



TSEF CAN

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**VIRTUAL
EVENT
MOONSHOT
REPORT**

Let's start making events carbon negative!

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OVERVIEW

OUR PROFILE

The task given to our team of industry professionals by TSEF was to create a virtual carbon-negative event. We are bringing together perspectives from two planners with experience in sustainability planners, an audiovisual guru, a sustainable development advisor, and a student stepping into the world of sustainable events! We've put our various backgrounds and experience levels together to tackle the challenge of getting to carbon negative.

THE SCENARIO

The client is a tech company based out of Montreal. It will be live-streaming a client/user conference at the end of June 2021 to 1000 people from around the globe (30% Montreal, 15% Toronto, 15% Calgary, 30% Silicon Valley and 10% International attendees) with 70% of the viewers tuning in from home, and 30% commuting to the office.

There will be 2 days of meetings, networking and interaction, but no trade show. The marketing campaign will be entirely virtual. A third of the event will consist of live streaming. Another third is pre-recorded content from the Montreal head office, the Toronto and Calgary branch offices, and the final third of the event will be networking.

The client would like to consider a swag bag, virtual or otherwise, and catering for lunch and snacks will need to be arranged for teams in the 3 live streaming offices. Some speakers and moderators will stream from these locations; others will stream from home.

Budget is not an issue in this case study, and the client is eager to be environmentally sensitive - the audience is 25 to 45, global, well-travelled and tech-savvy & eco-conscious. They have asked to avoid carbon offsets as much as possible.

FUN REALIZATION

Virtual Doesn't Mean Carbon Neutral: Virtual events cut down carbon significantly, but there are still emissions. Hosting a virtual event can produce **19.10 tons of CO₂E** (the equivalent of 2.2 homes energy use for an entire year¹). Compared to a sustainable virtual event producing **4.45 tons of CO₂E²**, without offsets. **Consider Communication:** When planning a carbon-negative event, there will still be emissions. Digital communications (emails, attachments, cloud-based storage, zoom, group messaging, task management software etc.), have a carbon footprint to be considered.

¹<https://www.epa.gov/energy/greenhouse-gas-equivalencies-calculator>)

² <https://drive.google.com/file/d/17AgUPzBfcQvmcfONO22Dp9d7FP1mf-BF/view?usp=sharing>

Some Questions for our Vendors

AV	<ul style="list-style-type: none"> ● Do you have a sustainable policy? ● Can you power your studio with green or renewable energy? ● How far is your storage facility from the studio? ● Do you use EV or Hybrid vehicles? ● Where is the product manufactured? Green supply chain? ● Apps for walkie-talkies? ● How new is the equipment? ● Is your equipment Energy Star rated? ● Is the equipment durable? ● What is the "end of life" plan for the equipment? E-waste plan? ● Is the equipment battery operated? How are batteries disposed of? ● Can you operate equipment remotely? ● HVAC efficiency in the studio for cooling? ● Is there a power-saving mode?
Caterer	<ul style="list-style-type: none"> ● Do you have a sustainability plan? ● Do you have a waste management plan? ● Do you provide staff training? ● Can you deliver with EV vehicles? ● Can you provide meat-free options? ● Can you provide reusable cutlery and plates? ● Are your disposable items compostable? ● Do you compost food waste? ● Do you have a food recovery partner? ● Where is your food sourced? Local farms, bakeries?
Transportation	<ul style="list-style-type: none"> ● Do you have EV vehicles? ● How new is your equipment? ● Do you have an no idling policy? ● What is your regular maintenance and tire pressure check schedule?

WHERE TO START

Begin by planning with the intent to minimize emissions, not just offset them. We acknowledge that creating a sustainable event is a journey with peaks and valleys and is continuously evolving. [What does this mean?](#) There are numerous sustainable alternatives that you can integrate into your virtual events right from the beginning. You need to keep an open mind and be willing to experiment. We started with the questions for our suppliers.

