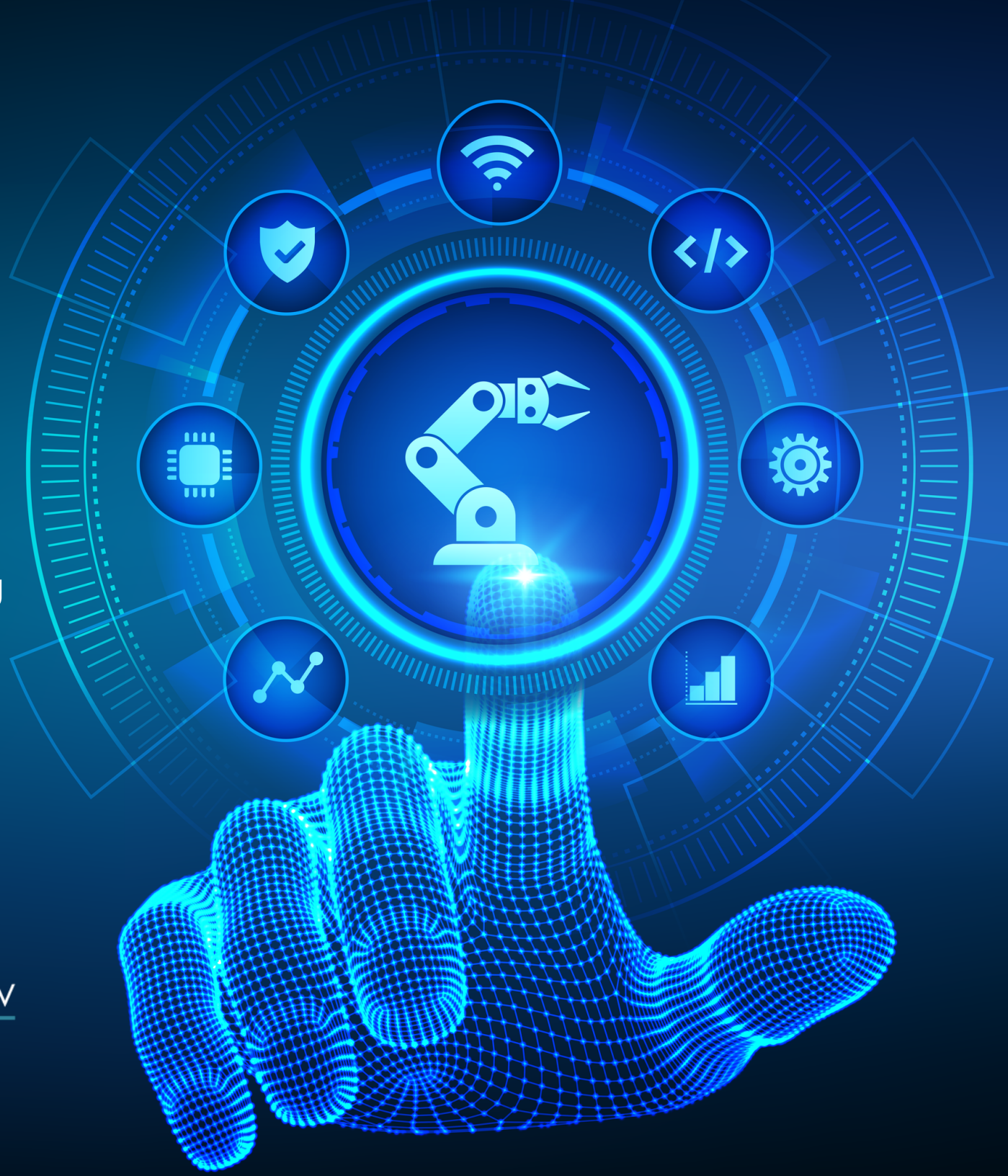


# CANADA

## Innovate Canada 2023 Advanced Manufacturing Sustainability Report



INNOVATE  
**CANADA**  
ADVANCED MANUFACTURING

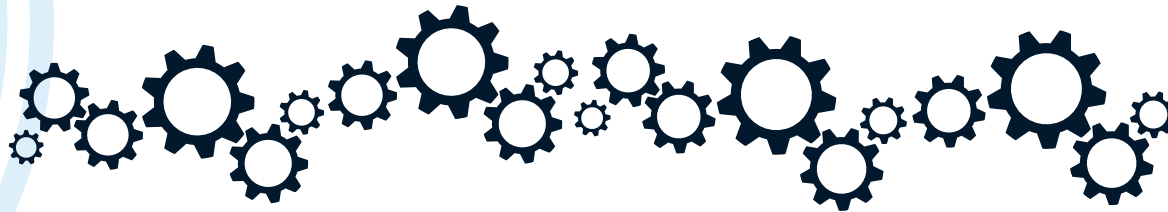
 **parléview**  
parleview.com

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# A Word on Sustainability

Now in its fourth year, Destination Canada's Innovate Canada program has a proven track record of highlighting the cutting-edge work taking place across Canada's leading economic sectors and the value that comes from connecting an event's purpose directly to the strengths of the host destination.

This year, for the first time, Innovate Canada focused on sustainability. Innovate Canada 2023 - Advanced Manufacturing was the launching point for carbon neutral events by Destination Canada Business Events.

To make this happen, we put sustainability at the forefront of every decision, from how we arrived in Waterloo, to where we stayed, and what we ate. We took steps to reduce our carbon footprint wherever possible, and worked with our venues and vendors to track actual emissions using the innovate TRACE software. These steps aligned with 12 of the 17 United Nations' Sustainable Development Goals (SDGs) and with Destination Canada's Canadian Business Event Sustainability Plan.



Virginie De Visscher  
Senior Director, Business Events

# About Our Host City - Waterloo, Ontario

## The Crossroads of Innovation and Tradition

"Advanced manufacturing is the backbone of Waterloo Region's economy. Home to 1,400+ manufacturing companies working in automotive, aerospace and food processing. With unique access to global markets, integrated technology solutions and highly skilled talent, Waterloo is a catalyst for advanced manufacturing innovation. Our community is home to the fourth largest manufacturing workforce in Canada and manufacturing-orientated research institutes.

The Region's manufacturing ecosystem is a perfect combination of industry, R & D, and academia."

- [Explore Waterloo Region](#)

Sustainability is also at the heart of the City of Waterloo, with initiatives including:

- Developed an [SDG video series](#) to educate on the SDGs and the actions the City is taking to contribute
- Significant focus on public transportation
- Through the Community Environmental Fund, "[provide financial support to community environmental stewardship projects](#)"



# What is Innovate Canada

## Innovate Canada 2023 - Advanced Manufacturing

Innovate Canada focuses each year on a different sector in a different destination to highlight how local knowledge capital and expertise support hosting meetings and events with purpose. This year, the event focused on Canada's global leadership in the advanced manufacturing sector hosted in Waterloo Region, Ontario from May 8 to 11, 2023.

