



SQUARE ONE RECEIVES PRESTIGIOUS RECOGNITION AWARD FOR GREEN PROGRAMS

Mississauga, ON (February 25, 2010)—Square One Shopping Centre-Managed by Oxford Properties Group is enthusiastically embracing all of the principles of carbon footprint reduction - not only for itself, but they are also helping their tenants and customers actively contribute to a “green” Mississauga. Even though it is still fairly early in the program, Al Cabral, Square One’s Operations Manager, is proud of the fact that the Centre has just recently received its *BOMA BEST* certification Level 4, which is the highest level for excellence in the environmental management and performance of the building. BOMA Level 4 is a national environmental standard for retail properties established by the *Building Owners and Managers Association of Canada*. (BOMA)

How did Square One achieve this milestone? Oxford Properties Group (which manages Square One Shopping Centre) has initiated a sustainability program at its properties across Canada to reduce its emissions by 20% at the end of 2012. “So far, Square One has reached close to 8% in only 2 years, says Al Cabral, Operations Manager. Our management team is taking numerous important environmental initiatives aimed at reducing their ecological footprint. We are committed to responding to issues that are becoming increasingly important to consumers.”

Energy Policy

Starting with the big things such as retrofitting its HVAC (heating, cooling, air conditioning) system in order to use less energy, to ordinary, but important efforts such as printing two-sided memos - management has successfully adopted all of the environmentally friendly principles – reduce, reuse, recycle.

Cabral talks passionately about what led to this award: “There is the \$2.5 million project to replace large cooling equipment, which commenced last October and will be completed this spring with high energy efficient chillers and auxiliary motors; the conversion of all lighting systems to more efficient ones; the fine-tuning of the HVAC and lighting controls to further reduce consumption is driven by a vast computerized energy management system that controls all HVAC equipment and lighting throughout the property; the waste diversion program and utilization of environmentally friendly cleaning products to help keep the Mall its sparkling best.”

Water Use

Al Cabral also points to the Square One water policy with its commitment to optimizing indoor and outdoor water use and includes measures such as: equipping all public washrooms with sensor type flushometers and water taps, and requiring tenants to install low flow toilets and faucets. All efforts are geared to make Square One leaders in the field of “reducing one’s environmental footprint.”

Green Steps

Assisting in implementing the sustainability program is the “Green Steps Committee” comprised of representatives and staff from the mall office, security,

operations staff and tenants which has created its own mission statement, as follows:

“Square One is committed to reducing our carbon footprint, minimizing the impact on our planet. We will implement, manage, and encourage ‘Green’ initiatives with customers, tenants and suppliers.”

Marketing Director, Linda Keen Lausberg enthuses about all of the additional ‘steps’ that have been taken: “We have an eco-friendly policy for all of our office supplies, newsletters, customer and tenant communications specifying the use of recycled papers, plastics and enviro-friendly inks. Even our gift certificate card holders have 55% recycled content! The food court has enhanced its separation and collection of materials with an organic food guide and new different coloured recycling boxes. We have replaced our security/customer service vehicles with Ford Escape hybrids. In order to encourage shoppers to even “travel green”, we have increased the number of bike racks around the property and created several green parking stalls in preferred parking locations for customers driving hybrid fuel efficient vehicles.”

New this year, to stimulate their tenants, Square One has created a ‘*Green Steps Tenant Award*’ to be given out at the *Tennys*, their annual tenant recognition event. Three tenants will receive the Green Steps Tenant Award this year: Apollon, Eddie Bauer and Walter’s Music (*Photos available upon request*).

Square One Shopping Centre has also produced a “Green Steps Newsletter” which assists tenants in their endeavours with tips and best practices such as: shut off premises lighting and signage when closing for business; lower in-store lighting intensity to 4.5 watts/foot or less; use ENERGY STAR commercial appliances; import less cardboard from warehouse; do not obstruct space

thermostats; separate waste and use proper recycling containers; and the re-use of modular fibreboard hoardings during renovations. Square One has also recently purchased new blue boxes for each tenant to help in the separation, and also provides special containers for used fluorescent tubes and compact lamps.

Customers can Assist

Customers can assist in doing their part for the environment. Square One makes it easy for them to get rid of old electronic and computer items at the annual *“E-eliminate your E-waste”* recycling event whereby customers can bring these items and dump them into special trucks set up in the parking lot. The first E-waste drive was held in November and 5 tonnes of old computers and electronic equipment was collected for The Ontario Electronic Stewardship for recycling. The 2nd annual e-Waste drive will be held on Saturday April 24th, from 10 am until 6 pm, in the Square One parking lot near The Bay.

Square One has been identifying and studying all the ways they can effectively become more environmentally friendly, reduce greenhouse gas emissions, reduce electricity and use recycled materials and products that are “good for the earth.” If there is a will to be “green”, there is a way, and Square One Shopping Centre has found an impressive number of ways!

Media Contact:

Ruby Fruitman/Sonya Luchetta
Fruitman Communications Group
T. 905.780.0880
E. ruby@rfcg.ca
sonya.luchetta@rfcg.ca

Al Cabral
Operations Manager
Square One Shopping Centre
905-270-7771 ext: 2233
acabral@oxfordproperties.com