EXPLORE EDMONTON COMMITMENT TO REGENERATIVE DESTINATION MANAGEMENT

Vision

To build a flourishing future, Explore Edmonton has developed a regenerative and resilient vision and strategy for Edmonton's visitor economy which not only creates jobs and generates revenues, but restores and regenerates communities and nature, making Edmonton a more resilient, healthy, inclusive, and prosperous region. Shaped by an extensive consultation process, the people of Edmonton express their aspirations for the future of the visitor economy where:

EDMONTON IS A VIBRANT DESTINATION WITH A UNIQUE BLEND OF URBAN AND WILDERNESS EXPERIENCES, WHERE NATURE FLOURISHES, PEOPLE THRIVE AND CULTURE FLOWS.

BY 2050 THE VISITOR ECONOMY IN EDMONTON WILL BE REGENERATIVE AND RESILIENT.

For Edmonton's visitor economy to be more resilient and agile in adapting to the significant climate, environmental and social changes ahead, this work must be rooted in key principles:

- 1. Collective ownership
- 2. Stewardship
- 3. Positive impact
- 4. Radical innovation
- 5. Evidence-based decision-making.

A New Mindset

Addressing climate change, community challenges, and the anticipated growth of the visitor economy will require a change of mindset. It demands a new systemic way of thinking and collaborating that will encourage an urgent transition to a new form of regenerative tourism that unites the community, aligns with the city's goals, and uses tourism and events as a powerful resource that can generate positive changes for all.

This vision is bold and pioneering. It challenges the status quo, making people and institutions reflect and redefine what 'success' looks like for the visitor economy and the systems that support it. It requires an increase in the complexity of the role of Explore Edmonton, not only in marketing the city but also as a destination manager, working with many other key partners.

Regenerative destination management demands more inclusion with the broader engagement of people and organizations from all facets of the community. It can unite interested parties with a shared goal and responsibility to co-create and steward a visitor economy that benefits the diversity of people and cultures that make Edmonton

unique.

People and Culture

Employee health, safety, and wellness including physical, psychological, and social well-being are a shared responsibility of all levels of the organization and operations.

We commit to enhancing awareness of our responsible operation with employees and partners. Equity, Diversity, and Inclusion (EDI) and Sustainability are pillars of our business that employees are trained on during onboarding orientation. The EDI Council exists to enhance and promote an inclusive workplace for all and considers society's social, economic, cultural, spiritual, and political aspects which are fundamental to the quality of life, well-being, and engagement of our employees and guests. The Sustainability Team focuses on environmental impact education in the workplace, collects feedback, and assists in the execution of sustainability-related projects throughout the year.

As a destination, we aim to grow investment in people and communities so that tourism and events build a stronger and more unified Edmonton, where culture, diversity, and equity are celebrated and promoted, and a career in tourism is valued and rewarding.

Clients and Services

At a destination level, we continuously build upon the success of Edmonton's event landscape by integrating sustainable innovations into all events, establishing carbon-neutral approaches for event organizers, and deliberately generating community impacts through events.

We have set annual targets for increasing the number of sustainable meetings participating in the *Responsible Events Program*, event-specific sustainability consultation, collateral materials, sustainable meeting tool kits, and customized reporting. We ensure suppliers, partners, and contractors are aware of our sustainability strategy and environmental policies, encouraging their involvement and working in partnership to reduce our collective environmental impact.

Waste, Water, Air, and Energy

The facilities we operate, the Edmonton Convention Centre and Edmonton EXPO Centre, are BOMA Best certified facilities. We are working to maximize the diversion of materials from city landfill while integrating waste minimization efforts according to the *Facility Solid Waste Management Policy*. We aim to conserve natural resources by ensuring responsible energy and water use and introducing reduction plans as outlined in the *Facility Energy, Waste, and Water Management Plan(s)*. We also look to meet the indoor air quality goals laid out in the *Indoor Air Quality Monitoring Plan*. Results are monitored throughout the year and publicly reported annually as part of our communications plan.

Climate Resilience

Our strategic plans include goals to support the decarbonization of the visitor economy and restore nature to

accelerate the transition to a climate-resilient, carbon-neutral, and waste-free city by 2050. Simultaneously, we will create a positive impact on the community by improving energy resilience and costs, enhancing air quality, rethinking resource re-utilization, accelerating a local food revolution, and preserving and restoring Edmonton's nature.

Explore Edmonton commits to immediately and urgently support a climate-resilient future by:

- I. Acting to reduce emissions by 15% by 2025, and 30% by 2035 according to the *Explore Edmonton Greenhouse Gas Emissions Reduction Plan*;
- II. Acting to adapt, prepare for, and respond to a changing climate; and
- III. Leading climate solutions in service delivery and corporate leadership.

Procurement

Explore Edmonton's procurement seeks the best value. In our procurement philosophy, we acknowledge that every purchase has an economic, environmental, cultural, and social impact. Our procurement is a tool for building healthy and prosperous communities. We evaluate the impact of our purchases at every stage, choosing sustainable alternatives wherever possible.

Communications and Training

We maintain and promote written policies and guidelines in support of our sustainability strategy. Provide accurate and transparent audit reports on our environmental performance and share best practices across the company, with the City of Edmonton, with clients, and with other stakeholders.

We provide industry training opportunities across the destination that encourage meaningful action toward these goals.

Community

We aim to grow tourism and events purposefully and innovatively that enhance business opportunities, drive wealth for the community, foster pride among residents, and stewards growth of the visitor economy within ecological and social limits. We take a purposeful approach to establishing stakeholder partnerships that support our pathways of regeneration while leveraging our ability to contribute to the local community.

The Edmonton Convention Centre and the Edmonton EXPO Centre are dedicated to ensuring that each venue operates with an elevated duty of care to the environment while providing the exceptional quality of service expected by our clients and guests.

Measurement

The United Nations Sustainable Development Goals (UN SDGs) are 17 calls for action by all countries to tackle and end world poverty, deprivation inequality, and other social issues while working to mitigate the effects of climate change₁. The UN SDGs are used to categorize, quantify, and assess our progress in regenerative tourism initiatives internationally and across industries.

Below are the UN SDGS most relevant to Explore Edmonton's role in regenerative destination development:

DECENT WORK AND ECONOMIC GROWTH

UN SDG #8





Goal 8 is required for the continued economic growth of tourism. The creation of programs and policies that reinforce and promote community-centric economies ensures that growth, development, and employment are invested and self-sustained.

RESPONSIBLE CONSUMPTION AND PRODUCTION

UN SDG #12





Goal 12 guides our purchasing and procurement philosophies ensuring that our decision-making power uplifts our community socially and environmentally. Mentorship, partnerships, and our ability to responsibly consume and produce lend ourselves to uplifting our local and international communities and ensuring the lasting impacts are trickled down accordingly.

PARTNERSHIPS FOR THE GOALS

UN SDG #17





Goal 17 addresses that sustainable social, environmental, and economic progress must be completed in collaboration with one another. The 17 UN SDGs require collaboration and must contribute to our communities holistically, both domestically and internationally. Our role as a DMMO allows us to re-think together within and beyond the tourism industry as decision-makers and influencers.

Signoff

Version Control Table			
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