

# Guide to best practices for sustainable business events





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# Introduction

Tourisme Montréal introduced a new sustainable tourism strategy, which aims to promote Montréal through a more eco-responsible and community-oriented approach to tourism. We are serious about reducing our carbon footprint while increasing our social impact to create a stronger destination and healthier communities. Proof of this is our brand-new **Guide to Best Practices for Sustainable Business Events**, which offers excellent guidelines for holding sustainable meetings.

Whether you are a seasoned planner or someone new to the industry, you'll find a wealth of detailed information about how to make your event more sustainable. From small steps to more complex initiatives, we've organized everything per category, with action items, local resources and handy checklists so you can dive right in and get started.


Any kind of change starts with a first step. And as a tourism industry leader, Tourisme Montréal is committed to taking the steps to make Montréal more resilient, sustainable and dynamic than ever. Thank you for being a part of this!



# Glossary

<b>Eco-friendly event</b>	<p>An eco-friendly event integrates the principles of sustainability at every stage of organization, beginning with the planning process. By starting with an analysis of the current situation and identifying potential impact sources, an eco-responsible event aims to reduce negative environmental impacts as well as increase positive social and economic benefits.<sup>1</sup></p>
<b>Green Key Global</b>	<p>The <a href="#">Green Key</a> Eco-Rating Program is a graduated ratings system designed to recognize hotels, motels and resorts that are committed to improving their environmental and fiscal performance.<sup>2</sup></p>
<b>Greenhouse gas offsets</b> <b>Carbon offsets</b> <b>Carbon credits</b>	<p>Carbon offsets are credits that are sold by companies whose activities contribute to carbon capture or reducing greenhouse gas (GHG) emissions. The money used to purchase an offset funds projects that have reduced (<i>ex post</i>) or will reduce (<i>ex ante</i>) GHGs. They also support projects that prevent GHGs from going into the atmosphere in the first place.</p> <p>The purchase of carbon credits "offsets" or counterbalances the GHG emissions of an event.<sup>3</sup></p>
<b>Returnable containers</b>	<p>In Québec, the container return system allows for a better recycling rate. Bottlers, brewers and distributors are responsible for recovering empty containers accumulated at retailers. This applies whether they have sold the containers directly or through a wholesaler.</p> <p>If the container is returnable, it will read "<b>Return for refund where applicable</b>". It may specify if the container comes with a 5-, 10- or 20- cent refund. If this is not indicated on the container, it must be recycled through regular streams (this is the case with all SAQ bottles).</p>
<b>United Nation Sustainable Development Goals (UN SDGs)</b>	<p>The <a href="#">Sustainable Development Goals</a> are a call for action by all countries – poor, rich and middle-income – to promote prosperity while protecting the planet.<sup>4</sup></p>
<b>Waste hierarchy, often referred to as the 5 Rs or the 3RV in French</b>	<p>Waste hierarchy establishes an order of preference for waste management. It usually goes like this:</p> <ul style="list-style-type: none"> <li>● <b>Refuse</b> – learn to say "no" to some items that would inevitably end up in landfill.</li> <li>● <b>Reduce</b> – because the best trash item is the one that isn't produced.</li> <li>● <b>Reuse</b> – whenever possible, it's more affordable and environmentally-friendly.</li> <li>● <b>Recycle</b> – if it can't be refused, reduced or reused, make sure to recycle it.</li> <li>● <b>Rot</b> – organic waste can be used to produce compost or energy.</li> </ul>



<p><b>Life cycle assessment</b></p>	<p>A product’s life cycle assessment is the analysis of its entire environmental impact from cradle to grave, i.e. extracting raw materials to make the product as well as the transformation process, manufacturing, marketing, distribution, use and end of life treatment.</p>
<p><b>Eco-friendly</b></p>	<p>Refers to a series of behaviors that aim to reduce environmental footprints and increase social and economic impacts.</p>
<p><b>Recyclables</b></p>	<p>Recyclables are waste items that can be processed into materials that can be used in manufacturing. Recyclables include cardboard, paper, metal, glass and plastics (#1, #2, #3, #4, #5).</p> <div style="text-align: center;">  <p>PETE HDPE V LDPE PP PS OTHER</p> </div> <p>ATTENTION! Plastics identified by #3, #6, or #7 can’t be recycled and should not be sent to sorting facilities.</p>
<p><b>Residual materials</b></p>	<p>Any residue resulting from production, transformation or use, any substance, material or product or, more generally, any movable property abandoned or intended for abandonment by its owner.<sup>5</sup></p>
<p><b>Organic waste</b></p>	<p>Food scraps or soiled cardboard that will be sent to composting or biogas plants to produce backyard compost or biogas.</p> <p>Organic waste can also include plant residues and #7 PLA plastic containers, if treatment facilities accept them.</p>
<p><b>Final waste</b></p>	<p>Residual materials that can’t be recovered and that must be sent to landfills or dumps or must be incinerated.</p>
<p><b>Kéroul</b></p>	<p>Kéroul is a non-profit organization that promotes and develops accessible tourism and culture through information and lobbying.<sup>6</sup></p>
<p><b>CO<sub>2</sub> equivalent</b></p>	<p>A CO<sub>2</sub> equivalent (CO<sub>2</sub>e) is a unit of measurement that is used to standardize the climate effects of various greenhouse gases.<sup>7</sup></p>









# How to organize eco-friendly events

Here are a few steps that should be taken to ensure sustainability success:

- 1 **Take stock of the current situation.**
- 2 **Establish an eco-friendly commitment and determine priorities.**
- 3 **Set objectives and create an action plan.**
- 4 **Evaluate whether objectives have been achieved.**
- 5 **Share your progress.**

Ask yourself these two important questions:

- How can I avoid negative impacts?
- How can I increase positive impacts?

## Choice of venue

The choice of venue is key to an eco-friendly event. Whenever possible, consider these elements when choosing a venue. If the venue has already been chosen, that's okay. Most environmentally responsible practices can be implemented anyway by collaborating with the venue.

### An ideal venue

- Has the infrastructure for composting and recycling and a system for recovering hazardous household waste.
- Offers sustainable dishes or has a dishwasher.
- Already follows sustainable practices, and:
  - has a sustainability or environmental policy and action plan
  - has been recognized by an eco-friendly certification such as Green Key Global, *ICI on recycle+* or *Scène écoresponsable*
  - follows water and energy saving practices (BOMA Best, LEED).
- Has all necessary equipment on site (audiovisual equipment, tables, chairs, stages, exhibitor booths).
- Ensures access for people with reduced mobility and is Kérroul-certified.
- Offers accommodations in the same building or accommodations that are located nearby.

### Possible venues

Find Green Key members [here](#). View the 30 Green Key hotels near downtown Montréal on this [map](#).





# 1. Waste Management

**Waste management includes sorting and processing residual materials.**

**In Montréal, many different collection streams co-exist: recyclables, organic waste, final waste. Construction and demolition wastes and hazardous materials should be treated separately.**

This section integrates the following United Nations Sustainable Development Goals:

<p><b>11</b> SUSTAINABLE CITIES AND COMMUNITIES</p> 	<p>Make cities inclusive, safe, resilient and sustainable</p>
<p><b>12</b> RESPONSIBLE CONSUMPTION AND PRODUCTION</p> 	<p>Ensure sustainable consumption and production patterns</p>
<p><b>13</b> CLIMATE ACTION</p> 	<p>Take urgent action to combat climate change and its impacts</p>

## Tips & Tricks

- The mobile app and website [Ça Va Où?](#) is available in French and English.<sup>8</sup> It allows you to search for a specific item to know which waste stream to put it in.
- Bins should be positioned strategically in key locations: at entrances and exits, near food and coffee stations, and arranged in sorting islands (otherwise, people might dispose of their waste in the nearest bin without sorting).

## Did you know?

- The Ville de Montréal has a 2030 zero waste goal. International event organizers now have every reason to make an effort to manage residual waste material!
- In Montréal, organic waste represents the majority of landfill materials.<sup>9</sup>

## Why are my actions important?

- Organic waste generates less greenhouse gas (GHG) when adequately composted than when it is sent to landfill. Organic waste sent to landfill represents 6% of Quebec GHGs.<sup>10</sup> Methane generated during the decomposition of landfill organic matter has a greenhouse effect that is 20 to 35 times more powerful than CO<sub>2</sub>.<sup>11</sup> Residual materials represent 4% of all GHGs emitted by the Montréal community.<sup>12</sup>
- In Montréal, 21% of materials sent to landfill are recyclable and 55% are compostable (2018).<sup>13</sup> Materials sent to landfill represent 53% of total materials generated.
- Good habits learned at major events continue at home. So implementing good waste sorting practices has a major impact.

# Waste Sorting

Actions	Montréal-based resources	Checklist
<p><b>Ensure that employees and volunteers are trained in proper waste management practices.</b> Show them the specific materials that will be generated during your event and in which bin to dispose of them.</p>	<p>Training can be offered by your team, the venue's team or by a specialized outside firm.</p> <p>Ask your venue or these organizations:</p> <ul style="list-style-type: none"> <li>● <a href="#">Conseil québécois des événements écoresponsables*</a></li> <li>● <a href="#">Consortium Écho-Logique*</a></li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Ask venue if staff is trained in waste management practices.</li> <li><input type="checkbox"/> Ask venue if they offer such training or contact an outside organization that does.</li> <li><input type="checkbox"/> Schedule training for staff.</li> </ul>
<p>Highly recommended: <b>Plan a waste recovery system,</b> including these items, if possible, for the public, employees and volunteers:</p> <ul style="list-style-type: none"> <li>● Organic waste</li> <li>● Recyclables (paper, cardboard, glass, metal, and plastics #1, #2, #4, and #5)</li> <li>● Final waste</li> <li>● Hazardous waste (including batteries, electronics, wires, paint, etc.)</li> <li>● Returnable containers (if applicable)</li> </ul>	<p>Ask venue about what is available.</p> <p>If the venue does not offer this service, here is a list of Montréal-based companies that offer bin rentals and/or wider waste management services:</p> <ul style="list-style-type: none"> <li>● <a href="#">Evirum</a></li> <li>● <a href="#">Le Consortium Écho-Logique*</a></li> <li>● <a href="#">Compost Montréal</a></li> <li>● <a href="#">Modus operandi*</a></li> </ul> <p>Returnable containers (cans): You can reach out to <a href="#">Coop les valoristes*</a>.</p>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Ask venue if it has all waste management equipment onsite (waste, recycling and compost bins and dumpsters).</li> <li><input type="checkbox"/> Ask venue how often and who collects bags from bins and disposes of them in the appropriate dumpster.</li> <li><input type="checkbox"/> If no collection system exists, contact waste management companies.</li> <li><input type="checkbox"/> Strategically position the bins in sorting islands that include waste, recycling and compost bins.</li> </ul>
<p>Highly recommended: <b>Ensure all bins are clearly identified with colors or pictograms</b> to help visitors sort their waste properly, if the venue has not already done so.</p>	<p>Pictogram posters are available on <a href="#">RECYC-QUÉBEC's website*</a>. You can also work with convention services manager to develop signage on bins identifying what items go in which bin.</p> <p><b>Color code:</b> In Montréal, organic waste bins are brown, recycling bins are blue or green and final waste bins are black.</p> <p>Use the same color code on the whole site!</p>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Check with venue to see if signage is available. Request photos to see if signs and directions are clear. If not, see if they can change them. If not, print your own posters on recyclable paper.</li> <li><input type="checkbox"/> Put up signage the day before or the morning of the event.</li> </ul>
<p><b>Ensure good waste sorting practices</b> during set-up and teardown of event site.</p>		<ul style="list-style-type: none"> <li><input type="checkbox"/> Appoint a person to verify this.</li> <li><input type="checkbox"/> Train this person if necessary.</li> <li><input type="checkbox"/> Notify the set-up and teardown teams.</li> </ul>
<p><b>Recover personal protective equipment</b> (e.g. procedure masks) and send it out to a specialized recycling center.</p>	<p>Companies that recycle procedure masks and other personal protective equipment.<sup>14</sup></p> <ul style="list-style-type: none"> <li>● <a href="#">Go Zero Recycle</a></li> <li>● <a href="#">Multirecycle</a></li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Ask venue if mask recycling boxes are available for attendees.</li> <li><input type="checkbox"/> If not, ask Go Zero or Multirecycle for a quote.</li> <li><input type="checkbox"/> Arrange for delivery and pick-up of collection box.</li> <li><input type="checkbox"/> Provide attendees with clear directions (posters, directions in pre-event e-mail).</li> </ul>

