



Press release
No embargo

GOLD-MEDAL Sustainable Development Results!

Sherbrooke, Wednesday, November 27, 2013 – With a great deal of pride, at a press briefing this morning, the Host Society of the Canada Summer Games–Sherbrooke 2013 presented its results in the area of sustainable development. This very impressive outcome is the product of the long, hard work and boundless commitment of the more than 400 volunteers who made the Canada Summer Games–Sherbrooke 2013 THE ultimate benchmark in sustainable events in Canada.

Fully committed to a sustainable development approach from the very beginning, the Sherbrooke 2013 team succeeded in not only meeting the ambitious goals it had set for itself but in exceeding them in some cases.

Consequently, these Games delivered on their promise to be the first-ever major sporting event in Canada to be classified as a “Level 1 environmentally responsible event” according to standard 9700-253 of the Bureau de normalisation du Québec (BNQ), a classification granted by the Université de Sherbrooke that has delighted Alain Webster, Vice-President of Sustainable Development and Government Relations at the Université de Sherbrooke and member of the Games Board of Directors. “These Games have yet again demonstrated the sustainable development expertise that has been developed locally. This is a source of immense pride that is shared by the Université de Sherbrooke.”

In concrete terms, this commitment took shape through 25 actions in six areas of activity and produced the following exceptional results:

- ✓ a waste recovery rate of 81.2%;
- ✓ a 91% reduction in single-use water bottle consumption compared to the last Summer Games, i.e. 340 000 fewer water bottles;
- ✓ the maximizing of local purchases: 68% from the immediate region and 93% within 300 km of Sherbrooke;
- ✓ an openness to buying from social enterprise suppliers (18%);
- ✓ the maximizing of local food purchases with over 32% of the food coming from within a 300-km radius of Sherbrooke.



It should be noted that the organization also obtained Carbon Care™ certification from the Sherbrooke company Enviro-Accès based on an inventory of the greenhouse gases (GHGs) emitted during the Games. In addition to implementing an impressive plan to reduce its GHGs and a sustainable transportation plan, the Host Society called on another Sherbrooke business, Écotierra, to offset the 840 metric tonnes of GHGs emitted during this event.

These Games were also the world's first event to be awarded "free trade" accreditation by Fairtrade Canada and its partner, Carrefour de solidarité internationale de Sherbrooke. This certification reflects the Host Society's commitment to promoting fair trade by making fair trade products available for purchase at the main Games venues. Almost 6% of the food served was fair trade, including all of the coffee served by the Host Society of the Games.

The Manager of Sustainable Development, Patrice Cordeau, is more than a little proud of the work accomplished by his team. "It is thanks to the efforts and determination of the entire organization, our volunteers, and the event participants that we have become a benchmark in sustainable development," he noted. "After having won the *Coup de Cœur* award from the Fondation estrienne en environnement, the Host Society garnered its first provincial award, the *Coup d'Éclat* in the category pertaining to sustainable development awareness (*Sensibilisation au développement durable*), presented by the Société des attractions touristiques du Québec and Festivals et Événements Québec. Great credit is due to the 450 members of the Cascades Green Team and the Games Family," concluded Cordeau.

The legacy of equipment to our partners and the assurance of the continuity of sustainable development efforts at future events in the region are also priceless signs of recognition. In this regard, it should be noted that besides donating the 90 Cascades waste sorting islands to the region through its partners, the Host Society is giving the region 26 drinking water stations that can be used at future events. This legacy, valued at more than \$20 000, is an addition to the \$80 000 announced last June.

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