

THE RICHMOND ROADMAP

RESPONSIBLE EVENTS IN RICHMOND

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The Richmond Roadmap provides a valuable resource for Event Planners, supporting them to manage their most significant issues and to produce an environmentally and socially responsible event that exercises good governance and ethical business procedures.

Tourism Richmond recommends Event Planners always communicate their sustainable objectives to suppliers, inviting discussion around the possibilities on offer for the responsible management of an event.

This Roadmap is not intended to represent a supplier directory. Local suppliers volunteered anecdotes and case studies but what is included does not constitute an exhaustive list of Richmond’s sustainable tourism suppliers.



WELCOME TO OUR RESPONSIBLE EVENTS GUIDE

I am thrilled to introduce our new Richmond Roadmap: Responsible Events in Richmond. This Roadmap is a testament to our commitment to Tourism Richmond’s EPIC values—Excellence, Passion, Integrity, and Collaboration. It is designed to assist meeting planners in Richmond in making more sustainable and regenerative choices, ensuring that our beloved city flourishes for future generations.

Regenerative tourism is not just about sustainability; it’s about creating a legacy of improvement. It’s about ensuring that every event leaves Richmond richer, more vibrant, and more prepared for tomorrow. This document is a blueprint for that vision.

In partnership with ConnectSeven Group, we have meticulously crafted this Roadmap to reflect our unique community. We have engaged with key stakeholders across the tourism industry to ensure that it serves as a practical and inspiring resource. By embracing the principles of Excellence in our standards, Passion in our promotion of Richmond, Integrity in our sustainable practices, and Collaboration in our industry partnerships, we can drive significant change.

The Richmond Roadmap is more than a set of recommendations—it is a call to action. A call to create events that not only inspire but also contribute positively to the regeneration of our city.

Let’s make a difference, together. Embrace these principles, and let’s lead the way in hosting responsible, regenerative events in our city.

Best regards,

NANCY SMALL
CHIEF EXECUTIVE OFFICER



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TOURISM RICHMOND BUSINESS EVENTS INCENTIVE FUND

Tourism Richmond offers an incentive program for Event Planners who choose Richmond, BC for their next business event. Eligible meetings can receive significant funding for event costs and pre-event activities, such as site visits.

Funding is determined based on a number of factors including:

- Group size and total number of room nights
- Time of year
- Industry sector
- Sustainable event plan

Click below for details on available incentives and read on for information about completing a sustainable event plan.

LEARN MORE & APPLY

RICHMONDBC
BUSINESS EVENTS



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HOW TO READ THIS GUIDE

The following pages of the Richmond Roadmap describe a responsible event management journey through the city of Richmond.

We know people like to learn in different ways, and therefore we invite you to use this guide however suits you best:

- 📍 **Adopt ideas that work for you**
- 📍 **Enjoy the accompanying activities (True or False, Evaluations, Mix and Match)**
- 📍 **Use the objectives and “signposts” to build your own sustainable event plan, then apply for Richmond’s Business Events Incentive Fund**

To make the Roadmap fun and easy to use, we have included:



ACTIVITIES

Fun ideas to help you focus on the content.



SIGNPOSTS

Designed to make you stop and think about sections, how you might apply the objective and actions to your event, and ideas for monitoring and measurement.



SUPPORTS

Checklists and templates to encourage you to apply the Roadmap to your event in Richmond.



Sustainable Event Plan

To be completed alongside the Roadmap, the sustainable event plan supports applications for the Event Incentive Fund and promotes sustainability within your organization and events.

This plan provides an overview of significant impacts for your event whilst monitoring results against objectives with clear indicators and targets.

Post event, these results can be shared with stakeholders and used as a minimum benchmark for subsequent events, promoting continuous improvement—a vital component of good sustainability management.

Breakdown of the sustainable event plan:

- **Sustainability Topics** These include (but are not limited to) Greenhouse Gas (GHG) Emissions, Air Quality, Energy, Water, Waste Management, Food Waste Management, Diversity, Equity, Inclusion, and Community Support.
- **Objective:** What do you wish to achieve? Include an action word, such as “Reduce,” “Avoid,” “Increase,” or “Ensure.”
- **Action:** What will you do to achieve the Objective?
- **Intended supplier for each action:** Who would you like to collaborate with on this action?
- **Indicator:** What unit will you use to measure your progress?
e.g., kg, litres, number of
- **Target:** How much of this unit would you like to achieve?
Be reasonable, but ambitious.
- **Results:** How much did you achieve?
- **Manager:** Who is responsible for this action?
Delegating responsibilities ensures a task will be carried out.



Travel Emissions Excel

Tool available to track the Greenhouse Gas (GHG) emissions of event attendees.



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ARRIVAL IN RICHMOND



SUSTAINABILITY ISSUES
GREENHOUSE GAS (GHG) EMISSIONS
ENERGY
AIR QUALITY
SUSTAINABLE CITY PLANNING

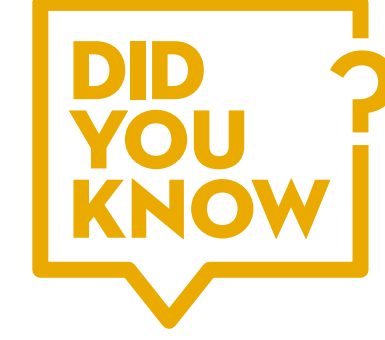
TRAVEL & TRANSPORT

The travel and local transportation of delegates plays a major role in the emission of Greenhouse Gases (GHGs) from your event. Greenhouse Gases (GHGs) warm the earth's atmosphere and directly contribute to climate change, with wide-ranging impacts for the environment, biodiversity, and health.

Paying attention to sustainable travel options at your event helps reduce Greenhouse Gas (GHG) emissions and local traffic congestion while promoting improved air quality, energy conservation, and sustainable urban development.

