

2020 CAMPAIGN WORK WELL + LIVE WELL

Looking Forward to the Year Ahead
RBC Centre



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Updated February 2020

In 2013, Cadillac Fairview launched an [Occupant Engagement Program](#) aimed at educating, empowering, and engaging building occupants about sustainability and wellness initiatives in an effort to create a healthier, more sustainable workplace community. A key component of the program are campaigns, which typically focus on a singular topic, such as waste or energy, and are rolled out annually. Campaign topics and initiatives are identified and determined as areas of focus by RBC Centre's Green Council and subsequently deployed at the building throughout the year. Over the past seven years, campaign topics have included everything from energy conservation to waste reduction and health & wellness.

This year, Cadillac Fairview is rolling out the Work Well + Live Well Campaign that takes a more holistic approach to encouraging building occupants to incorporate more sustainability into their life by touching on multiple topics rather than a single topic, including honey bee conservation, the zero-waste movement, physical fitness, nutrition, and giving back to the community. Following is an overview of the events, activations, and resources that RBC Centre building occupants will experience throughout the year via the Work Well + Live Well Campaign. Note that some initiatives may be subject to change.

March	Speaker Series: Discover the World of Bees	To support honey bee conservation efforts, RBC Centre will be home to two hives this year and an educational workshop will be offered to provide building occupants with the opportunity to discover all the elements that make up a beehive. Attendees will learn the roles bees play in pollination, the fundamentals of beekeeping, and the history of urban agriculture, followed by a local honey tasting! Snacks will be provided. Registration is required.
April Earth Month	Speaker Series: How to Go Zero-Waste — Zero-Waste Pop-Up Market — How to Go Zero Waste at the Office Toolkit	An educational workshop will be offered to provide building occupants with the opportunity to learn about the importance of living a zero-waste lifestyle and the impact it can have on the health of our environment. Attendees will learn helpful and affordable tips for going zero-waste. A zero-waste lunch will be provided. Registration is required. — A one-day pop-up market featuring local vendors will be offered to provide building occupants with the opportunity to learn more about eco-friendly products, and perhaps purchase a couple sustainable goodies! — An electronic toolkit will be distributed and be available on the building website that promotes simple sustainable swaps that building occupants can make to minimize their use of single-use, disposable items at the office.
May	Speaker Series: Powerful Pollinators	Building occupants will have an opportunity to attend an immersive workshop where a beekeeper will tell the tale of the evolution of agriculture. Attendees will be invited to discover the unusual bond that binds humans and bees and how we can have a real, positive impact on pollinator populations. Lunch or snacks will be provided. Registration is required.

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June	Walking Club	A Walking Club will be formed and run from June to July, meeting once a week to provide building occupants with the opportunity to participate in an instructor-led walking route over the lunch hour.
	— Walking Maps	— Indoor and outdoor Walking Maps will be shared and be available on the building website with routes that include distance, number of steps, and duration. The outdoor Park Map will also include an interactive element with a map that can be easily accessed via phone.
July	Back-to-School Drive	Building occupants will be encouraged to give back to the local community by participating in a Back-to-School Drive that gathers school supplies for youth in need.
August	Speaker Series: Topic TBC	A workshop will be offered about a topic yet to be determined. Have a suggestion? Let us know! Email rbccsimcoe.events@cadillacfairview.com . Lunch or snacks will be provided. Registration required.
	— Healthy Eating Guide + Healthy Eating Calendar	— An electronic toolkit will be distributed and be available on the building website that promotes healthy eating at the Simcoe Place Food Court.
September	Green Catering Guide	An electronic toolkit will be distributed and be available on the building website that encourages and supports building occupants in reducing waste generation associated with office catering.
October	E-Waste + Battery Collection Bin	A new e-waste and battery collection bin will be installed in the Simcoe Place Food Court to provide building occupants with an easy and convenient recycling drop-off point for small electronics and batteries that can be from home or the office.
November	Gift Cards That Give Back	In partnership with 360° Kids , building occupants will be encouraged to give back to the local community by gathering gift cards for those in need.
December	Green Giving Guide	An electronic toolkit will be distributed and be available on the building website that features socially responsible and eco-friendly gift ideas that building occupants can feel good about giving over the holiday season.