

Annual Sustainability Report

IMPACT

SUSTAINABILITY TRAVEL & TOURISM

IMPACT - Sustainability, Travel & Tourism

2020

Completed By	Christian Muñoz Mejía
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Completed	10/2/2022

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Executive Summary

IMPACT: Sustainability, Travel and Tourism is an annual conference hosted in Victoria, BC. In 2020, the conference was held from January 19th to the 22nd at the Victoria Conference Centre (VCC). The conference kicked off with the Day of Impact (DOI) industry tour, followed by two and a half days of presentations, workshops and events. This is the third annual conference and the third year that emissions will be measured and offset through sponsorship from Offsetters.

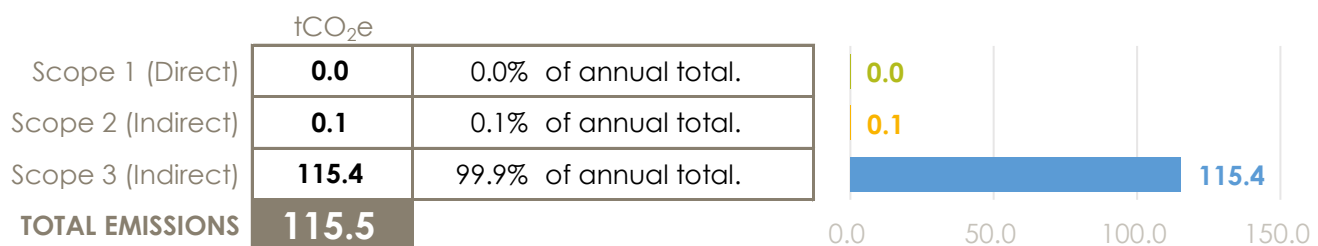
In 2020 the scope increased to include emissions from catering in addition to natural gas, electricity, water, waste, paper, accomodation and transportation. Relevant data from the VCC was based on 2018 delegate days and applied to a total of 328 delegates for IMPACT.

Total carbon emissions for the 2020 IMPACT conference came to 115.5 tCO₂e, a 72% increase over 2019. Increases in the number of registrants and associated air travel contributed to an increase in emissions, with average emissions per delegate at 0.33 tCO₂e. Travel and accomodation are the greatest emissions contributors, accounting for 94.8% and 4.8% of the total carbon footprint.

Company Information

Company Name	IMPACT - Sustainability, Travel & Tourism		
Contact Information	Kayli Anderson	kayli@synergyenterprises.ca	250-516-2317
Company Description	National three-day conference held at the Victoria Conference Center		
Reporting Period	January 19 - January 22, 2020		
Inventory Boundary	Scope 1 (Direct Emissions) - Natural Gas		
	Scope 2 (Indirect Emissions from Purchased Electricity) - Purchased Electricity (BC Hydro)		
	Scope 3 (Indirect Emissions from Other Sources) - Water, Waste, Stationery, Paper Products, Delegate Travel, Catering, Accomodations		
Consolidation Approach	Operational Control: Accounting for 100% of emissions from operations over which the company has operational control.		
Primary Measurement	Carbon Dioxide Equivalent (CO ₂ e)		
Reporting Guidelines	Aligned with those defined in <i>The Greenhouse Gas Protocol: A Corporate Accounting and Reporting Standard, Revised Edition (The GHG Protocol, www.ghgprotocol.org)</i> . Emissions factors reviewed & approved by Offsetters.		

