

**CORPORATE SOCIAL
RESPONSIBILITY REPORT**
2019

NELSON

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NELSON is an integrated architecture, design, and strategy firm

- > rooted in **insight**
- > shaped by **ingenuity**
- > driven by **results**



NELSON

As our company has grown over the years, I've spent a lot of time thinking about the impact we have on the world around us - on our clients, through the work we do; on our employees, in their experience as a NELSON Teammate; on the world, with the environments we design and build; and on the planet, in the resources we use and the footprint we leave.

We should all care about the impact we have on the people and the world around us, and strive to make that impact as positive as we can through our designs, actions, and through the decisions we make. Over the next few years, we will be focusing on responsibility, accountability, and awareness when it comes to all of these things. We are not just boldly transforming all dimensions of the human experience - we are boldly transforming NELSON as a company, as a design firm, and each other as responsible stewards of our clients, work, and the environment.



John "Ozzie" Nelson, Jr.
Chairman & CEO

GRI MODULES REPRESENTED IN THIS SPREAD

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Boldly transforming
all dimensions of the
human experience.



INTENT OF NELSON'S CORPORATE SOCIAL RESPONSIBILITY REPORT

NELSON has provided professional services influencing the design, operations, and employee satisfaction of our clients and the spaces those businesses occupy for 40 years. In that time, we've been a progressive service provider of cutting-edge, holistic design with recognized success in our designs & delivery.

NELSON is voluntarily reporting the operational and service delivery impacts of our economic, social, and environmental actions. This report will continue to measure mitigated environmental impact, increase positive impact on our immediate communities and the communities of our clients, and outline our future improvements and goals.

CORPORATE SOCIAL RESPONSIBILITY REPORTING

We provide access to company information, history, and service approach via our website, and additional internal policies are made available upon request. Maintained with annual updates and now available via the NELSON website is this cumulative report reflecting our business operating practices and services.


NELSON'S four fundamentals of our corporate social responsibility plan:

- > **Do our services improve the lives of the people we serve?**
- > **What are we doing for the communities where we are located?**
- > **Are we fiscally prudent in the way we institute our improvements?**
- > **When we identify problems, how do we work to resolve them?**

Our services directly impact the operations, environment, and communities of each of our clients. We promote this self-awareness with active reporting, case studies, and shared stories. We model this self-awareness of our cumulative impact by partnering with the communities where we work and live to sustain them and create positive change through civic engagement and socially responsible behavior.

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We deliver brand **experiences**,
compelling **environments**, and
smart **solutions** across all the
places we...
work. shop. dine. stay.
serve. live. play. thrive.

OVERVIEW AND HISTORY

NELSON Worldwide is an integrated architecture, design and strategy firm. We believe that compelling human environments should be informed by deep insight and knowledge of our clients' business, brand, competition and user. We believe in delivering informed solutions grounded in these dynamics.

We approach our clients' challenges with ingenuity, to provide unexpected approaches and solutions. And most importantly, we are driven by results. Our definition of success is delivering on both brand AND business goals. Our vision is to become a partner, beyond just a project.

We leverage collective expertise across a broad spectrum of markets that enrich our solutions:

- > Workplace
- > Tenant | Landlord
- > Retail & Restaurants
- > Hospitality
- > Mixed Use
- > Architectural Implementation
- > Industrial
- > Healthcare
- > Civic, Community & Justice
- > Higher Education

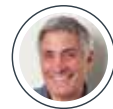
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> Our Leadership Team



