



HELPING COMPANIES OF ALL SIZES TO
CERTIFY AS A GREEN BUSINESS!

NEWS RELEASE

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EDMONTON CONFERENCE AND CONVENTION MANAGEMENT COMPANY LEADS THE INDUSTRY BECOMES FIRST IN CANADA TO RECEIVE IGBC GREEN BUSINESS CERTIFICATION

An Edmonton based national conference and convention management company has just become the **first of its kind in Canada** to achieve certification under a major international “Green Business Certification” program. The Institute for Green Business Certification (IGBC) has announced that Timewise Event Management Inc. is the inaugural “Event Management Company” in the country to pass a comprehensive “green audit” and achieve the Institute’s “Green Business Certification” status.

Timewise Event Management Inc. is a leading Canadian meeting, conference, and corporate event planning company that specializes in innovative ideas and exemplary customer service. “We are very proud to be recognized as a green company,” says Debbie Macleod, Timewise Event Management’s Green Meetings Strategist. “We are committed to operating sustainably and excited to be an example for other businesses in Canada to follow. Our first order of business is to take the green best practices we’ve established in our office and apply them to the meetings and conferences we manage.” (*see backgrounder below for Timewise Event Management’s “green practices”*)

“I am pleased that Timewise Event Management Inc. has become the first business of its kind in Canada to complete IGBC’s green audit and achieve certification,” says Dale Bonke, IGBC’s Canadian representative. “I believe many businesses throughout Canada are finally becoming more conscious of the environment and the need to operate in a sustainable and eco-friendly way. I’m sure many will soon follow the example of Timewise Event Management Inc., and obtain their own green certification status.”

The Institute for Green Business Certification (IGBC) – with offices around the world – is the first international organization of its kind to certify businesses’ environmental practices. It uses a comprehensive Green Audit that is becoming a model for what it means to be a “green business”. **The Green Audit evaluates a business in 10 categories including: waste reduction, recycling, reduction in office material usage, purchasing, energy saving, water conservation, pollution prevention, reduction in chemical usage, proper handling of pollutants, and reduced emissions.** IGBC’s certification process has been used by medium to large companies around the world – and small companies now have access to IGBC’s internet-based certification process.

IGBC does not offer or sell products and does not charge for its literature. It provides consulting to businesses and organizations regarding environmental management and sustainability. IGBC is accredited with the Better Business Bureau. For more information about IGBC, see www.gbcertified.ca.

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BACKGROUNDER

Timewise Event Management Ltd. Green Business Certification

Steps in Place:

1. Has “Certified Green Meeting Strategist” on staff.
2. Computers: laptops in use; screen saver mode; peripherals turned on while in use only; computers, monitors turned off at end of day.
3. Coffee machine unplugged when not in use; unbleached coffee filters used.
4. Individual office lights off when not in use; warehouse and overheads off when office closed.
5. Office blinds opened during day; closed at end of day.
6. HVAC turned down when office closed.
7. Taps do not drip.
8. Dishes washed when sink full; left to air dry.
9. Lunchroom w/real cups, plates, cutlery and cloths.
10. Washroom w/real towels.
11. Email and digital attachments used to communicate; printing only when necessary; double-sided documents.
12. Leasing Xerox Work Centre 7525 with EA-Eco Toner technology; lower temperature fuses and Earth Smart print features. Default: black only / double-sided copies
13. Recycling paper, cardboard, plastics and metals – taken to collection depots.
14. Re-using binders, file folders, bubble wrap, peanuts, packing paper and some shipping boxes.
15. Rental of City of Edmonton Commercial Dumpster with materials processed through Integrated Processing and Transfer Facility (diversion from landfill – approx. 45%) begins August 1.
16. Purchase alternative power and energy from [Bullfrog Power](#) – Annual Emissions Reductions: 16.4 tonnes of CO2 beginning July 1, 2013.
17. Block under-door drafts.
18. Digital record-keeping for business and projects; electronic invoicing and communications i.e. scan / email versus hard copy / mail; no fax.
19. Electronic banking whenever possible.
20. Carpool to offsite meetings whenever possible.
21. Purchase of small quantities glues / solvents; stored in metal cabinet.
22. Education: Steps-to-Greening-Timewise Chart and Steps-to-Follow-List for Employees distributed.

Conferences & Conventions:

1. Online registration system; online receipts and invoices.
2. Return of used HP toner cartridges from onsite printer.
3. Use of soy-based inks for onsite printed programs, etc. (through Copy City)
4. Reuse event signage wherever possible.

Steps still to come:

1. Incorporate Vision Statement into proposals, RFPs, etc.
2. Sign up for closed-loop paper recycling through [Grey's Paper Recycling Industries](#). (Grey's still in pre-production; estimated start date August.)
3. Recycled Content Purchasing Policy when current supplies run out
4. Continuing to further green our projects and moving forward with “APEX/ATSM” – international environmentally sustainable meeting standards.
5. Education: Establish schedule of meetings to share green info (i.e. The Story of Stuff video); discuss CSR initiatives, etc.

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