

Concert Properties Ltd. is an award-winning real estate enterprise involved in developing rental and condominium homes, seniors living communities, resort developments. Highly committed to being a “developer with a difference,” Concert has a variety of recycling and waste reduction initiatives in place that highlight their responsibility to the environment. For example, recycling programs are in place within their income-producing properties and dedicated recycling areas exist within many of their rental properties.

Urban Impact is a market leading integrated recycling company, delivering sustainable waste management services including, paper recycling and cardboard recycling, through to total waste management solutions. In December 2010, Concert selected Urban Impact to develop a customized recycling program for their award-winning Fraser Pointe rental towers located along the scenic Fraser River in Vancouver.

Urban Impact’s dedicated BOMA Account Executive **Steve Caulfield** met with Concert’s Fraser Pointe property management team to develop ideas and formulate plans to increase their tenants’ recycling participation. Concert challenged Urban Impact to create ideas to help their employees change daily work routines for the benefit of the environment. Steve worked closely with Concert’s Director of Property Management Bev Greene and Property Manager Karen Rahal to design and implement a customized tenant-recycling program. Steve provided strategic advice on how to design the most efficient collection systems to meet the Fraser Pointe towers’ recycling needs.

Urban Impact developed a comprehensive recycling solution for the following recyclables:

- **Compost**
- **Soft plastics**
- **Fluorescents**
- **Batteries**
- **Electronic waste**
- **Wood recovery**

Going forward, Urban Impact’s goal is to eliminate the garbage compactor at Fraser Pointe’s towers. Our first step is to eliminate the wet waste, also known as kitchen waste which mainly contains vegetable peels and remains of fruits, vegetables, left over and rotten food etc.

Residential buildings contribute a significant proportion of waste to landfill in developed countries. Achieving strong recycling rates in residential buildings can represent a significant win; diverting large quantities of material from landfill, saving valuable resources and preventing the energy intensive extraction of new raw materials.

In large residential buildings, waste management presents several challenges, particularly in terms of space. The property management team generally controls waste management. Generally, people like to spend as little time as possible either thinking about or handling waste. In residential buildings where it is easy to dispose of mixed general waste and difficult to recycle, buildings operational costs are likely to rise as landfill costs increase.



Composting is nature's process of recycling decomposed organic materials into a rich soil known as compost. Around **80% of household waste can be recycled**, and over a third can be composted! Urban Impact's goal is to make it easier for tenants to participate in the compost recycling program. Urban Impact kicked off educational seminars designed to introduce and reinforce the concepts of recycling, sustainability, provide a better understanding of our waste cycles, and describe how food waste fits into the picture. To improve the recycling rates and reduce confusion, elevator posters were created that outlined how the compost recycling program works.

Compost recycling rates are on the rise- to date, 36 units in the Fraser Pointe Towers have joined the compost recycling program. Urban Impact's goal is to double that number by July by providing more education for the tenants to help them alleviate public perception that composting is smelly and unsightly.

For Urban Impact, there was the challenge of developing effective communication and establishing systems for simple, intuitive use. Urban Impact placed tenant-specific recycling containers along with educational pamphlets to encourage proper use of recycling containers. In addition, they provided a number of bin and container options that were designed for the suitable collection of materials in a cost effective, safe and efficient way.

The key to a good recycling program is to have properly trained staff on board to make sure the program works from top to bottom.

Urban Impact educated Fraser Pointe staff on all the recycling programs so they can provide advice to any new tenants or answer any questions their current tenants may have.

By implementing a comprehensive recycling program, Fraser Pointe tenants have become more conscience of what they dispose of and what is the proper way to recycle items. The recycling program is a "win-win", bringing down operational costs, saving space and helping the environment. Concert's recycling efforts at Fraser Pointe have helped sustain the company's image as an eco-conscious business and reduced their waste generation.



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To learn more about how you can make the environment part of your brand's positioning or to find out more about Urban Impact's Recycling solution, please contact us at 604-273-0089.