\* Website in French only



## Waste Disposal

Actions	Montréal-based resources	Checklist
<p>Ensure that venue recovers and disposes of hazardous materials in proper locations.</p>	<p>Visit the Montréal ecocentres website to find out what materials are accepted and where ecocentres are located.</p> <p>Sometimes the venue will manage these materials and dispose of them for you. Ask the venue about it!</p> <p>When in doubt, use the <a href="#">Ça va où?</a> app to learn how to safely dispose of a waste item.</p>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Ask venue if they have a drop-off point for hazardous waste.</li> </ul> <p><b>If it does:</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Ask who is responsible for taking it to the ecocenter.</li> </ul> <p><b>If not:</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Talk to venue about finding a safe spot to store these items.</li> <li><input type="checkbox"/> Plan to drop them off at the nearest ecocenter.</li> <li><input type="checkbox"/> Put a person or company in charge of collecting and dropping them off.</li> </ul>
<p>Retrieve any name tags and lanyards for reuse.</p>		<ul style="list-style-type: none"> <li><input type="checkbox"/> Determine if they can be reused for another one of your events or identify a place where you can donate/sell them.</li> <li><input type="checkbox"/> Provide a collection box with a clear sign or, better yet, designate one or two people to collect them at the exit.</li> <li><input type="checkbox"/> Appoint a person responsible for recovering them.</li> <li><input type="checkbox"/> Talk to convention services manager. Maybe another event could use your lanyards!</li> <li><input type="checkbox"/> Communicate your commitment to retrieving name tags and lanyards to attendees!</li> </ul>
<p>Donate reusable items to organizations.</p>	<p>For example, clothing, decorations, fabrics, etc.</p> <p>Check with venue to see if they already collaborate with a given organization. If not, here is a list of Montréal-based organizations:</p> <ul style="list-style-type: none"> <li>● <a href="#">Entraide Montréal - Les ami(e)s de Montréal*</a>: clothes and furniture.</li> <li>● <a href="#">Big Brothers Big Sisters</a>: clothes, decorative items, books, blankets and more.</li> <li>● <a href="#">Renaissance</a>: clothes, decorative items and more.</li> <li>● <a href="#">Salvation Army</a> via <a href="#">Thrift store</a>: clothing, fabrics, household items and more.</li> </ul> <p>Organizations are sometimes closed on weekends (Saturday and Sunday). It is important to contact them in advance.</p>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Contact an organization prior to event to schedule a pick-up time (if they offer this service).</li> <li><input type="checkbox"/> Provide employees who will be taking down the event site with a list of items to be donated. These employees need to be informed so they can set aside items on this list to be retrieved.</li> </ul> <p>Go one step further:</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Ask the organization for a donation report to quantify donations and track annual donations. Attendees like to see the positive impact of events!</li> <li><input type="checkbox"/> Communicate this commitment to participants!</li> </ul>



Actions	Montréal-based resources	Checklist
<b>Go one step further</b>		
<p><b>Weigh your residual materials</b> (final waste, recyclables, organic waste, hazardous waste) to follow up on waste generated.</p>	<p>Ask your venue if it offers this service. If not possible, consider working with an organization offering this service.</p>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Ask venue if this is possible.</li> <li><input type="checkbox"/> Prior to event, notify venue that you want residual materials weighed.</li> <li><input type="checkbox"/> On the first day of the event, remind venue.</li> <li><input type="checkbox"/> Ask for weight report and keep it for long term follow-up. Attendees love to see the positive impact of an event!</li> <li><input type="checkbox"/> Communicate your commitment to participants!</li> </ul>
<p><b>Calculate and offset greenhouse gas emissions</b> linked to waste management.</p>	<p>Use the free calculator available on the <a href="#">FAQDD</a> (<i>Fonds d'action québécois en développement durable</i>) website or on the <a href="#">FEVE</a>* website.</p> <p>You can purchase a calculator on the <a href="#">CQEER website</a>.</p> <p>To do this, materials must be weighed.</p>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Calculate GHGs.</li> <li><input type="checkbox"/> <a href="#">Offset emissions with an offset company.</a></li> <li><input type="checkbox"/> Communicate this commitment to participants!</li> </ul>

\* Website in French only



## 2. Travel & Transportation

This section integrates the following United Nations Sustainable Development Goals:

**3** GOOD HEALTH  
AND WELL-BEING



Ensure healthy lives and promote well-being for all at all ages

**9** INDUSTRY, INNOVATION  
AND INFRASTRUCTURE



Build resilient infrastructure, promote sustainable industrialization and foster innovation

**11** SUSTAINABLE CITIES  
AND COMMUNITIES



Make cities inclusive, safe, resilient and sustainable

### Tips & Tricks

- Google Flight now lets you compare GHG emissions of different flights, so you can make wise choices.

### Did you know?

- Fuel consumption is highest during take-off. Short flights with several stopovers are less eco-friendly.<sup>15</sup>
- Air Canada has an environmental program that includes a focus on reducing waste on domestic flights (Canada).<sup>16</sup>
- Air travel is the main source of GHG emissions during an event.<sup>17</sup> Transportation alone accounts for 72% of an event's GHG emissions.
- The cost of a carbon offset ranges from Can\$20/ton to Can\$100/ton of CO<sub>2</sub> equivalent. For example, a flight from New York (JFK) to Montréal (YUL) emits about 72 kg (158,73 lb) CO<sub>2</sub> equivalent (0.072 tons). It would cost between Can\$1.44 and Can\$7.20 to offset this flight (one way).

### Why are my actions important?

Traveling from Toronto to Montréal by train emits 14.8 kg (32,63 lb) of CO<sub>2</sub>e per seat, while flying emits 83 kg and driving 33.9 kg (74,74 lb) of CO<sub>2</sub>e.<sup>18</sup>

### Health and safety measures

Inform attendees of public health measures in effect in Montréal. Consult the Québec and Canada government websites or Tourisme Montréal's website for the latest updates.

## Travelling to Montréal

The civil aviation sector is a major contributor to global greenhouse gas (GHG) emissions. In fact, it is responsible for 3% of all GHGs.<sup>19</sup>

Here are some actions that can be taken:

Actions	Montréal-based resources	Checklist
<b>Airplane</b>		
<p><b>Choose flights from airlines with a young average fleet age</b> (less than 15 years).</p>	<ul style="list-style-type: none"> <li>● <a href="#">Find out average age of fleets per company.</a></li> <li>● Air Canada, Jazz Aviation LP, WestJet (average age of fleet: 12 years).<sup>20</sup></li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Book flights for you and your employees with these companies.</li> <li><input type="checkbox"/> Communicate this information to attendees and speakers.</li> </ul>
<p>Highly recommended: <b>Choose direct flights.</b></p>	<p>Direct flights to Montréal are listed <a href="#">here</a>.</p>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Book direct flights for you and your employees.</li> <li><input type="checkbox"/> Communicate this information to attendees and speakers.</li> </ul>
<p><b>Find out which airlines are trying to reduce waste on board.</b></p>	<p>Air Canada</p>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Book flights for you and your employees with these companies.</li> <li><input type="checkbox"/> Communicate this information to attendees and speakers.</li> </ul>
<p><b>Choose an airline that is a member of the National Airlines Council of Canada</b> as they are committed to the environment.</p>	<p>Air Canada, Air Transat, Jazz Aviation LP and WestJet</p>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Book flights for you and your employees with these companies.</li> <li><input type="checkbox"/> Communicate this information to attendees and speakers.</li> </ul>





Actions	Montréal-based resources	Checklist
<b>Train</b>		

**Inform** participants of train options available to Montréal and **the benefits of taking the train:**

- Lets you be more productive.
- Reduces waiting times, like at airport.
- Lets you enjoy the scenery/ landscape.
- Brings you directly to downtown Montréal and spares you a 20- to 45-minute cab or bus ride from the airport.

[VIA Rail](#)

Offers connections to major Canadian cities. Some connections with the Amtrak.

[Amtrak](#)

Serves several American cities: Chicago, Detroit, Buffalo, New York, Albany and Seattle.

- On your website, suggest train routes from cities where most of your attendees will be traveling from.
- List advantages of train travel.



Source : [viarail.ca](http://viarail.ca)



**Actions Montréal-based resources Checklist**

**Carpooling**

<p><b>Encourage attendees to carpool.</b></p>	<p>Several platforms exist in North America: <a href="#">Amigo Express</a> (Kangaride), <a href="#">Covoiturage.ca</a> (Ridesharing.ca), <a href="#">Netlift</a>.</p>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Include information in the pre-event document.</li> <li><input type="checkbox"/> Include information on the website in a section on event sustainability.</li> </ul> <p>Go one step further:</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Organize carpool or shuttle services from major urban centers.</li> </ul>
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<p><b>Let attendees know where electric car charging stations are near the event.</b></p>	<p>Check out this <a href="#">interactive map</a>.</p>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Include information in pre-event document.</li> <li><input type="checkbox"/> Include information on the website in a section on event sustainability.</li> </ul>
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**Go one step further**

