

# 500B SUSTAINABLE FURNITURE PILOT



## Australia's Office Furniture Crisis

**30,000+**  
TONNES

**18%**  
RECYCLED

**2%**  
REUSED

**67%**  
WOODEN FURNITURE

TENANCIES ON AVERAGE REFURBISHED EVERY 6-7 YEARS

## | Linear Economy



## | Circular Economy

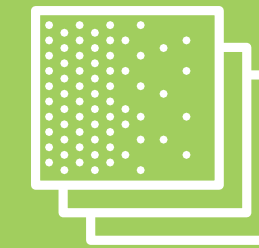




## Project Overview



15K+



42K m<sup>2</sup>



3K+



173+

\$150 MILLION + TIER 1 CONSTRUCTION REFURBISHMENT

# Project team





## Stage 1 R&D

GREEN BUILDING COUICIL  
AUSTRALIA

6 greenstar

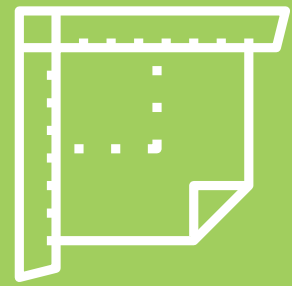


85%  
REHOMED



10%  
RECYCLED

# Project development



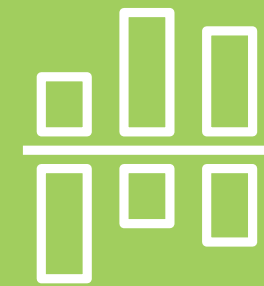
DESIGN



PROCUREMENT



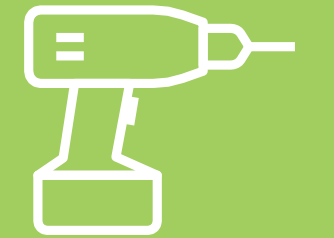
SUSTAINABILITY



REPORTING

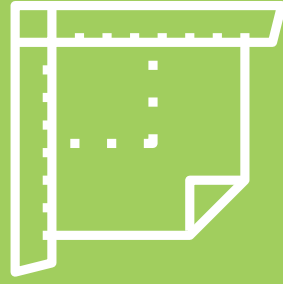


SALES  
STRATEGY



PHYSICAL  
WORX

# Design



DESIGN

MARKET READINESS

COMPLEX COMPONENTS

LACK OF INDUSTRY



# Procurement



EOI

RFT





# Sustainability



# Reporting



**Bintracker**  
Powered by **guru**

**Summary**  
500 Bourke Street, Melbourne

10/25/2021 12/31/2022

Location: All

Furniture Category, Type: All

Status: All

Recycled State: All

Summary Type Location  
Recycled Status Records Productivity

Furniture Location	Qty
SOS Sunshine Warehouse	13454
SOLD	654
Level 6	1
Level 7	1
<b>Total</b>	<b>14110</b>

Furniture Category	Created	Donate	Landfill	Recycled	Sold	Stored at Location	Total
<b>Blinds</b>	<b>3</b>					<b>1973</b>	<b>1976</b>
Blinds - Along 2200 x 1800	2					1392	1394
Blinds - Inside meeting rooms...						184	184
Blinds - Site of Meeting Room...	1					397	398
<b>Chairs - Dining Chairs</b>	<b>1</b>				<b>51</b>	<b>620</b>	<b>672</b>
Birch Sapling Black Plastic Mo...				16		141	157
Black Kitchen Chair				2		15	17
Felt dining chair lime green				1		15	16
Felt grey dining chair				3		26	29
Ghost Chair Clear				1			1
Grey Timber Dining Chair						58	58
Insitu Ply Kitchen Chair					16	120	136
<b>Total</b>	<b>10</b>	<b>5</b>	<b>4</b>	<b>51</b>	<b>1014</b>	<b>14110</b>	<b>15194</b>

