



International Facility Management Association
Empowering Facility Professionals Worldwide
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FM Trends Report

Tony Keane

Background

- **Panelist Workshop Held September 2010**
- **Panelists from variety of industries**
- **Global Perspective**
- **Facilitated by Kurt Neubek, CFM, FAIA, LEED AP with Page Southerland Page LLP and Joanna Yaghooti, AIA, LEED AP also with Page**

Exploring the Current Trends and Future Outlook for Facility Management

- **Expected to understand the company's core business and contribute to the bottom line—beyond reducing costs**
- **Contributions must improve productivity, revenue-generating capacity and the image of the entire organization**

Exploring the Current Trends and Future Outlook for Facility Management

- **Emerging trends indicate FM professionals have greater opportunity to add value through efficient management, improved technology and strategic planning**
- **The FM profession needs to ensure we are performing at a level that will meet or exceed these organization expectations**

Formation of Trends

- Panel of experts met two days in September 2010 at IFMA's office to discuss and prioritize trends
- Areas represented included real estate, government policy, sustainability, risk management, technology, procurement and workplace issues



Three Broad Categories of Trends

- **Externally Driven Trends** – Trends which have and will continue to impact the profession (Trends 1 - 4)
- **Internally Driven Trends** – Trends which derive from within the profession (Trends 5 - 7)
- **Organization Driven Trends** – Trends which derive from organizations (Trends 8 - 10)

EXTERNALLY DRIVEN TRENDS

1. Sustainability

- **Sustainability continues to grow in importance and prominence worldwide.**
- **Emphasis has moved from new construction to existing buildings**
- **Sustainability presents an opportunity for FM leadership roles**

2. Complex Building Technology

- Increasingly complex building systems and controls offer both opportunity and challenge for the profession.
- FM can leverage new technologies to conduct short and long term management of facilities, but it also needs to ensure adequate training is in place.



3. Aging Building Stock

- **Facilities and mechanical systems reach and exceed their expected operating lives, the issues of “repair or replace” must be addressed.**
- **The global economic recession has compounded the deferred maintenance issue by causing much greater competition for capital investment in the future.**



4. Preparedness

- **FM plays a critical role in business continuity after a disrupting event not only by crafting and implementing the prepared response plan, but also by serving as organization role models in emergency preparedness and business continuity.**



INTERNALLY DRIVEN TRENDS

5. Quantity & Complexity of FM Data

- **The increasing quantity and complexity of data available to FM Professionals through new reporting protocols and quantity of systems, poses challenges to FM to convert raw data into usable and meaningful information.**



6. Finding Top Talent

- Finding top talent in FM is gaining greater importance.
- FM is often not a first choice.
- Training FM professionals is more important than ever!



7. Elevating the FM Profession

- Growing desire to elevate the FM Profession, to improve the recognition and value of FM within organizations.
- Emphasize role in managers of significant assets enabling strategic value.



ORGANIZATIONALLY DRIVEN TRENDS

8. Evolving Skill Set and Business Acumen

- Expectations on FM include both technical and business acumen, driving an evolving skill set.
- FM profession need to think and act strategically and communicate the position of FM in the C-suite language.



9. Enhancing Workplace Productivity

- **FM contributes to the health and well being of building occupants, thereby contributing to their productivity and profitability.**
- **LEAN processes can be applied to FM, more education needed.**



