



EXPLORE EDMONTON'S CARBON REDUCTION PLAN

OUR NET-ZERO PLEDGE

2023



CONTENTS

FOREWORD	2
EXECUTIVE SUMMARY	3
BACKGROUND	4
FROM CORPORATE ACTIONS TO GLOBAL IMPACT	5
REPORTING METHODOLOGY	7
EXPLORING 2022 EMISSION FLUCTUATIONS	9
TOWARDS A GREENER FUTURE	10
MOVING FORWARD	13



FOREWORD

More than ever before, we have seen advancement in technologies that support a lower-carbon economy in the greater Edmonton region. That includes never-before-seen commercial applications of hydrogen, advancement in carbon capture and utilization, and the largest rooftop solar installation in the country, right on top of our own Edmonton EXPO Centre facility. At the same time, we continue to evolve business models to allow for adoption of smart technology and increase resource efficiency.

At Explore Edmonton, I am proud that we continue to exceed the targets set out in our emissions reduction plan, with our most current projections showing that we are positioned to surpass our 2035 targets, on a pathway to net-zero by 2050.

This year we completed our Regenerative Tourism Strategy, which envisions a path to decarbonize the visitor economy while transforming our city and its businesses to best power our community. As a collaborator and voice for the visitor economy, Explore Edmonton listens, encourages, supports and inspires our industry partners and allies as we work together on this journey.

I have many reasons for optimism about our collective work in this space, but perhaps the most positive is Edmonton's readiness to embrace innovation and different ways of thinking. I see our visitors and partners coming together and sharing in the excitement of doing something different and better.

It is only by working together towards carbon positivity and continuing to embrace new ways of thinking that we can be successful in reducing the tourism industry's contribution to greenhouse gas emissions.

Traci Bednard

President and CEO, Explore Edmonton

EXECUTIVE SUMMARY

Explore Edmonton plays a crucial role in bringing people together and supporting the regional economy through our management of two of Alberta's largest convention centres – the Edmonton Convention Centre (ECC) and the Edmonton EXPO Centre (EXPO).

In 2022, we provided a gathering space for 468 successful events; offering Edmontonians the chance to gain cultural awareness, share knowledge and build vital connections for a more vibrant and thriving community.

We are dedicated to fostering a healthy community and environment, recognizing that they are interdependent and both crucial to the well-being of Edmontonians. As part of this commitment to environmental stewardship, we're also dedicated to doing our part in response to climate emergency. With guidance from our partners at Radicle Climate Smart, we were able to calculate and track progress on greenhouse gas (GHG) emission savings as a result of our ongoing work within all three of our locations. That includes energy efficiency upgrades, investments in renewable energy, operational policy changes, reduction in paper consumption, and waste reduction and diversion. It is due to these actions over the last several years that we are well positioned to achieve a new GHG emission reduction target of 50% by 2035 from our baseline year and a net-zero goal by 2050.

Our 2022 total organizational emissions were **15,094.94 tCO₂e**, a **9% increase** from the previous year. The ECC generated **5,216.69 tCO₂e**, a **9% increase** from the previous year. The EXPO generated **9,463.38 tCO₂e**, a **10% increase** from the previous year, and our offices in the World Trade Centre (WTC) generated **414.96**, a **26% increase** from the previous year.

For our major event venues, the ECC and EXPO, the emissions related to occupancy are 347.32 tCO₂e per 1 million occupied sq.ft. and 89.51 tCO₂e per 1 million occupied sq. ft. respectively.

While our 2022 GHG emissions show a year-over-year increase of 10%, we're confident that Explore Edmonton continues to pace positively in relation to our emissions reduction pathway and that these nominal increases are expected as business volumes normalize following the pandemic-induced reductions of 37.82% seen in 2020.

BACKGROUND

Explore Edmonton's GHG reduction targets are in line with the Edmonton Declaration and help to advance the goals of City of Edmonton's Climate Change Adaptation and Resilience Strategy. Our GHG 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 the space to be aspirational with this target, seeking even further reduction potentials.

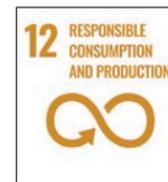


FROM CORPORATE ACTIONS TO GLOBAL IMPACT

Explore Edmonton's GHG emission reduction efforts contribute directly towards the United Nations' Sustainable Development Goals (SDGs), specifically SDG # 12 – Responsible Consumption and Production and SDG # 13 – Climate Action. Our team is committed to reducing our GHG emissions through a variety of initiatives, including energy conservation, investments in renewable energy, waste reduction, water conservation, local procurement, and raising awareness in sustainable development. With the support of a dedicated senior management team, we are investing in programs and campaigns within a regenerative tourism lens.



