

# Events for Change

designing the next generation  
of responsible events.

**Future Forward Report**

CANADIAN COLLEGE OF HEALTHCARE LEADERS  
REPORT N° 000009

CCHL National Conference



**You believe  
events are  
part of the  
change  
you want to  
see in the  
world.**

01 Introduction

---

03 Event Overview

---

04 Survey Assessment

---

06 Your Commitment

---

10 Achievements & Impacts

---

11 Recommendations

---



## INTRODUCTION

**Events for Change** is an MCI program that is designed to curate and execute sustainable and equitable events, qualified against a proprietary criterion that was developed by our team of specialists. We have created a framework for action that mirrors the 17 United Nations Sustainable Development Goals (SDGs). Since the SDGs are holistic in nature, spanning across aspects of social inclusion and sustainability, we chose to use them as our anchor for change.

**Your event has been assessed against 10 categories and 50 action items.**

## THESE CATEGORIES ARE

- Energy, Water, Waste
- Lodging, Travel, Transportation
- Food & Beverage
- People & Culture
- Participant Engagement
- Exhibitors
- Location & Venue
- Event Swag & Gifts
- Marketing, Promotions, Event Materials
- Procurement: Subcontractors, Vendors, Suppliers



## INTRODUCTION

As part of the **Events for Change** piloting phase, MCI engaged the **Canadian College of Healthcare Leaders** to participate. The initiatives and consulting support provided during the development of CCHL's National Conference represents an early iteration of the program. In exchange for CCHL's participation in the program, MCI served as an in-kind sponsor of the event.

MCI is pleased to present this Future Forward report, outlining the efforts and outcomes of the Canadian College of Healthcare Leaders as a result of participating in the Events for Change program. This report showcases the sustainability and inclusivity efforts implemented during their National Conference, which took place at the Westin Harbour Castle in Toronto from June 4-6, 2023.

The objective of this report is to offer a comprehensive overview of the initiatives undertaken, their outcomes, and recommendations for further enhancing sustainability and inclusivity in future events.





# Event Overview

Name CCHL National Conference

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Date June 4-6, 2023

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Location 1 Harbour Square, Toronto, ON M5J 1A6

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Venue Westin Harbour Castle

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Number of Attendees +450

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Event Type National Conference







# Survey Assessment

The pre-event assessment survey asks whether or not you are already doing our predetermined action items. It is designed to give us a baseline evaluation on your usual event activities as it relates to sustainable and inclusive practices.

By conducting this survey, we have an opportunity to see your results before and after working with **Events for Change**.

## INSTRUCTIONS

- 1 The next page presents your **pre-event results** in a one-glance view, sorted by categories and action items.
- 2 The following page will bring you post-events results. Pay attention to the marks.

 NEW POINTS ADDED  ADDING POINTS  NOT ADDING POINTS





## Energy, Water, Waste

Biodegradable Soaps	<input type="radio"/>	<input checked="" type="radio"/>
Recyclable or Zero Waste Materials	<input checked="" type="radio"/>	<input type="radio"/>
No Single Use Plastic	<input checked="" type="radio"/>	<input type="radio"/>
Responsible Waste Sorting	<input checked="" type="radio"/>	<input type="radio"/>
Water Fountains or Bottle Stations	<input checked="" type="radio"/>	<input type="radio"/>
Venue Temperature for Every Body	<input type="radio"/>	<input checked="" type="radio"/>
Energy Efficient Checklist	<input type="radio"/>	<input checked="" type="radio"/>

## Lodging, Travel, Transportation

Hotel Accessibility	<input checked="" type="radio"/>	<input type="radio"/>
Available Public Transit	<input checked="" type="radio"/>	<input type="radio"/>
Hotel Sustainability Plan	<input type="radio"/>	<input checked="" type="radio"/>
Venue & Lodging Proximity	<input checked="" type="radio"/>	<input type="radio"/>

## Exhibitors

Digital Resources	<input checked="" type="radio"/>	<input type="radio"/>
Sustainable Giveaways	<input type="radio"/>	<input checked="" type="radio"/>

## Event Swag & Gifts

Educational Gifts	<input type="radio"/>	<input checked="" type="radio"/>
Sustainable Gifts	<input type="radio"/>	<input checked="" type="radio"/>

