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TDC Occupant Engagement Program

Waste 201 2018 Campaign Report

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Occupant ENGAGEMENT

For many landlords, bringing tenants together and giving them a say in building operations is daunting, but for Cadillac Fairview, tenants are key to driving lasting, meaningful change.

True engagement happens when all building occupants - tenants, their employees, and the landlord - behave in a way that realizes environmental, social, and wellness goals as a result of purposeful action. This is why in 2010, TDC deployed an Occupant Engagement Program to align the sustainability and wellbeing of the entire TDC community, and promote behavioural actions that drive results.

The Occupant Engagement Program involves a host of tools, communications, and events that educate and engage occupants in sustainable and wellness initiatives, and encourage occupants to adopt specific behaviours that contribute to the sustainability and wellbeing of the TDC community.



small
acts

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21,000
building
occupants

=

**BIG
IMPACT**

to reduce waste in the TDC
community

Occupant ENGAGEMENT (continued)

GREEN COUNCIL

A key component of the Occupant Engagement Program is the Green Council, which is made up of tenant representatives who act as the advisory group for the program, as well as a conduit to and representative of the larger tenant body.

The Green Council's Mission is to:

“Act as the catalyst for change to sustainable green practices and green consciousness at TDC working towards a vision for a future that is reliable, responsive, and environmentally sustainable every day.”

Current Green Council Members include:



The Green Council meets quarterly to discuss tenants' sustainability goals, which help shape future campaigns and determine topics to focus on as part of the Occupant Engagement Program. Essentially, the Green Council acts as the voice of the tenants, ensuring Cadillac Fairview provides the TDC community with the tools and resources they need to help achieve their sustainable goals and objectives. To encourage participation, every initiative, tool, and communication is designed so that it can be easily and effortlessly implemented by tenants within their organizations.

New members from the TDC community are always welcome. Contact cfconnect@cadillacfairview.com for more information.

Campaign OVERVIEW



WASTE 201

The Waste 201 Campaign was the second Campaign to be rolled out at TDC that focused on measuring, managing, and minimizing waste generation. The Campaign was designed to reinforce and augment the behaviours and initiatives promoted in the first Waste Campaign (101) and enhance TDC's existing waste management program. By participating in the Campaign, tenants had the opportunity to understand their current waste diversion performance, and engage employees in managing waste more sustainably, both at TDC and within their own organizations.

The Waste 201 Campaign was rolled out in three bundles. Each bundle included three initiatives: a landlord initiative, tenant initiative, and occupant behaviour. The landlord initiatives were undertaken by Cadillac Fairview in support of the Campaign and were designed to align with tenant initiatives and support common goals. Tenant initiatives supported organizations in increasing recycling opportunities and reducing waste creation, contributing to a more sustainable workplace environment. To maximize the impact of landlord and tenant initiatives, occupants were also encouraged to participate by changing daily habits related to their personal management of waste.

The following chart illustrates the three Bundles of the Waste 201 Campaign.

	Bundle 1	Bundle 2	Bundle 3
Landlord	A Coffee Cup Installation was held where attendees learned about proper coffee cup recycling and received free coffee if they brought their own mug.	A Food Court Waste Bin Enhancement was undertaken to increase diversion in TDC's Food Hall using feedback collected from occupants.	A Cooking Demonstration was held featuring creative ways to turn leftover food into new meals and snacks to reduce food waste.
Tenant	A Waste Audit Review was offered to tenants to provide an opportunity to review and understand the results of their Waste Audit with TDC's waste consultant.	E-Waste, Pen & Battery Collection Bins were introduced to encourage diversion of these commonly missorted items.	A Responsible Catering Toolkit was developed to provide tenants with strategies for reducing waste associated with catering practices.
Occupant Behaviour	Communications encouraging occupants to Recycle Coffee Cups .	Communications encouraging occupants to Recycle E-Waste .	Communications encouraging occupants to Bring Their Own Container .

Landlord INITIATIVES



COFFEE CUP INSTALLATION & LOUNGE | Landlord Initiative

To celebrate Earth Week (April 16 - 20) Cadillac Fairview held a Coffee Cup Installation. The Coffee Cup Installation (pictured above) rotated between lobbies, and featured three eight-foot tall communications containing information and prompts on proper coffee cup recycling practices. The goal of this installation was to raise awareness of the fact that **coffee cups, lids, and sleeves are all recyclable at TDC**. Unlike many other properties across the city of Toronto, TDC partners with a waste hauler that is capable of accepting and processing coffee cups along with other recyclable materials.

