

Workman Retail & Leisure
Peter Callagher Environmental Award 2018

The Power of Footsteps

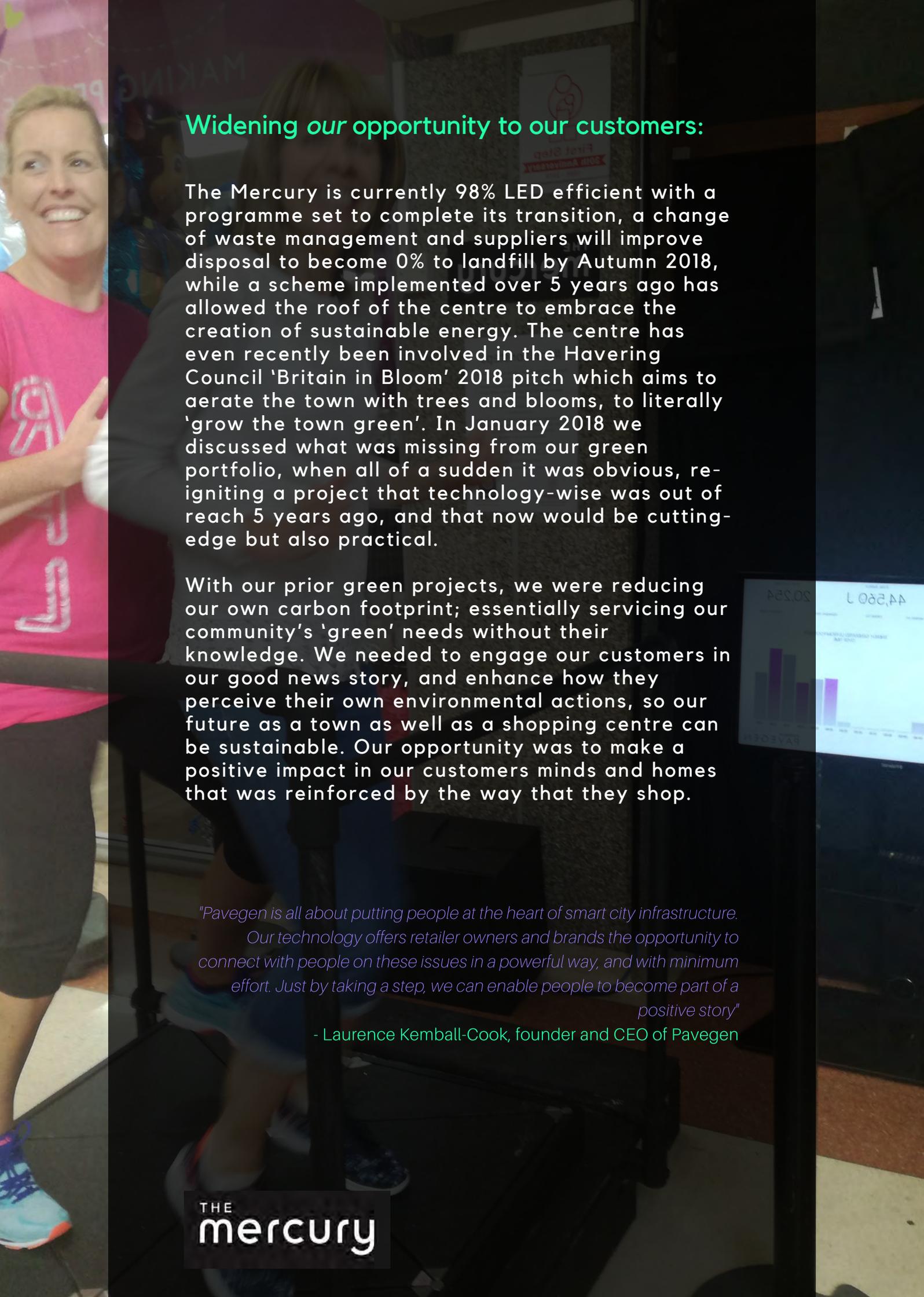
Our Sustainability Story

In May 2018 The Mercury was the first shopping centre in the world to install a fixed kinetic flooring that generates 'off-grid' energy using the footstep power of its customers.

Innovatively linking this platform to our popular Smart Rewards digital app, this multifaceted project was led from a desire to further develop a centre that had already maximised its standard 'green' potential. In turn it has informed our customers to be more environmentally aware, friendly and active.

