**The Hidden Benefits of Going Green**

Thank you for the introduction. Thank you for the logistical details. My name is Will Teichman, I am senior director of strategic operations for Kimco Realty Corporation. I am calling in from Charlotte, North Carolina. Good afternoon to those of you on the East Coast and good morning to those of you in the central and western parts. I am glad to be here today to share with you about the journey of Kimco to it improve our environmental footprint and to provide tips for small business owners and retailers and how you can start down that path yourself.

I want to start by standing - - spending a couple of minutes to talk about Kimco and we will get into some more specifics on retailers in particular. Kimco Realty Corporation is a 50-year-old company. We are publicly traded real estate investment trust. We are one of the largest owners of open-air shopping centers. We have about 550 employees and we are headquartered in new Hyde Park, New York. When a sustainability program formalized since about 2011. I was hired by the company to start this program. Some in position to spend some time talking to about our sustainability journey and some things that we have learned along the way.

To give you a sense of our company's size and Brett - - Brett - - we own about 500 shopping centers spread across shopping centers across the US. That's about 84 million square feet of space. We leased to approximately 8000 individual talent - - tennis. We have some recognizable brands here on the right-hand side. We really deal with all manner , size, and shape and type of retailer. The vast majority of retailers are smaller in size. I think over 80 percent of our retailers occupy spaces smaller than 5000 square feet. Many of those are independent either what we would describe as independently owned, businesses or they could be franchises and other types of locations. You name it and we have those types of tenants in our portfolio . We enjoy working together with them to create a successful shopping center environment.

With that we will ask a couple of introductory poll questions. So I can better tailor my comments throughout the rest of the presentation. We will start with a question about you. The first question is what type of retail business do you operate? If you could pick one of the options on the slide on your screen. Once you select an option you can submit your response. Click the submit button and we will see results being tallied here live as we wait. Just take a moment and let us know what type of retail business you operate. We have about 150 people on the line. The numbers are climbing so I will wait a few more seconds and let all of you respond. It looks like a diverse range of folks represented on the line. We have quite a few folks who are not retailers which is great. If you are online and not a retailer not to worry. I think we will have plenty of relevant tidbits for you as we continue through the presentation. I will make sure I tailor this and broaden some comments to include all small businesses. On the retail front, we have a mix of folks on the line. Interestingly enough, as you look down the categories of folks on the phone we have a lot of restaurants and dry goods and service providers. This is similar to the breakdown of the types of tenants we have in the shopping center. We have a nicely represented cross-section of folks. Here are the results as of our tally a moment ago. We will jump into one more poll question now that you've figured out how to use this feature. Let us know what part of the country your business is located in and that will give us a better sense of where everyone is calling in from. We will wait a couple minutes and let the results tally. As expected, we have a nice , diverse range of groups from all across the country. It is nice to see representatives from all different regions. I myself am calling in from Charlotte. It is good to see the South represented well. I look forward to continuing on into the main part of the presentation. Thank you for taking time to answer these questions.

I want to start my prepared comments by talking about how Kimco has approached sustainability. I realized we have no shopping center developers on the phone. The reason I want to provide a little bit of an overview about what we do in our business, is because I think it serves as a helpful analysis as we talk about small businesses and what you can do to improve your environmental footprint. You may have heard me say environment, green, sustainability in the first couple moments of my remarks. The reason why I used those terms is because I consider many of those to be interchangeable. I think the title of the session is the hidden benefits of going green. In our business we consider green to be synonymous with sustainable. What does that mean? It means to we are looking to operate our business in an environmentally friendly manner while also balancing the need for the business to make money to be profitable. We see these things as not mutually exclusive concepts. In other words, being green and being sustainable, can be synonymous with being profitable. These two things can support each other. When we thought about sustainability in our business, we are focused on four different types of issues. What do we mean by green? Swimming energy and emissions. Things that are produced as a result of generating energy and power plants and burning fuel on site or in a vehicle. We are talking about water use. Using water for things like domestic plumbing , internal operations inside of a business , as well as outside of a building. So for things like irrigation and landscaping. We think about waste and we think about waste that is coming out of our operations and out of construction.

