

Kirk Marketing Environmental Snapshot

Updated January 1st, 2011

Our goal: Reduce, reuse, recycle.

Where we were: In January 2010 various ad hoc recycling and responsible purchasing initiatives were in place but there were no formal measurement tools and programs had no clear direction or central leadership. Briefly, our situation was as follows:

- No inventory of our Green House Gas (GHG) emissions.
- (1) x 8 yard garbage bin being picked up weekly
- Estimated diversion rate below 50%.
- Recycling a high volume of office grade paper and cardboard.
- Office program in place for returning bottles and cans that gave a cash refund.

Where we are: Over the last 12 months the focus has been to document, measure and improve our initiatives in (3) target areas: GHG emissions, recycling / landfill diversion, and operations. Here is a snap shot of our efforts to date:

- Completed Climate Smart training program.
- Conducted a complete GHG inventory + staff commuting survey.
- GHG emissions for 2009 – 2010 fiscal were measured at 700.1 metric tonnes (CO2 equivalent).
- Retrofit of lighting ballasts & bulbs and installed motion sensitive light switches - supported BC Hydro Power Smart.
- Expanded recycling program (see attached documents for a complete listing).
- Added a composting program.
- Estimate 85% landfill waste diversion rate.
- 4 Yard Garbage bin picked up monthly = 80% reduction in landfill waste volume.
- Implemented informal supplier policy with owner / building maintenance.
- Environmental initiatives consolidated under leadership of Marketing Manager.

Where we are going: Expanded recycling and measurement tools have allowed us to set some benchmarks. Future initiatives will focus on staff programs and formalizing processes with suppliers, as well as targeted reductions strategies. We will continue to audit our waste and GHG emissions yearly. Goals for the future include:

- Continue to reduce total landfill volume by further 50%.
- Recycling audit to verify volume estimates.
- Implement formal purchasing policy.
- FSC Certification.
- 2nd GHG Inventory summer 2011.
- Monthly staff programs to support reductions.

See attached for supporting documents.

Recycling Figures & Graphs for 2010

Results of Benchmarking Exercise – Figures are estimates only.

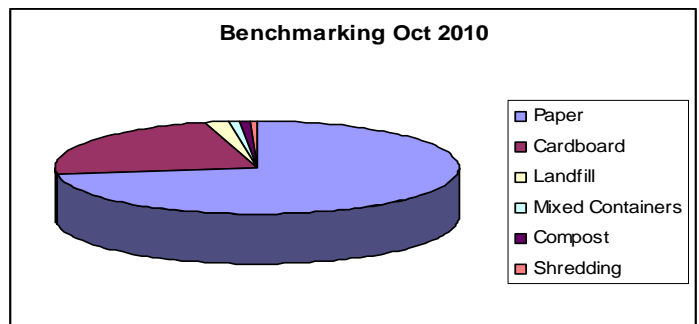
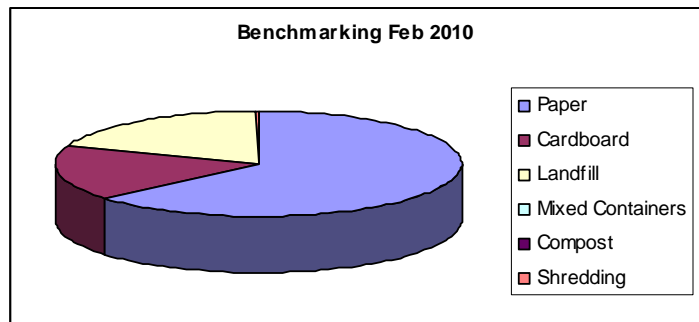
Benchmarking Exercise - measurements in kilograms

