



WASTE.

it’s worth talking about

TORONTO
DOMINION
CENTRE

Occupant Engagement
2012 Waste Campaign Measurement Report
EXECUTIVE SUMMARY

REPORT DATE | February 2013

GREEN COUNCIL OVERVIEW

In February 2010, the TDC deployed a well-planned and comprehensive program for occupant engagement aimed at aligning sustainability goals of the entire TDC community and promoting behavioural decisions that would drive conservational results. As a vehicle for occupant engagement, the TDC set up a Green Council made up of tenant representatives appointed by their organizations executive leadership.

The Green Council acts as the advisory group for developing and driving the engagement program, holistically linking and acting as the catalyst for sustainability at TDC.

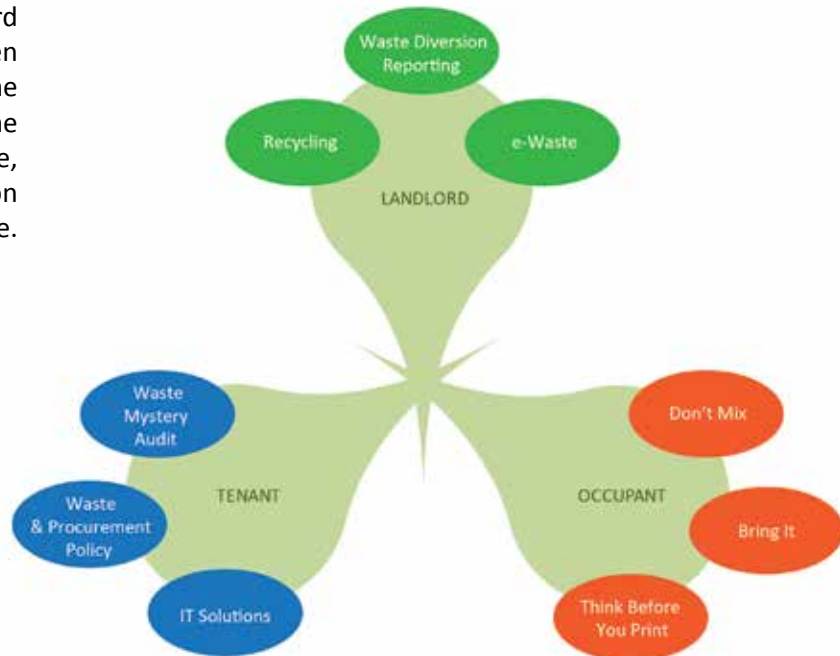
The TDC Green Council's mission is *to act as "the catalyst for change to sustainable green practices and green consciousness" at the TD Centre working towards a vision for a future that is "reliable, responsive and environmentally sustainable every day"*.



WASTE CAMPAIGN OVERVIEW

The Waste Campaign was the third campaign to be launched by the Green Council. This campaign followed the Awareness and Energy Campaigns. The aim of this campaign was to measure, manage, and minimize waste creation at the TD Centre.

2012 Waste Campaign Initiatives



The following Waste Campaign initiatives, measurements and outcomes show how TDC's tenant companies participated in the Waste Campaign and how landlord, in collaboration with tenants, supported waste reductions.

WASTE DIVERSION REPORTING | LANDLORD initiative

Cadillac Fairview provides tenant Facility Managers with monthly waste reports. In an effort to be as transparent as possible with this campaign, Cadillac Fairview launched their **Annual Waste Diversion Reporting** to tenants. In 2012, 78% of all waste was diverted from landfill. This percentage included recyclables such as hand towels, organics, cans, glass, mixed plastics, office paper fibre, and construction waste. 80% of waste was diverted in 2011, however, the total tonnage of waste generated was also greater. Although waste diversion took a slight dip from 2011, **2012 saw a reduction of overall waste generation by 6%!**

2012 also saw an increase of the following items being diverted from the waste stream and appropriately recycled:

- Hand Towels - **an increase of 10%**
- Cans, Glass, & Mixed Plastics - **an increase of 9%**
- Organics - **an increase of 25%**

As a result of 2012 Waste Campaign initiatives, internal secure shredding and e-waste both had large increases in collection and reporting, resulting in an increase of waste being diverted from landfill.

