



www.ontario.ca/wastereduction

CASE STUDY

The Oshawa Centre

A Leader in Waste Diversion

The Situation

- A large regional shopping centre consisting of over 200 stores and two office tower components. Oshawa Centre's waste diversion rates in 2005 were only 30 per cent.

The Goal

- To achieve one of the highest waste diversion rates of all shopping centres in Canada.

The Outcome

- By 2009, Oshawa Centre had a waste diversion rate of 63 per cent – one of the highest in centres across the country.
- The Centre had approximately \$25,000 in operating budget savings in 2009.

How It Was Done

- Commitment:
 - Management committed to being a waste diversion leader. Retail and Office Tower tenants embraced the plan and involved all employees.

- Equipment and Infrastructure:
 - The recycling/waste depots were strategically placed and organized to make proper sorting easy. Compactors were placed in convenient locations for quick and efficient drop-offs. This dramatically increased participation rates. Blue boxes and recycling totes were given to all tenants for office and retail use.
- Training:
 - The management team created an orientation booklet for employees that explained the program and its requirements.
 - Management provided regular training to all employees, including new tenants, cleaning staff and security.
- Communications and Marketing:
 - An environmental logo was developed to build staff awareness and understanding of the program. This was used in all [communications and marketing materials](#).
 - Earth Week and Waste Reduction Week events helped promote the program to shoppers.

Continued

CASE STUDY

The Oshawa Centre

Continued



- Campaign: Guess the number of cans!
 - Tenants and shoppers were invited to guess how many compacted cans were in a cube in the centre of the mall.
 - 1,000 people participated
 - A quarterly newsletter was published for staff.
 - Close to 97 per cent of their promotion was directed at internal clients/tenants, three per cent to customers/externally.
 - Signage was clear, easy to read and included universal images.
- Monitoring:
 - Publicized security cameras were setup in garbage depots and infraction notices were delivered to staff found not complying with the program.
 - Waste was regularly inspected waste at the transfer station (one weeks worth) to analyze recycling and trash activities to determine what was and wasn't working.

Oshawa Centre retained the services of C.D. Sonter Ltd., Environmental Consultants, to develop and carry through the total waste management and recycling program. Visit www.cdsonter.com to learn more about their environmental initiatives and services.

PIBS 7739e