Inventory Results



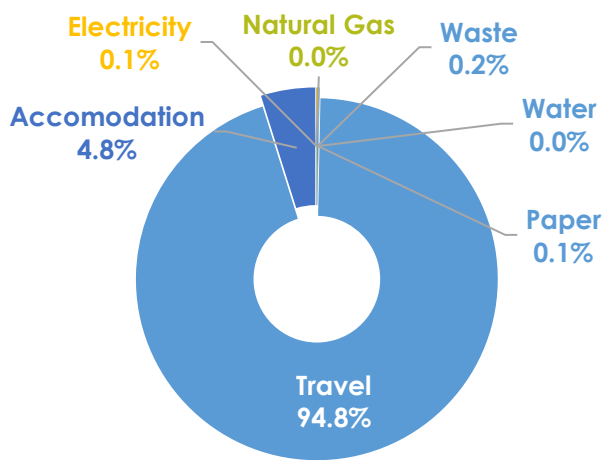
Carbon Footprint (Summary)

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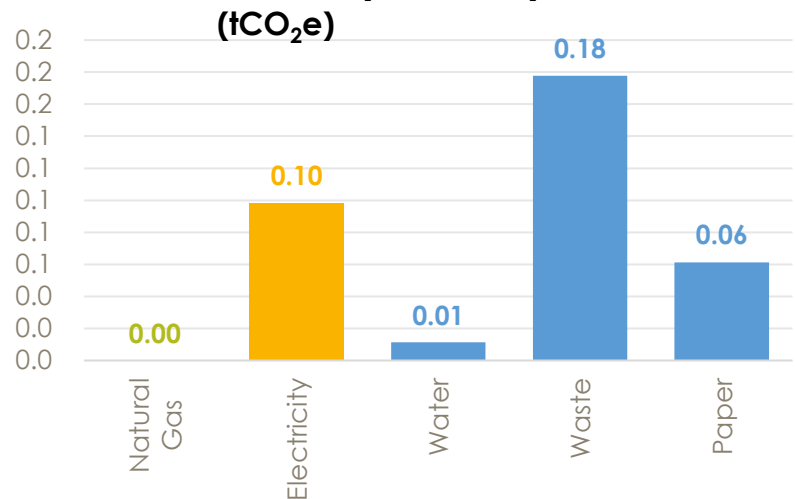
Total emissions: 115.5 tCO ₂ e	Offset cost: \$2,320
Total emissions for the IMPACT conference in Victoria, BC came to 115.5 tCO ₂ e. Emissions will be offset by Offsetters through the Synergy Portfolio which includes the Quadra Island Forestland Conservation Project and the Great Bear Rainforest Carbon Project.	

IMPACT Carbon Footprint

Conference Emissions



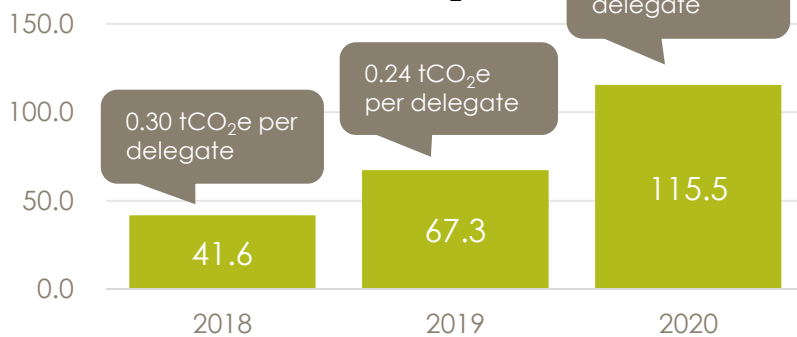
Minor Emissions by Activity



Scope 1 Scope 2 Scope 3

Carbon Footprint Analysis

Annual Emissions (tCO₂e)



