

MCGILL SUSTAINABLE EVENTS

THREE-YEAR PROGRAM REPORT

MAY 2017-APRIL 2020



DÉVELOPPEMENT
DURABLE
MCGILL
SUSTAINABILITY



McGill

Office of
Sustainability

Bureau du
développement durable

WHAT IS THE MCGILL SUSTAINABLE EVENTS CERTIFICATION PROGRAM?

The McGill Sustainable Events certification program is an initiative from the Office of Sustainability that provides consultations, trainings, and resources to encourage and support more responsible events at McGill University.

The McGill Sustainable Events Team raises awareness of environmental, social, and economic best practices for event planners by focusing on each event's impact, inclusivity, and accessibility.

Student volunteers take on the role of Sustainable Event Consultants and help event planners through the certification process. The service is offered freely to all members of the McGill community.

The certification level is attributed on a points-based model using percentages of points obtained: Bronze: 50-75%, Silver: 75-90%, Gold: 90% or above.



BRONZE



SILVER



GOLD

Events receive a seal for efforts as well as recognition on Office of Sustainability website and social media.



► PROGRAM BEGINNINGS

The goal to “facilitate and support planning of sustainable events across campus” was a Priority Action item in McGill’s Vision 2020: Climate & Sustainability Action Plan.

Initial funding for the McGill Sustainable Events certification program came from the Sustainability Projects Fund. Two students applied for funding and were awarded \$7,910 to launch SP0161 McGill Sustainable Events as a pilot in early 2017.

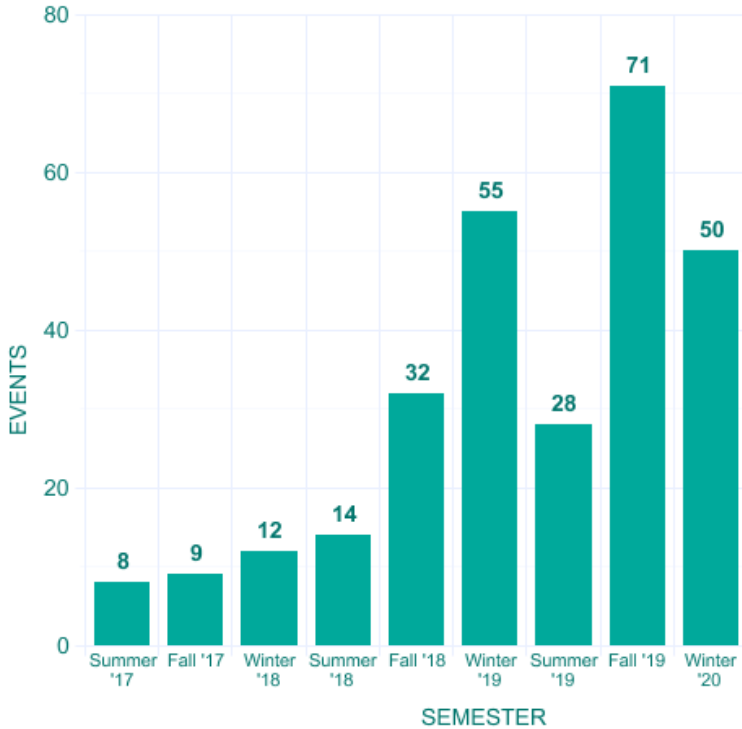
► PROGRAM EVOLUTION

- **Summer 2017:** Started as a Sustainable Event Guide with 61 items
- **Fall 2017:** Became a website with 37 certifiable items & 8 informational items.
- **Summer 2019:** Adapted to a checklist with 36 action items

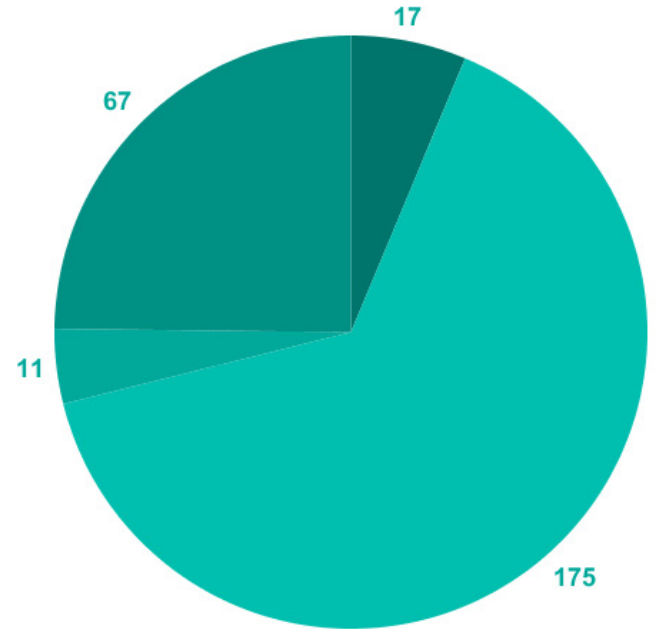
The program reviewed its consultation process and was adapted to a checklist upon receiving a comprehensive Sustainability Consulting Report prepared by a team of five undergraduate students at the Desautels Faculty of Management.

