

SUSTAINABLE DEVELOPMENT ACTION PLAN (2024-2027)



Axes	Actions	Monitoring Indicators	Expected results 2024-2025	Expected results 2025-2026	Expected results 2026-2027	Expected results 2027-2028	Department In charge	Resource In charge
Axis 1: Organizational commitment	Continuous Improvement							
	Participate in a minimum of two training courses, workshops or information sessions on sustainable development per year	Number of trainings, workshops or information sessions on sustainable development attended by team members	At least two training courses per year				Sustainable development	Sustainable development coordination
	Establish a report on sustainable development measures accessible on the organization's website	Report available on the organization's website	Report available on the organization's website				Sustainable development	Sustainable development coordination
	Hire a consulting firm to plan, evaluate and optimize operations surrounding waste management	Obtaining the final report from the consulting firm	Obtaining the final report from the consulting firm				Sustainable development	Sustainable development coordination
	Acknowledgement							
Axis 2: Food	Renew the organization's Biosphere certification each edition	Results of the Biosphere audit	Sustainability Rating: Considerable	Sustainability Rating: Considerable	Sustainability Rating: Considerable	Sustainability Rating: Optimal	Sustainable development	Sustainable development coordination
	Obtain a classification from BNQ 9700-253 standard in responsible event management at each edition	Level reached	Level 2	Level 3	Level 3	Level 3	Sustainable development	Sustainable development coordination
	Promotion of healthy eating habits							
	Prioritizing local ingredients in the catering area	Percentage of local ingredients used in the catering area	At least 75%	At least 75%	At least 75%	At least 85%	Exploitation	Operations coordination
	Ensure that vegetarian options are available in the catering area	Presence of vegetarian options	At least one option	At least one option	At least two options	At least two options	Exploitation	Operations coordination
Axis 3: Transport	Developing a range of non-alcoholic drinks to promote healthy habits	Presence of non-alcoholic drinks on the MNAO menu	At least three options	At least three options	At least four options	At least five options	Exploitation	Operations coordination
	Limit food waste							
	Donate any perishable food items not consumed at the end of the event to volunteers and staff	Percentage of unconsumed food donated	95% of unconsumed food donated				Exploitation	Operations coordination
	Awareness							
	Promote public transport to visitors via social networks, the website and the newsletter	Number of mentions	minimum of 8 mentions				Communication	Marketing and Social Media Manager
Axis 4: Water & Energy	Provide a 7 passenger vehicle for team carpooling during setup and teardown	Number of rental days	30	30	30	45	Production	Production management
	Provide RTC bus tickets to volunteers and employees to encourage the use of public transportation during the event	Quantity of bus tickets purchased	At least 400 bus tickets per year				Exploitation	Operations Management
	Mitigation							
	Significantly reduce GHG emissions from team transportation through teleworking	Number of months teleworking	8	8	8	8	All	-
	Create a reusable glass washing station on site to compensate for the lack of suppliers in Quebec and thus avoid GHG emissions linked to the transport of glasses between Montreal and Quebec	Number of transports avoided	12 transports avoided				Production	Production management
Axis 5: Waste management	Calculation and compensation							
	Reduce GHG emissions generated by team transportation	Estimated total GHG emissions [kgCO ₂ e]	Less than 6,250 kgCO ₂ e	Less than 6,250 kgCO ₂ e	Less than 6,250 kgCO ₂ e	Less than 6,000 kgCO ₂ e	Sustainable development	Sustainable development coordination
	Reducing GHG emissions generated by public transportation	Estimated total GHG emissions [kgCO ₂ e]	Less than 55,000 kgCO ₂ e	Less than 55,000 kgCO ₂ e	Less than 55,000 kgCO ₂ e	Less than 50,000 kgCO ₂ e	Sustainable development	Sustainable development coordination
	Offset GHG emissions generated by the organization	Quantity of GHG offset in tonnes of CO ₂ eq.	35 tonnes CO ₂ eq.	35 tonnes CO ₂ eq.	35 tonnes CO ₂ eq.	40 tonnes CO ₂ eq.	Sustainable development	Sustainable development coordination
	Water							