Getting There

Vancouver International Airport (YVR) is located in Richmond and represents a good choice for your event due to its status as an international hub with direct connections to over 100 destinations worldwide (fewer additional flights = fewer additional GHGs).



YVR has committed to becoming net-zero by 2030 and runs a comprehensive Environmental Management Plan with clear measurable goals for carbon reduction, water conservation, waste reduction, and ecosystem health. An unusual aspect of the Environmental Management Plan is the wildlife management program, claimed to be one of the most dynamic in the world.

Additionally, the airport has just signed a Memorandum of Understanding (MOU) with the Government of British Columbia to collaborate on a 3-year project with Indigenous partners, communities, and aviation and aerospace stakeholders to support and accelerate sustainable aviation in an effort to fight pollution and reduce emissions.

Getting Around

Sustainable Mobility represents an integral part of Richmond's City Plan, with specific objectives to reduce vehicle travel and encourage sustainable travel options, including public transport, walking, and rolling. The city also has a Cycling Network Plan with nearly 80 km of designated on- and off-street bike routes for getting around the city on bicycles, e-bikes, and e-scooters.

Interested in public transit? The Canada Line connects YVR to the city's hotspots and is only a 25-minute ride to Downtown Vancouver.

Support Richmond's objectives by integrating sustainable mobility and creative transport solutions into your event program.



OBJECTIVE
REDUCE GHG EMISSIONS AND IMPROVE AIR QUALITY THROUGH YOUR EVENT



ACTIVITY 1

Which of the following actions can you take to promote responsible travel and transport in Richmond? Identify and check the 2 FALSE options from the list below.

TRAVEL TO/FROM THE AIRPORT

- Promote responsible travel to/from the event to your delegates via pre-event communications.
- Make it easy for your delegates! Share clear instructions in pre-event communications for getting around Richmond, including links to transit schedules and pricing. Examples of Richmond public transit options include SkyTrain and the Canada Line.
- Find out if the hotel offers an electric shuttle bus for guests.
- Offer ride-sharing options through an event app for guests to coordinate arrivals/departures in advance.
- Where transfers are necessary, group them together where feasible to reduce emissions.
- Where private transfers are unavoidable, research local transportation suppliers that use hybrid technology or electric vehicles and/or demonstrate inclusive values with services for assisted travel.
- Don't keep them waiting! Arrange a Hummer limousine for each delegate, stationed and ready to go, engine running 30 minutes before departure!

IN THE CITY

- Choose hotels, venues, and services that are easily located via the public transport system or within walking distance. Fortunately, Richmond has several hotels and venues with good public transport connections.
- Trial fun transfers that promote well-being and getting to know the city such as the Cycling Network Plan.
- 10-minute walk to the restaurant?! Save everyone's feet by booking buses to take them there!

Click the button to view the correct answers.

ACTIVITY ANSWER KEY



CASE STUDY
UNIVERSAL COACH LINE

RICHMOND, HOME TO CANADA'S FIRST FULLY ELECTRIC HIGHWAY COACH

Headquartered in Richmond, Universal Coach Line supports the transportation needs of business events of all sizes through their fleet of coaches, minibuses, and vans. It's also the first bus company in Canada to own a fully electric highway coach to support local needs without emitting any Greenhouse Gases (GHGs)!

For emissions they can't yet eliminate, Universal Coach Line partners with Vancouver-based social enterprise Climate Smart to annually measure and meet the reduction objectives of their Scope 1 and Scope 2 GHG emissions, such as their non-electric transport fleet, paper usage, heating, and air conditioning. They also prioritize sustainability in route planning and when faced with fleet or technology replacements; digitize policies and procedures, including driver logs, in previously paper-dominated operations; and educate drivers on actions to reduce their impact.

In addition to environmental sustainability, woman-owned Universal Coach Lines has embraced diversity, equity, and inclusion through an ambitious "people-first" train-the-trainer program. The program provides new and existing drivers sensitivity training—education around visible and non-visible disabilities, fleet accessibility, and ensuring a sense of belonging for guests.

For more information, please contact: info@universalcoach.ca



SIGNPOST 1

Which of these actions could you implement at your event? Add them to your sustainable event plan with your objective, an indicator, and a target.

Example Indicator: % of hotels/venues located on the public transport system

Example Target: 100% of hotels/venues are located on the public transport system



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Requesting policies and asking questions about processes, structures, objectives, and progress is another great way to understand the commitment of the businesses you are collaborating with.

Additionally, Event Planners have a unique opportunity to create demand for good sustainability practices by asking questions and requesting minimum performance levels from suppliers, who are reactive to their client's requirements.

Why not include mini audits as an essential part of your supplier RFP process?

When selecting larger suppliers such as venues, caterers, and AV, you could attribute a significant proportion of the RFP decision to sustainable performance.

SUPPLY CHAIN MANAGEMENT

On average, it is estimated that 70% of any company's emissions originate in the supply chain. However, this figure varies from industry to industry.

Ignoring the operations of your supply chain can have hugely negative repercussions for the sustainability performance of your event. If you do not know what level of sustainability commitment exists for suppliers, it cannot be assumed that your event is responsible and respectful of:

- Environmental issues, e.g., energy and water efficiency, resources management, circular economy
- Social issues, e.g., working conditions, diversity, equity, inclusivity

Sustainability Credentials

Accreditations, certifications, and management systems provide an instant overview of the level of sustainability commitment within your supply chain.