To maximise awareness, we launched the project alongside a community wellbeing initiative, '1 Million Steps For First Step' where (unofficially) we broke a world record, with our community for *the fastest time one million steps have been made on one spot*. This also helped us raise c £1,500 for our local charity whom looks after the wellbeing of children who are unwell, or are living with a disability.

THE
mercury



Widening our opportunity to our customers:

The Mercury is currently 98% LED efficient with a programme set to complete its transition, a change of waste management and suppliers will improve disposal to become 0% to landfill by Autumn 2018, while a scheme implemented over 5 years ago has allowed the roof of the centre to embrace the creation of sustainable energy. The centre has even recently been involved in the Havering Council 'Britain in Bloom' 2018 pitch which aims to aerate the town with trees and blooms, to literally 'grow the town green'. In January 2018 we discussed what was missing from our green portfolio, when all of a sudden it was obvious, re-igniting a project that technology-wise was out of reach 5 years ago, and that now would be cutting-edge but also practical.

With our prior green projects, we were reducing our own carbon footprint; essentially servicing our community's 'green' needs without their knowledge. We needed to engage our customers in our good news story, and enhance how they perceive their own environmental actions, so our future as a town as well as a shopping centre can be sustainable. Our opportunity was to make a positive impact in our customers minds and homes that was reinforced by the way that they shop.

"Pavegen is all about putting people at the heart of smart city infrastructure. Our technology offers retailer owners and brands the opportunity to connect with people on these issues in a powerful way, and with minimum effort. Just by taking a step, we can enable people to become part of a positive story"

- Laurence Kemball-Cook, founder and CEO of Pavegen

Bringing big ideas to life:

Using smart flooring, we wanted to achieve an authentic and wide reaching PR output that would raise awareness of sustainable energies whilst people were 'out and about', to inspire them to go and be green at home. We thought that by utilising a high footfall area of The Mercury for this cause, we could also create a unique physical change to the centre that would differentiate our brand from the four others in the town without being a financial burden to the site. Finally to really penetrate customers' minds to the benefit of sustainable resources, we wanted to create an innovative point of difference in the way our current marketing app 'Smart Rewards' was being used - in effect, rewarding customers for their creation of energy when walking through the centre's entrance.

To realise our idea we were introduced by Co2 Target (Ellandi's sustainability consultant) to Pavegen, a small London start-up who were willing to take on a tailor made request. Over the past 3 years, Pavegen have been working internationally in creating successful and engaging 'pop-up' installations for the likes of Google / Samsung / TFL. Their idea is enigmatic and popular with forward thinking Londoner's and tech-savvy millennials - the likes that our retail environment are losing to internet shopping. One case study, a 3 month installation by TFL, just off-of Oxford Street - had drawn footfall to a quiet boutique ally called Bird Street. People came to 'try out' the new technology, but also diverted their commuter walking routes to philanthropically generate street lighting for the hours of darkness.

"Pavegen shared our vision of the future of The Mercury, an innovative centre for both a digital and physical shopping community, that cares about sustainability and its customers wellbeing. We got to work straight away in creating our Footsteps project, which would be a first for shopping centres globally"

- Natalie Bays, Deputy Centre Manager of The Mercury

THE
mercury

A shared vision:

This partnership project was presented alongside Co2 Target to Ellandi as a valuable initiative. It was given the green light for its unique generation of renewable energy from footsteps, its 'once in a lifetime' marketing and PR potential as global first, its innovative enhancement of the centres reward app and also for the practicality of replacing a tarnished floor and improving the centres busiest walkway and entrance. It was funded through our marketing and repairs budgets and will generate a small element of future revenue in the power that it puts back onto the centre's grid, as well as providing us with two advertising screens for the centres future 'green' campaigns. We pushed the project through to completion in six months from idea to install. Ensuring our competitive 'first' in the world title.

Once we had the go-ahead we planned a local conference event to engage local press and councillors to the concept and arranged a community wellbeing marketing strategy to compliment its first week of opening. '1 Million Steps For First Step'.



THE
mercury

Smart & Green Rewards

By installing the Pavegen floor we have created a new marketing and communication tool which rewards our customers for being green. We have also managed to acquire international PR, improved the physicality of our site, raised c. £1,500 for charity and unofficially broken a world record through hundreds of members of our local community coming to the centre and getting active. Originally we had only prepared for our outputs of sustainability awareness, improved brand place-making and wide authentic PR, instead, we received much more.

