Beijing Kerry Center Office Tower

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Location
Beijing, China
Certification level
Platinum
Percent of Overall Diversion Achieved

93.5%
Facility Size
893,412 sq ft
Type of Operation
Office
Project Overview

Beijing Kerry Center Office Tower project has implemented a comprehensive zero waste strategy that integrates waste reduction, reuse, and diversion practices into daily operations. Key initiatives include source separation at all functional areas, engagement with certified recycling and composting vendors, and procurement policies that prioritize reusable and low-waste materials. Employees are actively engaged through clear signage, regular training, and ongoing performance feedback, fostering a strong culture of waste awareness and participation. As a result, the facility has significantly reduced landfill disposal, achieved measurable cost savings through waste diversion, and lowered its overall environmental footprint. These practices also support the local community by reducing demand on municipal landfill infrastructure and encouraging responsible waste management throughout the surrounding area.

TRUE certification was important to Beijing Kerry Center Office Tower project because it provides a credible, third-party validation of our zero waste strategy and ensures accountability beyond internal goals. The TRUE framework helped us formalize policies, engage employees, and track performance through clear metrics, enabling continuous improvement rather than one-time compliance. By pursuing TRUE certification, we are reducing landfill waste, improving operational efficiency, and supporting broader environmental and community sustainability goals.

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