 Also what happens in terms of the disposition of the ways. Can we recycle it? Can we were use it? Can we avoid sending things to the landfill.

Finally we are thinking about building materials. Because we are a real estate company and we own and operate shopping centers, we are focused on the materials the buildings themselves are built out of and the sustainability of those. For example, when we use steel or wood inside a building to create structure, as that would coming from an environmentally preferable source? Is the metal in that building come - - coming from a recycled source? Those are issues we think about. As we have started to create a program to holistically address these issues,

 we have had laid out a specific approach we have taken. The four categories of work or focus that we have been focused on are on the bottom of this slide. The first thing we started with his measurement. There's an old

 statement that what gets measured gets managed and that's true in the realm of sustainability. If you don't have metrics and measurements to understand your impact in footprint, you will have a different cold - - difficult time to reduce that impact. Some of the first things we've done in our business have been trying to identify what are the metrics we want to track related to energy and waste?

 We know we spend money on some of these things. We have utility bills and we pay for electric bills or water bills every month. That is often times the best starting place for data and metrics. Within our business we have put in place systems to capture that information. Most of you are capturing some of that cost data from an accounting perspective because you pay your bills every month and you enter that into an accounting system. From a sustainability perspective it's important to go beyond cost data and start to look at your consumption as well. We have put in place systems to enhance our recanting processes and systems so we can start to track units of consumption. For example kilowatt hours of energy or gallons of water or tons of waste that we produce and by establishing those metrics, and starting to collect measurement data on an ongoing basis, we start to create a baseline we can manage against and plan against. That has been our first step. The second step has been around improving operations. The lowest cost way to improve your performance on sustainability is simply to look at your existing operations and find ways to operate more efficiently. The reason I say that is because there are many things you can do as a business to invest in efficiency within your building.

 For example, replacing lights or improving your heating and ventilation systems. They can be expensive projects to take on. If there are things you can do to change the way you operate or the way you behave within your business, and to incentivize and encourage your employees to do the same, often times there are ways to save without necessarily investing a lot of capital dollars from the front-end. A good example of that is turning off the lights. It's something we have all been taught to do overtime, but often times the behaviors we exhibit within our home and our personal lives don't extend into a business. Sometimes that is because we have multiple employees inside a building and they are collectively responsible for the operations of the business. When everyone is responsible for something, sometimes no one is really responsible for something. Finding procedures and changing practices within your operations for example remembering to turn off the lights are having a procedure or system in place to make sure the lights go off, and your air-conditioning is dialed back when no one is inside of the business, are some of the easiest ways to save money and reduce your impact. We will talk in more specifics about that in a second.

After we've dialed in operations the next thing we talk about is

 retrofitting. We spent time analyzing which projects have the highest return. Just like any investment you would make within your business whether it's a strategic investment to grow sales through investing in marketing or an operational investment looking at trying to invest in growing your supply chain or your inventory capabilities, the same thing and the rationale can be used to analyze investments in sustainability. We have gone out and looked at specific systems that drive our consumption of these metrics . Energy consuming systems, water consuming systems, and we have started to identify projects we can undertake. Capital projects that would swap out equipment, replacing other equipment with more efficient newer equipment. Those can be measured in terms of an economic payback. That is how we measure and prioritize the investments.

Finally we focus on tenant outreach. We call our customers tenants , but really any business can be focused on customer outreach. Thinking about the products we sell, in our case usable space, and how we can make that more sustainable and help our customers become more sustainable. As you can see the investments we've made over the first several years of our program have yielded results. We have reduced our energy consumption by 18 percent. That has been through a combination of efforts. We have tried to focus on a holistic approach to sustainability. Now we are going to spend time speaking about how you , as a small business owner, can start down this path yourself.