OUR GHG REDUCTION INITIATIVES ALL CONTRIBUTE DIRECTLY 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

Explore Edmonton tracks emissions data for the operation of the ECC, EXPO Centre, and the offices at the WTC. Emissions are identified and recorded as Scope 1, 2, or 3, depending on the level of operational control the company has over each emission sources:

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 from building chiller systems, freezers, refrigerators, and other cooling equipment.

SCOPE 2 - INDIRECT GHG EMISSIONS

Generation of purchased electricity consumed by the company

Purchased Electricity - Electrical consumption from utility bills.

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.

The reporting period is from January 1, 2022 – December 31, 2022. The ECC, EXPO and the offices at the WTC all have slightly different operations and scopes. A breakdown of these scopes are outlined in the subsequent section.

SCOPE 3 - OTHER INDIRECT GHG EMISSIONS

An optional reporting category that accounts for other indirect emissions that exist either upstream or downstream in the company's operation.

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 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 commuting survey.

Waste – Solid waste to landfill, by weight.

Paper Consumption – Purchased paper products.

2022 EMISSIONS SUMMARY

SCOPE 1	ECC	EXPO	WTC
Electricity (Generated)	1.75	54.76	0
Heat (Generated)	1761.8	3389.64	115.67
Light Equipment	0.47	21.27	0
Heavy Equipment	0.32	10.92	0
Refrigeration	44.84	41.27	0
Fleet Transportation	0	32.37	0
SCOPE 2			
Electricity (Purchased)	3330.04	5649.55	0
SCOPE 3			
Electricity (Unmetered/Unbilled)			262.93
WFH Electricity	2.22	7.47	12.94
WFH Natural Gas Heat	4.62	4.44	17.48
WFH Electric Heat	0	0.92	6.59
Ground Travel	0.21	2.21	4.04
Air Travel	0.88	9.55	44.68
Ground Shipping	0	0	0.04
Air Shipping	0	0	0.23
Staff Commuting	39.39	70.6	77.4
Waste	20.4	83.698	6.24
Paper Consumption	9.73	85.64	2.05
Carbon Offsets for Travel	0	0	-31
TOTAL (tCO₂e)	5216.695	9463.38	530.76

In 2021, Explore Edmonton implemented an intensity metric to express its GHG emissions per occupied square foot, providing a standardized measure to account for fluctuation in emissions relative to organizational activity and growth. This approach enables year-over-year emissions comparisons while taking into account variations in event frequency, office operations, maintenance and rehabilitation activities at the ECC and the EXPO.

