



WASTE.
it's worth talking about

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CENTRE

Occupant Engagement

2012 Waste Campaign Measurement Report

REPORT DATE | February 2013



“buildings don't generate waste



..... people do”



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small
acts



21,000
building
occupants



BIG
IMPACT
to collectively impact
waste diversion



vision



TD CENTRE'S VISION

The Toronto-Dominion Centre (TDC) is the real life story of a workplace community with a promise to innovation in sustainability; a pledge to be a model of real estate in Canada and beyond. Unlike other properties that are making claims, the TDC is investing in and executing on programs and initiatives that support sustainability and environmental stewardship within the TDC community. It is about a vision of a future that is reliable, responsive and environmentally sustainable every day.

Green at the TD Centre is about “doing” and making things happen.

Green leadership at the TD Centre is ingrained in the fabric of all we do – activities, culture and behaviours, each and every day.

It is about operations and practices that contribute to a high performing property for a continued sustainable future.

It's about **building sustainability together™**

Green Council overview

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 statement 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”.



campaign overview

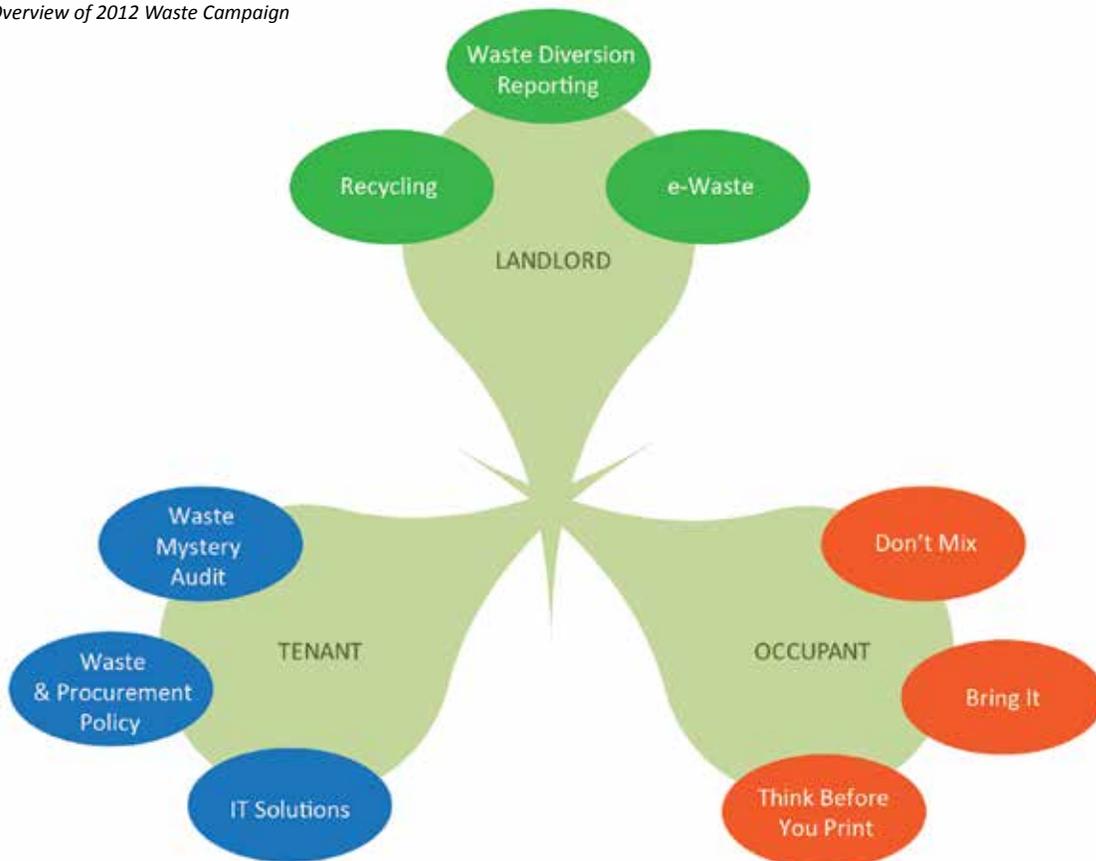


WASTE CAMPAIGN OVERVIEW

Occupant engagement campaigns are designed to deliver a comprehensive program to proactively enact behavioural change. This is done through a holistic approach; initiatives are delivered that integrate awareness, education and the means to physically foster change at the landlord, tenant, and occupant levels. The Green Council serves to develop the campaigns and supports the initiatives through active participation from Green Council members.