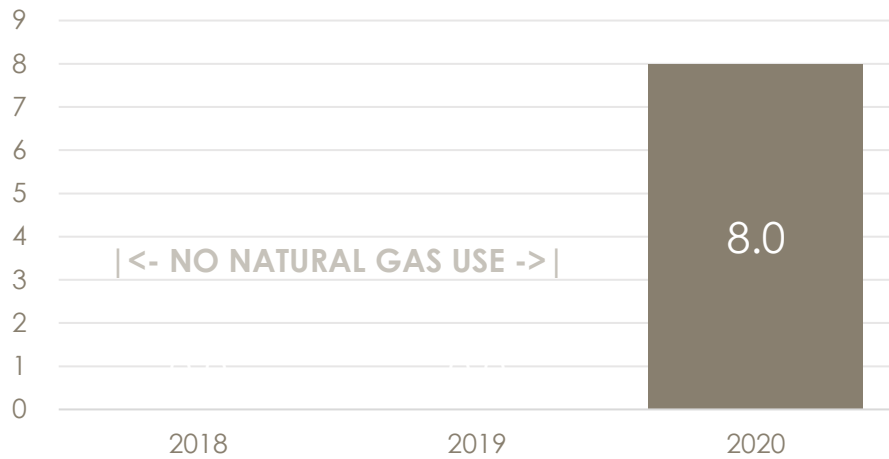
Analysis

Total emissions for the IMPACT - Sustainability, Travel & Tourism conference came to 109.7 tCO₂e, with average emissions per delegate of 0.33 tCO₂e. Due to increased registration and associated travel, emissions have increased by 63% over 2019.

364.5 Barrels of Oil	30.9 Cars per Year	0.35 tCO ₂ e/Del	tCO₂e (Total) 115.5
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Natural Gas

Natural Gas (GJ)



Analysis

2020 marks the first year that natural gas was present at the Victoria Conference Centre (VCC), establishing a baseline for future comparison.

In 2018, the VCC committed to purchasing Renewable Natural Gas (RNG). This led to minimal emissions from natural gas for the IMPACT conference at 0.000082 tCO₂e.

GJ / delegate

0.02

tCO₂e

0.0

% of Total

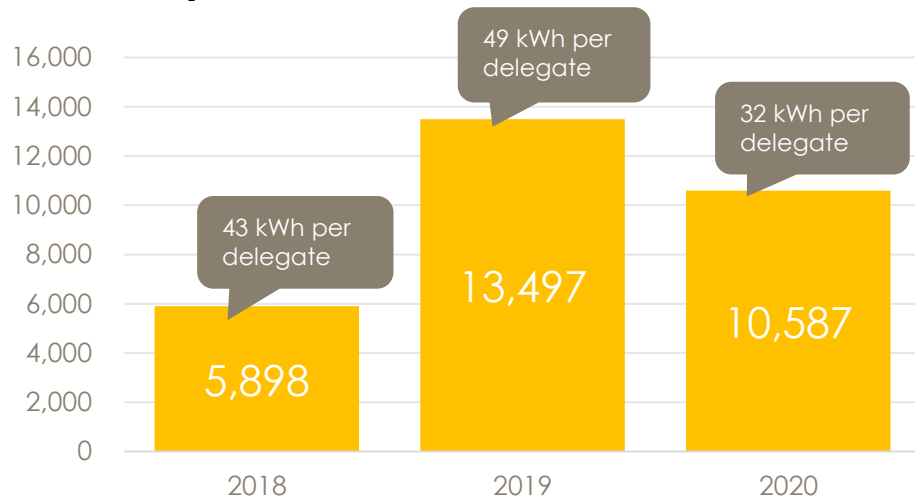
0.0%



0.1
Houses

Electricity

Electricity (kWh)



Analysis

Electricity use at the VCC is used for lighting, heating and cooling. It accounts for 0.1 tCO₂e or 0.1% of the total carbon footprint.

Total electricity use over the three-day conference results in 10,587 kWh. Lighting and equipment upgrades at the VCC have contributed to a 22% reduction in electricity consumption over 2019.