68% more internal secure shredding was collected in 2012 than in 2011

By diverting 78% of all TDC-generated waste, **32,860 mature trees were saved** in 2012.

TENANT WASTE ASSESSMENT | LANDLORD initiative

Cadillac Fairview engaged with TDC tenants to conduct detailed waste assessments on up to two full floors of each of their tenancies. The assessments helped tenants understand the specifics of their waste generation, whether it was being disposed of correctly or not, and recommendations for future improvements. **Sixteen waste assessments were conducted**, comprising of thirteen tenant participants. The assessments found that there were common problems associated with waste management, such as the improper disposal of recyclable and organic materials. The most commonly misplaced wastes comprised of: coffee cups, papers, paper towels (both clean and soiled), and organic waste. By implementing the suggested recommendations, tenants can potentially increase their diversion rates an additional 80%.

RECYCLING | LANDLORD initiative

Waste audits conducted by Cascades Recovery (TDC's Waste Management Service Provider) clearly outlined the HUGE opportunity being missed at the Centre, that being items being placed in the waste stream that could be diverted to recycling. Audits showed that 96% of waste being removed from the TDC could have been diverted to recycling (49%) and organics (47%).

Only 4% of items being collected for disposal are TRUE waste!!

Various forms of communications were distributed to tenant groups including posters and postcards.

Waste Diversion and the Janitorial Team

TDC's cleaning staff are trained to visually inspect all waste and recycling before putting it into their collection bin. If 50% or more of the waste looks to be recyclable, cleaning staff are instructed to dispose of it in their recycling collection bin. Odd bits of waste can be sorted out at the recycling facility while recyclable items can be captured in the proper waste stream.

So in effect, cleaning staff are helping to increase TDC's waste diversion, not contaminate it.



Waste Diversion and Retailers

Green Council meetings have included a lot of discussion on food retailers and the vast amount of waste generated through take-out packaging. A retailer focused effort was put in place specifically targeting recycling of coffee cups. As noted in the lobby installation, coffee cups represent 15% of items going to waste. Retailers were provided with point-of-purchase signage that reminded customers to recycle their coffee cups when finished.

To support the capture of the 47% of organics going to waste, custom organic waste bins were installed in the food concourse.

Fraser Milner Casgrain (LLP) is a law firm that got creative with the Waste Campaign materials and created their own customized campaign utilizing the materials provided.

The Results:

Waste posters kept up in kitchens and office areas
Waste contamination drastically reduced
Increased individual awareness of waste disposal
'Upcycling' pens instead of sending them for disposal
Battery disposal available within the office
Annual demand for the campaign

Ernst & Young, another Green Council member, undertook an initiative to increase awareness around proper waste disposal within their offices at the TD Centre.

The Results:

Awareness from participating staff averaged 80% and showed people learned while having fun
Measured outcomes of event will be used as a vehicle for communication to increase waste diversion rates internally and to target departments that require more participation
Plans to re-use event materials in the near future when organics recycling is introduced

E-WASTE | LANDLORD initiative

The high turnover of cell phones, computers, and other popular devices creates a relatively new waste stream to consider in waste management. Improper disposal of these devices is disastrous to the environment. E-waste items contain easily recyclable materials, such as plastics and metals, but also contain hazardous materials and chemicals that can leak into groundwater supplies and contribute to toxic air pollution.

To date, TDC has already collected 850 kg of e-waste!

WASTE MYSTERY AUDIT | TENANT and OCCUPANT initiative

Three tenant companies undertook the Waste Mystery Audit – **AGF Investments**, **DGAM**, and the **TD Bank Group**. Of these, both AGF Investments and TD Bank conducted pre-and post-audits. While all Mystery Audits revealed insight into the waste segregation habits of occupants, conducting pre- and post-audits offered occupants specifics on how to increase their own waste diversion.

In 4 of the 6 Mystery Audits undertaken by TD Bank, it was found that the total number of misplaced items reduced by at least 50% in follow up audits!

TD Bank also found that before engaging with their occupants, **only 37% of the audited employees** were correctly disposing of their waste. **After raising awareness** of the correct protocols, TD Bank found that the **same group of employees increased their correct disposal of waste to 71%**.