Industry-specific sustainability credentials to look out for when selecting your event services:

- **B Corp Certification:** Not specific to our sector but an international reference in certification
- **BC Green Business:** Tourism Richmond supports this certification in an effort to promote sustainability practises across the city
- **Biosphere:** Destinations and all tourism suppliers
- **EarthCheck:** Destinations, hotels, and venues
- **Green Key:** Accommodation and other facilities
- **Green Globe:** Accommodation and other facilities
- **GRI Reporting Standards:** Not specific to our sector but an international reference in reporting
- **ISO 20121:** Event sustainability management system for event industry stakeholders
- **ISO 14001:** Environmental management system, multi-sector
- **LEED:** Environmental certification for green buildings, multi-sector
- **Ocean Wise:** Eco-certification for sustainable fishing
- **Rainbow Registered Guide:** Inclusive businesses across Canada

Quality credentials offer prestige and often structure to your sustainability efforts. Furthermore, they provide an easy and visible tool for your clients to instantly recognise your commitment.

How to Choose Sustainability Credentials

The range of available sustainability credentials is vast, and choosing the best option for your business can be very difficult.

To select the most appropriate quality credential, we recommend following these 3 criteria:

1. Choose an independent or third-party program that is not directly linked to your business to ensure professional, credible, and impartial assessments.
2. Choose a scheme that encourages you to identify and address your own significant impacts, as these can differ from business to business.
3. Choose a scheme that requires regular auditing and continuous improvement and is not based solely on a subscription fee.



UNDERSTAND GOOD SUSTAINABILITY MANAGEMENT (GOVERNANCE) WITHIN YOUR SUPPLY CHAIN



SUPPORTS

Use this mini audit of the sustainability management (governance) procedures of your suppliers.

Below, you will find some questions for your suppliers to help you understand the extent of their sustainability commitments and policies.

- Do you have an independent or third-party sustainability certification for your building and/or operations?
- Do you have a sustainability committee/green team to ensure the integration of responsible practices across each department?
- What training for employees do you provide to support the proper treatment of:
 - environmental impacts
 - socio-cultural impacts, including the well-being of employees
 - economic impacts, including protection against corruption and bribery
- What are your sustainability objectives for the coming year?
- Could you provide external communication examples of your progress with sustainability objectives for the previous year(s)?



FAIRMONT VANCOUVER AIRPORT

STRONG SUSTAINABILITY MANAGEMENT (GOVERNANCE) GUARANTEES RESULTS FOR FAIRMONT VANCOUVER AIRPORT HOTEL

Sustainability at the Fairmont Vancouver Airport hotel is structured to ensure the adoption of corporate objectives, as well as local initiatives at all levels of the company.

A sustainability committee composed of representatives from across the hotel meets monthly to decide how each department can address goals from the company pillars: employees, local community, partners, food and beverage, and building infrastructure. Committee members are responsible for the application of all updates in their respective areas, although sustainability training is provided to all employees on their initial orientation day.

For example, a corporate objective to reduce all single-use plastics began with a checklist for housekeeping to remove products from guest rooms, while procurement teams were tasked with finding alternatives. Education on good recycling etiquette was provided for guests and employees, and a "Plastic-Free" July event with accompanying audits helped to communicate and consolidate learnings and new procedures.

Additional local initiatives include collaboration with local social enterprises to donate funds, materials, and leftover food.

The Fairmont Vancouver Airport hotel monitors, measures, and reports annually on its sustainability progress to corporate office, employees, and guests.

For more information, please contact: becky.parker@fairmont.com



Could you implement this audit of your supplier's procedures within your event management process? Add it to your sustainable event plan with your objective, an indicator, and a target.

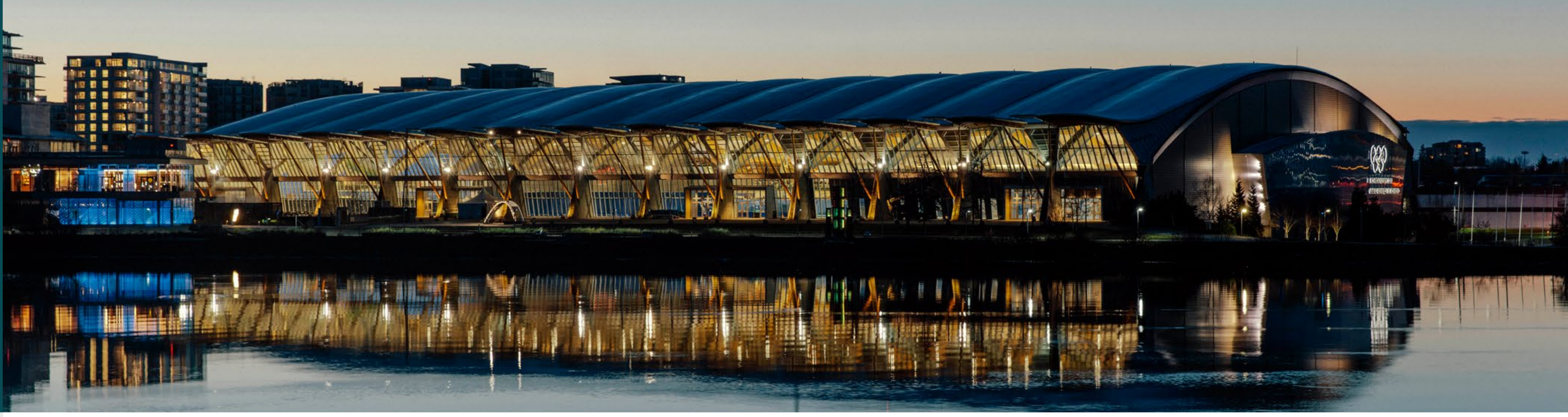
Example Indicator: % of suppliers with sustainability certifications

Example Target: 60% of suppliers have sustainability certifications

REMEMBER: Not all activities that take place at your event are the responsibility of the supplier.

Event Planners exert considerable influence on the sustainability outcomes of an event. Ensuring good governance and leadership in your own organization leads to responsible decision-making and sustainability results worth communicating.

You've chosen your suppliers! Now let's take the SkyTrain to see your hotel and venue!



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HOTELS & VENUES

In addition to learning more about the management of sustainability, find out how your supply chain is addressing the issues that generate the most significant impacts (positive and negative).

