estate as a viable resource
- there is no framework to measure **social sustainability beyond LEED and WELL**



# the solution

the world's first **social equity** certification for CRE projects

SEAM Certification™ is a third-party verification certifying social sustainability based on internationally recognized and accepted standards





# how SEAM™ works

- SEAM certification uses a similar scorecard as LEED and WELL, based on established and emerging global standards, so companies can use SEAM Certification as part of their overall corporate social responsibility (CSR) or ESG strategy
- a SEAM AP (accredited professional) leads the process for Silver, Gold, + Platinum

# SEAM™ scorecard




**SOCIAL RESPONSIBILITY**

Progressive practices around education, community service and corporate giving as aligned to GRI and ISO26000.



**SOCIAL IMPACT**

Social Impact Analysis covering multiple phases to diagnose, analyze, and remedy impact pathways as aligned to the IAIA.



**SOCIAL ACCOUNTABILITY**

The protection of human rights through prevention of modern slavery and promotion of diversity, inclusion & social equity as aligned to SA8000 & ILO.



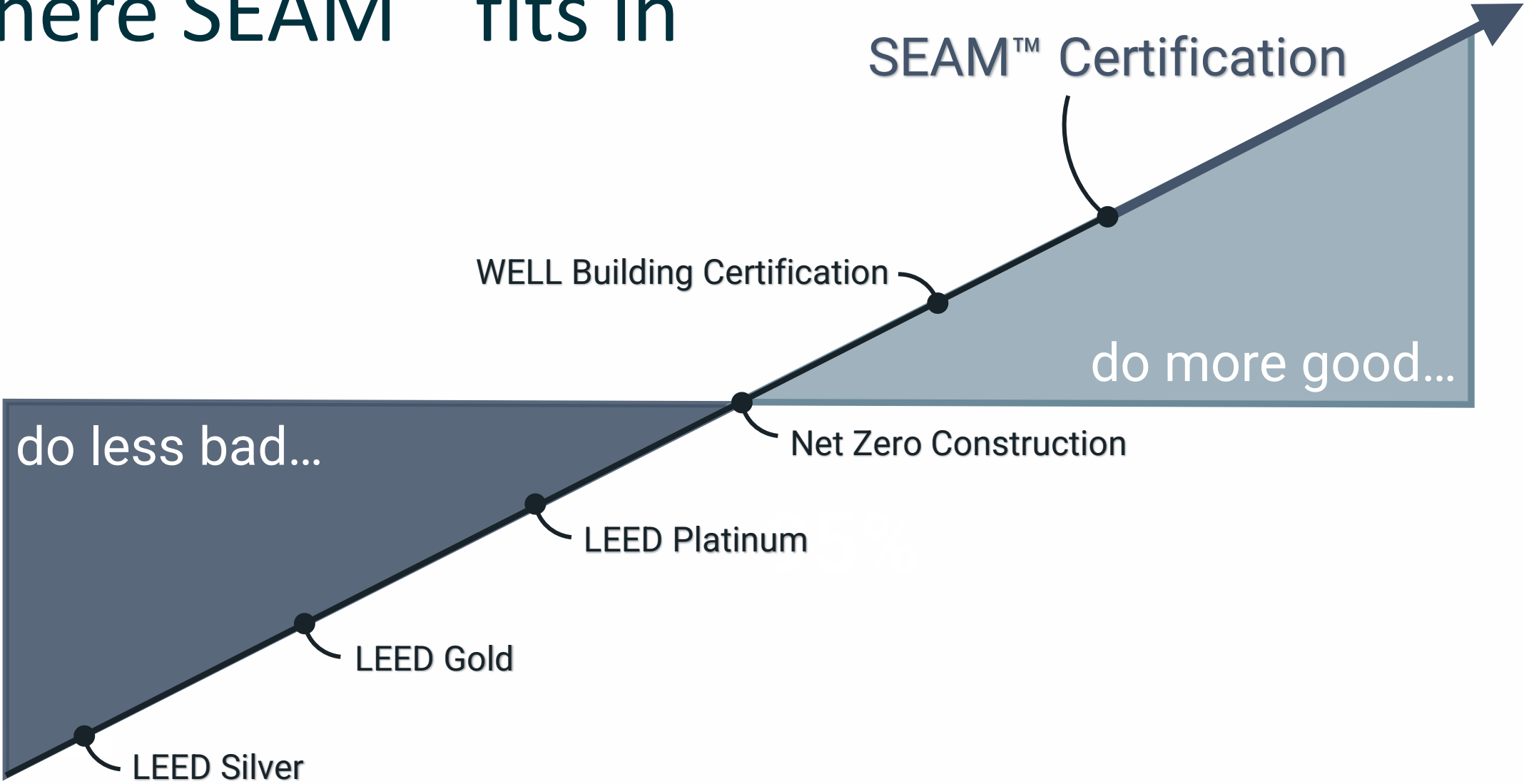
**SOCIAL JUSTICE**

Near-term and longer-term social justice programs that achieve high impact outcomes in the community as aligned to WEF emerging standards.

# SEAM Certification™ levels




# where SEAM™ fits in



# why SEAM?

- **Sustainability Premium:** Investors are willing to pay a premium for investments in companies with better ESG (Environmental, Social, and Governance) scores.
- **Impact on Market Performance:** Companies that have adopted ESG best practices tend to perform better in the market.
- **Increased Value through Social Sustainability:** Social sustainability can contribute to increased value in the real estate sector.



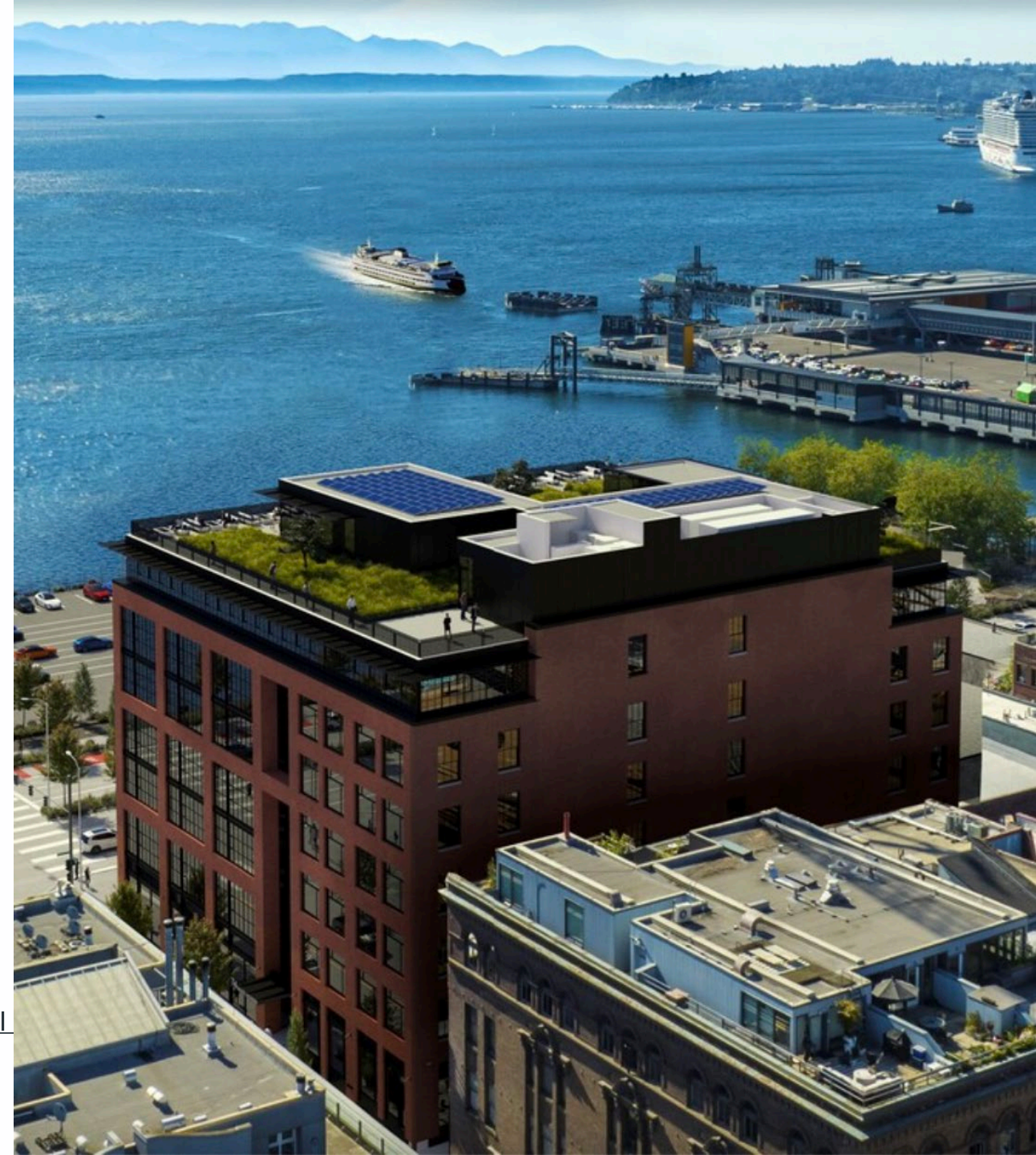
Pricing ESG Equity Ratings and Underlying Data in Listed Real Estate Securities, Sustainability, Feb 2021, by Dirk Brounen, Gianluca Marcato, and Hans Op 't Veld