CEO

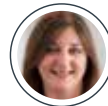


JOHN "OZZIE" NELSON, JR.
Chairman & CEO

EXECUTIVE TEAM



TOM FINK
Chief Financial Officer



JILL HACKENMUELLER
Chief Talent Officer



SHERYL MOORE-MARLETTE
Chief Operating Officer

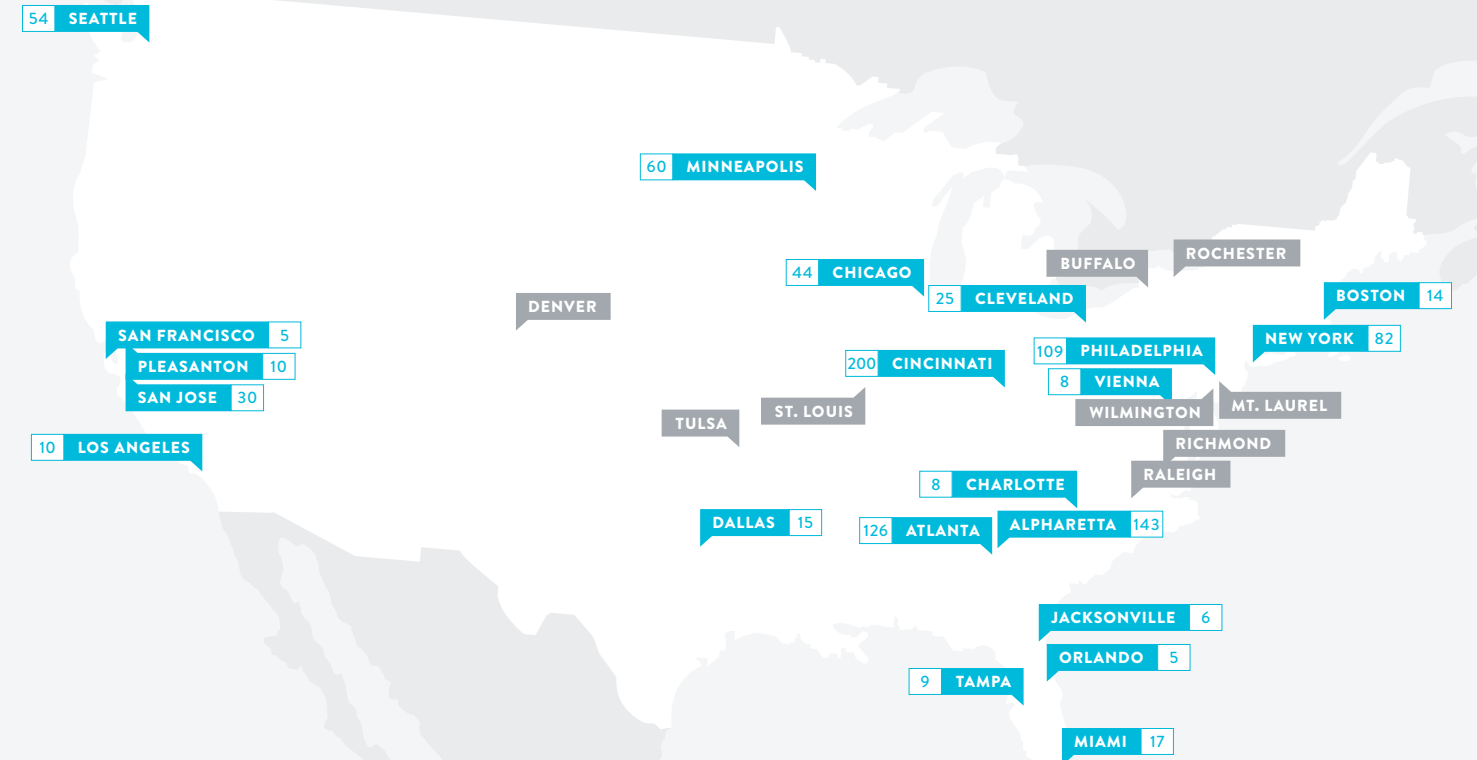


MAUREEN SANDOVAL
General Counsel

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OUR FOOTPRINT + TEAMMATE COUNT



WEST

Los Angeles, CA
Pleasanton, CA
San Francisco, CA
San Jose, CA
Seattle, WA
Denver, CO

