



C2 MONTRÉAL 2017

Event
sustainability
report

Certified event



The 2017 edition of C2 Montréal, held from May 24-26, 2017 at l'Arsenal, was certified by the BNQ 9700-253/2010 standard for Responsible Event Management of the Bureau de Normalisation du Québec.

This standard is the framework for a voluntary certification program whose aim is to reduce an event's environmental footprint while increasing social and economic advantages to the community.

With a total score of 335 out of 500, C2 Montréal 2017 achieved **Level 3 classification**, as intended.

Synopsis of results

Level 3 achieved as intended

MAXIMUM SCORE	SCORE ACHIEVED	REQUIRED CATEGORIES	AREAS OF FOCUS	
30	17	Headquarters	Supplier selection	1
20	20	Branch office		
30	6	Sustainability commitment		
20	10	Social considerations		
100	53	Subtotal		
62	22	Equipment characteristics	Equipment, power, and water management	2
10	10	Energy and water consumption		
28	14	Onsite power		
100	46	Subtotal		
20	20	Food surplus	Waste management	3
80	50	Sorting system		
100	70	Subtotal		
60	58	Local products	Food selection	4
40	33	Well-known or certified products		
100	91	Subtotal		
30	15	Organization and participants	Transportation and greenhouse gas emissions	5
70	60	Users		
100	75	Subtotal		
500	335	Total		

*CHART A



Threshold for each level of the BNQ 9700-253 standard

MAXIMUM THRESHOLD	MINIMUM THRESHOLD	LEVEL
199 points	150 points	1
299 points	200 points	2
399 points	300 points	3
449 points	400 points	4
500 points	450 points	5

*CHART B

Engaging in ecoresponsibility



Starting in 2016, C2 Montréal – a nonprofit organization mindful of social and environmental stakes – officially engaged in a continual process of improvement in terms of ecoresponsible event management.

The goal of this report is to provide an accurate depiction of the sustainability actions undertaken for C2 Montréal 2017. It also lays out recommendations and avenues for further reflection in order to foster continual improvement.

The report is based on the Bilan de la gestion responsable de l'événement prepared by Caroline Voyer of the CQEER and l'Étude de caractérisation des matières résiduelles, prepared by the Consortium Echo-logique, and enhanced by the observations and thoughts of the C2 team.

For ease of consultation, observations have been divided into 5 sections:

- General observations
- Waste
- Suppliers and food choices
- Greenhouse gas emissions
- Commitment and communication

General observations

Other points worth mentioning:

- The asphalt laid onsite stayed in place to be used for the 2018 edition. It keeps the contaminated soil from spreading. Parks Canada is planning to decontaminate the site by 2020 or sooner.
- The efficiency and tangible implementation of some measures were not optimal due to a lack of resources. Dedicated resources could result in a better-coordinated process.



WITH A 3-DAY PROGRAM, ALMOST 2 MONTHS OF SETUP, MORE THAN 6,000 VISITORS AND A 17,930 M² SITE, THE 2017 EDITION OF C2 MONTRÉAL TOOK UP THE CHALLENGE OF ECORESponsIBILITY.

Waste



Waste management is fundamental when it comes to the hosting of an ecoresponsible event. In addition to taking charge of waste produced by the event, prior thought must be given to materials selection.

Success stories

- Materials are frequently reused (or rented): staging and decoration, furniture, tents, etc.
- Material valorization rate during the event: 72% (compared to 60% in 2016).
- Onsite sorting stations: available, accessible and functional.
- Water station: reduction of single-use bottles.
- Coffee pods were picked up by the supplier (Keurig) to be used to produce cement. Traceability beyond reach for C2.



USED COFFEE PODS WERE COLLECTED IN DEDICATED CONTAINERS. KEURIG PICKED THEM UP AT THE END OF THE EVENT AND RECYCLED THEM INTO CEMENT.



ONE OF THE WATER STATIONS ONSITE, DISTRIBUTING STILL OR SPARKLING WATER, USED FOR FILLING REUSABLE DRINK CONTAINERS OR COMPOSTABLE CUPS.