Below outlines the five areas of enhancement that the Pavegen floor brought to the centre.

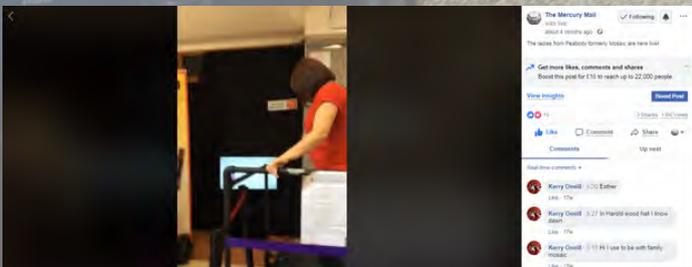
THE
mercury

Sustainability & Environmental Awareness

Through the floor being an active producer of clean renewable energy, we have been able to raise awareness in sustainable thinking. As part of the project, we have replaced our welcoming graphics on two walls of the centre's entrance and installed screens which tell customers how much energy they are generating, and how to interact through the Smart Rewards programme. It shows how much energy is related to a footstep and encourages each customer (if they have downloaded our smart rewards app) to do 30 steps for 10 smart rewards points. Since actualising the project we have also been contacted by Havering Council who now wish to add sustainable projects like this one to their borough 'built environment' schemes, and have asked for advice on how they could potentially make their developments more sustainable. Through our 'One Million Steps For First Step' opening campaign and various posts we also managed to reach over 95,000 people on Facebook alone. Pavegen are also keen to keep working with the centres carbon footprint and have most recently supported our 'M-ECO' retailer award at our yearly awards ceremony to congratulate our tenants input into sustainability within the centre.

Community, Charity & Wellbeing

'One Million Steps For First Step' was a community marketing campaign created to engage local people in the idea of their footfall being turned into electricity. Using a more understandable line of communication - 'stepping to raise money' we emulated traditional fundraisers such as charity runs, and highlighted that after our week long promotion, you could still be active in doing something good by walking over the Pavegen floor. The charity chosen was one of the centres charities of the year 'First Step' which helps young people in vulnerable stages of their life. McDonalds sponsored the campaign and gave £1 for every 1,000 steps walked, as well as handing out water, fruit and veg bags to those who participated. Originally we had a plan to conquer the million steps in 2 weeks, giving a full 7 hours everyday to the cause. However raising money for the charity was so popular that staff members and tenants came in on 'night shifts' to get the steps counted quicker. The million steps were walked together by members of the public, running groups, tenants, local celebrities, security guards, shop workers, service users and even local politicians to ensure that the full £1,000 was raised. During this time we also had an extra £500+ donated in buckets and one of donations. Nearly every shop in the centre took part in the campaign by sending shop assistants to the floor during quiet periods and walking before opening. This would have generated in excess of 2.2m joules of community energy. Unofficially we broke a world record for the fastest time 1 million steps were made on one spot.