It is imperative to engage with building occupants in order to facilitate change as occupant involvement is the essence of such campaigns. Occupants who are involved in engagement programs can have a profound effect on waste - from its generation of waste to its appropriate segregation - solely through the change or adoption of behaviours within daily routines.

Overview of 2012 Waste Campaign



campaign overview *(continued)*



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.

The diagram on the previous page represents the three-pronged approach of the Waste Campaign. The approach involved the participation from all of the TD Centre's stakeholder groups: the Landlord prong denotes initiatives undertaken by Cadillac Fairview; the Tenant prong recommends no or low-cost measures that tenant organizations were asked to participate in and; the Occupant prong identifies waste reduction behaviours that were promoted amongst all TDC occupants.

The Waste Campaign ran from June to December 2012. The campaign used several tactics to facilitate change, namely: audit implementation packages, policy templates, data collection and measurement tools, communications, incentives, and on site informational installations. The materials presented to TDC tenants were created with the intent that they were intuitive and comprehensive so that waste measurement, management, and minimization was a feasible task within their organization.

TENANT OPPORTUNITY | *If your Tenancy has ideas to share, join the TDC Green Council. Contact your Cadillac Fairview Tenant Relations Representative to learn how to take part.*



initiatives & outcomes



Waste management affects all aspects of an organization, from the procurement, use, and eventual disposal of materials.

The Waste Campaign initiatives aimed to monitor, measure, and minimize waste creation through the concerted participation of all TDC stakeholders. The outcomes of these initiatives highlight how strategic direction, led by the landlord, was able to facilitate proactive change together with the support and participation of the TDC's tenant companies. Outcomes from undertaking an initiative have been reported using data that was obtained by Cadillac Fairview through tenants. Any omission of tenant efforts is unintended and should be brought to the attention of Cadillac Fairview.

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 keeping with the spirit of openness and collaboration, this report is available to all tenants. The report aims to inform on waste management performance, outlining achievements compared over a baseline year. The report also introduces new programs and annual goals to assist TDC tenants in achieving a maximum waste diversion that is in alignment with a zero waste objective.

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%!

A significant reduction and achievement as the best means to divert waste from landfill is to not create it in the first place!

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%**



initiatives & outcomes *(continued)*

As a result of 2012 Waste Campaign initiatives, internal secure shredding and e-waste both had large increases in collection 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

In addition to providing a robust waste diversion report, Cadillac Fairview had also engaged with TDC tenants to conduct detailed waste assessments on up to two full floors of each of their tenancies. Interested tenants liaised with GDI Services (TDC's Janitorial Service Provider) and Cascades Recovery (TDC's Waste Management Service Provider) who carried out the assessments on behalf of Cadillac Fairview. 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. Each participating tenant received a detailed and individual report with all specifics.

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. Recommendations for rectifying problems highlighted the importance of occupant engagement with simple actions like appropriate bin placement, signage, and awareness programs.

The assessments also showcased efforts already underway by the TDC tenants that promote proper waste disposal. These include creating custom cabinetry that elegantly captures and separates collection of waste streams; dual bin systems at each desk for ease of disposal of both waste and recyclables; copy rooms with only recycle bins; and, communications encouraging recycling programs for batteries and coffee machine pods.

