

## From the Sustainability Desk

FROM THE  
SUSTAINABILITY DESK



site  
Canada

By: Liz Akey, CMP, February 7, 2022

# Where to Begin

Sustainability and the climate crisis are very important topics for our meeting and incentive professionals. There are many resources out there and although these resources are helpful, it can be so overwhelming and downright scary!

Join me in this “new” journey as we navigate these critical issues together. I will be providing regular updates on sustainability that can assist you in your day-to-day life as well as within our industry.

Where do we begin and how can we make a difference in both our personal lives and our professional lives - the world of incentive and motivational reward travel?

My first recommendation is to build awareness of the 17 Sustainability Development Goals (SDG). Adopted by the United Nations in 2015, these goals are a call-to-action to end poverty, protect the planet, and ensure by 2030 that all people enjoy peace and prosperity.

Throughout the pandemic, I think most of the world has come to appreciate nature more than ever due to the lockdowns. We have spent more time in backyards, gardening, hiking, and exploring local areas we never would have pre-pandemic due to our busy and chaotic lives. We certainly had time to reflect on our lives, nature, and all its beauty.

In the past two years, I have tried to maintain a sustainably responsible life i.e.: eliminating one-use plastic items, using environmentally safe cleaning products and bamboo toilet paper, buying local and supporting small businesses, and eating more plant-based meals. Also, I am educating myself on where I buy my fish products and want to support local companies as much as possible. I was introduced to Fisherfolk and love their high quality natural Canadian fish and seafood.



Last spring, I watched the **Seaspiracy** documentary on Netflix and it had a profound effect on me. It widened my eyes to the overfishing and destruction that is being done to our oceans. I have not stopped eating fish but now make it a priority to eat sustainably caught fish and support local as much as possible. You can expect to see more companies adopting various mechanisms to trace seafood, called boat-to-plate.

### Good news stories & resources

- A recent **UNESCO mission** just discovered a pristine and rare rose coral reef located off the coast of Tahiti. It is 3km in length and at depths below 30 metres, known as the

ocean's 'twilight zone'. Who knew? There is much to discover. Such is the mystery of our oceans.

- The United Nations awards **Champions of the Earth** each year to environmentalists who make outstanding contributions to protect our planet. Be inspired by [these magnificent stories](#).
- Costa Rica is now protecting 30% of the oceans and marine life off [Cocos Island \(Shark Island\)](#). It's an impressive increase from 3%.
- [Seashepherd.org](#) is another incredible organization that is committed to protecting our oceans and marine life. Taking from their name and calling them the shepherds of our sea would not be an exaggeration.
- [Global Seafood Alliance](#) is an excellent organization to learn about Best Seafood Practices and certifications.
- Trace your fish and learn about [Boat to Table](#)

Stay tuned for more insights, resources, sustainability courses and certifications. We will also share stories of industry colleagues with their recent discoveries and accomplishments.

*Join me on this journey of sustainable learning – together we can make a difference!*