



## How BSI Kitemark certification helps to build sustainable standards into property development

**Wanda Group is a major Chinese multinational. It is a Fortune Global 500 company with interests in many sectors. Through its subsidiary, Wanda Commercial Management Group, it has developed over 370 Wanda Plazas. Their Plazas integrate retail, leisure, hotel and residential space into a single fully-functional complex. BSI Kitemark certification has supported Wanda's goal of integrating sustainable development and smart-city operations into its Plazas.**

The ethos behind Wanda Plazas is to create a balance between business and society by improving a city's commercial property quality, creating new jobs and enriching local consumer demand.

Sustainability is integral to Wanda Group's business model. It strives to align with the United Nations Sustainable Development Goals (UN SDGs) and sets itself targets in areas ranging from environmental and social standards to health and wellbeing and supply chain sustainability.

To help it meet these challenges, Wanda Group chose BSI to provide independent certification to the globally-recognized standards ISO 37101, sustainable development in communities, and ISO 37106, smart city operating models for sustainable communities, using the BSI Smart Cities and Communities Kitemark certification. BSI kitemark certification supports the Group in aligning with the UN SDGs, as well as achieving its own sustainability targets, and meeting its commercial objective of making Wanda Plazas sustainable communities. The Kitemark provides Wanda with a recognisable symbol of best practice and trust.

By supporting Wanda's sustainability goals and providing Kitemark certification, BSI demonstrates its commitment to enabling all of the UN SDGs through its focus on SDG 17, partnership for the goals.



Find out more: [bsigroup.com](https://www.bsigroup.com)



"Our alignment with the UN SDGs and our commitment to sustainability targets help us achieve our commercial aims, and BSI Kitemark certification proves our commitment to making Wanda Plazas smart and sustainable communities."

**Landson Li**

Chief Engineer, Wanda Commercial Management Group

## Wanda Group's sustainability challenge

Wanda Group's ambitious business strategy includes reaching 1,000 Wanda Plazas by 2030 – approximately six new developments every month. It intends the latest, 'fourth generation' Plazas to offer an enhanced experience for tenants and end-users. They seek to achieve sustainable and smart spaces by ensuring high quality design, natural and healthy spaces for public use and intelligent buildings using data to monitor and track the environment.

In support of its commercial aims, Wanda has set new 'green' targets for the next five years, covering the 'six purposes of sustainability' from ISO 37101: Attractiveness; Preservation and Improvement of Environment; Resilience; Responsible Resource Use; Social Cohesion; and Wellbeing.

## Impact of BSI's solution

Certification to ISO 37101 demonstrates that the company has considered the following 12 sustainability issues that relate to the 'six purposes of sustainability':

- 1 Governance, Empowerment and Engagement
- 2 Education and Capacity Building
- 3 Innovation, Creativity and Research
- 4 Health and Care in the Community
- 5 Culture and Community Identification
- 6 Living Together, Interdependence and Mutuality
- 7 Economy and Sustainable Production and Consumption
- 8 Living and Working Environment
- 9 Safety and Security
- 10 Community Infrastructures
- 11 Mobility
- 12 Biodiversity and Ecosystem Services

These sustainability issues can be a powerful tool to enable progress towards all 17 of the UN SDGs alongside specific performance measures that reflect the context of each individual Plaza.

Wanda uses the BSI Kitemark for Smart Cities and Communities certification to demonstrate they have a management framework in place capable of developing their fourth generation plazas in line with their corporate strategy and sustainability aspirations. The BSI Kitemark also contributes to assure third parties' trust in the sustainability credentials of the Wanda strategy.



## Why BSI?

"There aren't any organizations that have BSI's history as a leader in standards. It has such a strong reputation and they are real professionals that we can always rely on."

**Landson Li**