To further address coffee cup waste, Cadillac Fairview hosted a Coffee Cup Lounge in the Linkway for four days (April 17 - 20) over Earth Week, from 8:00 a.m. - 10:00 a.m. Through partnerships with coffee retailers from TDC, **Tim Hortons** and **La Prep** coffee was available for free to occupants who brought their own reusable mug or travel cup. This week-long initiative encouraged occupants to adopt the behaviour of bringing a reusable mug each day. As a result, over **300** occupants received free coffee, and the chance to win a low-waste prize (pictured on the left).

To qualify to win one of three available eco-friendly coffee gift baskets, occupants were invited to post a photo of their visit to the coffee lounge, or their reusable coffee mug, creating a social norm and reinforcing others to do the same.

Landlord INITIATIVES (continued)



FOOD COURT WASTE BIN ENHANCEMENTS | Landlord Initiative

In an effort to increase waste diversion from landfills, TDC is constantly looking for opportunities to enhance its recycling practices and waste infrastructure. Based on the results from its 2018 property-wide Waste Audit, TDC identified the Food Hall as an area requiring attention, with an opportunity to improve diversion rates. To better understand how TDC could support occupants in properly sorting waste in the Food Hall, a Waste Consultant was engaged to undertake an occupant survey. A total of **158 occupants** were surveyed and asked for their feedback, each receiving a \$5 CF SHOP! card gift card for their participation. Results of this survey provided direction for the enhancement of TDC's Food Hall recycling and waste infrastructure. Respondents called for the following changes to the bin design, signage, and operational practices, all of which were captured in the upgrades made through this Campaign:

Bin Openings

Recycling bin openings were increased to fit all recyclables in the Food Hall. Bin flaps were removed to enhance access.

Signage

Signage was added to the top of the bins listing items accepted in each waste stream. Items listed are specific to the Food Hall.

Colour Coding

Bin labels are now colour coded in a way that is familiar to most occupants: blue for recycling, green for organics, and grey for garbage.

Emptying Frequency

TDC staff have increased the frequency with which all bins are emptied during peak times to prevent overfilling, reducing the need to mis-sort items.

Landlord INITIATIVES (continued)

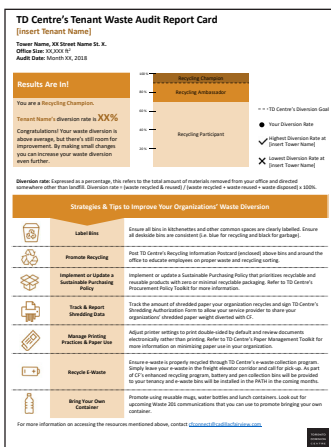


COOKING DEMONSTRATION | Landlord Initiative

With more than half of all food produced in Canada being wasted, TDC saw a significant opportunity to engage occupants in the fight to end food waste. In December 2018, TDC retained **Holistic & Culinary Nutrition Expert, Tabitha Lavoie** to host two back-to-back lunch n' learn sessions where attendees learned how to make several meals using the same set of common ingredients. Over 100 participants attended and were given the opportunity to try each of the recipes, leaving with instructions for making their own at home.



Tenant INITIATIVES



WASTE AUDIT REVIEW | Tenant Initiative

Education and awareness are two of the most important drivers for waste reduction and diversion. In addition to enhancing awareness of proper waste practices among TDC occupants, the Waste 201 Campaign created opportunities to increase awareness among tenant organizations. To achieve this, TDC engaged a third-party Waste Consultant in August and September of 2017 to undertake a property-wide Waste Audit throughout all individual tenancies. Each tenants' results were summarized into tenant-specific **Waste Audit Report Cards** that were distributed electronically. To better understand the results of the Waste Audit, tenants were invited to meet with TDC's Waste Consultant. BDO, Greystone, and TD Bank were among those Tenants who took this opportunity to review their results and learn more about how to improve their diversion rates.

Tenant INITIATIVES (continued)



E-WASTE, PEN & BATTERY COLLECTION BINS | Tenant Initiative

With the goal of increasing opportunities for waste diversion, TDC introduced two new recycling programs aimed at capturing personal electronic waste (e-waste), batteries, and writing instruments.