Provide water dispensers to allow the public to refill their reusable water bottles	Number of distributors	At least one service point				Sustainable development	Sustainable development coordination	
Use an energy-efficient dishwasher to save water when washing reusable glasses	Dishwasher certification	Dishwasher certification				Exploitation	Operations Management	
Energy								
Powering event sites and facilities with hydroelectricity	Proportion of sites and installations powered by hydroelectricity	More than 95%				Production	Production management	
Use energy-efficient LED bulbs for lighting installations	Proportion of lighting installations using LED bulbs	More than 75%				Production	Production management	
Use CSA certified LED bulbs for all decorative tree garlands	Supplier Confirmation	Confirmation of use of LED bulbs by supplier(s)				Production	Production management	
Host the website in Quebec (powered by hydroelectricity)	Choosing a website host	Confirmation by the supplier				Communication	Marketing and Social Media Manager	
Axis 5: Waste management	Reduction at source							
	Ban the sale of single-use plastic water bottles at kiosks operated by the organization	N / A	No sale of single-use water bottles on sites operated by the promoter				Exploitation	Operations Management
	Use reusable glasses (1 oz and 10 oz) in all kiosks operated by the organization (washing on site)	Number of reusable glasses purchased Number of reusable glasses washed	Glasses purchased: 40,000 per edition Glasses washed: more than 40,000 per edition				Exploitation	Operations Management
	Use reusable utensils and dishes in the catering area (washing on site)	Proportion of reusable utensils and dishes in the catering area	100%				Exploitation	Operations Management
	Reuse 20L containers for transporting beverages sold in kiosks operated by the organization	Proportion of containers reused for transporting beverages	More than 95%				Exploitation	Operations Management
Axis 5: Waste management	Use digital communication and marketing to reduce single-use displays	Number of website's visit	More than 415,000 visits	More than 420,000 visits	More than 425,000 visits	More than 430,000 visits	Communication	Marketing and Social Media Manager
	Valorization							
	Sort organic materials in the catering area and at certain targeted exhibitors in collaboration with the City of Quebec	Quantity of organic materials recovered	280 kg	280 kg	300 kg	300 kg	Sustainable development	Sustainable development coordination
	Reusing the organization's decorative trees by a company that produces essential oils as part of a circular economy pilot project	Proportion of reused decorative trees	100%				Sustainable development	Sustainable development coordination
	Waste management							
Design sorting stations tailored to the event's needs, featuring clear signage specific to the types of waste generated	Quantity of islands present on the sites	10	10	12	14	Production	Production management	
Encourage the public to bring their own reusable containers via social networks, the website and the newsletter	Number of mentions in social media posts and newsletter	More than 5 mentions				Communication	Marketing and Social Media Manager	

	Encourage exhibitors to choose reusable or recyclable materials	Number of mentions in communications with exhibitors	More than 5 mentions				Exploitation	Operations Management
	Encourage exhibitors to properly sort their waste	Number of mentions in communications with exhibitors	More than 5 mentions				Exploitation	Operations Management
	Draw up a waste management assessment	Quantity	Less than 12,000 kg	Less than 12,000 kg	Less than 15,000 kg	Less than 15,000 kg	Sustainable development	Sustainable development coordination
	Reduce the amount of residual materials intended for disposal generated per user per day	Quantity of materials generated per person per day	Less than 0.16 kg	Less than 0.14 kg	Less than 0.12 kg	Equal to or less than 0.10 kg	Sustainable development	Sustainable development coordination
	Increase the valuation rate	Valuation rate	More than 40%				Sustainable development	Sustainable development coordination
	Maintain a contamination rate below 5%	Contamination rate	Less than 5%				Sustainable development	Sustainable development coordination
Axis 6: Natural environments	Restoration							
	Restore sites after the event	Proportion of sites restored at the end of the event	100%				Production	Production management
Axis 7: Social practices	Accessibility							