Waste (con't)



Observations

- Fewer reusable dishes than in 2016. Reason: logistics and transportation weight due to site expansion.
- Only 484 kg of compost (less than in 2016, unusual considering the site expansion and increased attendance).
- Out-of-sight and unused compost in the employee and volunteer cafeteria. Waste from here was nonetheless sorted at the Sorting Centre.
- Badges not really reused onsite. (Also, see the Communication section)
- No automatic mechanism composting coffee grounds (filter coffee). Improvement to be planned for future.
- Loss to be recouped for bottles with deposits, particularly during the closing party. Many glass bottles with deposits ended up in the garbage. Deposit refund should be favoured over recycling.
- All onsite trees and plants were distributed, and thus reused.



ALL ONSITE TREES AND PLANTS WERE DISTRIBUTED.

Waste (con't)



Recommendations

- Find something to do with the carpets or obtain carpets that can be reused from year to year.
- Avoid compostable cups; favour reusable or recyclable.
- Standardize dishware: compostable or recyclable, a choice must be made.
- Avoid disposable cutlery; choose and standardize.
- Plan a training session for sorters and for how Ecocups work.
- Make sure there is a green brigade to avoid contaminating waste.
- Have more reusable drink containers available (supplies ran out near the end of the event).
- Ensure better follow-up to check kitchen garbage cans – a compost bin was in fact available and instructions were provided onsite.
- Place accreditation badge collection bins in partner hotels since many badges likely ended up in hotel garbages.
- Ban #6 plastic (non-recyclable).



REUSABLE DRINK CONTAINERS WERE FOR SALE ONSITE. NO SINGLE-USE WATER BOTTLES WERE SOLD.



SELECTIVE SORTING WAS DONE IN THE ONSITE SORTING STATIONS DURING MEAL HOURS.

Suppliers and food choice



Suppliers must be selected to reflect the organization's sustainability priorities and values, and food choice is just as important for demonstrating the organization's commitment.

Success stories

- Majority of suppliers (90%) were local (less than 100 km away).
- Healthy food choices and local products: clear written commitment.
- Fulfilment even better than what was requested:
 - 58% ingredients grown within 300 km (25% requested)
 - 39% locally sourced (25% requested)
 - 16% certified organic and fair trade (10% requested)

Observations

- The various suppliers redistributed their food surplus. However, C2 Montréal did not have control over redistribution. It would be preferable to standardize this and take over the management of surplus to be able to quantify and avoid any losses.
- Very few suppliers were nonprofit, which is normal considering the business needs and nature of the event. All other things being equal, social and solidarity-based enterprises could be prioritized.
- A small vegetarian selection, but very few vegan choices.
- The coffee supply was found wanting. It would be better to work with a supplier rather than a partner for this aspect.



THE MAJORITY OF THE PRINCIPAL INGREDIENTS IN THE DISHES SERVED WERE GROWN LOCALLY AND SERVED PARTLY IN CERAMIC DISHWARE.

Suppliers and food choice (con't)



Recommendations

- Choose lightweight paper and plant-based ink.
- Continue favouring local suppliers and those with an SD commitment (policy, etc.).
- Systematically provide a standard message to suppliers in document format:

1. Planning

- Share C2's commitment (and thus initiate SD dialogue with suppliers)
- Specify dishware type
- Indicate percentage of local ingredients

2. Pre-event

- Confirm dishware type
- Confirm percentage of local ingredients
- Confirm number of employees and means of transportation

3. Post-event

- Provide results and follow-up with suppliers

Eventually, the message to suppliers could lead to a Responsible Supply Procurement Policy.



THE VAST MAJORITY OF THE DISPOSABLE DISHWARE WAS COMPOSTABLE.

Greenhouse gas



With an event of international scope like C2 Montréal, the greenhouse gases (GHG) component is all the more important since it is inescapable.

Success stories

- Complete offsetting of GHG emissions for transportation: total of 1,875 tons of CO₂ (2016 = 1,576 tons of CO₂).
- Many partnerships were established to reduce GHG:
 - Hydro-Québec
 - Electric boats
 - Bixi
 - car2go
- The site's power was drawn entirely from renewable energy sources: partnership with Hydro-Québec. C2 thus avoided running multiple fossil fuel burning generators.