kWh / delegate

32

tCO₂e

0.1

% of Total

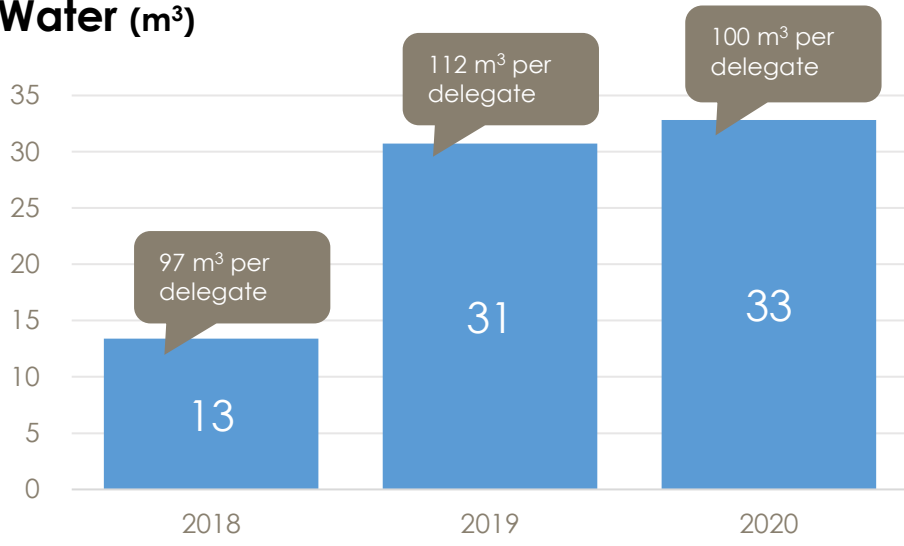
0.1%



1.0
Houses

Water

Water (m³)



Analysis

Water for IMPACT includes delegate and kitchen use. Total consumption came to 33 m³. This equates to ~100 L of water per delegate over the three-day conference.

Emissions from water use are minimal at 0.01% of total emissions, but are important to track for conservation efforts.

m³ / delegate

100

tCO₂e

0.01

% of Total

0.01%

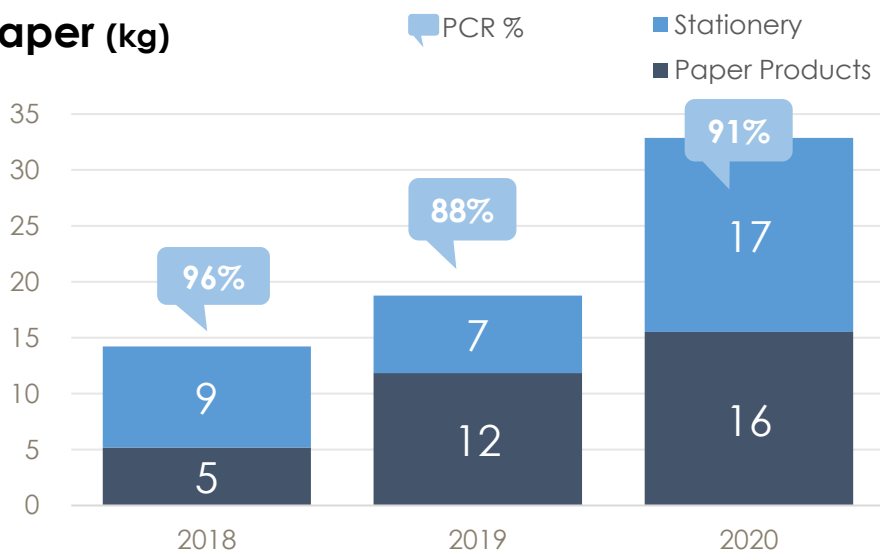


149

Baths (50gal)

Paper

Paper (kg)



Analysis

Stationery required for IMPACT included copy paper and business cards used during planning and execution of the event. Whenever possible, printing was done on 100% post consumer recycled (PCR) paper, increasing the average PCR content to 91%.

