



## Submission

Evaldo Segato is the Cleaning Manager at The Brewery Romford, overseeing a team of 18 cleaners across the 530,000 sq ft shopping and leisure destination, housing 46 venues across five service yards. Operating from 6am to 10pm, Evaldo consistently supports his team, making himself available even off-site to ensure smooth operations. Since joining in November 2017, Evaldo has earned the nickname “captain of the ship” for his leadership, work ethic, and passion for sustainability. His commitment has been pivotal to The Brewery’s recycling and waste management success. Beyond recycling, Evaldo prevents waste by maintaining cleaning machinery to extend its life and avoid unnecessary disposal. In late 2025, a ride-on cleaning machine was deemed beyond repair. Evaldo challenged the assessment, requested a second opinion, and independently diagnosed the fault. His findings were confirmed, and the machine was repaired rather than replaced. This prevented landfill, reduced manufacturing emissions, supported circular economy principles, and saved costs. Evaldo also handles minor repairs and troubleshoots with engineers via video calls, reducing call-outs and emissions. Living just five minutes’ walk from the centre, Evaldo goes above and beyond. When a major tenant suffered a flood off-duty, he immediately returned, stating, “Of course I’ll help. I’ll be there in two minutes.”

Using specialist equipment, he removed the water quickly, preventing extensive damage, minimising material waste, and reducing disruption. Centre Manager Stuart Wilson states:  
“There is no one like Evaldo. He goes above and beyond every day. In such a challenging centre, he works seamlessly and is always there to help, no matter the hour. He has led the way in The Brewery’s waste success.”

In early 2025, when a 50% recycling target was introduced, Evaldo embraced the challenge, making waste and recycling central to his operations. He delivers recycling inductions to all new tenant managers, sets clear expectations, ensures correct bin provision, manages extra capacity, and arranges collections during peak periods. Partnering with Recorra, he conducts site visits to resolve unit-specific recycling challenges. Evaldo is a vigilant waste auditor. Weekly service yard inspections allow him to identify contamination issues, capturing hundreds of cases with photos to educate tenants. His trained cleaning team reports problems immediately, enabling swift intervention and preventing repeat errors. This hands-on approach helped The Brewery achieve a 53% recycling rate in 2025, exceeding its target. Evaldo’s contributions have measurable sustainability impacts: reducing landfill waste, preventing unnecessary equipment replacement, lowering carbon emissions, and embedding low-carbon practices across operations. His leadership and proactive approach ensure The Brewery continues to innovate in recycling, waste reduction, and sustainable centre management, setting a benchmark for the sector.

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