Here are sustainable alternatives you can implement at your next event.

Sustainable Alternatives	
AV	<ul style="list-style-type: none"> • Entirely online experience through Hubilo (live streaming, pre-recorded content) • AV operations executed with <i>AV-Canada Augmented Live</i> • Operating with local AV organizations in Calgary and Montreal • Producing electricity through solar-powered generators (Montreal's hub 97% powered by hydro) • Power down policy, energy-saving features in effect • Low energy equipment • Use of rechargeable batteries • Reusable shipping materials for transferring equipment
Transportation	<ul style="list-style-type: none"> • Transporting catering by bicycle (or walking distance) instead of car • Electric Vans to transport AV equipment and personnel • Offering speakers' ecoRIDES • Encouragement of sustainable alternatives for attendee's transportation (cycle - offer bike valet, transit - offer metro tickets, incentives for walking etc.) • No idling policy for supplier load in/load out • Local/regional suppliers within a limited
Catering	<ul style="list-style-type: none"> • Sustainable menus (digital link, QR code) • Locally sourced organic options • Vegan/Vegetarian menu options • Low water-wise options • Sustainable carbon options • Offer eco-conscious service ware (reusable, compostable, bamboo etc.) • Smaller meal portions



	<ul style="list-style-type: none"> ● Sustainable options for water service (water stations, carton water etc.)
SWAG Products	<ul style="list-style-type: none"> ● Operating with a virtual swag bag ● Supports local businesses ● Offer product with low carbon emission ● Receive what you need policy
Communications	<ul style="list-style-type: none"> ● Organizing Committee uses task management software to coordinate ● Turning off video when communicating ● Limit emails and attachments
Venue	<ul style="list-style-type: none"> ● Partnership with Powered by Bullfrog to offset energy consumption ● Onsite composting, recycling, garbage for appropriate disposal ● LED Lighting in the studio ● Energy reduction program ● Climate control measures

But **what if your carbon reduction efforts are not enough?** Carbon offsets can come into play. Across Canada, there are numerous ways to offset your carbon footprint. Purchasing offsets can help your event reach its carbon-neutral goal and fund projects that reduce greenhouse gas emissions. These offsets can range from forest restoration to education programs.



Quebec: Carbone Scol'ERE³ offers an offset program that focuses on primary school education for students and their families surrounding environmental best practices.



Ontario: Bullfrog Power⁴ offers renewable energy sources, ensuring every kWh of electricity you use, a kWh of pollution free renewable source is integrated to the grid on your behalf.



British Columbia: One Tree Planted⁵ does reforestation of Canada's west over 1.2 hectares is rejuvenated through this offset program.

³ <https://qc.carbonescolere.com/>

⁴ <https://www.bullfrogpower.com/>

⁵ <https://onetreepanted.org/collections/canada/products/british-columbia-forests>

METHODOLOGY

At this point, you might ask, [how do I calculate my event's carbon footprint?](#) Carbon accounting can be a daunting task, and you can easily get lost in the numbers, emission factors and scopes. But this task doesn't have to be, and the steps moving forward don't have to be perfect. The purpose of calculating carbon emissions is to determine the impact. There is a process that can help make calculating carbon emissions more user-friendly.

First, you've got to organize. List all the potential emission sources. Scopes of emissions can be beneficial at this step because it allows you to manage all the event's emission sources. List as many sources as you can, including emissions linked to catering, transportation, energy consumption, swag bags, communications and so on.

Once you have a clearer understanding of where emissions might occur, ask yourself which can be measured. Tools such as [Julie's Bicycle Creative Green](#) tools or [Carbon Footprint's calculator are free; you](#) could also look into specialized tools developed by sustainability organizations. These won't be free but will be more precise. Lastly, you can manually calculate your emissions by using emission factors from scientific literature, but that is an advanced move!

