

EVENT SUSTAINABILITY:

10 SMALL CHANGES THAT WILL INSPIRE

Canada



Fogo Island Newfoundland and Labrador

CANADA 

**Who's in the
room?**



Cost Increases – Past 12 Months



COST INCREASES OVER THE PAST 12 MONTHS							
	>10% increase	6-10% inc.	1-5% inc.	Flat	1-5% decrease	6-10% dec.	>10% dec.
F&B	55%	30%	7%	5%	0%	1%	2%
Audiovisual	44%	31%	10%	12%	0%	1%	2%
Meeting space	37%	27%	17%	15%	1%	1%	2%
Hotel accommodations	50%	30%	11%	6%	0%	1%	2%
Staffing	36%	26%	12%	16%	2%	4%	5%
Transportation	45%	30%	9%	13%	0%	1%	1%
Marketing	24%	26%	17%	29%	1%	1%	2%
Swag	20%	29%	18%	24%	2%	2%	5%

Cost Increases – Next 12 Months



EXPECTED COST INCREASES OVER THE NEXT 12 MONTHS							
	>10% increase	6-10% inc.	1-5% inc.	Flat	1-5% decrease	6-10% dec.	>10% dec.
F&B	32%	34%	21%	9%	1%	1%	2%
Audiovisual	28%	28%	25%	16%	1%	1%	1%
Meeting space	23%	26%	27%	20%	2%	0%	2%
Hotel accommodations	30%	31%	23%	12%	1%	1%	2%
Staffing	25%	29%	24%	16%	1%	2%	3%
Transportation	25%	31%	25%	15%	1%	0%	2%
Marketing	17%	24%	28%	28%	1%	1%	1%
Swag	15%	21%	31%	27%	1%	1%	3%

