

AIPC MEMBERS SPEAK GREEN MEETINGS BY P.-MICHEL BOUCHARD

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OVER THE LAST COUPLE OF MONTHS, THE GREENING OF MEETINGS HAS BEEN AN INCREASINGLY HOT TOPIC IN THE MEETINGS INDUSTRY. AS CLIENTS BECOME MORE AWARE OF THE EFFECTS OF THEIR CONVENTIONS AND EXHIBITIONS ON THE ENVIRONMENT, THEY ARE DEMANDING ECO-FRIENDLY ACTIONS FROM THEIR CHOSEN VENUES. MANY CONVENTION CENTRES HAVE TAKEN CONSIDERABLE STRIDES TOWARD SUSTAINABLE DEVELOPMENT, BUT HOW CAN ONE DISTINGUISH THOSE WHO ARE TAKING TANGIBLE ACTIONS FROM THOSE WHO ARE MERELY FOLLOWING THE GREEN TREND?

Clients must ask questions and look for tangible eco-friendly actions. What happens to food surpluses and kitchen waste? Does the convention centre have a recycling program? Is there an environmental policy in place? What measures are available to accommodate eco-friendly events? And most importantly, is

credibility in this area through measurable actions and innovative programs to meet the growing demand for eco-friendly facilities. With the soaring demand for zero waste and zero carbon events, the Convention Centre has recently launched a Products and Services + for Eco-Friendly Events which features the

of obtaining the U.S. Green Building Council LEED certification (Leadership in Energy and Environmental Design) for our facilities.

Centres which take this green trend lightly will soon see their sales decline. In a not too distant future, green auditors will certify our facilities and ensure that we back our claims with tangible and verifiable measures. Most importantly, clients must demand eco-friendly actions from all facilities in order to reduce the environmental impact of their events. Only then will our industry truly be green.

OVER THE YEARS, COLLECTIVE EFFORTS HAVE RESULTED IN TONS OF CARDBOARD AND PAPER, AND HUNDREDS OF THOUSANDS OF LITERS OF GLASS AND PLASTIC BEING SENT BACK FOR RECYCLING RATHER THAN TO THE INCINERATOR OR LANDFILL FOR DISPOSAL

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the facility treating sustainable development as just another trend or is it part of the corporate culture?

At the Québec City Convention Centre, we have moved since opening in 1996 to establish our

assistance of an eco-advisor. Over the years, collective efforts have resulted in tons of cardboard and paper, and hundreds of thousands of liters of glass and plastic being sent back for recycling rather than to the incinerator or landfill for disposal. We are also in the process

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