Was thinking about a small business and in this case I'm representing a retail store, we could think about any small business. I like to think about in terms of the value chain. In the middle of that chain is your business. It's whatever you are doing and you can think about yourself inside of your office or store doing what it is you do on a daily basis. When you have impacts that are occurring directly within that safe - - space, the energy and water you are using and the things happening inside your business every day, but because you are in a value chain, you have things that are happening upstream and you have things that are occurring downstream. For a retail business as an example, if you want to think about upstream impacts it's really your supply chain so it's all of the inputs that flow into your retail store. One of the biggest is the products and inventory you stock in your business. In thinking about the impacts that occur in the production of those products. There are things you can do as a business owner to look back into that supply chain or that value chain, and understand where there may be embedded in environmental impacts as an example energy or packaging or there may be opportunities to streamline that and the process potentially saves money and reduces expense. Conversely, on the other side, is your customer. And we are talking about consumers or shoppers coming into your store purchasing the product and walking home with it or taking it home. In the case of a service business the product may be used on site so you can provide the product or the service in person within your business. That customer in some cases have their own environmental impacts that they create as a result of using your product. A good example of that would be an electronic store that sells televisions. The television goes out the door and goes home with the customer, and gets installed and used. The use of that television uses energy. Selling a more efficient television can lead to less energy consumption on the part of a customer. The only point I am trying to make is that you operate within a value chain as a business. You have things that are happening directly within your control. You have things happening upstream and downstream. You have some ability to influence many of the things that are going on up and down that chain. When it comes to your business and what is happening inside and thinking about your chain I think you should think about the opportunities as opportunities to reduce your expenses. We will talk about specific examples in a minute. When it comes to your customers, I think it's all about understanding what the proposition is for your customer of a more sustainable product or service. Sustainable products and services have been shown consistently to be a driver of sales as well as a driver of loyalty when messaged and communicated in the appropriate way. We will give some examples of that in a moment.

 First let's talk about the operations side. I will give a couple different examples. We have initially tailored some slides toward retailers but I think a lot of these will apply towards different businesses. This first slide we will spend speaking generally about business. On the next slide we will give specific steps - - tips for restaurants. There are some specific things you can do as a restaurant above and beyond these first points that can help you to improve your performance. As I mentioned in the beginning when I talk about what we did our business, it starts with measurement. Start tracking your energy use in your water use and your waist. I would recommend doing it on a monthly basis. At the same time that you are paying your bills.

 It is collecting a little bit of additional information off the invoice you are paying. Utilities are generally the third largest operating expense behind payroll and rent. This is for most businesses. It's important to note this is an important line item on your income statement each munch - - month. Understanding more about that line item allows you to put in place strategies to more effectively manage it. That's one thing to keep in mind that many of these expenses are expenses you can manage and reduce. Your rent within the terms of the lease contract is generally going to be what is agreed upon in that contract. When it comes to your utility cost it's a variable cost you control. There's real opportunity to be more proactive . The first thing you do is measure and collect data. Sometimes people use these terms interchangeably but I want to use these terms with benchmarking. Measuring is collecting the data C can create a metric. Benchmarking is having [Indiscernible] for that data. Let's take the example of energy use. It's great to start tracking your energy use because you can start to spot trends. You can use more energy this month than we did last month. Did we use more energy this quarter than the quarter before? Benchmarking allows you to create additional context about your usage or consumption. In the case of energy use it would be being able to benchmark your consumption against a similar business that is not your business. Going beyond benchmarking or measuring performance against yourself and starting to measure against some sort of a neutral third-party measuring stick. That allows you to say is this good or bad? I don't know until I have a measuring stick. There is a tool out there that is freely available to all small businesses across the United States. It's provided by the Energy Star program. Many of you are familiar with Energy Star because you've seen the brand because you are shopping for electronics products in your personal life. Energy Star has a program for buildings. That's something a lot of small businesses don't know about. I will have some resources at the end of the presentation including a link to the Energy Star site for building. You don't need to write it down I will have it on after the call. Energy Star has a tool called portfolio manager. The available web-based tool that allows you to input information from utility bills and receive a score. It's a 0 to 100 score similar to what you would receive on a classroom assignment . That 0 to 100 score provide you with an understanding as to how you compare to similar businesses across the United States. It controls for weather variation and regional variation and types of businesses. It provides you an apples to apples comparison of how you perform. In certain types of businesses they are eligible to achieve certification they can hang the plaque in the business. We encourage you to check that out as a possible tool. It's a free database that you can use to keep track of all of the utility data you collect. You don't necessarily have to go out and buy a new set of software or tools to do this. Once you measured in benchmark you will start to get a better understanding of where you are performing relative to your peers. The next thing I would recommend is taking some steps. These steps will help you curtail impacts and consumption. A couple of ideas. Typically the largest consumers of energy in a building are