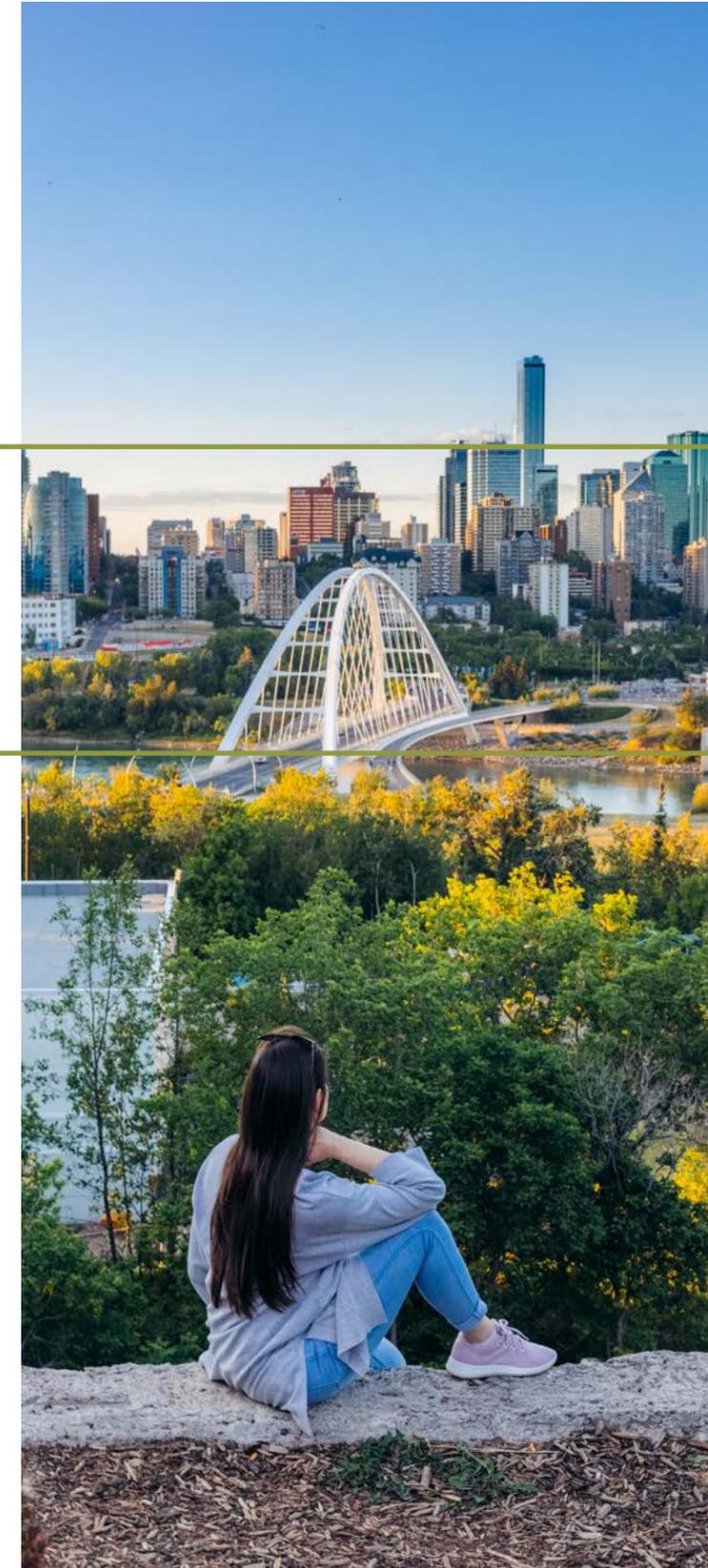
Our 2022 intensity metric is 347.32 tCO₂e per one million occupied sq.ft. and 89.51 tCO₂e per one million occupied sq. ft. for the ECC and the EXPO, respectively.

EXPLORING 2022 EMISSION FLUCTUATIONS

An analysis of our corporate carbon footprint from 2021-2022 has revealed an absolute increase of 10%. This rise can be mainly attributed to an increase in business operations related to electricity, heat, equipment, paper consumption, waste generation at the EXPO, and staff commuting to all three worksites. It is important to note that in late 2022, there was a disruption of utility transmission that resulted in an increased utilization of diesel fuel. The amount of diesel used was calculated to equal 54 additional tCO₂e to EXPO's total footprint. The disruption is expected to be temporary in nature and measures are being undertaken to rectify it promptly.

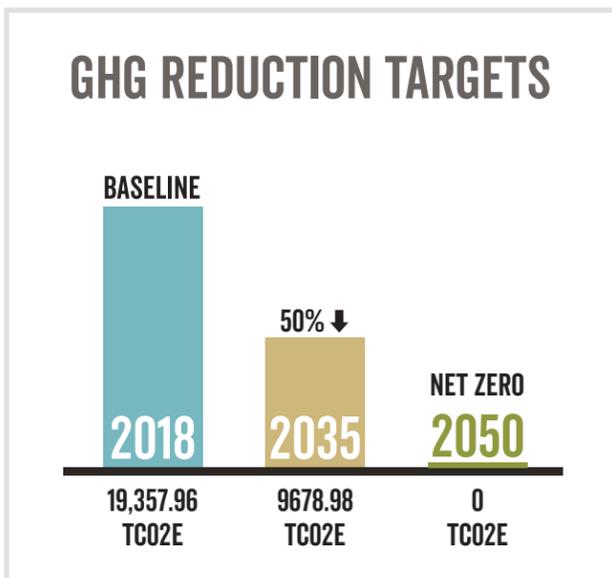
To address the ongoing increase in emissions associated with paper consumption, the EXPO Centre is assessing a phased approach to transition paper towel dispensing units to hand dryers in its high-volume restrooms.