Observations

- RONA Renovation Centre is very close to the site; some purchases were even made on foot. It was optimal to make small purchases there.
- Very few participants chose the option of carbon offset for \$5 added to the ticket price.
- Rather low rate of Bixi use. car2go got a fair but not optimal amount of use.
- The event being more than a 5-minute walk from the metro, many participants travelled by taxi.
- A good percentage of participants and employees travelled by public transit.
- There was a small communication gap between different departments; gap to be made up in terms of optimization of travel time here. Solution: systematic centralization of requests.

Recommendations

- Automatically build this contribution into the ticket price (with twice as large an offset commitment, or more).
- A shuttle between the metro and the event could be considered.



CHARGING THE SPEAKERS' TRANSPORTATION SHUTTLES. THESE MODELS ARE HYBRID OR ELECTRIC.



MANY PARTNERSHIPS WERE ESTABLISHED TO OFFER SUSTAINABLE TRANSPORTATION ALTERNATIVES TO THE PARTICIPANTS.



Communication



The goal behind putting these ecoresponsible measures in place is partly to reduce the harmful ecological footprint of the event, but also to positively influence those involved with C2 Montréal such that they commit to a similar process. Communication is therefore a key element in the ecoresponsible approach.

Success stories

- Committed since 2016. The team can count on the support of management.
- Good communication with media about approach and resolve.
- Inspiration and motivation for other similar events.

Observations

- Internal communications: the team was unaware of many ecoresponsible initiatives (compost, cups, etc.).
- Communication about compostable water glasses was unsuccessful: most people thought they were recyclable, and the handful of receptacles labelled "glasses" did not cover the whole site.
- Materials management and sorting were not visible onsite.
- The absence of clearly labelled onsite compost bins communicates the opposite of what is truly being done (behind-the-scenes sorting).
- Participants are not clear on what they should do, with no "welcome" message, nor invitation to take action.
- Communication wasn't successful for the recovery of badges.
- C2 Montréal 2017, in collaboration with its partners, integrated refugee-related social issues into its programming with workshops that guided participants to use their creativity in order to have a positive impact and eventually commit to taking action on this issue.



SOME PARTS OF THE ACCREDITATION BADGES HAVE BEEN OR WILL BE REUSED.

GARBAGE BINS INSIDE ARSENAL WERE IDENTIFIED AS BEING ABLE TO RECEIVE THE COMPOSTABLE CUPS.





Communication (con't)

Recommendations

- Communicate the commitment to everyone (participants, employees, volunteers, etc.).
- Suggestions: Onsite information session before the event. Integrate the ecological (and RMM) aspects when touring the site.
- Improve and standardize RMM signage: compost, recycling, material type, etc.
- Improve identification and placement of sorting stations.
- Green brigade onsite, awareness and information, more clearly identified sorting stations.
- Consider placing disposal bins in threes to send a more coherent message and to further the participant's thinking.
- Communication of "site ecosystem": communicate facts to prevent, for example, criticism over the disruption of wildlife.
- Plan statements about "hot-button topics":
 - air-conditioned Big Top
 - compostable or recyclable glasses
 - shuttles
 - etc.
- Many behavioural solutions (corporate behaviour) could be explored in terms of sorting residual materials.

A POSTER INFORMING VISITORS OF SPECIFIC MEASURES



A GREEN TEAM WAS IN CHARGE OF THE RESIDUAL MATERIALS AND THE MAINTENANCE



Conclusion



To be consistent with its desire to become one of the most ecoresponsible events in the world, C2 Montréal must maintain its sustainable activities and continue to improve. Many measures can still be implemented.

The work with the BNQ 9700-253 standard for responsible event management can be a useful guide on this way forward. Embedding ISO standards would also be conceivable.

A HIGH LEVEL 3 CLASSIFICATION IS FEASIBLE FOR THE 2018 EDITION.

