

Case Study: Earth Month Campaign

QuadReal Property Group

Earth Month 2023

Earth Month is observed every April as a time to raise awareness about environmental issues and promote solution-based thinking. Earth Month reminds us of the importance of advocacy, action, and education that should be taken to reach global sustainability goals.

In April 2023, QuadReal Property Group partnered with CD Sonter to implement a campaign to raise awareness about the single-use plastic issue and help individuals visualize the collective impact of the single-use plastics we generate on a daily basis.

Common examples of single-use plastics include plastic shopping bags, straws, cutlery, takeaway food containers, stir sticks, and ring carriers.



Commerce
Court



Southcore
Financial
Centre

The primary challenge with single-use plastics stems from their high frequency of use coupled with low recycling rates. The accumulation of single-use plastics has posed a significant threat to the environment, ecosystems, and the habitats of various species.

QuadReal Campaign

In an effort to raise awareness about the single-use plastics issue, QuadReal launched a two-part campaign in April 2023 aimed at raising awareness across its properties nationwide.

Art Installations

The campaign included two art installations created by Toronto-based artist David Constantino Salazar located in Commerce Court and Southcore Financial Centre in Toronto. The installations were crafted from upcycled fabric hand-woven to represent fishnets filled with upcycled single-use plastic depicting the amount of plastic that ends up in the ocean. These installations served as a conversation starter, emphasizing the magnitude of plastic waste in our waterways.

Digital Campaign

In addition to the art installations, QuadReal Property Group also launched an Earth Month informational campaign, engaging occupants from coast-to-coast using digital assets and a web platform. Campaign collaterals were strategically placed throughout QuadReal properties which included consolidated messages about plastic waste and a QR code for occupants to pursue further reading.

This component was designed to capture the attention of individuals as they passed through lobbies or rode elevators, with the intention of encouraging them to take practical steps to minimize their single-use plastic waste and become more mindful of their consumption patterns.

Key Takeaways

This campaign sought to inspire individuals to be more aware of their plastic waste both in their workplace and at home. Individuals are encouraged to bring reusable alternatives such as coffee cups, shopping bags, and cutlery to reduce reliance on single-use plastics. The hope is that the message on plastic waste will remain long after Earth Month is over.

You can learn more about the QuadReal campaign [here](#).



“ The purpose of the art piece is to stimulate conversation and thought around our interaction with single-use plastics and their compounding impacts

– David Constantino Salazar, Toronto Artist