	Ensure accessibility to people with reduced mobility	Proportion of sites and facilities accessible to people with reduced mobility	More than 95%	More than 95%	More than 95%	100%	Production	Production management
	Discuss annually with the ROP03 (Group of organizations for people with disabilities in the Capitale-Nationale region) and the CAPVISH (Action committee for people with disabilities):	Number of discussions held in each edition	At least one discussion per year				Production	Production management
	Inclusive character							
	Offer free, varied and general public activities	Number of activities offered free of charge to the public	110	112	115	125	Programming	Programming Direction
	Involvement in the community							
	Organize a community initiative: "La Caravane du Marché" visits classes and organizations from more difficult socio-economic backgrounds and offers free "philo-brico" workshops in collaboration with the Joujouthèque Basse-Ville. At the end of the workshop, a toy is given to each child.	Number of children reached	More than 800 children reached per year				Programming	Coordination of special projects
	Involve many volunteers in the event	Number of volunteer hours completed	More than 1,850 hours of volunteer work carried out at each edition				Exploitation	Operations coordination
	Collaborate with Collège Mérici students who do their term work on the MNAQ and come to volunteer as part of their course	Number of classes involved	Involvement of a class by edition				Exploitation	Operations Management
	Consultation with other businesses							
	Consult business who surround event sites	Number of meetings organized with SDCs and businesses surrounding event sites	At least 4 meetings per year				General Management	General Management
	Consulting with stakeholders to alleviate traffic problems	Number of meetings organized with citizens' and residents' committees	At least 2 meetings per year				Production	Production management
	Work environment							
	Hire local labor	Proportion of local employees hired	More than 95% of employees				All	All
Recognize and value the work of employees	Proportion of employees present at the recognition evening	More than 90% of employees				All	All	
Promoting local expertise and creative talent								
Create custom event installations by local artists and artisans	Proportion of local artists involved in the creation of new installations	More than 95%				Production	Production management	
Establish local programming allowing artists from the Quebec region to perform in front of a new and large audience	Number of local artists involved in programming	400	400	415	425	Programming	Programming coordination	
Promoting local purchasing								
Rent kiosks to Quebec businesses	Proportion of Quebec companies participating as exhibitors	100%				Exploitation	Operations Management	
Highlight local products in the kiosks operated by the organization: - Schnapps - Apikol / Mulled wine - Clos Lambert Vineyard / Cider - Domaine Ritt / Stollen and pretzels - Croquebouche / Maple cream - La Vallée Bleue / Crafts from local businesses	Value of products purchased from local businesses and producers	Agri-food products: More than \$225,000 Artisanal products: More than \$15,000	Agri-food products: More than \$240,000 Artisanal products: More than \$18,000	Agri-food products: More than \$250,000 Artisanal products: More than \$20,000	Agri-food products: More than \$260,000 Artisanal products: More than \$22,000	Exploitation	Operations Management	
Prioritization of local suppliers								
Axis 8: Supply	Prioritize local suppliers	Proportion of supplier branches within 100 km of the event location	More than 50%	More than 52%	More than 55%	More than 60%	All	All
		Proportion of supplier branches within 500 km of the event location	More than 70%	More than 72%	More than 75%	More than 75%	All	All
	Prioritize environmentally conscious suppliers	Proportion of suppliers with a sustainable development policy	More than 20%	More than 22%	More than 24%	More than 25%	All	All
	Prioritize suppliers with social considerations	Proportion of suppliers with social considerations	More than 40%	More than 42%	More than 44%	More than 50%	All	All
Eco-responsible acquisition								
Use local products, recyclable materials and reuse them, for example, in the design of decorative elements or installations:	Proportion of ecological materials used in new constructions	More than 50%				Production	Production management	
Buy naturally grown decorative trees	Proportion of naturally grown fir trees purchased	More than 50%				Production	Production management	