Destination Canada's Business Events team welcomed delegates from across the Americas and Europe to learn about Canada's advanced manufacturing sector. The event provides an intimate and exclusive opportunity for C-suite executives. They partake in interactive tours and see first-hand the ground-breaking work taking place across the sector with the support of Canadian business events specialists and sector experts from advanced manufacturing hubs across the country.



- Behind the scenes tours of the advanced manufacturing ecosystem
  - [University of Waterloo's RoboHub](#) and [AVRIL](#) (Autonomous Vehicle and Research Intelligence Lab)
  - [OTTO Motors](#), [ATS Automation](#)
  - [Conestoga College's SMART Centre](#) (Smart Manufacturing and Advanced Recycling Technologies)
- One-on-one meetings with Canadian advanced manufacturing hubs
- Align their meetings and events with like-minded host ecosystems

# Innovate Canada in Numbers



**4 Association Clients**



**5 Corporate Clients**



**3 Destination Canada  
Business Events Staff**



**1 Media**



**7 Sector Experts**



**7 Destination Management  
Organization Partners**

# Our Sustainability Goals

**1.**

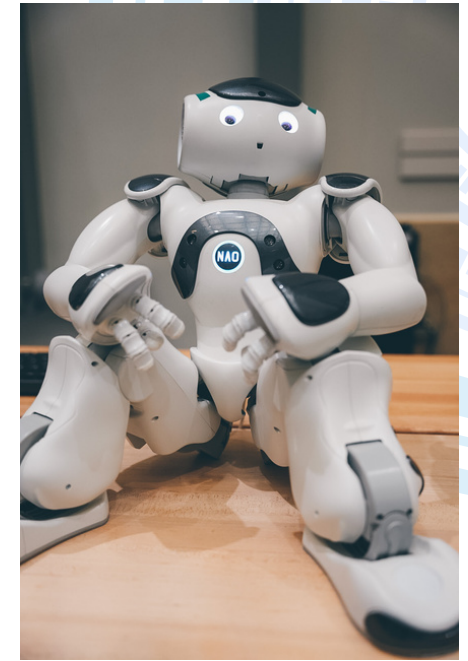
**To be  
Carbon Neutral**

**2.**

**Set Standards for  
Future Events**

**3.**

**Inspire Change**

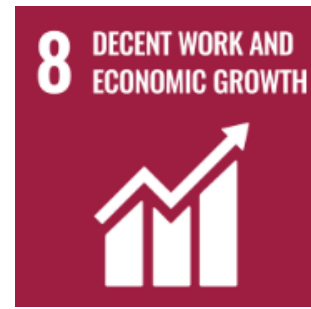






# Aligning Actions With the SDGs

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





# Aligning Actions With the SDGs

We are against food waste and support food distribution.



Provided plated instead of buffet-style meals



Confirmed the exact number of attending guests prior to each meal

*Borealis*  
GRILLE & BAR

**Obsessively Local**

Located off-site meals at restaurants and venues with the same goals, such as

[Borealis Grille & Bar](#)



[Borealis Grille & Bar](#) serves 80%+ local food & beverages (and in the way “that food was supposed to be”). The restaurant’s carbon emissions are offset through [Anwaatin](#); it conducts operational studies to reduce energy consumption, waste output and maintain accountability; uses solar panels; provides no-waste takeaways; and converts fryer oil to biodiesel. To date, over \$1M has been fundraised for various community initiatives, and its sustainability initiatives have been recognized externally through membership and publication.



# Aligning Actions With the SDGs

We care about the health of our clients, partners and colleagues.



Walked to venues with a 20-minute or less commute



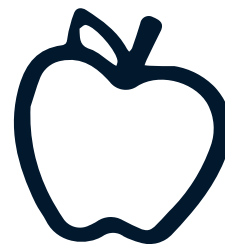
Integrated health breaks into the agenda, including free time



Incorporated a morning walk/run



Stocked client hotel rooms with nutritious snacks in sustainable packaging



Provided healthy meals made from local, sustainably-sourced ingredients at off-site restaurants and venues like

[Borealis Grille & Bar](#) and [Langdon Hall](#)



Located activities within smoke- and drug-free venues



# Aligning Actions With the SDGs

We invest in sustainability education for our clients, partners and colleagues.



Our program was focused on advanced manufacturing and throughout attendees learned about robotics and automation through experiential learning



Hosted Destination Canada Business Events' Signature Night at the [Ken Seiling Waterloo Region Museum](#), which also prioritizes accessible, quality education



Post-event results will be shared with all



The [Ken Seiling Waterloo Region Museum](#) is the largest community museum in Ontario. The museum was built to reflect international standards of environmental responsibility and innovative architecture, using locally-sourced, recycled and manufactured materials in construction. The building has been recognized through a [LEED](#) Silver certification and the facility boasts an on-site retention pond, gray water filtration system, low flow plumbing fixtures, and energy efficient lighting.

# Aligning Actions With the SDGs



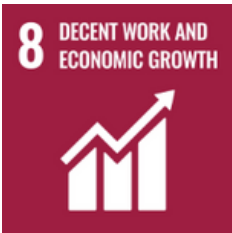
We reduce plastic consumption and protect water.

- Provided safe drinking water in jugs and glassware instead of individual single-use plastic bottles
- Gave each attendee a reusable water bottle at the beginning of the event
- Removed single-use plastic items from client hotel rooms (e.g. removed single-use coffee creamers; ensured the hotel uses large, reusable toiletry bottles)
- Worked with our off-site venues to minimize use of single-use plastic like straws and opt for glass or other reusable materials



We reduce our consumption footprint through measurement and reduction practices.

- Encouraged our clients to dim, turn off and unplug lights in their hotel rooms when not in use
- Hotel rooms were equipped with LED light bulbs
- Prioritized venues and restaurants using renewable energy such as the [Ken Seiling Waterloo Region Museum](#), a [LEED Silver Standard](#) building



# Aligning Actions With the SDGs

We are attracting trade, investment and business events to Waterloo Region by hosting Innovate Canada 2023 – Advanced Manufacturing in the City of Waterloo and highlighting the Region’s strength in advanced manufacturing capabilities.



- Purchased from Canadian suppliers wherever possible, such as local soaps, succulents and snacks for client hotel rooms
- Supported local venues and restaurants by hosting off-site lunches and dinners
- Ensured a safe and inclusive work environment for all employees, attendees and vendors by upholding appropriate standards and providing clear, open lines of communication for support



# Aligning Actions With the SDGs

We support the economic and ecological sustainability of safe communities.