Let's take a closer look at the calculators we used, developed by the [Sustainable Events Council](#). The **transportation calculation tool** allows measuring the carbon footprint of all plane, car, train, metro and bus travels. It uses emission factors specific to each transportation option from [Greenhouse Gas Protocol](#) and the [Fonds d'action québécois pour le développement durable](#). For every trip related to the event, the distance travelled, and transportation mode is input in the tool.

The **waste calculation tool** calculates all waste's footprint, whether recycled, composted or sent to landfill. All waste has to be weighted and input into the calculator. Emission factors extracted from various sources⁶ are used to convert the amounts into carbon emissions. Weighing waste can be difficult; the calculation tool allows us to input volumes and transfers those into weight. It has the average weight of each type of waste and will enable you to convert to the weight in kg from the number of bins or a volume (in L).

The last tool we have used is the **virtual communications calculation tool**. This one is the newest of all three calculators. It accounts for emails and videoconference and is based on emission factors that include the whole life cycle of electronics, including resource extraction,

Steps to Measure

1. Organize your potential emission sources
2. Ask, what can be measured?
3. Input the details of your data
4. Accept what you can

⁶ Emission factors are extracted from the [California Environmental Protection Agency](#), [Minnesota Pollution Control Agency](#), [RecycleMania](#), the [Fonds d'action québécois pour le développement durable](#), the [US Environmental Protection Agency](#) and the [Mississippi Department of Environmental Quality](#).

manufacturing and transportation, data transfer and data storage. It takes into account the average lifespan of computers. So if a computer has a 1000 hours lifespan and manufacturing/extraction is 1000 tons of CO₂, then every hour would be 1 ton.

The data used to build the calculation tool come from the [CIRAIG](#), [Charles Thibodeau's conference](#) on datas' carbon footprint and [Futura Planète](#). This is a new area of research; view the results with caution. They still give a general idea of the carbon footprint of virtual communications. To calculate, we input the number of emails sent and the average size of attachments and the time spent on videoconferences, the number of people connected, and how many of them had their cameras turned on.

As we didn't have our moonshot event's actual data, most data had to be estimated. For the estimates to be as accurate as possible, we used some of the Sustainable Events Council data to produce credible numbers. In an actual event, you'd list all the data that must be collected and mobilize the organization committee to round these numbers.

Lastly, we input our estimated data into the calculators to get the total amount of CO₂ emissions generated by our event. To illustrate our carbon reduction work's impact, we also measured the emissions of a non-sustainable virtual event. The Manageable Measurements section below details the assumptions made to produce the results.

VIRTUAL EMISSION SOURCES

Understanding how the 3 GHG emission scopes apply to events is one of the first steps in locating your measurable carbon emissions.

Reviewing a virtual event's carbon footprint is an easier task than that of a live event. Moving the needle, though, is a more formidable task. After reviewing the **Scope 1** direct emissions on site due to our event, it did not specifically apply.⁷ This comes from the fact that we are not physically burning any emissions onsite by producing a virtual event.

The same was true for the **Scope 2** indirect emissions⁸. A key question to ask yourself when calculating your carbon footprint



⁷ <https://www.wri.org/resources/charts-gra>

⁸ <https://plana.earth/academy/what-are-scope-1-2-3-emissions/>

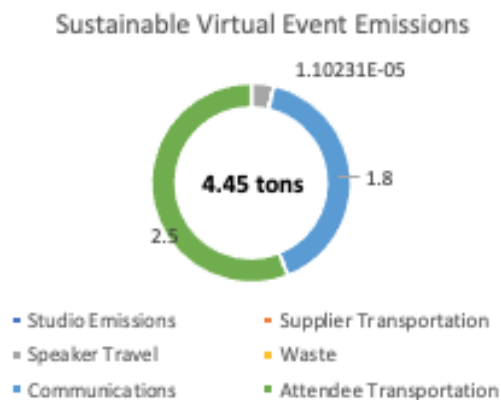
is, "would we be producing these emissions anyway?". After assuming that you would typically be heating your homes, working online, or using your lights anyway, the utility provider's energy purchased for these actions is not inside the **event operations**.

