

Heuvel Eindhoven

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A double BREEAM In-Use Outstanding shopping centre that demonstrates the real value of sustainability

Built in 1992, Heuvel Eindhoven is a large shopping centre in the portfolio of the CBRE Dutch Retail Fund.

Between 2010 and 2013, the centre saw a decline in the widest sense; service charges went up due to rising energy costs, footfall went down, as did tenant satisfaction. As a result, vacancy increased and the shopping centre faced a risk of becoming outdated.

In order to turn the tide, an integrated upgrade was started by the owner CBRE Global Investors, property manager CBRE and external parties. This involved technical aspects, hospitality and branding. Sustainability was regarded as a pivotal element in the upgrade to make the building more environmental sustainable, achieve a higher customer satisfaction and decrease the service charges, using all elements of 'people, planet and profit'.

BREEAM In-Use was used to guide the team in the continuous improvement of the centre and as an inspirational way to monitor and celebrate progress.

一个展示可持续性真正价值的项目——BREEAM In-Use评估体系的两部分均被评为卓越的购物中心

Heuvel Eindhoven建成于1992年，是世邦魏理仕荷兰零售基金（CBRE Dutch Retail Fund）投资组合中的一个大型购物中心

2010至2013年间，该中心出现最大幅度的衰退；服务费因能源成本增加而飙升，访客流量下滑，租户满意度也不尽人意，导致该中心的空置率增加，面临着被淘汰的风险。

为了扭转颓势，业主CBRE Global Investors联合物业管理人世邦魏理仕（CBRE）和其他外部公司开始了对该中心的全面升级。这涉及技术方面、客户体验和品牌。可持续性被认为是此次升级的关键元素，利用“人、地球和利润”的所有元素，让建筑在环境方面更可持续、实现更高的客户满意度、降低服务费。

BREEAM IN-USE被用于指导该中心的持续改进，同时作为一种创新方法来监控进展。





Continuous Improvement

the process of upgrading the sustainability level began in 2012 and or each of the subsequent four years a BREEAM NL In-Use re-certification was carried out. With every re-certification, a higher BREEAM rating was achieved, leading to double Outstanding (under Part 1 - Asset and Part 2 - Building Management of BREEAM In-Use) after completion of the upgrade project.

As a result of the upgrade and the sustainability improvements, the shopping centre is currently outperforms on all aspects: the visitor numbers are the highest ever, the tenant satisfaction is the highest within the whole CBRE portfolio, energy and water consumption have decreased dramatically and the service charges have been reduced by a third.

This project shows that an increase in sustainability performance is linked to a better overall performance. Heuvel Eindhoven demonstrates that sustainability leads to a better quality building for the owner, management, occupiers and visitors, whilst simultaneously decreasing operating costs.

持续改进

提升可持续性水平的工作始于2012年，并在其后四年里每年开展一次BREEAM NLIn-Use重新认证。每一次重新认证都会到达更高的BREEAM评级，从而在完成本次升级项目时实现两项“杰出”（BREEAM IN-USE的第1部分 - 资产性能；和第2部分 - 建筑管理）。

经过此次升级和可持续性的提升，该购物中心目前在所有方面都表现出众：访客数量是有史以来最高，租客满意度在整个世邦魏理仕（CBRE）组合中最高，能耗和水耗大幅减少，且服务费也降低了三分之一。

从该项目可以看出，可持续性能力的增长与建筑更好的整体性能是紧密相连的。Heuvel Eindhoven指出可持续性可以为业主、物业公司、使用人和访客造就更高质量的建筑，同时降低运营成本。

Heuvel Eindhoven is shortlisted in the BREEAM Awards 2017

Green Strategy

The fundamentals of the sustainability strategy of the CBRE Dutch Retail Fund are based on investing in retail units with a high level of environmental sustainability, at locations that remain attractive for the long term.

CBRE consider sustainability as a catalyst for growth, as are confident that this contributes positively to performance in the medium and long term. The Fund's strategy is therefore focused on assets at prime locations and on properties equipped with high quality durable materials to meet future occupier demand. As a result of this long-term strategy, CBRE's portfolio is actively managed and continuously improved by redevelopments and refurbishments.

Heuvel Eindhoven is an exemplar of this approach. The first BREEAM NL In-Use certification provided a 'Very Good' rating in 2012.

Step by step, the sustainability performance was improved, achieving 'Excellent', and finally 'Outstanding' for both the Asset and Building Management under BREEAM In-Use. Ultimately, this is the goal for all CBRE's prime assets within the portfolio.

As well as regular operations and maintenance, sustainability played a central role in every key decision within the upgrade. Where possible, the most sustainable option was chosen. Every procurement and tender for works was carried out with the "best proven technology" principle in mind. This approach is reflected in the overall high BREEAM score on both Asset and Management.

Some specific highlights:

Energy efficiency: Reduction of energy consumption by 38% by installing energy efficient LED lighting, elevators, escalators; replacing sliding doors by tourniquets to reduce heat loss; various sub-metering to monitor consumption; installation of a new BMS, fine tuning of HVAC installations and optimization of geothermal energy sources.

Increase of indoor air climate and reduction of pollutants: Sustainable cleaning and maintenance (use of bio-based cleaning products, emission free paints, coatings, adhesives); use of coolants (reduced amount) with low GWP / ODP, pollutant sensing (CO / CO₂ / NO_x) and demand controlled (natural) ventilation in the public areas of the centre.

Increased biodiversity and ecological quality: green roof gardens with several elements for birds, insects and bats, use of local vegetation, rainwater collection for peak irrigation; reduced light pollution via reduced light intensity, smart timers (twilight switches) and only downward pointing lighting.

Waste: Reduction, monitoring of waste streams (7 different streams), monitored, benchmarked and charged per tenant.

