

# GREEN MEETINGS

with the London Convention Centre



# TOGETHER WE CAN

## WHAT IS A SUSTAINABLE (GREEN) EVENT?

A sustainable (green) event works to ensure that all elements of an event, from beginning to end, are carried out with the goal of reducing pollution, resource consumption, carbon footprints and the environmental impact on the local community.

## WHY PLAN A SUSTAINABLE (GREEN) EVENT?

Simply put, going green is good business. Green initiatives are an important part of business today. Being proactive in greening your events and everyday business activities can position your organization as a leader in your industry; helping increase exposure, reputation and the overall profile of your organization and event.

“Social and environmental concerns have become increasingly influential in consumers’ purchasing decisions, and corporate social responsibility has become a prerequisite for the majority of Canadians who want to know that companies adopt high ethical and green standards throughout their value chain. A majority of Canadians now make an effort to buy local or Canadian-made products and some are willing to pay a premium.”

*Mapping your future growth | Five game-changing consumer trends  
October 2013 | BDC*

“In Canada, thanks to widespread municipal policies, citizens have become the biggest advocates of recycling in the world. According to a survey conducted in 2011, nearly nine out of 10 Canadians claim they recycle at home.”

*Mapping your future growth | Five game-changing consumer trends  
October 2013 | BDC*

“In the U.S. and Canada, nearly half of all consumers state that they are inclined to buy environmentally friendly products. Only a small minority (one in five) say they are not likely to buy a green product or to buy green products at all. In addition, four in 10 claim they would be willing to pay a little more for a product or service they knew was environmentally friendly.”

*Mapping your future growth | Five game-changing consumer trends  
October 2013 | BDC*

# LCC GREEN



## FACILITY

**LIGHTING** - In 2012 and 2013 the LCC replaced incandescent lights with high-efficiency LED lights throughout the Main Floor Foyers, Salons, Parking Garage and Loading Dock. In meeting spaces the new lighting added day light harvesting and DMX controls, as well as more natural and brighter lighting. The upgrades generate an estimated savings of approximately 263,262 KWHrs/year.

**HEATING/COOLING** - The southern window exposure is fitted with window film that acts as an insulator, keeping heat from escaping in the winter and shielding the sun in the summer.

LCC lighting & heating/cooling procedures aim to minimize resource consumption. Lights and event heating is activated 30 minutes prior to client arrival. Additionally, the LCC is part of Enernoc, responding to requests to reduce energy consumption during peak times.

**WATER CONSERVATION** - Low flush toilets are installed throughout the LCC.

**DECOR & MATERIALS** - When purchasing or replacing decor and materials, products produced with recycled materials are sought. For example, carpeting throughout the LCC is made from recycled materials and banquet chairs are composed of 84% recycled materials.

**DIGITAL SIGNAGE** - Digital signage replaces paper posters throughout the LCC, including outside of every meeting space to indicate specific sessions and meeting rooms.



## RECYCLING & WASTE REDUCTION

The LCC is focused on reducing waste. Efforts for the past 2 years can be found below.

Waste reduction efforts include:  
Use of reusable materials for clients, including linens instead of disposable napkins, glassware instead of disposable cups.  
Excess meals deemed acceptable are donated to the Men's Mission or Salvation Army.

Recycling and Waste Management	2013 (in lbs)	2012 (in lbs)
Recycling Office Paper	2,943	4,101
Recycling Comingled	5,181	4,729
Wood Pallets	4,059	2,000
Organics	40,840	41,149
OCC (Corrugated Cardboard)	17,262	20,525
e-Waste	200	264
Batteries	-	306
Oil (from Deep Fryers)	360	360
Grease (from Food Waste, converted into biogas)	2,226	1,200
Waste	46,032	59,612
Percent of Materials Recycled	61%	56%

# LCC GREEN



## FOOD

The London Convention Centre team is committed to supporting our neighbours, our local farmers and our community by **SOURCING SEASONAL, REGIONAL AND SUSTAINABLE INGREDIENTS**.

We work with great suppliers who are committed to purchasing **INGREDIENTS FROM A 100 MILE RADIUS**, ultimately reducing our carbon footprint while supporting local food systems.

Local food is **TASTIER, HEALTHIER** and **SUPPORTS OUR ECONOMY**.

It's not only the **SMART** thing to do, it is the **RIGHT THING TO DO**.

The LCC is committed to buying **LOCAL FIRST**.

From July to October (depending on Southern Ontario Weather) 90% of our product is from local farmers within 60km from London's city centre; Providing local crops from apples to zucchini



## COMMUNITY

**The London Convention Centre is committed to supporting community programs and campaigns that promote greener living.**

Proud partner of ReForest London and the Million Tree Challenge

Proud participant in the City of London Clean & Green Campaign

Proud participant in the Commuter Challenge

Proud supporter of the London Food Bank, Men's Mission and Salvation Army



## PARTNERSHIPS

**The LCC proudly seeks partnerships with suppliers and contractors who embrace the environmental standards and expectations held by our facility.**

*"The London Convention Centre is committed to protecting the environment and is continuously looking at ways to improve waste management, reduce energy consumption and recycle materials. All purchasing decisions incorporate consideration of the environmental and sustainability attributes and practices of the Proponents (policies, practices, products)."*

# PLANNING A GREEN MEETING

## PLANNING



Plan to be Green! Create a plan and make sure your organizing team knows your plan



When creating your plan include measurable goals and a checklist that you can review after your event



Select venues and hotels that can support your Green Plan



Whenever possible, use local suppliers who are environmentally conscious and reflect your green standards.



Make the Move from Paper to Digital!