 HVAC which stands for heating, ventilation, and air conditioning. Lighting, and plug loads. I will talk about plug loads in a second. HVAC or your ventilation system is typically the largest consumer of energy in your building. You all have a thermostat in your space. There may be one or more. There are many things you can do using traditional thermostats or potentially buying a slightly more expensive thermostat and installing it to establish schedules.

 Many of you have these in your homes as well. Putting a schedule in place for your HVAC system is one of the easiest things you can do to save energy. Dialback the temperature when you are not in the space. There are always - - most businesses have unoccupied hours in the middle of the night where you don't need to be conditioning your space. Dial in that schedule and save energy. Similarly, you can buy similar types of devices for lighting. Many people are not as familiar with this. Lighting timeclock, digital sensors can be purchased for relatively low cost and can be installed as a part of your overall lighting system and your space. They can be programmed to automatically turn lights off during after hours. If you don't want to be reliant on the last employee on the door flipping the switch to turn them off at the end of the night, and you're constantly coming in in the morning and finding lights on, consider installing a timeclock or occupancy sensors to dialback your lighting. You can use similar types of equipment for water heaters in a variety of other appliances in your space. The next thing I recommend is performing quarterly maintenance on your heating and ventilation system. Many people don't realize that performing this maintenance , in addition to keeping your air clean by replacing your filters, can help improve the efficiency with which your motors and other equipment operates. It's a low cost. You can do it on a quarterly basis. For the low-cost you can also gain energy savings. You can also help to reduce plug loads which is basically anything plugged into a power outlet that is not lighting or HVAC. You can start to manage those by powering down unused equipment. You can purchase Energy Star appliances and devices. One way you can power down equipment is by using power strips with time clocks on them. You can use those to help manage the larger consumers within your space. Once you've done some of those you can explore things like retrofits of your building. There may be things you want to spend money on yourself and invest your own capital. You should also know there are many third-party resources available for financing for energy retrofits. Many of your utility companies provide programs where they can either help defer or provide retrofits at little or no cost. That would be something to explore. I would encourage you to check out your utility company's website to explore if those types of programs are available where your business is located. From a water perspective there are things you can do absent ripping out fixtures and spending money to change her plumbing system to save water. Examples would be simple fixture swap outs and screw-in faucet aerators on faucets in your bathrooms, and looking for other types of incremental improvements you can make.

 From a waste perspective there are many things you can do on the operations side to reduce waste. Double sided printing is one of them. It's one of those kind of things that a lot of us are aware of but there are a large number of businesses that don't use double sided printing. If you want to four step process there are printers you can figure out defaults to ensure people have to opt out of double side of printing as opposed to opting in . There may be other actions you can think about that can help you to reduce waste output.