Month	OCC	MCO	Organic	Film	SS	Paper	Wood	E-waste	Styrofoam	Fluorescents	Batteries	Recovered	Landfilled	Total	Diversion
10-Jan	3117.60	0.00	0.00	65.10	64.80	0.00	0.00	0.00	0.00	0.00	0.00	3247.50	3464.00	6711.50	48.39%
10-Feb	3117.60	0.00	0.00	65.10	64.80	11600.00	0.00	0.00	0.00	0.00	0.00	14847.50	3464.00	18311.50	81.08%
10-Mar	3117.60	0.00	0.00	65.10	64.80	3690.00	0.00	0.00	0.00	0.00	0.00	6937.50	1732.00	8669.50	80.02%
10-Apr	3117.60	0.00	0.00	65.10	64.80	9886.00	0.00	0.00	0.00	0.00	0.00	13133.50	1732.00	14865.50	88.35%
10-May	3117.60	0.00	0.00	65.10	64.80	0.00	0.00	0.00	0.00	0.00	0.00	3247.50	1732.00	4979.50	65.22%
10-Jun	3117.60	86.80	0.00	65.10	64.80	11040.00	0.00	0.00	0.00	0.00	0.00	14374.30	1732.00	16106.30	89.25%
10-Jul	3117.60	86.80	0.00	65.10	64.80	15540.00	0.00	0.00	0.00	0.00	0.00	18874.30	1732.00	20606.30	91.59%
10-Aug	3117.60	86.80	0.00	65.10	64.80	5760.00	0.00	0.00	0.00	0.00	0.00	9094.30	1732.00	10826.30	84.00%
10-Sep	3117.60	86.80	0.00	65.10	64.80	11790.00	0.00	0.00	0.00	0.00	0.00	15124.30	434.00	15558.30	97.21%
10-Oct	3117.60	86.80	129.90	65.10	64.80	9670.00	0.00	0.00	0.00	0.00	0.00	13134.20	259.20	13393.40	98.06%
10-Nov												0.00		0.00	
10-Dec												0.00		0.00	
Total	31176.00	434.00	129.90	651.00	648.00	78976.00	0.00					300.00	18013.20	130028.10	
Average	3117.60	43.40	12.99	65.10	64.80	7897.60	0.00					9334.58	1801.32	10835.68	82.32%

Legend

OCC	Cardboard	Film	Shrink-wrap & plastic banding	E-waste	Electronic Waste	Recovered	Sum of all Recovered and Recyclable Materials
MCO	Mixed Containers	SS	Secured Shredding			Landfilled	Refuse Material Sent to Landfill
Organic	Compost program	Paper	Rebate Program			Total	Sum of all Materials
		Wood	Wood Waste			Diversion	Diversion Rate (Recycled/Total)

	Feb-10	Oct-10
Paper	11600.00	9670.00
Cardboard	3117.60	3117.60
Landfill	3464.00	259.20
Mixed Containers	0.00	86.80
Compost	0.00	129.90
Shredding	64.80	64.80
Total Recovered	14847.50	13134.2
Total Landfill	3464.00	259.20



Materials Covered Under Expanded Recycling and Diversion Program:

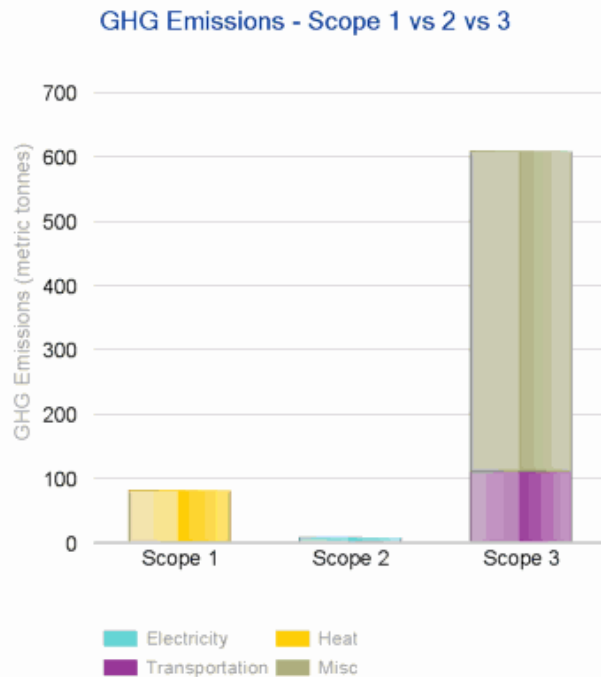
- Cardboard
- Paper
- Shrink-wrap & plastic banding
- Electronic Waste
- Mixed Containers (eg. Milk jugs, tin cans, plastic bottles)
- Used Paint Cans
- Used Toner Cartridge
- Food Waste
- Wood Waste
- Lights & Ballasts
- Styrofoam
- Batteries
- Paper Towel

Green House Gas Emissions (GHG) Inventory Results

Data supplied by Kirk – Graphs and calculations created using Climate Smart’s online GHG inventory tool.