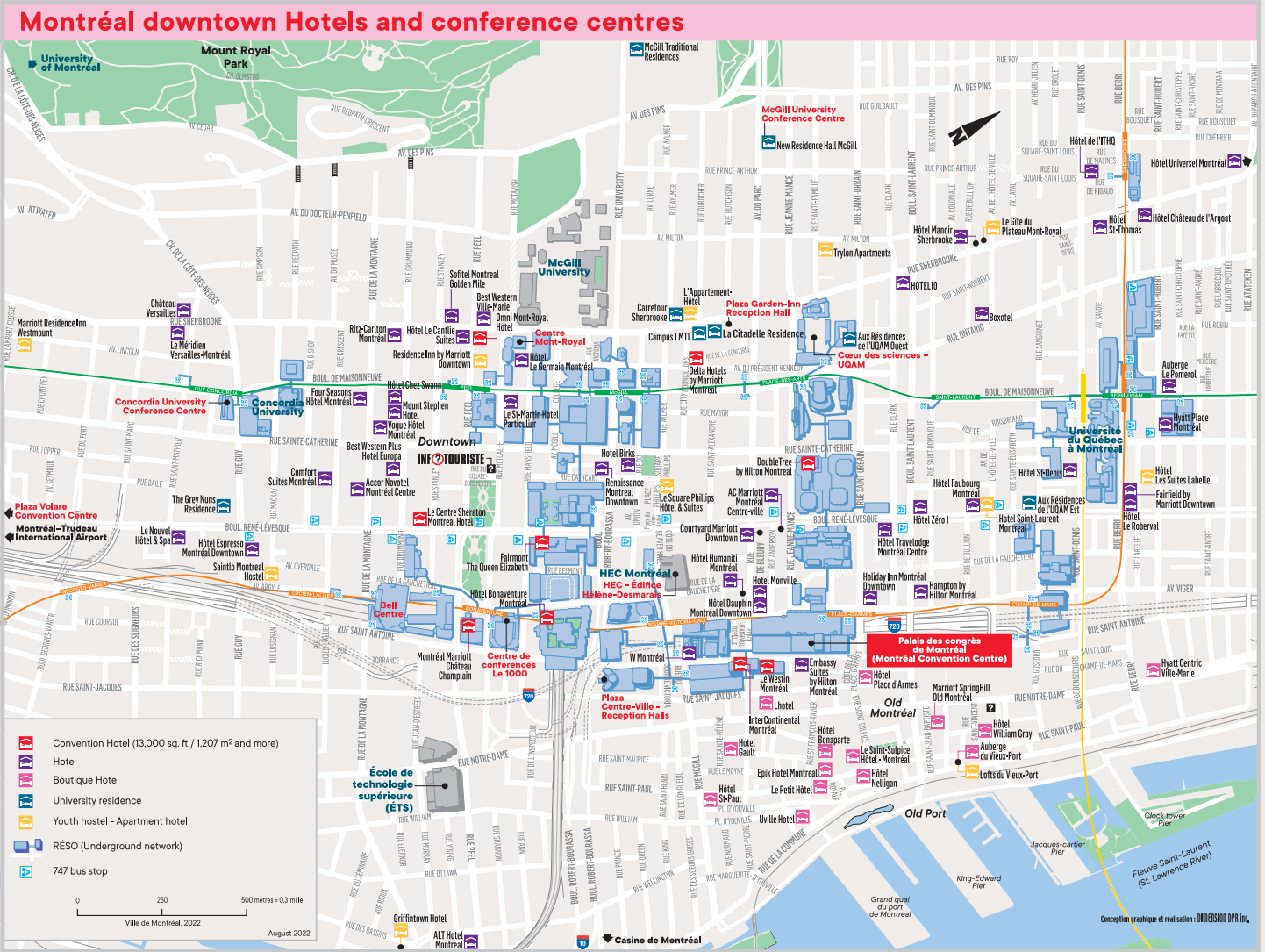
<p><b>Assess greenhouse gas emissions</b> generated by transportation.</p>	<ul style="list-style-type: none"> <li>● External firms can provide a GHG assessment of transportation used by attendees and organizing committee:</li> <li>● <a href="#">Conseil québécois des événements écoresponsables</a></li> <li>● <a href="#">Planetair</a></li> </ul> <p>You can also use one of these calculation tools to do it yourself:</p> <ul style="list-style-type: none"> <li>● <a href="#">FEVE*</a></li> <li>● <a href="#">CQEER</a></li> <li>● <a href="#">FAQDD</a></li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Hire a company to do the GHG assessment or give this mandate to someone on your team.</li> <li><input type="checkbox"/> Conduct a survey before, during or after the event to determine how and from where the organizing committee and/or attendees traveled.</li> <li><input type="checkbox"/> Enter data in a GHG calculator.</li> </ul>
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<p><b>Offer attendees the option to offset their GHGs emissions by purchasing carbon credits</b> or include it in your budget.</p> <p><b>Offset transportation GHGs generated by organizing committee.</b></p>	<p>Here are some carbon offset companies in Québec:</p> <ul style="list-style-type: none"> <li>● <a href="#">Carbone Boréal/UQAC</a></li> <li>● <a href="#">Planetair</a></li> <li>● <a href="#">Arbre Évolution*</a></li> <li>● <a href="#">Ecotierra</a></li> <li>● <a href="#">Compensation CO2 Québec</a></li> <li>● <a href="#">Carbone Scol'ERE*</a></li> <li>● Elsewhere: <a href="#">Atmosfair</a></li> </ul> <p>External firms can provide an assessment of transportation GHG generated by attendees and organizing committee (see above).</p>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Offsets paid by attendees             <ul style="list-style-type: none"> <li>● Add a carbon offset option when purchasing a ticket (through a partnership with a carbon offset company).</li> <li>● Share carbon offsets in the post-event e-mail, on the website and/or on social media.</li> </ul> </li> <li><input type="checkbox"/> Offsets paid by your organization:             <ul style="list-style-type: none"> <li>● Offset a symbolic amount of GHGs (rough estimate).</li> </ul> </li> </ul> <p>OR</p> <ul style="list-style-type: none"> <li>● Offset all or some GHGs calculated in the carbon footprint assessment.</li> </ul>
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<p><b>Advise attendees to stay in town longer.</b></p>	<p>This promotes tourism and reduces the carbon footprint of the trip.</p> <p>Your attendees can take advantage of many tourist attractions. You can identify some of them with your convention services manager or visit its <a href="#">website</a>.</p>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Include Montréal tourism options in your pre-event newsletter and on your website.</li> <li><input type="checkbox"/> Agree with the accommodation on a discount to offer your employees, attendees, or speakers for longer stays.</li> </ul>
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\* Website in French only





> Return to [How to organize eco-friendly events](#)



## Within Montréal

Transportation accounts for 40% of greenhouse gases emitted by the Montréal community.<sup>21</sup>

Actions	Montréal-based resources	Checklist
<b>Transit to and from the airport</b>		
<p><b>Make attendees aware of airport shuttle bus to downtown Montréal.</b></p>	<p>The <i>Société de transport de Montréal</i> (STM) offers a shuttle bus from the airport to downtown (various stops).</p> <p><b>2 routes are available:</b> to the Lionel-Groulx métro station (green and orange lines) and to the Berri-UQAM métro station (green, orange and yellow lines).</p> <p>For more information: <a href="#">747 shuttle</a>.</p>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Share relevant public transit itineraries by e-mail: <ul style="list-style-type: none"> <li>● Venue to hotel</li> <li>● Hotel to restaurant and/or tourist attraction</li> <li>● Airport to venue</li> </ul> </li> <li><input type="checkbox"/> Share relevant public transit itineraries on your event’s website (or mobile app): <ul style="list-style-type: none"> <li>● Venue to hotel</li> <li>● Hotel to restaurant and/or tourist attraction</li> <li>● Airport to venue</li> </ul> </li> </ul>
<p><b>Let attendees know electric cabs are on option.</b></p>	<p>The Québec company <a href="#">Téo Taxi</a> has a fleet of entirely electric vehicles and serves the Montréal airport.</p>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Let attendees know about electric cabs.</li> </ul>
<p><b>Inform participants about the REM</b> (<i>Réseau express métropolitain</i>).</p>	<p>The <a href="#">REM</a> will connect the airport to several Montréal locations, including downtown.</p>	<ul style="list-style-type: none"> <li><input type="checkbox"/> E-mail the REM itinerary to attendees.</li> </ul>
<b>Transit within Montréal</b>		
<p>Strongly recommended: If possible, <b>choose accommodations near the venue</b> to reduce attendees’ commute to and from event.</p>	<p>There are many accommodations available in downtown Montréal.</p> <p>See the map.</p>	<ul style="list-style-type: none"> <li><input type="checkbox"/> List hotels within a few hundred meters of the venue.</li> <li><input type="checkbox"/> Choose a <a href="#">GreenKey hotel</a> from this list (if possible).</li> </ul>
<p>Highly recommended: <b>Inform attendees of public and active transportation options</b> to get to your event or the main tourist attractions in Montréal.</p>	<p><b>Walking</b></p> <p><a href="#">BIXI</a>, <b>Montréal’s self-service bike-sharing service</b>. In summer, BIXI stations are available throughout Montréal. Secure 4-season bike paths make it easy to get around. See the map of bike lanes <a href="#">here</a>.</p> <p><b>By métro.</b> Several métro stations offer universal access with elevators. They are indicated on the maps. The green and orange lines run through downtown Montréal and are within walking distance of one another. See métro map <a href="#">here</a>.</p> <p><a href="#">By bus</a></p> <p><b>Carpooling</b></p>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Share relevant public transit itineraries by e-mail: <ul style="list-style-type: none"> <li>● Venue to hotel</li> <li>● Hotel to restaurant and/or tourist attraction</li> </ul> </li> <li><input type="checkbox"/> Share relevant public transit itineraries on your event’s website (or mobile app): <ul style="list-style-type: none"> <li>● Venue to hotel</li> <li>● Hotel to restaurant and/or tourist attraction</li> </ul> </li> <li><input type="checkbox"/> Suggest Google Maps, Plan or <a href="#">Transit mobile apps</a> to help attendees plan their use of transit.</li> <li><input type="checkbox"/> Share relevant transit information on social media.</li> </ul>





## Tips & Tricks

- Use the [Oalley](#) app (French only) to display distance covered in a given timeframe using different modes of transportation (walking, biking or driving) on a map. Send this map to participants.



## Did you know?

- Walking for 30 minutes a day, even if spread out over several periods, helps to maintain good physical fitness and health.
- The Montréal métro is powered by hydroelectric energy and therefore emits no greenhouse gases.
- According to an STM study, its public transit system reduces 55% of all Greater Montréal's GHG emissions, compared to road vehicles.<sup>22</sup>



## Why are my actions important?

Compare GHG emissions of different types of transportation.

Example: Your event is at the *Palais des Congrès de Montréal* and your attendees are staying at Fairmont The Queen Elizabeth. Here are the possible means of transportation:

- **Walking:** 13 minutes, 900 m (0.6 mi), 0 kg (lb) CO<sub>2</sub>e
- **By gas cab:** 5 minutes (+ traffic), 1.3 km (0.8 mi), 0.27 kg (0.6 lb) CO<sub>2</sub>e
- **By electric cab (Teo Taxi):** 5 minutes (+ traffic), 1.3 km (0.8 mi), 0.000442 kg (0.000974 lb) CO<sub>2</sub>e
- **By métro:** 17 minutes (7-minute walk, 2-minute métro ride), Bonaventure to Place d'Armes stations, 0 kg (lb) CO<sub>2</sub>e
- **By bike:** 4 minutes, 900 meters (0.6 mi), 0 kg (lb) CO<sub>2</sub>e

Find a list of [eco-friendly hotels](#).

## Health and safety measures

Reassure attendees about how safe public transportation is. The STM has many protocols to ensure the cleanliness and safety of its trains and stations, making it safe to travel on the Montréal métro or buses. You can consult public health measures [here](#).