Treeless Content

91%

tCO₂e

0.06

% of Total

0.05%

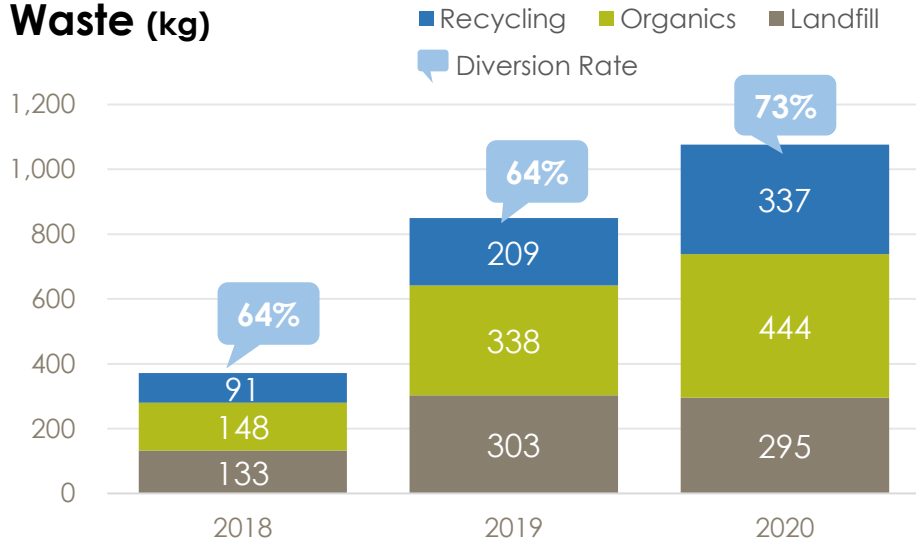


0.1

Trees / Year

Waste

Waste (kg)



Analysis

Waste at the Victoria Conference Center came to ~1.1 kg per delegate, resulting in a total of 0.2 tCO₂e for the conference.

The diversion rate increased to 73% with a slight decrease in landfill, while recycling and organics increased by 62% and 31% respectively.

kg / Day

359

tCO₂e

0.2

% of Total

0.2%

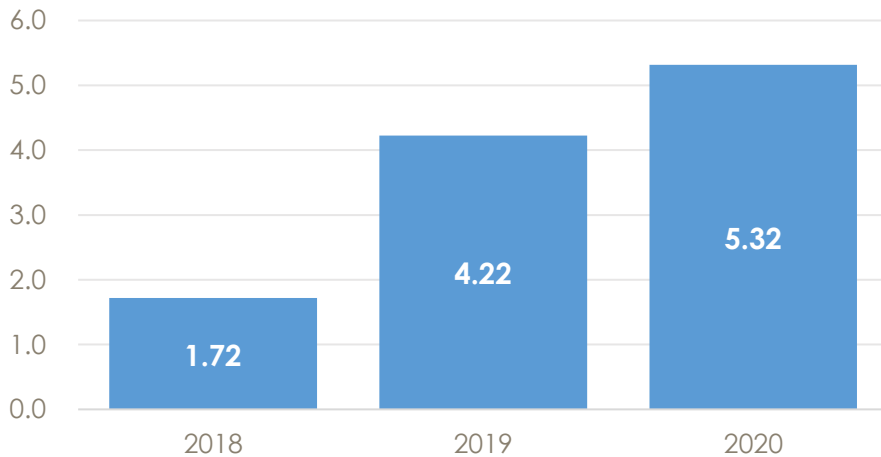


72.6%

Diversion Rate

Accommodation

Accommodation tCO₂e



Analysis

Accommodation is the second largest source of emissions for IMPACT, accounting for 4.6% of the total carbon footprint and 5.3 tCO₂e.