# Case Study

- **Overview:** 145K sf Seattle office building
- **Positive impacts :** increased diversity in supply chain, local employment, and community safety; increased awareness, governance, and labor conditions in supply chain; stakeholder feedback incorporated into decision-making
- **Mitigated impacts:** human rights risks in supply chain; moving past CSR & Health + Wellness

Pricing ESG Equity Ratings and Underlying Data in Listed Real Estate  
Gianluca Marcato, and Hans Op 't Veld



# why now?

- The corporate role in society has never had such an important spotlight, **opportunity, and demand** for its active engagement.<sup>1</sup>
- Commercial Real Estate (CRE) continues to struggle with the 'S' in ESG and with Corporate Social Responsibility (CSR), yet CSR in America alone represents a **\$6.7 Trillion potential addressable market**.<sup>2</sup>

1. [We're Entering the Age of Corporate Social Justice](#), The Harvard Business Review. Zheng, Lily. June 15, 2020
2. CECP Giving in Numbers, 2021 Edition



## who we are

we are commercial real estate  
project management leaders  
motivated to push businesses to  
make a positive social impact  
through their real estate.

SEAM, Inc. is a purpose-driven, membership-based nonprofit organization that created the **SEAM Certification™** rating system and is responsible for maintaining it.

The logo for SEAM, Inc. features the word "seam" in a dark teal, lowercase, sans-serif font. The letters "a", "m", and "m" have horizontal lines underneath them, suggesting a stylized or architectural theme.



seam

thank you!



# SEAM™ scorecard – social responsibility

## social responsibility

### transformational governance

TGa1.1	education + awareness - project-level	req
TGa1.2	education + awareness - property-level	3
TGa1.3	education + awareness - community	3
TGa2.1	voluntary initiatives - project-level	3
TGa2.2	voluntary initiatives - property-level	3
TGa3.1	site-specific policy commitments - project-level	5
TGa3.2	site-specific policy commitments - property-level	5
TGa4.1	communication - project-level	2
TGa4.2	communication - property-level	2
TGa5.1	stakeholder identification - project-level	req
TGa5.2	stakeholder identification - property-level	2

