

Getting Serious About Waste Diversion

CASE STUDY: PROPERTY MANAGEMENT

About First Capital

First Capital Realty is a well-established urban location provider and one of Canada's largest owners, developers and managers of grocery anchored, retail-focused urban properties where people live and shop for everyday life. The Company currently owns interests in 161 properties, totalling approximately 25 million square feet of gross leasable area.



**FIRST
CAPITAL**

Business Challenge

In 2015 First Capital Realty Toronto were seeking to improve the efficiency and reduce the costs related to their existing waste and recycling program. However, they were inhibited by lack of a scalable waste monitoring method and they suffered from inconsistent re-orting in different regions across Canada. First Capital Realty also recognized the importance of focusing on waste diversion and carbon footprint reduction but didn't have the internal resources necessary to audit and support significant change. Furthermore, they needed to ensure that they would be compliant with future regulations and bylaws being implemented in Ontario. Our bin sensor technology, and the ability this offered to specifically monitor container waste levels, was a huge draw for them to work with RecycleSmart as well as the option to reduce costs and streamline reporting.

34%

Reduction in truck visits to locations per month

19%

Overall cost savings per month across 50+ properties

How We Helped

- Installed our sensors on all waste containers and many cardboard bins to manage the waste and recycling services. This data provides real-time awareness of pickups required and appropriate service levels
- Expanded recycling programs to include paper, mixed containers and soft plastics
- Distributed custom signage and met with tenant to educate on the correct use of the recycling bins
- Reviewed current and future opportunities for organic diversion programs

Results

- RecycleSmart worked with First Capital Realty Toronto to roll out a pilot project at four properties in the Greater Toronto West area. Through implementing our program, First Capital Realty saw a 20% reduction in waste costs and a 34% reduction in truck visits to site over the first 90 day period. Spurred on by the results First Capital Realty decided to proceed with a full roll out across all greater Toronto area properties in January 2017.

\$26,984

**Total savings per month as
of April 1st, 2018**

34%

Average waste diversion per property

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