Budget is the Main Consideration



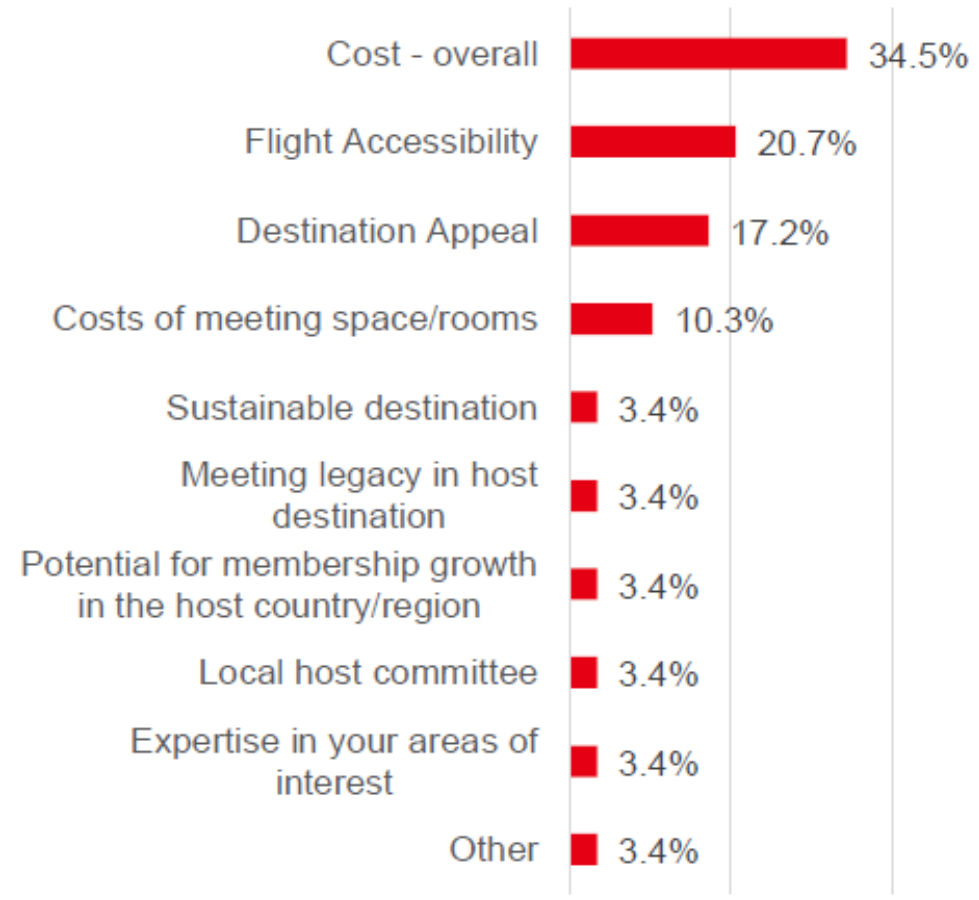
How Meeting Locations are Chosen



% Ranking Each as #1



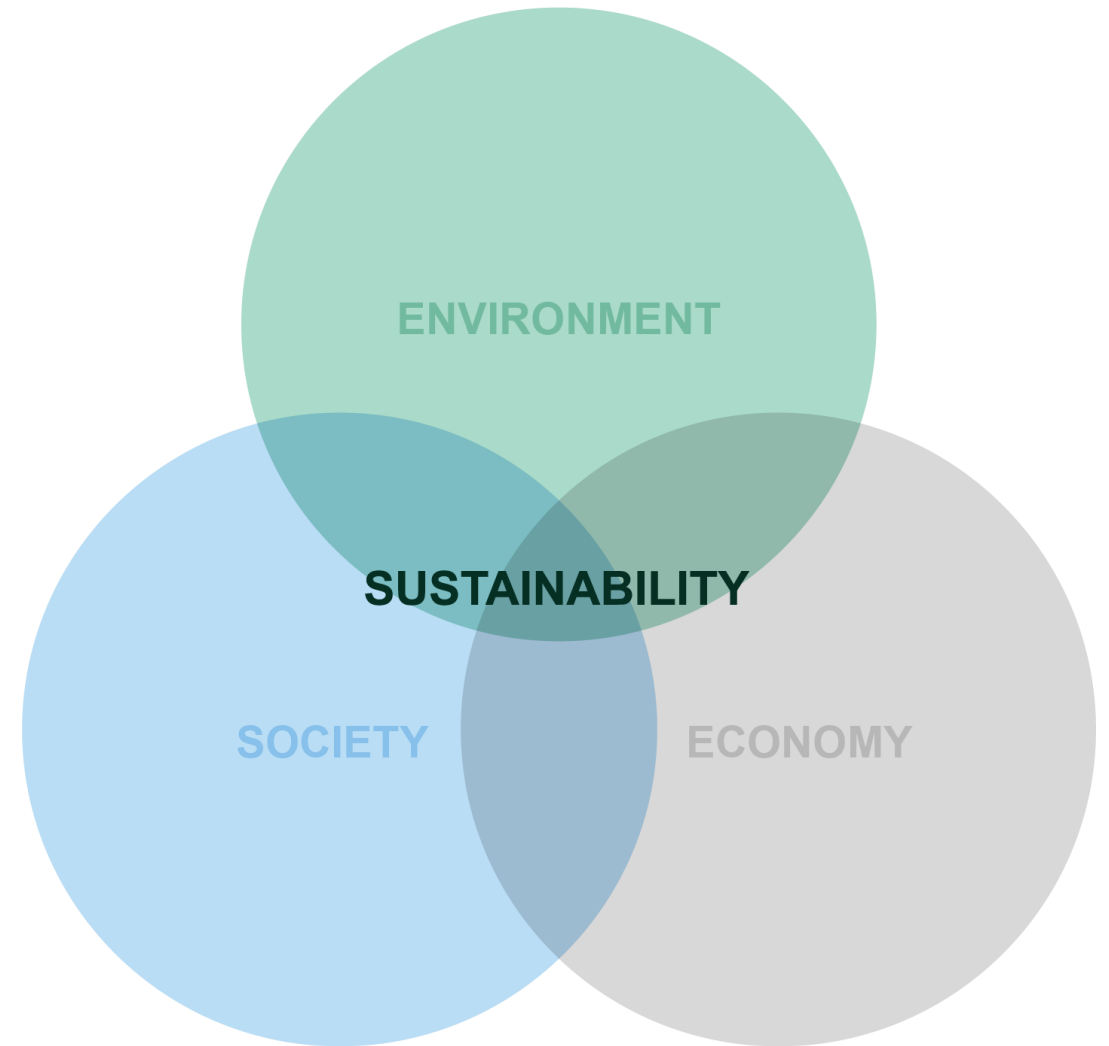
% Ranking Each as #2



**How do you
choose your
meeting
location?**

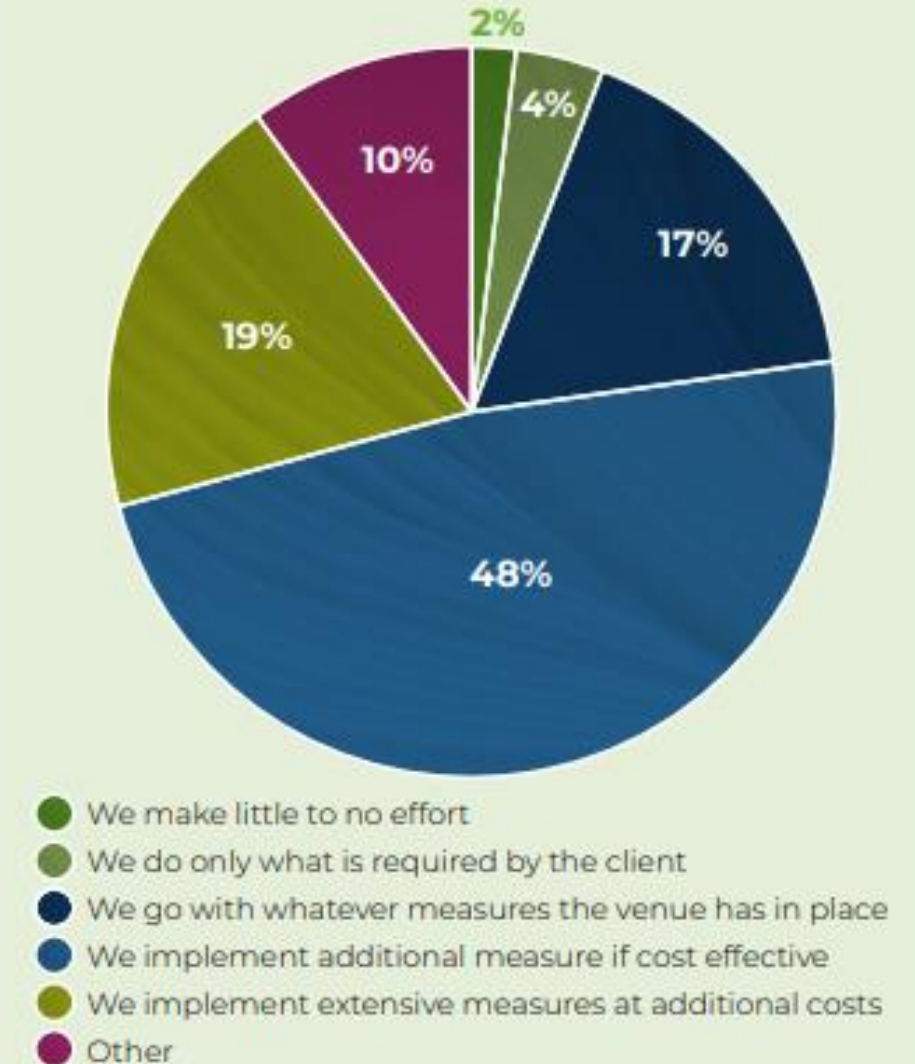


Yet, Sustainability is Important



Cost is a Factor When Implementing Sustainability Measures

Which statement best describes your organisation's approach to sourcing and operating sustainable meetings?
All planners



So What Can We Do?