So, **what is there to measure? Scope 3**. Moving the needle is a more difficult task as Scope 3 addresses all emissions outside of your direct control, unlike Scope 1 and 2⁹. While you could ignore Scope 3 emissions, our broader goal is to enable events to be a net positive on the environment. When calculating the carbon footprint, we wanted to address as much as is reasonably possible to measure. For us, this was looking at the broader impact of our event's emissions and going beyond our event's immediate ecosystem and including Scope 3 emissions.

Our next task was to calculate the emissions of each attendee and speaker transporting themselves to the office or participating on a streaming platform. What about the energy used during software operation at a hub in another country? Or the supply chain of each of your SWAG items? How about the waste generated in food scraps during the catering preparation process? Some of these are more manageable than others. We acknowledge that there is an overwhelming amount of Scope 3 emissions, and within the capabilities of our project timeline, we have pinpointed some of the emissions that are currently measurable. If we cannot measure something, it doesn't mean that we can't reduce its GHG emissions.

MANAGEABLE MEASUREMENTS

When reviewing the measurable emissions in Scope 3 for virtual events, some emissions are easier to measure than others. Based on the application of virtual events, the following present the calculated carbon emissions that contribute to the 4.45 tons of CO₂E emissions produced from this event.



Attendee Transportation

⁹ <https://ghgprotocol.org/scope-3-technical-calculation-guidance>

An enormous contribution to the overall emissions is attendee transportation. We assumed that 30% of our event attendees would commute to and from the office to attend the virtual event, resulting in 2.5 tons of CO₂E emissions. This number came from measuring the footprint of 300 people commuting to work, half of which would use a car (we assumed no carpooling would occur given the pandemic). We also assumed that people live, on average, 30 km from where they work. 100 people would use the train or metro (about 50 km roundtrip), 30 would take the bus (about 30 km roundtrip), and 20 would walk or cycle. The average distribution of attendees' transportation was taken from Quebec's sustainable events as calculated by the Sustainable Events Council's statistical study¹⁰.

Although you can't control the attendee's behaviour, you can influence it. Asking attendees to help make an event carbon neutral by staying home to stream the event or using public or active transportation if they must go to work can significantly reduce carbon emissions. In our case, we estimated that by calling people to action and asking them to act towards a common sustainability goal, a larger proportion of attendees would stay home or use public transportation, which reduced emissions from 4,4 to 2,5 tons.

Communications

Another key emission source is video streaming. We reduced emissions by producing the event on a platform that allows control over attendee camera access. However, 1.7 tons of emissions are still occurring due to required organization committee meetings and tech tests on a digital forum—choosing a platform that didn't allow attendees to turn on their cameras outside of designated times saves up to 3.8 tons of carbon. These would have occurred if 25 % of attendees had kept their cameras on during the event.

We also contributed the total number of emails sent to attendees (we assumed 7 emails sent to 1000 attendees for 7000 emails). Emails sent among the organizing committee to plan the event are estimated to be about 500 emails as most communications would be on platforms such as Asana and Google Drive). Emails contributed to 0.110231 tons of CO₂ emissions, with a total communications contribution of 1.8 tons of CO₂E.

Speaker Transportation

The third-largest contributor to our calculated emissions is that of speaker transportation producing 0.165347 tons of CO₂E. It is much harder to influence speakers' travel when the speakers are high-ranking managers of the tech company organizing the event. Setting out the studios in various hubs closer to where the speakers live and allowing secondary speakers to stay home has reduced emissions significantly. However, we still have about 150 kg of CO₂ emissions related to the speakers' travel from home to the studios on both days of the event. As we did for the attendees, we estimated that speakers live on average 30 km from the hubs and travelled by car.

¹⁰ This will be made public very shortly!