Hosted clients at a reputable hotel in a safe neighbourhood  
(See Appendix A for sustainability actions from [The Delta Hotel by Marriott Waterloo](#))



Offered free passes for electric scooters and bikes for attendees to move around pre- and post-event

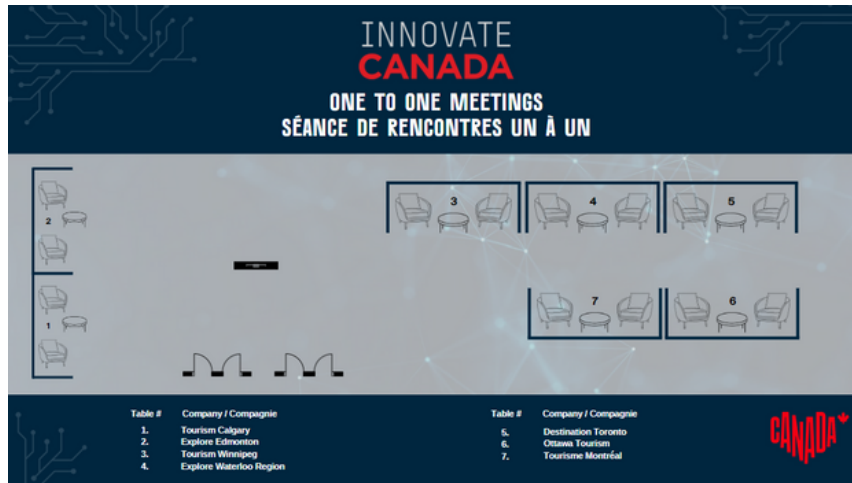


The electric vehicle (EV) company providing airport transportation, [Evolve Limousine](#), planted two trees for each EV/hybrid transfer provided to and from the airport. [Evolve Limousine's](#) fleet of electric & hybrid vehicles cuts emissions from driving to zero, or near to it. As part of its reforestation initiatives, Evolve planted 4 trees on behalf of each airport transfer taken by attendees and staff of this Innovate Canada! Nearly 6000 have been planted across North America to date.



# Aligning Actions With the SDGs

We strive to be environmentally responsible through reduction and recovery practices.



- Provided name badges made from limestone card stock
- Facilitated a gift marketplace, offering clients reusable products and enabling them to select only the gifts they'd like to keep (limiting waste from undesired gift giveaways). See Appendix B for the sustainable gifts that were used and sourced
- Offered clients the option to decline daily housekeeping at registration and by displaying signage on doors
- Utilized digital over hard copy communications wherever possible, through email, mobile app, and digital signage
- Our meeting space used locally rented material and material that will be repurposed for future Innovate Canada events (e.g. meeting space partition walls). See Appendix C for our sustainable exhibit space and meeting room options





# Aligning Actions With the SDGs

We aim to be industry leaders in reducing our climate impact.



- Reduced carbon emissions by implementing as many sustainable practices as possible across our transportation, venue selection, décor, food & beverage, and consumables
- Tracked our carbon footprint through the use of the [TRACE](#) software
- Offset carbon emissions, including for client and staff flights, by investing in reputable and third party-verified projects
- Encouraged partners to offset their travel by investing in reputable and third party-verified projects
- Walked to venues with a 20-minute or less commute
- Provided group transportation for longer distances. Airport transfers were provided in electric vehicles, and the EV company, [Evolve Limousine](#), planted a tree for each transfer provided

# Aligning Actions With the SDGs



We encourage sustainable use of marine resources.

- Worked with restaurants that served sustainably-sourced seafood (e.g. [Borealis Grille & Bar](#) and [Langdon Hall](#))
- Provided safe drinking water in jugs or glassware instead of individual single-use plastic bottles



We take action to maintain the health and sustainability of our land resources.

- Served only vegetarian meals for lunches
- Worked with restaurants serving local, sustainable fruits and vegetables for every lunch and dinner
- Preserved non-renewable energy sources by providing [electric vehicle airport transfers](#) for clients and staff
- Decorated client hotel rooms with a succulent from a local florist, which will be repurposed throughout the hotel post-event



We work together to take concrete and effective action toward meeting the [Sustainable Development Goals](#).

- Share our alignment with the SDGs with our partners and stakeholders through social media and website information to encourage education and further use of them for increased sustainable development

# Our Sustainability Goals – Measurement



"TRACE is a real-time carbon impact reporting tool designed to give you insight into the environmental impact of your events. TRACE captures emission and waste data from live, hybrid and digital events and generates impact reports in real time."

- [TRACE](#)

Venue and vendor emissions data was collected in the innovative [TRACE](#) software, which calculated the event's total carbon emissions. Where data collection wasn't possible, estimates were included.

Approximately 30 tonnes of CO<sub>2</sub>e were released across the planning and execution of Innovate Canada 2023 - Advanced Manufacturing. This equivalent was offset through [Less Emissions](#), which helps individuals and organizations mitigate travel emissions quickly, effectively and with the highest quality offsets available in Canada and around the world. Investment was rounded up to the nearest tonne and contributed equally to [two projects](#): the slag-based recycling operations project by Les Minéraux Harsco in Quebec, and a composting facility project in Abbotsford, British Columbia.

See Appendix D for full results.

# Our Communications Journey

In putting sustainability at the forefront of Innovate Canada 2023 - Advanced Manufacturing, communications were prioritized both internally and externally.



## Several initiatives were taken:

1. Sustainability was a dedicated agenda item during each internal planning meeting between Destination Canada Business Events, its event contractor, and Partners.

The word 'CANADA' in a bold, red, sans-serif font. A small red maple leaf is positioned to the right of the final 'A'. The letters are slightly offset to create a 3D effect.

The word 'parléview' in a grey, lowercase, sans-serif font. A solid black circle is positioned behind the 'p'. A horizontal blue line underlines the text.

# Our Communications Journey

**2.** In gathering information on the sustainability initiatives of venues and vendors, a sustainability questionnaire was developed and shared with all, and a one-on-one call was held with nearly all venues and vendors.

The sustainability questionnaire also provided an overview of the [United Nations' Sustainable Development Goals](#), contributing to increased awareness.



## Sustainability Questionnaire

As a stakeholder in an upcoming Destination Canada event, we would like to better understand the sustainability efforts your organization/company may be taking. In our effort to reach net-zero emissions, we are working with all our suppliers to understand our holistic impact and take actions toward mitigating our carbon footprint.

