RXR: NYC CLASS A COMMERCIAL REAL ESTATE PORTFOLIO

Work with property management, tenants, and cleaning staff across 16 buildings (17M sq. ft.) to achieve waste reduction & diversion goals

ThinkZERO LLC

Waste Audits & Data Analytics

- **Conduct annual waste audits** at all buildings to supplement monthly waste hauler data. Provide a complete picture of building and portfolio-level waste generation
- **Analyze waste data** across portfolio to set diversion and reduction goals and develop initiatives
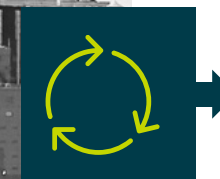
Targeted Tenant Engagement

- **Train tenants** virtually and in-person about waste issues
- **Ensure compliance** with commercial recycling rules via walkthroughs and targeted support
- **Meet with tenants** to help program implementation
- **Increase awareness** of NYC waste laws and RXR waste goals

Diversion Programming

- **Establish partnerships** with local community partners for donations. Have donated 45,000 lb food, 4,000 lb toilet paper, and 3,000 lb textiles to area shelters
- **Create dedicated swap spots** for tenants to exchange items
- **Help tenants implement composting programs**
- **Achieved 40% diversion goal within two years**

Building Support

- **Support marketing team** with thematic content, emails, and signage for each month
- **Create Environmental Ambassadors Program,** a partnership with cleaning vendors to reward sustainability
- **Evaluate bids** during hauler RFP process
- **Train property managers and cleaning vendors** to improve recycling across the portfolio
- **On-demand support** for any waste issues that arise