Actions	Montréal-based resources	Checklist
<b>Go one step further</b>		
<p><b>Offer discounts on or free transportation</b> to attendees. Encourage them to use free or discounted public transit to visit local stores and attractions.</p>	<p>Contact the STM or convention services manager to discuss this.</p>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Contact the <a href="#">STM</a> to discuss such a partnership.</li> <li><input type="checkbox"/> Contact your convention services manager for assistance and group rates.</li> </ul>
<p><b>Challenge attendees to use sustainable and active transportation</b> during their stay in Montréal. For example, "Walk 30 minutes a day in Montréal for a chance to win a free meal at a local restaurant".</p>		<ul style="list-style-type: none"> <li><input type="checkbox"/> Include this contest on your event's website, mobile app and social media.</li> <li><input type="checkbox"/> Reveal contest during welcome speech.</li> <li><input type="checkbox"/> Provide a way to keep track of gestures: ballot boxes, Google Form or Survey Monkey.</li> </ul>



# 3. Food & Beverage

**Food and beverage is another area where an event can have a significant carbon footprint.**

Tackling food waste and making conscious food choices meets several UN goals:

<p><b>1</b> NO POVERTY</p> 	<p>End poverty in all its forms everywhere</p>
<p><b>2</b> ZERO HUNGER</p> 	<p>End hunger, achieve food security and improved nutrition and promote sustainable agriculture</p>
<p><b>12</b> RESPONSIBLE CONSUMPTION AND PRODUCTION</p> 	<p>Ensure sustainable consumption and production patterns</p>
<p><b>13</b> CLIMATE ACTION</p> 	<p>Take urgent action to combat climate change and its impacts</p>

## Tips & Tricks

- **AVOID** the lunchbox format, which is not eco-friendly for several reasons because it:
  - increases amount of waste generated. Even if lunch boxes are compostable, the containers are still single-use items.
  - increases sorting complexity, since packaging can be made of different materials; e.g. cardboard for the box, disposable plastic for the utensils, recyclable plastic for the dessert packaging.
  - often generates more waste, through overly-large portions or because not everyone enjoys all the same foods.
- If you are expecting 100 people, plan meals for that number or a little less. There are always 2-10% cancellations and meals end up being wasted. If you have extra meals, think of distributing surpluses to [food donation organizations](#).





## Food Choices

Sometimes food and beverages are provided by the venue or you can choose and external caterer so you don't have much control over what is offered to attendees. Talk to the venue's catering service about serving vegetarian and local meals. You can't control everything, but do your best!

Actions	Montréal-based resources	Checklist
<b>Meals</b>		
<p>Highly recommended:  <b>Offer a menu with at least one vegan or vegetarian option.</b></p>	<p>Most caterers offer vegetarian options, just ask!</p> <p><b>ATTENTION!</b> Vegetarians don't necessarily eat fish or cheese.</p>	<p><input type="checkbox"/> Ask caterer for a vegetarian or vegan meal.</p>
<p>Highly recommended:  <b>Ask participants about allergies, food preferences</b> (e.g. vegetarian, vegan) <b>and dietary restrictions</b> (e.g. gluten intolerance).</p>		<p><input type="checkbox"/> Include a question at event registration.</p> <p>OR</p> <p><input type="checkbox"/> Include the question in a subsequent informational e-mail.</p> <p><input type="checkbox"/> Send this list to the caterer.</p> <p><input type="checkbox"/> Identify attendees with dietary restrictions (e.g. a different colored napkin on the table, a small card).</p>
<p><b>Choose the caterer carefully,</b> whenever possible.</p> <ul style="list-style-type: none"> <li>● Uses local and seasonal products.</li> <li>● Uses organic and fair trade products.</li> <li>● Uses certified products (e.g. Ocean Wise).</li> <li>● Is a social economy or community integration organization.</li> <li>● Provides durable dishware, including dishwashing service.</li> </ul>	<p>Here is a non-exhaustive list of eco-friendly caterers:</p> <ul style="list-style-type: none"> <li>● <a href="#">Service traiteur - Fairmont The Queen Elizabeth</a></li> <li>● <a href="#">Robert Alexis traiteur</a></li> <li>● <a href="#">Bernard et fils traiteur</a></li> <li>● <a href="#">Las Olas Traiteur*</a></li> <li>● <a href="#">Capital Traiteur</a></li> <li>● <a href="#">Alex et Milène</a></li> <li>● <a href="#">La Place Commune</a></li> </ul>	
<p><u><a href="#">Reduce food surplus by planning the right amount of food.</a></u></p>		<p><input type="checkbox"/> Be sure to calculate number of attendees, including any food preferences and allergies.</p> <p><input type="checkbox"/> Inform caterer of the exact number of attendees a few days before event.</p>

\* Website in French only





## Did you know?

- 1 kg (2.2 lb) of beef produces more GHGs than driving a car for 250 km (155 miles) and uses up to 100,000 liters (26 417 gallons) of water.<sup>23</sup>
- The average person in Québec buys 1,236 kg (2 724 lb) of food per year. From production to waste management, including packaging, transportation and eating, this food all combined has a carbon footprint of 2.5 tons of CO<sub>2</sub> equivalent. That's a quarter of our individual yearly greenhouse gas (GHG) emissions.<sup>24</sup>

### What can be found on Quebecers' plates?

- Percentage of foods on a typical plate
- Carbon footprint of this food

Alcoholic beverages	76.92 kg (169.58 lb)	6%	6%
Cereal and bread	129.96 kg (286.51 lb)	11%	8%
Coffee and tea	11.27 kg (24.85 lb)	1%	5%
Dairy products	122.93 kg (271.01 lb)	10%	15%
Non-alcoholic beverages	492.77 kg (1,086.37 lb)	40%	3%
Eggs	8.29 kg (18.28 lb)	1%	1%
Fruits and vegetables	239.70 kg (528.45 lb)	19%	9%
Meat and fish	781.05 kg (1,721.92 lb)	7%	36%
Nuts and legumes	22.05 kg (48.61 lb)	2%	3%
Others	25.69 kg (56.64 lb)	2%	5%
Sweets, chocolate and snacks	25.76 kg (56.79 lb)	2%	10%

**Total: 1,236.39 kg (2 724 lb) of food per person per year**

- A 2018 study by Dalhousie University found that 51.3% of Canadians want to reduce how much meat they eat.<sup>25</sup>
- 2.1% of Canadians are vegetarian (no fish or poultry), 1.1% are vegan (no animal products, including honey), 1.2% are pescovegetarian (vegetarian and eat fish or seafood).<sup>26</sup>
- Therefore, it is important to make logical choices when selecting a menu. Not all vegetarians eat fish!
- Inspiring example: The Québec Centre for Biodiversity Science (McGill University) held its annual QCBS conference in 2019 over 3 days with 533 participants and 25 volunteers. Their entire menu was vegetarian, almost entirely local and zero waste. With good waste sorting management, they produced less than 3 grams of waste per person per day. Several other eco-responsible measures had been implemented, but the creation of a sustainability committee allowed for better management and communication of the eco-friendly practices. This is one of the few events to be classified level 5 on the [BNQ 9700-253 standard of the Bureau de Normalisation du Québec](#) (the only standardization body for responsible event management in Québec).

## Why are my actions important?

- According to a study by Lime Venue Portfolio, the biggest food groups wasted at events are salads (40%), breads (16%), desserts (15%) and vegetable side dishes (11%).<sup>27</sup>
- Montréal wants to reduce food waste by 50% by 2025.<sup>28</sup>

Actions	Montréal-based resources	Checklist
<b>Go one step further</b>		
<p><b>Set a goal for the percentage of local food on menu</b> (this goal can change with every subsequent edition of your event).</p>	<p>Seasonal products are listed on <a href="#">this site</a> (French only).</p> <p>Many local products have specific designations. Find them <a href="#">here</a>.</p>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Find out what percentage of local food is used by caterer.</li> <li><input type="checkbox"/> Mention your concern for the environment and your interest in adding a local and seasonal product offer.</li> </ul>
<p><b>Offer an exclusively vegetarian menu.</b></p>		<ul style="list-style-type: none"> <li><input type="checkbox"/> Ask caterer for an exclusively vegetarian or vegan menu including different plant protein options (legumes, tofu, textured plant proteins).</li> <li><input type="checkbox"/> Inform participants that this choice has been made to reduce your event's environmental footprint.</li> </ul>
<p><b>Ask caterer to use only foods that can be eaten whole</b> (e.g. tomatoes) instead of foods that require a large portion to be thrown away or composted (e.g. artichokes).</p>		<ul style="list-style-type: none"> <li><input type="checkbox"/> Ask caterer to use only foods that can be eaten whole (e.g. tomatoes) instead of foods that require a large portion to be thrown away or composted (e.g. artichokes).</li> </ul>
<b>Snacks</b>		
<p><b>Serve zero waste snacks.</b></p>	<p>Here are some ideas for zero-waste snacks:</p> <ul style="list-style-type: none"> <li>● <a href="#">Retournzy*</a></li> <li>● <a href="#">LOCO Warehouse*</a></li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Ask caterer to reduce packaging of their snacks and serve snacks that aren't packaged or that are served in reusable containers (e.g. croissants or cookies on a tray, freshly washed Québec apples).</li> <li><input type="checkbox"/> Contact outside companies for snacks if caterers are not available.</li> </ul>
<p><b>Serve fresh seasonal and local snacks.</b></p> <p>Avoid non-local snacks such as oranges or clementines.</p>	<p>Québec apples are delicious and available from August to October and sometimes even year-round.</p> <p>Berries (raspberries, strawberries, blueberries, blackberries, haskap berries) are also available in summer.</p>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Ask the caterer or venue to serve fresh seasonal snacks.</li> </ul>
<p>Highly recommended: <b>Provide zero waste coffee stations</b> (sugar bowl, milk in a refillable container, reusable mugs and spoons).</p>		<ul style="list-style-type: none"> <li><input type="checkbox"/> Ask host venue to make a zero waste coffee station.</li> </ul>
<p>Highly recommended: <b>Offer a plant-based beverage option</b> (preferably soy milk).</p>		<ul style="list-style-type: none"> <li><input type="checkbox"/> Ask venue to offer a plant-based beverage option.</li> </ul>
<p><b>Limit amount of snack options</b> to reduce waste.</p>		<ul style="list-style-type: none"> <li><input type="checkbox"/> Ask caterer to limit snack choices to 1 or 2 to reduce waste.</li> <li><input type="checkbox"/> Ask caterer to make snacks that can be served the next day (if the event lasts several days) or at a subsequent break to reduce waste.</li> </ul>