AGF Investments conducted their Mystery Audits a week apart and found that through raising awareness of what waste was recyclable, they were able to increase diversion by one kilogram that week. This meant **a reduction of misplaced items by 122% within a week**.

WASTE & PROCUREMENT POLICY | TENANT initiative

Introducing a Waste Management & Procurement Policy can sound like a complicated feat, which is why Cadillac Fairview provided each tenant with a checklist outlining best practices for waste management & sustainable procurement. Sample policy language was also provided to help tenants formulate their own policies on waste management and purchasing needs.

The **TD Bank Group** is a major tenant within the TD Centre that has consistently demonstrated a firm commitment to the environment. By establishing an Environmental Procurement Policy, TD Bank has been able to reduce its operational impact on the environment.

The Results:

Sustainable approach to business operations

More sustainable purchasing decisions

Greater focus on the environment during the procurement process

TENANT DIVERSION DATA | TENANT initiative

Cadillac Fairview realized that other wastes were being diverted from landfill and wanted to showcase tenant efforts in the TDC Annual Waste Diversion Report. As such, a form was circulated allowing tenants to report on exactly what and how much additional waste they were diverting from landfill. These forms were either returned on a monthly/quarterly basis back to Cadillac Fairview, with all data treated confidentially.

Tenants who provided data included:

AGF Investments, Birch Hill Equity Partners, Cadillac Fairview, Ernst & Young, FMC Law, Fogler Rubinoff LLP, Infinite Investment System, Investec, McCarthy Tétrault, Paradigm Capital, Stifel Nicolaus, TD Bank Group, and Torys LLP

IT SOLUTIONS | TENANT initiative

The Paper Reduction Plan outlined strategies and tools tenants could use to minimize paper use and paper waste production. The reduction plan was supported by a Paper Management Toolkit that provided TDC tenants with tools and processes to help conserve, recycle, and responsibly purchase paper supplies, both from organizational and individual actions. TDC tenants that have implemented this strategy have seen a marked reduction in paper use and operational costs.

Several tenants have even pledged to adopt some or all initiatives (paperless reporting, invoicing, and meetings) including **Torys LLP, Birch Hill Equity Partners, and McCarthy Tétrault**.

The generation of office paper waste has reduced by 27% in 2012 compared to 2011!



OCCUPANT BEHAVIOURS | OCCUPANT initiatives

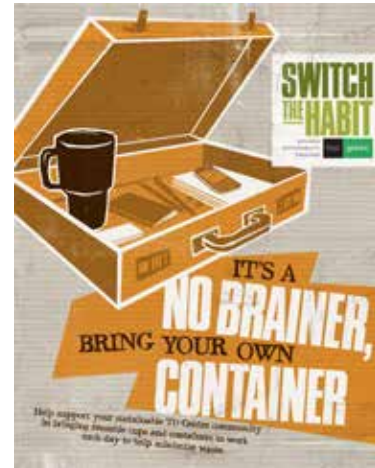
The three behaviours that were promoted were:



Think Before You Print



Bring Your Own Container



Separate Your Junk

WASTE CAMPAIGN SUMMARY

The Waste Campaign included:

- Waste Diversion Report showcasing that **5,547 metric tonnes of waste diverted** in 2012
- Overall **waste generation decreased by 6%** from a 2011 baseline
- Tenant Waste Assessments
- Tenant initiatives to recycle additional waste streams like coffee maker pods and furniture
- Waste Mystery Audits
- E-Waste launch with a **total 850 kg e-waste collected to date**
- Creating corporate policies on sustainable procurement and paper management
- Tenant pledges to reduce waste generation through printing less, printing double-sided, and bringing in their own containers
- Retail focused **coffee cup recycling initiative**
- Education and awareness around correct waste recycling practices
- Introduction of organic bin collection for postconsumer food waste in the food court

Through the concerted actions of landlord, tenants, and occupants, the Waste Campaign has seen heightened awareness surrounding waste management, and importantly, has generated demonstrable results that measure, manage, and minimize waste at the TD Centre.



small
acts



21,000
building
occupants



BIG
IMPACT
to collectively impact
waste diversion

