

WHAT IS A SUSTAINABLE EVENT?

The United Nations defines a sustainable event as “designed, organized and implemented in a way that minimizes negative impacts and leaves a beneficial legacy for the host community and all involved”

Our Commitment: Canadore has set a goal of carbon neutrality by 2031. To achieve this, we must look at our operations, including events to ensure that we are limiting harm to the environment.

The document will help you to plan your next event sustainably.

BENEFITS:

- ◀ Reduced harm to the environment.
- ◀ Inspire climate awareness to attendees.
- ◀ Reduced waste and carbon footprint.
- ◀ Cost-effective.

PLANNING STAGE:

- ◀ Consider ethical purchasing products or services through certified underrepresented diverse suppliers such as the Canadian Indigenous and Minority Supply Council, Women-owned enterprises, and LGBTQ-owned businesses.
- ◀ Work with sustainable event suppliers.
- ◀ Use of sustainability requirements in any requests or negotiated contracts.

EXAMPLES:

- “We are requesting Fairtrade coffee and tea”
- “Please do not provide any bottled water. Instead, please provide pitchers of water. Please do not provide condiments, sugar, milk, mustard, ketchup or jam in single-serve packaging, but provide these in jugs or bowls instead.”
- “Please provide metal utensils and china (plates, glasses, and cups).”
- “There should be very little plastic wrap used, please use containers with lids and avoid anything disposable.”
- ◀ Try to find speakers from the region or use a virtual option (if located far away), instead of transporting in from various locations.

DID YOU KNOW?

“Flights alone would have generated 66 times the emissions as the entire virtual conference.”
(International Journal of Environmental Science, 2021)

- ◀ Pre-planning and social media awareness about event sustainability. By advertising the plans for a “green” event. This will help attendees to prepare and act accordingly.



FOOD AND WATER:

- ◀ Use local vendors and food options with a lower carbon footprint – [Sodexo](#)
 - If using food services/ culinary, explore seasonal options, to keep it local.
 - Explore meatless options.
 - Use shared condiments and other dispensers for things instead of small wasteful packets (sugar, ketchup, creamers, etc.)
 - Use coffee and hot drinks that are “fair trade” – [Twigg's](#)
- ◀ Where feasible, take food orders from attendees in advance and ask vendors to use recyclable/compostable packaging. Incorporate take-home containers as part of your order and offer unused food or drinks to guests to bring home.

DID YOU KNOW?

“One ton of food waste prevented can save 4.2 tons of CO2 equivalent.” (Shaw, 2019)

- ◀ Make a plan for leftovers.
 - Encourage attendees and event staff to bring containers to take leftovers with them.
 - If untouched and not exposed to the public, see if the Student Food Bank or the Gathering Place is an option.
- ◀ Use water dispensers and encourage attendees to bring their own reusable bottles.

PAPER USAGE:

- ◀ Use virtual invites and QR codes for maps, agendas, and directions – Free QR code generator
- ◀ If using lanyards or nametags, ask attendees to return at the end for re-use or purchase reusable lanyards.

DID YOU KNOW?

“Conferences, workshops and meetings can create a lot of paper waste, and unfortunately, not all of it gets recycled properly. 26 million tons of paper are added to landfills each year in the U.S. alone.” (Heritage Center, 2020)

ENERGY, WASTE DIVERSION, AND RECYCLING:

- ◀ Purchase only what you need – take the time, you can save money by analyzing what you need.
- ◀ Avoid single-use items such as plastic and styrofoam.

DID YOU KNOW?

“Globally only 9% of plastic ever produced has been recycled, whilst 79% can now be found in landfills, dumps or the environment and 12% has been incinerated.” (Shaw, 2019)

- ◀ Borrow, share, or rent items.
- ◀ Ask attendees and event staff to take home natural centerpieces, like plants and flowers, and donate or compost anything leftover.
- ◀ Make every effort to compost organic waste. Bins will be available and can be moved to accommodate your event.
- ◀ Make composting and recycling visible and easy for attendees to see and utilize.

DID YOU KNOW?

“9 out of 10 people said they would recycle if it were easier.” (Shaw, 2019)

- ◀ Look at holding events outdoors to save on energy usage, facility maintenance, and cleaning.
- ◀ If using an indoor space, make sure it uses LED lights. If you are not using it, turn it off!

SIGNAGE:

- ◀ Don't guess – walk around to plan to print only what is needed for goosenecks.
- ◀ Use both sides of paper printed in goosenecks.
- ◀ Consider using signage that can be reused for multiple events.
- ◀ If feasible, use wayfinding volunteers instead to add a personalized touch.

SWAG AND PRIZES:

- ◀ First question – is this useful?
- ◀ Purchase locally to cut down on shipping costs and impact.
- ◀ Focus on handouts that are useful and made from recycled materials.
- ◀ Reusable items such as clothing, bottles, cups, cutlery, and food containers are ideal.
- ◀ If you want to provide branded clothing, consider sourcing your t-shirts or hoodies from companies that ethically and sustainably source their items rather than use fast fashion.
- ◀ Suggest donations (monetary or foodbank) or prizes in the form of the College contributing to a greening activity on site. (ie: planting a tree)
- ◀ Focus on bigger ticket items (iPad, AirPods) or experiences over wasteful handouts.
- ◀ Offer discount codes/, e-tickets, or downloadable freebies/gift cards to your attendees.
- ◀ Look out for the symbols below:



TRANSPORTATION/ACCOMODATIONS:

- ◀ First question – can this event be held virtually?

DID YOU KNOW?

“A 2-day conference containing 1,000 attendees onsite can generate a carbon emission of 1,791,302 kgs. On the other hand, a virtual conference only generates 8, 424 kgs. (MeetGreen, 2022)

- ◀ Include public transit instructions in invites.
- ◀ Promote active transportation (biking or walking)
- ◀ Encourage attendees to carpool where feasible.
 - If attendees are staying at the same accommodations, pre-plan and have volunteer drivers paired up with those who do not have transportation.
- ◀ Provide information on EV charging stations.
- ◀ If picking an off-site event space, try to choose a location easily accessible by public transportation or near green accommodations
 - North Bay **Green Key** accommodations and event spaces are;

Best Western North Bay Hotel & Conference Centre
700 Lakeshore Drive

Holiday Inn Express Hotel & Suites
1325 Seymour Street