7

Sustainability Questionnaires  
Completed by Vendors

6

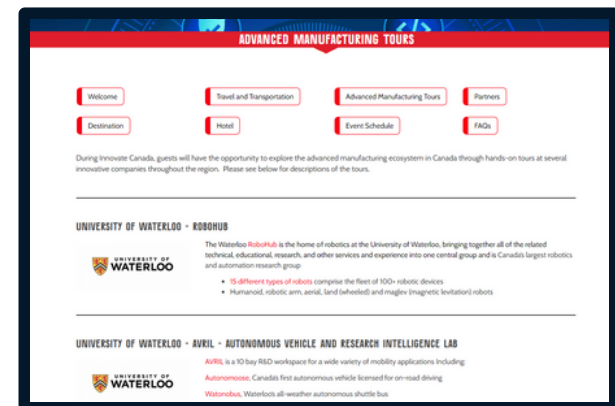
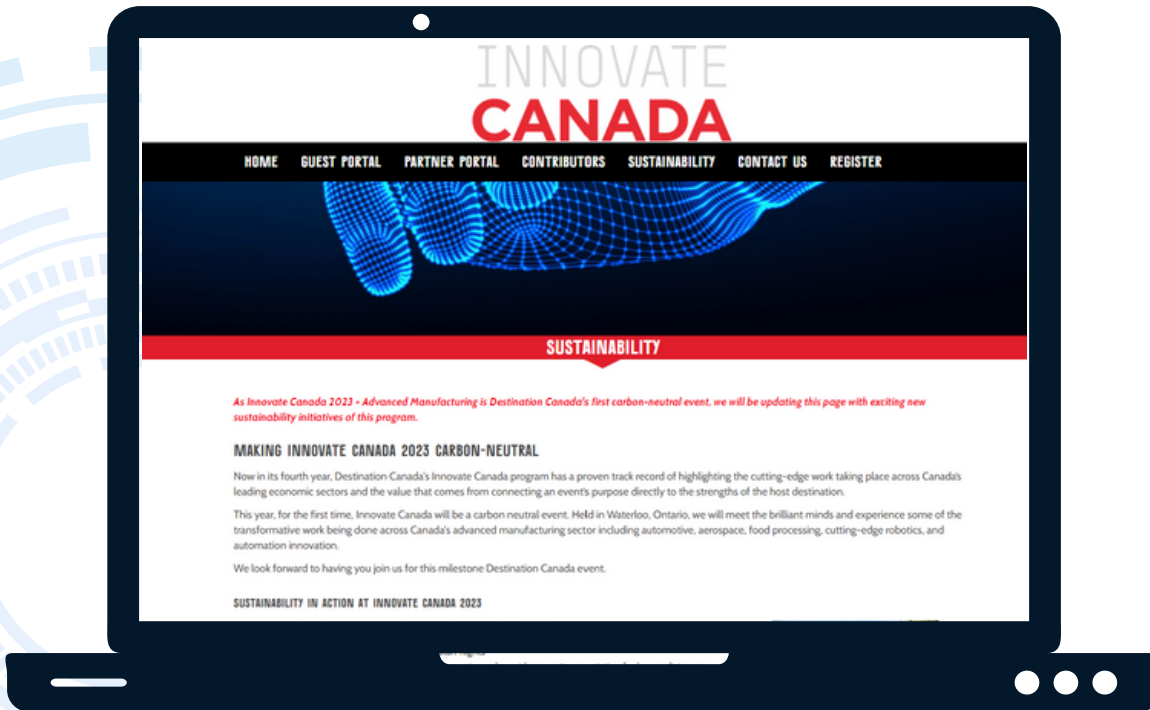
Virtual Meetings Conducted  
With Vendors

8

TRACE Modules / Data Categories  
Collected by Vendors

# Our Communications Journey

- 
- 
3. A dedicated sustainability web page was published on the event website which detailed the initiatives taken for the event, their associated [United Nations Sustainable Development Goal\(s\)](#), and resources for further learning were provided.



# Our Communications Journey

4. A presentation deck was looped on attendee hotel room televisions, which detailed the initiatives that had been taken to make their accommodations more sustainable (e.g. providing locally-sourced snacks in sustainable packaging and replacing plastic coffee creamer with a reusable container), and what steps they could take to further reduce the environmental impact of their stay (e.g. forego housekeeping for a day).



# Our Communications Journey

- 5.** A daily newsletter was shared with each of the clients which included photos from the day, the next day's weather forecast and schedule, an expert spotlight on an individual who would be supporting the upcoming programming, and a sustainability section highlighting the practices of key venues and vendors.



## SUSTAINABILITY HIGHLIGHT

Destination Canada's Signature Dinner will be hosted at the **Ken Seiling Waterloo Region Museum**, the largest community museum in Ontario and has a main **installation** on the human history and manufacturing of Waterloo Region. Here are some highlights about the museum:

- Built to reflect international standards of environmental responsibility and innovative architecture, using locally-sourced, recycled and manufactured materials in construction
- **LEED** (Leadership in Energy and Environmental Design) Silver certified by **Canada Green Building Council**
- On-site retention pond, gray water filtration system, low flow plumbing

**BOREALIS GRILLE & BAR**  
"OBSESSIVELY LOCAL"

**CANADA** 🍁

If you didn't take note of the Borealis Grille & Bar tagline, "Obsessively Local" on your way in, we're certain you left the restaurant with an understanding of how that ethos set your experience apart. That's because it's so much more than a tagline to the Borealis team.

When Borealis' founder, Bob Desautels, set out to open the restaurant in 2010, his priority was to respect the environment while staying relevant to the day's consumer. He believed that being obsessively local would be the key – and so, protecting the environment and reducing the restaurant's carbon footprint through a holistic approach became the core of their operations.

As you may have heard during your meal, over 90% of the food and beverages served at the restaurant are sourced from local suppliers and at everyday prices. The Borealis team also tries to minimize the alteration of the ingredients so that they can be served in as close to original form as possible – or, as "that food was supposed to be." As the team describes, serving local "makes all the difference in the world." Its importance can be boiled down to three main factors:

1. Quality – fresher, tastier, more nutrient-dense, and safer due to local compliance controls and transparency of knowing the supplier
2. Community – diversifies the local economy, provides employment, builds real and meaningful relationships with suppliers
3. Sustainability – significantly lowers environmental impact with reduced transportation

But Borealis' commitment to sustainability and serving local doesn't stop with its ingredient sourcing. Several other initiatives have been implemented across the restaurant's operations and investments, including:

- Carbon neutrality – the carbon emissions from the restaurant (as well as its sister restaurants) are offset through purchases from Anwaata, "an Indigenous business working with Indigenous communities to participate in planning, energy and natural climate solutions related to climate change action"
- Operational studies – conducted to maintain accountability by third parties and to reduce energy consumption & waste output (e.g., napkin compostability), which has led to innovative initiatives such as upcycled menu items



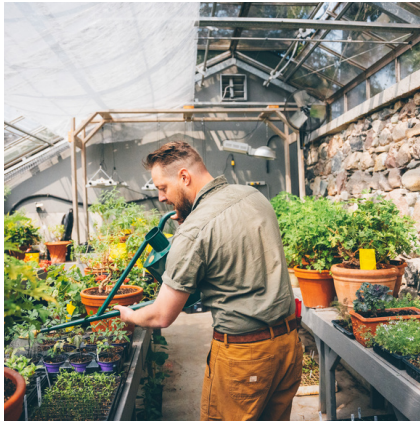
# Our Communications Journey

6. To increase awareness and education around sustainability, a delegate journey infographic was distributed to clients and partners to illustrate the initiatives taken and recommended, and how they impacted the client experience - from packing for the event to the return trip home.



# Our Communications Journey

7. A videographer was dedicated specifically to capturing sustainability initiatives throughout the event. The content was incorporated into a video which will serve as a case study for other event organizers looking to produce sustainable, carbon-neutral events.



