

METRO TORONTO CONVENTION CENTRE

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Sustainability Challenges in the Conventions and Meetings Industry



Thousands of visitors, exhibitors, and staff move through the facility every week. It is difficult to make sustainability a priority for everyone and educate all staff and attendees about the Centre's sustainability programs.



Not all clients are interested in making their events sustainable. Staff must meet the clients' demands and expectations, even if this means offering excess amounts of food, flyers, and other materials.



There can be high financial costs associated with sustainability initiatives. The MTCC is a crown corporation with a rigorous vetting process for new projects, so the monetary benefit or payback period is critical to understand.



New sustainability initiatives or technologies meant to increase efficiency can be flawed, creating unexpected costs and operational challenges.

Roles and Responsibilities

- Report on the facility's sustainability performance
- Manage MTCC's donation program & expand recipient base
- Perform regular visual waste audits
- Engage clients and employees in sustainability programs
- Revamp MTCC's sustainability webpages
- Research new environmental awards and certifications within the industry
- Oversee MTCC rooftop beekeeping program
- Develop new ideas for sustainability projects, events, and initiatives



A Sustainable MTCC: Key Takeaways

There are significant costs associated with waste creation during an event which get passed onto the client, so there is a financial incentive to reduce waste. The MTCC's donations program is also extremely effective in terms of reducing the amount of materials sent to landfill.

The MTCC's sustainability initiatives create value by saving costs related to energy and water use, instilling a sense of pride in the company, and creating a positive impact on the local community through donations and outreach.

Collaborative networks of venue managers regularly come together to share best practices. Sustainability therefore not only creates competitive advantage at the MTCC, but it also provides an opportunity to connect with others in the conventions & meetings industry.