 Back in your value chain thinking about supply chain packaging reduction is one of the biggest ways to reduce waste. If you think about what you throw away, oftentimes a big source of waste is packaging that is coming in to the business as a result of a product supplier. Have conversations with your supplier. Your having to dispose of that. It is there cost you are throwing away. Often times there are takeback programs with product suppliers and there may also be proactive recycling that help to reduce packaging waste. Typically when you reduce the amount of waste going out your door can result in reduced cost with waste hauling fees. Had a conversation with your trash provider as well about what types of recycling options are available. Often times they are interested in that because they can sell the reclaimed materials and offset the cost of the service. These are things any business can do. I think restaurant there are some unique recommendations that go beyond the basic recommendation. It's important to note that restaurants as a rule use 5 to 10 times the amount of energy and water that a traditional drygoods retailer does. In a food service it's more important that you focus on ways to reduce that cost. Things like ensuring your refrigerator and freezer are set correctly. Performing regular maintenance of your refrigeration equipment. Getting into a preventative maintenance program similar to what I described with HVAC. Implementing standard shutdown times . I find going into restaurant businesses as they have a practice of firing everything up when the first person comes in. It may be there is prep work taking place and those appliances may not necessarily need to be on for all of the time they are on. Instituting more standardized practices of when you turn energy consuming equipment on and off can be helpful. Switch off your vent hoods when not in use or look to install variable speeds that can detect when they need to be on or off. Look at replacing older spray valves with higher efficiency models. Insulating hot water heaters and pipes. Maximizing water efficiency by running dishwashers only when they are full. Looking for recycling options for waste oil and grease. One last thing is to the extent you are in a location where composting is the available. Organic waste is a large category of waste coming out of a restaurant. It's also the heaviest and so is the most important - - expensive things to haul away. If there are ways to find a compost facility that often times can be a direct path to reducing some waste costs. >> That is the operations side and some tips around how you improve your operations. I also want to spend a couple moments talking about sustainable products. On the customer side of your business, sustainability has value.

 I want to talk a little about what makes a sustainable product. There are really three things that make a product or a service more sustainable more environmentally friendly. The first is how it's made. How product is made. Maybe a T-shirt. Thinking about the agricultural impact to the extent of how raw materials are grown. Labor practices and transportation to get it to your business. Second it's within the product. Think about the actual content of what it is made from. For example, in the case of food, natural and organic content. Recycled content. Non-toxic ingredients and packaging materials that surround the product. Finally, how the product performs. Does the use of the product itself, result in better environmental performance. The example I talked about earlier where a television saves energy or a plumbing fixture that's more efficient . It could also include better taste and a lack of chemicals with residues being left behind and the biodegradability of that product at the end of its life. Those are attributes that make a product or service more sustainable. One question I get from business owners is what types of products and services , sustainable ones, will customers by? It's good to have a product but people won't sell it or buy it as well what is the point? Here are some points on that. I think as a general view customers view it as an attribute that way into their purchases. Is not the only factor. It might tip them over the scales, all the things being equal between two products, it is typically not the only purchasing factor. Second, products that go in, on, or around the body are valued more highly than abstract environmental impacts and statements.

 For example, what we find is the sustainable product categories that have the best, fastest, are those products that go in, on, or around your body. For example products ago in your body, things you eat that may be better for you. Things that go on your body. Cosmetics and other things you may apply to your body. If those are more natural and organic they are things people value more highly. Finally, products ago around your body. For example, products ago in your home. It could be things like a cleaning product you use in your house and whether those products are healthy for you and whether they are non-toxic. Those types of attributes associated with products tend to drive purchasing behavior more than abstract, environmental claims about product. For example if this product is good for the earth. That is hard for them to grab a hold of. Study shows some consumers will pay a premium but many will not. That's important to know. Perceptions of sustainability have been shown that they store loyalty and repeat traffic. It may be a customer is not willing to pay more for a sustainable product but it made drive loyalty to your business which is an important consideration . In many cases I think business owners would take repeat traffic over an individual transaction will cause an increase if they knew they would when a customer for the long-term. The overall value of that relationship is worth more than the individual transaction. The importance of sustainability varies by demographic group. Studies have shown that [Indiscernible] is a demographic group consistently our ranking highly and in most cases the highest in terms of value and sustainability.