MIDWEST

Chicago, IL
Cincinnati, OH
Cleveland, OH
Minneapolis, MN
St. Louis, MO

SOUTHEAST

Alpharetta, GA
Atlanta, GA
Charlotte, NC
Dallas, TX
Jacksonville, FL
Miami, FL
Orlando, FL
Tampa, FL
Raleigh, NC
Tulsa, OK

NORTHEAST

Boston, MA
New York, NY
Philadelphia, PA
Vienna, VA
Buffalo, NY
Mt. Laurel, NJ
Richmond, VA
Rochester, NY
Wilmington, DE

> Leveraging Collective Expertise

WORKPLACE

LANDLORD SERVICES

MIXED-USE

ARCHITECTURAL IMPLEMENTATION

RETAIL

HOSPITALITY

INDUSTRIAL

CIVIC COMMUNITY AND JUSTICE

HIGHER EDUCATION

HEALTHCARE

GRI MODULES
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> From Innovation to Implementation

STRATEGY & INSIGHTS

Brand Strategy
Consumer Research
Brand Architecture
Brand Portfolio Strategy
Communication Strategy
Market Assessments
Innovation Strategy



CONSULTING & WORKPLACE SERVICES

Portfolio Strategy
Space Management
Space Utilization Studies
Move Management
Change Management
CAD / CAFM / IWMS



BRAND COMMUNICATIONS

Logo & Visual Identity
Environmental Touchpoints
Digital Design
Print Design
Package Design
Marketing Materials & Collateral
Brand Standards & Guidelines



ARCHITECTURE

Architectural Design
Master Planning
Placemaking
Construction Documents
Construction Administration
Rollout Program Management
Sustainable Design (LEED, WELL)
3D Visualization



INTERIOR DESIGN

User Journey
Planning & Programming
Concept Development
Environmental Digital Strategy
Design Adaptation & Development
Resource Design & Specifications
Sustainable Design (LEED, WELL)
Design Standards & Guidelines
3D Visualization



ENVIRONMENTAL GRAPHIC DESIGN

Branded Environments
Wayfinding Systems
Signage Programs
Design & Documentation
Fabrication Coordination
Installation Coordination



ENVIRONMENT



NELSON'S ENVIRONMENTAL DESIGN INITIATIVE

NELSON embraces design principles that positively impact our natural environment and resources. As part of the NELSON Environmental Design Initiative, our teams are continuously expanding their education and awareness of best practices in sustainable design strategies. This knowledge and education influences our discussions and our work - from inception through occupancy. NELSON employs over 150 LEED Accredited Professionals and has LEED certified nearly 10 million SF of built environment under our design leadership.

PROGRAMMING & PLANNING

Programming & Planning not only includes the specific issues related to the goals and objectives of both the client and the end user, but considers the project's social, cultural and financial ramifications. Our holistic methodology guides us in the development of solutions that are effective, efficient and economically feasible. In addition, defining all requirements at the beginning of the process helps to avoid unanticipated delays and keeps the overall project on schedule.

OUR DESIGN APPROACH

Our design approach also takes into consideration responsible material sourcing, economic impacts, life-cycle impacts, health and welfare of your occupants, and social and cultural impacts of each project. Advocating for the stakeholders of the project, NELSON also provides research of federal and private incentives when applicable and appropriate, enabling the client to further their environmental impact reduction strategies.

GREEN BUILDING CERTIFICATIONS

NELSON has furthered this mission by providing services to facilitate green building certifications. Our certification support covers an array of building types and rating systems. Included in these are the LEED Rating systems.

WELLNESS IN DESIGN

We focus on the integration of human health features within the built environment. We believe the intersection of people and place affects physical and psychological wellbeing. When we place an emphasis on wellness, we increase productivity and positivity, while reducing stress and negative health effects.

At NELSON, we design environments where people are engaged, re-charged, and renewed. To further our Teammate's delivery of a holistic approach to wellness in the workplace, NELSON committed to a WELL AP in every NELSON location.