**Qty by Status**

Status: Stored at Location Sold Recycled Created Donate Landfill

14.11K (92.9%)  
1.01K (6.7%) (10.3%)  
0.05K

**Qty by Year, Month, Day and Status**

Status: Created Donate Landfill Recycled Sold Stored at Location

Created Day

Created Day	Qty
2021 October 25	
2021 October 26	
2021 October 27	0.3K
2021 October 28	0.7K
2021 October 29	0.9K
2021 November 1	0.2K
2021 November 3	1.2K
2021 November 4	0.9K
2021 November 5	0.8K
2021 November 6	2.6K
2021 November 8	0.5K
2021 November 9	
2021 November 10	

# Sales strategy

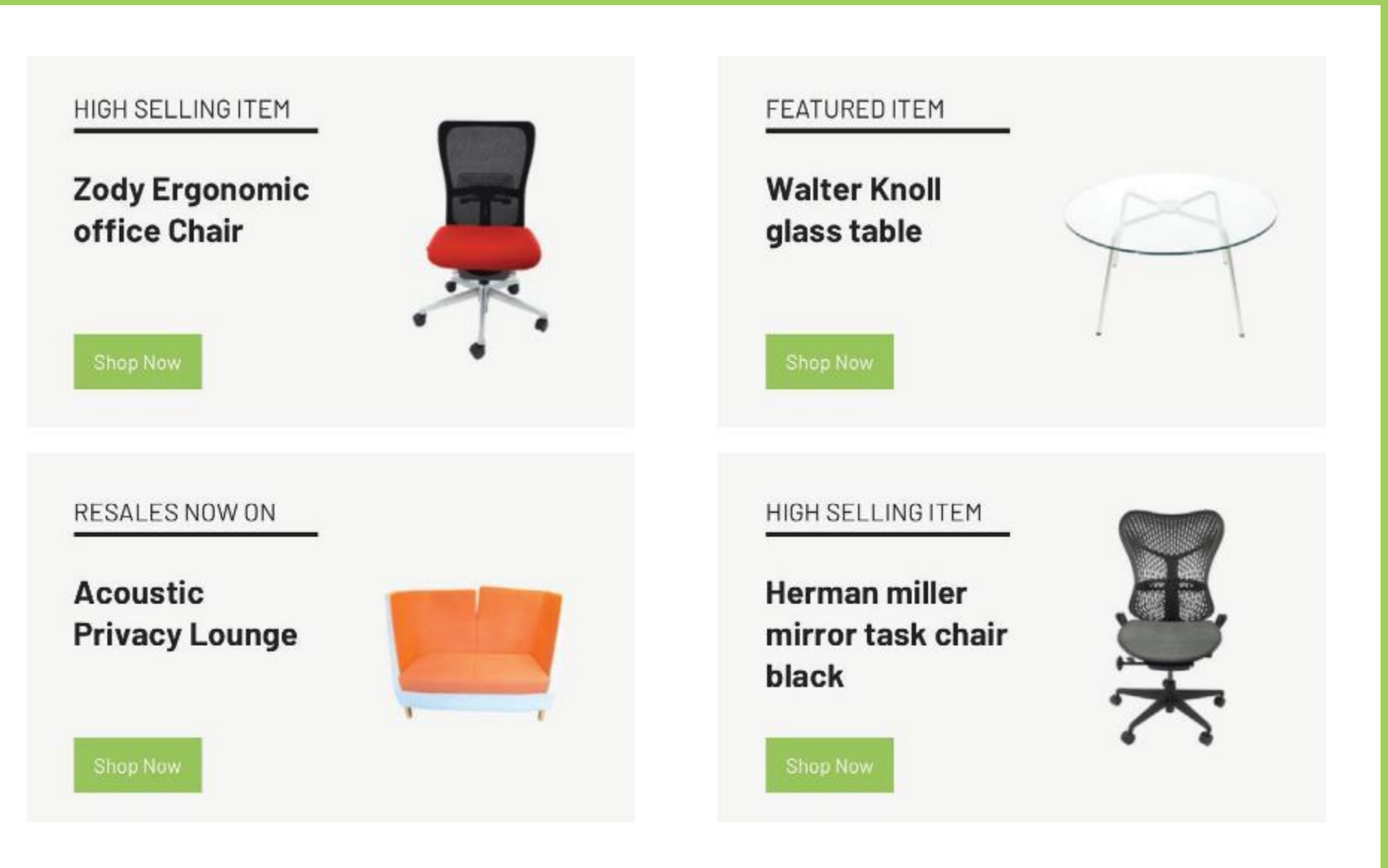
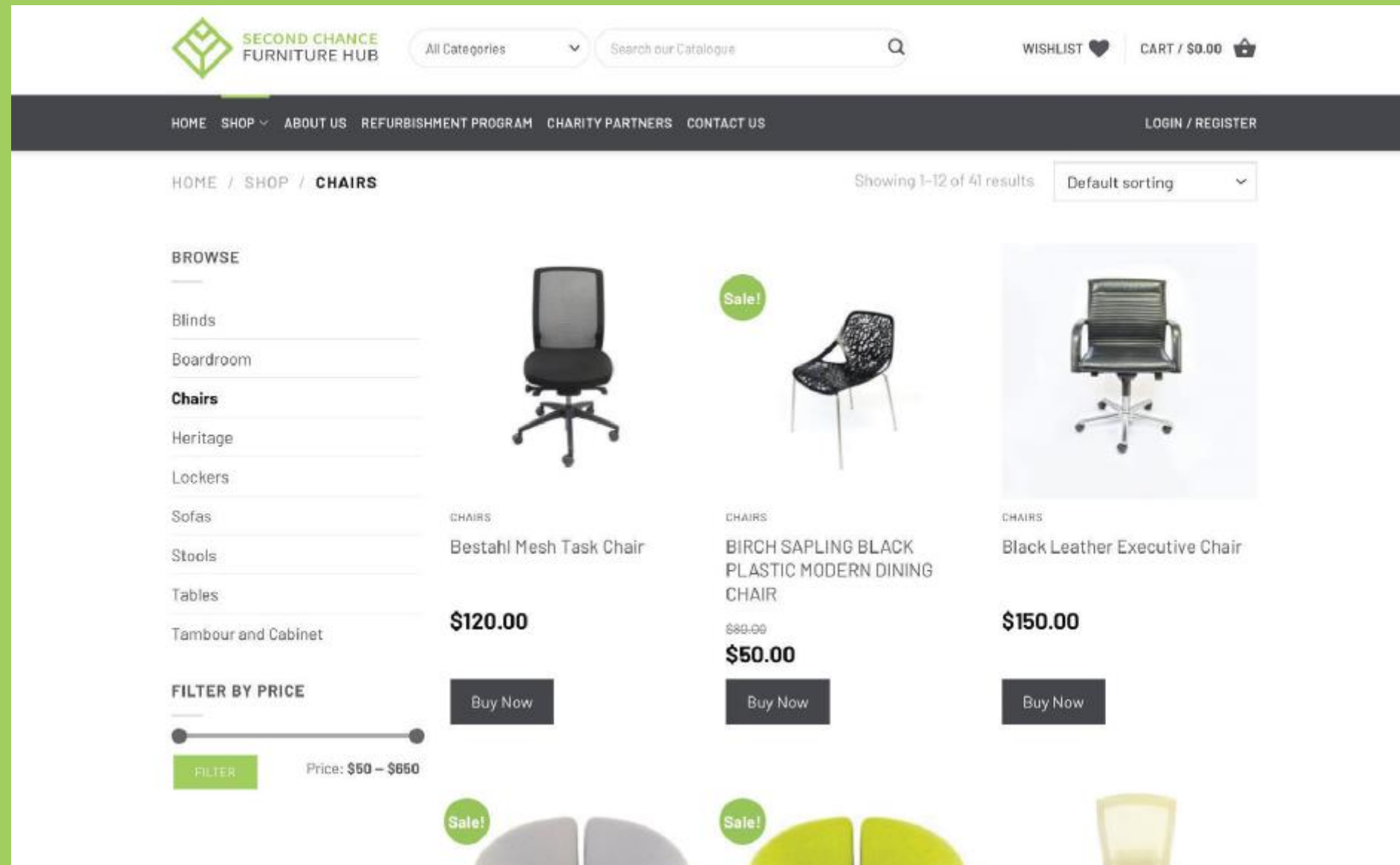