Sources

- *C2 Montréal édition 2017 : BILAN DE LA GESTION RESPONSABLE DE L'ÉVÉNEMENT*, by Caroline Voyer, Director of the Conseil Québécois des Événements ÉcoResponsables (CQEER). 11/09/2017 (v.1), 06/10/2017 (v.2).
- *Étude de caractérisation des matières résiduelles*, by the Consortium Echo-logique, Boucherville, August 1, 2017.
- BNQ website <http://evenementecoresponsable.com/normes>
- Post-event survey for participants (users), Participant Experience Department, C2 Montréal 2017

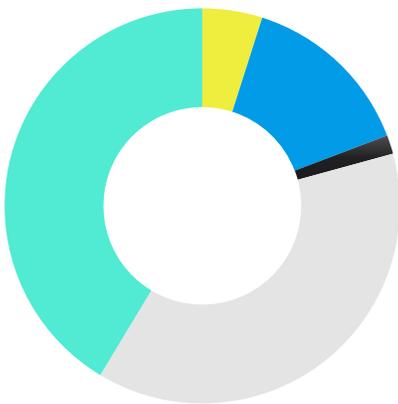
Appendix



CHART 1

Results of the weighing of residual materials

Global report of waste distribution, 2017 (METRIC TONS)



- Recyclable materials
5,55 MT
8,3%
- Waste
16,205 MT
24,2%
- Asphalt
1,735 MT
2,6%
- Construction materials
42,885 MT
64,1%
- Compost
0,484 MT
0,7%

16.2
TONS OF
WASTE

8,257
VISITORS

1.963 kg
WASTE PER
VISITOR

CHART 2

GHG emissions from user travel

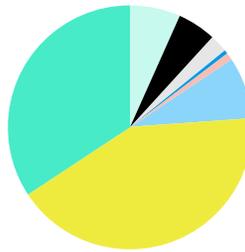
ESTIMATED TOTAL GHG EMISSIONS:

1,847,906.25 kg CO₂ eq

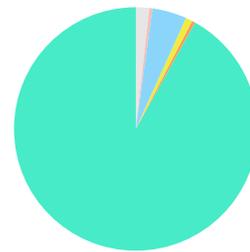
DISTANCE TRAVELLED (ALL CUMULATIVE JOURNEYS):

12 234 822 km

Distribution of the respondents by transportation mode (%)



Distribution of the GHG emitted by transportation mode (%)



CAPTION

- METRO ■ WALK OR BIKE ■ CITY BUS ■ INTERCITY BUS
- GAS OR DIESEL CAR ■ CARPOOLING ■ SMALL TRUCK OR SUV
- HEAVY TRUCK ■ TRAIN ■ AIRPLANE

CHART 3

GHG emissions from company and participant travel

ESTIMATED TOTAL GHG EMISSIONS:

26,467.14 kg CO₂ eq

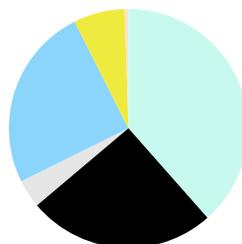
DISTANCE TRAVELLED (ALL CUMULATIVE JOURNEYS):

234,683 km

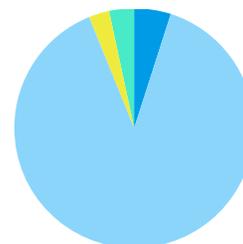
EQUIVALENT CO₂ WEIGHT OF THE AVERAGE GHG EMISSIONS GENERATED BY THE TRAVEL OF ORGANIZERS AND PARTICIPANTS:

26,467.14 kg CO₂ eq

Distribution of the respondents by transportation mode (%)



Distribution of the GHG emitted by transportation mode (%)



Appendix (con't)



FIGURE 1

Carbon Off-Set Certificate - 2017 Edition



FIGURE 2

Users' suggestions

HERE ARE THE MOST POPULAR ANSWERS TO THE QUESTION: "DO YOU HAVE ANY SUGGESTIONS TO HELP C2 MONTRÉAL BECOME A MORE ENVIRONMENTALLY RESPONSIBLE EVENT?"

Source : Post-event survey made to participants, C2 Montréal 2017

23%	Get rid of all disposables (at least plastic).
18%	Expand shuttle service, both in terms of hours of operations and drop-off/pick-up points.
12%	Say bye to Keurig.
7%	Offer free, secured (and guarded) bike parking.
6%	Make composting bins available.
6%	Offer a bike rental system or bike shuttles between venue and points of interest (metro, hotels).
5%	Give away free reusable water bottle to each participant.
4%	Offer discounts on Bixi/Téo/STM, etc.
4%	Find an incentive to bring reusable bottles/mugs (e.g. one free latte).
3%	Improve signage to walk from metro and back.
3%	Set up official Téo taxi stand.
3%	Use only compostable utensils.