



2021 Tenant & Resident Engagement Program Guide

Featuring: **WE CARE TOO.**

Tenant & Resident Engagement Program

OVERVIEW

The Tenant and Resident Engagement Program is a communications campaign for properties across the country, that aims to create awareness about sustainability. It incorporates themes of environmental responsibility, healthy buildings, individual wellness and community giving. The campaign is deployed throughout all properties, as well as QuadReal social media outlets on Twitter and LinkedIn.

TENANT & RESIDENT ENGAGEMENT DURING THE COVID-19 PANDEMIC

We encourage all property teams to participate in the campaign in the best capacity given the specific circumstances of your building(s). Please follow these recommendations:

- **Posters:** Please make sure any program poster is not located next to any COVID-19 related communications.
- **Videos:** Please share themed videos according to campaign schedule via possible outlets.
- **Events:** Through our virtual program, tenants and residents are welcome to join several online events each month. Property teams can organize their own virtual meeting and/or events if desired, but it is not required.

Campaign Concept

**WE
CARE
TOO.**

The We Care Too campaign is about connecting the caring actions of our tenants and residents to the caring actions at QuadReal. We Care Too acknowledges the daily efforts of our stakeholders to enhance the natural and built environment.

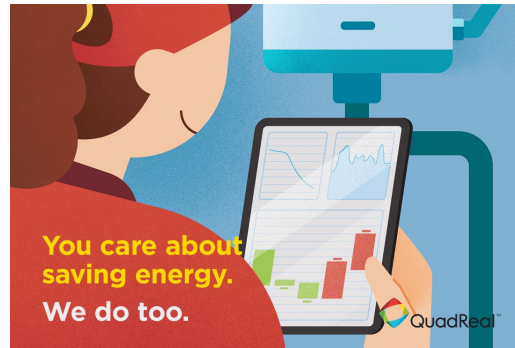
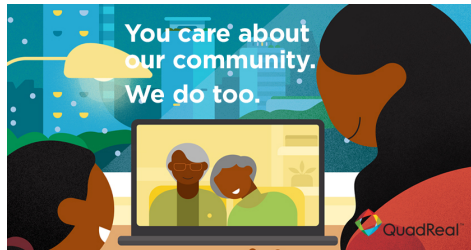
In short, we want to help our residents and tenants reach their sustainability goals while we achieve ours.

Campaign Elements

The We Care Too campaign is composed of six themes covering a range of sustainability topics. This year's themes include a greater emphasis on community, health and wellness given the changes experienced by individuals and communities due to the pandemic. We Care Too, therefore, responds to our tenants' and residents' priorities. See next page for the Program's 2021 theme schedule.

In order to maintain a consistent and simple message, all themes will follow a similar format:

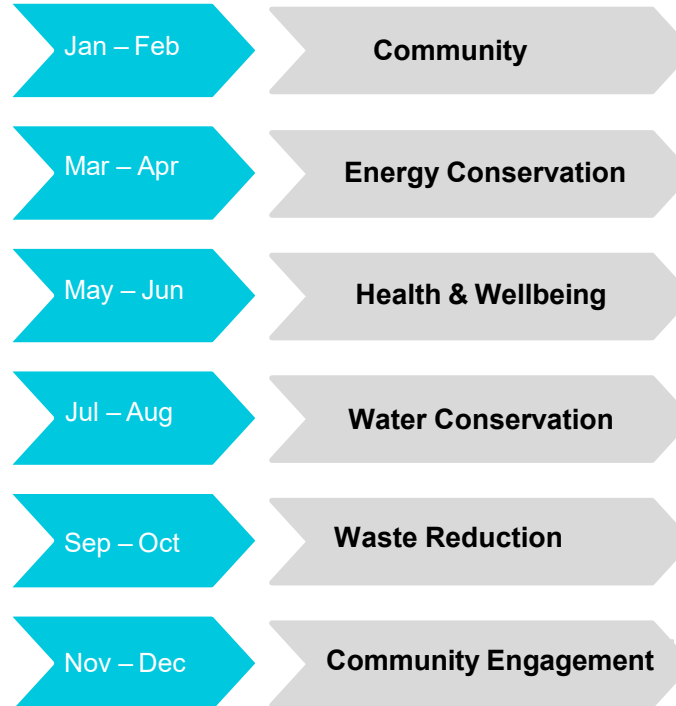
"You care about <insert theme>,
We do too."