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IN THIS SPREAD

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NELSON OFFICE ENVIRONMENTS

We are adopting NELSON Workplace Guidelines for all newly renovated NELSON office locations, and adapting them whenever possible for acquired office locations. Our guidelines identify specific parameters and goals for the that align with the NELSON mission, values, and business operations.

OUR INTENT

Each office will illustrate NELSON's commitment to global design excellence. Our NELSON workplaces will meet three (3) core objectives:

1. Enable the utmost productivity for our teams
2. Minimize costs and emphasize stewardship of corporate resources
3. Mitigate risk by providing flexibility to all for change over time (expand/contract/densify)

In addition to design guidelines, our Office Environments Guidelines include, but are not limited to:

- > Consistent and progressive programming standards following Activity Based Work Principals
- > Requirements for site selection, including location, building amenities, and access to surrounding transportation and services
- > Office configuration and square foot requirements
- > Meeting and support space requirements following Activity Based Work principals
- > Technology and infrastructure guidelines
- > Energy Consumption, Water usage, and Biophilia requirements
- > Branding, culture, and aesthetics guidelines
- > A commitment to design to LEED and WELL standards

*NELSON intends to provide a **first-in-class workplace** that truly aligns with the design ideals and aspirations of the global organization*

OPERATIONS

Within the NELSON real estate portfolio, best practices in operations and management are consistently maintained. The following are initiatives that are actively being practiced or are projected goals moving to policy in NELSON's future.

RESPONSIBLE PROCUREMENT GUIDELINES & REQUIREMENTS

We focus on the life cycle of materials and office supplies in our global Responsible Procurement Guidelines. We believe responsible procurement adds up to a great impact.

For our technology procurement we have established Responsible Procurement Requirements that add an additional level of NELSON commitment.

Across both policies, we focus on:

Clean Air & Water

- > Air quality and thermal comfort
- > Water saving fixtures
- > Lowest emission, highest energy efficiency HVAC equipment

Systems & Energy

- > Energy efficient lighting and controls
- > LED light fixtures with daylight harvesting controls where available

Spaces & Materials

- > ENERGY STAR rated equipment and appliances
- > Low emitting fixtures & finishes
- > Specifications of materials with minimal demand on raw materials
- > Recycling and re-using materials to divert from landfill, extend life, or provide for secondary custody
- > Specifications to acquire materials locally
- > Responsible sourcing for office supplies

