

LOCAL RESOURCES
NATIONAL EXPERTS



GREAT CANADIAN SHORELINE CLEANUP

.....
Category I: Community Outreach and In-House Initiatives

Prepared for the Canadian Consulting Engineering Awards 2020





SUMMARY

Pinchin participated in the *Great Canadian Shoreline Cleanup* in partnership with the *World Wildlife Federation*®. This company-wide initiative was inspired by Pinchin's employees including Professional Engineers who have a passion for maintaining our shorelines and communities and preserving our ecosystems. In total, over 370 employees from 25 offices banded together to promote a cleaner environment by collecting 5,018 kg of waste and promoting environmental best practices.

Nature of Project

Pinchin participated for the first time on a national scale in the Great Canadian Shoreline Cleanup (GCSCU) from May to September 2019. Inspired and facilitated by Ocean Wise© and WWF©, one group of employees (with support from Pinchin executives) corralled over 370 employees from 25 of our offices across Canada to form teams and pick up litter in Canadian parks, rivers, and along our shorelines.

Staff from all levels of the organization participated in the event. Participation and awareness was very much encouraged from the top down. Motivators for participation included three contests (Most Garbage Collected; Above and Beyond Award; and the Best Team Name) with the winning teams receiving \$100 Amazon gift cards per individual. At the start of August, every office hosted a GCSCU celebration complete with cake and a video presentation on the local event.

Our total waste collected is summarized in the categories below:

Together, we picked up more than

3,845
CIGARETTES.



Together, we picked up more than

455
PLASTIC WATER
BOTTLES.



Together, we picked up more than

496
PLASTIC STRAWS.



Together, we picked up more than

542
BOTTLE CAPS.



Together, we picked up more than

3,916
TINY PIECES
OF PLASTIC & FOAM



Together, we picked up more than

630
ALUMINUM CANS.



Together, we picked up more than

5,018

KILOGRAMS

Of garbage from our shorelines.



As an environmental, health & safety, and engineering consulting firm, Pinchin is closely connected to the natural world and feels responsible for its protection. We're thrilled to have helped make this volunteer outreach opportunity a national reality, and we are extremely proud to be a part of this great cause.

Based on our nation-wide efforts in the Great Canadian Shoreline Cleanup, Pinchin was awarded the 2019 WWF® Living Planet @ Work Corporate Conservation Award. This is an award that we are very proud of.

Pinchin has also launched a new and improved Environmental and Corporate Social Responsibility (ECSR) strategy early this year. For each office a new recycling stream system has been implemented to reduce our ecological footprint and encourage social responsibility. This process includes a streamlined initiative for electronic waste, general recycling, organic waste, and Styrofoam recycling. We now offer environmental consulting services at no cost to qualifying charitable organizations so that the benefits of our CSR mandate are shared with our communities. Pinchin has made a strong commitment to responsible and sustainable operations.



Effort & Complexity

Pinchin operates 35 offices across Canada from British Columbia to Newfoundland and Labrador and staffs over 900 employees. In order to implement an outreach event on a national scale it took a great amount of staff effort. We began with a dedicated group to begin sorting out the logistics for the cleanups of the 25 participating offices. We relied on local representatives to rally the teams and contact their local municipality to arrange for the optimal cleanup location that had both the greatest need but also ensured staff safety while on site.

Pinchin staff volunteered more than 1,110 hours to the GCSCU which accounted for 60% of Pinchin's volunteer time in 2019.

At Pinchin, staff safety is always paramount. In this context however, it was also one of our greatest challenges. We conducted a safety analysis to identify any hazards while conducting the cleanup and implemented additional safety measures to maintain staff protection. These measures included, providing staff with adequate gloves, instructing all staff to be wearing CSA approved safety footwear, and ensuring all staff read and understood the safety guide prior to the event.



Environmental Benefit

Pinchin's participation in the GCSCU had a direct positive impact on the environment by removing 5,018 kg of waste from our communities. The event also boosted staff morale and their sense of community. Our staff became more engaged in our revamped ECSR program and those benefits are still being felt today. In many of our cleanup locations passersby stopped to thank us for our contributions to environmental stewardship.

Pinchin has a history of performing natural environmental restoration. Some of this work includes streamside and lakeside restoration. For the GCSCU, Pinchin was able to leverage technical expertise with a volunteer endeavour to achieve thoughtful environmental restoration.



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