The remainder of the emissions calculated, which resulted in practically 0 carbon emissions, is **studio emissions**. Zero emissions were possible due to our choice in AV company. We strictly searched for one that would operate the entire event 'off the grid' using solar generators.

Supplier's transportation was another critical component that had us choose AV-Canada. They could transport their equipment and team using electric trucks, which allowed us to save up to 3,5 tons of CO2 emissions that would have occurred if the equipment had to be transported by trucks and the tech team by plane. Since they have partnerships around Canada, AV-Canada made sure local vendors could supply the Calgary and Montreal hub equipment using an electric fleet. Our choice of catering companies ensured that each could deliver food to the speakers and technicians using electric cars or bikes. The savings in terms of carbon emissions are smaller. Still, car deliveries would have represented about 39 kg of CO2E (for an average delivery distance of 20 km roundtrip in each of the hubs on the two days of the event).

With our event being virtual, the **waste** is reduced. We did have some waste generated in the hubs, mostly related to catering. To keep waste to a minimum, we chose catering companies that could offer a zero-waste delivery service with reusable or compostable plates and cutlery. We asked our suppliers to avoid buffets, plan smaller portions and have a food donation program in place for any extra food. The food scraps were kept to a minimum and composted. These reasonably easy actions are how we managed to get a very low carbon footprint in food waste. Without these requirements to the catering companies, about 40 kg of CO2 emissions would have occurred in the hubs.

FUTURE STEPS

There are limitations, but we need to look at what we can additionally measure in the future.

Production Equipment

To start, all production equipment - headsets, interpretation devices, computers, projectors, teleprompters -- they ALL have an energy draw.

We also must think about the product life cycle from raw materials to disposal. As standards develop, we have room for improvement in how we source, amortize and dispose of material goods.

Platforms & Data Centers

Platforms and data Centers knowing where the data centres are for your chosen platform is an excellent place to start. Is it in a city that is using renewable energy? Is it pricier? Do the data centers have carbon offset initiatives to account for the CO2 emissions from their energy usage? The answers to these questions equip a planner with the baseline numbers to determine just how sustainable a virtual event will be. So, more transparency from suppliers is needed.

Communication Between Hubs and Graphics

Innovations like new phone apps allow you to ditch the walkie-talkie and use one device to communicate between the broadcasting hubs and staff.

While we may not be fabricating a backdrop or signage, design elements have energy costs. More data is needed here to understand the actual emissions.

AV and Branding Considerations	
Communication	<ul style="list-style-type: none"> ● Apps for walkie talkies ● Newer energy-efficient equipment
Branding	<ul style="list-style-type: none"> ● Landing page ● Virtual backgrounds livestream ● Frames for live stream ● Menu and content of your live stream ● App design ● Logos ● Banner ads ● Social media graphics ● Email graphics ● Blog graphics ● Invitation graphics ● Slide decks ● Downloadable/Infographics

BEST PRACTICES

REQUEST MORE FROM YOUR RFP

As one of your most potent tools as a planner, your RFP will help your suppliers understand your needs and provide solutions to creating more sustainable events. By sourcing suppliers and partners who track their emissions and supply data, you can manage your event more efficiently, and this will set up your post-event data tracking to be much more streamlined.

What to ask to reduce our events GHG Emissions:

Do you have a Sustainability Strategy Set in Place?

- Energy reduction program
- Climate control measures

Do you use Planet Positive Products?

- Service Items
- Locally sourced and organic offerings
- SWAG Items
- Signage
- Washroom product

How do you Limit the Litter?

- Receive what you need (not over purchasing food & water, physical items)
- Offer virtual products, service and experience offerings

Do you Divide Debris?

- Offer recycling, composting, and waste management facilities

Is there a Conscious Commute option?