# Carbon Emissions & Offsets

Just under 30 tonnes of CO<sub>2</sub>e were released into the atmosphere as a result of this event.

After reviewing options available in the voluntary market, two projects from **Less Emissions** were selected to offset these emissions. **Less Emissions** helps individuals and organizations mitigate travel emissions quickly, effectively and with the highest quality offsets available in Canada and around the world.

Our criteria for project selection included:

- Ontario- or Canada-based
- Energy-based
- Removes & captures emissions (direct carbon capture and removal from the atmosphere)
- Meets VCS, CSA or ISO standards



# Carbon Emissions & Offsets

Investment contributed to the following [CSA-Standard certified Canadian projects](#):

## 1. Slag-based recycling operations by Les Minéraux Harsco in Quebec

"This project quantifies the greenhouse gas (GHG) emissions reductions from slag-based recycling plants in Contrecoeur and Sorel-Tracy, Quebec. The plants recover and recycle slags and other residues from the metal industry, which can then be used in new products. Harsco's method of recycling manufacturing waste is less GHG-intensive than typical scrap metal recycling. Project benefits also include minimizing the use of virgin material in new products and diverting manufacturing waste from landfill." - [Less Emissions](#)

More information on this project can be found on the [CSA Group GHG CleanProject Registry](#).

## 2. Composting Facility in Abbotsford, British Columbia

"The Net Zero Waste Inc. City of Abbotsford Composting Facility is an aerobic composting project located in Abbotsford, British Columbia. The facility processes residential food and yard waste, commercial waste, and agricultural waste from the City of Abbotsford and the surrounding region. Without a composting facility, this waste would have decomposed anaerobically in a landfill, releasing harmful methane emissions. Methane contributes to climate change and is 28 times more potent than carbon dioxide over a 100-year period." - [Less Emissions](#)

More information on this project can be found on the [CSA Group GHG CleanProject Registry](#).



# Carbon Emissions & Offsets



recognizes:

## Destination Canada Business Events

has acquired and retired a combined:

**30.000 tonnes of CO<sub>2</sub>e**

to offset general emissions from the Innovate Canada 2023 - Advanced Manufacturing event. The greenhouse gas offsets were equally sourced from two CSA Standard Certified Canadian based projects — the slag-based recycling operations project by Les Minéraux Harsco in Quebec and a composting facility in Abbotsford, British Columbia — whose credits were issued by the United Nations Executive Board as a Clean Development Mechanism.

5/8/2023

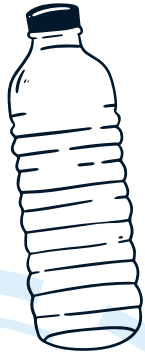
Suha Jethalal, President

# Carbon Emissions & Offsets

On behalf of Innovate Canada 2023 - Advanced Manufacturing and its attendees, 70 trees were also planted by vendor [Evolve Limousine](#). [Chilly Moose](#) also supports Destination Canada Business Events' sustainability initiatives across events by donating one tree to planting for every bulk order purchase. These trees will contribute to the absorption of carbon dioxide, producing oxygen, fighting deforestation, and regenerating in the aftermath of forest fires.

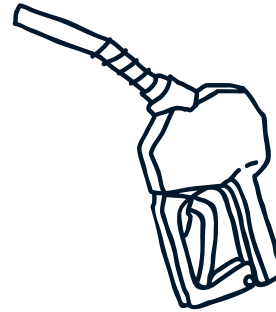


# Innovate Canada in Numbers



**120**

Plastic water bottles saved (estimating 1 bottle/day/attendee) by providing/encouraging reusable alternatives



**3935**

Kilometers of fuel use avoided by using electric vehicles for airport transfers



**70**

Trees planted on behalf of the event



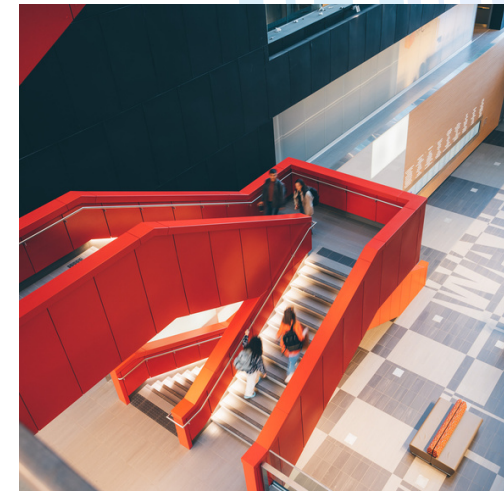
**3**

Vegetarian-only meals served (all lunches)

# What We Will Improve On

## Next Steps for Subsequent Events

- Increase vendor and stakeholder sustainability training so they have a better understanding of environmental footprints and are better prepared to contribute to impactful reduction and offsetting initiatives in additional ways
- Include additional touchpoints for on-site vendor communications to ensure initiatives are implemented most effectively
- Further streamline data requests to vendors and stakeholders to alleviate resources required to collaborate on sustainability
- Find more opportunities to educate attendees and stakeholders on sustainability in easily digestible ways that inspire behaviour change
- Continue to find innovative and impactful ways to reduce our carbon footprint, such as providing electric vehicle transportation throughout the entire event once electric buses become standard and available for public rent





# What We Will Improve On

## Next Steps for Subsequent Events

- Do not use uniforms for staff and partners for future Innovate Canada events
- Use the same policy for Destination Canada Business Events gifts as we do for partner gifts (marketplace of choice)
- Continue to strive to reduce more food waste by working even more closely with our vendors
- Reduce the number of SDGs that we focus on to have a stronger impact in future and to streamline efforts
- Develop a communications plan much earlier on to share results on social media and other platforms



# What We Learned

## 5 Major Lessons



### 1. Incorporate sustainability in the agenda from the start.

- Ingrains sustainability in the planning process, keeping it top of mind
- Widens stakeholder engagement in developing creative initiatives and solutions
- Enables alignment of objectives across stakeholder teams

### 2. Break down strategy and initiatives into smaller goals.

- Supports a more tailored and effective approach to finding sustainable solutions
- Allows for clear alignment of individual initiatives with the [United Nations' Sustainable Development Goals](#)
- Reduces the enormity of the scale of implementing a carbon-neutral, sustainable event

# What We Learned

## 5 Major Lessons



### **3. Engage and educate attendees on sustainability and initiatives implemented.**

- Fosters understanding of initiatives taken, along with a sense of shared responsibility
- Empower behaviour adoption during the event, compounding the impact of the initiatives
- Perhaps inspire long-term community ambassadorship