## People & Culture

Speaker Diversity	<input checked="" type="radio"/>	<input type="radio"/>
Gender Neutral Washrooms	<input type="radio"/>	<input checked="" type="radio"/>
Interfaith Calendar	<input checked="" type="radio"/>	<input type="radio"/>
Reserved Priority Seating	<input checked="" type="radio"/>	<input type="radio"/>
Code of Conduct	<input type="radio"/>	<input checked="" type="radio"/>
Free Feminine Hygiene Products	<input type="radio"/>	<input checked="" type="radio"/>
Pre-Event Survey	<input checked="" type="radio"/>	<input type="radio"/>
Programme Timing	<input checked="" type="radio"/>	<input type="radio"/>
Post-Event Survey	<input type="radio"/>	<input checked="" type="radio"/>
Inclusive Communications	<input type="radio"/>	<input checked="" type="radio"/>
Inclusive Programming	<input checked="" type="radio"/>	<input type="radio"/>
Land Acknowledgements	<input checked="" type="radio"/>	<input type="radio"/>

## Location & Venue

Biophilic Design	<input checked="" type="radio"/>	<input type="radio"/>
Venue Accessibility	<input checked="" type="radio"/>	<input type="radio"/>
Sustainable Venue	<input checked="" type="radio"/>	<input type="radio"/>
All Activities Onsite	<input type="radio"/>	<input checked="" type="radio"/>

## Procurement

RFP Requirements	<input type="radio"/>	<input checked="" type="radio"/>
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## Food & Beverage

Avoid Processed & Fried	<input checked="" type="radio"/>	<input type="radio"/>
Range of Diets	<input checked="" type="radio"/>	<input type="radio"/>
Local & Seasonal Food	<input checked="" type="radio"/>	<input type="radio"/>
100% Plant-Based	<input type="radio"/>	<input checked="" type="radio"/>
Accessible Catering Zones	<input type="radio"/>	<input checked="" type="radio"/>
Food Donation	<input type="radio"/>	<input checked="" type="radio"/>

## Participant Engagement

Donate Onsite	<input type="radio"/>	<input checked="" type="radio"/>
Dedicated Wellness Area	<input checked="" type="radio"/>	<input type="radio"/>
References & Resources Package	<input type="radio"/>	<input checked="" type="radio"/>
Anonymous Feedback & Engagement	<input checked="" type="radio"/>	<input type="radio"/>
Attendee Bingo	<input type="radio"/>	<input checked="" type="radio"/>
Climate Action Pledge	<input type="radio"/>	<input checked="" type="radio"/>
Hybrid Event	<input type="radio"/>	<input checked="" type="radio"/>
Petition	<input type="radio"/>	<input checked="" type="radio"/>

## Marketing & Event Materials

Sustainability Committee	<input type="radio"/>	<input checked="" type="radio"/>
Inclusive Promotions	<input checked="" type="radio"/>	<input type="radio"/>
Paperless Event	<input type="radio"/>	<input checked="" type="radio"/>
Visual Representation	<input checked="" type="radio"/>	<input type="radio"/>



## YOUR COMMITMENT

The Canadian College of Healthcare Leaders committed to achieving the following 15 action items:

1. Ensure that the temperature of the venue is comfortable for every body.
2. Provide attendees and staff with an energy-efficient checklist.
3. Ask the primary venue/hotel for a sustainability plan.
4. Offer a 100% plant-based menu.
5. Partner with a local food bank or shelter for post-event food and beverage donation.
6. Ensure that the event has a code of conduct that is made available to all attendees.
7. Offer complimentary feminine hygiene products.
8. Ask for feedback in post-event surveys that directly relate to your inclusivity, accessibility, and sustainability efforts.
9. Ensure non-gendered outreach and program communications.
10. Offer participants a chance to donate towards a not-for-profit organization or charity of choice.
11. Offer resources for participants about the sustainability and inclusivity efforts accomplished at the event.
12. Ensure that exhibitor swag and giveaways are sustainable.
13. Offer sustainable gifts and giveaways to participants and attendees.
14. Create a Sustainability Committee for event development and management.
15. Plan for a paper-less event.





