

CRISIS OF CONFIDENCE:  
HOW COMPANIES CAN  
RECOVER TRUST

+ MAKING ETHICS AND  
SUSTAINABILITY WORK  
FOR THE BOTTOM LINE

TRAVEL  
INSIDER 

---

# GOOD BUSINESS

LEADERSHIP, RESPONSIBILITY, COURAGE

---

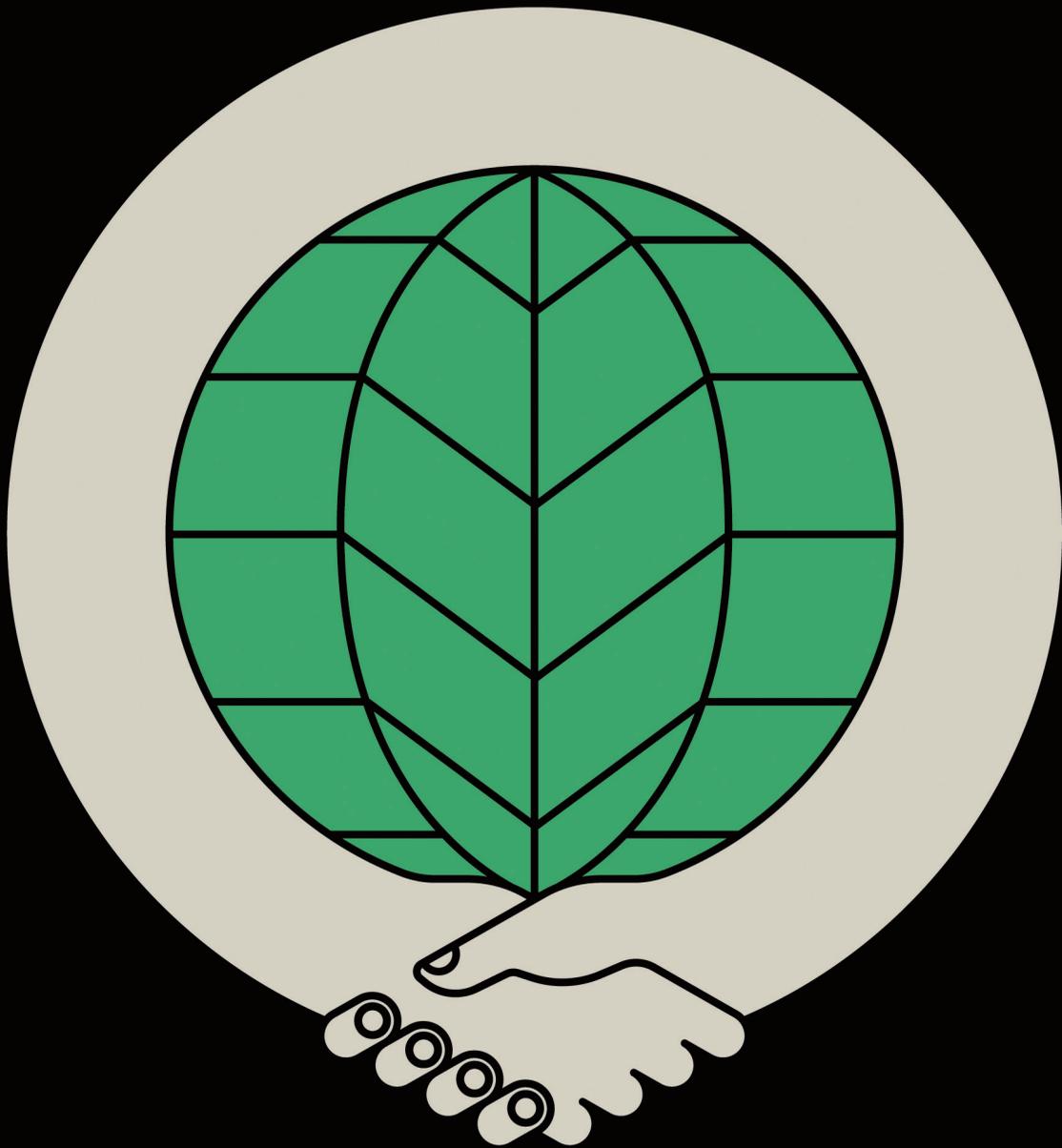


ILLUSTRATION BY THE PROJECT TWINS



“ **WE SEE IT AS A DIFFERENTIATOR** ”

**Lendlease’s commitment to water recycling, waste reduction and green building practices boosts its market appeal.**

IN HIS office in the Barangaroo precinct on Sydney Harbour, Seamus McCartney, head of urban strategy and place development at Lendlease, is breathing easy. There are 75,000 plants in Barangaroo Reserve and 1800 square metres of “green roof” at Barangaroo South. “We’re surrounded by plants.” He laughs. “There’s too much oxygen in this room right now!”

The precinct is something of a business card for the Australian developer, which has taken on infrastructure and building projects around the world. In addition to the greenery, Lendlease’s Barangaroo South development is on track to be carbon neutral and water positive – its water capturing and recycling system

makes it capable of producing more clean water than it uses. The complex also has an eco concierge, whose job is to liaise with tenants to ensure minimal waste.

Such innovations are a huge draw, says McCartney. “You wouldn’t believe the number of people who come through Barangaroo to look at the water recycling system and how we deal with waste.”

In a centralised facility in the precinct’s basement, the aim is to divert 80 per cent of waste from landfill. Tenants must sort their rubbish in up to 20 different waste streams before it is processed for re-use or recycling. Each month, about 50 tonnes of food waste from the site is processed into fertiliser or green energy at an offsite facility. Discarded furniture is donated to charities in the city. The objective? To eventually send net zero waste to landfill.

McCartney says Lendlease uses its environmental credentials and innovation “as part of our sell for why you’d want your project to be delivered by us”.

In 2017, Lendlease was the first company in Australia to achieve a 6 Star Green Star – Performance rating across its entire portfolio of assets. As part of its sustainability strategy, the company has set a target to reduce the intensity of water, energy and waste to landfill of all its operations by 20 per cent (from 2014 levels) by 2020. It also designs to achieve a 50 per cent reduction in the emissions of all its developments’ buildings against minimum green building standards. Its assets have considerably lower emissions profiles compared with traditional buildings. “We see it as a differentiator,” says McCartney.

To achieve its targets, which include Indigenous community engagement and reconciliation, the company has strict reporting in place. “The reporting we do is similar to our financial reporting – and so it should be,” says McCartney. “We don’t always get it 100 per cent right but that’s how you learn.”