### community involvement + development

Cl1.1	community involvement - social initiative partnership	10
Cl1.2	community involvement - social initiative event	10

### social investment

CDa1	social investment - increase capacities	14
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# SEAM™ scorecard – social impact

## social impact

### social impact assessment

IAa1.1	strategy - establish governance	2
IAa1.2	strategy - value chain analysis	2
IAa1.3	strategy - impact identification	3
IAa1.4	strategy - stakeholder analysis	2
IAa1.5	strategy - community profile	2
IAa1.6	strategy - design engagement protocol	4
IAa1.7	strategy - establish baseline	4
IAa2.1	action plan - inform stakeholders	3
IAa2.2	action plan - stakeholder engagement	5
IAa2.3	action plan - mitigation strategy + positive pursuits	4
IAa2.4	action plan - change management plan	4
IAa2.5	action plan - facilitate feedback	5
IAa2.6	action plan - social impact management plan	3
IAa3.1	monitoring + evaluation - social impact monitoring	4
IAa3.2	monitoring + evaluation - social impact evaluation	4

# SEAM™ scorecard – social justice

## social justice

### social equity + justice

SJa1.1	inclusive procurement - diversity + equity in vendors	10
SJa1.2	inclusive procurement - diversity + equity in leasing	10
SJa1.3	inclusive procurement - supplier DEI contractual clauses	9
SJa1.4	inclusive procurement - tier 2 diversity + equity	8
SJa1.5	inclusive procurement - social leasing	9
SJa2.1	equity + inclusion in the workplace - inclusive design	10
SJa2.2	equity + inclusion in the workplace - owner fair + respectful treatment of people	10
SJa2.3	equity + inclusion in the workplace - tier 1 fair + respectful treatment of people	9
SJa2.4	equity + inclusion in the workplace - owner gender wage gap	10
SJa2.5	equity + inclusion in the workplace - owner diversity wage gap	10
SJa3.1	equity + inclusion in the community - no involuntary displacement in acquisition	req
SJa3.2	equity + inclusion in the community - no community encroachment	6
SJa3.3	equity + inclusion in the community - promote local community employment	10
SJa3.4	equity + inclusion in the community - action plan to remediate negative impacts	7
SJa4.1	social justice community impact - program that achieves a specific social justice goal	10
SJa4.2	social justice community impact - social sustainability success factors	5

### social justice innovation

INa1	social justice industry innovation - CRE industry innovation	10
INa2	design for embodied injustice - project design feature	10

# SEAM™ scorecard – social accountability

## social accountability

### human rights

HRa1.1	ethical materials procurement - procurement governance	req
HRa1.2	ethical materials procurement - site level supply chain due diligence	12
HRa1.3	ethical materials procurement - supply chain human rights	12
HRa1.4	ethical materials procurement - remediate negative impacts	12
HRa2.1	ethical vendors procurement - project owner provides living wage	req
HRa2.2	ethical vendors procurement - project owner provides decent work	req
HRa2.3	ethical vendors procurement - suppliers provide living wage	10
HRa2.4	ethical vendors procurement - suppliers provide decent work	10
HRa2.5	ethical vendors procurement - tenants provide living wage	5
HRa2.6	ethical vendors procurement - tenants provide decent work	5
HRa2.7	ethical vendors procurement - remediate negative impacts	10
HRa3.1	human rights reporting + evaluation - project based communication	3
HRa3.2	human rights reporting + evaluation - grievance mechanism	3
HRa4.1	human rights education + awareness - human rights training for procurement	3
HRa4.2	human rights education + awareness - human rights training for industry	5

### health + safety

HSa1.1	health, safety, + wellness - health + wellness of occupants	12
HSa1.2	health, safety, + wellness - safeguard community health	10
HSa1.3	health, safety, + wellness - safe + healthy jobsites	req
HSa1.4	health, safety, + wellness - safe + secure occupiable spaces	req