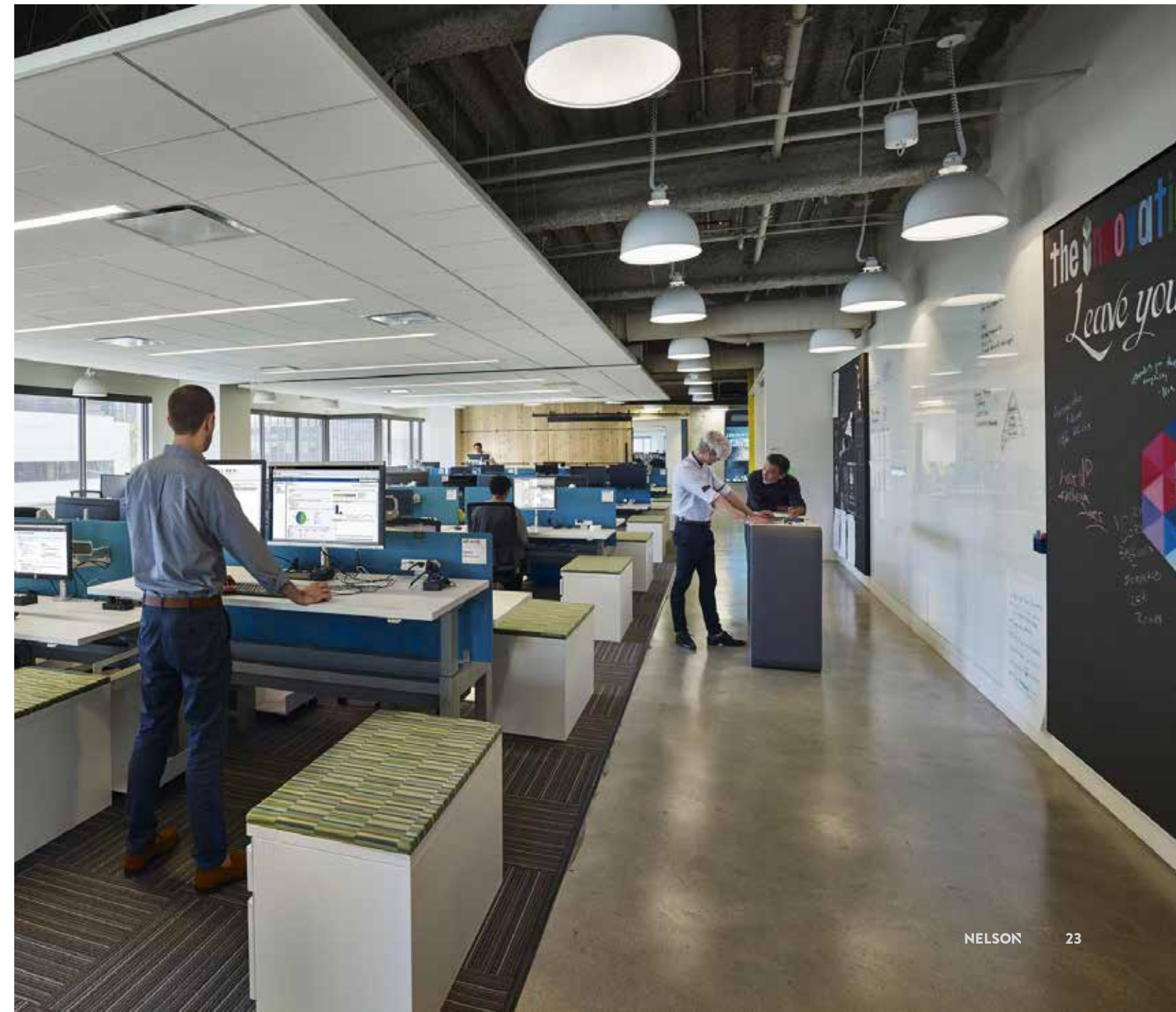
Mind & Body

- > Considerations and guidelines for foods provided
- > Consideration and guidelines for mental respite, wellness, and mediation spaces

WASTE MANAGEMENT

Every NELSON location provides equipment and policies for responsible disposal of waste, with organic waste removal and landfill diversion and recycling components.

We schedule "purge days" multiple times a year to remove unused goods and waste and revisit procurement policies regularly. NELSON carefully selects facilities for our office locations with optimal waste management practices available. We are looking to integrate composting into office locations in 2020.



NELSON WELL BUILDING STANDARD INITIATIVE

Wellness is centered around people. People are affected by their environment. NELSON's approach to wellness is focused on the integration of human health features within the built environment. When we place emphasis on wellness, we get in return greater productivity and increased positive attitude. At NELSON, we make each and every workplace an environment where people are engaged, re-charged, and renewed.

We approach wellness from a human-centric philosophy focusing on the WELL Concepts of air, water, nourishment, light fitness, comfort, and mind.

We've established a NELSON WELL Building Standard Initiative and National Team to further our progress and impact. The team is a subset of our Design Leadership Council.

The vision of this team is as follows:

- > To create and inform design with a focus on the human experience
- > To lead NELSON in wellness certification opportunities including WELL
- > To start a cultural shift within NELSON around this initiative

As an active member of the U.S. Green Building Council (USGBC), NELSON has LEED accredited professionals located nationwide as well as a dedicated team of sustainability specialists that includes licensed architects and engineers, commissioning agents, and behavior change management experts.

We are proud of our leadership in the sustainable design industry. At NELSON, we have over 150 LEED Accredited Professionals on staff and have completed over 100 LEED certified projects.

