EVENT SUSTAINABILITY:

10 SMALL CHANGES THAT WILL INSPIRE
Who’s in the room?
Cost Increases – Past 12 Months

<table>
<thead>
<tr>
<th></th>
<th>&gt;10% increase</th>
<th>6-10% increase</th>
<th>1-5% increase</th>
<th>Flat decrease</th>
<th>1-5% decrease</th>
<th>6-10% decrease</th>
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<tr>
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<tr>
<td>Meeting space</td>
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<tr>
<td>Hotel accommodations</td>
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Source: https://www.themeetingprofessordigital.org/themeetingprofessional/library/item/june_2023/4105572/
## Expected Cost Increases Over the Next 12 Months

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Source: [https://www.themeetingprofessionaldigital.org/themeetingprofessional/library/item/june_2023/4105572/](https://www.themeetingprofessionaldigital.org/themeetingprofessional/library/item/june_2023/4105572/)
Budget is the Main Consideration
### How Meeting Locations are Chosen

#### % Ranking Each as #1

<table>
<thead>
<tr>
<th>Factor</th>
<th>Ranking</th>
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</thead>
<tbody>
<tr>
<td>Cost - overall</td>
<td>37.9%</td>
</tr>
<tr>
<td>Costs of meeting space/rooms</td>
<td>20.7%</td>
</tr>
<tr>
<td>Destination Appeal</td>
<td>17.2%</td>
</tr>
<tr>
<td>Expertise in your areas of interest</td>
<td>10.3%</td>
</tr>
<tr>
<td>Flight Accessibility</td>
<td>3.4%</td>
</tr>
<tr>
<td>Sustainable destination</td>
<td>0.0%</td>
</tr>
<tr>
<td>Meeting legacy in host destination</td>
<td>0.0%</td>
</tr>
<tr>
<td>Potential for membership growth in the host country/region</td>
<td>0.0%</td>
</tr>
<tr>
<td>Local host committee</td>
<td>0.0%</td>
</tr>
<tr>
<td>Other</td>
<td>10.3%</td>
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#### % Ranking Each as #2

<table>
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<tbody>
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<td>Cost - overall</td>
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<tr>
<td>Flight Accessibility</td>
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</tr>
<tr>
<td>Destination Appeal</td>
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</tr>
<tr>
<td>Other</td>
<td>3.4%</td>
</tr>
</tbody>
</table>
How do you choose your meeting location?
Yet, Sustainability is Important
Cost is a Factor When Implementing Sustainability Measures
So What Can We Do?
10 Tips and Tricks
1. Choice of Destination

Winnipeg, Canada
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

Dr. Shimi Kang

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**

COUNCIL OF ENGINEERING AND SCIENTIFIC SOCIETY EXECUTIVES

⭐⭐⭐⭐⭐ 5.0 • 1 Rating

Free

**Screenshots**  
- iPhone
- iPad

Elevate Your Event Experience

Mobile Event Engagement App
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
- In-Person: 45
- Virtual: 0

Carbon Footprint
- 29.55 tCO2e
- Average carbon footprint per attendee: 656.61 kg

Waste Footprint
- 0.13 tonnes
- Average waste per attendee: 2.80 kg

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
More International examples

Australia
Used for venues

Palais des Congrès de Montréal

Aligning reporting with SDGs allows your company to consider your impact on a wide range of sustainability issues. As Montreal Convention Centre does, 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).

Source: JMIC – SDG report – 2020 – Palais des Congres de Montreal
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.

4 Quality Education
We are ensuring inclusive and equitable quality education in the event industry about generating, measuring and communicating social impact.

9 Industry, Innovation and Infrastructure
We propose a sectorial innovative approach through a co-creating impact framework for the event industry.

11 Sustainable Cities and Communities
We act as a vehicle to connect associations and organizations, empowering them to become enablers of sustainable cities and communities in their ecosystems.

17 Partnerships for the Goals
We are creating a wide coalition of business events and association sector partners working towards the SDGs.

At #MEET4IMPACT we raise awareness and help destinations, associations and more to ACT4SDGs.

