



INTRODUCTION

Environmental, economic and socio-cultural sustainability have fittingly become important considerations in event planning, especially in the tourism sector as we strive towards a sector that is not only sustainable but additive and regenerative in nature.

At Rendez-vous Canada 2024, our priorities are no different. Our goal is to exemplify sustainability best practices across the event, reflecting our commitment to the three levels of sustainability in all areas of the program while also increasing attendee awareness.

With this in mind, and for the first time, RVC has created a sustainability commitment to promote and support environmental, economic and community stewardship amongst event hosts and attendees. These guidelines were developed in alignment with The United Nations' 17 Sustainable Development Goals, which take a holistic approach to sustainability, considering the environmental, social, and cultural impacts of development.

We'll strive towards our vision to make RVC 2024 an environmentally, economically and socially conscious event by working with responsible partners and actively integrating sustainable processes and practices into the event planning and execution, wherever possible. In addition, RVC 2024 is taking steps to measure and understand the event's environmental and community benefit impacts and will be tracking the event's carbon footprint for the first time this year.

Tourism plays a key role in economic diversification. The sector is a primary employer of young people, drives rural development, supports small businesses and entrepreneurs, and provides avenues for Indigenous Peoples to share their stories and cultures with the world. Sustainable tourism can help foster an appreciation and sense of personal ownership for our wide, open spaces to ensure they remain for generations to come.

Sustainable tourism has the power to change lives, open doors, and transform communities. Together, we can continue to deliver the incredible experiences travellers expect when they attend RVC, while contributing to a sustainable future in which we all prosper.

We aim to reduce our impact through the following guidelines:



Venues

Select a sustainability certified venue to host the conference and ensure that sustainability is top of mind in the planning.

Guidelines:

- Select the Edmonton Convention Centre as the host venue, which has a Green Key level five status and is BOMA Best, Climate Smart and On the Road to Zero Waste certified
- Select the Edmonton Convention Centre as the host venue, which uses renewable energy and takes sustainable measures.
- Select host hotels that is near to the host venue, that will reduce local transportation needs.



Reduce\Reuse

Avoid single-use, disposable items and encourage reusable wares.
Reuse materials where available and avoid production of new materials.

Guidelines:

- Print signage and event materials using recyclable material (where possible), and responsibly dispose of materials and signage where recycling and reuse are not possible
- Reduce paper consumption in event planning, organizing, and other activities. Encourage delegates to use digital platforms for taking notes and sharing contacts
- Reduce conference swag. Encourage sellers to prioritize local and sustainable options for delegate take-homes/ swag
- Avoid single-use plastic in event operations
- Encourage delegates to bring their own reusable water bottles\coffee mugs
- Collect and reuse name badges and lanyards
- Décor items to be rentable or donatable/reusable



Resources

Utilize digital innovations to reduce paper, energy and product consumption on-site.

Guidelines:

- Provide a 3-bin waste system with clear signage at the Edmonton Convention Centre
- Take away food containers to be compostable or recyclable
- Work with food and beverage providers and secondary venues/ facilities to promote recycling and composting
- Utilize a conference app instead of a full detailed printed program
- Use digital signage and communication, where possible
- Encourage minimal shipping material, where possible. Request sustainable/recyclable packing from suppliers



Food & Beverage

Recognizing the important role that food, menu selection and food waste plays on the environment and making environmentally conscious decisions.

Guidelines:

- Avoid over preparing of meals by confirming the number of guests for each event
- Donate leftover food and product to the Edmonton Food Bank's Second Helping Program
- Compost all food waste from the main event venue
- Use local suppliers and food vendors, where possible
- Choose seasonal, locally sourced menus with plant-based options available



Transportation

Build a plan for sustainable and efficient transportation happening throughout the event and the city tours.