▶ BY THE NUMBERS: 2017-2020

EVENTS CERTIFIED PER SEMESTER



EVENTS BY LOCATION



175 - DOWNTOWN CAMPUS 17 - MAC CAMPUS
11 - MULTIPLE LOCATIONS 67 - OFF CAMPUS

*Multiple events hosted at Solin Hall (12).
Furthest off campus events took place in Toronto (3).*

FEEDBACK FROM EVENT PLANNERS

In a survey completed by 28 event planners, the McGill Sustainable Events program was rated:

4.5/5 Do you feel that participation in our program added value to your event?

4.3/5 Were participants aware of the measures taken to make the event more sustainable?

“
It's a great way to set the bar and commit to sustainable actions as a part of McGill's broader commitment to sustainability.
”

279 COMPLETED EVENT CERTIFICATIONS

35 BRONZE

125 SILVER

119 GOLD



► FACTS & FIGURES

34

STUDENT VOLUNTEERS AND
INTERNS ENGAGED TO RUN THE
PROGRAM

85,000+

STUDENTS, STAFF, FACULTY, ALUMNI,
AND COMMUNITY MEMBERS ATTENDED
CERTIFIED EVENTS

PROGRAM FIRSTS

First event certified: ACFAS 2017 (Association francophone pour le savoir) (Bronze)

First event to get Gold certification: Catalyst Awards 2017 (McGill Office of Sustainability)

Last events certified: GEEC (Graduate Engineering Equity Committee) Self-Care BINGO and Photo Series were the last events to get certified in the initial three years of the program, however they were the first two completely virtual events to get certified! (Silver)

KEY EVENTS CERTIFIED (2019)

MSSI Annual Symposium (Silver)
19th Annual Pow Wow (Silver)
SSMU Activities Night (Silver)
Macdonald Campus Homecoming (Silver)
Beatty Lecture with Jane Goodall (Silver)
Open House (Gold)
McGill Health Fair (Gold)
Discover McGill (Gold)
Spring Convocation (Gold)

► PROGRAM RECOGNITION

The McGill Sustainable Events program was recognised by the Association for the Advancement of Sustainability in Higher Education as part of the Office of Sustainability's 2019 Campus Sustainability Achievement Award for its campus-wide engagement programs, called the Ladder of Engagement.

TEN TIPS FROM THE CHECKLIST

1. Purchase carbon offsets for greenhouse gas emissions related to transportation.
2. Publicize the physical accessibility features (or lack thereof) of your event in advance.
3. Work with locally based suppliers and services.
4. Develop a customized land acknowledgement.
5. Include voices of diverse populations in event's content.
6. Ask about dietary restrictions and provide labelled options.
7. Make a plan for the potential of surplus food.
8. Sort waste at your event and communicate about proper recycling & composting practices.
9. Record your event or provide an event recap to enhance knowledge sharing.
10. Collect participant and stakeholder feedback.

“

The McGill Sustainable Events program was extremely helpful in our event planning process! All the resources to make our event more sustainable were easy to find and any questions we had were answered immediately. Thank you so much for helping us make our event as sustainable as possible!

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► MULTI-FACETED PROGRAM ACCOMPLISHMENTS

McGill Sustainable Events advances McGill's two long-term climate and sustainability targets, as defined in the Vision 2020 Climate & Sustainability Action Plan:

- 1 CARBON NEUTRALITY by 2040** by promoting waste reduction and purchase of carbon offsets.
- 2 STARS PLATINUM by 2030** as an engagement program for McGill students, staff, and faculty.

Alignment with other campus initiatives:

- Refill McGill / Ban the Bottle
- Mc3Gill Carbon Calculator
- McGill Offsetting Program
- Office for Students with Disabilities
- Sustainability Projects Fund Tiny Stream
- Plate Club
- Buildings & Grounds (waste reduction & waste management)

“

As the project lead coordinator, I had a really great time discussing the requirements with the consultant and work together to achieve maximum sustainability credits for the event. At the end, it was all smiles from both the organizers and the participants!

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