With IMPACT being a national conference, many of the delegates are not local and therefore stayed in hotels in downtown Victoria.

tCO₂e/ Delegate

0.02

tCO₂e

5.3

% of Total

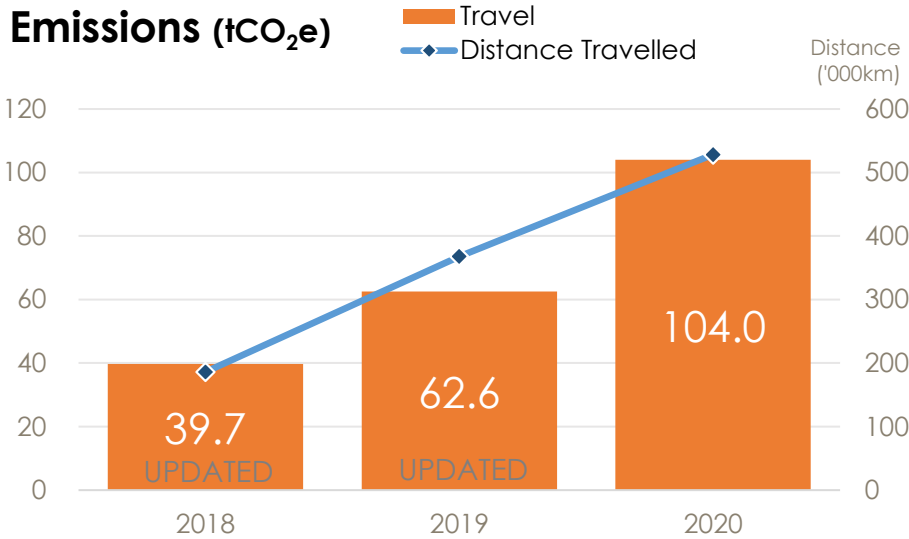
4.6%



811

Room Nights

Travel



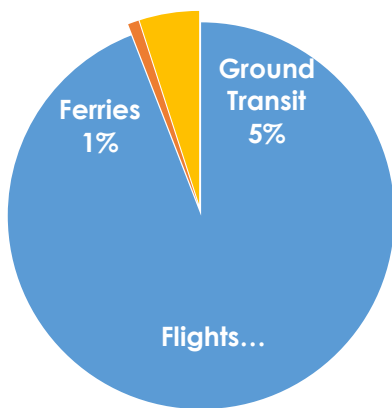
Analysis

Travel accounts for 95% of the overall carbon footprint and includes all delegate flights, ferries and ground transportation for IMPACT.

Travel emissions in 2020 totaled 104 tCO₂e. This is a 66% increase over 2019, and a 162% increase over 2018. Increase in delegate numbers and associated air travel contributed to the growth in emissions.

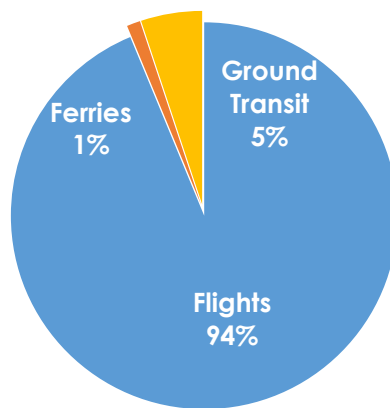
* Note: 2018 and 2019 travel emissions have been updated to reflect all methods of transportation for IMPACT.

Travel Percentages by Emissions



2019

Average kgCO ₂ e/km	0.170
Low-Emissions Travel %	19.7%



Current (2020)

Average kgCO ₂ e/km	0.207
Low-Emissions Travel %	26.3%

Analysis (Breakdown)

Emissions from flights alone account for 97.5 tCO₂e and 90% of the total carbon footprint.

Low-emission travel increased to 0.205 kgCO₂e/km due to an increase in ferry trips over 2019 and the inclusion of Tesla vehicles for airport pick-ups.

tCO₂e / Delegate **0.317**

tCO₂e **104.0**

% of Total **90.0%**

 **27.9**
Cars / Year

Carbon Reduction Strategy

The 2020 IMPACT conference held at the Victoria Conference Center is an annual event addressing the challenges and opportunities sustainability brings to Canada's tourism industry.

Total emissions for the 2020 Impact conference came to 109.7tCO₂e, with average emissions per delegate of 0.33 tCO₂e. Due to an increase in the number of delegates, the majority of emissions resulted from air travel at 97.5 tCO₂e. The second largest source of emissions includes accommodations for out-of-town delegates. The carbon impact of the conference itself from the use of the Victoria Conference Center is minimal and accounts for 0.4% of the total carbon footprint.

