

TSEF (The Sustainable Events Forum)

Earth Day for Event People 2025 | 1hr Virtual Event | Thursday, April 24, 2025

Key Take-Aways & Resources

Welcome & Introduction

EarthDay.org

- Chooses a theme each year, 2025 - "Our Power, Our Planet"
 - <https://www.earthday.org/>
- Take Action Pledge:
 - https://www.youtube.com/watch?v=w9TdICu5tNQ&ab_channel=EARTHDAYORG

Quebec City, Bonjour!

Speaker: Debbie Miller, Quebec City Business Destination

- Quebec City RTC event bus network passes
- Free Public Transport for Visitors who stay 2 or more nights
 - <https://www.quebec-cite.com/en/where-to-stay-quebec-city/free-public-transport>
- Quebec City Convention Centre - BioSphere Certification
 - <https://www.newswire.ca/news-releases/the-quebec-city-convention-centre-earns-biosphere-certification-825418097.html>
 - <https://meetings.quebec-cite.com/en/why-meet-quebec-city/quebec-city-to-achieve-biosphere-certification>

About TSEF

Speaker: Natalie Lowe, TSEF

- The Sustainable Events Forum (TSEF)
- <https://tsef.ca/>
- 4 Pillars
 - 1. Education** - The first step in climate action in the events industry is educating yourself and your stakeholders.
 - 2. Collaboration** - Climate action is a team sport. Let's share ideas, support one another, and work together to make lasting changes to our industry.
 - 3. Inspiration** - Finding inspiration and motivation from what others have done fuels us to contribute and continue the good work.
 - 4. Action** - Learning and planning are great, but it's all for nothing if we don't put our plans into action. The world is changed by our actions, not our good intentions.

60 Seconds of Sustainability

Speaker 1: Sofiya Chorniy, Muuse Canada

Speaker 2: Danielle Snow, ConnectSeven Group

Speaker 3: Taylor Piotrowski, Canada's Forest Trust

1. Sustainable Food and Beverage Practices

- a. Local/Seasonal Menus: Prioritize lower-carbon ingredients and collaborate with chefs to create sustainable dishes.
- b. Food Waste Reduction: Portion control, donation programs for excess food, and composting (with a note that reduction is better than composting).
- c. Plant-Based Alternatives: Reduce beef consumption to lower methane emissions.

2. Material Management

- a. Reusable Libraries: Shareable inventories of event materials (e.g., scenic elements, standardized decor).
- b. Sustainable Sourcing: Local procurement, cardboard/vegetable-based plastics, and "just enough" ordering (avoiding over-purchasing).

3. Carbon Offsetting and Nature-Based Solutions

- a. Canada's Forest Trust (CFTC): Plant trees for attendees, add "nature fees" to tickets, or create custom forest partnerships to offset event emissions.
- b. Cool Climate Club: Engages youth-centric brands/events in tree-planting initiatives.

4. Organizational Practices

- a. Sustainability in RFPs: Include sustainability criteria in vendor contracts.
- b. Pre-Event Communications: Educate attendees on sustainability efforts (e.g., bringing reusable bottles).
- c. Certifications: Pursue sustainability certifications (e.g., Biosphere Eco-Responsibility Certification, mentioned by Quebec City).

5. Quick Wins

- a. Eliminate single-use items (cups, badges, lanyards).
- b. Set up water stations to replace bottled water.
- c. Adopt digital confirmations and badges.

Muuse Canada

- <https://www.muuse.io/canada>

ConnectSeven Group

- <https://connectsevengroup.com/services/sustainable-destination-development/>

Canada's Forest Trust

- <https://www.canadasforesttrust.ca/>
- <https://www.coolclimateclub.com/>

Sustainable Event Planning – Greatest Hits

Speaker: Natalie Lowe

- Go Digital
 - But not too digital, beware AI is not the answer to everything
- Material Management
 - Using less is better than recycling
- Food and Beverage Choices
 - Portion control
 - More veg, less meat
- Single Use Elimination
 - Reuse it or lose it
- Organizational Approach
 - Having a plan is better than having no plan

Explore Edmonton Resources

- <https://exploreedmonton.com/industry/meetings/sustainability>

Implementation Roadmap – Quick Wins

- Eliminate beef from menus (Immediate: Simply adjust menu planning)
- Switch to digital confirmation/ordering (1-2 weeks: Implement existing platforms)
- Adopt water stations with reusable bottles (1-2 weeks: Source stations and branded bottles)
- Implement badge recycling stations (Immediate: simple collection points)
- Include sustainability criteria in RFPs (Immediate: Add standard language)

Sharon Bonner Interview

Speaker: Sharon Bonner, Sharon Bonner Consulting

- <https://brightideasevents.com/>
- <https://sharonbonnerconsulting.com/>

Yuzhe Li Interview

Speaker: Yuzhe (Leo) Li

- TSEF course link - three courses to choose from
- <https://sustainable-events-for-busy-people.teachable.com/>

PCMA Interview

Speaker: Sandra Moniz, PCMA Canada East Chapter

- <https://www.pcma.org/>

SITE Canada Interview

Speaker: Liz Akey, SITE Canada

- <https://sitecanada.org/>
- **Documentary - Buy Now on Netflix**
 - <https://www.netflix.com/ca/title/81554996>

Ottawa Tourism Interview

Speaker: Mary Sayewich, Ottawa Tourism

- <https://ottawatourism.ca/en>
- Responsible Events Guide: [Ottawa-Tourism-Responsible-Events-Guide.pdf](#)

Thank you & Wrap-up

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Upcoming Events:

- Leadership Call, May 20 @ 12:00 pm EDT

Recommended Books by Natalie Lowe:

1. Four Thousand Weeks, by Oliver Burkeman
2. New Happy, by Stephanie Harrison