CANADA*



10 Tips and Tricks



1. Choice of Destination



Who has 'sustainability' as part of their RFP?



2. Choice of Venues



3. Transportation



4. Food & Beverage



Have you seen or heard of creative sustainable options regarding food & beverage



5. Swag



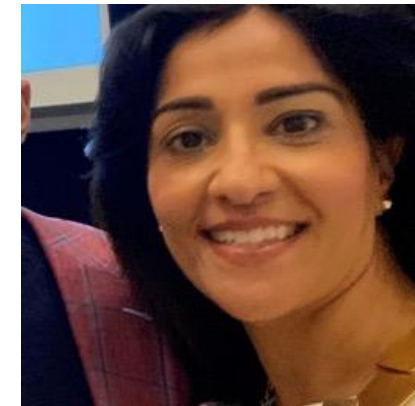
6. Get a Sustainability Sponsor



7. Tap into the Local Knowledge Capital



Riaz Meghji



Dr. Shimi Kang

Let's dive into knowledge capital



8. No printing

This app is available only on the App Store for iPhone and iPad.



CESSE 360 4+

COUNCIL OF ENGINEERING AND SCIENTIFIC SOCIETY EXECUTIVES

★★★★★ 5.0 • 1 Rating

Free

Screenshots [iPhone](#) [iPad](#)



9. Reusing or renting



Reusing or Renting?