### Energy, Water, Waste

- Biodegradable Soaps Y N
- Recyclable or Zero Waste Materials Y N
- No Single Use Plastic Y N
- Responsible Waste Sorting Y N
- Water Fountains or Bottle Stations Y N
- Venue Temperature for Every Body Y N
- Energy Efficient Checklist Y N

### Lodging, Travel, Transportation

- Hotel Accessibility Y N
- Available Public Transit Y N
- Hotel Sustainability Plan Y N
- Venue & Lodging Proximity Y N

### Exhibitors

- Digital Resources Y N
- Sustainable Giveaways Y N

### Event Swag & Gifts

- Educational Gifts Y N
- Sustainable Gifts Y N

### People & Culture

- Speaker Diversity Y N
- Gender Neutral Washrooms Y N
- Interfaith Calendar Y N
- Reserved Priority Seating Y N
- Code of Conduct Y N
- Free Feminine Hygiene Products Y N
- Pre-Event Survey Y N
- Programme Timing Y N
- Post-Event Survey Y N
- Inclusive Communications Y N
- Inclusive Programming Y N
- Land Acknowledgements Y N

### Location & Venue

- Biophilic Design Y N
- Venue Accessibility Y N
- Sustainable Venue Y N
- All Activities Onsite Y N

### Procurement

- RFP Requirements Y N

### Food & Beverage

- Avoid Processed & Fried Y N
- Range of Diets Y N
- Local & Seasonal Food Y N
- 100% Plant-Based Y N
- Accessible Catering Zones Y N
- Food Donation Y N

### Participant Engagement

- Donate Onsite Y N
- Dedicated Wellness Area Y N
- References & Resources Package Y N
- Anonymous Feedback & Engagement Y N
- Attendee Bingo Y N
- Climate Action Pledge Y N
- Hybrid Event Y N
- Petition Y N

### Marketing & Event Materials

- Sustainability Committee Y N
- Inclusive Promotions Y N
- Paperless Event Y N
- Visual Representation Y N



**AMBASSADOR**



PREVIOUS LEVEL

**CHAMPION**

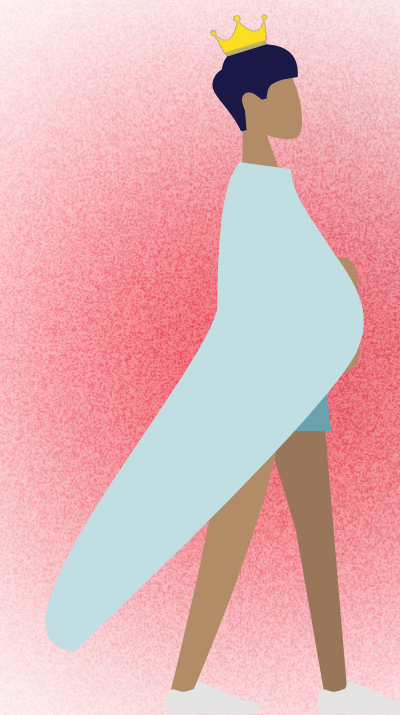


**HERO**



NEW LEVEL

**LEGEND**





## Pre-event Assessment

Level	Champion
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Total Points	360
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Max. Level Points	400
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Next Level	Hero
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## Post-event Assessment

New Level	Legend
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Total Points	601
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Max. Level Points	800
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Previous Level	Champion
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**Congratulations!**



# LIFE AS A LEGEND

A Legend is someone who considers themselves an agent of change, someone who wants to make a difference in the world. Sustainability and social inclusivity are part of your personal and professional ethos and you won't compromise your values. As a Legend, you will do everything in your power to achieve all of the action items, affect change, and leave a positive lasting impact.





## ACHIEVEMENTS & IMPACTS

The **Canadian College of Healthcare Leaders (CCHL)** is a clear advocate for sustainable and inclusive events. Having accomplished **40 of the 50 program action items**, CCHL has earned the status of Legend for the Events for Change Program. Legend is the highest level of excellence and the most progressive. It should also be noted that of all the clients who have participated in the Events for Change Program to date, the Canadian College of Healthcare Leaders has achieved the highest score.

CCHL has been a model collaborator and advocate for responsible events. All of MCI's guidance and suggestions have been accounted for and adopted with enthusiasm. Eager to learn and grow, CCHL is a true representation of positive change. CCHL targeted 15 action items, in addition to the 25 that were already being done.