For buildings such as hotels and venues, significant negative impacts to mitigate are most likely to include energy, water, and waste management.

If this information is unavailable on the supplier's website, don't hesitate to ask them directly. Some are doing great work that they aren't sharing, and others may need to see demand in order to take action!

The City of Richmond is working towards multiple objectives to build a sustainable infrastructure that is essential to the health, safety, mobility, and quality of life for the city's existing and future residents, businesses, and visitors.

Why not support Richmond's objectives by stipulating best environmental practices when dealing with suppliers? Here's how...



SUPPORTS

Use this mini audit of energy/water management practices at hotels/venues.

Below, you will find several questions that will help you better understand your hotel's and/or venue's energy and water management practices.

ENERGY

- What % of your energy consumption comes from renewable sources? e.g., solar, wind, hydroelectric
- Do you use energy-efficient technology and materials? e.g., LEDs, certified products
- Do your meeting rooms and bedrooms have air-conditioning, heating, and lighting controls independent of the central system, enabling occupants to reduce unnecessary energy consumption, especially in unused spaces?
- Do you offer a bedroom key card to deactivate power when the bedroom is not in use?

WATER

Richmond's population will grow by 80,000 people in the next 30 years, leading to higher demands on both the City's water distribution infrastructure and the Metro Vancouver water supply system. For this reason, it is really important to ensure responsible water strategies and consumption in the short, medium, and long term.

- Are measures for rainwater collection and use in place at your hotel/venue?
- Do you use:
 - Motion sensor switches on water taps in restrooms?
 - Low-flush toilets and urinals?
 - Low-flow aerators in sinks?



AN EYE TO THE FUTURE ENSURES A SUSTAINABLE LEGACY SINCE RICHMOND OLYMPIC OVAL'S INCEPTION

The Richmond Olympic Oval, an award-winning, purpose-built, long track skating venue for the 2010 Vancouver Winter Olympic Games, now serves the community as a multi-sport fitness facility and off-site event venue with an emphasis on sustainable building design and energy management.

The Oval is renowned for its architectural creativity, particularly the LEED silver-certified construction that includes advanced LED lighting and a striking "Wood Wave" roof built from small pieces of lumber from forests killed by the mountain pine beetle, rescuing trees that would otherwise decay and release their stored CO₂ into the atmosphere. It is designed to collect rainwater for use in the venue's toilets and sprinkler systems, and within the basin of Janet Echelman's Water Sky Garden, a public art installation outside the venue. What's more, the long track's subflooring has been strategically maintained since its original use, ensuring it is ready to be reused should Richmond host another major event.

In this spirit of repurposing and reusing, events hosted at the Oval are encouraged to have sustainability plans and are provided with recycling stations (including food waste compost), water bottle filling stations, and electric power.

For more information, please contact: ghuzar@richmondoval.ca



Which of these actions could you implement at your event? Add them to your sustainable event plan with your objective, an indicator, and a target.

Example Indicator: % of hotels/venues with renewable energy sources

Example Target: 80% of hotels/venues have renewable energy sources



Before we move on...Self-Analysis:

How would you evaluate your hotel/venue suppliers on their governance, energy, and water management practices?

- Excellent: They have everything we asked for! **Move on to the next section!**
- Good: They don't have everything, but they are working on solutions. Together we will make a difference. **Great! Continue the conversation with your hotel/venue and move on to the next section!**
- Not so good: They couldn't answer our questions and we didn't see much enthusiasm for change. **Oh no! Can you consider more engaged suppliers?**

We don't want you to lose out... We don't want to see you go...! We don't want you to GO BACK TO THE AIRPORT!



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**LEAVE ONLY
FOOTPRINTS**



WASTE MANAGEMENT IN RICHMOND

Richmond city centre looks clean and tidy. The City is firmly committed to safe and responsible solid waste management, including an ambitious Circular City Strategy that is guided by a 25-year, long-term vision. The strategy has no precedent in North America, placing Richmond in a leadership position. The Circular City Strategy is aligned with existing city plans, including the 5-year Tourism Plan.

HOWEVER, despite these initiatives, waste associated with the temporary nature of events represents a major environmental impact that must be taken into consideration.

While precise figures for the events and conference sector in Canada are not currently available, studies conducted in other countries can provide us with insights. For example, according to research undertaken by events consultancy MeetGreen, the average conference attendee generates an average of 1.89 kilograms of waste per delegate per event day.

Can you support Richmond's ambitious plans for responsible waste management at your event?

As an Event Planner, your choices directly affect the waste produced at the event. Consider all materials used and their life cycle post event.

How much waste could YOU avoid?



SUPPORTS

EVENT PLANNER CHECKLIST

- Request and register waste figures (along with energy and water consumption) from suppliers to fully understand your footprint.
- Request hotels/venues to provide paper/pens on request only.
- Avoid time-stamped branding that renders materials useless the following year.
- Avoid cut flower decorations in favour of herb pots, fruit, or other plants that can be transferred post event.
- Ask hotels/venues if they have floral/greenery decor already throughout that can be rented/borrowed.
- Substitute gifts with local donations on behalf of delegates. If gifts are essential, choose something consumable, durable, or local. All items should fit into an overnight suitcase for onward travel.
- Donate lanyards and other reusable items (branding, clothing, decorations) to local organizations following the event. See the case study for Big Brothers of Greater Vancouver below!
 - Ask hotels/venues to supply containers so you can collect the material onsite.
- Make it easy for delegates to contribute—tell them exactly what you need them to do! e.g., Please choose reusable cups, please leave your lanyard in the container.
- Ask all suppliers which local recycling, food*, or material donation programs they work with. Below are some examples for them to engage if they are not yet collaborating!
 - Big Brothers of Greater Vancouver (materials, goods, and books)
 - Vancouver Food Runners (unused food)*
 - ChopValue (wooden chopsticks)