### **4. Stronger communication leads to more innovative results.**

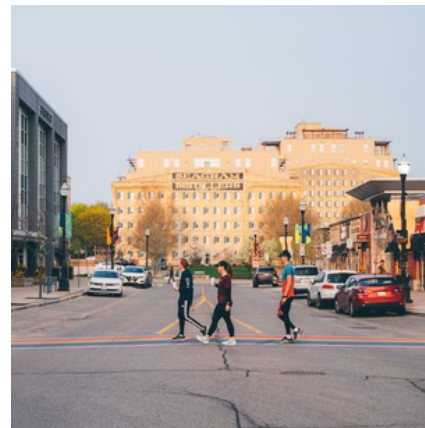
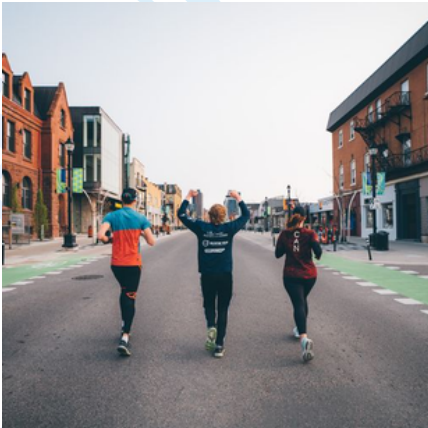
- Establishes and maintains alignment of goals and objectives
- Broadens the innovation process when stakeholders can offer ideas not considered by the main planning team
- Open communication and problem solving, often leading to strengthened relationships

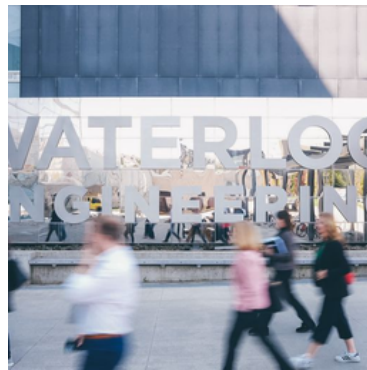
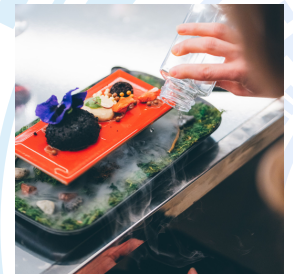
# What We Learned

## 5 Major Lessons

### 5. Acknowledge and be transparent about shortcomings.

- Inspires collective action, learning and improvement - such as the [United Nations' Sustainable Development Goals](#) and initiatives that organizations and individuals can take to have an impact
- Opens dialogue and collaboration
- Makes positive change possible





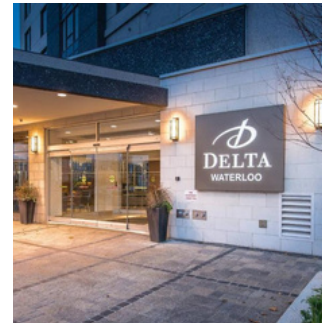
# Appendices - to learn more

# Appendix A: Our Accommodations

## Hotel Sustainability

The [Delta Hotels by Marriott Waterloo](#) worked extensively with Destination Canada Business Events to expand upon their existing sustainability initiatives for Innovate Canada 2023 - Advanced Manufacturing:

- LED lighting is used throughout the hotel. Motion sensors dim/extinguish various rooms automatically
- Catered meetings did not include single-use plastic dishware or cutlery
- Guests are offered the option to decline daily housekeeping
- Toiletry bottles in guest rooms are provided in large, reusable plastic bottles rather than small, disposable ones
- Further reduced the limited amount of single-use plastic in the client rooms by substituting plastic coffee creamers for ceramic and removing plastic-wrapped bars of soap for unwrapped bars procured locally
- Stocked client hotel rooms with nutritious snacks served in sustainable packaging
- Decorated client and partner hotel rooms with a succulent from a local florist, which will be repurposed throughout the hotel after the event
- Facilitated the display of virtual sustainability tips on client and partner room televisions
- Provided a refillable water station in the lobby daily to refill reusable bottles provided as client gifting



# Appendix B: Local & Sustainable Gifting

## Client Gifts From Destination Canada Business Events

We replaced standard swag giveaways with a gifting marketplace at registration. Gifts were sustainably-sourced and clients got to select those they wanted to take home, which reduced waste from unwanted giveaways.



[Rustic Wood Goods](#) is a family-run, home-based small business located in Cambridge, Ontario. With great respect for the natural resources used, only responsibly and locally sourced materials are used in all products.



[Chilly Moose](#) is a family-owned national leader of high performance outdoor coolers and insulated drinkware, designed by Canadians for life in the great Canadian outdoors. It is proud to partner with Tree Canada in support of the National Greening Program and support Destination Canada Business Events' sustainability initiatives by donating one tree to planting for every bulk order purchase.



All [Spark Candles](#) are hand poured, using pure naturally-derived waxes. Spark Candles uses tens of thousands of pounds of waxes every year from renewable sources only. Their candle collections are shipped to clients around the world using sustainable practices, with recyclable packaging and biodegradable packing materials made from starch with no plastics or styrofoams.



# Local & Sustainable Gifting

## Client Gifts From Partners



### BITTERS GIFT PACKAGE

[Token Bitters](#) is Edmonton's first local bitters company. Organic ingredients are sourced from local farmers and businesses and are then hand-made and bottled without chemicals or preservatives. While sometimes they look outside the province for fruits that won't grow in the North, most of their bitters are made with plants grown fresh in Alberta.



### WATER BOTTLE CARRIER

[Sol Designs](#) creates playful, environmentally and socially mindful design. Its water bottle carriers are made of eco-felt, a vegan material made from corn- and wood-based renewable materials. Gifts were purchased from [Made Here](#), the ultimate destination to discover exquisite handmade products and designs from talented makers and artisans in Manitoba. All products are bought on consignment from local vendors.

LOVEFRESH®

### REUSABLE BEAUTY PRODUCTS PACKAGE

[Lovefresh](#) is a Toronto-based luxury line of fun and natural beauty products that will keep your skin glowing. Every Lovefresh recipe is formulated with the best ingredients from local and global sources. Products include all-natural and organic items, and numerous refill options are available.

état de choc<sup>''</sup>

### LOCAL SWEETS

[État de choc](#) works as closely as possible with local and foreign artisans, and strives to collaborate with every important player in the chain.



### LOCAL SAVORY

[Waterloo Brewing](#) serves homegrown, handcrafted beer brewed in small batches to the exacting standards of their friends and neighbours. They have installed a new environmentally friendly state-of-the-art Brewhouse, and their Bavarian brewing technology and equipment were designed to operate sustainably – through improved material utilization, lower energy consumption and reduced waste and wastewater discharges.

In 2021, they installed a new Can Line that includes an extra set of energy regeneration zones to improve energy efficiency at higher speeds. Smaller upgrades around their facility like energy-efficient lighting, upgraded cooling systems, the installation of an Energy Monitoring System and two new high-efficiency boilers are also helping them lower their carbon footprint.

Appendix B

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# Appendix C: Sustainable Exhibiting

Reusable metal and fabric pods (partition walls) were procured for B2B meetings to provide a private and comfortable meeting space for clients and partners. These pods will be repurposed for future Destination Canada Business Events programming.

