

# 100% COMMITTED TOWARDS ZERO WASTE

URBIL PIONEERS WASTE SEGREGATION

**Better never settles**

**CLIENT**

CENTRO COMERCIAL URBIL

**REAL ESTATE TYPE**

Retail

**LOCATION**

USURBIL - GUIPUZCOA

**SQUARE FOOTAGE**

75,000 SF

**SERVICES**

- Client Accounting
- Property Management
- Project & Development Services

**BACKGROUND**

Since its opening in 2000, Urbil has sought to get closer to all Gipuzkoans through values such as proximity and local traditions, but especially by being a pioneer in environmental matters thanks to its commitment to numerous initiatives linked to sustainability.

**CHALLENGE**

The business sector plays a fundamental role and must bear in mind that including recycling in its strategic plans can be an opportunity to differentiate itself and grow.

Urbil, aware of this, is committed to placing sustainability and responsible management at the core on which to build its brand and become an inspiration for the community.

The main challenge in 2010 was to define a circularity and efficient waste management strategy being a shopping centre of thousands of square meters, with a large movement of goods and sales volume, and where there were multiple players that were beyond our control (800 employees, 65 tenants, 5,500,000 customer visits and numerous contractors), and with the ultimate goal of approaching zero waste.



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## SOLUTION

In order to achieve waste reduction and the correct segregation of the waste generated in the centre, it was essential to design a specific and coordinated collection and separation system:

- Waste room destined for recycling tasks (cardboard, organic, plastic, glass, inert, scrap...).
- Specific staff to ensure correct separation.
- Continuous learning for tenants and support in the process.
- Creation of alliances with local entities for the collection of different waste, giving them a second life.
- Awareness and training campaigns for visitors:
  - Bins with separators and a clean point in the mall with informative labels for each type of waste.
  - Children's workshops with sustainable materials and guided visits to 4 schools (waste life cycle).
  - First circular green store: a space is enabled for the sale of local sustainable fashion brands.
  - Others: exhibitions, responsible consumption campaigns (educating on how to buy while generating less waste), circular economy actions (books, child car seats, clothing made from recycled materials, furniture donations, distribution of tote bags, biotechnological cleaning products).

## RESULTS

- The recycling rate increased from 20% to 90% thanks to the new system.
- Among others, 200,000 kg of used oil, 1,200,000 coffee capsules, 323,000 kg of glass, 320,000 kg of clothes, 2,100 kg of clothes hangers, 350 kg of toners, 1,700 kg of batteries, 2,500,000 kg of cardboard, 10,000 kg of polypropylene, 28,500 kg of scrap metal and 10,000 kg of wood have been collected.
- Thousands of people have participated in the activities.
- Publicity in the media worth €100,000 is generated.
- This milestone serves as a link to strengthen the

relationship with City Councils and other agents in the area (15 agreements) facilitating other key matters for the centre.

- ISO 14001 certification.

## TANGIBLE BENEFITS AND KEY TAKEAWAYS

Achieving 90% recycling of all waste deposited at the centre has turned Urbil into a driver and model for sustainable, social, environmental and economic change in its surroundings.

How? By designing a waste separation system at the centre that has managed to reduce carbon emissions, create circular economies and support the entrepreneurship of sustainable local tenants. It has also generated ties with key agents and institutions in the area and at the same time involving employees and contractors, strengthening the relationship with them and carrying out awareness and training campaigns for visitors in order to impact new generations.

## STATEMENT

“ The level of waste recycling in Urbil is exemplary, with a ratio approaching 90% of recycled waste.

Recycling Manager at Usurbil City Council



Urbil is continuously working on awareness campaigns and is one of the leaders in selective collection of coffee capsules.

Environment Director of the Provincial Council of Gipuzkoa



Urbil shows every day its willingness to move towards sustainability and bring the circular economy closer to everyone.

Head of Ekogras - Kafea