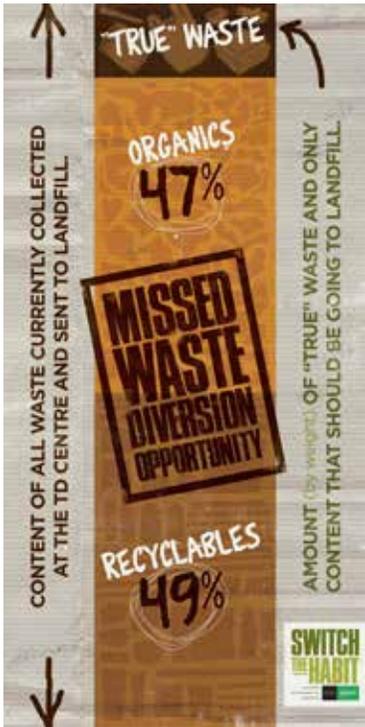
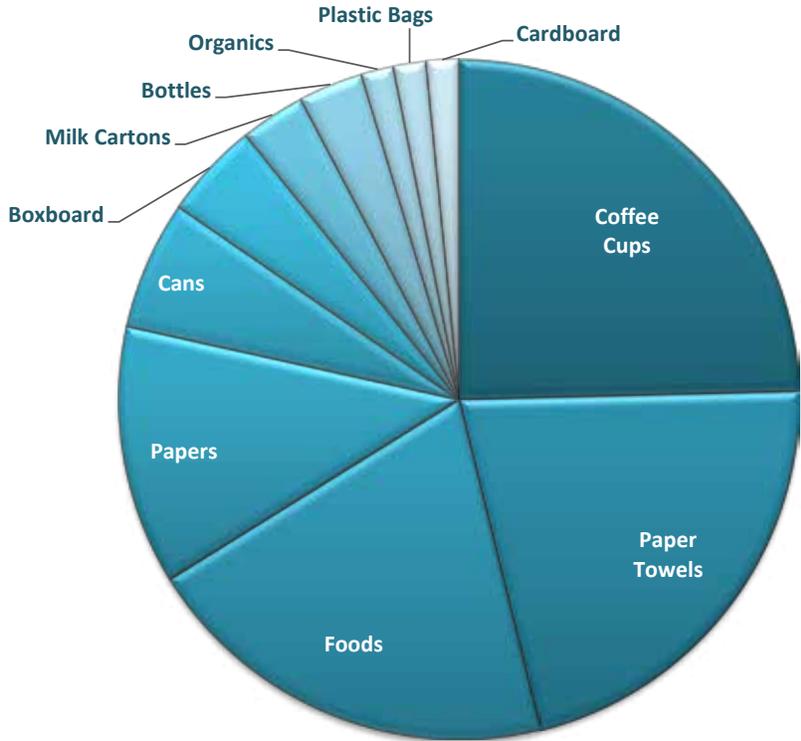
By implementing the suggested recommendations, tenants can potentially increase their diversion rates an additional 80%.

Further recommendations included:

- Larger openings on recycling bins
- Recycling and garbage bins in all office areas
- Removing individual bins if built-in cabinetry exists

initiatives & outcomes *(continued)*

Commonly Misplaced Waste Items from Tenant Waste Assessments



Waste Diversion Lobby Installation Poster

RECYCLING | LANDLORD initiative

When the TDC’S Green Council was first established, the message regarding recycling was loud and clear – there was much confusion about what could and couldn’t be recycled and so focus was needed to make communications simpler and more concise. 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.

To bring this opportunity home to building occupants, a creative installation was installed in the lobbies of all 6 towers at the TDC. The installations were designed to quickly communicate to passing occupants the types of items going to waste that could have been recycled. 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!!



initiatives & outcomes *(continued)*



Waste Diversion Lobby Installation of Missed Waste Diversion Opportunities

Several meetings were held with Cascades Recovery (TDC's) to review materials and identify changes that needed to be made in communications. The industry of Waste Management is ever changing. Processes evolve and equipment is always being upgraded. At one time, coffee cups could not be recycled because of the wax lining they contained; as the coffee cups would go through the grates of recycling machinery, the wax would build up and clog up the machines. With new equipment now available, wax is no longer an issue and all coffee cups can be freely disposed of in recycling.

