



From the Sustainability Desk – with Liz Akey, CMP

Let's Talk Certification:

Did you know that SITE Global introduced a Sustainability Certification program at the SITE Global Conference in 2020? Led by Past President Gabby Spanton, SITE Canada proudly received its Certification in 2020. At present, we're on the cusp of 21 of 27 global chapters being certified this year.

Certification requires the completion of qualifying criteria, tasks, and case studies. The SITE Global Sustainability Committee also provides training webinars and mentor support to assist throughout the chapters' yearlong initiatives.

SITE Canada's Sustainability Committee is excited to be launching an Earth Day Campaign. Stay tuned for more details and mark your calendars for Earth Day this April 22nd! Our upcoming chapter programs will follow and adhere to the necessary guidelines to provide sustainable events.

Through teamwork and collaboration, we all can make a difference! Let's keep the conversations going with industry colleagues on how to 'Save and Protect our Planet' and put it into action!

Insights From Sustainability Committee Members:

The Sustainability Committee is made up of passionate and committed group of planners and suppliers. We are sharing stories and resources to help our industry work towards an eco-friendly future.

I'm excited to introduce the Sustainable Committee; Lee Ann Marano, Mary Pepe, Beverly Read, and Gabby Spanton.

In our sustainability bulletin, Beverly and Lee Ann share how they are implementing eco-friendly measures into their work and personal lives.

The Pursuit of Global Environmental Sustainability in our Travels

By Beverly Read, Sales Director - Wynford

What does sustainability mean?

Definition: avoidance of the depletion of natural resources in order to maintain an ecological balance.

Although we use the term sustainability so often, it's easily put aside for other urgent matters. We really need to ask ourselves how we can add this important component in the initial plans and keep it part of the process? I think we can agree sustainability is more important than ever after we come out of the plastic overload from Covid.

Many hotels and venues are making strong conscious efforts around sustainability and every single bit helps. At SH hotels, sustainability is determined right from the design stage. Take a look at some of the 1 Hotel Toronto initiatives around

sustainability. It's quite impressive. 1 Hotels are popping up everywhere and they are carrying sustainability strategy throughout their collection.



Take for example, 1 Hotels' commitment to no single-use plastic water bottles. They've embraced Path water bottles which were invented by three friends who decided they wanted to make a difference with sustainable and reusable bottles. They are sleek, mineralized, reusable, thermos quality and have the ability to personalize.

Check out the multi award winning company - view details about Path [here](#).

We won't have the luxury of changing design in the venues we choose but we start making shifts towards sustainability! Keep it in your plans and make the process measurable! We all need to make a meaningful impact in the way we travel, work and live. It's time to be aggressive with our approach.



Committing To Sustainability in our Personal Lives

By Lee Ann Marano, Independent Planner

When I started down this road of sustainable education with our committee, I knew I had a lot to learn, but I certainly was not aware of what I was about to find even on the surface.

I started with what is sustainability in our personal life.

Sustainable living is a practical philosophy that aims to reduce personal and societal environmental impact by making positive changes which counteract climate change and other negative environmental concerns. More simply, sustainable living is a method of reducing one's "carbon footprint."

An eco-friendly lifestyle means that you're living a life with the environment in mind. It means that you make decisions based on the outcome that they will have on the environment.

I focused on some of the things I consume in my daily life and was shocked to find that the basics include plastic!

Here are a few common examples:

- I am a tea drinker and discovered some tea bags contain plastic! Plastic (polypropylene to be exact) is added to the paper teabag to help heat seal them during manufacturing and they are not 100% bio-gradable either.
- I am also a tennis player. The fuzzy outer shell of tennis balls is made of plastic and sheds off everywhere!
- Chewing gum is a single-use plastic. In the UK alone, some 100,000 tons is chewed every year, staining 95% of the country's streets.
- Sea salt contains microplastics. Tiny plastic pieces smaller than a grain of rice are found in 90% of commercial sea salt brands.
- Beauty and cosmetic products, such as some toothpastes, exfoliating body washes, and facial scrubs contain microbeads, and are a form of microplastic.

If we avoid plastic products in general, then we can limit exposure to microplastics and also limit the microplastics resulting from the degradation of plastic waste.

Living more environmentally friendly is so important in helping keep the planet clean and safe for wildlife, as well as ourselves.

Eco Library and Resources

1. Canadian Climate Scientist, Katharine Hayhoe's new book *Saving Us: A Climate Scientist's Case for Hope and Healing in a Divided World*. Also check out [Climate Science 101 article](#) by Katharine featuring [this video](#).

Katharine encourages us to have conversations about climate and shows us that we can learn so much from each other and take action to save our planet.

2. Suzanne Simard: *Finding The Mother Tree: Discovering the Wisdom of the Forest*. You will appreciate the powerful forces of trees and forests and how they are beautifully connected underground. These are stories you need to hear.
3. Renee Lertzman: TED Talk – How to turn climate anxiety into action. https://www.ted.com/talks/renee_lertzman_how_to_turn_climate_anxiety_into_action?language=en

4. When you are planning an incentive program or any event, do you have a Sustainable RFP checklist? Do you have a person dedicated to a sustainability role? If you work for a hotel, resort, convention centre or DMC, what are your standards or guidelines and are they in alignment with the SDG goals?

To move into turn sustainability mode for your next event, here is a great course to get you started. This certificate for Sustainable Events 101 by Natalie Lowe CMM offers downloadable checklists and guides. [certificate course for meetings & conventions - Sustainable Events 101](#).

Join us on this journey of sustainable learning. We'd love to hear from you and share your insights. Reach out to us at info@sitecanada.org.