

# Cavendish campaign focuses on green initiatives

The Cavendish Square in Cape Town has recently been awarded the 2013 City of Cape Town, SAPOA & ESKOM Energy Efficiency Forum Award in the single building category, for its progressive initiatives in creating an energy efficient, sustainable shopping centre.



Initiatives for the centre included renewable energy solutions, saving waste to landfill, energy saving initiatives and even an on-site worm farm.

"The World Design Capital 2014 provided the ideal backdrop for Cavendish Square to create awareness and educate the public on the centre's extensive greening initiatives by showcasing these in an interesting and innovative manner," says Brenda Bibby, centre manager of Cavendish Square.

Focusing on the WDC2014 theme 'TODAY FOR TOMORROW - sustainable solutions for people and planet', the centre is utilising the waste produced at Cavendish Square by turning it into beautifully designed, functional and desirable recycled products that will amplify visibility of the centre's sustainable outlook.

## Pop-up stores

Cavendish Square have partnered with local green designers to create sustainable products, thereby closing the gap between waste produced by shoppers and tenants, so that products that are manufactured in the end, have been created by the Cavendish Square community. In October the Made By You & Cavendish Square designers will reveal their sustainable products at the recycle pop-up store that will be positioned in Cavendish Squares' centre court from 1 - 31 October 2014.

The #cavendishcares campaign aims to educate the public of the centre's energy and sustainability initiatives, by creating awareness throughout the centre. Installations of fun recycle bin characters and informative decals will be placed in the shopping centre.

Cavendish Square will also be a platform for World Design Capital sustainability projects such as BlendaVenda, Shakti Energy and 100 Bicycles to showcase and exhibit their projects in the centre, every month for a week.

"In raising awareness to the public about World Design Capital: Cape Town 2014 we specifically looked at spaces where we could reach diverse groups of people in Cape Town and it was established that shopping centres would assist us in reaching this goal. And, we are truly delighted that Cavendish Square would host us," says Melene Rossouw, special projects manager for WDC2014.

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