Of notable accomplishment is CCHL's minimization of paper use, having significantly reduced paper consumption in their program package. Previous program packages were over 40 pages per participant; the program package for their event in June was a single page. **That translates to saving over 18,000 sheets of paper for this event alone!**

For the first time, CCHL provided complimentary feminine hygiene products. By the end of the conference, **all of the products were taken**, which demonstrates: 1) there was a need, and 2) attendees noticed that they were offered and appreciated the thought.

Another first for CCHL was post-event food donation. **CCHL successfully facilitated the donation of untouched food and beverage, which was donated to the Good Sheppard.**

CCHL also offered participants a chance to donate to Trees for Life, a national charity that is helping to green communities and honour local heroes by planting trees. This was the first time that CCHL encouraged donations at their event. **They successfully raised \$500.00 CAD.**

Lastly, CCHL ensured that there were plant-based options throughout the conference; more specifically: there was a dedicated plant-based option for one break each day, as well as options for lunch and dinner reception.

**While the Canadian College of Healthcare Leaders successfully incorporated novel sustainability and inclusivity initiatives for their National Conference, of greater merit is their commitment to permanently adopting a select number of action items for all future events.**





## RECOMMENDATIONS

With the goal of continual improvement, the following recommendations highlight areas of consideration and suggest strategies to further enhance sustainability and inclusivity in future events.

**Supplier and Vendor Sustainability Criteria:** Establish sustainability criteria for selecting suppliers and vendors, considering factors such as ethical sourcing, waste reduction, and sustainable packaging practices. Prioritize partnering with suppliers and vendors who align with the event's sustainability and inclusivity values.

**Sustainable Sponsorship Opportunities:** Engage sponsors who align with sustainability and inclusivity values, promoting their sustainable products or services during the event. Establish a criteria for selecting sponsors.

**Green Exhibitor Guidelines:** Provide exhibitors with guidelines on sustainable practices, such as reducing packaging waste and using eco-friendly materials for booth displays. Include an eligibility criteria for exhibitors that highlights these commitments. Recognize and reward exhibitors who demonstrate exceptional sustainability efforts.

**Sustainable Merchandise:** Offer sustainable merchandise options, such as reusable water bottles, tote bags, or eco-friendly promotional items. Partner with suppliers who prioritize environmentally friendly materials and production processes. Consider items that would help attendees participate in sustainable practices while at your event i.e. bamboo cutlery, steel water bottle.

**Sustainable Transportation:** Encourage attendees to use public transportation or carpooling options to reduce carbon emissions. Provide information on nearby public transportation options and promote sustainable transportation alternatives.

**Engage in Stronger Pre-Event Communications:** Prioritize communication with attendees to encourage sustainable and inclusive behaviours. Share information on event sustainability initiatives and encourage attendees to participate actively.

**Community Engagement:** Collaborate with local organizations and communities to engage in sustainable and inclusive initiatives. Support local businesses, artisans, and social enterprises by incorporating their products and services into the event.





## RECOMMENDATIONS

**Inclusive Programming:** Develop a diverse and inclusive event program that represents various perspectives, backgrounds, and cultures. Consider having a session on Inclusivity in the medical field.

**Volunteer Engagement:** Recruit volunteers who are passionate about sustainability and inclusivity to assist with event operations. Provide volunteers with training on these topics to ensure they can effectively support the event's goals.

**Continuous Improvement:** Establish a sustainability and inclusivity task force or committee to drive ongoing improvements in event practices. Regularly review and update event policies and procedures to align with evolving sustainability and inclusivity standards.

**Inclusive Signage and Wayfinding:** Ensure that signage and wayfinding materials are accessible and inclusive, featuring clear fonts, color contrast, and inclusive symbols. If needed, consider providing Braille signage and tactile maps for attendees with visual impairments.

**Carbon Offsetting:** Offset the event's carbon footprint by investing in certified carbon offset projects, such as renewable energy or reforestation initiatives. Communicate the carbon offsetting efforts to attendees, highlighting the event's commitment to environmental sustainability.

**Green Technology Integration:** Explore the use of green technology solutions, such as event apps for digital agendas, interactive digital displays, and virtual event components to reduce resource consumption. Embrace virtual or hybrid event formats to minimize travel-related emissions and increase accessibility.

**Sustainable Printing Practices:** Implement sustainable printing practices by using recycled or FSC-certified paper and vegetable-based inks for printed materials. Encourage attendees to only print necessary documents and provide designated recycling stations for paper waste.







**Events for  
Change**