To minimize waste, all furniture in these pods was rented.



Appendix C

# Appendix D : TRACE Results - Overall

Scope 1

1.74 tCO<sub>2</sub>e

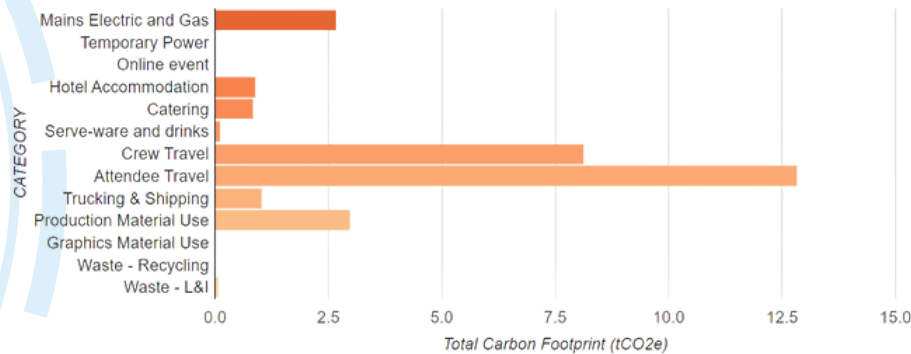
Scope 2

0.55 tCO<sub>2</sub>e

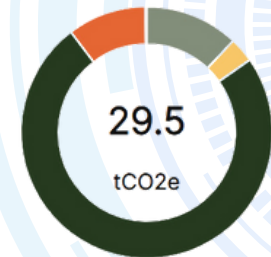
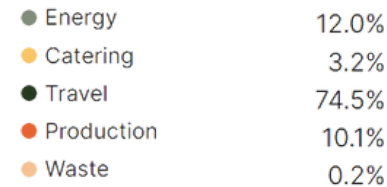
Scope 3

27.26 tCO<sub>2</sub>e

Emissions breakdown by category



Carbon Footprint by Category



**Total Attendees**

**45**  
In Person

**0**  
Virtual

**Carbon Footprint**

**29.55 tCO<sub>2</sub>e**  
Total carbon footprint

**656.61 kgCO<sub>2</sub>e**  
Average carbon footprint per attendee

**Waste Footprint**

**0.13 tonnes**  
Total Waste Footprint

**2.80 kg**  
Average waste per attendee

This is the equivalent of

CO<sub>2</sub> equivalent from 14.8 cars on the road for one year

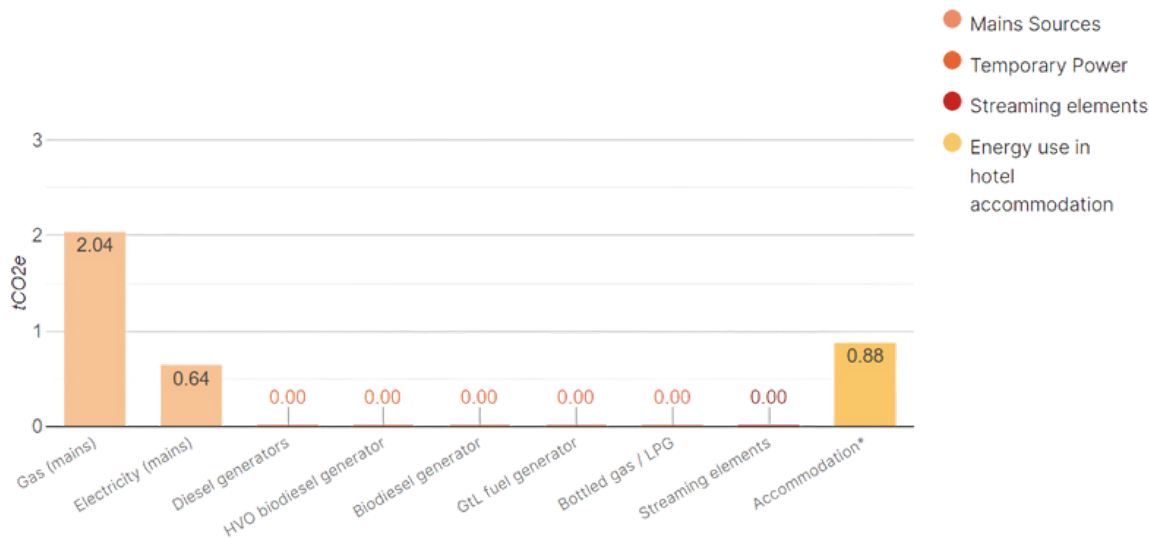
The carbon sequestered by 147.7 tree seedlings grown for 10 years

# Appendix D : TRACE Results - Energy



ENSURE ACCESS TO AFFORDABLE, RELIABLE, SUSTAINABLE AND MODERN ENERGY FOR ALL

Breakdown of Energy categories



Total Energy emissions

3.55 tCO2e

Contribution to overall emissions

12.03%

Energy emissions per attendee

78.96 kgCO2e

# TRACE Results - Production Built Items



## ENSURE SUSTAINABLE CONSUMPTION AND PRODUCTION PATTERNS

Total Production emissions

**2.98** tCO<sub>2</sub>e

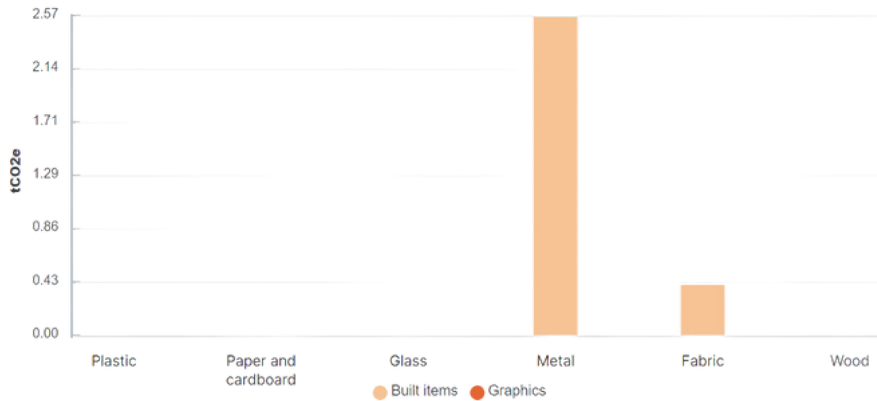
Contribution to overall emissions

**10.1%**

Production emissions per attendee

**66.16** kgCO<sub>2</sub>e

Production materials emissions breakdown



Material Type	Usage (tonnes)	Emissions (tCO <sub>2</sub> e)
Plastic	0.00	0.00
Paper and cardboard	0.00	0.00
Glass	0.00	0.00
Metal	0.60	2.57
Fabric	0.05	0.41
Wood	0.00	0.00
<b>Total</b>	<b>0.65</b>	<b>2.98</b>