BRAND CREATION

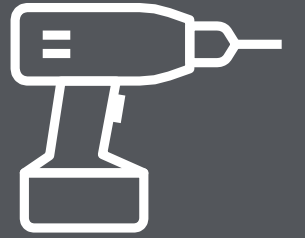
WEBSITE SALES

DIGITAL CATALOGUE

SOCIAL CAMPAIGNS



# Physical work



TIER 1 CONSTRUCTION



RISK HEAVY



UNCHARTERED SUCCESS



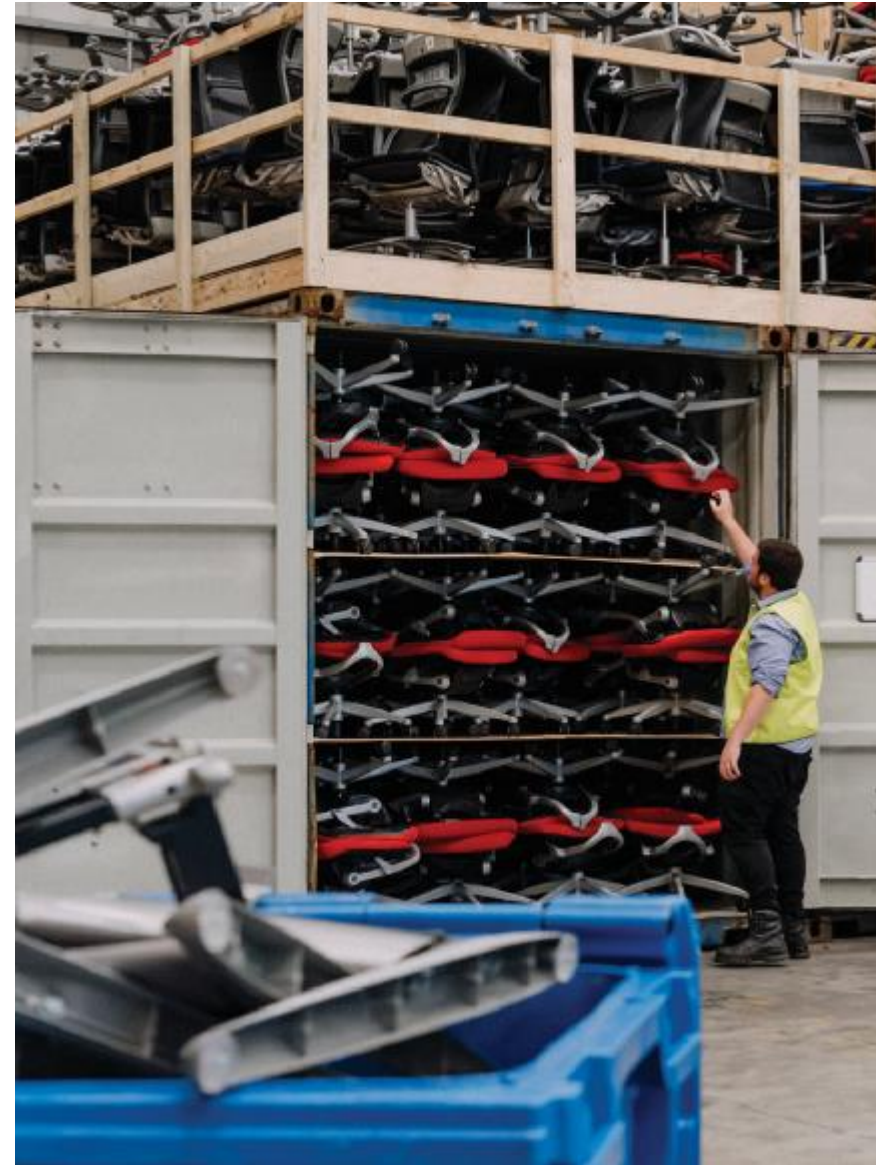
CHANGING ENVIRONMENT

# Where we are today?

CEILING TILES DONATED



FURNITURE SALES



BLINDS OPTIMISTIC



CONNECTED FOCUS

# | Thank You



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