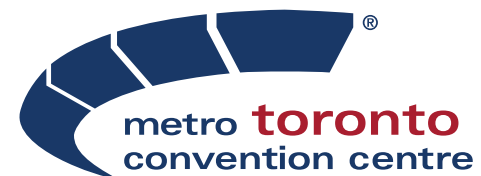


# Planning with Purpose

How to enhance your event's social and environmental impact







# Plan a Responsible Event

As Canada's largest and most successful convention centre, we're in the business of creating positive impacts. Here's how we can help you organize events that save you time, effort and money while supporting people and planet.

Power Your Event with Clean Energy

Promote Clean Energy with Event Signage

Donate Surplus Food

Donate Surplus Goods

Track and Reduce Event Waste

Additional Sustainable Options

# Power Your Event with Clean Energy

Reduce your event’s carbon footprint by powering it with clean energy. Through Bullfrog Power, you can purchase renewable energy credits. For every kilowatt hour of electricity used by your event, Bullfrog adds an equal amount of electricity to the grid from a pollution-free renewable green energy provider. These sources include wind power, solar power and low-impact hydroelectric generators.



Reduce CO<sub>2</sub> footprint



Canada’s first convention centre to power events with renewable energy.

## How to switch to clean energy for your event:

**STEP 1**

Tell your event manager you’d like to purchase renewable energy credits for some or all of your event space.



**STEP 2**

Review your quote within 72 hours.



**STEP 3**

Decide on signage to promote your investment in clean energy at the event (see page 4).



**STEP 4**

Within three days post-event, receive your invoice and certificate from Bullfrog.



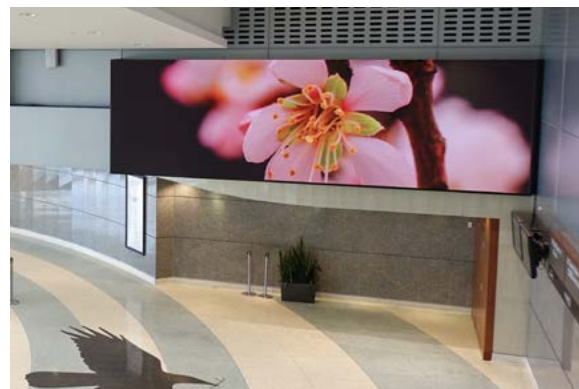


# Promote Clean Energy with Event Signage

Let guests know your event is powered by renewable energy with a variety of signage options when you purchase renewable energy credits through Bullfrog.



## Digital Walls



Advertise that your event is “Powered by Bullfrog Power” on large screens in public areas. The message will appear within the rotation of all displays for that day.

Options include:

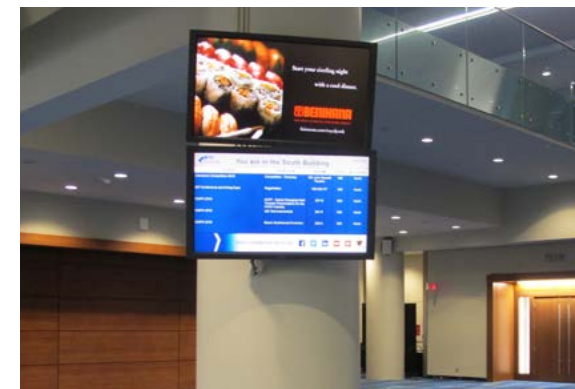
- 10-second slot during 2-minute rotation.
- 20-second slot during a 5-minute rotation.

## Meeting Room Signs



Include the clean energy message on signs at the entrance to rooms providing details about the event, session, and sponsorship.

## Interior Digital Screens

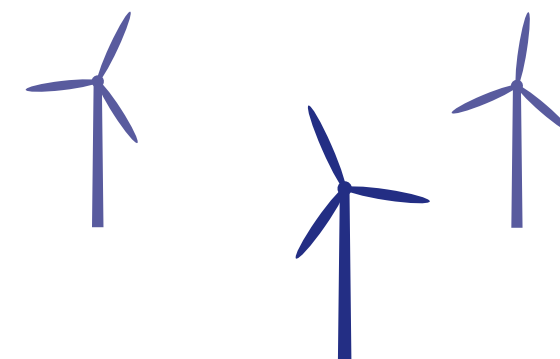


Secure digital signage on rotating screens in our public areas. They are priced per 10-second spot.

## Roll-down Standing Sign



Roll-down standing signs are available to highlight your event’s commitment to using renewable energy.





# Donate Surplus Food

Address food insecurity and event waste with our popular food donation service. Our teams donate servable leftover food from every event to people experiencing hunger, at no cost to you. Last year, the Metro Toronto Convention Centre donated approximately 12,000 kilograms of food to the following community organizations, representing 25,420 meals. The MTCC donates extra food by default. However, we can help facilitate additional food donations made by events and exhibitors.



