

"My buildings have achieved LEED gold certification Energy Star awards and three Outstanding Building of the year awards from BOMA. We are accustomed to serving a high caliber tenant base and partnering with the best service providers. .....Waste Management is the company I trust to help us dispose of waste in an environmentally friendly manner."

S. Marc Smith General Property Manager Hines

# Total Recycling Program delivers high value for high-visibility property

Hines, a privately owned, international real estate and property management firm, has endorsed Waste Management's Total Recycling Program (TRP) for commercial properties.

## Distinctive program for a distinctive property

Waste Mangement's TRP program is distinctive and relatively unique. It provides an on-site project manager who educates and engages commercial building tenants and/or retail tenants by creating tools they can use to improve recycling. In fact, the program delivers a dedicated team who establishes a customer partnership not offered by other vendors. Rachel Kraynak and Jennifer Holcomb (Waste Management program manager and sales representative, respectively) jointly meet the disposal needs of stakeholders in the Wells Fargo Center in Sacramento, California, managed by Hines (shown above). While Kraynak works continuously with building tenants, Holcomb interfaces with the Hines Property Management team to increase the property's asset value. Kraynak trains tenants to reduce waste streams by improving disposal methods. While trash is typically dumped into a property's largest receptacle, the TRP program reverses this practice by using larger receptacles for recyclables and smaller containers for waste.

## Focused on sustainability

Hines' management is focused on sustainability, and the Wells Fargo Center was already LEED-certified when Waste Management was engaged. This year the building also is applying for the coveted Outstanding Building of the Year® (TOBY) Award from The Building Owners and Managers Association International, honoring the 'best-of-the-best' in commercial buildings. Since Waste Management began working with the Center, its diversion rate has increased by 60 percent and continues to improve. Hines' goal is to attain a 75 percent landfill diversion rate.

FOR MORE INFORMATION
ON WASTE MANAGEMENT'S
COMMERCIAL PROPERTY
SOLUTIONS, PLEASE VISIT:
WWW.WM.COM/CP, OR CONTACT
CELENA FRIDAY AT: 713 287 2694
OR CFRIDAY@WM.COM

©2012 Waste Management, Inc. Printed on 100% post-consumer recycled paper



#### **COMMERCIAL PROPERTY CASE STUDY**



### Hines endorsement

Waste Management was proud to receive an unsolicited endorsement letter from C. Marc Smith, a Hines Property Manager, spotlighting its achievements with the Wells Fargo Center. This commercial office building is one of Hines' flagship properties on the west coast. "We would not have won the account," said Brian Greene, Waste Management Area Director, "if we had not had the TRP program in place. Hines gave us its top property as a proving ground to demonstrate the effectiveness of our program."

## Implemented organic waste program

In addition to increasing diversion and recycling rates, Waste Management also has implemented an organic waste recycling program. Kraynak established a dialogue with the chef and manager of the building's award-winning restaurant, II Fornio (above). Once the restaurant understood the value of organic recycling, Kraynak assisted its kitchen staff in establishing protocols and facilitated a seamless program. "I have an ongoing, dynamic relationship with the customer," said Kraynak, "and we continuously evaluate how we can recycle more materials."

The TRP program currently is available in 14 markets beyond Sacramento, including Denver, Phoenix, Miami, Orlando, New Jersey, Philadelphia, Chicago, Boston, Los Angeles, San Diego, Houston, Milwaukee, Minneapolis and Baltimore.