- Energy-efficient transportation methods

CLIENT & ATTENDEE EDUCATION

Growing Movement • Big Changes Requires Bold Leadership • Conscious Consumption Cues

Companies focussing on emissions now will meet future client and industry expectations and prepare for **future regulatory requirements**. Quantifying emissions savings strengthens operations in many ways, increasing efficiency and allowing innovation. Tracking events' carbon emissions over time can identify areas where you are not efficiently operating. Identifying these areas will enable you to improve overall performance and the bottom line by reducing energy consumption and eliminating unnecessary costs. Investing in your education can put you in a position to **manage risk associated with climate change in the future**.

Future Regulations to Prepare for	<ul style="list-style-type: none"> ● Carbon accounting https://carbonaccountingfinancials.com/files/downloads/PCAF-Standard-public-consultation.pdf ● Future disclosure requirements ● Changes in policies regarding climate impacts ● Carbon taxes
Risk Management	<ul style="list-style-type: none"> ● Not dependent upon fossil fuels ● Reduce indirect impacts on supply chain disruptions ● Manage costs ● Insurance ● Self-sufficient/reliable power due to changes in supply/demand ● More efficient operations ● Consumer and investor perceptions

By communicating with your attendees, you can inform and educate as to why you are operating this way. Sharing your objectives early in the attendee experience can also **offer them tips and cues** on how they play a role in the problem and can contribute to the solution.

Attendee Tips and Cues	<ul style="list-style-type: none"> ● Turn off cameras ● Elimination of physical swag ● Rethink transportation & menu choices ● Reduce email use
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CHALLENGE THE STATUS QUO

Not the way it's always been • Evolve

Just because you can doesn't mean you should- We've seen the recent trend of experiential boxes which are sent to virtual event attendees. While it intends to engage and immerse the attendee in the event- the outcome, most of the time is wasteful- from the packaging, transportation and cheap plastic items which end up in our trinkets drawer. Instead, we should focus on engagement and invest in content development and technology- thinking outside the box! IF you are to send these experiential boxes - ensure that you are practicing sustainable procurement- working with suppliers who monitor and measure their activities and have sustainable initiatives in place to reduce or offset their emissions. And as always try to support local to avoid transport emissions.

Plan with a Purpose

How much is enough? Rethink the purpose

Now is a necessary time to ask... "**how much is enough?**" We may want to start from scratch to focus on **purpose**. We've been using the same event template for decades, and the rise of virtual events has offered an **opportunity** to get to the core of our objectives.

What is the purpose of your event?	<ul style="list-style-type: none">● Determine goals and objective of meeting or event● Why do you have the event?● Why are you inviting attendees to the event?● What are the key things you want attendees to walk away from the event?● How will you measure success?● What education measures do you need to accomplish goals?● How much "program" is needed to accomplish your goal?
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CHALLENGES & OPPORTUNITIES

SUPPLY CHAIN MANAGEMENT

The biggest challenge will be to find suppliers and products that are progressive enough to deliver solutions to create green events. The planners and suppliers watching this today want to be part of the solution and NOT part of the problem. The issue is - we are a small voice in the industry right now - so it's an enormous challenge moving forward. We need to be proactive.

Opportunity:

The community is growing, and planners need to think, ask for and buy "green," which will push the suppliers to create innovative green products. Together, we need to remind clients that our priorities need to shift. We need to take steps (even if they are small steps) to reduce our impact on mother earth. There will be many opportunities for new relationships and partnerships on this common goal.



COLLECTING DATA & HOW TO CALCULATE

It's challenging to know how to collect data and measure your carbon footprint. There are so many different calculators and so many components of an event that can generate GHG emissions. Organize and take small steps. Don't aim at taking everything into account on your first try.

Opportunity:

To simplify data collection and calculations, we need to develop a cross-Canada calculation tool that would reflect the event planner's reality. There are excellent resources out there in terms of carbon calculators (we've named a few), but standardizing data collection and calculations would benefit everyone.



AN OVERWHELMING SCOPE 3

What gets measured gets managed- it's a team effort. Collaborate and share tools and resources. As more of the industry starts to measure and track emissions there will be fewer gaps and less carbon in the atmosphere.