\* Website in French only









Actions	Montréal-based resources	Checklist
<b>Alcohol</b>		
<p><b>Check with venue if non-alcoholic beverages can be served at cocktail parties</b> to be more inclusive of people who do not drink alcohol.</p>	<p>Several Québec companies now offer alcohol-free cocktails, beers and spirits:</p> <ul style="list-style-type: none"> <li>● <b>Spirits:</b> Noroi, HP Juniper, Alphonse</li> <li>● <b>Cocktails:</b> Atypique, Cidrerie Milton's Apple Must</li> <li>● <b>Beers:</b> Vrooden, <a href="#">Ras l'Bock*</a>, <a href="#">Sober Carpenter</a></li> </ul> <p>Visit the <a href="#">Je bois local website*</a> to discover microbreweries and distilleries located in and around Montréal.</p> <p>The <a href="#">SAQ</a> (crown corporation responsible for selling alcohol in Québec) has labels to identify Québec spirits: Origine Québec, Made in Québec and Bottled in Québec. These include some non-alcoholic drinks.</p>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Ask host venue if they have non-alcoholic and local drinks.</li> <li><input type="checkbox"/> If not, you can make a special request for your event.</li> </ul>
<p><b>Check if Québec spirits can be served.</b></p>	<p>Visit the <a href="#">Je bois local website*</a> to discover microbreweries and distilleries located in and around Montréal.</p>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Check with venue to see what is available for your event.</li> </ul>
<p><b>Check if Québec wines can be served.</b></p>	<p>The <a href="#">SAQ</a> (crown corporation responsible for selling alcohol in Québec) has labels to identify Québec spirits: Origine Québec, Made in Québec and Bottled in Québec. These include some non-alcoholic drinks.</p>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Order Québec alcohol products, if available.</li> </ul>
<p><b>Check if gluten-free alcohol can be served</b> (more inclusive of everyone attending the event).</p>	<ul style="list-style-type: none"> <li>● <a href="#">Glutenburg</a></li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Check with venue to see what is available for your event.</li> <li><input type="checkbox"/> Order gluten-free products, if available.</li> </ul>

\* Website in French only





# Food Service

Actions	Montréal-based resources	Checklist
<p>Strongly recommended:  <b>Make sure to prioritize banquet-style service</b> (table service) or <b>buffet-style service</b>, with washable dishes and refill containers only when they are empty.</p>		<ul style="list-style-type: none"> <li><input type="checkbox"/> <b>Banquet</b> <ul style="list-style-type: none"> <li>● Set up a banquet-style service (table service).</li> <li>● Serve food in washable dishes.</li> </ul> </li> <li><input type="checkbox"/> <b>Buffet</b> <ul style="list-style-type: none"> <li>● Set up a buffet service.</li> <li>● Tell caterer to fill containers only when empty in order to limit food waste.</li> <li>● Use smaller plates so attendees do not overfill and waste food.</li> <li>● Use washable plates.</li> <li>● Ensure foods are served free of any disposable items (e.g. small umbrellas to hold two foods together).</li> </ul> </li> </ul>
<p>Highly recommended:  <b>Use washable tablecloths and napkins.</b></p>	<p>If this is not possible, ensure that chlorine-free (bleach, TCF) napkins made from recycled, recyclable, or compostable fibers are available.</p> <ul style="list-style-type: none"> <li>● <a href="#">My green lid</a></li> <li>● <a href="#">Nova Envirocom</a></li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Talk with venue to find out what kind of tablecloths they offer.</li> <li><input type="checkbox"/> If they offer single-use napkins and reusable tablecloths are not available, make sure they can be disposed of in recycling or compost.</li> <li><input type="checkbox"/> If washable tablecloths and napkins are available, go with that option.</li> </ul>
<p><b>Reduce portions</b> to avoid food waste.</p>	<p>Follow the recommendations of <a href="#">Canada's Food Guide</a>.</p>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Ask caterer to make adequate portions based on number of courses.</li> </ul>
<p><b>Rent physical barriers</b> (e.g. Plexiglas) instead of purchasing them (if they are not already available at venue).</p>	<ul style="list-style-type: none"> <li>● <a href="#">Hunter exhibitions</a></li> <li>● <a href="#">DX Event Furnishings</a></li> </ul> <p>Check to see if there are any available at host location.</p>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Properly assess your needs.</li> <li><input type="checkbox"/> Contact rental company.</li> <li><input type="checkbox"/> Make sure to coordinate delivery and pick-up of Plexiglas.</li> <li><input type="checkbox"/> Ensure that these are cleaned regularly.</li> </ul>





## Tips & Tricks

- Reducing portions helps prevent food waste! Serve the perfect portion:



## Did you know?

- These items should be avoided:
  - Plastic #6 is not recyclable in Montréal's recycling facilities.
  - Bad press item: straws, plastic water bottles and single-use cutlery.
  - Compostable plates or cutlery where no compost collection exists (e.g. PLA-type plastic #7 is not processed by Montréal's organic waste collection).
- 1,000 disposable plastic spoons use 10 times more energy and resources than washing 1,000 reusable spoons.<sup>29</sup>
- 55% of materials sent to Montréal landfills are organic materials (2018).<sup>30</sup>

## Why are my actions important?

Reducing food waste by 1 ton is equal to 1 less car on the road each year!<sup>31</sup>

## Health and safety measures<sup>32</sup>

- Clean surfaces with a clean cloth. According to the *Institut national de la santé publique du Québec (INSPQ)*, you can use washable cloths instead of disposable disinfectant wipes as long as you change the cloth between each use.
- Clean and disinfect frequently used objects and surfaces at least once a day. The frequency can be adapted according to the amount of people touching a surface (i.e. after each conference or workshop).
- The best way to ensure a surface is safe is to clean and sanitize it, thus eliminating viruses and bacteria. Reusable objects, therefore, have a clear advantage over disposable ones, since a single-use container cannot be treated this way, even though it undergoes multiple manipulations throughout its production and use chain.
- Wash towels and tablecloths after each service:
  - Use the hottest water setting appropriate for these items and the usual detergent (this helps kill viruses). There is no need to wash them separately from other fabrics.
  - Ensure they are dried properly.





# Food Waste

Actions	Montréal-based resources	Checklist
<p><b>Meals</b></p> <p>Strongly recommended: <b>Contact a food donation organization</b> prior to the event to arrange for pick-up or drop-off of food surpluses.</p>	<ul style="list-style-type: none"> <li>● <a href="#">La Tablée des Chefs</a> (takes care of distributing surpluses to non-profits)</li> <li>● <a href="#">Food Banks of Quebec</a></li> <li>● Local non-profit organizations:             <ul style="list-style-type: none"> <li>● <a href="#">Patro Villeray*</a> (Patro le Prévost)</li> <li>● <a href="#">Maison du Père</a></li> <li>● <a href="#">Le refuge des Jeunes*</a></li> <li>● <a href="#">Mission St-Michael</a></li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> <b>Prior to event:</b> Contact organization to schedule a pick-up or drop-off time.</li> <li><input type="checkbox"/> <b>During event:</b> Confirm collection of donations with organization.</li> <li><input type="checkbox"/> <b>Post-event:</b> Ask organization for a report (if possible) on the amount of donations collected to share on social media!</li> <li><input type="checkbox"/> <b>Table service:</b> Ensure that the kitchen has a compost system.</li> </ul>
<p><b>Compost food scraps</b> that cannot be donated (if organic waste collection is available!).</p>		

\* Website in French only



# 4. Energy & Water Management

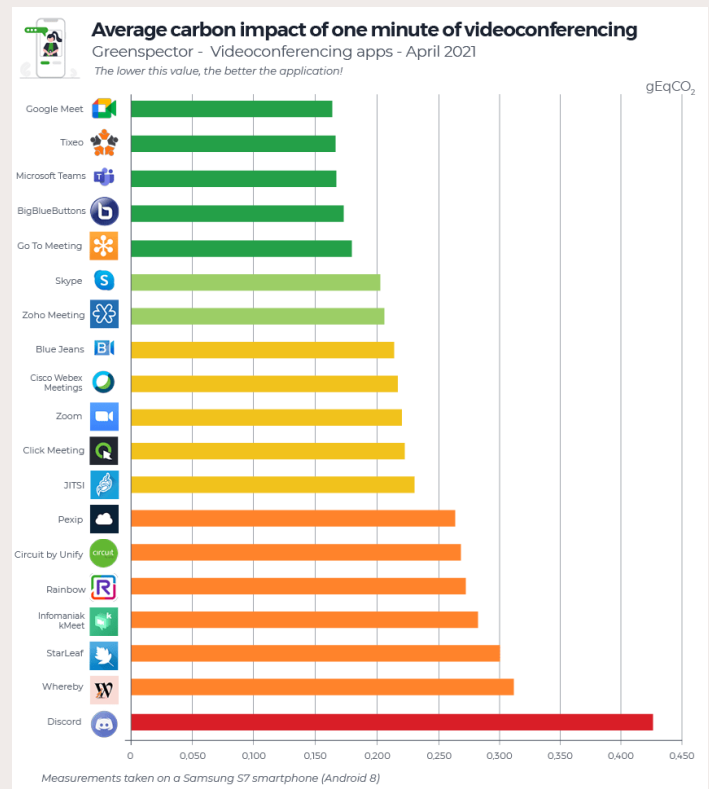
## Energy efficiency, even at events, is important!

The different actions in this section meet the following United Nations Sustainable Development Goals:

<p><b>3</b> GOOD HEALTH AND WELL-BEING</p> 	<p>Ensure healthy lives and promote well-being for all at all ages</p>
<p><b>7</b> AFFORDABLE AND CLEAN ENERGY</p> 	<p>Ensure access to affordable, reliable, sustainable and modern energy</p>
<p><b>11</b> SUSTAINABLE CITIES AND COMMUNITIES</p> 	<p>Make cities inclusive, safe, resilient and sustainable</p>
<p><b>13</b> CLIMATE ACTION</p> 	<p>Take urgent action to combat climate change and its impacts</p>

### Did you know?

Take a look at the carbon footprint of video conferencing apps:<sup>33</sup>



### Why are my actions important?

- The digital industry accounts for 3.8% of global greenhouse gas emissions, which is equivalent to emissions from the air travel industry.<sup>34</sup> It is responsible for 0.3% of global water consumption and 4.2% of global primary energy.
- Data centers must be cooled to avoid overheating. Since data centers need lots of space, they often end up in deserts where space is readily available! This means that cooling needs are higher, which means higher energy consumption. Choosing data centers located in cooler climates can reduce energy consumption, and thus the carbon footprint of digital technologies.<sup>35</sup>
- Quantifying the impact of your event lets you follow up on sustainable measures and set short-, medium- and long-term objectives.



