



### **First ever “Zero Waste” conference IDA & Calgary TELUS Convention Centre**

The Calgary TELUS Convention Centre (CTCC) partnered with the International Downtown Association (IDA) on a first ever “Zero Waste” conference, September 11 - 14, 2008.

“Zero Waste” is the next logical step supporting green conferences and modern recycling programs. It emphasizes resource conservation through minimizing residual waste and ensures that products can be repurposed, repaired, recycled or composted. The goal of “Zero Waste” is to minimize and ultimately eliminate waste to our landfills.

#### **Result Highlights:**

- Total weight for move/in/out: 1,810 pounds of paper, cardboard and plastic were recycled
- 6 pallets were recycled at a weight of 258 pounds
- 1,630 pounds of food was were composted
- 30 cubic meters of water was saved
- “Spudware” was utilized instead of regular plates and china, for coffee breaks and buffets (composts within 90 days and made from potato starch)

“We are seeing more and more requests from planners to provide green meetings. This successful Zero Waste conference goes a step beyond that and will enable us to have a unique competitive advantage in the market”, says Marcia Lyons, General Manager, Calgary TELUS Convention Centre. “All of our staff are trained on environmental initiatives and are passionate about our sustainability”.

The Calgary TELUS Convention Centre was the first building in Alberta to be certified BOMA Go Green in recognition of responsible environmental practices in building operations (April, 2005). BOMA Go Green focuses on five key areas where commercial buildings have environmental impacts: resource consumption (energy), waste reduction and recycling, building materials, interior environment and tenant awareness.

“Calgary laid out the “green” carpet for 700 IDA annual conference delegates, exhibitors and sponsors. I know first hand how much our attendees enjoyed this surprising, energetic, and hospitable city.” say Dave Feehan, President, International Downtown Association. “This was a very special conference -- our first ever “zero waste” event -- and thanks to the many, many Calgarians -- CDA staff, board members, volunteers, and so many others -- Calgary will long be remembered in IDA annals.”

To ensure delegates would embrace the “Zero Waste” conference the International Downtown Association encouraged on-line registration and send out e-mail information on what to expect when they arrived. Other initiatives included reusable water bottles in recycled material delegate bags, all signage was made from ECOSmart signs, program booklets were produced on recycled paper and all trade show booth material and archways for the tradeshow were recycled.

---

The Calgary TELUS Convention Centre is one of Canada’s premier convention and meeting facilities since opening its doors in 1974. Operated by the Calgary Convention Centre Authority on behalf of the City of Calgary, we provide more than 122,000 square feet of flexible meeting and exhibit space to the conventions and meetings industry, trade and consumer shows, corporations and private individuals.

For 54 years, The International Downtown Association (IDA) has been a world leader of and champion for vital and livable urban centers. Through its network of committed individuals, its rich body of knowledge, and its unique capacity to nurture community-building partnerships, IDA is a guiding force in creating healthy and dynamic centers that anchor the well being of towns, cities and regions of the world.

Calgary Downtown Association is a Business Revitalization Zone established under the Alberta’s Municipal Government Act that represents over 3,500 businesses in a 120-block area in the centre of the city. This area comprises over 50 million square feet of office, hotel, retail, restaurant, entertainment, attractions, cultural and government buildings. It was formed as a result of a petition by Downtown businesses in November 1988 and is funded primarily by a levy on the business taxes paid by Downtown businesses.

- 30 -

**For more information, please contact:**

Heather Lundy  
Director of Marketing  
Calgary TELUS Convention Centre  
Bus. (403) 261.8514  
[heatherl@calgary-convention.com](mailto:heatherl@calgary-convention.com)

Alan L. Kleinfeld, CMP  
International Downtown Association  
Chief Experience Officer  
Cell: (505) 553-9796  
[akleinfeld@ida-downtown.org](mailto:akleinfeld@ida-downtown.org)

Caralyn Macdonald  
Marketing and Communications Manager  
Calgary Downtown Association  
Bus: (403) 215-1567  
[Caralynm@downtowncalgary.com](mailto:Caralynm@downtowncalgary.com)