Guidelines:

- Encourage group transportation and city transits instead of individual commute for local attendees through sustainability tips/ communications
- Encourage sustainable travel options for city tours, such as electric shuttles when possible.
- Optimizing the shuttle schedules and trips based on number of travellers to limit unnecessary trips throughout the day, during city tours
- Encourage walking, biking, and other low carbon activities within Edmonton for the delegates
- Act responsibly and conserve fuel in vehicles. Ask the transportation partners limit idling; keeping the engine running for less than 1 minute when parked.



Community Benefit

Take action to give back meaningfully to the host community to leave a positive social benefit.

Guidelines:

- Represent Indigenous operators throughout the event
- Create volunteer opportunities for local residents and youth seeking opportunities
- Use local businesses for food/beverage/swag wherever possible
- Provide a list of recommended local vendors to exhibition groups
- Create and share content speaking to the economic and community benefit of RVC (projected economic impact, hotel rooms, etc)
- Identify opportunities for delegates to prioritize wellness
- Encourage and facilitate Indigenous operators throughout the event
- Create volunteer opportunities for locals, especially youth



Teamwork

Encourage our attendees and suppliers to contribute to the sustainability of the event through their own actions.

Guidelines:

- Include sustainable messaging in our conference promotions and pre-event and post-event e-mails
- Tell sustainability stories throughout the event through digital slides, video content, FAM tour itineraries, and onstage speeches
- Remind delegates of their impact during mainstage programming
- Provide clear signage of 3 tier waste reduction program
- Provide sustainability key messages to distribute across squads
- Educate all organizers about sustainability goals for the conference and be able to answer questions and queries on-site
- Use RVC 2024 as an example to encourage future conferences and events to pursue sustainability.

For the first time, RVC will be working with a methodology (detailed below) to track and understand our carbon footprint.



Carbon Impact

For the first time, RVC will be working with a methodology to track and understand our carbon footprint.

Guidelines:

- Collect necessary information to accurately calculate carbon emissions associated with attendee travel and accommodation, energy usage at the event venue and waste produced at the event
- Take RVC 2024's carbon footprint as a baseline and work on carbon reduction in the future years
- Using the methodology and data collection tools used for 2024, provide recommendations for data collection refinements for continuous improvement



Post-event

Use this event as a catalyst for future progress in sustainability.

Guidelines:

- Create and share an RVC case study to serve as a roadmap for other tourism events to become more sustainable
- Include sustainability question on post-conference survey (ex: "how important is X to you when attending tourism events?")
- Evaluate the event's overall environmental impact through detailed GHG measurements, with support from Explore Edmonton and their partners. Produce a post-event impact report.

FAM TOURS



FAM Tours are a significant part of Rendez-vous Canada. This year, RVC will be taking measures to ensure that the attendees can enjoy Alberta's landscapes and communities while reducing negative environmental and socio-cultural impacts. However, FAMs will be excluded from the reporting.

Guiding the FAM travel responsibly and encouraging opting for sustainable modes of transportation.



Transportation

Guide the FAM travel responsibly and encourage in opting for sustainable mode of transportation.

Guidelines:

- Encourage group transportation instead of individual commute
- Book electric shuttles where and when available
- Select accommodations that are near to the major visiting sites to reduce travel emissions
- Encourage nature walks, biking, and other low carbon activities
- Schedule shuttles based on number of people to limit unnecessary trips throughout the day



Programming

Guide the FAM travel and programming and encourage inclusion of sustainability practices and messaging where possible.

Guidelines:

- Encourage inclusion of Indigenous and regenerative tourism experiences where possible
- Provide sustainability key messages and content for use in itineraries and events
- Encourage promotion of rural and off-season tourism experiences where possible
 - Consult with FAM tour squad to integrate sustainability into itineraries wherever possible



Communication

Encourage sustainability among the attendees via communications.