 Many of them see this issue as part of their values and lifestyle choice. It's not just the product decision it's more of a lifestyle they choose to live. That's an important demographic . The last thing I would say that product claims related to sustainability are confusing. If you're going down the road of selling more sustainable products, it is important you properly message those attributes to your customers. There's a lot of confusion out there about what a sustainable or green product is. >>

 The last thing I will share and then we will wrap up and open it for questions is a couple recommendations on how you can more effectively message this story to your customers.

 We have talked about how you can improve your operations and become more green. We have also talked about things you can do on the product and service side to improve sustainability. At the end of the day, it's a message that you likely want to share with your customers. It's important to do that in the right way. The most important things are to be credible and authentic. What makes you credible when you talk to your customers about sustainability? The first thing is credibility starts with leading by example. If you are not living by example and your business in terms of improving

 your business you don't have the ability to tell other people how they should be. The second is nobody's perfect. Don't try to make it seem like you are. Avoid claims that are absolute about your own sustainability. Everyone is on a journey and we are all trying to improve. It's important to meet people where they are. Don't ask them to take your word for it. One of the easiest and most credible ways to make claims about products is to leverage third-party verification and there are many out there. Many brands that people know and trust more than they trust your word. Things like that USDA organic label is worth more to consumers than using the word natural. Natural doesn't have any validity or verification. Look for those labels and see how you can leverage them. If you are looking for more guidelines about how to make marketing claims that are credible, the Federal Trade Commission published a guide book on the topic. It's called the FTC green guide. We will have a link to that in a moment. The last thing I would say is be authentic.

 As I mentioned, sustainability is a journey of improvement. It's not a destination. Being green is something we are working to do but none of us are perfect. Acknowledge it is something you and your customers are working on. Don't try to speak in absolutes. Sustainability ties into value and lifestyle. When it comes to millennials in particular. Avoid making value judgments and meet people where they are. Finally, keep it positive. No one likes to talk about doom and gloom. There's a lot of negative environmental messages out there. They are certainly things we should be concerned about. From a customer perspective it's more important to keep messaging positive and emphasize the benefits.

Those are some of our recommendations and things we learned in our business we wanted to share. To wrap up I wanted to mention we have a few resources here at the end of the presentation. You are more than welcome to make use of yourself. The first is that Kimco put together a sustainability sheet . This is something we made available to our tenants in our shopping centers and you can download it from our website. The second is the Energy Star references I mentioned. They have tips and access to the portfolio manager energy benchmarking tool I mentioned. Third is operating tips for restaurants. If you are a restaurant owner I would recommend you go into restaurant.org and they have an entire area on their website around how to improve restaurant operations for sustainability. Finally, the green marketing guidelines I mentioned . There's a government website where you can download a copy of the green marketing guidelines and you can get some better insights into how you can better market and message to your customers the sustainability of your business and the sustainability of the products and services you are selling. With that, I will wrap up and hand it back to Alexa , and we will open it for Q&A. >> Thank you so much. We will now start the Q&A portion of our call. I will be reading the chat questions that our participants have been sending in over the course of the presentation. We have a few questions within our Q& A tab. Please continue submitting questions. Use the chat function located on the left-hand side of your screen. In the time remaining, we will address as many as we can. Please note, if we don't have time to get to your question, I encourage you to connect with a score mentor after the webinar. SCORE has mentors online or the chapter near that can help you apply the strategies that Will has been presenting about. With that, let's jump into these questions.

The first question comes from Kathleen. She asks if I sublet a treatment room with leaky windows, how can she suggest to them to switch those out?

 Thank you for the question. The first thing I would say is the openness of a landlord to making improvements to the leased space will vary. You probably know your landlord best. I think there are different strategies to take. Some of that comes down to who pays the energy bill. If the landlord is and you have what's called a lease where your payment every month is inclusive, sometimes a landlord will be more open to undertaking improvements to the building because those improvements can save them money and result in a more profitable building for them. If it's the case where you pay your own utilities, obviously the incentive is probably less active. Regardless of which type of lease situation you have, there are things you can do beyond replacing windows to make them more efficient. Weather sealing, stripping is available at a very low cost. Often times you will find just installing weatherstripping where the window contacts the sill is a way you can reduce air infiltration. There are other products similar to that. You can ask your home-improvement supplier about that to tighten up your window. Those are tips that I would have.