Efforts to minimize emissions for IMPACT 2020 included: choosing carbon neutral and centralized (walkable) accommodation, low-emission ground transportation, 100% PCR paper and conscious efforts to minimize waste.

Achievements

- Third year offsetting emissions and supporting carbon offset projects including the Quadra Island Forestland Conservation Project, Uganda Efficient Wood Cook Stoves, and the Great Bear Rainforest Carbon Project
- Third carbon neutral conference.
- Low-carbon protein menu
- 19% increase in delegates over 2019

Moving Forward

- Continue to measure and offset all emissions for future IMPACT conferences
- Publish the IMPACT 2020 conference proceedings paper to continue the discussion of the contribution of tourism to Canada's sustainable future
- Provide online access to sessions
- Improve travel tracking methods
- Improve waste metrics

Information on Inventory Uncertainty

* Travel: Delegates from Vancouver, Langley, Whistler, and on Vancouver Island assumed to be ferry and driving with carpools for those from within the same companies.
All others assumed to fly direct from nearest airport, with transport to/from airports negligible.
Travel for Victoria delegates assumed negligible.

Emissions References

1. 2016/17 B.C. Best Practices Methodology for Quantifying Greenhouse Gas Emissions
<http://www2.gov.bc.ca/gov/content/environment/climate-change/policy-legislation-programs/carbon-neutral-government/measure>
2. Environment Canada's National Inventory Report (1990-2015); Part 2 & 3.
http://unfccc.int/files/national_reports/annex_i_ghg_inventories/national_inventories_submissions/application/zip/can-2017-nir-13apr17.zip
3. Department for Environment, Food & Rural Affairs (UK) Carbon Factors
<https://www.gov.uk/government/publications/greenhouse-gas-reporting-conversion-factors-2017>
4. Intergovernmental Panel on Climate Change (Global Warming Potentials)
http://www.ipcc.ch/publications_and_data/ar4/wg1/en/ch2s2-10-2.html

All emissions factors are reviewed and approved by Offsetters (www.offsetters.ca) on an annual basis.

Policy for Base Year Recalculation:

Base year emissions, and other previous emissions, shall be retroactively recalculated if a change in organisational structure or data quality is expected to exceed a significance threshold of 10% of base year emissions. These changes may arise from structural changes such as mergers, acquisitions, divestments, outsourcing or insourcing, changes in calculation methodology and improvements in accuracy, or discovery of significant errors.

Glossary of Terms

Term	Description
CFL	Compact Fluorescent Light
GHG	Greenhouse Gas (emissions): Atmospheric gasses contributing to the greenhouse effect, including Carbon Dioxide (CO ₂), Methane (CH ₄), Nitrous Oxide (N ₂ O), etc.
GJ	Gigajoule: Unit of natural gas equal to 26.137 m ³ or 0.947 MMBtu
HVAC	Heating, Ventilation & Air Conditioning
kWh	Kilowatt-Hour: Common unit for measuring electrical consumption
LED	Light Emitting Diode: A form of highly efficient lighting technology
m ³	Cubic Meter: Unit of measurement equal to 1,000 Litres
PCR%	Post-Consumer Recycled Content (as a percentage)
psg-km	Passenger-Kilometer: Unit separating total emissions between passengers per km
Ream	Standard unit of paper measurement equal to 500 sheets (with 10 reams in one box)
tCO ₂ e	Tonnes of Carbon Dioxide Equivalent: GHGs have different warming potentials, measured collectively as CO ₂ equivalent (hence "e")
t-km	Tonne-kilometer: A unit of measurement used in shipping

Verified By	Christian Muñoz Mejia
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Completed	10/2/2022



The logo for Synergy Enterprises, featuring the word "synergy" in a lowercase, serif font. A small green leaf icon is positioned above the letter 'y'.