

## Successful co-operation with tenants achieves a high recycling rate at LOOP5

Experience shows that, in managing waste in our shopping centres with the aim of increasing the proportion recycled, it is particularly important to ensure our tenants correctly separate waste by type.

When Loop5 in Germany was inaugurated in October 2009, the shopping centre implemented a "pay by weight" waste management scheme whereby tenants' waste is weighed separately by type and the associated cost is allocated directly to the tenant through a card system. Recyclable packaging materials (plastic, metal, plastic foil and glass) are free of charge. Mixed (unsorted) waste has a higher cost than paper and cardboard, organic waste and wood in order to motivate tenants to recycle.

All waste that is not recycled or composted is incinerated with energy recovery. Loop5 also organises regular training sessions and delivers brochures to explain the recycling programme and procedures to tenants. We identify which tenants have a lower recycling rate and meet with them to promote the environmental and economic benefits of good waste separation.

Thanks to this scheme, Loop5 was able to increase its recycling rate from 48% in 2009 to 65% in 2010 (average of the last three months of the year to allow like-for-like comparison).

