

SUSTAINABLE DEVELOPMENT POLICY



**Marché de Noël
allemand de Québec**

and

**KALÉIDO
SCOPES**

2024-2027

LAST UPDATE: OCTOBER 26, 2024



CONTEXT

Since 2008, the **Communauté allemande de Québec*** has been organizing the **Marché de Noël allemand de Québec (MNAQ)**. Initially, the group - composed of Germans recently settled in Quebec - aimed to recreate the festive and warm atmosphere of the large European Christmas markets in the magical setting of Old Quebec. The promoter now organizes two major events, namely the **Québec City German Christmas Market (MNAQ)** and the Kaleidoscopes festival.

In recent years, the Québec City German Christmas Market has grown tremendously and has become a major tourist attraction. With its spectacular light displays, traditional wooden kiosks, and free entertainment for the whole family, the Market provides a unique and memorable experience. Extraordinary shows, original gift ideas, tasting of German and Quebec local products, Christmas music; everything is there to immerse visitors in the magic of the holidays!

Since 2021, the promoter has been organizing the Kaleidoscopes festival - a multidisciplinary, festive, and unifying event for the artistic community of Québec City - where music, theater, visual arts and performing arts come together to offer a completely free program highlighting the artistic vitality of the National Capital.



OUR MISSION

MARCHÉ DE NOËL ALLEMAND DE QUÉBEC

To provide visitors with an authentic, distinctive and festive experience, by introducing them to the traditions of German Christmas Markets with a decidedly local touch.

FESTIVAL KALÉIDOSCOPIES

To offer a range of Quebec artistic vitality, in several forms and disciplines, and to promote it to the local, national and international community in the heart of Old Quebec.

*The acronym **MNAQ** will be used in this policy. It includes all of the promoter's activities, including the Québec City German Christmas Market, the Kaleidoscopes festival and any other event or project carried out by the German Community of Québec.



OUR VALUES

RESPECT

Respect is a fundamental value and dictates the actions of the organization in all of its relationships.

QUALITY AND ORIGINALITY

The unique MNAQ experience is focused on the quality and originality of the offering, both for products and events.

ACCESSIBILITY FOR ALL

The MNAQ is a free event, accessible to all, and aims to please the entire population.

RESPONSIBILITY

Le MNAQ agit de façon responsable d'un point de vue social, écologique et économique.

AMBITION

The sustained growth and vision of the MNAQ reflect the organization's ambition.

PASSION

The MNAQ team is passionate and does everything possible to offer visitors an unforgettable experience.



THE CHALLENGES

WASTE MANAGEMENT

The MNAQ faces several environmental challenges due to the nature of its activities. Indeed, as part of the Québec City German Christmas Market, more than a hundred exhibitors are present on 5 event sites, in addition to the bars and kiosks operated by the organization. As for the Kaleidoscopes festival, around thirty exhibitors occupy the sites. These events generate a significant quantity of residual materials.

To meet this challenge, the organization is committed to adopting source reduction measures and carrying out awareness-raising actions among its stakeholders: exhibitors, public, teams and other collaborators.

TRANSPORTATION

Transportation is another significant issue for the organization, which welcomes more than 500,000 visitors each year. These trips generate greenhouse gas emissions, while exacerbating traffic problems in Old Quebec.

To address this situation, the promoter is implementing awareness-raising initiatives aimed at encouraging the use of active and public transportation.



FIELDS OF APPLICATION

This policy aims to guide the organization's actions towards sustainable practices, to minimize its environmental footprint, to take into account the social aspects of sustainable development and to promote the local economy.

This applies to all events and projects led by the MNAQ, such as the Québec City German Christmas Market and the Kaleidoscopes festival.

The implementation of this policy is the responsibility of department directors and the sustainable development coordinator and involves all of the organization's employees and volunteers.



AREAS OF INTERVENTION

AXIS 1 – COMMITMENT OF THE ORGANIZATION

CONTINUOUS IMPROVEMENT

- Educate the organization's employees on sustainable development practices.
- Seek professional support with the aim of guiding, measuring, and improving the MNAQ's sustainable development efforts.

RECOGNITION OF ACTIONS

- Gain recognition for the MNAQ's sustainable development efforts from recognized bodies and programs (BNQ 9700-253 Standard for Responsible Event Management, [Biosphere Certification](#)).

AXIS 2 – SUSTAINABLE FOOD MANAGEMENT

PROMOTING OF LOCAL PURCHASES AND HEALTHY EATING HABITS

- Promote local purchasing (exhibitors and local products).
- Promote healthy eating habits (vegetarian options and non-alcoholic beverages).

LIMITING FOOD WASTE

- Carry out rigorous management of the inventory of perishable goods in order to limit losses.
- If applicable, donate any unconsumed perishable food items to employees and volunteers at the end of the event.



AXIS 3 – TRANSPORT

AWARENESS TO THE USE OF PUBLIC TRANSPORT

- Choose sites accessible on foot or by public transport.
- Raise awareness among visitors, employees and volunteers to use active or public transportation.

MITIGATION

- Implement measures to mitigate greenhouse gas emissions.

CALCULATION AND COMPENSATION

- Calculate and offset greenhouse gases produced by visitor and team travel.

AXIS 4 – WATER AND ENERGY

RESPONSIBLE MANAGEMENT OF RESOURCES

- Use renewable energy sources (electricity).
- Promote energy-efficient elements or installations.
- Choose ecological and/or renewable materials.

AXIS 5 – MANAGEMENT OF RESIDUAL MATERIALS

REDUCTION AT THE SOURCE

- Implement source reduction measures (for example, by using reusable glasses).

AWARENESS OF PROPER MANAGEMENT OF RESIDUAL MATERIALS

- Raise awareness among visitors, exhibitors and teams about the proper sorting of residual materials.

WASTE MANAGEMENT

- Conduct a quantitative and qualitative assessment of the materials generated at each edition with the aim of continuous improvement.
- Improve the MNAQ recovery rate.



AXIS 6 – NATURAL ENVIRONMENTS

RESTORATION

- Fully restore all event sites.

AXIS 7 – SOCIAL PRACTICES

UNIVERSAL ACCESSIBILITY

- Implement suitable solutions to ensure universal accessibility.

INCLUSIVE CHARACTER

- To offer completely free, varied programming aimed at the general public and all age groups.

INVOLVEMENT WITHIN THE COMMUNITY

- Establish community initiatives ([La Caravane du Marché](#)).
- Collaborate with the local community, in particular by calling on volunteers and collaborating with institutions and merchants.
- Create significant economic benefits for merchants, restaurateurs and hoteliers in Old Quebec.

WORK ENVIRONMENT

- Hire local labor.
- Offers its employees working conditions and a stimulating work environment that promote well-being.

HIGHLIGHT OF LOCAL EXPERTISE AND CREATIVE TALENT

- Hire local artists and artisans for performances, creation of activities (shows and entertainment) and installations.



AXIS 8 - SUPPLY

PROMOTING LOCAL PURCHASES

- Promote local purchasing (choice of exhibitors and suppliers).

CHOICE OF SUPPLIERS

- Prioritize local, environmentally conscious and socially conscious suppliers.

ECO-RESPONSIBLE ACQUISITIONS

- Select high-quality, recyclable materials.

Follow-up measures application of the policy as well as revision procedures are put in place for each edition.

This policy is effective January 1, 2024.

OLIVIA LEXHALLER

General Director

Communauté allemande de Québec

For any questions, contact the team at coordination@mnaq.ca!