10. Changing Workplace

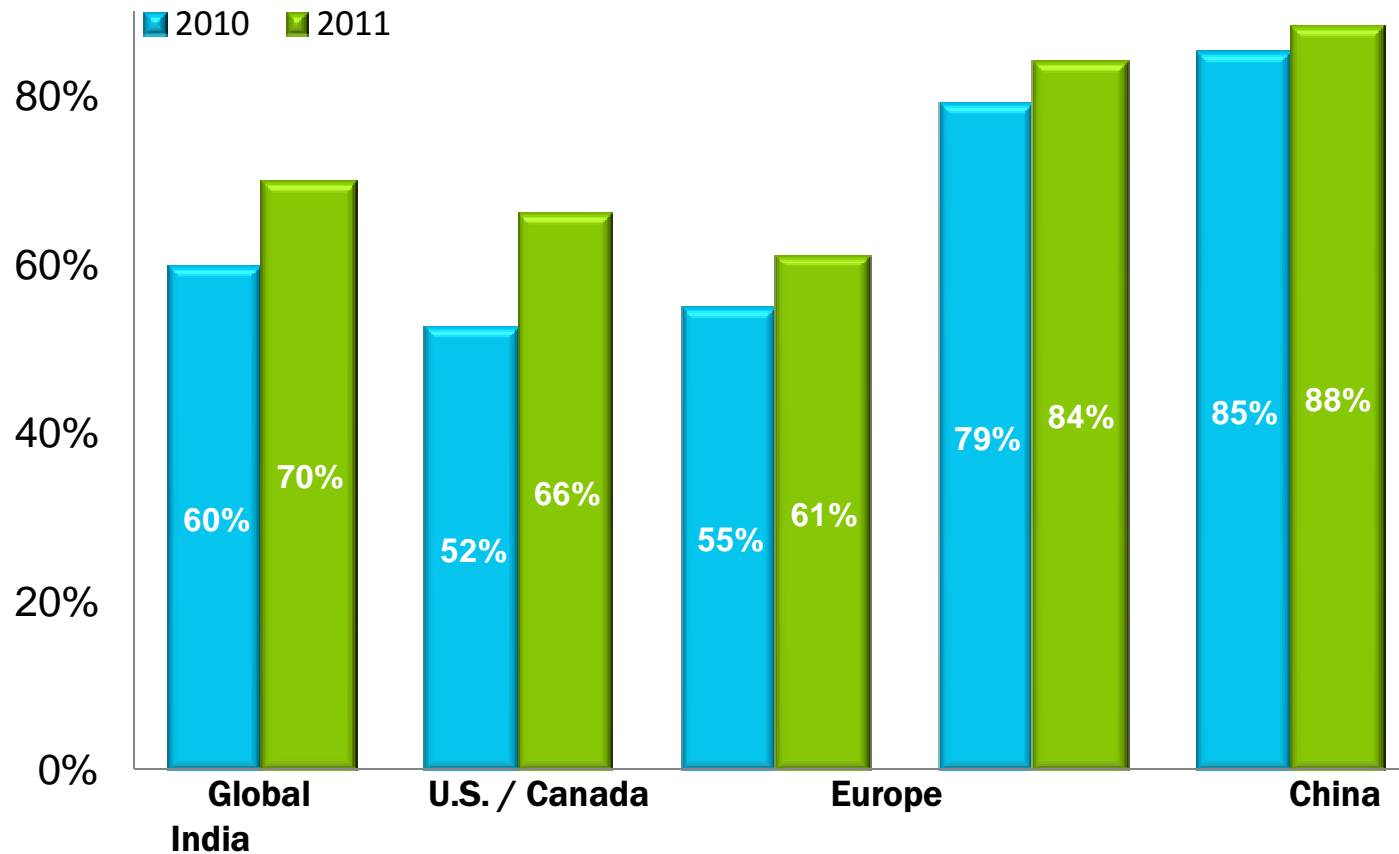
- Changing work styles affect both occupant behavior and utilization of facilities, impacting operations.
- Challenges posed by open work plans, differing hours, and varying occupancy rates and densities impact power use and ventilation.