## Making Smart Choices and Decisions

Actions	Montréal-based resources	Checklist
<b>Reduce energy consumption</b>		
<p>Highly recommended:  <b>Turn off lights, projectors, computer monitors, escalators and all electronic devices</b> during long breaks and at end of the event.</p>	<p>Use power strips to do this more efficiently.</p>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Notify your team and the venue that you want to save energy and tell them what needs to be done.</li> <li><input type="checkbox"/> Notify employees concerned.</li> <li><input type="checkbox"/> Turn off lights, projectors, computer monitors, escalators and all electronic devices during long breaks and at end of the event.</li> </ul>
<p>If equipment is rented (e.g. lights, cameras, etc.), <b>request</b> that it be <b>energy efficient</b>: LED lighting, Energy Star, etc.</p>		<ul style="list-style-type: none"> <li><input type="checkbox"/> When renting equipment, ask if equipment is energy efficient.</li> <li><input type="checkbox"/> Ask if lights are LED and if appliances are Energy Star-certified.</li> <li><input type="checkbox"/> Use companies that offer energy-efficient equipment.</li> </ul>
<p><b>Ensure that the temperature is set at a comfortable level.</b></p>		<ul style="list-style-type: none"> <li><input type="checkbox"/> Advise host venue that you want to save energy and not heat or cool the space unnecessarily. For example, tell them to keep the room temperature at 21 degrees in summer and 20 degrees in winter.</li> </ul>
<p><b>Educate</b> employees, volunteers and attendees <b>on energy efficient practices.</b></p>		<ul style="list-style-type: none"> <li><input type="checkbox"/> Use social media to raise attendee awareness about the importance of:                             <ul style="list-style-type: none"> <li>● Turning off lights in hotel rooms.</li> <li>● Turning off air conditioning when not in room (if possible).</li> <li>● Turning down the heat when they are not there (if possible).</li> <li>● Encourage attendees to ask their hotel to keep towels and bedsheets for at least 3 days before changing them.</li> </ul> </li> </ul>
<p><b>Use smart electrical outlets</b> to set times for lights to turn on and off or ask the venue to do so.</p>		<ul style="list-style-type: none"> <li><input type="checkbox"/> If possible, adjust times when lights turn on and off. If not, discuss this with venue or technical staff.</li> </ul>
<p>If possible, <b>find out the energy mix</b> of potential venues to prioritize venues with the highest hydroelectricity supply.</p>		<ul style="list-style-type: none"> <li><input type="checkbox"/> Ask venue about energy consumption.</li> <li><input type="checkbox"/> Let attendees know if the venue is powered by hydroelectricity (green energy)!</li> </ul>



Actions	Montréal-based resources	Checklist
<b>Maintain water quality</b>		
<p><b>Give attendees access to water filling stations</b> (pitchers, water fountains, etc.).</p>	<p>Montréal's tap water is of great quality and potable.</p>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Check with venue to see what sources of drinking water are available for attendees.</li> <li><input type="checkbox"/> Ensure that single-use plastic or glass water bottles are not distributed.</li> <li><input type="checkbox"/> If no water fountain is available, discuss having water jugs or a mobile water fountain on site.</li> </ul>

## Digital Technologies

Actions	Montréal-based resources	Checklist
<p><b>Ensure</b> that employees, organizing committee, speakers, venue employees, and attendees <b>are aware of energy- saving measures when using digital technology.</b></p>	<p>The following is a list of measures for attendees:</p> <ul style="list-style-type: none"> <li>● Turn off cameras when watching webinars.</li> <li>● Delete e-mails that are no longer needed after reading them.</li> </ul> <p>The following is a list of measures for other stakeholders:</p> <ul style="list-style-type: none"> <li>● Choose phone calls over video calls.</li> <li>● Limit screen sharing.</li> <li>● Choose a dark background.</li> <li>● Limit e-mails (opt for instant messages or texting).</li> <li>● Send fewer attachments or send them via Wetransfer or hypertext.</li> <li>● Avoid 'answer all' option whenever possible.</li> <li>● Delete e-mail history when replying.</li> <li>● Delete e-mails that are no longer needed after reading them.</li> <li>● Compress files and reduce image quality when storing them online.</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Share tips in the pre-event e-mail or via social media posts.</li> <li><input type="checkbox"/> Add tips to the event's website.</li> <li><input type="checkbox"/> Ensure that event-related content stored on the cloud is deleted after a specified time (e.g. 1 month).</li> <li><input type="checkbox"/> Raise awareness during event.</li> </ul>
<p><b>Ensure that a WiFi connection is available</b> throughout the venue.</p>	<p>Data used over WiFi has less impact than data used over LTE or 3G/4G/5G networks.</p>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Ask venue if it provides an accessible WiFi network.</li> <li><input type="checkbox"/> Share WiFi information with attendees before and during the event.</li> <li><input type="checkbox"/> Display WiFi password, if not already done, at a key locations (e.g. reception table, near the coffee break area).</li> </ul>

Actions
Montréal-based resources
Checklist

Reduce impact of post- event digital communications.

- If you want to share content of events, compress the videos prior to sending them.
- If you make videos available on a platform such as YouTube or Facebook, set a viewing deadline and delete content afterwards.
- Send documents or videos upon request only (if applicable).
- Delete event-related e-mails that are no longer needed.

Go one step further

Calculate the greenhouse gas emissions from using digital technologies.

- You can do this through external firms:
- [Conseil québécois des événements écoresponsables](#)
  - [Ecoist club](#)

- Contact a company that can calculate the carbon footprint of digital technologies.
- During the event: Collect video information (streaming or video conference) if not provided by the platform.

**Video conferences:** For each call, take note of the number of people with their camera on, the number of people with their camera off as well as the duration of the call.

**Streaming:** Take note of the number of people viewing and the duration of the video.





# 5. Responsible Consumption & Purchasing

**Your choice of materials, decor and suppliers can showcase your commitment to environmental responsibility. It is therefore important to choose these carefully.**

This meets several of the United Nations Sustainable Development Goals:

<p><b>8</b> DECENT WORK AND ECONOMIC GROWTH</p> 	<p>Promote inclusive and sustainable economic growth, employment and decent work for all</p>
<p><b>12</b> RESPONSIBLE CONSUMPTION AND PRODUCTION</p> 	<p>Ensure sustainable consumption and production patterns</p>
<p><b>17</b> PARTNERSHIPS FOR THE GOALS</p> 	<p>Revitalize the global partnership for sustainable development</p>

## Tips & Tricks

- Always ask yourself if the choices you make meet the 5R or 3RV principles: **Refuse, Reduce, Reuse, Recycle and Rot.**
- Evaluate the product you plan to distribute: Is it necessary? Is it sustainable? Is it certified? Is it over-packaged? Where is it made? Is it a social economy organization?
- Some organizations, such as senior centers or women's centers, take bouquets of flowers after an event to spruce up their facilities. Be sure to contact them before the event to discuss collection options. Alternatively, plants and flowers can be left with participants as gifts.
- [Fanthropy](#)

## Why are my actions important?

Why recycle cigarette butts? A single cigarette butt can pollute 500 liters (132 gallons) of water and a cigarette butt in a liter of water is enough to kill fish.<sup>36</sup>

## Health and safety measures

Use cones or other reusable objects (loan or rental) rather than single-use stickers on the ground to mark the 2-meter (3-foot) distance, especially in a line-up.

## Product and Decor Selection

Actions	Montréal-based resources	Checklist
<b>Gifts and welcome packages for speakers and attendees</b>		
<p>Highly recommended:  <b>Hand out less gifts</b> to participants, guests and collaborators.</p>	<p><b>Gift ideas:</b></p> <ul style="list-style-type: none"> <li>● Offer the <a href="#">Passeport MTL</a>.</li> <li>● Provide access to a <a href="#">Space for Life</a> museum (Biodome, Biosphere, Insectarium, Botanical Garden, Rio Tinto Alcan Planetarium).</li> <li>● Offer a discount or gift card for a business located near the event.</li> <li>● Offer a gift card for a restaurant located near the event.</li> <li>● Give a useful and impactful gift like <a href="#">Robin des Bas</a>.</li> <li>● Offer gourmet gifts with recyclable or compostable packaging.</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> If possible, hold raffles rather than systematically handing out gifts or promotional items.</li> <li><input type="checkbox"/> Avoid handing out disposable materials.</li> <li><input type="checkbox"/> Avoid handing out reusable bags and water bottles, even if they are eco-friendly items, since everyone has several at home already.</li> <li><input type="checkbox"/> Provide a ticket or QR code for attendees to select their gift at your giveaway booth.</li> </ul>
<p>If gifts are necessary, <b>go for local and eco-responsible purchases</b>, without packaging or with recyclable packaging.</p>	<p>Several Québec-based companies offer eco-friendly corporate gifts:</p> <ul style="list-style-type: none"> <li>● <a href="#">Alterna éco-solutions*</a></li> <li>● <a href="#">Azius*</a></li> <li>● <a href="#">Kotmo</a></li> <li>● <a href="#">Bkind</a></li> <li>● <a href="#">Boutique Bonjour Montréal*</a></li> <li>● <a href="#">L'Art des artisans du Québec*</a></li> <li>● <a href="#">Délices Érable &amp; Cie</a></li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Ask your convention services manager about offering local and eco-friendly gifts.</li> </ul>
<p><b>Hand out less welcome kits</b>, including day programs by finding innovative ways to share this information.</p>	<p><a href="#">My Smart Journey</a> Digital journey tool.</p>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Use QR codes to share schedule information.</li> <li><input type="checkbox"/> Reduce printing by sending documents electronically or projecting information on screens.</li> <li><input type="checkbox"/> Send agenda invitations if the schedule has been chosen in advance by attendees.</li> <li><input type="checkbox"/> Tell participants to bring their own pens, notebooks or computers/tablets.</li> </ul> <p>OR</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Create an ephemeral app for the event that will be deleted at the end (to avoid digital impact).</li> </ul>
<p><b>Give attendees access to a shared drive</b> containing all conference materials, to avoid printing.</p>	<p><b>ATTENTION:</b> Delete everything from the drive afterward to avoid over-using digital technologies.</p>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Create a shared folder for everyone (organization and/or participants).</li> <li><input type="checkbox"/> If necessary, give appropriate access rights (e.g. edit or read-only).</li> <li><input type="checkbox"/> Notify people that files will be deleted after 1 month (or longer if you wish) to reduce the environmental impact of cloud storage.</li> </ul>

\* Website in French only









**Actions** | **Montréal-based resources** | **Checklist**

**Go one step further**

**Do not offer physical gifts** to speakers and attendees.  Inform all stakeholders and sponsors that no gifts or printed materials will be handed out at your event.

**Decor**

Highly recommended: **Avoid single-use and disposable decorations**; e.g. confetti, balloons and plastic objects.  Question the need for decor.  
 Use experiences instead; e.g. circus, entertainment, etc.  Try identifying sustainable alternatives and contact Isabelle Kaliaguine, expert in sustainable event design, or Ecoscéno to give a second life to decor.

Some eco-friendly event management companies can help you:  
 ● [JPDL](#)  
 ● [Happening](#)

**Limit number of sets and rent** whatever is necessary from Montréal companies.  Question the need for sets.  
 Try identifying sustainable alternatives and contact [Isabelle Kaliaguine\\*](#), expert in sustainable event design, or Ecoscéno to give sets a second life.

Here are some interesting set rental companies:  
 ● [Kubbii](#)  
 ● [DX mobilier événementiel](#)  
 ● [SOS Décor](#)  
 ● [Bravo Party](#)  
 ● [Ecosceno](#)  
 ● [Happening](#)

**Reuse sets and decor from previous events.**  Ask your convention services manager or venue if s/he can find out what events will be using the space before and after your event.  
 Discuss using the same sets to limit transportation.