Opportunity:

When you do the work of measuring, share this with suppliers and stakeholders and attendees to raise awareness and educate to inspire others. Sharing information will be the foundation to creating a standardized data and accounting system!

LACK OF RESEARCH & KNOWLEDGE BASE

Tracking and reporting emissions isn't the norm yet, and we need to make this mainstream. Our exercise was just the first moonshot; we need to keep building case studies and expanding our knowledge base.



Opportunity:

Anything that makes the process of measuring and tracking emissions easier is an opportunity. We need to consider the internet of things. For example, a smart plug shows energy consumption in real-time on an app. If we can instantly see and capture and report that information, it will be easier to adjust and share, and we can all learn from that.

CHANGING OLD BUSINESS MODELS

When planning any sustainable event, it's essential to assess and see where you can grow regularly. Companies that refuse to adapt will fail to differentiate themselves strategically. Data from the Harvard Business Review suggests "some companies are creating a real strategic advantage by adopting sustainability measures their competitors can't easily match. Think consciously about the 4 E's- Energy, Environment, Economy, Ethics



Opportunity:

As event planners- sustainability can also be a strategy that generates a competitive advantage. Suppliers and destinations- ask yourself how you can differentiate yourselves in the marketplace? What is your sustainability strategy? Do you have one? What about Carbon neutrality sponsorships? Or green sponsors? Companies will want to attach their name to an event that is doing good and positively impacts their community. Consider including green sponsors as an option in our sponsor prospectus.

KEY TAKEAWAYS



Suzanne Morrell: "Transparency and accountability are more important now than EVER before. We have to be responsible consumers and producers of the resources we use to build our events. From food to equipment to logistics. I see an opportunity to map the supply chain with new technologies and engage our partners to fill the gaps with efficient solutions."

Creating Environments, STM enterprises, LLC

[Website](#) / [Twitter](#) / [Instagram](#) / [LinkedIn](#) "*Cooperation comes from friendship, friendship comes from trust, and trust comes from kindheartedness.*" ~Dalia Lama



Candice Tulsieram: "It's about mindfulness in every aspect of the planning and hosting of an event. Mindfulness is the foundation that trickles down to the strategy. We are still communicating sustainability poorly- for far too long it's been a watchword- too much talk not enough action. As part of that mindfulness let's be more conscious about the legacy of an event- what are its impacts on the environment and the communities and destinations in which they are hosted and how can events continue to harness its power to encourage behavioural change- which is what we need to change the world."

The Sustainable Events Forum [Website](#) / [Instagram](#) / [Twitter](#) / [Facebook](#) / [LinkedIn](#)



Liana Cook: "You have the power to change the world as you want to see it. By utilizing your tools, finding new ones, building partnerships, and being able to walk away when your values aren't aligning. This all contributes to how you want to do business, and what the impact will ultimately be. By participating in projects like this, even attending one shows you as a leader in pivoting the world taking one step forward each and every time."

Ryerson University, Hospitality and Tourism Management [LinkedIn](#)



Robert Thompson: "The journey to a carbon neutral event starts with one small step and a willingness to make an impact in our own communities and in our Industry. Being a pioneer means the journey will have windy roads, hills, and valleys but through trials and tribulations on that road, our journey has great meaning and an even greater long-term impact. This will create empowerment and hope, that together with that one small step, we start the journey to change."

Av-Canada [Website](#) / [LinkedIn](#) / [Instagram](#)



Chloé Gagnon Champigny: "If you wait until you have the time and resources to plan a perfect carbon negative event to take action, you'll never get to it. Start now, start small. Allow yourself to make mistakes, to forget about key emissions sources. Learn from these mistakes, share your findings and do better next time. Sustainability is a journey and we can, collectively, make great things by taking action now, within our means and resources, and by constantly aiming to improve our practices."

Sustainable Events Council [Website](#) / [LinkedIn](#)