ENERGY IMPORTANT AROUND THE WORLD

India and China respondents express most interest





Respondents identifying energy management as extremely or very important



CHANGING MOTIVES FOR ENERGY EFFICIENCY

Cost, incentives, public image top the list

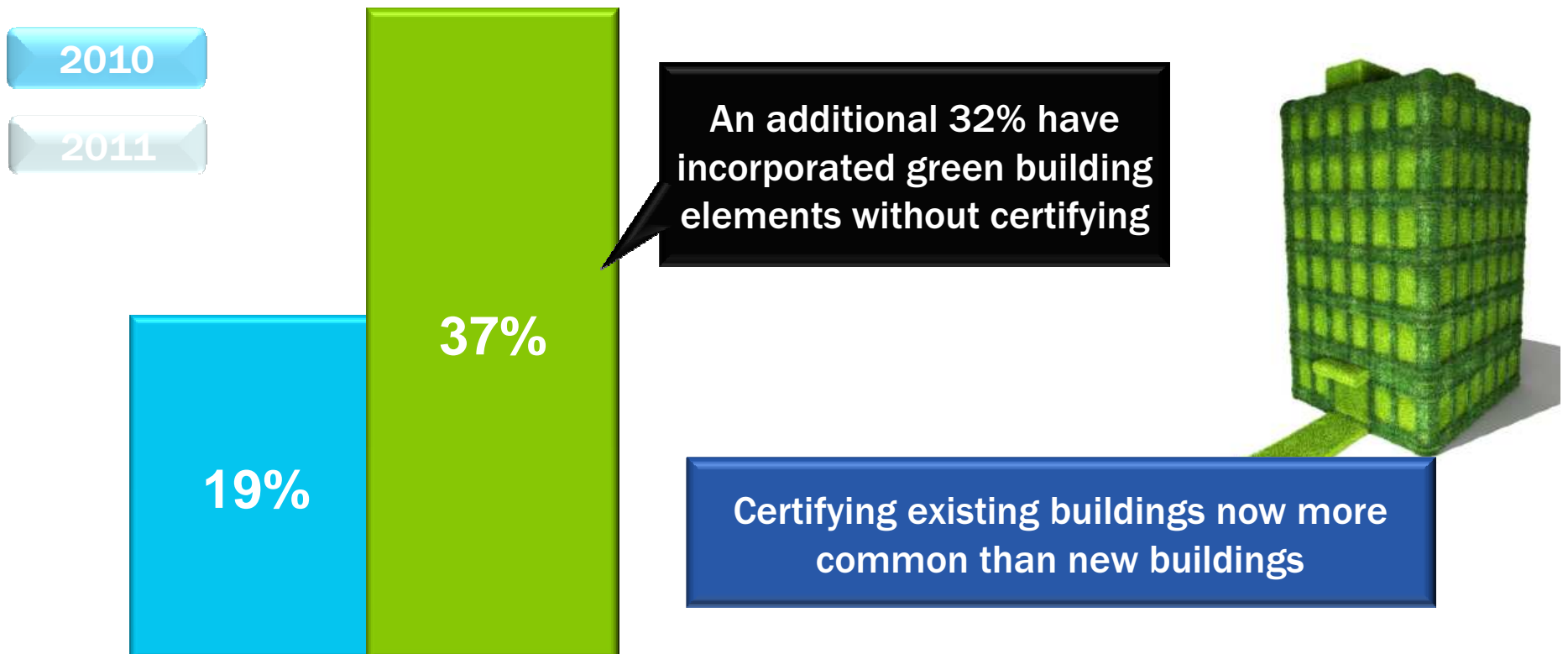
How significant are the following in your organization's energy efficiency decisions?

2010 Global	2011 Global	Drivers of efficiency	Europe 	India 	China 	US/CA 
1	1	Energy cost savings	1	1	1	1
4	2	Gov't/utility incentives/rebates	2	3		2
3	3	Enhanced brand or public image				3
N/A	4	Increasing energy security	3	2	2	
2	4	Greenhouse gas reduction				
6	6	Existing policy			3	

GROWTH IN GREEN BUILDING CERTIFICATION

One indicator of brand/public image driving decisions

Percentage of respondents with at least one green-certified building



WIDE RANGE OF PROJECTS PURSUED

52 measures (energy efficiency, renewables, demand mgmt)