## Toronto District School Board Student Nutrition Program

Local public schools with student nutrition programs offer a variety of healthy snacks and meals. The Centre currently supports the TDSB Student Nutrition Program, which operates in 420 local schools and feeds an estimated 150,000 per day.



## Carol & Crew

During Christmas of 2016, a mother and son team began serving sandwiches and snacks to people experiencing homelessness in downtown Toronto. The organization now serves weekly hot meals, and distributes seasonal clothing, blankets and sleeping bags, to people in need.



## Toronto Catholic School Nutrition Programs

The Centre regularly donates to the TCDSB's Nutrition Programs. This program provides food to approximately 60,000 students every day.



## The Neighbourhood Organization

The food collaborative at this community organization ensures that 1,100 diverse clients have access to fresh vegetables, fruit, eggs, dairy products and culturally appropriate foods twice a month. More than half of the community organization's clients are newcomers.



## Margaret's

The Full Plates program at this registered charitable organization supports women experiencing mental health, homelessness and food insecurity in Toronto's Downtown East.



# Donate Surplus Goods

Reduce event waste and divert leftover furniture, accessories, toys and other goods from landfill with our donation program for event materials. Event donations reduce cleaning costs and support local shelters, school boards and community organizations such as Habitat for Humanity.



**STEP 1** **Plan ahead**  
Before the event, email photos and descriptions of goods intended for donation to [donations@mtccc.com](mailto:donations@mtccc.com).



**STEP 2** **Wait for confirmation**  
Our team will coordinate with local organizations to verify if your goods are accepted for donation.



**STEP 3** **Receive donation sticker**  
For approved items, a member of the MTCC team will reach out to coordinate dropoff of a donation sticker to apply to items.



**STEP 4** **Drop off donation items**  
Wrap, pallet and apply a donation sticker to accepted item(s). Before the event ends, a MTCC team member will communicate the dropoff location for your donation.





# Track and Reduce Event Waste

If reducing your organization’s waste footprint is a priority, we can help. We strive to redirect most of all event waste from landfill through recycling, composting, and e-waste collection and recycling. Many planners opt for a waste audit to track the volume of waste collected year-over-year. Tracking allows you to pinpoint opportunities to reduce resources, costs and waste at future events. The table below shows the estimated data we can provide post-event. We also offer more detailed waste audits from our waste hauler for an extra cost.

Resource Tracking			Unit of Measurement
Waste	Landfill		kg
	Recycle		kg
	Compost		kg

- Waste streams are monitored by our cleaning and stewarding staff. Weights are estimated based on the size of the tote or bin.





# Sustainable Building Features and Options

We know the importance of details at events, and we believe that even small steps toward sustainability add up to making a positive impact. Ask your Event Manager about these sustainable building features and options that help your event and our facility reduce waste, conserve energy, and enhance biodiversity.

## Sustainable Tableware

Opt for reusable instead of disposable tableware to reduce waste and create an elevated experience.

## Low-Footprint Menu

Approximately 65% of food and beverage items we procure come from local suppliers and farms certified by the 100KM Foods program. Ask how we can help make your event menu even more sustainable with additional local, seasonal or plant-based options.

## Honey from our Hive

We house a beehive that supports local pollinators and supplies our culinary team with delicious local honey.

## Conserve Energy with LED lighting

By the end of 2024, our facility will be illuminated exclusively by energy-efficient LED lights. This upgrade represents an annual savings of 2.7 million kilowatt hours and 81 tonnes of CO<sub>2</sub> emissions.

## Voyage Control

Reduce CO<sub>2</sub> emissions by using the app Voyage Control during move-in and move-out. Exhibitors can pre-reserve a time on their mobile device for unloading exhibitor/booth materials directly at our Centre. Not only does this save exhibitors time, but helps to reduce traffic and CO<sub>2</sub> emissions caused by idling and redirection.

## Mamava Pods

We have installed two Mamava pods for guests who prefer privacy while nursing. One pod is located in the North Building and the other in the South Building.

## Sustainability Planning

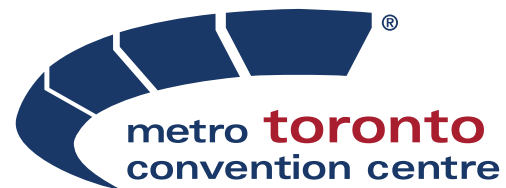
To discuss your ideas for improving sustainability at your event, please contact our Sustainability Coordinator Alannah at [ahoops@mtccc.com](mailto:ahoops@mtccc.com).





The Metro Toronto Convention Centre is Canada's #1 convention and trade show facility. Beyond hosting events, our facility operates with an awareness of resource usage, and we continue to strive to find opportunities to increase our community impact and reduce our environmental footprint through responsible business practices.

For more information, please contact Alannah Hoops, Sustainability Coordinator, at [ahoops@mtccc.com](mailto:ahoops@mtccc.com)



**Metro Toronto Convention Centre**  
255 Front Street West | Toronto, ON Canada M5V 2W6 | (416) 585-8000 | [mtccc.com](http://mtccc.com)