Legacy & Evolution

The NELSON Environmental Initiative was rolled out in July of 2009. The philosophy supported a balance between our living environment and the integration of human activity in a built environment. Communities and municipalities now call for updated standards, with green design integrated as the new norm. NELSON has recognized and embraced the call for change and we are committed to doing our part. Updated iterations of this initiative adapt interest and new goals of this ever-evolving organization.

Through the continued effort to strengthen our environmental best practices and reduce our negative impact on the environment, NELSON is identifying specific metrics within each of our primary goals. Each goal is reviewed

by NELSON's leadership team and acknowledged through various strategic plans including financial planning, Teammate engagement, and stakeholder awareness.

Key to our success is a thorough analysis and alignment of our own business practices and building operations with current best practices. With continuous examination of everyday applications as well as utilizing expert professionals, NELSON is taking proactive steps to reduce our Teammates' negative impact on our environment. Primary efforts included in the program roll-out are listed here with updated notes. These goals are undergoing evaluation in 2018 for re-categorization and potential updates.

- > Employee Education: Continuing education is enabled for professional accreditation maintenance, licenses and general environmental and trade education available to all Teammates—Ongoing
- > Utility Use Analysis—Executed & Reported in 2013; A new analysis is being proposed as NELSON has new office locations
- > Commuter Survey and Monitoring: NELSON Teammates' analysis; Executed & Reported in 2013
- > AWS & Virtual Teammates; company approved mobility program; Guidelines are provided for the use of alternative work schedules
- > NELSON Project Impact Analysis—Pending, update required; New templated tools in development
- > Community: Civic Engagement practices provided herein; Teammates support volunteer opportunities in their local communities
- > Procurement and Sub-Contractor Policy Analysis: Existing policy herein; In development in conjunction with the Philadelphia WELL Building certification, advanced policy to be rolled out in 2020
- > Waste Stream Analysis: Existing—General waste & recycling guidelines are in practice; Composting program recommendations roll out in 2019
- > Air Quality Improvement Analysis: Applicable to newly constructed NELSON locations

In 2019 NELSON seeks to earn both a WELL Building and LEEDv4 Certification for the newly renovated Philadelphia location. Checklists available upon request.

We are proud and committed to embracing these standards and protocol for improving our impact on the environment and continue to provide ongoing resources for a sustainable environmental policy.

*NELSON's approach to wellness is focused on the integration of **human health** features within the built environment.*

PEOPLE



TEAMMATE SATISFACTION

NELSON currently implements the following initiatives to increase Teammate satisfaction:

- > Teammate Satisfaction Survey
- > All-Teammate Town Hall meetings to report on the operational and financial status of NELSON to all Teammates
- > NELSON website
- > Cultural Series offering cross-training, advocacy, and awareness of other practice areas and client experiences
- > Issuing and maintaining annually the NELSON Corporate Social Responsibility Report
- > Choosing to utilize third-party certifications of the newly designed and constructed Philadelphia Office with both LEEDv4 & WELL Building certifications
- > Teammate engagement through the development of committees supporting the NELSON wellness initiative
- > Local Teammate engagement through the committees developed to support specific design and operating policies for the WELL Building Certification at the Philadelphia office
- > Setting and maintaining design standards delivered to our clients that incorporate best practices in sustainability and wellness
- > Providing continuous education and personal development by promoting training and professional licensure via reimbursement and job placement advancement
- > Continuous performance and peer reviews

DESIGN AND QUALITY IMPROVEMENT

DESIGN LEADERSHIP COMMITTEE

NELSON's Design Leadership Committee is focused on integration of services and elevation of design within the NELSON network. Committee members include the Design Directors from each of our main locations, project managers, and graphic designers. Each year the Design Leadership Committee establishes a list of indicatives that are meant to improve our internal processes while simultaneously benefiting our clients.

