



Sustainable Event Guide

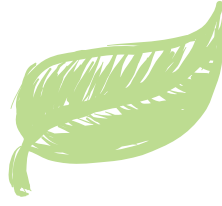


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Our Commitment

The International Centre is committed to being a sustainable environment and the leading venue of choice for socially-minded business and individuals by setting high standards of environmental stewardship, employee engagement and community service while embracing fiscal responsibility and increasing value for our stakeholders.

As our Clients become more aware of the positive impact they can make in holding environmentally friendly meetings, the International Centre has created this Sustainable Event Guide.

This Guide will assist and engage organizers and members of a planning group in committing to a sustainable event. The guidelines listed are applicable to small or large events of all varieties and provides helpful tools and resources that will make the greening of any event an easy decision.



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What is a Sustainable Event?

A sustainable event is one designed, organized and implemented in a way that minimizes negative environmental impacts and creates a positive impact on the host community.

Hosting a sustainable event involves incorporating sustainable principles into all levels of the event's organization and implementation; from the early planning stages, to follow up after the event has taken place.



Why Should You Make Your Next Event Sustainable?

SAVE MONEY:

Conserving energy, reducing waste, purchasing local products and simply consuming less can save money.

CREATE PARTICIPANT MOTIVATION, ENGAGEMENT AND LOYALTY:

A sustainable event is a visible representation of your company's commitment towards the environment. A public relations strategy surrounded by this commitment is a great way to raise the profile of your event and attract participants.

RAISE AWARENESS:

Each sustainable event is an opportunity to raise awareness about environmental issues and encourage sustainable behaviour and responsible choices.

INFLUENCING DECISION MAKING:

By sharing the results of your sustainable event, you will encourage other decision makers to implement environmental and social improvements in their own organizations.

SAVE RESOURCES:

Using recycled materials, reusing items and reducing materials used can significantly lessen the environmental impact of an event.

ATTRACT EMPLOYEES:

Green and socially responsible organizations can better attract and retain employees.



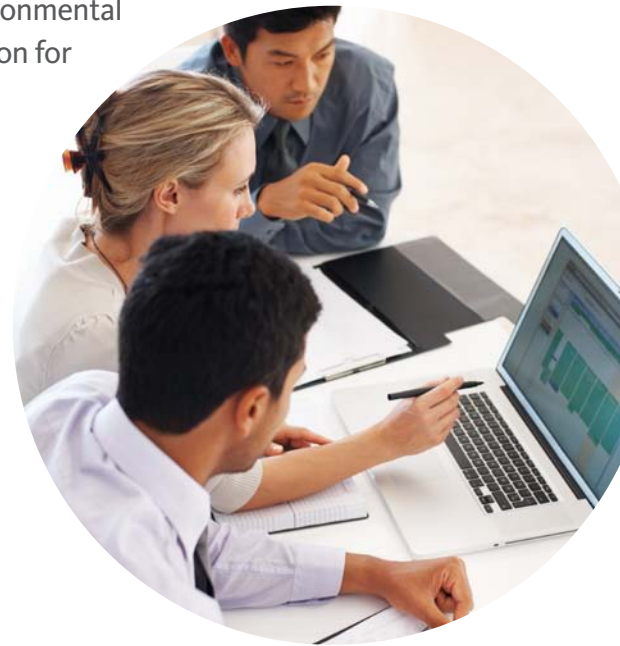


Because it's the right
DECISION
for the future of our
PLANET

Six Instrumental Steps for Success

1. Set goals and targets for the greening initiatives, measure, and monitor progress and report lessons learned for continuous improvement
2. Set up a committee and ensure someone is delegated responsibility for implementing the green initiatives
3. Begin environmental initiatives early; environmental goals and procedures established at the outset will ensure an integrated approach to planning
4. Ensure products and service providers are selected according to their compliance with green criteria and that they are on board with your green goals
5. Make staff, service providers and participants aware of the sustainable nature and priority of your event and why it is important in good time so they are prepared to act responsibly and are motivated
6. Implement a program of accountability for environmental decision-making, together with formal recognition for responsible decisions at all levels

The International Centre (IC) has established a CSR Task Force made up of 25 staff volunteers who meet monthly to design and implement strategic initiatives specific to greening the environment, supporting the community and engaging the employees.



What Does a Sustainable Event Look Like?