10. Measure



Scope 1

1.74 tCO2e

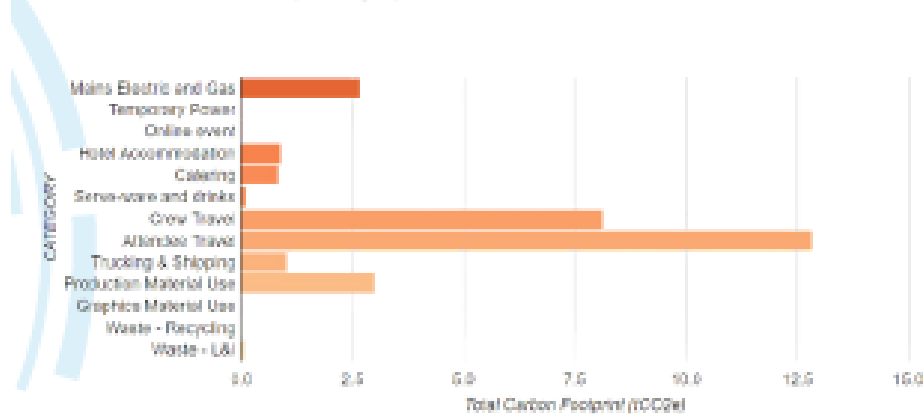
Scope 2

0.55 tCO2e

Scope 3

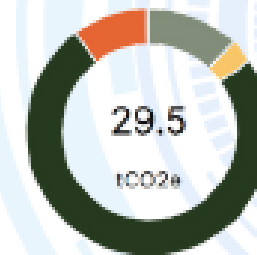
27.26 tCO2e

Emissions breakdown by category



Carbon Footprint by Category

Energy	12.0%
Catering	3.2%
Travel	74.5%
Production	10.1%
Waste	0.2%



Total Attendees

45
in Person

0
Virtual

Carbon Footprint

29.55 tCO2e
Total carbon footprint

658.61 kgCO2e
Average carbon footprint per attendee

Waste Footprint

0.13 tonnes
Total Waste Footprint

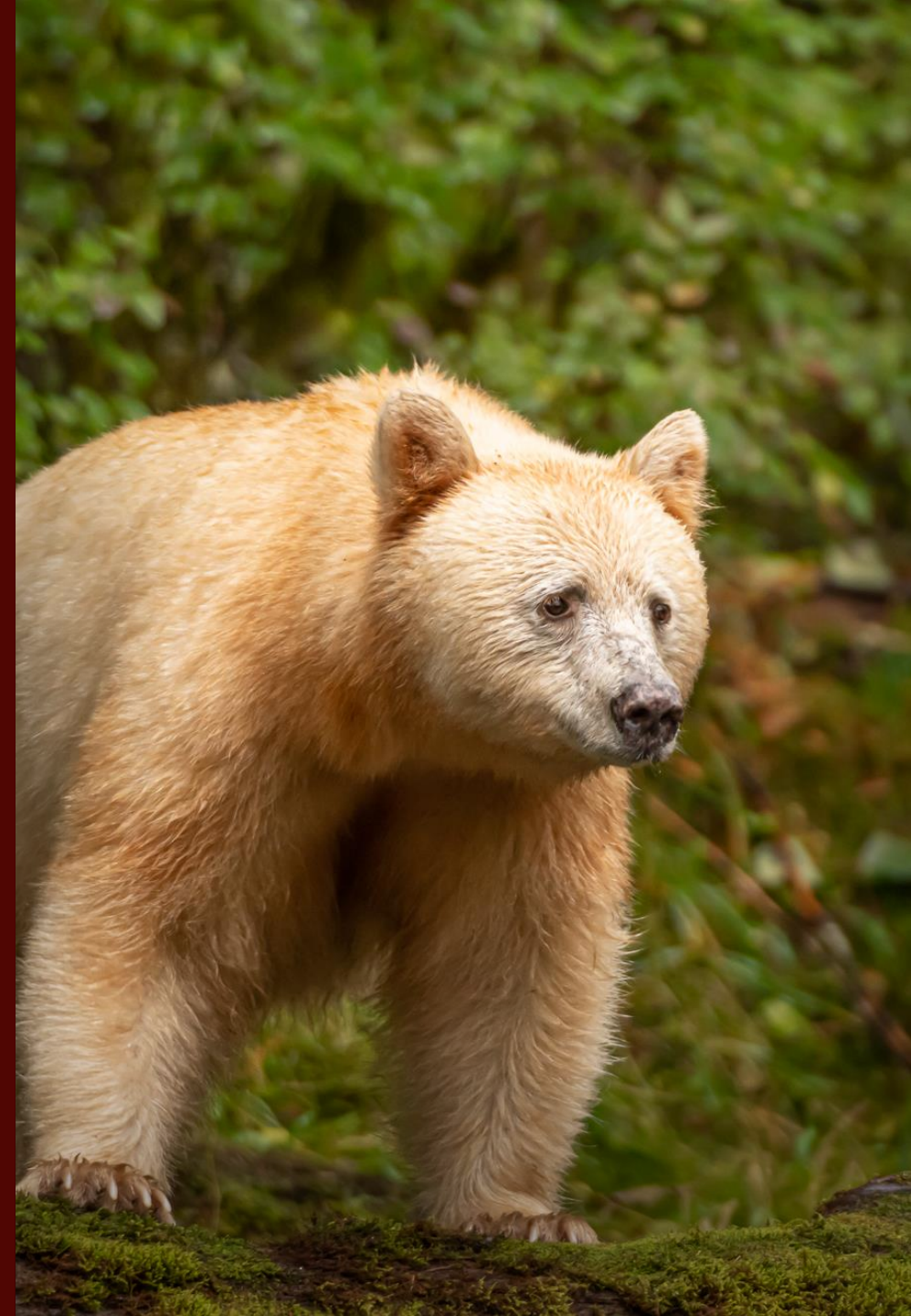
2.80 kg
Average waste per attendee

This is the equivalent of

CO2 equivalent from 14.8 cars on the road for one year

The carbon sequestered by 147.7 tree seedlings grown for 10 years

**Who currently
measures?**



The UN Sustainable Development Goals



Used in national frameworks



Visit Scotland

National Outcome

National indicators

- Public services treat people with dignity and respect
- Quality of public services
- Influence over local decisions
- Access to justice

sustainable development goals

- Gender equality
- Reduced inequalities
- Peace, justice and strong institutions
- Partnerships for the goals

National Performance Framework

OUR PURPOSE
To focus on creating a more successful country with opportunities for all of Scotland to flourish through increased wellbeing, and sustainable and inclusive economic growth

OUR VALUES
We are a society which treats all our people with kindness, dignity and compassion, respects the rule of law, and acts in an open and transparent way

Scottish Government
Riaghaltas na h-Alba
gov.scot

National Outcome

National indicators

- Attendance at cultural events or places of culture
- Participation in a cultural activity
- Growth in cultural economy
- People working in arts and culture

sustainable development goals

- Gender equality
- Reduced inequalities
- Sustainable cities and communities

National Outcome

National indicators

- Visits to the outdoors
- State of historic sites
- Condition of protected nature sites
- Energy from renewable sources
- Waste generated
- Sustainability of fish stocks
- Biodiversity
- Marine environment

sustainable development goals

- Gender equality
- Affordable and clean energy
- Decent work and economic growth
- Industry, innovation and infrastructure
- Responsible consumption and production
- Clean water and sanitation
- Climate action
- Life below water
- Life on land

National Outcome

National indicators

- Healthy life expectancy
- Mental wellbeing
- Healthy weight
- Health risk behaviours
- Physical activity
- Journeys by active travel
- Quality of healthcare experience
- Work related ill health
- Premature mortality

sustainable development goals

- Gender equality
- Reduced inequalities
- Responsible consumption and production
- Good health and well-being

National Outcome

National indicators

- The number of businesses
- High growth businesses
- Innovative businesses
- Economic participation
- Employees on the living wage
- Pay gap
- Contractually secure work
- Employee voice
- Gender balance in organisations

sustainable development goals

- Quality education
- Gender equality
- Affordable and clean energy
- Decent work and economic growth
- Industry, innovation and infrastructure
- Reduced inequalities
- Responsible consumption and production

National Outcome

National indicators

- Educational attainment
- Confidence of children and young people
- Resilience of children and young people
- Engagement in extra-curricular activities
- Young people's participation
- Skill profile of the population
- Skill shortage vacancies
- Skills under-utilisation

sustainable development goals

- Quality education
- Gender equality
- Reduced inequalities
- No poverty
- Zero hunger
- Good health and well-being

National Outcome

National indicators

- Child social and physical development
- Child wellbeing and happiness
- Children's voices
- Healthy start
- Quality of children's services
- Children have positive relationships
- Children's material deprivation

sustainable development goals

- Quality education
- Gender equality
- Affordable and clean energy
- Reduced inequalities
- No poverty
- Zero hunger
- Clean water and sanitation
- Good health and well-being

National Outcome

National indicators

- Productivity
- International exporting
- Economic growth
- Carbon footprint
- Natural Capital
- Greenhouse gas emissions
- Access to superfast broadband
- Spend on research and development
- Income inequalities
- Entrepreneurial activity

sustainable development goals

- Quality education
- Affordable and clean energy
- Decent work and economic growth
- Industry, innovation and infrastructure
- Reduced inequalities
- Responsible consumption and production

National Outcome

National indicators

- A positive experience for people coming to Scotland
- Scotland's reputation
- Scotland's population
- Trust in public organisations
- International relationships
- Contribution of development support to other nations

sustainable development goals

- Gender equality
- Industry, innovation and infrastructure
- Reduced inequalities
- Peace, justice and strong institutions
- Partnerships for the goals

National Outcome

National indicators

- Relative poverty after housing costs
- Wealth inequalities
- Cost of living
- Unmanageable debt housing costs
- Persistent poverty
- Satisfaction with housing
- Food poverty

sustainable development goals

- Gender equality
- Affordable and clean energy
- Reduced inequalities
- Responsible consumption and production
- No poverty
- Zero hunger

National Outcome

National indicators

- Perceptions of local area
- Loneliness
- Perceptions of local crime rate
- Crime victimisation
- Access to green and blue space
- Places to interact
- Social capital

sustainable development goals

- Gender equality
- Affordable and clean energy
- Industry, innovation and infrastructure
- Reduced inequalities
- Clean water and sanitation
- Sustainable cities and communities

More International examples

Australia



Find out how Australian organisations are doing their part to help Australia meet the Sustainable Development Goals, or [add your own case study](#).