- Apps for Organizers - There are apps available to help events planners and their team stay in touch and on top of all of the details, while eliminating unnecessary paper documents
- An App for Delegates - Through Freeman Audio Visual Canada the LCC offers clients an Event App template. This app is web-based to work with all platforms. It gives organizers a tool to provide delegates with the Agenda, Session Information, Speaker Biographies, Floor Plans and more straight to their smart phones, tablets and laptops



Distribute and receive event information electronically - Use emails, event websites, event apps and online registration.



Include your "Green Mission" in your pre-event information. Familiarize your delegates with your green goals for the event and how they can help. Include Green suggestions in your exhibitor package



Only print necessary materials, but if printing is required during your planning choose post-consumer recycled paper



Purchase or utilize signage that can be reused at future events and/or that are produced from recycled materials. The LCC offers digital displays that you can customize outside of all meeting space



"Green" Welcome Kits - If you aren't ready to move to an app for delegates, purchase environmentally friendly bags and include materials that reduce opportunities for waste like reusable water bottles and pre-loaded USB's with speaker notes



"Green" Speaker Gifts - Choose environmentally conscious speaker gifts; consider materials made from sustainable materials.

# PLANNING A GREEN MEETING

## PACKING



Collect all of your conference materials and store them electronically either on a USB, on a Smart Device or in the Cloud instead of printing



Pack your toiletries in reusable containers; avoid using toiletries provided by your hotel



Bring a reusable bottle, instead of purchasing bottled beverages during your stay

## TRANSPORTATION



If you are renting a car for your travel, consider a hybrid or electric vehicle



Encourage attendees to make use of public transit, or share transportation with other attendees. Consider arranging shared transportation, or discounted/complimentary transit



Walk when possible - The LCC is located in Downtown London. Hotels, restaurants, shops and entertainment venues are all within walking distance



Join Community CarShare and borrow the CarShare Car located at the LCC for any transportation needs during your stay.

Visit <http://communitycarshare.ca/> for more details

## ACCOMODATIONS



Choose Hotels who do or will support your Green Event Criteria

- Hotels that offer paperless check-in and billing
- Hotels that utilize environmentally friendly and sustainable materials
- Guests are all provided recycling bins
- Toiletries are provided in refillable containers
- Guests have the option to opt out of linen refresh services
- Look for hotels with Green Key ratings



# PLANNING A GREEN MEETING

## WELCOME & REGISTRATION



Get your delegates on-board with your green event - Share information with them about your green efforts and how they can be green during the event.

- Location of recycling stations
- Information about walkable adventures during free time
- Information about public or shared transportation options
- Offer opportunities that give back to the host community



Utilize Paperless Registration - Create a technology hub that can be used during registration (you may find additional uses for your technology hub too!)



Use recycled paper and environmental inks for printed materials



Use reusable name tags and offer drop off locations for name badges during the final day or hours of the event



During opening remarks, offer information about your Green Plan and how people can participate

## FOR YOUR MEALS



Use reusable coffee mugs - If you have to use disposable, make sure they can be composted and provide composting receptacles



Use china plates and cutlery for your meals. If you must use disposable make sure items can be recycled or composted and provide places to do both



Avoid individually packaged items or condiments



Offer water stations, instead of bottled water. Ask us about our Infused Water Stations at the LCC!



Choose Local Food First - Ask Chef David Van Eldik, CCC about creating a local and sustainable menu









Choose wine and beer that is produced locally; Ontario offers an amazing selection




Provide Vegetarian meal options

# PLANNING A GREEN MEETING


## FOR TRADESHOWS AND SESSIONS

-  Use and encourage exhibitors to use materials that are reusable and, when possible, made from recycled material
-  Encourage attendees to use electronic devices or provide electronic devices (loan service or registration gift) in place of paper handouts.
-  Offer an e-hub where individuals are able to download session presentations.
-  Remind exhibitors and presenters to turn off electronic equipment during downtime (i.e. projectors, computers, tradeshow equipment)
-  Use whiteboards with non-toxic markers; if you need to use flipcharts make sure the paper is made from post-consumer recycled materials
-  If session materials must be printed, print double-sided. If printing a presentation, include multiple slides per sheet and print double-sided




## WHILE IN LONDON

-  Take advantage of downtown London and what can be found on a short walk
  - Looking for a unique dining experience? Within a short walk from the LCC any appetite can be satisfied by London's diverse culinary landscape
  - Looking for fun and entertainment? Budweiser Gardens, The Grand Theatre, Museum London, Western Fair District and more are waiting for you
  - Looking to do a bit of shopping while in town? Downtown London offers everything from men's and women's clothes to comic books and collectables
- Take a walk through downtown, Victoria Park or Harris Park; simply enjoy Downtown

## BEFORE YOU LEAVE

-  Inventory all of the items left behind and left over. Being able to easily track down lost items is not the only value of tracking these items. Being aware of what you or your exhibitors did not use will help you better tailor your materials and their materials the next time you hold the event.

## AFTER YOUR EVENT

-  Save paper and offer your post-event surveys digitally! Our clients appreciate receiving our Guest Experience Survey electronically
-  Consider implementing some of your green meeting planning into your everyday work. Cut back on printing, source recyclable paper, choose local lunch options, etc.
-  Review your green meeting goals and evaluate how you did. Were you able to achieve your goals? How successful were you?



# “LEAF” A LASTING IMPRESSION



The London Convention Centre is a proud partner of ReForest London.

Since 2012, a 5-7 foot tall native tree has been planted on behalf of every new conference or event booked at the LCC with a value greater than \$25,000.

Planting a tree is our way of growing a lasting connection between your organization and London.

How will you “leaf” a lasting impression?

We are happy to help you find the right opportunity, whether planting trees, growing gardens, creating a bursary for local environmental projects, or donating excess conference materials to those in need, like schools and local community groups.



# LONDON CONVENTION CENTRE