Once meetings with Cascades Recovery were complete, Green Council members and their employees were consulted to ideate on more effective ways of communicating the information to their groups. The long lists of what could be recycled proved to be daunting. On recommendation of Cascades, the messaging was simplified to "WET," "DRY" and "NON-RECOVERABLE." Various forms of communications were distributed to tenant groups including posters and postcards.



WHAT GOES WHERE? Postcard Handouts

initiatives & outcomes *(continued)*



Waste Diversion Lobby Installation Poster

Waste Diversion and the Janitorial Team

One meeting with a Green Council member and their employee group identified a concern around recycling which was creating discouragement. Building occupants working after hours would often notice cleaning staff picking up waste receptacles and throwing the waste contents into the collection bin for recycling. The resulting thought – *why should we put effort into recycling if the cleaners aren't going to dispose of it correctly anyway?* As an initial reaction, their thinking wasn't wrong. But it provided further insight into required communications for clarification of all parties' waste diversion efforts. 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.

This one informative meeting with a Green Council member and their team resulted in the identification of a communication need for janitorial cleaning carts that would advise on-looking occupants of the cleaning procedures in place to help waste diversion.

"If you see me putting trash in recycling it's because the owner of the waste bin inadvertently put their recycling there. We too are doing our part to help with waste diversion at the TDC and build sustainability together."

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. Working with food retailers is a priority and with this Waste Campaign, steps were taken to work at reducing waste associated with packaging. A retailer focused effort was put in place specifically targeted recycling of coffee cups. As noted in the lobby installation, coffee cups represent 15% of the 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.



Retail Concourse Organic Collection Bins

initiatives & outcomes *(continued)*

Discussions with Green Council members and building occupants noted the need and desire to have an internal e-waste program. E-waste was an important initiative of the waste campaign. More information on the new e-waste stream can be found further in the report.

Several TDC tenants got creative with the Waste Campaign materials and created their own customized campaign utilizing the materials provided. Following are their case studies.

FRASER MILNER CASGRAIN (LLP) - Case Study



Fraser Milner Casgrain (LLP) is a law firm with over 500 lawyers in six offices across Canada. FMC provides legal counsel to both private and public clients and also offers support to new law professionals. FMC has a strong commitment to their local community and uses this relationship to help inform environmental initiatives, many of which have contributed to a LEED-CI certification. With Cadillac Fairview's roll-out of a Waste Campaign, FMC saw an opportunity to collaborate with the landlord and build upon their LEED-CI successes. The following is a case study of Fraser Milner Casgrain's approach to increasing awareness and action around waste.

Cadillac Fairview's Waste Campaign provided the foundation for Fraser Milner Casgrain. FMC was able to adopt existing materials from Cadillac Fairview's Waste Campaign to customize an internal initiative called "Work Green, Live Clean."

This initiative included:

- Extensive 1-week employee awareness program coinciding with Earth Week
- Deployment of Waste Campaign communication materials that were enhanced by FMC based on problem areas identified in the Waste Assessments
- Conducting a Waste Mystery Audit
- Launch Day featuring breakfast and door prizes of a 'green' spray bottle or an organic stain removal stick
- Eco-product prize giveaways throughout the week, sourced from Toronto's Green Living Event, including stapleless staplers, messenger bags made from discarded outdoor promotional banner materials, and spray bottles with a book on 'green' home cleaning solutions.



Fraser Milner Casgrain's Recycling Event Communication

initiatives & outcomes *(continued)*



Fraser Milner Casgrain's Recycling Event Communication

Daily communications to employees included:

- Waste management tips and messages displayed on an intranet banner section
- Email blasts
- Posters posted up around offices and within kitchens to highlight actions for problem areas identified in Waste Assessments

Communications informed employees that:

- Coffee cups are recyclable
- FMC now had better signage and strategic bin placement
- New signage was in place to clarify what goes where in terms of recycling

Work Green, Live Clean also:

- Brought in local community organizations and farmers who showcased and sold their eco-products such as organic soaps
- Ended with a finale featuring organic desserts and snacks, and draws for messenger bags and other fantastic eco-friendly products.

