



DESTINATION GREATER
VICTORIA



April 22, 2021

Victoria Conference Centre Achieves Carbon Neutral Designations

VICTORIA, B.C. – Destination Greater Victoria and the City of Victoria have announced that the Victoria Conference Centre (VCC) has been designated as “carbon neutral” by noted corporate sustainability management firms Synergy Enterprises and Offsetters.

“The Victoria Conference Centre’s carbon neutral designation is years in the making and is the result of the hard work and determination by staff to reduce and offset the Centre’s carbon footprint” said Lisa Helps, Mayor of Victoria. “Efforts at VCC, and across City facilities, to reduce emissions have been successful, with an over 20 per cent reduction in greenhouse gas emissions since 2007. The City’s Climate Leadership Plan has set targets to reduce community greenhouse gas emissions by 80 per cent and shift to 100 per cent renewable energy by 2050.”

“The carbon neutral designation for the Victoria Conference Centre is the culmination of years of work by City staff to reduce the facility’s greenhouse gas emissions” said Paul Nurse, CEO – Destination Greater Victoria. “This is yet another climate action milestone for Destination Greater Victoria. Our organization was designated carbon neutral by Offsetters in February of this year, but we also have co-founded the IMPACT Sustainability Travel & Tourism Conference and created a new Sustainability Advisory Committee. We are committed to making Greater Victoria and the local visitor economy more climate-friendly now and in the years ahead.”

Synergy Enterprises has measured and reported the VCC’s carbon footprint since 2009. Since then, the VCC has made significant efforts to reduce its carbon emissions and increase energy efficiency by implementing real-time energy management systems, installing LED lighting, purchasing renewable natural gas, improving water consumption and waste diversion efforts, and purchasing paper products with high post-consumer recycled (PCR) content. In 2019, VCC reduced their emissions by 66 per cent over 2012.

Through its offsets with Offsetters, the VCC supports The Great Bear Forest Carbon Project. The Great Bear Rainforest is home to the largest intact coastal temperate rainforest remaining in the world. The resources of the Great Bear are vast and valuable. Coastal First Nations, environmental groups, forest companies, and governments have adopted an Ecosystem Based Management (EBM) approach that values the forest not as a source of lumber alone, but as a balanced system that sustains biodiversity and contributes to an enriched community.

The VCC is owned by the City of Victoria and the leadership of sales and marketing of the facility is the responsibility of Destination Greater Victoria. With 77,000 square feet of meeting space, 21 multi-purpose meeting rooms, a large exhibit hall, and a 400-seat lecture theatre, the VCC can host up to 2,000 delegates or small, intimate gatherings. Destination Greater Victoria and the City of Victoria enjoy a close working relationship running the VCC, welcoming guests from across Canada, the United States, and around the world.

Destination Greater Victoria (Greater Victoria Visitors and Convention Bureau) is our region’s official, not-for-profit destination marketing organization working in partnership with nearly 1,000 businesses and municipalities in Greater Victoria.

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Mailing address: Suite 200 – 737 Yates Street, Victoria, B.C. Canada V8W 1L6 Tel: (250) 414-6999 Fax: (250) 361-9733
Visitor Centre: 812 Wharf Street, Victoria, B.C. Canada V8W 1T3 Tel: (250) 953-2033 Fax: (250) 382-6539
www.tourismvictoria.com



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Synergy Enterprises is a corporate sustainability management firm founded on the principle that business can make a positive impact on the planet. Based in Victoria, Synergy's team of environmental business experts work with leading companies and organizations to mobilize climate action and social equity around the globe. <https://www.synergyenterprises.ca/>

Offsetters is one of the largest, most experienced full-service carbon management teams in Canada. They do everything from developing high-quality offset projects in accordance with rigorous industry standards to working with organizations to help them understand their emissions, reduce them where possible, offset the remainder, and tell their carbon success stories. <https://www.offsetters.ca/>

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MEDIA CONTACT: Matthew Holme
Manager of Corporate Communications and Destination Management, Destination Greater Victoria
Cell: 778-871-2545
matthew.holme@tourismvictoria.com

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