*For more information regarding food waste management, jump ahead to **EVERYONE HAS TO EAT**



DONATIONS THAT SUPPORT YOUNG PEOPLE IN GREATER VANCOUVER

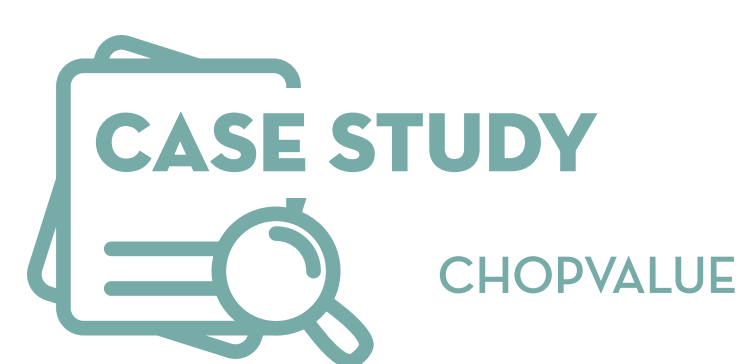
Big Brothers of Greater Vancouver's mission is to ignite potential in young people through free mentorship programs.

To fund this endeavour, the charity collects clothing, books, and household item donations from individuals, businesses, and municipalities through the Renew Crew Foundation. These donations provide more than half of the funding needed to serve hundreds of children each year in Richmond and beyond.

Big Brothers of Greater Vancouver collaborates with over 350 partners and collects more than 10 million pounds of donations each year. The infrastructure and partnerships of the non-profit allow them to find value from all kinds of donations.

Big Brothers Greater Vancouver works with all types of organizations, businesses, and events to collect material goods, clothing, books, and more.

For more information, please contact: bins@renewcrew.com



CREATING DEMAND FOR THE CIRCULAR ECONOMY IN RICHMOND

The groundbreaking and creative business ChopValue has recycled 150 million chopsticks since its inception in 2016. ChopValue turns used chopsticks into furniture and products. Like many other food service materials, single-use chopsticks travel long distances to be used for approximately 20 minutes before they end up as waste. It is estimated that in Metro Vancouver alone, approximately 100,000 chopsticks are discarded each day. ChopValue extends the life cycle of this underestimated utensil by giving it value.

As a by-product of the hospitality sector, the eye-catching ChopValue installations and products have found a natural home on the walls and within the installations of many hotels and restaurants in Richmond. Large events have also contributed to the ChopValue mission, providing collection bins for recycling and raising awareness on the endless possibilities that the circular economy provides for tourism and hospitality businesses.

For more information, please contact: sabrina.kon@chopvalue.ca



Which of these waste actions could you implement at your event? Add them to your sustainable event plan with your objective, an indicator, and a target.

Example Indicator: % of suppliers who donate to local recycling programs

Example Target: 80% of suppliers who donate to local recycling programs



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RICHMOND: A PLACE FOR PEOPLE



Prioritizing diversity, equity, and inclusivity at events is not only ethically and socially responsible but also enhances the event experience, fosters innovation and creativity, and contributes to organizational success and reputation.

Social inclusion and accessibility are key components of a sustainable Richmond. In addition to a high proportion of immigration, the population is also diverse in terms of age, income levels, physical abilities, sexual orientation, and other factors.

However, while diversity can present a strong opportunity for community vibrancy and enrichment, it can also produce many challenges, especially regarding communication, cross-cultural understanding, integration, and the potential marginalization of certain segments of the population.

It is therefore important to Richmond that policies and programs promote social equity and inclusion, recognizing and respecting diversity.

Consider the tips below to support Richmond's objectives to be an inclusive and diverse host destination and community.

TOP 5 TIPS for an INCLUSIVE EVENT, produced in collaboration with the Richmond Centre for Disability:

1. **Diverse Representation:** Ensure diversity in speakers, panellists, performers, and participants. Aim to represent a variety of backgrounds, perspectives, and identities to provide a well-rounded and inclusive experience.
2. **Accessible Venue and Facilities:** Choose venues accessible for individuals with disabilities, including wheelchair ramps, elevators, accessible restrooms, and designated seating areas. Offer flexible seating options and a quiet/sensory room. Provide information on accessibility features and accommodations in communications, especially before and during the event.
3. **Inclusive Language and Communication:** Use inclusive language and visuals in all event materials, signage, and presentations. This includes gender-neutral and person-first language, such as "A participant with a disability," and representation from diverse groups in terms of race, age, gender, and abilities. Provide multilingual support and communication options for non-native speakers. Consider neurodivergent-friendly communications to include images or floor plans of the space in advance. Use repetition when giving instructions/housekeeping and provide opportunities for clarity if needed.
4. **Diverse Catering Options:** Offer a variety of food and beverage options that accommodate diverse dietary preferences and restrictions, including vegetarian, vegan, gluten-free, and halal options. Consider cultural and religious dietary requirements when planning menus.
5. **Safe and Respectful Environment:** Create a safe and respectful environment where all attendees feel welcome and valued. Implement a code of conduct that prohibits discrimination, harassment, and offensive behaviour. Train staff and volunteers on diversity, equity, and inclusion principles and procedures.

For more information, please contact: dina@rcdrichmond.org

SUPPORTS



Which of these DEI actions could you implement at your event? Add them to your sustainable event plan with your objective, an indicator, and a target.



Example Indicator: % of catering options that have been checked to ensure inclusivity for all cultural and religious dietary requirements

Example Target: 100% of catering options that have been checked to ensure inclusivity for all cultural and religious dietary requirements



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EVERYONE HAS TO EAT

SUSTAINABILITY ISSUES

- GHG EMISSIONS
- WASTE MANAGEMENT
- LOCAL COMMUNITY

FOOD AND BEVERAGE

Food and beverages contribute considerably to any event's environmental and social footprint.