The decision to “green” an event is not black and white. The degree to which sustainability is implemented is up to the event planner and may be affected by costs, convenience and availability of products and services.

The checklist below will help to illustrate the steps that can be taken on the path towards sustainability and serve as a tool to guide you along your way.

COMMUNICATIONS AND MARKETING

Publicize your commitment to a sustainable event in your outreach materials and in your communications with potential sponsors, funders, presenters, participants, and contractors.

Reduce

- ✓ Always use double sided copying and printing
- ✓ Minimize print material by using electronic advertising, promotion and registration whenever possible
- ✓ Utilize social media forums to get your message out i.e. Facebook and Twitter
- ✓ Promote on-line registration and save paper
- ✓ Format material to be distributed to minimize the amount of paper used.
- ✓ Develop a smart phone application for your event with real time information

Selecting the Right Materials

- ✓ Use recycled 100% post-consumer content, Forest Stewardship Certified (FSC) paper whenever possible
- ✓ Print all material on Energy Star certified printers and use vegetable based inks
- ✓ Use mailing labels with water based adhesives
- ✓ Limit the use of paper that is difficult to recycle, such as glossy paper, goldenrod and florescent

Event Day

- ✓ Use biodegradable badge holders and collect them for reuse at all registration, exhibit and exit areas
- ✓ Encourage the use of reusable signs. Do not post date specific information on signs so they can be reused year over year
- ✓ Non-reusable signs should be recyclable and made from recycled or biodegradable material
- ✓ Ask sponsors and any others who are providing materials to follow your guidelines
- ✓ Encourage speakers to provide electronic copies of handouts and any visual presentations and post them on your website
- ✓ Request that speakers gather contact information and e-mail information to interested attendees after the event
- ✓ Use water-based, non-toxic markers on reusable white boards instead of flipcharts
- ✓ Consider organizing a paperless meeting by providing participants with laptop use
- ✓ Provide participants with a CD or USB stick with all of the conference material, to avoid printing
- ✓ As part of session introductions each day, remind participants of waste reduction and other environmental opportunities

The IC has signed a commitment with Greening Greater Toronto to buy green and support continuous improvement in reducing our environmental impact through our purchasing decisions.



FOOD AND BEVERAGE

Disposable vs Reusable

- ✓ Request the use of china service instead of disposable
- ✓ If china cannot be used, request the use of biodegradable disposable service
- ✓ Provide attendees with mugs or reusable water bottles and ask them to use them each day for coffee and water service
- ✓ Use cloth napkins and table cloths rather than disposables. If these are not available, ensure a compostable item is used
- ✓ Request that the venue use less or no linens in your meeting rooms

The IC only uses china for all catered events and only sustainable packaging (biodegradable or recyclable) in all retail outlets.

Recycle & Reduce

- ✓ Ensure appropriate recycling receptacles are in place and well identified for food and beverage containers being served
 - ✓ Encourage the elimination of bottles- request juice to be served in pitchers or dispensers
 - ✓ Ensure all packaging is recyclable

The IC kitchen was designed to be energy and water-efficient that saves more than 70% in water and hydro use (comparable to a standard banquet kitchen) via EcoSmart Technology.

Menu

- ✓ Meet and discuss greening your menu options with the Chef
- ✓ Ensure any claims of local or sustainable food options can be tracked back to the source (full life cycle)
- ✓ All condiments (butter, ketchup, mustard, mayonnaise, salad dressings, creamers, etc.) should be served in bulk containers rather than individual packages
- ✓ Ensure all food garnishes be edible and not simply used for décor
- ✓ Request your menus to be made up of local, in season organic foods
- ✓ Use fairly traded products (coffee and tea)



- ✓ Use water coolers or jugs instead of individual water bottles
- ✓ Consider offering vegetarian options alongside meat products (the production of meat produces considerably more carbon dioxide than non-meat products)
- ✓ Serve only seafood that was harvested in a responsible manner (www.seachoice.org)
- ✓ Feature locally made alcoholic beverages
- ✓ Encourage the use of water and energy efficient kitchen appliances (i.e. Energy Star)

Our "scratch" kitchen, specializing in freshly prepared meals, sources local, in-season ingredients for menus of 10 to 2000 through our partners FoodLand Ontario, 100 Mile Market & Wine Council of Ontario.