The next question comes from Maria. Her question is in regards to residential , single home construction. For example the green pocket communities. She asks will the homebuyer be ready for paying more for their home? >> I think it depends. He goes back to some points I was making about individual customers. In the case of green communities and green homes , my general sense and I'm not an expert but my general sense is that folks who are looking for those products and those types of homes are aware of some benefits associated with them. I think it comes down to how you market them. There is a premium associated with green construction. It's not a huge premium but there is one. The way I would seek to message that is on the one hand to clearly message the benefits. On the other, to message the extent to which living and owning that home over time will pay itself back. In our buildings, we invest money into increasing the efficiency of them and that costs us money. We look at the payback associated with that. The payback comes in the form of reduced operating expenses over time. In the case of a green home, maybe that home has a higher insulation value. It has a higher HVAC unit

 SEER , or other potential benefits. The energy and other cost savings associated with living in that home over a period of time in order to more effectively message the benefits of purchasing that home. >> The next question is from Charmaine. She asks do you think these certifications are valuable and attainable for a small business, specifically a vegan, plant-based bakery? >> Charmaine it's a great question.

 I wish we could put a pole up because I wish we could ask the audience which is representative of a broad cross-section of individuals. I think it comes down to what extent do you think your customers know and value that brand? Or the extent to which you are willing to put effort into making them aware and educating them about the brand. For those of you on the phone who don't know what V certification is it's a special certification . This classification is intended as a certification of a business as a whole, that you can go out and achieve a third-party

 reviews and scores your business based on standardized attributes. If you pass the test, and you meet criteria, you can obtain the certification which is a gold star or maybe in this case a green star you can put on your business. I think awareness of the brand is still mixed in terms of how aware consumers are of it. What I would say when it comes to things like certifications of buildings or businesses , is to always start with trying to understand what the underlying benefits of taking actions that are required to retrieve certification.

 For example we look at certifying a building of ours, we look at the actions we have to take to achieve that certification. We look at whether the cost of the certification above and beyond that is worthwhile. Hopefully providing insight I think to a certain extent it depends on your customers. Many of the actions that you would take as a result of achieving these may be actions that it would be good to take irrespective of whether you choose to certify your business or not.

The next question comes from Sarah. She asks , what are some suggestions for ways to effectively message sustainable products to customers both in-store and beyond. She includes that in this case, it is food.

The first thing I would start with is the last slide. It's all about how you make those claims and how credible they are. It is always critical when you are selling sustainable products to leverage some sort of claim that is verifiable or something you can back up. To the extent there are third-party certifications you can use and there are numerous certifications in the food category the largest is the USDA organic certification. There are many more. For example, fair trade and a litany of other certifications. You can use those certifications to message the products. One thing I would say and that many successful retailers have done in selling sustainable products is to pull them out of the assortment and highlight them as a special category. I used to work at target and one of the things we would do would be to pull those products out of the in-line assortment so a customer is not looking at an entire aisle of cleaning products in trying to figure out which ones are green and which ones are not and pull those out and really tell a story about that product or category of products were you can more effectively tell a message. The other thing you can do on your shelf is to find ways to call those products out to consumers. It might be finding a consistent label you can establish for your store that is the green flag.

 Those are a couple different approaches you can take. Often times leveraging certifications is best but either grouping products together in-store to make those more visible to customers, or finding a way in-line to highlight those products are to potential approaches you can take with respect to more effectively marketing those products. >> The next question comes from manual. He would like to know how would you advise attracting consumers to purchase plastic alternatives for kitchen supplies?