The decisions made at **different stages** of food service preparation and delivery heavily influence its subsequent environmental/social impact:

Planning

- Choosing the service style: sit-down meal, cocktail, buffet, etc.
- Choosing the menu/ingredients
- Refining the details: menu cards, materials, decorations
- Confirming quantities based on delegate numbers

Event Delivery

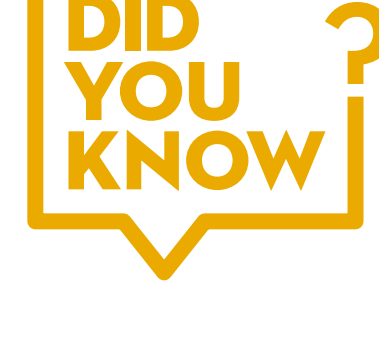
- Presentation of the food service
- Monitoring food consumption
- Replenishment of service: breakfast, coffee breaks, buffet, etc.

Post Event

- Disposing (including reuse) of any excess food (and materials)
- Replenishing stock

Close cooperation with your catering supplier is essential to ensure food and drinks are provided in the most responsible way possible. All stages of the event are vital for observing responsible behaviour and managing impacts. In addition, comprehensive planning and collaboration with suppliers and local entities will guarantee the best results.

Richmond is known for its diverse culinary scene with a wide range of restaurants offering various cuisines, including Chinese, Japanese, Korean, Vietnamese, and many others.



According to FoodMesh:
58% of food produced in Canada is never consumed
84% of that waste occurs in the supply chain

The City of Richmond is leading the way in tackling food waste in Metro Vancouver. In partnership with FoodMesh, the City of Richmond built a Food Recovery Network of Richmond-based food businesses, charities, and farmers to connect those with surplus food to those who need it.

Since 2017, the platform has achieved incredible statistics such as:

- 32,802,176 kg of food diverted away from landfills
- 49,077,073 equivalent number of meals created
- 84,121,045 kg CO₂ emissions reduced

OBJECTIVE

STRIVE FOR SUSTAINABILITY AT EVERY STAGE OF YOUR FOOD AND BEVERAGE SERVICE



ACTIVITY 2

MIX AND MATCH

See if you can write the correct Action number beside the reason (Why?), the stage of the event for action (When?), and the related Sustainability Issue.

ENVIRONMENTAL IMPACTS OF FOOD AND BEVERAGE

ACTION	WHY?	WHEN?	SUSTAINABILITY ISSUE
1 Request local, seasonal, and/or organic menu options	Understand the environmental impact of the food service, as well as food preferences	Event Delivery	Waste Management
2 Request vegetarian or vegan menu options TIP: Host a "meat-free Monday" or similar at your event	Food that has been exposed to guests cannot be donated due to food security rules	Post Event	Food Waste Management
3 Where choice is possible, select no more than 2-3 options to reduce choice and focus on quality	Food on plates cannot be donated due to food security rules	Planning / Event Delivery	Food Waste Management Social Impact
4 Request water in jugs and single-use materials	Local and seasonal foods require less transportation of ingredients	Planning	Food Waste Management
5 Survey attendees to confirm delegate numbers. Communicate to them the environmental impact of non-attendance.	Instigate a culture of continuous improvement and reduce the negative environmental impact of your events	Planning	Food Waste Management
6 Choose alternatives to buffet format	Helps to reduce "no-shows" and leftover food and beverage	Planning	GHG emissions
7 Talk with caterers early to discuss options for any potential leftover foods	The meat production industry is notorious for its GHG emissions, due to production and transportation processes	Planning	Food Waste Management
8 Request that food is only brought out when there is confidence it will be consumed (buffets)	Typically buffets generate leftover food that cannot be donated	Post Event	Food Waste Management
9 Communicate to delegates "take only what you can consume" (buffets)	Reduce waste following the event	Planning	Food Waste Management
10 Revise buffets and coffee breaks for foods that can be presented at the next service e.g., bananas, pastries	Planning early enables you to identify and plan with a potential donor organization	Planning	Food Waste Management
11 Collaborate with your caterer to track leftover foods (eg, ingredients)	Less choice leads to less waste	Event Delivery	GHG emissions
12 Consider all stages of the service and results. Set targets for subsequent events.	Reducing the quantity of leftover/wasted food	Planning	Food Waste Management

Click the button to view the correct answers.

ACTIVITY ANSWER KEY

CASE STUDY

TRUFFLES FINE FOODS

A SUSTAINABLE FOOD SERVICE

Truffles Fine Foods is a consolidated catering business working with multiple venues in Richmond. Truffles endeavours to support fresh sustainable food in their service wherever possible, with approximately 85-90% of their menus coming from local and seasonal ingredients, provided by a network of small vendors.

Truffles seeks to support the community with donations and discounts to equity-deserving groups, as well as the hiring of local employees, both to support the economy and reduce emissions from commutes.

In order to manage food waste, Truffles works closely with clients to choose responsible menus and order appropriate quantities for their group size. Additionally, they ensure recycling and composting and frequently collaborate with charities such as Vancouver Food Runners to dispose of any leftover food.

For more information, please contact: Info@trufflesfinefoods.com

CASE STUDY

VANCOUVER FOOD RUNNERS

FROM EXCESS TO IMPACT: VANCOUVER FOOD RUNNERS' RECIPE FOR REDUCING WASTE AND NOURISHING COMMUNITIES

Launched in 2020, Vancouver Food Runners redirects surplus food from 170 food businesses to 145 nonprofits using innovative app technology and an extensive network of dedicated volunteers. They work in partnership with many businesses, including hotels, restaurants, event venues, and caterers to ensure any excess food is delivered to nearby charities.

Vancouver Food Runners' program is free, flexible, and straightforward; and they can tailor their food recovery services to accommodate business events of any scale, offering seamless integration for event planners. And, despite the name, they do donation pickups in Richmond! Their team communicates closely with food donors to manage the nature, amount, and timing of donations to maximize both efficiency and impact.