The Mosaic Housing Association



FirstStep Service User



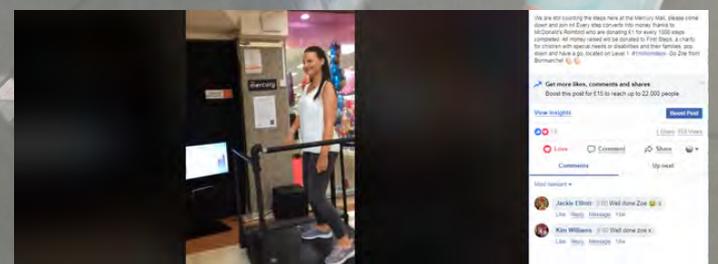
Time FM



Local Celebrity Bodybuilder



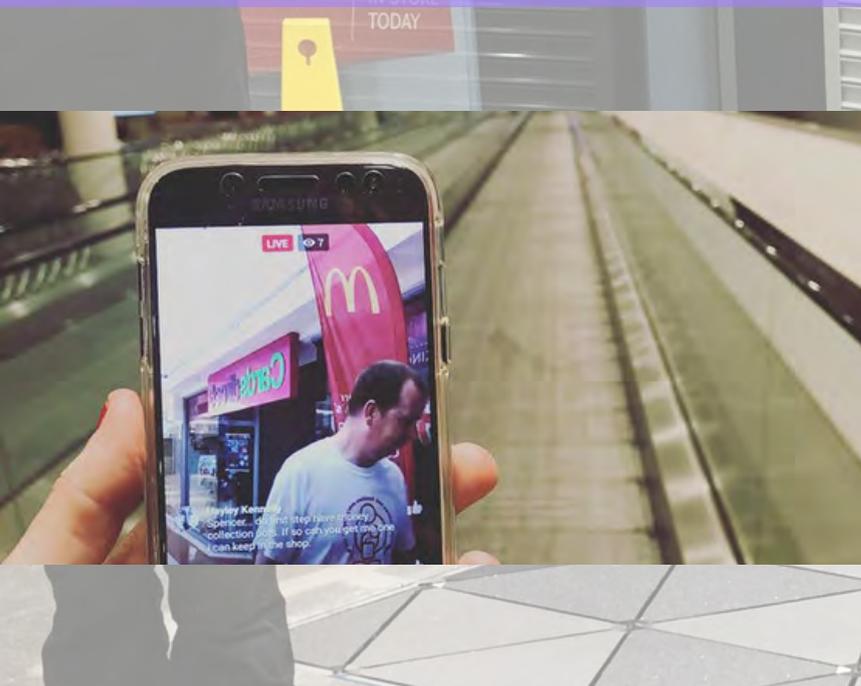
Centre Staff



Tenants & Shop Staff

Physical Site & Placemaking

One particular location that we had highlighted as problematic to our brand was our highest footfall area - Liberty Link - named after our terraced neighbour and once 'town square' shopping centre. Due to high footfall cracking occurs here quite often and there is a constant financial pressure in replacing grey tiles that aesthetically do not match the sites general cream terrazzo. An area that also becomes slippery when wet was replaced by Pavegen's slip resistant surface, a ten year warranty of 'outdoor' grade tiles and a transient array that can act in a similar way to an expansion joint. The array has a small movement to it, which physically 'agitates' whomever crosses. The more that walk over, the better, with more electricity being generated.



THE mercury

convert your **footsteps**
into **electricity** and **SMART REWARDS**

1. download the **SMART REWARDS** app
2. collect points by walking across the Pavegen floor
3. spend your points in **mercury** stores

In **mercury** your steps can count
for a more sustainable future!

powered by **PAVEGEN**

mercury is proud to host

ASDA **bb's** **CHOICE** **wilko** **M** **Q&Q** **PREMIERE CINEMAS**
PEACOCK **Poundland** **SUBWAY** **Superdrug** **GAME**

Digital Innovation

To enhance our shoppers interaction with the floor and to further add to the positivity of helping to generate sustainable energy we implemented a '3 steps per point' rewards system through our existing Smart Rewards app. Using wifi enabled beacons that join up with the bluetooth counting system in the floor, D2i, the makers of our smart rewards app were able to count the footsteps through the app also, meaning that overtime a customer walks 30 footsteps on the floor they are entitled to receive 10 smart rewards points, which they can then use in offers inside the centre. For example, after 300 steps over 10 days, they are able to purchase a sausage roll and bottle of water from Godfrey's the bakery next door. This crude technique of rewards engages c. 25 users a week to create 30 steps solely for rewards points. This change in the way our customers are receiving points has also spirited the question of other enhancements that could guide the app into a more active collection tool, improving customers wellbeing through digital communities, gamification and use of the pedometer technology.

Marketing & PR

As this project was a global first for shopping centres we managed to ascertain a multitude of press, from local published newspapers, to innovation blog sites to international news via associated press. We had two main news stories that we utilised to raise awareness of the renewable energy campaign which included the implementation of the floor itself and the '1 Million Steps For First Step' campaign that launched the project in its opening week. Coverage to mention included a positive associated press news story being created which filtered through to interviews being shown on Chinese and Iranian national televised news. You can watch the full filming and interview on AP's YouTube archive page which has 760,000 subscribers - click the image below.



The project was also featured in the June issue of 'Shopping Centre Magazine'. Click the image to the left.

The 'One Million Steps for First Step' launch allowed us to create a secondary engagement with local press that was a call to action for the community to come and actively help raise money, utilising the floor technology of step counting. This had a huge impact on our social media trader for the month, with a Facebook engagement of 1700 reactions to Pavegen specific posts over 10 days. (Please see analytics and press folder for full coverage details)