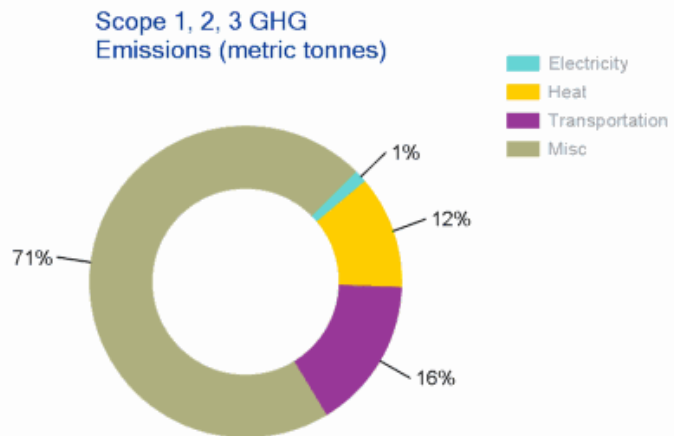
Breakdown by scope (metric tonnes CO2 equivalent)

Total	700.7
Scope 1	82.1
Electricity	0.0
Heat	82.1
Transportation	0.0
Road	0.0
Air	0.0
Water	0.0
Rail	0.0
Miscellaneous	0.0
Scope 2	9.6
Electricity	9.6
Heat	0.0
Other	0.0
Scope 3	609.1
Electricity	0.0
Heat	0.0
Transportation	110.5
Commuting	70.2
Road	19.7
Air	20.7
Water	0.0
Rail	0.0
Miscellaneous	498.5



Breakdown by type (metric tonnes CO2 equivalent)

Total	700.7
Electricity	9.6
Heat	82.1
Transportation	110.5
Road	19.7
Air	20.7
Water	0.0
Commuting	70.2
Rail	0.0
Miscellaneous	498.5
Reductions	0.0



Note: Does not include employee business travel by vehicle.

About Climate Smart:

Climate Smart has been recognized as the leading provider of carbon tracking tools, training and technical support to small and medium-sized enterprises and their online greenhouse gas management tool for SMEs was rated No. 1 in North America by Carbonzero. It was also a finalist for the 2010 GLOBE Award for Excellence in Emerging Technologies.

In the summer of 2010, Kirk participated in the Climate Smart training program together with several companies from Delta. The program takes businesses through a complete understanding of greenhouse gas emissions and provides tools and support in developing a company GHG inventory.

In addition to helping businesses reduce GHG emissions while cutting costs, Climate Smart seeks to cultivate business leadership and innovation around climate change. The Climate Smart website will take you to recent news on the initiative and some of the businesses that are onboard at www.climatesmartbusiness.com.

Supplier Policy

Implemented in November, 2010 and issued to Kirk's property manager for distribution to trades working on site.

Memo for trades, vendors & suppliers

Kirk Marketing is excited to be working with our vendor partners on initiatives to reduce our environmental impact with a focus on reusing, recycling, and reducing waste while reducing costs and positioning ourselves as leaders in the local business community.

To that end, we've expanded our recycling program and are now diverting over 80% of our waste from landfill into recycling. This has been possible because of the diligence of our staff in following our recycling program as well as the co-operation of our vendor partners.

We'd like to ask the same co-operation from trades and other suppliers. Specifically, we would ask that:

1. All contracted staff coming on site be instructed to use our separate recycling bins for:

- Paper
- cardboard
- Wood
- Metal
- food waste & paper towels (compost)
- batteries, lightbulbs, and ewaste
- Styrofoam
- Soft, clear plastic (including strapping and pallet wrap)
- Food containers (tin cans, milk jugs, coffee lids)
- Refundables (pop cans, juice boxes, etc.)

Bins are labeled and located throughout the building. See shipping / materials handling for assistance if needed.

2. Since we have only a 4-yard garbage bin on monthly pick-ups we ask that vendors be responsible to remove any excess waste with them when they complete work. If quoting on large projects waste removal provisions should be stipulated in the quote.

3. Kirk will provide assistance in finding recycling options for waste materials whenever possible.