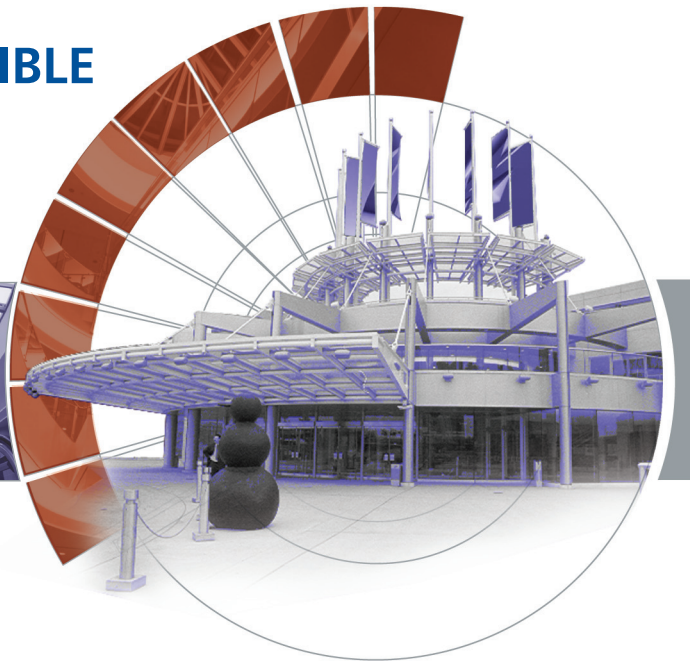


# AN ENVIRONMENTALLY RESPONSIBLE "GREEN" CONVENTION CENTRE

Providing Leadership in Environmental Stewardship



A strong commitment to being environmentally responsible is what drives the MTCC's many award-winning environmental initiatives. Long recognized as an outstanding example of a "green" facility, our goal is to serve as a global leader within our industry in this area and to provide opportunities for our clients and their events to aspire to do the same. It's all part of being a good corporate citizen!

## Our Top 5 Green Initiatives

Reduce, reuse, recycle....that's what being environmentally friendly and sustainable is all about. At the MTCC, we contribute to these goals in a variety of ways:

### Recycling:

Currently we recycle 72% of all waste we generate, which represents a 21% waste reduction over the past 3 years.

### Clean, Green Electricity:

We are the first convention centre in Canada to offer clean, renewable power, made possible through a special partnership with Bullfrog Power, a leading Canadian provider of 100% green electricity. Clients and event planners can opt for green power to reduce the environmental impact of their events, while the MTCC also uses it to power all of its administrative offices and electronic signage.

### Energy Conservation:

We reduced the total energy consumed by our building by 40% over the past 7 years through measures such as increasing efficiency, retrofitting older lighting, using motion detectors in our meeting rooms, and replacing and modernizing our old natural gas boilers.

### Green Roof:

The South Building is home to an enormous, 300,000-sq.-ft. green roof. This 7-acre green space comes complete with a park and benches for the public to enjoy. It offers many environmental benefits to both the MTCC and the City of Toronto, including reduced energy consumption, savings in cooling costs, and beautification of the overall cityscape.

### Food Bank Donations:

We recycle more than 2,000 lbs of food annually by donating leftovers to Second Harvest, a major local food bank and long-time partner of the MTCC.

### Deep Water Cooling:

We were the first facility in Toronto to be on Enwave Energy's Deep Lake Water Cooling system. Launched in 2004, this unique system uses extremely cold water extracted from the depths of nearby Lake Ontario to cool our entire facility, resulting in significant reductions in electricity consumption, carbon dioxide emissions and ozone-depleting refrigerants.

INNOVATIVE

INSPIRING

INVITING

INCOMPARABLE



**zero  
waste  
event**<sup>TM</sup>

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convention centre**



## Pioneers of the Zero Waste Event Concept

The MTCC pioneered the concept of holding large-scale Zero Waste Events and has won numerous awards for this unique approach to recycling. A Zero Waste Event successfully avoids adding to the existing landfill burden by preventing, eliminating or recycling virtually everything it generates.

*"The PCMA was keen to be involved from the beginning with the Zero Waste Event concept. The PCMA works hard to stay in the vanguard of meeting trends and technologies, and this event is a proud first for our association. This really put Toronto and the MTCC at the top in a growing field."*

*- Deborah Sexton, President and CEO of PCMA*

## MTCC Wins Awards For Its Efforts

The MTCC's efforts to lead the way in environmental stewardship has not gone unnoticed. Recent awards we have won include:

- **2007 AIPC Innovation Award** for recognizing the importance of green issues to congress centres through our Zero Waste Program.
- **2007 Green Toronto Award Recipient in the Market Transformation category**, for being a leading organization which utilizes market forces successfully to promote products, services and choices which lessen the impact on the environment and human health.
- **Building Owners and Managers Association of Canada (BOMA) GO Green designation** for being a commercial building showing environmental leadership and environmental best practices.
- **Gold Award in the Ontario Waste Minimization Awards** by the Recycling Council of Ontario for our role as a provincial waste diversion champion and leader.

## Join Us In Being "Green"

Making sure that everything we do is what's best for the environment is one of our key areas of focus at the MTCC. We continue to look for new and innovative ways to reduce our environmental footprint. New initiatives will be coming soon, including an exciting carbon offsets program for client events.

Be sure to talk to us about how we can help you make your next event as environmentally responsible as possible. We can provide you with all the necessary education, support and training, so you and your organization can be an environmental leader too!



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