**Use rented potted plants instead of cut floral arrangements.**<sup>†</sup>  Question the need for floral arrangements and evaluate using potted plants instead.  
 If floral arrangements are used, make sure they are:  For potted plants: Before you finalize the order, ask whether the company will look after plant maintenance and pick them all up after your event is over. If not, learn how to care for them, especially for a long-term event.  
 ● distributed to organizations after the event.  Put someone in charge of the plants during and after the event so that they are not thrown away.  
 ● grown as locally as possible.  Purchased plants can be donated to employees or volunteers, or to a non-profit organization.  
 ● grown free of pesticides.  Put someone in charge of plants not taken back by the company. Distribute them to employees, volunteers, organizations or schools.  
 ● low-water plants for outdoors. [See Tips & Tricks](#)

Plant rentals:  
 ● [Alphaplantes](#)  
 ● [Planteca](#)

Local and/or sustainable floral arrangements:  
 ● [À la boîte à Fleurs\\*](#) (Laval)  
 ● [Atelier Carmel\\*](#)  
 ● [Oursin fleurs\\*](#)  
 ● [Floramama\\*](#) (Eastern Townships)

<sup>†</sup> **Attention!** Make sure that the plants can be picked up by the company that rented them to you at the end of the event. Also make sure that they are maintained, especially if the event is for several days.

\* Website in French only



Actions	Montréal-based resources	Checklist
<b>Display and communication tools</b>		
<p>Highly recommended: <b>Use posters made of flat rigid white corrugated cardboard or non-vinyl honeycomb board.</b></p>	<p>Avoid single-use (stickers) and non-reusable signage (dated and/or event-specific design) or signage that is not recycled.</p> <ul style="list-style-type: none"> <li>● <b>Coroplast, corrugated plastic, bubble board, acrylic must be sent to specialized centers for recycling or reuse.</b></li> </ul> <p>Printers:</p> <ul style="list-style-type: none"> <li>● <a href="#">Imprime Emploi</a></li> <li>● <a href="#">Imprimerie l'Empreinte</a></li> <li>● <a href="#">Solutions Rubiks inc.</a></li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Do you really need to print?</li> </ul> <p>If so:</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Ask your printer to use eco-friendly ink.</li> <li><input type="checkbox"/> Ask your printer to print on flat rigid white corrugated board or non-vinyl honeycomb panels.</li> </ul>
<p><b>Give advertising material</b> that cannot be reused or recycled <b>a second life.</b></p>	<ul style="list-style-type: none"> <li>● Dr Guénille via HOP</li> <li>● <a href="#">Isabelle Kaliaguine*</a></li> <li>● <a href="#">Atelier Entre-Peaux*</a></li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Evaluate types of posters you will be printing.</li> <li><input type="checkbox"/> Reduce amount of posters to print (do you really need them?).</li> <li><input type="checkbox"/> If banners are to be used, contact companies to see if there are opportunities for reuse.</li> <li><input type="checkbox"/> If so, ensure banners are set aside during tear-down and sent to the right place.</li> </ul>
<p>If printing is needed, <b>use recycled paper and environmentally-friendly ink.</b></p>	<p><b>Tip</b> Limit use of paper that is difficult to recycle, such as glossy, goldenrod and florescent paper.</p> <p>Choice of printers:</p> <ul style="list-style-type: none"> <li>● <a href="#">Imprime Emploi</a></li> <li>● <a href="#">Imprimerie l'Empreinte</a></li> <li>● <a href="#">Solutions Rubiks inc.</a></li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Ask yourself if printing is really necessary (can documents be accessed via the Internet, your website or a mobile app?).</li> <li><input type="checkbox"/> Keep printing to a minimum and reprint as needed if you run out.</li> <li><input type="checkbox"/> Choose a printer and ask about type of paper used, where it comes from, type of ink and whether it is recyclable.</li> <li><input type="checkbox"/> Choose a printer closest to the venue to limit transportation.</li> </ul>
<p>If possible, <b>use Québec-based platforms to sell electronic tickets.</b></p>	<p>Québec platform for ticket sales:</p> <ul style="list-style-type: none"> <li>● <a href="#">weezevent*</a></li> <li>● <a href="#">tixigo</a></li> <li>● <a href="#">Le point de vente</a></li> </ul>	
<p><b>Educate participants, exhibitors and guests about sharing their contact information</b> on LinkedIn or other networking platforms.</p>	<ul style="list-style-type: none"> <li>● <a href="#">CamCard</a></li> <li>● <a href="#">Pair Connex</a> (Québec)</li> <li>● <a href="#">Swapcard</a> (Québec), Intelligent event app and matchmaking platform to engage your attendees.</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Include information on your pre-event and event communications.</li> <li><input type="checkbox"/> Offer an innovative platform or app for business cards for free.</li> </ul>
<p><b>Offer your partners visibility through online tools</b> (social media, websites) rather than on printed material that will have to be re-printed every year. Also, choose online tools, which have a much wider reach.</p>		

\* Website in French only

**Actions** | **Montréal-based resources** | **Checklist**

Exhibitors		
Ensure that exhibitor booths are reusable and sustainable.	<ul style="list-style-type: none"> <li>● <a href="#">All Connect</a></li> <li>● <a href="#">Hunter expositions</a></li> </ul>	
Raise awareness about impact of printed materials and distribution of promotional items.		<ul style="list-style-type: none"> <li><input type="checkbox"/> When exhibitors register, mention your event's interest in reducing its waste and ecological footprint.</li> <li><input type="checkbox"/> Send exhibitors the Green Exhibitor Pamphlet available in this guide.</li> </ul>

Audio-visual equipment		
If possible, choose a venue that offers audio-visual equipment rentals, otherwise rent it from a local company.	<ul style="list-style-type: none"> <li>● <a href="#">Sync Productions</a></li> <li>● Solotech</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Ask venue if all required audio-visual equipment is available.</li> <li><input type="checkbox"/> See if you can share equipment with the event using the space before or after you (ask the venue or your convention services manager).</li> <li><input type="checkbox"/> Contact the company to arrange rental.</li> </ul>
If possible, use rechargeable batteries in audio-visual equipment.		<ul style="list-style-type: none"> <li><input type="checkbox"/> If not possible, make sure batteries are disposed of safely at an eco-center.</li> </ul>

Other equipment		
If venue does not provide hand washing and disinfecting stations, rent the appropriate equipment.	<ul style="list-style-type: none"> <li>● <a href="#">DX Event Furnishings</a></li> <li>● Orangead</li> <li>● O'Land</li> </ul> <p>Check to see if equipment is already provided by the venue.</p>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Check with venue to see whether it provides the equipment you need.</li> <li><input type="checkbox"/> If not, contact a company to rent hand washing or disinfecting stations.</li> </ul>
If venue does not have equipment, rent exhibition material, furniture and any other equipment needed for the event.	<ul style="list-style-type: none"> <li>● <a href="#">Bravo Party</a></li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Check with venue to see what equipment is provided or ask convention services manager.</li> <li><input type="checkbox"/> Contact company for rentals of exhibition material, furniture and any other equipment needed.</li> </ul>
Highly recommended: Limit single-use plastic (straws, utensils, cups, coffee stir sticks, etc.).	<p>Here are some alternatives:</p> <ul style="list-style-type: none"> <li>● Cupko</li> <li>● Ecocup</li> <li>● <a href="#">La vague*</a></li> </ul> <p>Tableware rental – Find suppliers in the eco-friendly supplier directory <a href="#">here</a>.</p>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Ask venue and caterer if they use single-use plastic products.</li> <li><input type="checkbox"/> If so, find a reusable alternative: spoons for coffee, no straws, etc.).</li> </ul>
Ask that reusable containers be used to transport items to and from the event.		<ul style="list-style-type: none"> <li><input type="checkbox"/> Raise awareness among your suppliers.</li> </ul>

\* Website in French only









## Supplier Selection

Actions	Montréal-based resources	Checklist
<b>Gifts and welcome packages for speakers and attendees</b>		
<p><b>Select suppliers with headquarters or branch offices near the venue.</b></p>	<p>A supplier is considered local if it has a branch within a 0- to 300-km radius of the venue.</p>	<p><input type="checkbox"/> Check addresses of chosen suppliers.</p>
<p><b>Choose certified or non-profit organizations.</b></p>	<p>Many certifications exist:</p> <ul style="list-style-type: none"> <li>● BCorp</li> <li>● Ecocert</li> <li>● ISO 14001</li> <li>● ISO 26000</li> <li>● Carboresponsable® by <i>Enviro-accès</i></li> <li>● <i>Ecoresponsable</i> by <i>Conseil des Industries Durable</i></li> </ul>	<p><input type="checkbox"/> Look for certified organizations.</p>
<p><b>Choose suppliers with a clear sustainability strategy and circular business models.</b></p> <p><b>Look for the following:</b></p> <ul style="list-style-type: none"> <li>● Does the supplier have a sustainable development or environmental policy?</li> <li>● Does it have an action plan?</li> <li>● Is there a section on its website about its commitment to sustainable development or corporate social responsibility?</li> </ul>	<p>Several eco-responsible suppliers from Québec appear in these two directories:</p> <ul style="list-style-type: none"> <li>● <a href="#">Directory of eco-friendly suppliers</a> by the <i>Conseil québécois des événements écoresponsables</i></li> <li>● <a href="#">Green pages</a></li> </ul>	<p><input type="checkbox"/> Check the website or contact the supplier for more information on their commitment to environmental and social responsibility.</p> <p><input type="checkbox"/> Find suppliers in well-known directories or in Tourisme Montréal's certified eco-friendly members.</p>



## 6. Social and Economic Impact

Sustainable development **includes not only** reducing environmental impacts, **but also** increasing positive social and economic impacts.

This section therefore aims to meet the following United Nations Sustainable Development Goals:

<p><b>4</b> QUALITY EDUCATION</p> 	<p>Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all</p>	<p><b>11</b> SUSTAINABLE CITIES AND COMMUNITIES</p> 	<p>Make cities inclusive, safe, resilient and sustainable</p>
<p><b>5</b> GENDER EQUALITY</p> 	<p>Achieve gender equality and empower all women and girls</p>	<p><b>13</b> CLIMATE ACTION</p> 	<p>Ensure sustainable consumption and production patterns</p>
<p><b>10</b> REDUCED INEQUALITIES</p> 	<p>Reduce inequality within and among countries</p>	<p><b>Did you know?</b></p> <ul style="list-style-type: none"> <li>● 94% of eco-friendly events donate money to organizations.<sup>37</sup></li> <li>● 2 out of 3 events donate food or materials to organizations.<sup>38</sup></li> </ul>	



## Diversity, Equality and Inclusion

Actions	Montréal-based resources	Checklist
<b>Accessibility</b>		
<b>Offer free tickets or social fares</b> to certain groups of people, if possible.	<a href="#">Boule de neige</a> lets you sell unsold tickets at lower prices.	<input type="checkbox"/> Set sliding scale fees. AND/OR <input type="checkbox"/> Offer free tickets.
<b>Provide live translation</b> , if possible.	Check where your participants are from to determine translation languages to reach the most people.	<input type="checkbox"/> Offer live translation.
<b>Arrange for a sign language interpreter</b> , if necessary.	Find sign language interpreters (French and English) from the <i>Réseau québécois pour l'inclusion sociale</i> <a href="#">here</a> .	<input type="checkbox"/> Provide a sign language interpreter.
Highly recommended: <b>Ensure all communications are inclusive</b> (non-gendered vocabulary).	Several resources are available on this <a href="#">website</a> *.	
<b>Ensure</b> that venue, conference rooms, washrooms, workshops and <b>all event activities are accessible to people with disabilities</b> .	Kéroul can help make your event more accessible or assess your event's accessibility. See their guide <a href="#">here</a> .	
<b>Consider other types of physical limitations such as autism or hypersensitivity</b> .	Ask the Association Autisme Montréal for assistance: 514-524-6114, extension 0 or <a href="mailto:accueil@autisme-montreal.com">accueil@autisme-montreal.com</a> .	
<b>Make sure the venue is safe</b> for all attendees.	Get acquainted with the guide <a href="#">Montréal, une ville festive pour toutes</a> *.	
<b>Programming</b>		
<b>Include people from different cultural groups and genders</b> in the program.	Several resources are available on this <a href="#">website</a> .	
<b>Include local speakers</b> .	<b>Find speakers that include:</b> <ul style="list-style-type: none"> <li>● university professors or researchers</li> <li>● government officials</li> </ul> Visit this <a href="#">website</a> for a list of local speakers.	<input type="checkbox"/> Ask your convention services manager for help!
If artists are showcased during the event (e.g. dinner show), <b>hire artists who are committed to more sustainable practices</b> .	ACT members are local artists committed to more eco-friendly practices in show business. See the list of members <a href="#">here</a> .	<input type="checkbox"/> Choose an artist or band committed to sustainability.

