

EXPLORE EDMONTON'S CARBON REDUCTION PLAN

**MITIGATING OUR IMPACT AND
ADAPTING TO A CHANGING CLIMATE**

2022



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FOREWORD

Edmonton is taking leaps and bounds in sustainable development; working hard to decarbonize at a remarkable rate. In 2022, City Council committed to the procurement of 100% renewable energy by 2024; a decision that will position Edmonton well for business and event attraction. At Explore Edmonton, we mirror this ambitious direction to create a more sustainable and resilient future.

In Edmonton, large commercial, institutional, and industrial buildings use 23% of energy and produce 19% of our city's GHG emissions. At the same time, expansive facilities, like our city's major events venues, hold some of the greatest opportunities to set and achieve ambitious emissions reduction targets.

Edmonton is a city that embraces bold ideas. At Explore Edmonton, we share the same ethos. We are always looking to harness new and innovative technologies and radical ways to advance how we do business that will result in a lower carbon future. Our accomplishments in 2021-2022 reflect this ambition; the adoption of anaerobic digestion technologies, renewable energy systems, building air quality monitoring and more.

Our common goal is straightforward – to motivate a lower carbon Edmonton. Our capabilities, assets, and partners are distinct advantages. We are building on these strengths as we aim to lead in lower carbon intensity operations and events, and to advance new products and solutions. In 2021-2022 we were persistent in making real and measured progress towards our goal of 30% reduction in corporate emissions by 2035 and to contribute to the advancement of carbon reduction within the wider tourism industry.

And yet, much of this work is still ahead. To be successful, we must be collaborative and forward thinking. Real change is the culmination of many actions, some big, some small, but all that will help us prevail in the face of the climate emergency; to take accountability for our own environmental footprints, and together work towards limiting global temperature increases to under 1.5 degrees.

Travel and tourism businesses play a significant role in the transition to a lower carbon economy. This year, we are augmenting our emissions reduction strategies to include a greater focus on communications and sharing of carbon reduction tactics across communities and industries.

In 2023, we are planning prudently for the plan to be executed more rapidly than expected and allow us to set a more aggressive emissions reduction pathway. We are confident in our ability to continue reducing emissions while providing clients and visitors with access to the exceptional experiences, events, and entertainment in Edmonton.

EXECUTIVE SUMMARY



Explore Edmonton is Edmonton's Destination Marketing and Management Organization (DMMO) and manages two of Alberta's largest convention centres, the Edmonton Convention Centre (ECC) and the Edmonton EXPO Centre (EXPO), which total over 670,000 sq ft. We work to make Edmonton a year-round destination of choice, while at the same time, taking action to reduce the impact of tourism from carbon emissions.

This report complements the principles in our city's Tourism Master Plan – a 10-year framework aimed at providing a common vision for growth and investment with tourism industry partners. Edmonton's visitor economy has experienced considerable growth over the past decade, with more than 6 million international and national visitors coming to our city in 2019. As managers of venues and producers of events, we are well positioned to be leaders and connectors within the tourism industry so that, together, we can move toward a regenerative visitor economy.

Our commitment to a lower carbon future includes tracking, measuring, and transparently reporting on our greenhouse gas (GHG) reduction progress. We have structured our key performance indicators (KPIs) to include performance on the organization's carbon footprint. This enforces the prioritization of emissions reduction work, in response to the climate emergency.

In 2021, Explore Edmonton celebrated the creation of the Community and Signature Events division, responsible for the production and revitalization of Edmonton's annual cultural fairs such as K-Days and Farmfair International, the acquisition of new buildings and assets, and the incorporation of work from home emissions to reflect our new flexible work philosophy.

In the past, Explore Edmonton reported only on carbon as an absolute metric - the total tonnes of CO₂e (tCO₂e) emitted year-over-year. Due to the impacts of the global COVID-19 pandemic on business volumes, we recognize that data collected in the last two years is an anomaly, and does not accurately reflect the emission reduction efforts of the organization. For a more precise analysis of our progress, we will now also report on our intensity metric – emissions per 1 million occupied square feet in our venues.

Our 2021 total emission is 13,837 tCO₂e, a 9% increase from the previous year. The ECC generated 4,793.59 tCO₂e, an 8% increase from the previous year. The EXPO generated 8,635.71, a 10% increase from the previous year and our offices in the World Trade Centre (WTC) generated 407.36 tCO₂e, an 8% reduction from the previous year.

Our 2021 intensity metric is 105.91 tCO₂e per 1 million occupied sq. ft. and 307.24 tCO₂e per 1 million occupied sq. ft. for the ECC and the EXPO, respectively.