NXGN DESIGN

The NELSON Teammates who are selected and appointed to be a part of NXGN are passionate designers who act as design ambassadors to further integrate design across all regions and all offices. In partnership with the Design Leadership Committee and acting as ONE NELSON, these local design leaders work to bring innovative learning, sharing, and design forward ideas and initiatives to all our offices. They work individually and within committees on initiatives put forward by the Design Leadership Committee and those created within NXGN.





TEAMMATE SUPPORT

POLICIES & RIGHTS

NELSON operates business with a full support staff including human resources. The human resources group provides a NELSON Teammate Handbook to each employee at the time of hiring the individual. The individual is asked to review the handbook and sign off that they have read and understand the contents of the handbook. The handbook is posted on the company intranet and made available to all employees of NELSON always.

THE INTENT OF THE HANDBOOK

The handbook contains the policies of NELSON relating to hours, wages, Teammate benefits, and other policies related to employment. NELSON policies are operating practices and rules of the firm. These policies have been established for the benefit of Teammates to provide the best working conditions possible.

EDUCATION AND ADVOCACY

NELSON promotes professional licensure, professional accreditations and continuing education. Each licensed professional and accredited professional is expected to maintain their licensing fees and continuing education requirements.

Education and Advocacy is also promoted via a variety of sourced education providers ranging from vendor product orientations, software training and development, professional training, seminars, webinars, and conventions as related to NELSON's service practice areas.

Internal programs are offered reviewing case studies of completed projects covering topics ranging from business development and programming to design development, construction best practices, project management, change management, and industry trends.

COMMUNITY



CIVIC ENGAGEMENT

Core to NELSON's mission is our commitment to partnering with the communities where we work and live to sustain them, as well as creating positive change through civic engagement and socially responsible behavior. This is our commitment to do acts of service and kindness in the areas our Teammates call home. Ranging from clothing and food drives to fixing up a local school, we believe that communities are only as strong as those who are truly invested in them. Some of the organizations we support are:

INDUSTRY INVOLVEMENT

- > Refortify
- > Green Apple Day of Service
- > Aeron Chair Hockey Donation
- > IIDA Design in Motion
- > Raleigh Farm Design
- > ACE Student Mentoring
- > SCAD Student Mentoring
- > NAIOP Volunteers
- > Dwell with Dignity
- > Habitat for Humanity
- > USGBC
- > Cincinnati Preservation Center
- > AIA Vision & Liaison Program
- > CANstruction

VOLUNTEER WORK

- > The St. Dominic's Home
- > Take Me Out to The Ball Game
- > Blessing Bags
- > Children's Healthcare of Atlanta
- > Hava NaGrilla
- > Polar Bear Plunge
- > Metro Hope/Healing House
- > The USO
- > Midtown Alliance Center
- > FV Park & Recreation Board
- > Home Repair Ministry—Victory Church
- > River Hill Plantation Community
- > Youth dinner at DWUMC
- > Dress for Success
- > CRT Chihuahua Rescue and Transport
- > Feed the Homeless Project
- > Community Group Host Team
- > Harts Mill Eco Village
- > Nicholas House
- > Red Nose Day
- > Puppies and Prosecco
- > American Cancer Society
- > Chairs for Charity—Metropolitan Ministries
- > Keep America Beautiful
- > Children's Healthcare of Atlanta
- > North Highland
- > Wilderness Works
- > Universal Donor Blood Drive
- > South Fork Conservancy
- > Blanket Donation for Project Life
- > Kate's Club
- > Project Lift



*NELSON Teammates are the
foundation of the services we deliver*



REFERENCES



REFERENCES

NELSON: <http://www.NELSONworldwide.com/>

USGBC: <https://new.usgbc.org/>

LEED: <https://lo.usgbc.org/projects>

IWBI: <https://www.wellcertified.com/en>



We aim to boldly transform
the employee experience with
solutions that build culture,
create community, and inspire
PERSONAL GROWTH



NICOLE KEELER LEED AP BD+C, WELL AP
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GRI TRAINED

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