



NOVA Chemicals

Never Refuse to Reuse

Last week, the NOVA Joffre Site hosted a successful two-day *Never Refuse to Reuse* event. This unique United Way campaign event that "cared for the environment and gave back to the community" was hosted by the Joffre Site United Way campaign, Asset Recovery, PE1 (R3) Expansion Project and Corporate Communications.



Scott Kay, campaign chairperson said, "We aced our four objectives in spades! Employees and contractors were excited about the opportunity to engage and it was humbling to hear what agencies had to say."

The Objectives . . .

- ✓ To engage employees and contractors by offering them surplus equipment at unheard of prices!

It took nearly 40 employee and contractor volunteers to run the two-day event. 146 employees and contractors shopped on the "pledge and carry" day and found treasures like PCs, 22 inch monitors, desks, chairs, filing cabinets, bookshelves and much more.



- ✓ To raise funds for our United Way campaign. We raised \$18,510, including NOVA Chemicals' matching dollars.

- ✓ To "give back" to the not-for-profit agencies in our Central Alberta community.

36 agencies, including 6 schools, shopped for much needed furniture and equipment, and were overwhelmed with what we were offering them at the community "free and carry" day. The event was lauded on social media.



To keep surplus furniture and office equipment, including PC's, out of the landfill.

Habitat Re-Store came to pick up any remaining items and thought they had won the lottery! They recently acquired a cold-storage warehouse and the remaining items from the event, everything from desks to bookshelves and PC monitors, came just in time to stock their new warehouse for their grand opening. Habitat Re-Store revenue helps fund housing construction for Habitat for Humanity.



"This initiative is a great example of taking a good idea and generating tremendous value. From a Sustainability perspective, minimization of waste is at the heart of our priorities. Reuse of already manufactured goods will directly benefit the environment by avoiding future greenhouse gas impacts, and doing this in a way that benefits not-for-profit organizations will directly contribute to the quality of life in our communities," says Rick Van Hemmen, Manufacturing West Director. "I am very proud of what NOVA employees have accomplished here, and would love to see more Sustainability-focused ideas bubble to the surface."

Gwen Clarke,
NOVA Chemicals
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