Staff feedback on the campaign showed that the variety of events and messages being displayed throughout the week kept interest piqued, as well as the promise of food, prizes, and draws!

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 - Case Study



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

- An event named the 'Waste-Off' was showcased within a central lunch room, featuring a friendly competition between colleagues.

initiatives & outcomes *(continued)*

Two colleagues went head-to-head competing to match a set of 30 flashcards, depicting a variety of wastes and recyclables, against the correct waste streams.

- Messaging highlighting the event was sent out electronically and over 100 staff members were present during the two-hour event.
- The event day was also a means to promote further sustainable initiatives such as low water recipe samples, book swapping, and the sponsorship of water conservation charity One Drop.

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

“The event was successful in fulfilling Ernst & Young’s Corporate Social Responsibility tenets: education, entrepreneurship, and environment.”

Cadillac Fairview presents these case studies as part of our Waste Campaign 101, featuring Fraser Milner Casgrain and Ernst & Young as Tenants that are raising the bar with their sustainable initiatives. We hope this will inspire other Tenants to become involved and develop their own waste initiatives showing what the collective TDC Community can do.

If you would like to showcase your own sustainable story, contact your Tenant Relations Representative.



initiatives & outcomes *(continued)*



E-Waste Lobby Installation

E-WASTE | LANDLORD initiative

Cadillac Fairview realizes that businesses and individuals increasingly rely on the use of electronic and electrical equipment. 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.

Cadillac Fairview has introduced a new and permanent e-waste stream to help all TDC tenants easily and appropriately dispose of their electronic wastes. All collected electrical components are safely broken down. The smaller components are then sent to different markets to be recycled. Once disposal is complete, TDC tenants are provided with a Certificate of Destruction which confirms their e-waste was recycled responsibly.

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

To launch the new e-waste recycling program:

- A lobby event showcasing posters and a display containing e-waste was organized
- Cards were distributed to TDC occupants and visitors on the types of e-waste able to be collected as part of the new waste stream

Items that can be disposed of through the e-waste program include:

- Printers
- Cell Phones & Pagers
- VCR/DVD Players
- Video Cameras
- Mice & Keyboards
- Cords/Cables/Hard Drives
- Computers & CPUs
- Monitors & CRT/Plasma/LCD Displays
- Television Sets
- MP3/CD Players
- Closed Circuit Displays
- External Storage Devices
- Scanners
- Answering Machines
- Label/Card Printers
- Routers & Modems
- Battery Backup Units
- Servers & Network Equipment
- Photocopiers
- Fax Machines
- Typewriters
- Laptop & Docking Stations



initiatives & outcomes *(continued)*

| Waste Type | Weight (kg) | Volume (L) | Count | Notes |
|------------|-------------|------------|-------|-------|
| Cardboard | 100 | 10 | 10 | |
| Paper | 50 | 5 | 5 | |
| Plastic | 20 | 2 | 2 | |
| Metal | 10 | 1 | 1 | |
| Other | 5 | 0.5 | 0.5 | |

Waste Mystery Audit Tracking Tool

WASTE MYSTERY AUDIT | **TENANT and OCCUPANT initiative**

Waste assessments facilitated through Cadillac Fairview provided the first step to identify what types of wastes were being generated and how they were being disposed of. A secondary measure initialized by Cadillac Fairview involved tenants engaging with their employees to conduct in-house Mystery Audits. Employee auditors investigated opportunities for waste reduction and aimed to raise awareness about the simple measures that can be done to increase the amount of recycled material captured.

Conducting the Mystery Audit was made easy through the landlord provision of a comprehensive package. This package outlined the step-by-step processes required for tenants to organize, communicate, and conduct their own Mystery Audit and included:

- Step-by-step instructions
- Sample script for communicating the initiative to leadership, mystery audit team, and employees
- Communications to encourage behaviours
- Audit instructions
- Audit tracking charts and calculators
- Incentives – individuals who received a “pass” on their recycling efforts had the opportunity to enter a draw for a MacBook Air.