 <p>THE VICTORIAN SALT REDUCTION PARTNERSHIP</p> <p><i>by The George Institute for Global Health</i></p>	 <p>LEVERAGING PROCUREMENT SPEND TO CREATE JOBS AND OPPORTUNITIES</p> <p><i>by Australia Post</i></p>	 <p>WILLING TO WORK</p> <p><i>by Australian Human Rights Commission</i></p>	 <p>IMPLEMENTING THE SUSTAINABLE DEVELOPMENT GOALS IN AUSTRALIA</p> <p><i>by Wicked Institute</i></p>
 <p>IT'S OUR PLACE - BELLAMBI</p> <p><i>by Australian Social Investment Trust</i></p>	 <p>WOMEN IN MBA (WIMBA)</p> <p><i>by Sydney Business School, University of Wollongong</i></p>	 <p>ENGAGING STAFF AND STUDENTS WITH SDGs TO BRING ABOUT A CULTURE CHANGE</p> <p><i>by Deakin University</i></p>	 <p>ICT FOR SOCIAL IMPACT PROJECT IN INDIA</p> <p><i>by Saembaun Business School</i></p>

Used for venues

Palais des Congrès de Montréal

<p>1 NO POVERTY</p> <p>Entraide fundraising campaign for the city's needy</p>	<p>2 ZERO HUNGER</p> <p>Food donations via Capital Catering to the Maison du Père shelter</p>	<p>3 GOOD HEALTH AND WELL-BEING</p> <p>Fitness rooms and facilities for employees</p>	<p>4 QUALITY EDUCATION</p> <p>Sustainability awareness in the workplace and timely employee</p>	<p>5 GENDER EQUALITY</p> <p>Pay equity program and workplace equity program</p>	<p>6 CLEAN WATER AND SANITATION</p> <p>Drinking fountains instead of plastic bottles</p>
<p>7 AFFORDABLE AND CLEAN ENERGY</p> <p>Electric vehicle charging stations</p>	<p>8 DECENT WORK AND ECONOMIC GROWTH</p> <p>Retirement planning program</p>	<p>9 INDUSTRY, INNOVATION AND INFRASTRUCTURE</p> <p>State-of-the-art high-tech environment for customers to</p>	<p>10 REDUCED INEQUALITIES</p> <p>Facilities accessible to people with reduced mobility</p>	<p>11 SUSTAINABLE CITIES AND COMMUNITIES</p> <p>Partner of Action Mediation, which supports reintegration of homeless people</p>	<p>12 RESPONSIBLE CONSUMPTION AND PRODUCTION</p> <p>Responsible Procurement Policy</p>
<p>13 CLIMATE ACTION</p> <p>Carbon neutral building</p>	<p>14 LIFE BELOW WATER</p> <p>Display number of water bottles saved to raise awareness of marine pollution</p>	<p>15 CONNECTIVITY LIFE ON LAND</p> <p>Carbon offset via planting of trees on Université Laval's Montmorency</p>	<p>16 PEACE, JUSTICE AND STRONG INSTITUTIONS</p> <p>Code of ethics and conduct to ensure transparent management</p>	<p>17 PARTNERSHIPS FOR THE GOALS</p> <p>Member of Tourisme Montréal's environmental</p>	<p>SUSTAINABLE DEVELOPMENT GOALS</p>

Aligning reporting with SDGs allows your company to consider your impact on a wide range of sustainability issues.

As **Montreal Convention Centre** puts it, the SDGs are "not only perfect for providing a framework for the actions in place, but also for ascertaining ways of broadening their impact so they may meet more than one goal". Here, we share some actions taken by Montreal Convention Centre (see right).

Aligning company goals with the SDGs



#MEET4IMPACT

At #MEET4IMPACT, we practice what we preach. And that's why we're proud to say that we contribute to a number of the SDGs.

<p>4 QUALITY EDUCATION</p> 	<p>We are ensuring inclusive and equitable quality education to the event industry about generating, measuring and communicating social impact</p>
<p>We propose a sectorial innovative approach through a co-creating impact framework for the event industry</p>	<p>9 INDUSTRY, INNOVATION AND INFRASTRUCTURE</p> 
<p>11 SUSTAINABLE CITIES AND COMMUNITIES</p> 	<p>We act as a vehicle to connect associations and destinations, empowering them to become enablers of sustainable cities and communities in their ecosystems</p>
<p>We are creating a wide coalition of business events and association sector partners working towards the SDGs</p>	<p>17 PARTNERSHIPS FOR THE GOALS</p> 

Actively contributing to SDGs 4, 9, 11 and 17 doesn't mean our work ends here. Our intention is to continually challenge and push our team - as well as our clients - to be a part of building a better world. Our work and methodology was grown using the UN SDGs as a global framework.

At #MEET4IMPACT we raise awareness and help destinations, associations and more to #ACT4SDGS.

DMO example of activities



Explore Edmonton – Responsible Events Program

PROVIDING OPPORTUNITIES AND EXPERIENCES

These programs are available regardless of where you host your event including Explore Edmonton-operated venues. Programs with (\$) require a budget. [Back to Top](#)



TICKET DONATION - COMMUNITY

ORGANIZATION (\$)

Event planners allocate any number of tickets from their event to a non-profit group. This is meant to give equitable access and reduce barriers to recreation, sport, celebrations, and festivals. Examples:

- Boys & Girls Clubs
- Big Brothers Big Sisters
- Kids Up Front
- Multicultural Health Brokers
- Sage

TICKET DONATION - STUDENTS (\$)

Event planners allocate any number of tickets from their conference/summit to a provided academic or training institution. This grants students the opportunity to attend educational conferences and build networks, knowledge, and future opportunities. This will provide access to reduce barriers, primarily financial, to unique academic opportunities. Examples:

- MacEwan University
- NAIT
- Norquest College
- The Ballard Group
- University of Alberta



URBAN FARM EXPERIENCE (\$)

Event planners allocate funds for groups from schools or non-profit organizations to learn about Edmonton agriculture, eat a sustainable boxed lunch, and provide transportation to and from **Edmonton's Urban Farm**. This experience is meant to give students and groups the opportunity to learn about food cultivation in Edmonton and enhance agricultural literacy through education.