The increases in our emissions are the result of the newly incorporated data and the heightened activity from welcoming staff, visitors, and community members safely back to our venues. Despite the many organizational challenges and uncertainty of 2021, we are proud to announce that we are still on track to reach our GHG emission reduction target of 30% by 2035, with an aim to reevaluate our targets in 2023 so that we may continue to be ambitious with our sustainability initiatives.



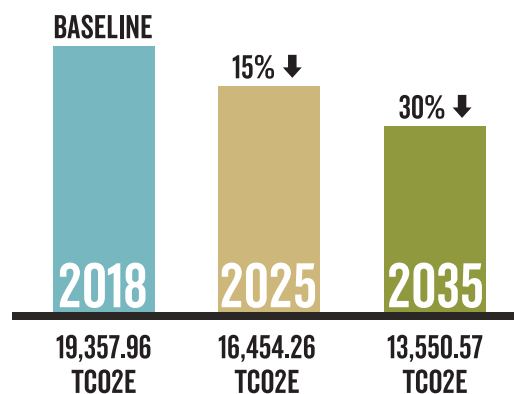


BACKGROUND

Explore Edmonton is committed to advancing the City of Edmonton's GHG reduction efforts and has thus set GHG reduction targets that are in line with the Edmonton Declaration. Our greenhouse gas inventory is Climate Smart Certified, verified by Radicle, and is compliant with the Greenhouse Gas Protocol Corporate Accounting and Reporting Standard, revised edition. The GHG Protocol is an internationally recognized standard published by the World Resources Institute and the World Business Council on Sustainable Development.

Our emissions reduction pathway is an Accelerated Bottom-up Approach. It considers emissions savings through structural reduction actions – planned capital work through until 2030 – and additionally, behavioral reduction actions that allow us space to be aspirational with this target, seeking even further reduction potentials.

GHG REDUCTION TARGETS



A RESILIENT, FESTIVE EDMONTON

True to our values, Explore Edmonton is undertaking climate mitigation and adaptation actions that contribute to the United Nations' Sustainable Development Goals (SDGs) to better serve our staff, visitors, and community. The events industry can be resource intensive and, as a liaison for event planners, we play a key role in minimizing those impacts. Through the improvement of our venues, collaboration amongst partners, connections to local suppliers, farmers, and businesses, and the creation of tools and resources, we are accelerating progress towards a more sustainable events industry. This is one way Explore Edmonton paves the way for a resilient future.

Adopted by all United Nations Member States in 2015, The Sustainable Development Goals are a collection of 17 interlinked global goals designed to be a shared blueprint for peace and prosperity for people and the planet, now and into the future.

**OUR GHG
REDUCTION
INITIATIVES ALL
CONTRIBUTE
DIRECTLY TO:**



**SELECT CLIMATE MITIGATION AND CLIMATE ADAPTATION
INITIATIVES CONTRIBUTE TO:**



OUR VALUES

PUBLIC STEWARDSHIP

We have been given a tremendous responsibility to be stewards of public trust as well as the architect of bold ideas.

SELFLESS APPROACH

Everything we do is done in collaboration – within our teams, across our organization and with our stakeholders/clients – and when we win, we win together.

LEAD THE WAY

We step up. Start something. Change something. Connect and support others who are willing to take a risk – on our teams, in our city.

MAKE AN IMPACT

When every action, big or small, can make an impact, every action contributes to building a city that matters.

CARING FOR ONE ANOTHER

We have a genuine commitment to the success of each other, our Shareholder and our community.



REPORTING METHODOLOGY

What is tCo2e? tCo2e stand for tonnes (t) of carbon dioxide (Co2) equivalent (e). Carbon dioxide equivalent is a standard unit for counting GHG emissions regardless of whether they are from carbon dioxide or another of the 6 main greenhouse gases.

Explore Edmonton collected and recorded emissions data for operation of the ECC, the EXPO, and the offices in the WTC. Emissions are recorded as Scope 1, 2, or 3, depending on the level of control the organization has over the energy use or emission sources:

The reporting period is from January 1, 2021 – December 31, 2021. The following categories and assumptions were considered within our operational control to develop Explore Edmonton's 2021 emissions inventory. The ECC, the EXPO, and the offices at the WTC all have slightly different operations and scopes. A breakdown of these scopes is outlined below.

SCOPE 1 - DIRECT GHG EMISSIONS

Sources controlled by the company

Electricity Generation – Diesel used for electricity generators.

Heat Generation – Direct consumption of natural gas from utility bills.