\* Website in French only



## Actions

## Montréal-based resources

## Checklist

## Hybrid events

Plan a reduced schedule with frequent breaks and varied activities.

- Include frequent breaks.
- Vary types of activities to change the rhythm of online activities: lectures, panels, round tables.
- Promote well-being by including guided stretching or meditation activities in programming.

Offer technical support for those less comfortable with digital tools used for the event.

- Provide a platform or name a person in charge of technical support.



## CSR and Sustainable Activities

Actions	Montréal-based resources	Checklist
<b>Employees and volunteers</b>		
<p><b>Hire local students</b> from your sector as staff.</p>	<p>There are several universities and college near downtown Montréal:</p> <ul style="list-style-type: none"> <li>● Université du Québec à Montréal (<a href="#">UQAM*</a>)</li> <li>● Université de Montréal (<a href="#">UDeM*</a>)</li> <li>● Institut de tourisme et d'hôtellerie du Québec (<a href="#">ITHQ</a>)</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Contact your convention services manager to discuss possibilities.</li> <li><input type="checkbox"/> Make an agreement with schools that offer tourism/hospitality programs.</li> </ul>
<p><b>Recruit from community reintegration organizations.</b></p>	<p>Find companies <a href="#">here*</a>.</p> <p><i>Projet Action médiation by <a href="#">Destination emploi*</a>.</i></p>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Assess your needs (number of people, what they could do, etc.).</li> <li><input type="checkbox"/> Contact the company.</li> <li><input type="checkbox"/> Contact community reintegration organizations.</li> </ul>
<p><b>Boost community engagement by organizing CSR activities.</b></p>	<p>Some ideas of places in Montréal or nearby:</p> <ul style="list-style-type: none"> <li>● <a href="#">Moisson Montréal</a>: helps put together food baskets</li> <li>● <a href="#">Salvation Army</a>: distributes food and donations</li> <li>● <a href="#">La guignolée</a>: helps collect donations</li> <li>● <a href="#">Naturelab.world</a>: Tree planting</li> <li>● <a href="#">Les amis de la montagne</a>: helps clean up the mountain</li> <li>● <a href="#">Robin des bois</a>: helps cook</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Talk to convention services manager about coordinating initiatives.</li> </ul>
<p><b>Offer volunteers incentives</b> such as free tickets to the event or gift cards.</p>		<ul style="list-style-type: none"> <li><input type="checkbox"/> Promote benefits of volunteering at your event at registration.</li> </ul>
<b>Certification</b>		
<p><b>Classify your event according to the <a href="#">BNQ 9700-253 - Responsible Event Management norm guidelines</a>.</b></p>	<p>Find <a href="#">certified companies</a> that can guide you.</p>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Plan certification fees in your budget.</li> <li><input type="checkbox"/> Contact company at least 3 months in advance to start the process (sometimes even 1 year).</li> </ul>

\* Website in French only










## Legacy & Impact Program

Actions	Montréal-based resources	Checklist
<p><b>Include local start-ups in programming.</b></p>	<p>See with local incubators:</p> <ul style="list-style-type: none"> <li>● MTLab</li> </ul> <p>Complete list of Québec-based start-ups <a href="#">here</a>.</p>	<p><input type="checkbox"/> Contact your convention services manager to coordinate this type of initiative.</p>
<p><b>Use your event as a platform to raise environmental awareness among your stakeholders.</b></p>		<p><input type="checkbox"/> Use this guide to ensure you have relevant information to share with attendees, staff and stakeholders.</p>
Go one step further		
<p><b>Plan a legacy program</b> for your event.</p>	<p>You can organize or contribute to a fundraiser for a Québec foundation. Find one <a href="#">here</a>.</p>	
<p><b>Plan an impact calculation protocol</b> for each category of your event and collect data to measure your impact.</p>	<p><a href="#">Meet4impact</a></p>	
<p><b>Promote B2B meetings with local industry.</b></p>		<p><input type="checkbox"/> Contact your convention services manager to coordinate this type of meeting.</p>



# 7. Participant Engagement

This section has been created to encourage participants to take sustainable actions during their stay. We recommend that event organizers share this section with their participants.

Actions	Montréal-based resources
<b>Waste Management</b>	
Bring your own refillable water bottle.	Water from taps and fountains is of excellent drinking quality.
Sort your waste in appropriate bins at venues and hotels and around the city.	In Montréal: <ul style="list-style-type: none"> <li>● Blue bin = recycling</li> <li>● Black bin = general waste</li> <li>● Brown bin = compost</li> </ul> Note: Sometimes recycling is in a green bin. Look for this logo on the bin. 
Do not print booking confirmations and boarding passes; instead, provide digital copies of these documents.	
Bring your own utensils and reusable straw.	
Use conference app or website to consult program instead of printing it.	
Refuse single-use plastic articles.	
Keep waste items with you if there are no visible garbage or recycling bins at event or during your tourism outings.	
Provide an alternative to business cards.	QR code to LinkedIn account or to an e-card.
Bring a reusable bag for your outings.	





**Actions** | **Montréal-based resources**

**Travel & Transportation**

Select direct flights or as few connections as possible.	
If possible, encourage transportation by train or bus.	
Plan on extending your stay by adding a vacation to your trip.	
Explore the city on foot, shared bikes or public transit.	<ul style="list-style-type: none"> <li>● BIXI</li> <li>● STM – Métro</li> <li>● STM – Public bus</li> </ul>
Choose electric taxis or cars.	Téo Taxi
Choose accommodations committed to sustainability.	<a href="#">Green Key hotel</a>
Bring your own soaps, shampoos and other personal hygiene products.	

**Food & Beverage**

Don't fill your plate right away at the buffet; instead, go back for more if necessary.	
Select a restaurant that uses locally grown ingredients.	
Avoid large restaurant chains.	
Have your coffee and breakfast in a small local restaurant or café.	Find some nice coffee shops <a href="#">here</a> (Th3rdwave website).

**Energy & Water Management**

Control water consumption in hotels.	<p>Limit your shower time.</p> <p>Turn off the tap when you brush your teeth.</p>
Control energy use.	<p>Turn off the lights when you are not in the room.</p> <p>Turn off the AC.</p> <p>In winter, turn down temperature at night and when you leave the room.</p>
Avoid having your room systematically cleaned every day.	Use the "Do Not Disturb" sign available in your room or tell reception.
Properly dispose of your cigarette butts in the bins provided.	<p>Bins are often on posts on sidewalks, or near building entrances.</p> <p>Please note that smoking is prohibited in children's parks and within 9 meters of public buildings!</p>



Actions	Montréal-based resources
<b>Responsible Consumption &amp; Purchasing</b>	
Engage in activities that are consistent with sustainable development criteria.	Check if event offers packages with activities included. Browse <a href="#">Tourisme Montréal's website</a> to find activities. <b>Outdoor activities:</b> <ul style="list-style-type: none"> <li>● Hiking on Mount Royal</li> <li>● Walking in the Old Port of Montréal</li> <li>● Take a walk in Lafontaine or Maisonneuve Park</li> </ul> <b>Indoor activities:</b> <ul style="list-style-type: none"> <li>● Museum outing (Espace pour la vie or consult list <a href="#">here</a>)</li> </ul>
Buy souvenirs from local shops and artists.	<a href="#">Bkind</a> <a href="#">Boutique Bonjour Montréal*</a> <a href="#">L'Art des artisans du Québec*</a> <a href="#">Délices Érable &amp; Cie</a>
<b>Social and Economic Impact</b>	
Follow public health guidelines in effect in Montréal during your visit.	Visit <a href="#">Tourisme Montréal's website</a> for updates.
Learn to speak a few words of French. This can help you connect with the local community and its people in a more meaningful way.	Learn French words.
Share your experience on social media to show your family and friends what Montréal has to offer.	Use #mtlmoments #montreal.
Volunteer while in Montréal.	Ask organizing committee whether they have planned such activities.
Encourage local businesses and restaurants.	Visit <a href="#">Tourisme Montréal's website</a> to learn more about Montréal must-sees.

\* Website in French only



# Visitor's promise



While in Montréal, I do not consider myself just a visitor, I see myself as a honorary local. Although I may just be passing through, I promise to enjoy everything the city has to offer in a respectful and responsible manner.

### Waste and impact management



Montréal is overflowing with green spaces and they inspire me to be as green as I can. Reusable bottles, cups and bags are my constant companions.

### Zero-emission transportation



On foot, by bike, on the metro... there are many green ways to explore the city. Low-impact sustainable mobility is my preferred way to get around.

### Buy local



I make the most of my visit by enjoying Montréal's *je ne sais quoi* whenever I can. That means buying local when possible, because supporting local businesses here is as simple as saying "Bonjour-Hi."

### Welcoming diversity



Montréal's diversity is what makes this city so culturally rich. It's a place where I'm free to be myself, just like everyone else.

### Respect and civility



As a citizen of the world, I respect your home. Even if I'm just here for a little while, I will do my best to act like a good neighbour.

For more information click [here](#)



PARTICIPANT ENGAGEMENT

**TOURISME / MONTREAL**





# 8. Exhibitors

## Exhibitors

### Promotional materials and flyers:

- Do not offer promotional materials made of single-use plastic or that attendees may already have (e.g. reusable water bottles or bags).
- Do not offer laminated or waxed paper or business cards (not recyclable).
- Be sure to print your flyers on recyclable paper made from recycled fibers.

Share your contact information with attendees via LinkedIn or other online platforms.

Make sure your booth is reusable for multiple events and that the components are durable.

### Provide a reasonable amount of promotional material.

If there is too much, plan to donate excess items to local charitable organizations to avoid bringing them back (especially if you are flying in!).



# 9. Reference

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- 2 [CITQ - Clé verte](#)
- 3 [Qu'est-ce que la compensation carbone? | Parlons sciences](#)
- 4 [Accueil - Développement durable](#)
- 5 [RECYC-QUÉBEC](#)
- 6 [Kéroul | Interlocuteur privilégié de Tourisme Québec](#)
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