This transition would reduce approximately 28,000 kg of paper towels going to the landfill, equivalent to saving 934 trees every year, ultimately reducing the emissions associated with waste generation.



TOWARDS A GREENER FUTURE

As part of our ongoing commitment to sustainability, we are constantly exploring new ways to go beyond our GHG emission goals and further reduce our environmental impact. Looking forward at the ongoing and planned work within all three of our locations, including energy efficiency and conservation, investments in renewable energy, operational policy changes, and waste reduction and diversion. We are positioned to surpass our current GHG emissions reduction target; now expecting to reach a 50% GHG emission reduction by 2035 from our baseline year. With this more rapid path to decarbonization, we are setting a goal to reach net-zero by 2050. This ambitious objective is in line with the global effort to combat climate change and, as leaders in the tourism industry, it is imperative that we take the right steps toward a lower carbon future.



FROM SUN TO SAVINGS, WHY SOLAR PANELS ARE A BRIGHT IDEA

The EXPO Centre has recently installed the largest rooftop solar array system in Canada, with the aim of reducing its demand on the electricity grid and the buildings' total carbon footprint. The project will be completed in two phases, with 5,754 solar panels in phase one installed in 2023. Spanning across 193,735 square feet, these panels will have the ability to generate approximately 2.8 gigawatts hours of electricity annually, equating to almost 375 homes electricity usage in Canada.

In addition to the solar panels, the EXPO is also undergoing major structural and mechanical upgrades to sustain the solar system and to increase the energy efficiency of the building, including upgrades to the roof, building envelope, installation of energy efficiency windows, high-efficiency boilers, and an ongoing transition toward LED lighting. Through validation studies, the completion of phase one is expected to provide a GHG emission savings of 2,538 tCO2e, equivalent to taking 778 passenger vehicles off the road for one year.

Investing in these sustainable processes becomes particularly noteworthy in relation to the escalation of prices for electricity, natural gas, and delivery changes. The implementation of phase one is anticipated to yield operational cost savings between \$290,000 to \$460,000 per year, thereby enhancing the resilience of EXPO in the face of unpredictable price surges in the future.



TALKING TRASH

This year, the ECC and the EXPO are setting the bar within the event, entertainment and convention space by committing to become a Zero Waste Facility certified by Zero Waste Canada. Zero waste means the conservation of all resources by means of responsible production, consumption, reuse, and recovery of products, packaging, and materials without burning and with no discharges to land, water or air that threaten the environment or human health (Zero Waste International Alliance). It is a commitment to incorporate the zero waste hierarchy within all of our decision-making practices to tackle waste generation at the source.



We are striving for an ambitious goal of keeping 90% of our facility waste out of the landfill through our reuse, recycle, and composting programs. To achieve our zero waste goals, Explore Edmonton is:

- Conducting waste audits to understand our waste generation points and the composition of our facility waste.
- Utilizing aerobic digestion technology to minimize the transportation of food waste.
- Identifying new waste streams and providing operational training.
- Requiring waste sorting training for all employees.
- Updating policies and contracts to reflect zero waste principles.
- Installing hand dryers where it is appropriate.
- Implementing recycling and composting programs at our cultural events.
- Phasing out single-use plastic items.
- Purchasing more reusable serve ware.
- Expanding our community donation program.
- Supporting and encouraging our clients with their waste reduction goals.

Through our journey towards zero waste, we are proud to be at the forefront of promoting sustainable waste management practices. We commit to creating and sharing resources with our clients and community members which is a testament to our dedication in fostering a waste-free Edmonton.

ONGOING IMPLEMENTATION STRATEGIES

STRATEGY	ECC	EXPO	WTC
Transportation of goods with eco-friendly shipping companies			
Installing faucet aerators			
Installation of hand dryers			
Collaboration on waste reduction activities with property management			
Updating lightbulbs to LED			
Installing high-efficiency hot water tanks			
Installation of hot water condensing boilers			
Installation of Solar Panels			
Installation of high-efficiency boilers			
Sustainability action campaigns			
Sustainability training			
Education of waste reduction activities			
Installation of bicycle parking			
Installation of electric vehicle station			
Creating a sustainable procurement guide			
Pipe insulation			
Installation of variable frequency drives (VFD)			
Updating to energy efficient windows			
Glazing of windows			
Installation of Solar Panels			
Pipe insulation			
Installation of weather stripping			
Upgrade roof insulation			



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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