Guidelines:

Provide digital information for attendees on sustainability while they're in Alberta

Include sustainability messaging in pre-FAM itineraries

- Share sustainability messaging and content in pre/post-event emails
- Provide sustainability key messages to tourism partners and hosts so they are prepared to speak about it
- Create and share "Sustainability pledge" for FAM tour attendees
- Provide sustainability key messages and content for use in stage events
- Encouraging sustainable practices among the attendees via communications
- Share digital messages regarding sustainability with attendees
- Provide



Solid Waste

Minimize waste production throughout the FAM tours

Guidelines:

- Encourage the attendees to carry water bottles
- Encourage refusing single-use items
- Divert waste to composting and recycling, where possible
- Discourage the use of single-use items

RVC 2024 CARBON EMISSION CALCULATION DETAILS



Post-Conference Reporting

The conference will evaluate the event's overall environmental impact through detailed Greenhouse Gas (GHG) measurements, with support from Explore Edmonton and their partners. As per the Greenhouse Gas Protocol, RVC's environmental impact assessment will capture all emissions under Scope 1 and Scope 2, and as much of Scope 3 as reasonably possible. The post-conference GHG measurement report will capture RVC's overall carbon footprint and will be inclusive of emissions relating to delegate travel, delegate accommodation, energy usage at the event, waste production and paper use at the event. In addition, a number of community benefit and social sustainability impacts will be included.

Our goal is to measure the carbon created by the following conference activities: delegate travel & accommodation, energy usage at the Edmonton Convention Centre, and waste production.

Explore Edmonton uses a carbon calculator that follows the Canadian Standards Association for carbon emissions. The following document outlines how each carbon estimate was calculated:



Travel

Travel information is collected from all registrants on the conference registration form – method of travel, roundtrip distance travelled, if flying - flight types, if driving - type of vehicle.

We are using the following assumptions and our registration data from RVC 2024:

- ***Assumption #1:** Assuming domestic flight for visitors arriving from within Canada and international flights for visitors arriving from outside of Canada, when enough information is not available
- ***Assumption #2:** In absence of required information, flight class will be considered as business class
- ***Assumption #3:** All visitors are flying round trip from the closest airports by distance
- ***Assumption #4:** Estimates do not include road travel or public transit from starting destination to airport and back
- ***Assumption #5:** Assuming car travels are done in Large Gas Vehicle (12.4L/100km) for this calculation
- ***Assumption #6:** *Distances are calculated from City Centre to City Centre*



Accommodation

Accommodation information is obtained from the respective sub-committee involved in managing hotel stays.

Following assumptions are made when needed.

***Assumption #1:** Only one person stays in a single room

***Assumption #2:** Heat and electricity will be assumed to be consumed by the room throughout the stay

***Assumption #3:** Standard room size will be considered for all calculations



Energy

The Edmonton Convention Centre consumes an energy mix of solar generated on-site as well as energy purchased from Capital Power. The carbon calculator in use, considers both the factors and provides results based on the space occupied by the event.



Waste

Edmonton Convention Centre is recognized as 'On the Road to Zero Waste' by Zero Waste Canada. The venue takes significant steps to divert waste away from the landfill through measures like eliminating waste, reusing, recycling, and composting. The venue achieved a diversion rate of 51% in 2023.

In addition to the following assumptions, only landfill waste (garbage) is considered when calculating for carbon emissions. The weight of the garbage is obtained from the venue's waste service provider.

***Assumption #1:** The weight obtained is exact

***Assumption #2:** In a scenario where more than one event is taking place at the venue, the total waste would be divided based on the size of the events

***Assumption #3:** Both back of the house and front of the house's waste was considered in the total amount



Food

The carbon calculator takes different emission factors for each food type (e.g. Vegetarian, fish, beef, and chicken). The information on type and quantity of food is obtained from the respective sub-

committee working on food selection. The quantity is measured in terms of item per person. Following other assumptions are considered for calculations.

***Assumption #1:** Data is obtained for breakfast, lunch, snacks, and dinner

***Assumption #2:** The quantity of food is evenly divided among all the guests

***Assumption #3:** A chicken meal will have at least one chicken item

***Assumption #4:** In the situation where more than one type of food dish is present in a plate(meal), the food type with highest emission factor will be considered for the entire plate