 That's a great question. As you know plastics are a hot topic in sustainability. It is generally related to one of two reasons. The first is that plastic is a material that is produced using fossil fuels. There is concern about the source material being used to manufacture plastic and the end-of-life of that material. To the extent a product is recyclable that would be something you can message as a benefit for end-of-life. There are many forms of plastic that are not recyclable. And that varies by community. When you see the recycling

 stamped on the back of a package many people misinterpret that the presence of the arrows means it's recyclable. That's not the case generally. The number that is inside is what determines whether it's recyclable in your particular municipality. Three, four, one, and two are typically - - I'm sorry, four, five, one, and two. Are the preferably once. Some other tend to be less recyclable in municipal waste systems. The other component is due to toxicity. That is typically not because of the plastic but because of additives put into the plastic to either make them more pliable or to make them harder. Many of you have seen messages on products BPA free. That's an additive that is put into plastics to make them harder. Often times you will see it in water bottles and other materials like that. PVC, polyvinyl chloride is an additive that is softer nature. That is a hot button product also for toxicity reasons. To the extent you can find products that are free of those additives, there is a general awareness of some being bad categories. What I would say related to these product is particularly if it's a food product keeping those products away from the food prevents those toxic chemicals from leaching into those food products. To the extent that they come in contact with extreme heat, they tend to leach the toxic chemicals to a greater extent. If a dish rack is running through a dishwasher or its used to - - as a resting place for hot dishes its higher risk product to having contact with the plate or dish.

 A little bit of a long-winded answer. Those are two considerations. Recyclability and toxicity. I think when it comes to toxicity it's about human health benefits it's more of a waste story. Those are a couple points to offer.

Veronica brings to us the next question. She wants to know if you can provide insight for textile sourcing for apparel and accessories ?

One resource I would mention is there is a not-for-profit organization called the sustainable apparel coalition. You can google that group and find a wealth of resources on the topic of apparel sustainability. It's an industry group formed by

 some of the largest textile manufacturers and suppliers across the globe. Many of the largest retailers are represented. You also have products represented as well as some of their raw material suppliers. There's a wealth of information available. Rather than get into the details in my response I would steer you in the direction of that resource. I know they speak in a lot of specifics in terms of technical standards for materials as well as more broadly speaking around consumer marketing of those products to customers. Check out the sustainable apparel coalition. >> We have time for one last question before wrapping up. This comes to us from Elizabeth. Elizabeth asks so often green is more expensive. Can you talk more about how green can reduce costs?

 Great wrap-up question. As I said on the onset we view sustainability as going hand-in-hand with improved profitability for our business. When it comes to operations, I think improving your sustainability is about operating more efficiently. Using energy and water and producing waste, these are all outputs from your business. They are all variable costs you can manage. Finding ways to improve your operations and ways to make smart investments that return or that payback in a reasonable timeframe is a way you can reduce your footprint while helping your bottom line. On the product and service side there are premiums associated with some of these products to the extent that there are premiums I think the success of those comes down to how you can effectively message them to consumers. Whether they are improved attributes or whether they are improved recyclability are attributes that help the customer to lead a more sustainable life or to reduce their own costs in terms of their own operating costs in their home those are ways to effectively message those two customers. At the end of the day remember it is one of many factors that goes into a purchasing decision. I don't think a sustainable product on a cell will necessarily succeed in many cases. It's all about the total package in understanding how you can balance improved sustainability with other attributes that will appeal to your consumers. With that I will wrap up and hand it back to Alexa. You those are the questions we have time for today. Ladies and gentlemen, on behalf of SCORE, and Kimco Realty Corporation, I want to thank you all for attending today's SCORE live webinar. A brief survey will launch as soon as we sign off. We would appreciate you taking a couple of quick minutes to complete this survey and tell us your thoughts and suggestions and any additional questions regarding the presentation today or any other presentation that were attended. In closing, I want to give a thank you to Will Teichman, for presenting today we wish you all a wonderful day. We look forward to seeing you next time. Take care.

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