Conferences with content related to agriculture, farming, and food systems may find this program relevant.

Singapore's Commitment, in line with:



Singapore Tourism Board (STB) and Singapore Association of Convention & Exhibition Organisers & Suppliers (SACEOS) has sets out clear targets and strategies to raise sustainability standards across Singapore's MICE industry:



8 DECENT WORK AND ECONOMIC GROWTH

Develop a set of sustainability standards by 2023 that the industry can readily apply and aim to be internationally recognised by 2024¹.



13 CLIMATE ACTION

For all purpose-built MICE venues and 80% of SACEOS members to obtain internationally or nationally recognised sustainability certification – or both – by 2025².



12 RESPONSIBLE CONSUMPTION AND PRODUCTION

For the Singapore MICE industry to start tracking waste and carbon emissions by 2023, to reduce waste as aligned with the Singapore Green Plan by 2030 and achieve net-zero emissions by 2050 in line with the national net-zero target³.

Benchmarking and performance improvement



Global Destination Sustainability Index

GDS - Index



- Climate, Energy and Emissions
- Circularity and Waste
- Water
- Air Quality
- Transportation
- Biodiversity

City Environmental Performance





- SDG Alignment
- Corruption
- Diversity, inclusion and equity
- Healthy, Safety and Wellness
- Accessibility

City Social Performance





- Hotels
- Airport
- Agencies (PCOs & DMCs)
- Restaurants
- Venues
- Academia

Supplier Performance





- Destination Strategy
- Governance and Reporting
- Policy and Certification
- Capacity Building
- Measurement, Impact and reporting
- Marketing and Communications
- Accessibility

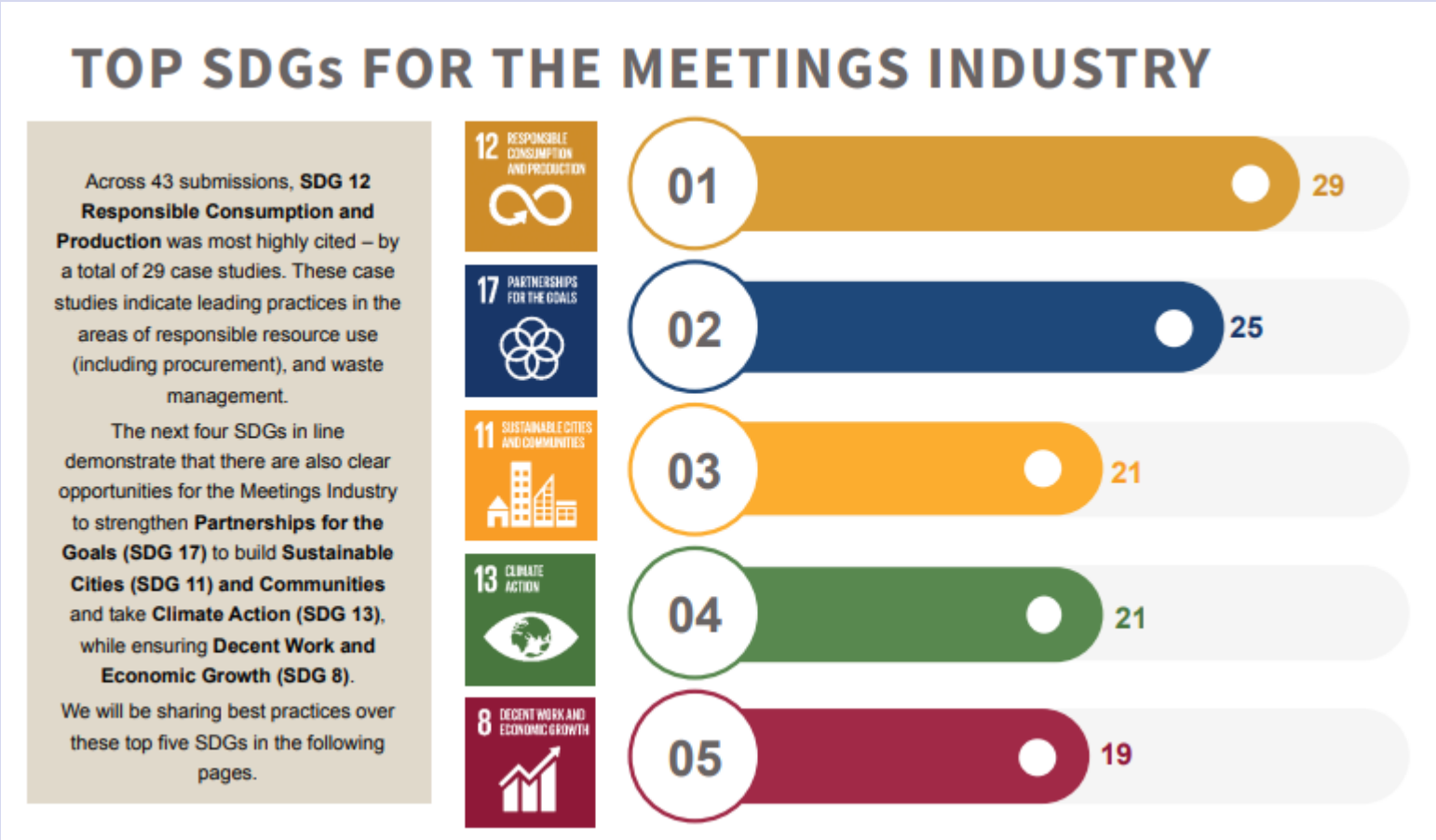
Destination Management



Overall adoption in the Meetings Industry



JMIC – SDG report – 2020



Used for Events

ICCA Congress 2019

Houston, TX

What were our goals?