Equipment – petrol and diesel consumed in the operation of light and heavy onsite equipment.

Transportation – petrol consumed from fleet vehicles.

Refrigeration – coolant top-up purchased for building chiller systems, freezers, refrigerators, and other cooling equipment.

SCOPE 3 - OTHER INDIRECT GHG EMISSIONS

An optional reporting category that allows for the treatment of all other indirect emissions that exist either upstream or downstream in the supply chain.

Electricity (Unmetered/Unbilled) – Electrical consumption from WTC offices divided by leased square feet.

Work From Home (WFH) Electricity and Heat – Household utility information; retrieved from a company-wide WFH and commuting survey.

Ground Travel – Transportation mileage submitted by employees for business travel.

Air Travel – Flight information retrieved from company's travel agency for business travel.

Ground Shipping – Freight transportation by ground vehicles.

Air Shipping – Freight transportation by air.

Staff Commuting – Employee transportation; retrieved from a company-wide WFH and commuting survey.

Waste – Solid waste to landfill, by weight.

Paper Consumption – Purchased paper products.

SCOPE 2 - INDIRECT GHG EMISSIONS

Generation of purchased electricity consumed by a company

Purchased Electricity – Electrical consumption from utility bills.

2021 EMISSIONS SUMMARY

SCOPE 1

Electricity (Generated)

ECC

3.88



EXPO

0

WTC

0

Heat (Generated)

1649.87



2605.93



128.08



Light Equipment

0.21



1.03



0

Heavy Equipment

0.16



35.99



0

Refrigeration

70.65



176.15



0

Fleet Transportation

0



27.96



0

SCOPE 2

Electricity (Purchased)

ECC

2988.53



EXPO

5659.4



WTC

0

SCOPE 3

Electricity
(Unmetered/Unbilled)

ECC

1.37



EXPO

8.2



WTC

209.55



WFH Electricity

1.37



8.2



0

WFH Natural Gas Heat

0.79



4.49



12.89



WFH Electric Heat

0



0.92



6.59



Ground Travel

0.14



0.73



2.36



Air Travel

0



0.69



33.82



Ground Shipping

0



0



0.02



Air Shipping

0



0



0.37



Staff Commuting

15.47



51.73



5.97



Waste

29.97



29.85



7.25



Paper Consumption

32.55



32.65



0.47



Carbon Offsets for Travel

0



0



-11



TOTAL (tCO₂e)

4793.59

8635.72

396.37

FRESHLY ACCOUNTED EMISSIONS

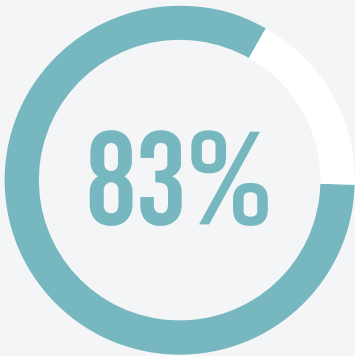
This year, Explore Edmonton celebrates the creation of the Community and Signature Events department, responsible for the production and revitalization of Edmonton’s annual cultural fairs such as K-Days and Farmfair International. The emissions resulting from these internationally renowned events will be included in the EXPO’s carbon footprint to ensure Explore Edmonton is capturing all emission emitting activities that are within its operational control. EXPO’s carbon footprint will also include emissions emitted from the ACME building, acquired from Northlands.



Navigating through the challenges of COVID-19, Explore Edmonton formalized a Flexible Work Location policy to allow employees the ability to telecommute. Telecommuting may present a number of environmental benefits, through the reduction of GHG emissions, fossil fuel consumption, air pollution, paper consumption, and solid waste generation. The inclusion of these emissions was imperative for ongoing analyses that will allow us to succeed in making informed GHG reduction decisions. As one of the few organizations to include WFH emissions in its carbon footprint, Explore Edmonton persists in developing its expertise, contributing to the overall advancement of knowledge in this space.



**93/143 EMPLOYEES
WORKED FROM
HOME IN 2021**



**RESPONSE RATE ON OUR
WFH/COMMUTING SURVEY**

**EMISSIONS
PER STAFF MEMBER PER YEAR**

ECC	0.22 tCO₂e
EXPO	0.40 tCO₂e
WTC	0.65 tCO₂e

RESPONDING TO THE CLIMATE EMERGENCY

Due to budget constraints from COVID-19, some initiatives were delayed or postponed until operations resumed.



