



Interview to:

Martin Elezovic

Executive Director at Atrium Consulting



Martin Elezovic is Executive Director at Atrium Consulting and a Member of the Board of Directors at Serbia Green Building Council. Atrium is a company that provides active management and integrated resources to maintain and enhance the value of clients' Real Estate assets. Atrium is also one of the sponsors of The Week of Facility Management's next edition, which will take place in Belgrade at the end of this month (June 28th – July 1st).

1. You are Member of the Board of Directors at Serbia Green Building Council. What are the goals and the main activities of this organization?

Serbia Green Building Council was established in 2010 with the main goal of raising awareness of the green buildings and overall influence of the buildings on the environments, resources and people. We are promoting sustainable approach by applying green building core principles in our daily operations, but also supporting the Government in creating laws and rulebooks that better recognize and implement green principles. Today Serbia Green Building Council gathers some of the most important companies from various Real Estate sectors in Serbia. We would also like to use this opportunity and invite all other companies interested to support green building principles to join Serbia Green Building Council and to be part of the team which will improve the state of sustainability in Serbia.

2. In your experience, what are the most common green buildings certifications in Serbia and how do they affect the construction and Real Estate market?

LEED and BREEAM are leading green building certifications schemes in Serbia. Serbia is still at the beginning of the process and only six buildings are certified, although more are awaiting certification. Based upon this, it is hard to make any conclusion or future trend prediction. By the number of certificates LEED has lead, but this can be easily changed if any of major developers decide to certify their portfolio to some other certification system. Few years ago Atrium was executing only LEED projects. This trend is now changing and there are growing number of BREEAM requirements in Serbia and the region. We are now involved in some very exciting new developments in Serbia which will go under BREEAM certifications.

3. Could you describe how the current Real Estate and Facility Management market situation in Serbia is?

Modern FM services and FM service providers appeared in Serbia about 12 years ago. The industry changed from exclusive and tailored approach to the current situation where there are many different service providers offering different FM concepts. Some companies are focused on specialized services (like cleaning, security or technical maintenance) while others are specializing in particular sector (office or residential). In general, more and more companies are outsourcing FM services and this is increasing the demand for FM. At the same time companies with in-house staff are implementing modern approach to FM and contributing to the development of the FM sector.

4. How do you expect The Week of FM will contribute to the sector in the country?

The Week of FM will be the first FM dedicated event in Serbia and I expect that this will serve as an initial point where knowledge exchange and industry related legislation dialogues will begin. In the sector, with its constant expansion, it is necessary to establish a professional code of conduct; otherwise the whole concept can suffer by badly implemented FM concepts in practice. I strongly believe that the professional FM association can further support development of the FM services in Serbia and this would be the biggest achievement of the upcoming event. An active FM association will act as a voice of the FM industry and can support the Government in their efforts to adapt existing legislation with EU norms.