1 NO POVERTY
Partner with charity "Start of Hope" Make a donation from ICCA and raise funds by 5k run.



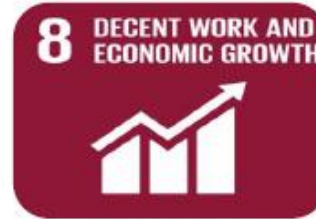
3 GOOD HEALTH AND WELL-BEING
Design a walkable Congress. Organise a Mindfulness Lounge. Organise a Monday Morning 5k Run and Morning Yoga. Provide more healthy menu choices including a Meatless Lunch



4 QUALITY EDUCATION
Provide specific content on sustainability in partnership with GDS-Index and Incredible Impacts. Organise a University program. Organise Technical Tours (i.e. Cancer Center, Space Port).



5 GENDER EQUALITY
Improve and manage diversity of Speakers (gender balance; cultural background).



8 DECENT WORK AND ECONOMIC GROWTH
Best Cities Alliance promoted "Incredible Impact" project.



9 INDUSTRY, INNOVATION AND INFRASTRUCTURE
Integrate Innovation firmly into Congress theme and programme



11 SUSTAINABLE CITIES AND COMMUNITIES
Provide mobility scooters



12 RESPONSIBLE CONSUMPTION AND PRODUCTION
Replace name badge with no plastic holder. Reduce single use plastic and eliminate plastic water bottles. Switch to use biodegradable cups for water stations. Eliminate almost all paper through Mobile Event App

 International Congress and Convention Association
www.iccaworld.org



13 CLIMATE ACTION
Lower Emissions by offering airport shuttles. Group transportation for tours. Organise a walkable congress.



14 LIFE BELOW WATER
Ask Marriott & Hilton: to source sustainable seafood



15 LIFE ON LAND
Select vendors with sustainable Waste Management programs. Use reusable and biodegradable cups. Improve recycling bins & composting toilet facilities for Halloween night. Minimize Set and stage design and wastage.



17 PARTNERSHIPS FOR THE GOALS
Raise awareness about the SDGs, and the importance of collaborating for sustainability through keynote and sessions

Another events example with some of the more used SDGs in meetings



EXAMPLE: GOALS & TARGETS FOR MEETINGS

4 QUALITY EDUCATION

8 DECENT WORK AND ECONOMIC GROWTH

9 INDUSTRY, INNOVATION AND INFRASTRUCTURE

11 SUSTAINABLE CITIES AND COMMUNITIES

13 CLIMATE ACTION

TARGET 4-3

EQUAL ACCESS TO AFFORDABLE TECHNICAL, VOCATIONAL AND HIGHER EDUCATION

TARGET 8-2

DIVERSIFY, INNOVATE AND UPGRADE FOR ECONOMIC PRODUCTIVITY

TARGET 8-3

PROMOTE POLICIES TO SUPPORT JOB CREATION AND GROWING ENTERPRISES

TARGET 9-1

DEVELOP SUSTAINABLE, RESILIENT AND INCLUSIVE INFRASTRUCTURES

TARGET 9-5

ENHANCE RESEARCH AND UPGRADE INDUSTRIAL TECHNOLOGIES

TARGET 11-4

PROTECT THE WORLD'S CULTURAL AND NATURAL HERITAGE

TARGET 13-3

BUILD KNOWLEDGE AND CAPACITY TO MEET CLIMATE CHANGE

TARGET 4-7

EDUCATION FOR SUSTAINABLE DEVELOPMENT AND GLOBAL CITIZENSHIP

TARGET 8-9

PROMOTE BENEFICIAL AND SUSTAINABLE TOURISM

TARGET 9-8

SUPPORT DOMESTIC TECHNOLOGY DEVELOPMENT AND INDUSTRIAL DIVERSIFICATION

TARGET 11-A

STRONG NATIONAL AND REGIONAL DEVELOPMENT PLANNING

TARGET 13-B

PROMOTE MECHANISMS TO RAISE CAPACITY FOR CLIMATE PLANNING AND MANAGEMENT

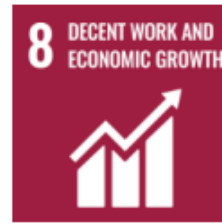
Where to start



Innovate Canada 2023

Aligning Actions With the SDGs

We chose to align with 12 of the 17 United Nations Sustainable Development Goals.



7

INNOVATE
CANADA
ADVANCED MANUFACTURING



parléview
parleview.com



Aligning Actions With the SDGs

We are against food waste and support food distribution.



Provided plated instead of buffet-style meals



Confirmed the exact number of attending guests prior to each meal

Borealis
GRILLE & BAR

Obsessively Local

Located off-site meals at restaurants and venues with the same goals, such as

[Borealis Grille & Bar](#)



[Borealis Grille & Bar](#) serves 80%+ local food & beverages (and in the way “that food was supposed to be”). The restaurant’s carbon emissions are offset through [Anwaatin](#); it conducts operational studies to reduce energy consumption, waste output and maintain accountability; uses solar panels; provides no-waste takeaways; and converts fryer oil to biodiesel. To date, over \$1M has been fundraised for various community initiatives, and its sustainability initiatives have been recognized externally through membership and publication.

Aligning Actions With the SDGs



We reduce plastic consumption and protect water.

- Provided safe drinking water in jugs and glassware instead of individual single-use plastic bottles
- Gave each attendee a reusable water bottle at the beginning of the event
- Removed single-use plastic items from client hotel rooms (e.g. removed single-use coffee creamers; ensured the hotel uses large, reusable toiletry bottles)
- Worked with our off-site venues to minimize use of single-use plastic like straws and opt for glass or other reusable materials



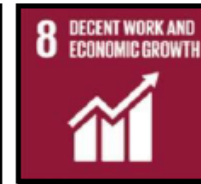
We reduce our consumption footprint through measurement and reduction practices.