Food Waste

- ✓ Confirm the guaranteed number of event participants in order to eliminate excessive food waste
- ✓ Whenever possible, ask that leftover food be donated to a local shelter or soup kitchen and/or turned into biofuel (plan ahead)

Whenever possible, the IC donates left over food product to Knights Table in Brampton or the Mississauga Food Bank.





**Our leftover food scraps are
COMPOSTED
and cooking oil is used as
BIOFUEL
to heat local farm barns**

EXHIBITS AND EXHIBITORS

Giveaways

- ✓ Encourage exhibitors to select giveaways that are made of recyclable materials or reusable items
- ✓ Request that exhibitors minimize giveaway packaging and create accountability guidelines for the recycling or discarding of any excess materials

Promotional Materials

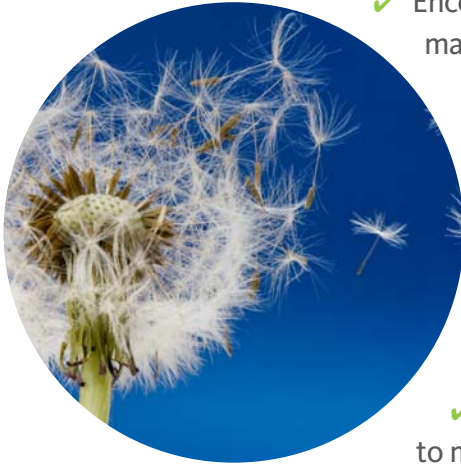
- ✓ Provide exhibitors with your guidelines for environmental communications and marketing and that they adhere to them
- ✓ Communicate the expected number of attendees in advance in order to minimize waste
- ✓ Suggest exhibitors avoid printing dates on exhibit materials so they can be reused
- ✓ Encourage exhibitors to bring small quantities of materials and require that exhibitors direct attendees to their website to access electronic material

Packaging

- ✓ Encourage exhibitors to save and reuse the boxes they sent to the event to repack with
- ✓ Enforce a pack-in/pack-out or zero waste policy to ensure exhibitors leave with everything they brought to the event

Recycling During the Event

- ✓ Recycling for exhibitors must be a positive experience; therefore, it is important to minimize difficulties that may discourage participation
- ✓ Include information about International Centre recycling in your exhibitor kit
- ✓ Provide each exhibitor with a desktop recycling bin and have volunteers empty them daily or have exhibitors empty them at a central recycling station
- ✓ Work with the International Centre to include all recycling stations on floor plans so they can be easily located by exhibitors and attendees



- ✓ Provide exhibitors with maps of where the recycling stations will be located during set up and teardown. Have staff personally deliver these maps to exhibitors or give them out at registration so any explanations about the recycling program can be answered

The IC has a recycling program in place to separate plastic, cardboard, paper, aluminum, glass and compostables from waste.

Event Closing

- ✓ Develop a check-out procedure that requires exhibitors to interact with event staff to ensure that the exhibitor is leaving with everything they brought in
- ✓ Enforce fines for exhibitors that leave excess material, trash, waste or anything not properly discarded
- ✓ Work with Caldas Building Services (on-site cleaning and waste removal service), to provide large recycling stations throughout the event that will not be in the way during move-out

Reward and Acknowledge Green Exhibitors

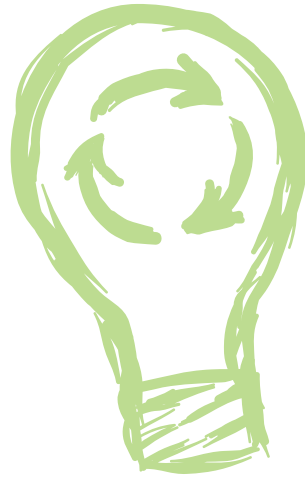
- ✓ Provide criteria to exhibitors in advance and reward them at the end of the event, ensuring to recognize them in front of other exhibitors and in post event material
- ✓ Allow exhibitors who meet the criteria to post signage or provide qualifying exhibitors with signage to be posted in the exhibit area for future events

The IC has instituted an employee retention and recognition program that rewards outstanding performance every quarter.

