

# Industry View

This column is contributed by the Québec City Convention Centre, a member of the International Association of Congress Centres (AIPC). AIPC is an international association of more than 155 of the world's leading convention and exhibition centres. Its mission is to support, encourage and recognise excellence in convention centre operation and management. It is based in Brussels, Belgium. [www.aipc.org](http://www.aipc.org).

## Clients must push venues to be green

For convention centres to be truly green, clients must lead the way, says Québec City Convention Centre CEO, **Mr P Michel Bouchard**.



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 their conventions and exhibitions have 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 which are taking tangible actions from those which 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 programme? Is there an environmental policy in place? What measures are available to accommodate eco-friendly events? And most importantly, is 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 worked since opening in 1996 to establish our credibility in this area through measurable actions and innovative programmes. With soaring demand for zero waste and zero carbon events, we recently launched a Products and Services + for Eco-Friendly Events which features the assistance of an eco-adviser. Over the years, collective efforts have resulted in tonnes of cardboard and paper and hundreds of thousands of litres of glass and plastic being sent back for recycling rather than to the incinerator or landfill for disposal. We are also in the process of obtaining the US 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. ■

*Do you agree? Send in your views to TTGmice, email: [ttgnewsdesk@ttgasia.com](mailto:ttgnewsdesk@ttgasia.com)*