

SUSTAINABILITY RLI



Greening the aisles

NINETY PER CENT OF ENVIRONMENTAL IMPACTS FROM SHOPPING CENTRES COME FROM THE RETAILERS THEMSELVES, WITH ONLY TEN PER CENT COMING FROM AREAS MANAGED BY THE OWNERS. HOWEVER, SAYS **KEN FORD**, CHIEF EXECUTIVE OF THE MALL, SHOPPING CENTRE OWNER OPERATORS SHOULD TAKE RESPONSIBILITY FOR HELPING DRIVE DOWN THE RETAIL INDUSTRY'S NEGATIVE IMPACT BY JOINING FORCES WITH RETAILERS

Enviromall is how The Mall does this. It is a tailored system, which aims to work with retailers and local communities to minimise shopping centres' impact and improve environmental performance. Performance in terms of the measurable impacts; how much water is used, how much waste goes to landfill and how many tonnes of carbon are emitted, but also in terms of helping to educate those who work in or visit any of the 23 Malls across the UK. It is a partnership between Envirowise, Upstream, The Mall, the Carbon Trust and the Energy Efficiency Accreditation Scheme, with each organisation bringing knowledge, skills and expertise in their own sphere.

The Enviromall Environmental Management System (EMS) and the resulting Impact Improvement Plans have been developed specifically for shopping centre environments. This has helped the Mall to make changes across its portfolio — it has already reduced carbon emissions by over 12,000 tonnes since 1999 (a decrease of 30 per cent so far) saving 4.3 million kw/hrs of electricity and 300,000 kw/hrs of gas — enough to supply six shopping malls for a years.



For retailers, The Mall is soon to publish an easy-to-follow information pack, which includes low- and no-cost changes for their work places. It could be as easy as just making sure that lights are turned off/down when the shop is empty or how to recycle without cross-contaminating. The purpose of this pack is to provide retailers with quick and easy ways to make changes, however small, and to let them know about what is already in place so they can use it; thus saving money and



KEN FORD

improving environmental performance.

All 23 Malls are working towards their first year targets and ultimately EnviroMall accreditation, which will be independently audited. The Mall is also developing its S3 (Self Sustainable Specification) initiative, which concentrates on working with its partners to identify and implement renewable and sustainable strategies within shopping centres.

The Mall's main consumer-facing activity happens during EnviroMall Week, which is primarily aimed at children and dedicated to educational activities and community involvement. It is a fun week, with the popular green Mall Monster featuring largely and aims to educate and enthuse rather than promote green-guilt or fatigue.

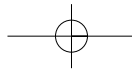
This year the second annual EnviroMall Week, from 2-8 June, is again taking place at all of The Mall's shopping centres. The over-riding and ongoing campaign is to raise one million 'It's Our Turn' green pledges from shoppers; pledges include 'turn off the tap when brushing your teeth', 'turn your TV off, don't leave it on stand-by' and 'turn over a new leaf, walk to school instead'. This year, The Mall is also working in partnership with the World Land Trust to help raise awareness through its shopping centres of rainforests, the animals and plants that depend on the forests and the challenges they face.

During EnviroMall Week, shoppers and members of the local community will be able to take part in awareness-raising activities and collect information from Ask Me Points on how to pledge anything from £1 upwards to help purchase and protect rainforest land. Every year an area equivalent to the size of Wales is destroyed for its timber and to make way for large-scale agriculture and development. For every £50 that is raised an acre of rainforest can be saved forever.

Ken Ford, Chief Executive of The Mall comments: "EnviroMall has been very good for The Mall in terms of our business. Our portfolio, which includes shopping centres of many sizes, shapes and ages, performs with ever increasing efficiency thanks to the bespoke nature of the scheme. Our retailers and shoppers are pleased we are taking action and also making it easy and fun.

"I think the real success is that our own employees have embraced it whole-heartedly and are working hard to do all they can to support it. Their response has been phenomenal from the start.

"There is a genuine feeling that sustainability is one of the most important issues of the day and they are proud that their employer's unique initiative is pioneering within the industry and leading its competitors."



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