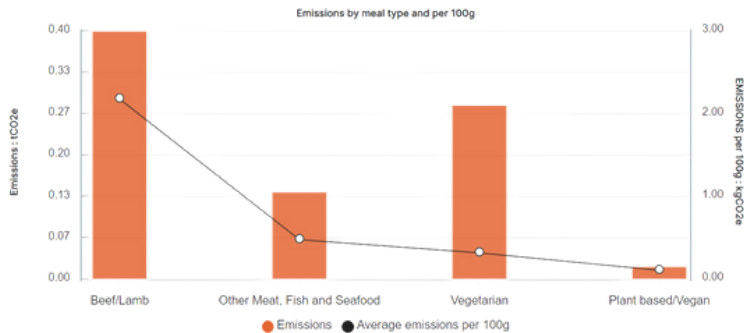
Percentage of materials reused, donated, repurposed

**100.0%**

# TRACE Results - Food & Drink



Emissions by meal type and per 100g



Drink Choice	Emissions (tCO2e)	Quantity	Emissions per drink (kgCO2e)
Tea/Coffee	0.0039	50	0.08
Soft drinks	0.0267	182	0.15
Wine	0.0399	28	1.42
Beer/Cider	0.0019	8	0.24
Spirits	0.0419	154	0.27
Water	0.0000	0	0.00

Food Type	Emissions (tCO2e)	Portions	Emissions per 100g (kgCO2e)
Beef/Lamb	0.40	44	2.18
Other Meat, Fish and Seafood	0.14	188	0.48
Vegetarian	0.28	398	0.32
Plant based/Vegan	0.02	38	0.11

Total F&B emissions

**0.94** tCO2e

Total Food emissions

**0.83** tCO2e

Total Beverages emissions

**0.11** tCO2e

F&B emissions per attendee

**20.92** kgCO2e

Total Serveware emissions

**0** tCO2e

Contribution to overall emissions

**3.2%**

# TRACE Results - Waste Management

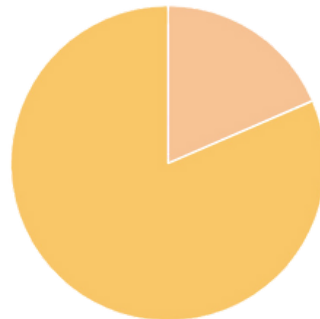


## ENSURE SUSTAINABLE CONSUMPTION AND PRODUCTION PATTERNS

<b>Total waste</b>	<b>Waste per attendee</b>	<b>Total Waste emissions</b>	<b>Contribution to overall emissions</b>	<b>Waste emissions per attendee</b>
<b>0.13</b> Tonnes	<b>2.80</b> kg	<b>0.07</b> tCO <sub>2</sub> e	<b>0.2%</b>	<b>1.61</b> kgCO <sub>2</sub> e

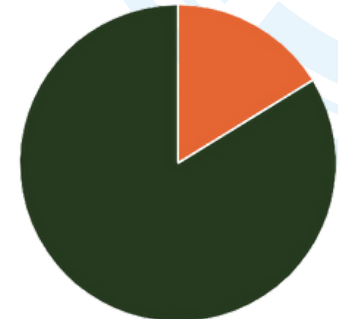
Where did waste come from? (by weight)

● Built items	0.0%
● Graphics	0.0%
● Food waste	0.0%
● Serveware	18.5%
● Everything else	81.5%



Where did waste go? (by weight)

● Landfill	16.2%
● Incinerated	0.0%
● Recycled	0.0%
● AD/Compost	0.0%
● Re-used	83.8%



# TRACE Results - Travel & Transport



**TAKE URGENT ACTION TO COMBAT CLIMATE CHANGE AND ITS IMPACTS**

Travel and Transport emissions

**22.00** tCO<sub>2</sub>e

Contribution to overall emissions

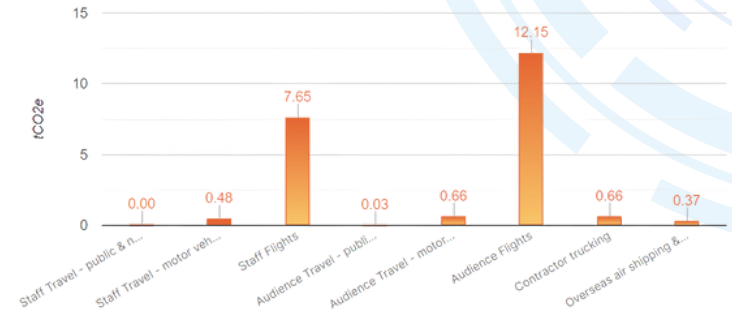
**74.5%**

Travel emissions per attendee

**488.96** kgCO<sub>2</sub>e

Transport Type	Emissions (tCO <sub>2</sub> e)	Percentage of Transport Total	Journeys	Emissions per journey (kgCO <sub>2</sub> e)	Mileage	Emissions per mile (kgCO <sub>2</sub> e)
Staff Travel - public & non-emitting transport	0.00	0%	0	0	0.00	0
Staff Travel - motor vehicles	0.48	2.19%	42	11.50	1387.02	0.35
Staff Flights	7.65	34.76%	20	382.46	27831.72	0.27
Audience Travel - public & non-emitting transport	0.03	0.13%	2	13.77	125.36	0.22
Audience Travel - motor vehicles	0.66	3.01%	41	16.17	2498.70	0.27
Audience Flights	12.15	55.22%	22	552.26	43616.31	0.28
Contractor trucking	0.66	3.00%	19	34.73	1086.52	0.61
Overseas air shipping & freight	0.37	1.69%	1	371.11	2040.16	0.18

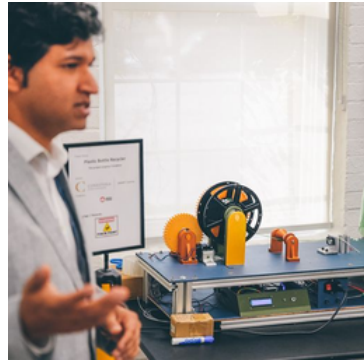
Emissions by transport type



Appendix D

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# Who is Destination Canada



At [Destination Canada](#), we believe that tourism enhances the quality of life of Canadians and enriches the lives of visitors. We believe that Canada's diversity, its greatest asset, is also what touches travellers' hearts most deeply. Our mission is to influence supply, and build demand for the benefit of locals, communities and visitors through leading research, alignment with public and private sectors, and marketing Canada nationally and abroad. Our destination development work ensures that we grow a premier four-season tourism economy that is community centric and regenerative in nature – catalysing thriving commerce, culture and reconciliation.

[Destination Canada's Business Events](#) team is charged with growing Canada's share of international business events by promoting the country's unique meeting, convention, and incentive event possibilities. By driving awareness of Canada's leading economic strengths and how local knowledge capital can elevate business events, Destination Canada's Business Events team helps international organizations meet with purpose in Canada. Destination Canada is a Crown corporation wholly owned by the [Government of Canada](#).





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**CANADA**  
ADVANCED MANUFACTURING

**CANADA** 

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