



# SUSTAINABILITY IN ACTION

FALL 2022 EDITION

**What is OnePlanet?** OnePlanet is a sustainable initiative, showcasing Morguard's effort and commitment to supporting the environment across all our properties.



## OnePlanet on the Web!

In efforts to increase awareness of OnePlanet by leveraging shopping centre digital communications, a OnePlanet webpage was launched across 17 of our centres. We offered a trivia contest this summer that drove traffic to the centre's websites and the new OnePlanet web page. A series of five questions were posed to customers for a chance to win a \$500 gift card. Digital impressions from Websites, Google My Business, E-newsletters, IG/FB Stories and Wi-Fi Splash Pages totaled over 130,000.

## OnePlanet In-Mall Initiatives

Cambridge Centre, Centerpoint Mall and East York Town Centre in Ontario, collaborated on a OnePlanet Food Court Activation. Over 428 promotional items were distributed generating \$10K in food court sales while promoting OnePlanet. This initiative was promoted on in-mall signage, easel tent cards for Food Court, website, and social media channels.



## National Waste Reduction Week - October 17 - 23

We are committed to minimizing our environmental impact. Just last year, the Morguard Canadian Office and Retail Portfolio reduced its energy use by 11.6% - that's enough to power 9,657 homes for a whole year! And we couldn't have done it without your support, so, thanks! With your help, Morguard Office and Retail properties have successfully diverted 4,979 metric tons of waste from landfills. Can you imagine? That's enough to fill 497 garbage trucks!



#OnePlanet #SustainableMorguard #Gogreen



CAMBRIDGE-CENTRE.COM



SUSTAINABLE Morguard



Our collaboration with Earth Rangers continues to flourish. This Canadian kids' conservation organization is committed to instilling knowledge, positivity, and confidence in children across the country to take environmental action. We are thrilled to be partnering with this inspiring charity to help our customers feel empowered to make a difference. Visit the Earth Rangers website to find more about their growing programs and educational activities at [www.earthrangers.com](http://www.earthrangers.com), or follow them on social media.

## Green shopping made easy

There's a new Mission in town and it's all about labels! Earth Ranger's NEW Certified Green Mission helps kids and their families spot ecolabels on a wide variety of products. You know the ones? You see them on paper products, shampoo, toys, clothing and more. But what do they really mean? This Mission educates and encourages children to identify and track ecolabels as they shop. You can find out more by visiting the Missions page on the Earth Rangers website. [www.earthrangers.com](http://www.earthrangers.com)



Accept the  
**Certified Green Mission**



SUSTAINABLE Norguard



Accept the  
**Certified Green Mission**



SUSTAINABLE Norguard

## Budding photographers

More than 1,300 kids submitted photos in this year's Backyard Biologist Contest. From stunning flowers, to dragonflies to turtles, the submissions came pouring in from across the country.

Photographers aged 12 and under submitted entries to three categories: best photo of a plant or fungi; best photo of a vertebrate; and best photo of an invertebrate. One of the winning photos captured incredible detail of a pollinator powerhouse – the bumblebee. **Three winners received a Canon PowerShot camera and the winner's photos were displayed at Earth Rangers Studio in the Shad Gallery of Biodiversity at the Royal Ontario Museum (ROM) in Toronto.**

Exploring the neighbourhood or the family backyard is a wonderful way to make a connection to nature. These shutterbugs reminded us once again, the future looks bright for young conservationists. You can find out more by visiting the Missions page at [www.earthrangers.com](http://www.earthrangers.com) or by downloading the Earth Rangers app.

