

## Waste Management

To minimise the amount of waste sent to landfill and meet corporate recycling targets, **PRUPIM** implemented a centralised waste management programme across its managed shopping centre portfolio, which has helped to divert 63% of waste from landfill.

### > Situation

As a major real estate fund manager, PRUPIM recognises the key role it can play in reducing the environmental impacts of the properties that it manages. The company's strategy focuses on increasing the efficiency of its largest properties to reduce CO<sub>2</sub> emissions, cut energy and water consumption and minimise waste production.

In 2008, PRUPIM embarked on a waste management programme at its 10 UK shopping centres, in partnership with its facilities management service provider, Interserve. The company set the ambitious target of recycling at least 40% of all waste across its entire shopping centre portfolio in 2009.

To achieve the target, a centralised management regime was devised with Futur, a waste management service provider. Futur offered PRUPIM a bespoke waste management solution for its shopping centres, including retailer waste.

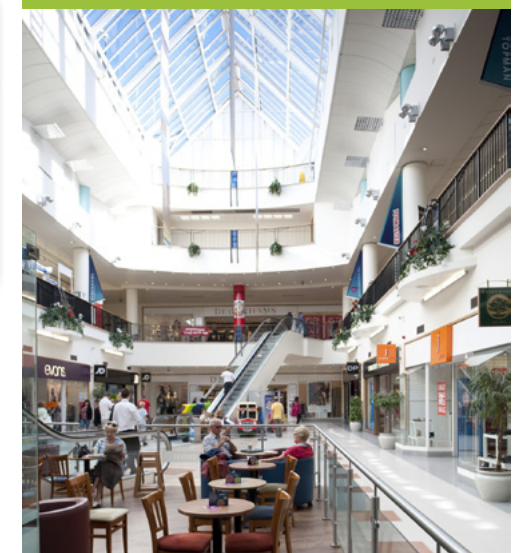
### > Actions

Futur evaluated waste management equipment and needs at each centre. This review led to the refurbishment of existing recycling points, as well as investment in new recycling equipment, such as bailers, compactors, trailers and bins.

The introduction of bailers and compactors has resulted in fewer lorry trips for collection, and thus lowered the embodied carbon of the recyclable materials. Where appropriate, local contractors are used under subcontract, to further reduce embodied carbon, by cutting trip distances to waste facilities.

Alongside the introduction of recycling facilities and waste policies, staff and retailer engagement also proved key in reducing waste to landfill. Exhibitions were held at each shopping centre to educate staff, retailers and shoppers about waste and other sustainability issues.

Retail stores which did not adhere to waste management policies, for instance by inadequately segregating waste, were provided with information on waste and recycling management. At some of the larger shopping centres, non-compliance strategies were also implemented. For example, at The Arndale in Manchester, a 'three-strikes' policy saw retailer head offices receive letters notifying them of repeated non-compliance with the waste management policy by their local branches.



Brunswick Shopping Centre

"Employing a waste management strategy across our shopping centre portfolio has resulted in a system being implemented which has had very pleasing results in terms of recycling rates."

Nina Jackson, Director of Sustainability & Environment at PRUPIM

## > Challenges

## > Achievements

## > Benefits

### Occupier engagement

How to get buy-in from retailers?

Retailer buy-in was key to the success of the programme. As well as the introduction of waste policies, recycling and waste management training was added to the induction process for new retailers and centre staff. This raised awareness of the importance of recycling and the benefits of segregation at source, as well as ensuring that people knew about the recycling facilities on site.

### Waste reduction

How to tackle waste across such a large portfolio of shopping centres in a short timeframe?

Employing a single management contractor across the entire shopping centre portfolio facilitated a more consistent management approach, with recycling initiatives implemented across a number of centres. Importantly, this was delivered in conjunction with a thorough assessment of each centre's waste management requirements, so that the best practice approach could be adapted to take into account the needs and limitations of each centre.

£565,000

saved

12,323

tonnes of waste  
diverted from landfill

69%

recycling rate  
achieved at The Arndale  
shopping centre

Between 1 January 2008 and 31 March 2011\*, 46% of all waste at PRUPIM's shopping centres was recycled and 17% was sent for incineration with energy recovery, with the remaining 37% sent to landfill. Altogether, 13,323 tonnes were diverted from landfill, equivalent to more than 36 fully-loaded Boeing 747s.

Strong performers included:

- The Arndale in Manchester, which more than doubled its recycling rate in the first seven months, and achieved 69% recycling in 2010/11
- The Galleries in Washington, Tyne and Wear, which sent zero waste to landfill in 2010/11, recycling 46% of waste and sending the remainder for incineration
- Smaller sites, such as The Brunswick Centre in Scarborough and Culver Square in Colchester, which reached annual averages of 59% and 48% respectively.

## > Financials

Between 1 January 2008 and 31 March 2011\*, over £565,000 in landfill tax was avoided through recycling and incineration.

Any savings generated through the centralised waste management programme were passed on to retail occupiers through the service charge.

\* In 2010, PRUPIM aligned data with its financial reporting calendar which runs from 1 April to 31 March. Previously, data was reported by calendar year.