ELECTRICITY

Electricity for both venues is identified as the emissions source with the highest potential for GHG emissions reductions. As a result, investments to deeply retrofit both venues remains ongoing, requiring a few years for full completion. Work within this category includes replacing all incandescent lightbulbs with light-emitting diodes (LED), installing occupancy sensors in communal areas, and creating a lights-out campaign to bring awareness and conservation education to all employees.

Following the successful launch of the ECC's building-integrated solar photovoltaic system, the EXPO has now begun its initial phase to install a rooftop solar installation. Once completed, the 5-megawatt (MW) system will be the largest rooftop solar installation in Canada.



HEAT

Heat is identified as the second-largest source of GHG emissions across the business. As part of the rehabilitation project, both the ECC and the EXPO are undergoing work to improve roof insulation and window efficiency that will significantly reduce heat loss. In addition, high efficiency boilers are being installed and both venues continue to assess weather stripping, to replace as necessary. We are continuing to assess the use of our leased space at WTC to prioritize the responsible consumption of resources.



WASTE

Our long-term waste diversion target is 80% with potential to increase to 90% as the EXPO begins its journey to zero waste. This work includes further plans to improve the recycling, compost, and reuse programs at both venues and the creation of focused working groups for the single-use item transition and the EXPO waste redesign work. These working groups are cross-functional and aim to understand current issues, barriers, and to build capacity to research and implement solutions across the organization.

Notably, the EXPO prioritizes waste management as it begins its journey to become Canada's first Zero Waste Facility certified by Zero Waste Canada. Within this process, the EXPO procured the ORCA aerobic digester to address food waste, restructured waste sorting infrastructure, and conducted three waste audits to take a data-driven approach to operational efficiency.



RESPONDING TO THE CLIMATE EMERGENCY

TRANSPORTATION

Explore Edmonton is prioritizing the reduction of emissions associated with employee transportation. The EXPO is considering the electrification of its fleet vehicles by replacing those that have reached its end of life. Business travel for the WTC was identified as its largest source of GHG emissions since 2018. Due to the COVID-19 pandemic, Explore Edmonton has seen a 96% reduction in emissions associated with long-haul air travel. While we expect some normalization back to pre-pandemic numbers, we are taking a reduction first approach through our implementation of in-market sellers within Eastern Canada and Europe, the creation of a virtual site tour for our clients and are considering a carbon offset program for the remaining unavoidable air travel emissions. We are striving to continue efforts within business travel to make it one of our lowest emission producing categories in Scope 3.

Electrical vehicle charging stations have been installed at all worksites and, in 2021, a Flexible Work Location policy was implemented that allows employees to telecommute. WFH emissions along with our employee commuting survey provides us sound evidence to adapt the Flexible Work Policy in alignment with our emissions reduction goals. Ongoing analyses within this category will allow us to develop better programs and communication strategies to collaboratively drive down our emissions.

WTC Flight Emission Changes	
2018	958.5332
2019	2764.824
2020	66.0448
2021	33.8179
Reduction from 2020	49%
Reduction from 2018	96%



COMMUNICATION & CAPACITY BUILDING

Improving sustainability awareness and communication in the workforce is fundamental to ensure that all staff understand their role in achieving our company's GHG reduction targets and are involved in the celebration of our successes. We are investing in specialized training opportunities for building operators and the facility maintenance and engineering team to learn about climate resilient buildings. We have embedded sustainability in all employee onboarding to educate new staff members on the various sustainability initiatives and the importance of our GHG reduction targets.

The Sustainability team celebrates its new learning path within the Learning and Development website, offering focused workshops offer an intimate avenue for employees to learn, discuss, and contribute to the ongoing improvements of our sustainability programs. This includes a series of 16 waste management training videos to help employee understand how to properly dispose of various materials safely and accurately.

MOVING FORWARD



Explore Edmonton is deeply committed to achieving our GHG targets and contributing to a climate resilient Edmonton which is why we are taking efforts within both climate mitigation and climate adaptation. We are always looking forward; seeking out leading edge technologies that will allow us to lead the way and create meaningful impacts. We are also pursuing BOMA Best, North America's most widely used environmental assessment and certification program for the ECC and the EXPO, as well we are looking for ways to extend support to our tourism partners across the city.

To continue the conversation, we have pledged to support the development of the Net Zero Carbon Events Initiative facilitated by the Joint Meeting Industry Council. This initiative is an event roadmap, created to address everything from waste management and energy conservation to local sourcing and hiring practices. This important commitment places Explore Edmonton in a cohort amongst over 390 event organizations, working together to collaborate, innovate, and share our expertise to decarbonize the event industry. We are all-in with our partners and community to continue developing a resilient and sustainable path forward.

EXPLORE EDMONTON

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