61% Switched to energy efficient bulbs, lamps, ballasts or fixtures

39% Installed occupancy- or photo- sensors

38% Adjusted HVAC control setpoints or schedules

37% Increased awareness of facility occupants to reduce energy use

36% Replaced inefficient equipment *before the end of its useful life*

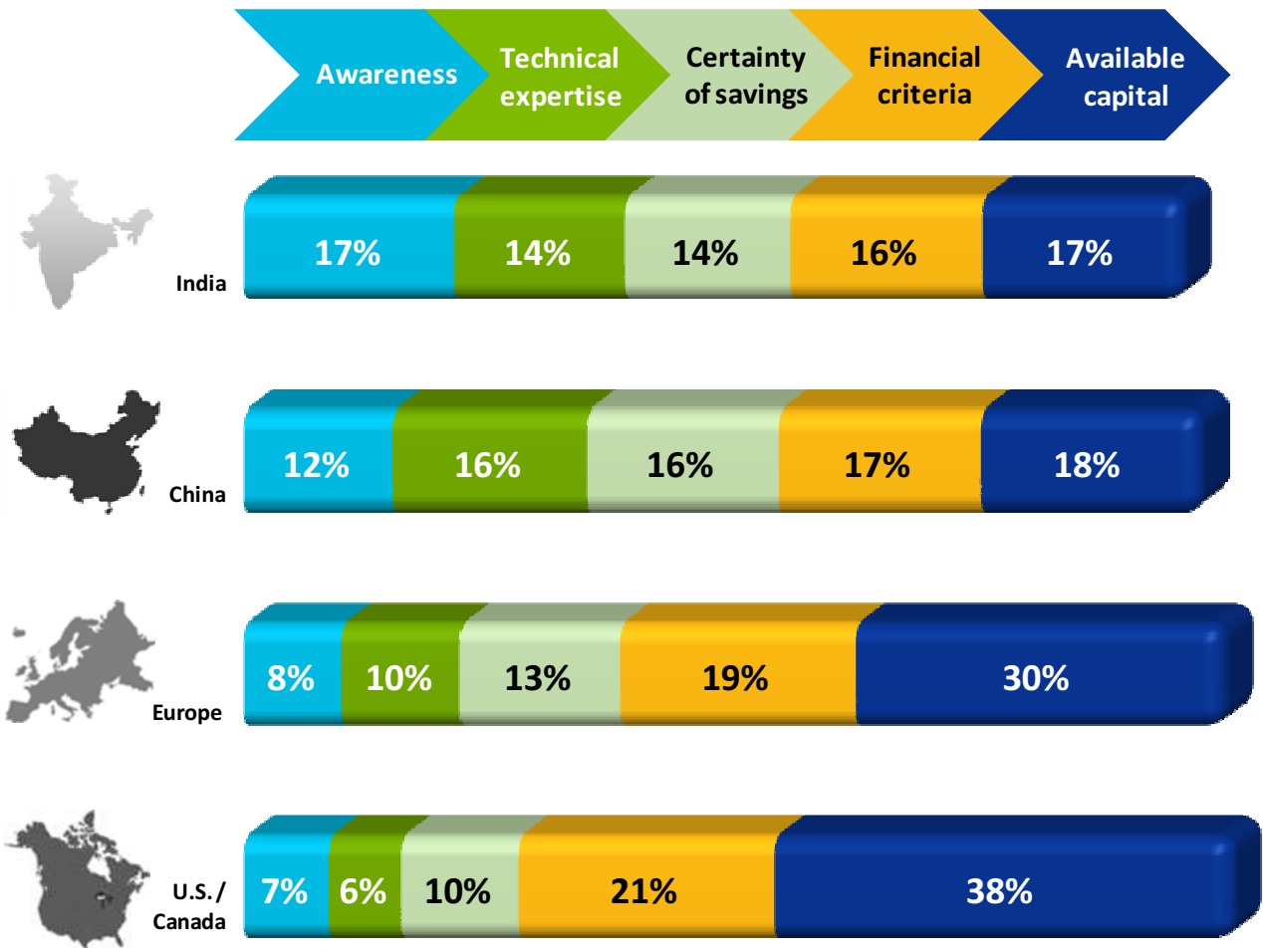
29% Upgraded or improved an existing building management system

15% Solar Electric

OBSTACLES IN THE PATH

Organizations and regions at different points along the way

What is the top barrier to pursuing energy efficiency at your company/organization?



ENERGY CONCLUSIONS AND IMPLICATIONS

1. Markets moving toward energy efficiency

Energy continues to be a strong priority for organizations around the world, driven by a cost savings, incentives and public image.

2. Obstacles in the way

Awareness of opportunities, technical expertise, certainty of savings, financial criteria and available capital – barriers vary for organizations and regions.

3. Success factors

Setting goals, increasing the frequency of data analysis, securing internal/external resources and leveraging external capital are keys to deeper efficiency improvements and greater savings.

Issues for Government

- **Energy Usage**
- **Property Value's at time of disposition**
- **Achieving mandated targets**
- **Reduced operating costs**

In Summary

- **These trends are interconnected**
- **Education and training is more critical than ever to meet the challenges**
- **Energy Efficiency is an opportunity for FM to lead**
- **FM has a bright future and opportunity to influence the strategic outcomes of the organization**

THANK YOU!



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