E-Waste Collection Bins

E-waste recycling is not a new concept at TDC. TDC launched it's first e-waste recycling program for tenants back in 2012, which remains in place today as a way to collect large electronics such as printers and laptops. In an effort to extend it's e-waste collection to smaller consumer products, two permanent e-waste recycling bins (shown on the bottom left) were installed in the concourse level of TDC. One bin is located beside the parking garage elevators in TD Bank Tower, beside Purdys, and the other is located in the TDC Food Hall. These bins are intended to collect personal e-waste items, including old cell phones and electronic cables at a convenient, accessible location. Once full, e-waste is collected by Canada's Electronic Recycling Association, a non-profit organization that works to recycle and repurpose old electronics through donations and partnerships with organizations across the country.

Pen & Battery Collection Bins

To further increase diversion rates by capturing items that are often thrown in the garbage, TDC introduced a pen and battery collection program. Pen and battery collection bins were delivered, at no cost, to all TDC tenants to collect old batteries and writing instruments (including pencils and markers) within office spaces. Bins were designed to be compact enough to place on counter tops in high-traffic common areas such as print rooms. Full floor tenancies received two sets of bins, while other tenants received one set. Once full, tenants contact Cadillac Fairview for pickup. All batteries collected are recycled through the Electronic Recycling Association. All writing instruments collected are recycled by Terracycle and ultimately used to build products such as park benches.



Tenant INITIATIVES (continued)

RESPONSIBLE CATERING TOOLKIT | Tenant Initiative

In an effort to reduce waste associated with catered meetings and events, all TDC tenants were provided with a Responsible Catering Toolkit. The toolkit contains information on how to minimize food and packaging waste, including tips for working with catering vendors. Tenants were encouraged to circulate the Responsible Catering Toolkit to any staff responsible for event planning or coordination of catering services. By making small changes such as eliminating single-use condiments and requesting reusable dishware, TDC tenants have the opportunity to significantly reduce the impact associated with catered meetings and events.



Occupant BEHAVIOURS

The goal of the Waste Campaigns is to minimize overall waste generation and promote sustainable waste management by increasing waste diversion from the landfill. In addition to landlord and tenant initiatives, occupant behaviours were also promoted to encourage simple healthy actions. Behavioural communications were distributed to tenants for posting in their tenancies, and Cadillac Fairview posted the communications in the building lobby areas and on elevator screens. Communications included:



RECYCLE COFFEE CUPS

While they may not be at home, coffee cups, lids, and sleeves are all recyclable at TDC. Occupants were encouraged to dispose of coffee cups properly by pouring out all remaining liquid before placing them in the recycling bin.

RECYCLE E-WASTE

Recycling electronic waste is a simple way to prevent valuable materials and resources from ending up in the landfill. Many electronic devices, such as old smart phones, can be wiped and donated to people and organizations in our community that lack the financial means to purchase new products. Electronics that are no longer usable can be taken apart to salvage their valuable components that will be used in the manufacturing of new electronics. Occupants were encouraged to donate their unwanted electronics at one of the two e-waste collection bins located in the concourse.

BRING YOUR OWN CONTAINER

Seeking alternatives to single-use plastic is one of the easiest ways to reduce your environmental footprint. Occupants were encouraged to bring their own container, whether it be a reusable coffee mug, lunch container, plastic bag or other reusable container.

Campaign SUMMARY



The Waste 201 Campaign was designed to measure, manage and minimize waste generation at TDC. By increasing opportunities for tenant and occupant participation in diversion initiatives, the Waste 201 Campaign will positively impact TDC's waste footprint for years to come. To recap, below are a few highlights of the Waste 201 Campaign:

Enhancements were made to TDC's e-waste collection program with the introduction of two permanent e-waste collection bins in the concourse.

Over 300 occupants received free coffee for bringing a reusable mug to TDC's Coffee Cup Installation and Lounge held during Earth Week.

Over 100 occupants attended a Lunch n' Learn led by a Holistic and Culinary Nutrition Expert to learn about reducing food waste by incorporating leftovers into meal planning.

Pen and battery recycling bins were distributed to every TDC tenant across all six towers to facilitate the diversion of writing instruments and batteries from the landfill.

Waste Audit Report Cards were distributed to every TDC tenant to raise awareness of waste performance and encourage sustainable behaviour change.

A comprehensive toolkit was distributed to the TDC community addressing responsible catering practices and strategies for reducing catering waste.



“ There is no such thing as ‘**away**’
when we throw anything away it
must go somewhere. ”

- Annie Leonard, Creator of ‘The Story of Stuff’



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This report contains case studies of waste-related initiatives that were reported to Cadillac Fairview by tenants. Any omission of tenant efforts is unintended and should be brought to the attention of Cadillac Fairview.