Waste Mystery Audit Prompt Cards

Audits were to be done after hours with no prior notification given to employees so that realistic results could be obtained. Upon completion of the audit, auditors left “Pass” or “Alert” cards on occupant desks to let them know how they did in the audit and how they could improve. These communication tools were provided courtesy of Cadillac Fairview. Once the first round of audits was complete, Tenant organizations were asked to display posters that promoted the waste management behaviours that would contribute to positive efforts. A secondary audit was conducted within a months time to track how behaviours had changed and improved.

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.

initiatives & outcomes *(continued)*



Russel Kwong - AGF Investments



Emilio Geneta - TD Bank Group

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**.

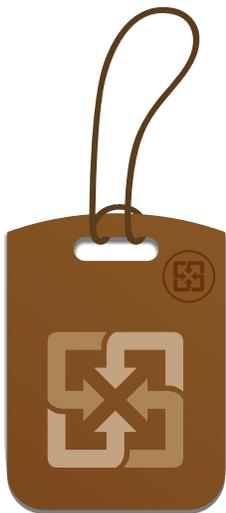
The audits also highlighted what some of the commonly misplaced items tended to be. The **most misplaced items typically included: fine papers, paper towels, and coffee cups**. Aluminum cans, organic wastes, cardboard, and plastics were also frequently misplaced into garbage bins. In lesser, but still significant amounts, newsprint, and coated containers (eg. milk cartons) were found to be misplaced.

The winners of the MacBook Air were Emilio Geneta from TD Bank and Russell Kwong from AGF Investments. If your organization was not able to organize a Waste Mystery Audit during the event timelines, the opportunity to do so exists throughout the year.

WASTE & PROCUREMENT POLICY | [TENANT initiative](#)

Although many organizations are adopting green policies, there exists a large proportion of organizations that have not. With this in mind, Cadillac Fairview provided the means for any organization to create their very own Waste Management & Procurement Policy. Such policies promote the move to true Zero Waste and are effective in improving both short and long-term financial outcomes, increasing employee engagement and morale, and reducing negative environmental impacts.

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.



initiatives & outcomes *(continued)*



TD BANK GROUP - Case Study

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.

In 2008, TD Bank introduced a comprehensive environmental strategy that focuses on four pillars; reducing the environmental footprint of their business operations, responsible financing, developing green product and service options for customers and engaging environmental stakeholders in dialogue to promote and understand environmental solutions.

TD Bank recognizes the large number of environmental issues in need of attention, but their focus on energy, paper and waste reduction efforts, green building design and the establishment of a product and material lifecycle assessment, demonstrates how environmental considerations can be integrated into business decisions.

In particular, TD Bank understands the importance of product and material lifecycle, and uses a policy that assesses the environmental performance of suppliers. During the RFP process, suppliers are asked to complete a questionnaire describing their own environmental policies, management systems and recycling practices. A means to better engage with vendors has resulted from this robust supplier evaluation process.

With an ingrained philosophy of environmental consciousness, TD Bank found that an employee culture of environmental awareness permeated throughout the organization. Accordingly, TD Bank employees were themselves keen to initiate sustainable actions and promote TD Bank's environmental message with customers. These traits resonated with core values and demonstrate how environmental policies can be leveraged to positively affect business outcomes.

The Results:

Sustainable approach to business operations

More sustainable purchasing decisions

Greater focus on the environment during the procurement process

Cadillac Fairview presents this case study as part of our Waste Campaign 101, featuring TD Bank Group as a Tenant that is raising the bar. We hope this will inspire other Tenants to become involved and show what the collective TDC Community can do. Contact your Tenant Relations Representative to showcase your own story.



initiatives & outcomes *(continued)*



TENANT DIVERSION DATA | **TENANT initiative**

Cadillac Fairview understands the importance of providing timely and accurate reports to their tenants. These reports are primarily comprised of data collected from contracted environmental service providers. However, many tenants are going beyond just disposing of the standardized waste streams. Through tenant-led initiatives, individual tenants have been finding sustainable means to dispose of additional waste streams.