Other

- ✓ Promote the use of low energy booth lighting
- ✓ Include a clause in the exhibitor agreement that states their commitment to comply with the event's environmental requests





100% of our waste
IS TRACKED
in effort to continuously
IMPROVE
our recycling program

ACCOMMODATION

- ✓ Use hotels that are certified by an eco-labeling program such as The GreenKey or Green Leaf
- ✓ Highlight any accommodation providers that subscribe to specific industry environment code of practice such as the Tourism Canada's Code of Ethics and Guidelines of Sustainable Tourism
- ✓ Ensure the hotel has a comprehensive environmental policy and that this policy is in line with your events goals
- ✓ Require that the hotels food service abide by the same criteria listed in the food and beverage section
- ✓ Ensure all rooms and meeting space have appropriate recycling units
- ✓ The hotel should provide information in guests rooms about the green aspects of the hotels to inform and encourage guests' participation
- ✓ The hotel should offer and coordinate group pick-up service for participants
- ✓ Guests should have the option of no second-day sheet and towel change to save laundry energy and water
- ✓ Newspapers should be delivered to rooms only if requested

Still not sure? Your IC Sales Manager will gladly make recommendations of local hotels that will suit your needs.

TRANSPORTATION

- ✓ Include information on public transit in the registration package, event promotions and exhibitor kits
- ✓ Arrange for shuttle service to and from hotels for exhibitors and attendees. Use alternative fuelled vehicles
- ✓ Establish idle free zones around the venue
- ✓ Minimize the need for transportation through use of tele-conferencing and video-conferencing
- ✓ Schedule event opening and closing times around the public transit systems hours of operation





- ✓ Consider off-setting emissions by partnering with local offset companies and request they set up information at the event to communicate this to attendees
- ✓ Include off-set options in exhibitor kits to encourage participation
- ✓ Encourage car-pooling by dedicating a section of the events website that permits local participants and car rental users to make arrangements
- ✓ Allocate designated premium parking spaces for those car-pooling

The IC is located at the crossroads of seven major Ontario highways, 3 minutes from Toronto's Pearson International Airport and is surrounded by more than 10,000 brand-named hotels, restaurants, shopping and entertainment complexes.

INFORMATION TECHNOLOGY

- ✓ Request the venue to post a link on their website to the organization's website
- ✓ Post all event materials on the organizations website in order to reduce printed copies
- ✓ Encourage the use laptop computer instead of desktop computer as they use less energy
- ✓ Use liquid crystal display (LCD) monitors rather than cathode ray tube (CRT) monitors
- ✓ Activate sleep mode on any equipment used in the event's production, including projectors and computers
- ✓ Give preference to Energy Star products
- ✓ Ensure all print cartridges are recycled and contain vegetable based inks where possible

All of IC's conventional florescent backlit LCD monitors are being switched to LED Backlit LCD monitors. LED backlit monitors require less power and generate little or no heat- as much as 40% less power than a conventional LCD monitor!

The IC has purchased a few very powerful servers on which a number of virtual servers can be run. Virtualization results in less physical computers and as a result, less power is required, and there is lower heat output and less equipment to replace.

PROCUREMENT

- ✓ Service suppliers that demonstrate their environmental commitment should be used wherever feasible
- ✓ Use local suppliers to reduce the environmental impact of emissions created during transportation and importing
- ✓ Request that event related products are purchased in bulk
- ✓ Give preference to products that are easily recyclable or reusable
- ✓ Request verification from suppliers supporting claims of sustainable products/ services
- ✓ Find out if packaging can be reduced. If not, find out if the supplier can take the excess packaging away with them
- ✓ Avoid hazardous materials, however, if used, ensure hazardous materials are properly handled, stored and disposed of

At the International Centre, our purchases are screened through a sustainable checklist that measures purchases against strict criteria outlining sustainability standards.

EVENT DECORATOR/PRODUCTION

- ✓ Use decorations, carpets and display materials which are made of recycled materials or can be re-used for future meetings
- ✓ Work with the decorator to post the decorator kit on the website (instead of making copies of all forms)
- ✓ Request centerpieces and decorations that are organic or that can be reused for future events
- ✓ Request that reusable containers are used to transport items to and from the event
- ✓ Consider charging a fee for excessive waste left behind
- ✓ Purchase green power or offset your power consumption during the event





we are committed
TO BUY GREEN
and continuously improve the
SUSTAINABILITY
of our purchasing decisions

- ✓ Make a request to the venue to set the thermostat to a minimal, but comfortable temperature in order to decrease energy consumption
- ✓ Take advantage of any naturally light areas in order to reduce the use of the venues lights and decrease energy consumption

The International Centre is a leading force behind the formation of Partners in Project Green's VASE Consortium (Venues Aligned for Sustainability Excellence). This group is focused on developing sustainable options for hotels and meeting venues in the Pearson Business Eco-Zone.