Powered by over 3,100 volunteers, they moved 1.26 million pounds of food in 2023—with plans to grow! Their sophisticated data system tracks detailed information about food rescues, providing transparency and supporting measurement and reporting efforts. Despite operating primarily during daytime hours, they can adapt pickup schedules to align with event timelines, making it simple and convenient for event suppliers and venues to contribute positively to community welfare while combating food waste.

For more information, please contact: adelyn@vancouverfoodrunners.com

OBJECTIVE

STRIVE FOR SUSTAINABILITY AT EVERY STAGE OF YOUR FOOD AND BEVERAGE SERVICE



ACTIVITY 3

MIX AND MATCH

The potential for a responsible food service is not limited only to environmental impacts. A sustainable food service also provides opportunities for good ethics, healthy habits, and an inclusive event.

Mix and match the following concepts, and read the case study from Storeys Café to find out how suppliers are using their businesses to help people learn new skills, generate income, and get back on track:

SOCIAL IMPACTS OF FOOD AND BEVERAGE

ACTION	WHY?	WHEN?	SUSTAINABILITY ISSUE
1 Request local food options	All delegates should have the same opportunities to enjoy the event	Planning	Health
2 Request healthy menu options	A balanced diet and regular exercise contribute to good health and a happy community	Planning	Inclusivity
3 Request menu options for health-related or cultural restrictions	All products should be sourced fairly and ethically	Planning	Inclusivity
4 Request clear labelling of all foods and ingredients	Planning early enables you to identify and plan with a potential donor organization	Planning	Fair Trade
5 Request Fair Trade labels for products such as coffee, tea, chocolates, and sugar	Purchasing locally helps to stimulate the local economy and create jobs for the community	Planning	Food Waste Management Social Impact
6 Talk with your caterer early to discuss options for any potential leftover foods	Food service should be clear and accessible for all delegates	Planning	Local Economy/ Community

Click the button to view the correct answers.

ACTIVITY ANSWER KEY

CASE STUDY

STOREYS CAFÉ

STOREYS CAFÉ CRAFTS FRESH MEALS AND FUTURES, NOURISHING THE COMMUNITY WITH EVERY BITE

Storeys Café is located on the ground floor of a social housing complex, a first-of-its-kind partnership between 5 non-profit organizations to provide holistic support for its residents. The cafe operates with a mission to serve both high-volume events and the community through its dual function as a walk-in cafe and catering service.

Beyond providing fresh meals to clients, including business events ranging from small to large, Storeys Café supports the community with a vital meal program for a local shelter, delivering 60 lunches and 30 dinners daily. The cafe is staffed by residents from the building, offering stable yet flexible employment for diverse individuals to develop skills, build confidence, and give back to their community. Their motto, "Fresh food for a cause," encapsulates their commitment to social empowerment and high-quality catering.

For more information, please contact: jimacfarlane@storeyscafe.org

SIGNPOST 6

Which of these food service actions could you implement at your event? Add them to your sustainable event plan with your objective, an indicator, and a target.

Example Indicator: % of meals at our event that are seasonal and/or organic

Example Target: 80% of meals at our event are seasonal and/or organic



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GIVING BACK AND LOCAL PROJECTS



Supporting the local environment and community at your event can be done in a variety of direct ways. Many examples have already been outlined in The Richmond Roadmap:

- Donating leftover materials for the benefit of local communities
- Engaging local products, services, and suppliers to benefit the local economy
- Offering donations to local charities in place of gifts for delegates

For more active volunteering and team-building activities in local conservation or community projects, please contact Tourism Richmond for more information: sales@tourismrichmond.com



THE SHARING FARM CULTIVATES CONNECTIONS AND PROMOTES INCLUSIVENESS THROUGH COMMUNITY AGRICULTURE

Located in a sprawling 70-acre parkland, the Sharing Farm is a sustainable agriculture hub dedicated to enhancing community welfare and environmental stewardship. This 4-acre farm is not only a nexus of food production but also a vibrant centre for social enterprise, including a farmstand and a pay-ahead box program that supports local families, refugees, and the free Musqueam Farmers Market.

Event Planners can deepen their impact by sponsoring the box program or organizing corporate volunteer opportunities, which integrate teams into the farm's seasonal activities such as planting and harvesting. Welcoming over 500 volunteers annually, these engagements are tailored to fit into the farm's overall crop plan. Visits are enhanced with educational tours that highlight sustainable practices, soil health, and food security. The Sharing Farm offers Event Planners meaningful ways to support sustainable agriculture, local food security, and the farm's many impact initiatives, such as their partnership with the Musqueam Nation.

For more information, please contact: info@sharingfarm.ca



Which actions could you implement to “give back” to Richmond at your event? Add them to your sustainable event plan with your objective, an indicator, and a target.

Example Indicator: % of delegates who participated in a local volunteering exercise

Example Target: 60% of delegates at our event have participated in a local volunteering exercise

Meetings or events that aim to be truly responsible will look beyond the content of the keynote and walls of the conference centre to identify ways they can make a positive difference to the destination that hosted them.



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CONGRATULATIONS!

You've reached the end of your journey. We hope you enjoyed The Richmond Roadmap, which outlined numerous ways you can make a difference with your event, whether through close collaboration with suppliers, monitoring, measuring, and reducing negative impacts related to consumption and waste emissions, or by ensuring an accessible and open environment where everyone feels welcome.

WHAT'S NEXT

This Roadmap is intended to supplement your responsible events journey. To ensure a full, comprehensive, and effective sustainable event plan, we recommend you expand on the advice provided within The Richmond Roadmap and take the following steps within your organization:

Identify your principal stakeholders

Who has the most influence over your company's operations? This could be a selection of groups such as employees, clients, suppliers, and the local community. Your sustainable event plan should address their concerns and requirements.