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.

Some materials collected by tenants included:

- Furniture
- Toner Cartridges
- Carpets
- Construction Material
- E-waste
- Shredding
- Coffee Maker Pods

As the Annual Waste Diversion Report is created through the assessment of data collected from both environmental service providers and the TD Centre tenants, a special section on the annual report has been dedicated to tenant efforts. Tenants could choose to report their diversion rates publicly or display their efforts as an aggregate.

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

TENANT OPPORTUNITY | *Has your organization disposed of extra wastes in a sustainable means? To showcase your efforts and gain some environmental kudos, contact your Cadillac Fairview Tenant Relations Representative.*

initiatives & outcomes *(continued)*



IT SOLUTIONS | **TENANT initiative**

As part of the larger strategy to reduce the generation of waste, a Paper Reduction Plan was introduced to TDC tenants. **Paper waste comprises 14% of all waste generated from TDC tenants** and represents a missed opportunity to minimize paper waste generation.

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. The Paper Management Toolkit was informed by Tenant IT groups and was designed to facilitate a Paper Reduction Plan through several key mediums. These included:

- Business case for discussions with senior management
- Case studies of TDC tenants undertaking reduction initiatives
- Employee pledge form to reduce paper consumption
- Technical tip sheet for double-sided printing, with an instruction sheet and an email prompt
- 'Top 3' tip sheet to reduce paper consumption
- Sample communications for distribution
- Environmental calculators for 'green' attributes of paper choice
- Alternative solutions to printable PDF files using WWF maker
- PDF cheat sheet to promote on-screen editing

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**.

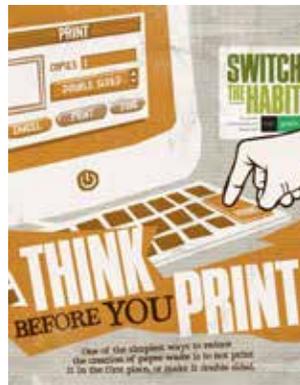
The generation of office paper waste has reduced by 27% in 2012 compared to 2011!

initiatives & outcomes *(continued)*

OCCUPANT BEHAVIOURS | OCCUPANT initiative

With over 21,000 occupants working in the TD Centre, individual efforts on tackling waste make a cumulative difference. Occupants were made aware of conversational behaviours through lobby events, elevator cab messages, posters, internal communications like emails and memos, and other tools found within the Waste Campaign initiatives.

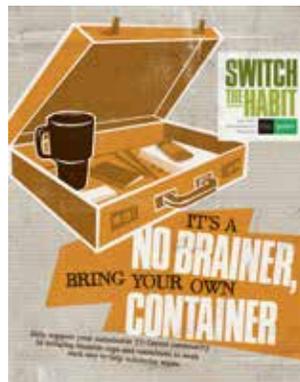
Three specific behaviours were promoted, and included:



Think Before You Print

Encouraging occupants to reconsider printing that document if they can just review it on the screen

= **MINIMIZE** paper use



Bring Your Own Container

Encouraging occupants to utilize reusable containers when purchasing coffee or take-out foods

= **MINIMIZE** waste generation associated with packing



Separate Your Junk

Encouraging occupants to be mindful when disposing of waste items and direct them to appropriate bins

= **MANAGE** waste generation by diverting recyclables from entering landfill

campaign summary



WASTE CAMPAIGN SUMMARY

The purpose of the Waste Campaign was to measure, manage, and minimize waste. This was achieved through engaging with all levels at the TD Centre, namely the landlord, tenant, and occupant levels. Each stakeholder level was charged with an approach to measure, manage, and minimize waste.

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.



Waste Diversion - Coffee Cup Recycling
Communications for Retailers

NOTE: Any omission of tenant efforts is unintended and should be brought to the attention of Cadillac Fairview.





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