Campaign Schedule

The following is the We Care Too campaign schedule for 2021.

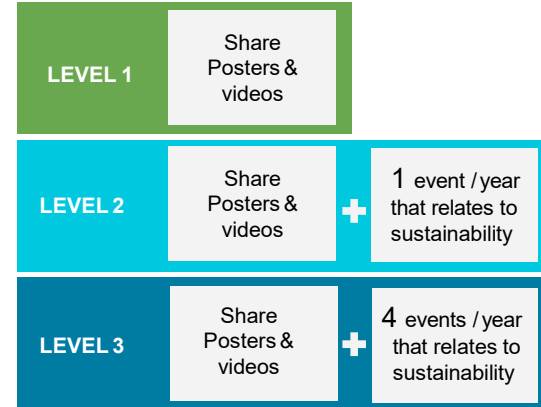
The complete series of posters, including images for social media, is available to you through the Sustainability Team site and PosterOne. Videos will be released throughout the year.



Program at-a-Glance

PROGRAM ELEMENTS

- Themed posters: six per year
 - ✓ *Posters are made available in various formats, including social media.*
- Themed short videos: six per year (~15 seconds long)
- Themed events: virtual offering available to all through QuadReal's virtual engagement program



MINIMUM REQUIREMENT BY ASSET CLASS

Each level requires progressively more participation. This guide will assist you during implementation of each step.

	Industrial	Open-Air Retail	Enclosed Retail	Residential	Office	CBD 250K sf+
Minimum Level	1	1	2	2	2	3



**What are we trying
to achieve?**

The purpose of the Engagement Program is to support environmental and wellness related programming taking place in your building, while driving a culture of sustainability across the portfolio.

The posters and videos are designed to catch people's attention, familiarize tenants/residents with sustainability, health and wellness in our buildings, as well as create space for properties to engage on these issues in their own way.

Rolling out the Engagement Program at our buildings can help:

- ✓ Achieve [BOMA BEST](#) certification
- ✓ Secure a high score on [GRESB](#)
- ✓ Promote health and wellness amenities in our buildings
- ✓ Connect with our tenants and residents on issues that matter to them



**What can this program
do for you?**

- ✓ Communicate to tenants/residents that sustainability is our standard practice
- ✓ Demonstrate to tenants/residents that we care and support their efforts to be more sustainable
- ✓ Raise awareness around green and healthy amenities at your building
- ✓ Provide support through ready to use communications content



Posters + Videos



Where can you access the content?

1. Posters and videos are live on our external website [here](#)
2. Digital poster and video files are available for download on the [Sustainability InTouch page](#)
3. PosterOne can provide printing services in several layouts

** Please ensure your PosterOne account is set up and active.
If you are unsure, email support@posterone.com*

Where can you share the content?

Posters and videos can be shared with tenants and residents through any of the following: building lobby, elevator screens, property website, property newsletters, social media or other.

For questions or concerns, email sustainability@quadreal.com



Virtual Events

2021 Virtual Engagement Program

- All properties are invited to communicate virtual events exclusively curated to QuadReal tenants and residents.
- Each month QuadReal will be hosting webinars on a range of topics, such as wellness, mental health, sustainability and more.
- Property teams will be sent a Tenant Bulletin template with event information to be distributed to tenants/residents.
- Virtual events will supplement in-person event requirements until further notice.



We are here to help! Please send your questions, concerns, or
request for additional assistance to Meirav Even-Har at
sustainability@quadreal.com