- Encouraged our clients to dim, turn off and unplug lights in their hotel rooms when not in use
- Hotel rooms were equipped with LED light bulbs
- Prioritized venues and restaurants using renewable energy such as the [Ken Seiling Waterloo Region Museum](#), a [LEED Silver Standard](#) building

SDGS OF FOCUS

Recommended UN Sustainable Development Goals:

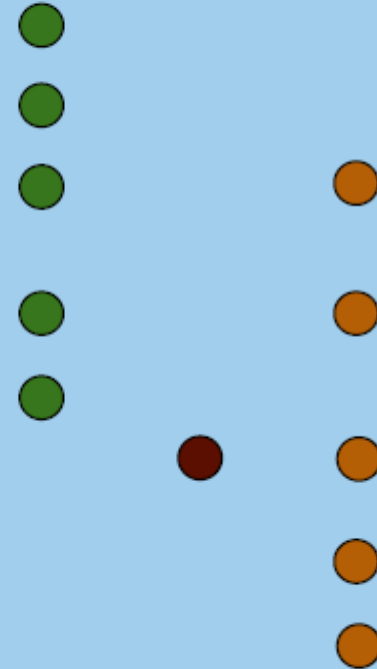
- **SDG 3 GOOD HEALTH AND WELL-BEING**
 - **SDG 3.4:** By 2030, reduce by one third premature mortality from non-communicable diseases through prevention and treatment and promote mental health and well-being
- **SDG 8 DECENT WORK AND ECONOMIC GROWTH**
 - **SDG 8.9:** By 2030, devise and implement policies to promote sustainable tourism that creates jobs and promotes local culture and products
- **SDG 12 RESPONSIBLE CONSUMPTION AND PRODUCTION**
 - **SDG 12.5:** By 2030, substantially reduce waste generation through prevention, reduction, recycling and reuse
- **SDG 17 PARTNERSHIPS FOR THE GOALS**
 - **SDG 17.H:** Encourage and promote effective public, public-private and civil society partnerships, building on the experience and resourcing strategies of partnerships

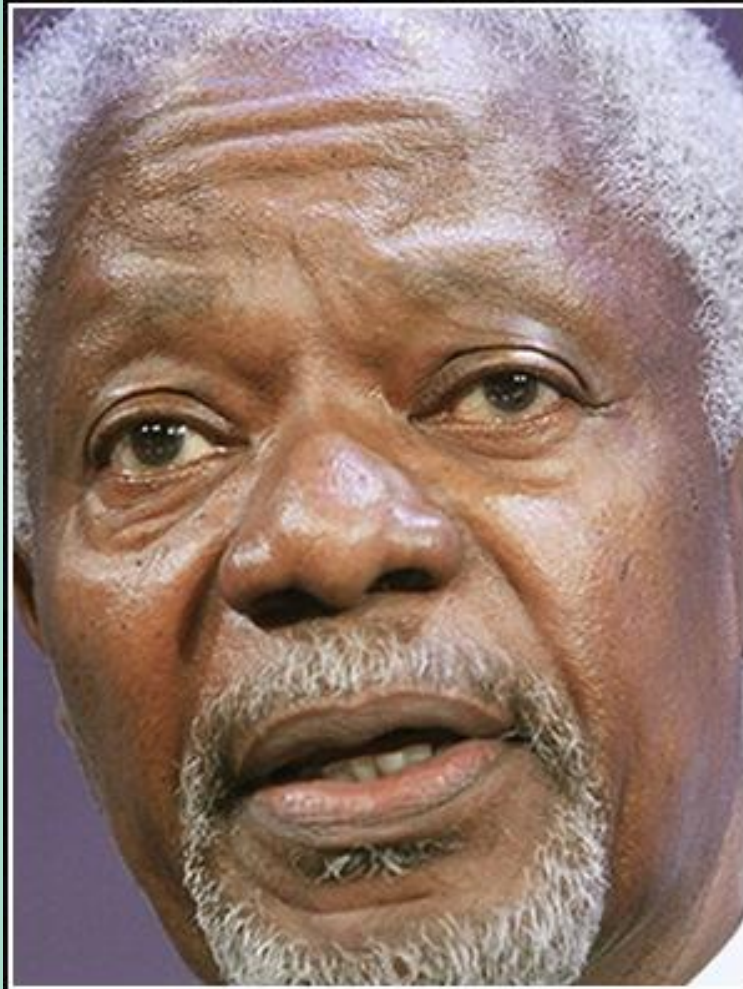


ALIGNING ACTIONS WITH THE SDGs

Applicable SDGs:

- Provide **nutritious meals** using **local, sustainably-sourced** ingredients
- Collaborate with vendors to prioritize **vegetarian options**
- Collaborate with vendors to **minimize food waste**. Provide any extra food to the **Banff Food Rescue (or other program)** to enable access to healthy foods and minimize waste
- Provide **safe drinking water** served in **jugs or glassware** instead of plastic bottles
- Locate the conference within **smoke- and drug-free venues**
- **Prioritize** vendors implementing **sustainable practices**
- **Reduce carbon emissions** by implementing a multitude of sustainable practices across decor, food & beverage, venue selection and products used and consumed
- Operate a **digital registration process**





Our biggest challenge in this new century is to take an idea that seems abstract - sustainable development - and turn it into a reality for all the world's people

— *Kofi Annan* —

AZ QUOTES

Cost Versus Sustainability



Images Speak Louder than Words



Inspiration for Future



Canadian Business Events
sustainability plan



Our Innovate Canada journey
Tips and tricks



More resources from our partners
across Canada

CANADA



Takeaways and one action item to implement



What Next

CANADA 



Gold-Brige British Columbia

Contact Me



Virginie De Visscher

Executive Director, Business Events
Destination Canada

1-204-802-0920

devisscher.virginie@destinationcanada.com

THANK YOU!

RAM