



Shoppers Can Go Green at Pine Centre Mall!

Prince George, BC (April 19, 2017) – A recent Nielsen global online survey shows that almost 75% of Millennials are willing to pay more for sustainable products.¹ *Pine Centre Mall* retailers continue to be environmental leaders in *Prince George* with many providing environmentally responsible products, and impressive sustainability programs. We will highlight some of the stores in our centre and introduce you to some of the sustainability initiatives that influence their brands!

<http://www.nielsen.com/ca/en/insights/news/2015/green-generation-millennials-say-sustainability-is-a-shopping-priority.html>)

Body Shop

The Body Shop is creating wildlife areas at all their corporate sites, with allotments, beehives, meadows and butterfly-friendly areas already in place at their Little Hampton headquarters, and fruit trees at the Wake Field headquarters. Corporately, they have set clear targets for reducing the direct environmental impact of their store's operations between 2010-2020. This includes reducing electricity consumption, emissions from diesel and gas, and waste by 50%, and water consumption by 25%.

<http://www.thebodyshop.ca/en/commitment/ProtectPlanet.aspx>

GNC

GNC's environmental initiatives have yielded reductions in energy use at its Pittsburgh headquarters and across its 2600+ company-owned stores in the U.S. and Canada, together with reductions in paper use and elimination of all Styrofoam cups at the company's headquarters. In addition to converting over 45,000 incandescent bulbs to LED lights, they have also installed energy-efficient thermometers at all their stores, implemented a lights-off program outside of business hours, and use store bags and paper with recycled content.

<http://www.environmentalleader.com/2010/10/05/gnc-cuts-energy-paper-use-across-all-stores-hq/>

Tim Hortons

Tim Hortons has made recycling and composting a major focus of their sustainability efforts. By working with waste industry experts and mill trials, they have determined that their hot beverage cups are recyclable, but there is still a challenge of accessibility to recycling programs that can accept and process them. They continue to work with municipalities to find low-tech solutions that can allow their product to be recycled – in the meantime, they continue to encourage people to bring their own travel

containers by offering a discount. In 2014, Tim Horton's restaurant owners supported 650 local community clean-ups. Currently, there are global concerns regarding environmental issues related to the production of palm oil. While palm oil purchased is used in only some of Tim Horton's baked goods products, they committed (in 2014) to deforestation-free, peat-free palm oil sourcing, and protecting both High Conservation Value/High Carbon Stock forests. <http://www.timhortons.com/ca/en/corporate/making-a-true-difference.php>

La Senza

Owned by L Brands, they have been rolling out numerous energy efficient projects that have resulted in significant energy savings. This includes a reduction of store-electricity use (in Canada and the U.S.) of 22 million kWh! Other efforts include the use of FSC certified paper in all their catalogues, donating \$1 million related to protecting research and advocacy for endangered forests, and waste diversion of over 11,000 tonnes in 2015. <https://www.lb.com/responsibility>

Lush

When you walk into a Lush store you'll notice that each bath, body, hair and skincare product has been lovingly handmade by people called compounders who slice, squeeze and mix up fresh and ethical ingredients to create batches every day of the week. Not only are the products handmade with the environment in mind, but so is the reclaimed wood furniture inside the shop, which is made in Lush's very own woodshop. In addition to the above, Lush is an advocate for humans and animals. In fact, Lush leads the industry in fighting against animal testing by sourcing and using ingredients from suppliers that never test on animals. They have even gone as far as developing the Lush Prize, an annual \$250,000 grant given to those focusing on finding alternatives to animal testing in cosmetics. What's more, Lush has also donated millions of dollars through the sale of their Charity Pot and body lotion, where funds are given to the grassroots organizations protecting animals, human rights and environmental conservation. It's a way for everyone at Lush, their customers, and the public to become involved and give back.

http://www.lush.ca/on/demandware.store/Sites-LushCA-Site/en_CA/Stories-Show?tag=our-story

In a recent survey of *Pine Centre Mall* Retailers, 92% felt that it was quite important for their workplace to be environmentally responsible, and 80% felt that *Pine Centre Mall* is an environmentally responsible facility. Pine Centre is also in the midst of rolling out our new recycling program for tenants in what is Stage 1 of a multiple stage sustainability program. Recently Pine Centre just changed over all of the parking lot poles to LED and are in the middle of an interior and exterior phased lighting retrofit. Continually we conduct waste audits within our own internal office and those of our tenants annually to measure and monitor waste.

Morguard is committed to continually improving the environmental performance of the buildings under its management. In 2015, their properties reduced their energy use by 6.9% (enough to power 3764 homes for one year), reduced their greenhouse gas emission by 6.5% (equivalent to eliminating emissions from 1480 vehicles), and reduced water use by 1.8% (enough to fill 13 Olympic swimming pools)!