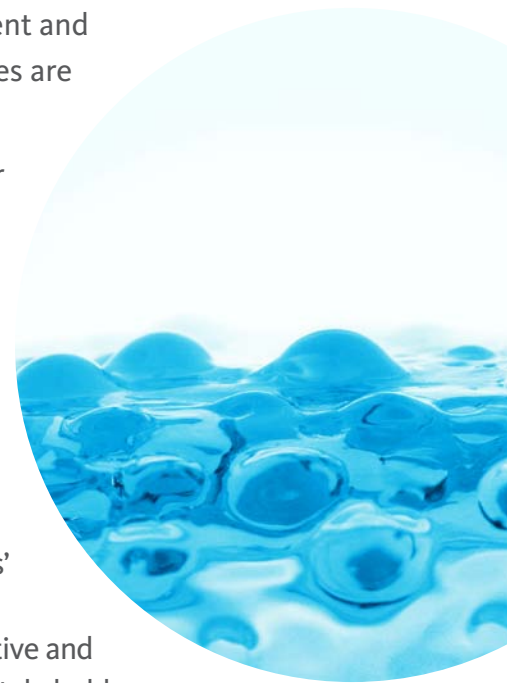


Follow Up

Sustainability is an on-going process of continuous improvement. Success will depend on persistent dedication with each event but can be comforted with the knowledge that with each event, planning for sustainability will become easier and accepted as normal practice.

The following steps are specific to wrapping up your event and ensuring your success' are carried forward and challenges are on the radar to be tackled next.

- ✓ Recognize and thank staff, exhibitors and attendees for their efforts
- ✓ Ask your team to provide a post event report with comments about lessons learned and suggestions for improvement for future events
- ✓ On event evaluation forms, ask attendees and exhibitors to comment on your sustainability efforts and offer suggestions for future events
- ✓ Prepare a sustainable event report to share the success' of your green initiatives (share the results of all of the items you've checked off of this list). Include both positive and negative impacts. Be sure to share the results with all stakeholders
- ✓ If any of the selected guidelines were measured, communicate the results to event participants
- ✓ Begin preparation for your next event by creating an action plan to tackle challenges from previous events



Reference and Further Information

David Suzuki Foundation

How to Host a Sustainable, Carbon Neutral Conference or Event

www.davidsuzuki.org/what-you-can-do/reduce-your-carbon-footprint/how-to-host-a-sustainable-carbon-neutral-conference-or-other-event/

Convention Industry Council

Green Meetings Report

www.conventionindustry.org/StandardsPractices/GreenMeetings/GreenMeetingTaskForceReport.aspx

Environment Canada

Green Meeting Guide

http://dsp-psd.pwgsc.gc.ca/collection_2009/ec/En4-57-2007E.pdf

CSA Standards Z2010

Requirements and Guidance for Organizers of Sustainable Events

www.shopcsa.ca/onlinestore/GetCatalogItemDetails.asp?mat=2420723

United Nations Environmental Program-

Sustainable United Nations

Green Meeting Guide 2009

http://www.unglobalcompact.org/docs/issues_doc/Environment/Green_Meeting_Guide_WEB.pdf

The Icarus Foundation

Green Festivals and Events Guide, a How to...

www.theicarusfoundation.com/pdf/Greening_Festivals_and_Events.pdf

National Recycling Coalition

The National Recycling Coalition's Green Meeting Policy

www.nrc-recycle.org/Data/Sites/1/nrcgreenmtgsguide.pdf

Concern, Inc

How to Plan a Sustainable Event

www.sustainable.org/images/stories/pdf/SusEvent_2003.pdf

Recycling Council of Ontario

www.rco.on.ca/zero_waste_community_event_toolkit_project

It's Easy Being Green! A Guide to Planning and Conducting Environmentally Aware Meetings and Events

www.greenbiz.com/sites/default/files/document/O16F2392.pdf

The Green Meeting Industry Council's Blue Green Meetings

www.bluegreenmeetings.org