Building management and operations: Green purchasing (electricity and gas), integration of sustainability criteria in contracts for cleaning, maintenance and procurement – in order to reduce the carbon footprint during the entire life cycle of the asset.

Tenant engagement: Significant amount of green covenants (89%) and green leases (60%, with an aim of 100% in 2020) with tenants about environmental impact reduction, monitoring and reducing energy, waste and water consumption and sustainability communications with visitors.

Heuvel Eindhoven入选2017年度BREEAM 奖

绿色策略

世邦魏理仕荷兰零售基金 (CBRE Dutch Retail Fund) 的可持续性策略的基本原则以投资具有高水平环境可持续性和能保持长期吸引力的地理位置的零售业为基础。

世邦魏理仕 (CBRE) 将可持续性视作增长的催化剂, 深信这对中长期的业绩都具有积极意义。因此, 该基金的策略是重点关注位于最佳地段的资产和配备高质量耐用材料的房地产以满足未来使用人的需求。鉴于该长期策略, 世邦魏理仕 (CBRE) 通过再开发和改造积极地管理和持续改进其组合。

Heuvel Eindhoven是该方法的一个典范。其在2012年第一次BREEAM NL In-Use认证取得了“优秀”评级。

随着建筑可持续性能力逐步提高, 后续认证中获得了“优异”评级, 并最终在BREEAM IN-USE体系的两个部分, 即资产性能和建筑管理, 获得“杰出”评级。这也是世邦魏理仕 (CBRE) 旗下资产的目标。

可持续性不仅对日常经营和维护起着核心作用, 还是此次升级中的每一个关键决策的核心考虑因素, 如果可能, 最可持续性选项优先, 每一次采购和招标均以“最佳成熟技术”为原则, 此种方法的运用体现在BREEAM评分的两个部分 (即资产和管理) 中获得高分。

亮点

能源效率: 通过安装高能效的LED照明、电梯和扶梯减少38%的能源消耗; 用风帘替代滑动门以减少热量损失; 以各种辅助计量来控制消耗量; 安装新的BMS, 对HVAC、地热能的调试优化。

提升室内空气环境和减少污染物: 可持续方法的清洁和维护 (使用生物性清洁产品、无污染涂料、涂层和粘合剂); 使用低GWP/ODP的制冷剂 (减少使用量); 中心公共区域安装污染物检测 (CO / CO₂ / NO_x) 和根据需求控制 (自然) 通风系统。

提升生物多样性和生态质量: 屋面花园, 提供适合鸟类、昆虫和蝙蝠栖息的环境, 使用本地植物, 收集雨水用于峰会灌溉; 通过降低光密度、安装智能定时器 (光感开关) 和向下指向性照明来减少光污染。

废弃物: 减少垃圾量, 监督垃圾分类 (7种分类), 按租户进行计量和收费。

建筑管理和运营: 绿色采购 (电力和燃气), 将可持续性标准写入清洁、维护和采购合同 - 旨在减少资产整个生命周期的碳足迹。

租户参与: 值得一提的是, 就降低环境影响、监控和减少能耗、水耗和垃圾排放方面, 项目与大部分租户签订了绿色契约 (89%) 和绿色租赁协议 (60%, 目标是在2020年达到100%), 同时也与访客保持持续沟通。

Key Facts

- BREEAM Rating: Part 1: Outstanding; Part 2: Outstanding
- Score: Part 1 - 86.42%, Part 2 - 90.82%
- Size: 9,640 m² (communal spaces, excl. retail units, 109 units and 40,046 m²)
- BREEAM Version: BREEAM NL In-Use 2014 v1.0

Project Team

- Building Owner: CBRE Global Investors
- Property Management: CBRE
- Sustainability Consultant: CBRE
- Architect: DunnettCraven (upgrade 2014-2016), Walter Brune Architekt Düsseldorf, Van Aken Architecten Eindhoven (existing building, 1992)
- Project Manager: Man&Meer
- BREEAM Assessor: W4Y (Jan Roersen)
- Contractor: Strukton WorkspHERE, STB, Webeasy, Herman de Groot Ingenieurs.

“BREEAM HAS GUIDED US TO PROVIDE A BETTER QUALITY FOR OUR TENANTS AND CONSUMERS, AT A LOWER ENVIRONMENTAL IMPACT, AGAINST LOWER COSTS. IT HAS ENABLED US TO BENEFIT ENTIRELY FROM THE ‘PEOPLE, PLANET, PROFIT’ PRINCIPLE.” CBRE

关键事实

- BREEAM评级：第1部分：杰出
- 第2部分：杰出
- 分数：第1部分：86.42%；第2部分 - 90.82%
- 规模：9,640 m²（公共空间，不包括零售店，109家店铺和40,046 m²）
- BREEAM版本：BREEAM NL In-Use 2014 v1.0

项目团队

- 业主：CBRE Global Investors
- 物业管理：世邦魏理仕（CBRE）
- 可持续性顾问：世邦魏理仕（CBRE）
- 建筑师：DunnettCraven (2014-2016升级)、Walter Brune Architekt Düsseldorf、Van Aken Architecten Eindhoven (现有建筑，1992)
- 项目经理：Man&Meer
- BREEAM评估人：W4Y (Jan Roersen)
- 承包商：Strukton WorkspHERE、STB、Webeasy、Herman de Groot Ingenieurs.

“BREEAM指导我们为我们的租户和消费者提供质量更高、且对环境影响更低和成本更低的服务。它使我们能够完全从“人、地球、利润”的可持续原则受益。”世邦魏理仕（CBRE）







Further details on the BREEAM criteria can be found in the relevant scheme manuals. Copies of the manuals can be downloaded free of charge from www.breeam.com



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