Source: #MEET4IMPACT website
Explore Edmonton –
Responsible Events Program

Providing Opportunities and Experiences

Ticket Donation - Community

Organization(s)
Event planners allocate any number of tickets from their event to a nominated group. This is to provide equitable access and related benefits to education, sports, celebrations, and festivals. Examples:
- Boys & Girls Club
- Big Brothers Big Sisters
- Kids Up Front
- Multicultural Health Brokers
- Sage

Ticket Donation - Students(s)
Event planners allocate any number of tickets from their event to a nominated event or training institution. This grants students the opportunity to attend educational conferences and build networks, knowledge, and future opportunities. Examples:
- MacEwan University
- NAIT
- NAIT College
- The Legal Clinic
- University of Alberta

Urban Farm Experience(s)
Event planners allocate funds for groups, schools or non-profit organizations, to learn about Edmonton agriculture, eat a sustainable-based lunch, and provide interpretation to and from Edmonton 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 topics related to agriculture, farming, and food systems may find this program valuable.
Singapore's Commitment, in line with:

Sustainable Development Goals

SG GREEN PLAN

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

Develop a set of sustainability standards by 2023 that the industry can readily apply and aim to be internationally recognised by 2024\(^1\).

For all purpose-built MICE venues and 80% of SACEOS members to obtain internationally or nationally recognised sustainability certification – or both – by 2025\(^2\).

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 target\(^3\).
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

Source: Destination Canada website – courtesy of GDS Movement
Overall adoption in the Meetings Industry

**TOP SDGs FOR THE MEETINGS INDUSTRY**

Across 43 submissions, SDG 12 Responsible Consumption and Production was most highly cited — by a total of 29 case studies. These case studies indicate leading practices in the areas of responsible resource use (including procurement), and waste management.

The next four SDGs in line demonstrate that there are also clear opportunities for the Meetings industry to strengthen Partnerships for the Goals (SDG 17) to build Sustainable Cities (SDG 11) and Communities and take Climate Action (SDG 13), while ensuring Decent Work and Economic Growth (SDG 8).

We will be sharing best practices over these top five SDGs in the following pages.

Source: JMIC SDG report 2020
**What were our goals?**

1. **No Poverty**
   - Partner with charity “Start of Hope”.
   - Make a donation from ICCA and raise funds by $4 per attendee.

2. **Good Health and Well-Being**
   - Diet is available Congress.
   - Organize a Health and Living Room.
   - Organizes Monday Morning yoga and morning yoga.
   - Provide more healthy meals, choices including a Vegetarian Lunch.

3. **Quality Education**
   - noodle specific content on sustainability in partnership with SDG Goals and Encouraging Projects.
   - Organizes a conference program.
   - Organizes a morning program.

4. **Gender Equality**
   - Improve and manage diversity of speakers (gender balance, cultural background).

5. **Decent Work and Economic Growth**
   - Best Ones Alliance presented “Incredible Broads” project.

6. **Industry, Innovation and Infrastructure**
   - Integrate innovation firmly into Congress theme and program.

7. **Sustainable Cities and Communities**
   - Provide mobility solutions.

8. **Responsible Consumption and Production**
   - Replace name badges with no plastic holder,
   - Nine single-use plastic and eliminate plastic water bottles.
   - Switch to use sustainable paper for paper materials.

9. **Life Below Water**
   - Ask Marriott & Hiltons to source sustainable seafood.

10. **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 list and stage design and wastage.

11. **Partnerships for the Goals**
    - Raise awareness about the SDGs, and the importance of collaborating for sustainability through keynote and sessions.

**ICCA Congress 2019**
Houston, TX

Source: ICCA Congress 2019 Sustainability report
Another events example with some of the more used SDGs in meetings

Source: #Meet4Impact and Connect Seven Group
Innovate Canada 2023

Aligning Actions With the SDGs

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

1. Zero Hunger
2. Good Health and Well-being
3. Quality Education
4. Clean Water and Sanitation
5. Affordable and Clean Energy
6. Decent Work and Economic Growth
7. Sustainable Cities and Communities
8. Responsible Consumption and Production
9. Climate Action
10. Life Below Water
11. Life on Land
12. Partnerships for the Goals

Source: Destination Canada
Concrete actions

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
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 Accrualin; it conducts operational studies to reduce energy consumption, waste output and maintain accountability; uses solar panels; provides no-waste takeaway; 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

6 CLEAN WATER AND SANITATION
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

7 AFFORDABLE AND CLEAN ENERGY
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 Savin Waterloo Region Museum, a LEED Silver Standard building
Learnings

Incentive Canada Winter 2024 edition - plan

**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 17.4: 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

Source: Destination Canada
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 —
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
Takeaways and one action item to implement
Contact Me

Virginie De Visscher
Executive Director, Business Events
Destination Canada

1-204-802-0920
devischer.virginie@destinationcanada.com
THANK YOU!