Identify your most significant issues

Where does your organization (and its events) generate positive and negative impacts? Are there further opportunities for regeneration/mitigation? These may be a variety of issues relating to resources management, GHG emissions reduction, local community, biodiversity, education, and awareness raising.

Develop a sustainable event plan to identify

- Which objectives will you work towards?
- What actions can you carry out?
- How will you measure their success?
- What ambitious targets can you build on, year after year for continuous improvement?
- Who are the stakeholders and suppliers with whom you will collaborate?

The sustainable event plan template available with this Roadmap is a great place to start!

Take care to monitor and measure your results continually

This allows you to track and report your sustainability progress.

[Apply for the Tourism Richmond Business Events Incentive Fund](#)

Apply for a sustainability certification for your business

This will allow you to amplify your actions and communicate your sustainability commitments to your stakeholders.

Investigate local partnerships for collaboration

See our webpage on [Regenerative Solutions](#) for more details.

Communicate your results through an annual sustainability report

Annual sustainability reports demonstrate your ongoing commitment and highlight your achievements and ambition for continuous improvement.

The following are some examples of event sustainability reports:

- [2022 Volleyball Canada Youth Nationals](#)
- [Innovate Canada 2023 Advanced Manufacturing Sustainability Report](#)
- [COP27 Sustainability Report](#)

Tourism Richmond is proud to welcome responsible meetings and events here. We look forward to sharing more of our destination with you and continuing to make Richmond a desirable place to live, work, and visit.



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Richmond, BC Official Community Plan

- [Mobility and Access](#)
- [Social Inclusion and Accessibility](#)
- [Sustainable Infrastructure and Resources](#)



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ACTIVITY ANSWERS

★ ACTIVITY 1

FALSE OPTIONS: Did you get them?!

TRAVEL TO/FROM AIRPORT

■ **1 Hummer limousine per delegate, engine running 30 minutes before departure?**

This was a trick option with a lot of unnecessary emissions. Plenty of other ideas on the list to keep your event responsible!

IN THE CITY

■ **Book a bus transfer instead of a 10-minute walk?**

Again, unnecessary emissions, plus the walk provides a healthy opportunity for delegates to stretch their legs.

Naturally, some delegates may have mobility limitations and require transport assistance. In these cases, Richmond offers reliable transport suppliers who can provide accessible transfers.

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**ARRIVAL IN RICHMOND
TRAVEL & TRANSPORT**



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ACTIVITY ANSWERS

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**EVERYONE HAS TO EAT
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★ ACTIVITY 2

MIX AND MATCH ENVIRONMENTAL IMPACTS OF FOOD AND BEVERAGE

ACTION	WHY?	WHEN?	SUSTAINABILITY ISSUE
1 Request local, seasonal, and/or organic menu options	1 Local and seasonal foods require less transportation of ingredients	1 Planning	1 GHG emissions
2 Request vegetarian or vegan menu options TIP: Host a “meat-free Monday” or similar at your event	2 The meat production industry is notorious for its GHG emissions, due to production and transportation processes	2 Planning	2 GHG emissions
3 Where choice is possible, select no more than 2-3 options to reduce choice and focus on quality	3 Less choice leads to less waste	3 Planning	3 Food Waste Management
4 Request water in jugs and single-use materials	4 Reduce waste following the event	4 Planning	4 Waste Management
5 Survey attendees to confirm delegate numbers. Communicate to them the environmental impact of non-attendance.	5 Helps to reduce “no-shows” and leftover food and beverage	5 Planning	5 Food Waste Management
6 Choose alternatives to buffet format	6 Typically buffets generate leftover food that cannot be donated	6 Planning	6 Food Waste Management
7 Talk with caterers early to discuss options for any potential leftover foods	7 Planning early enables you to identify and plan with a potential donor organization	7 Planning	7 Food Waste Management Social Impact
8 Request that food is only brought out when there is confidence it will be consumed (buffets)	8 Food that has been exposed to guests cannot be donated due to food security rules	8 Planning / Event Delivery	8 Food Waste Management
9 Communicate to delegates “take only what you can consume” (buffets)	9 Food on plates cannot be donated due to food security rules	9 Event Delivery	9 Food Waste Management
10 Revise buffets and coffee breaks for foods that can be presented at the next service e.g., bananas, pastries	10 Reducing the quantity of leftover/wasted food	10 Event Delivery	10 Food Waste Management
11 Collaborate with your caterer to track leftover foods (kg, ingredients)	11 Understand the environmental impact of the food service, as well as food preferences	11 Post Event	11 Food Waste Management
12 Consider all stages of the service and results. Set targets for subsequent events.	12 Instigate a culture of continuous improvement and reduce the negative environmental impact of your events	12 Post Event	12 Food Waste Management



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**EVERYONE HAS TO EAT
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☆ ACTIVITY 3

MIX AND MATCH SOCIAL IMPACTS OF FOOD AND BEVERAGE

ACTION	WHY?	WHEN?	SUSTAINABILITY ISSUE
1 Request local food options	1 Purchasing locally helps to stimulate the local economy and create jobs for the community	1 Planning	1 Local Economy/Community
2 Request healthy menu options	2 A balanced diet and regular exercise contribute to good health and a happy community	2 Planning	2 Health
3 Request menu options for health-related or cultural restrictions	3 All delegates should have the same opportunities to enjoy the event	3 Planning	3 Inclusivity
4 Request clear labelling of all foods and ingredients	4 Food service should be clear and accessible for all delegates	4 Planning	4 Inclusivity
5 Request Fair Trade labels for products such as coffee, tea, chocolate, and sugar	5 All products should be sourced fairly and ethically	5 Planning	5 Fair Trade
6 Talk with your caterer early to discuss options for any potential leftover foods	6 Planning early enables you to identify and plan with a potential donor organization	6 Planning	6 Food Waste Management Social Impact