

First Canada Green Meeting Guide launched by The Innovolve Group

(TORONTO, June 11, 2008) –The inaugural Canada Green Meeting Guide (CGMG), is a print and online directory designed to assist the meeting, hotel and conventions industry adopt more environmentally friendly practices. Distribution of the Guide to 13,000 Canadian-based convention and meeting organizing professionals begins immediately.

Green Meeting Guide publishers, The Innovolve Group identified nearly 1,000 qualified suppliers in 10 distinct categories located in 7 major markets (Calgary, Halifax, Montreal, Quebec City, Toronto and Vancouver) making the Guide the most comprehensive reference document on “green” practitioners in the hospitality sector. Whether a first time event organizer or seasoned veteran faced with a client that wants “green”, the Guide will significantly reduce research time.

To maintain the integrity and value of the Green Meeting Guide, screening criteria were developed to determine what constitutes a sustainable supplier. Suppliers seeking to be listed completed an online qualifying test. Each supplier category has a set of qualifying criteria that is completely transparent and can be viewed online at www.greenmeetingguide.com

Greening the convention industry is important. Citing a 2006 economic impact study commissioned by the Meeting Professionals International Foundation Canada, Innovolve CEO Dr. Anthony Watanabe notes “There were 670,000 meetings held in Canada involving more than 70 million attendees with total participant spending exceeding \$23 billion. With such an economic footprint, there are obvious environmental benefits and clear opportunities to drive sustainable behaviour and to green the supply chain.”

Hotel Association of Canada, President, Tony Pollard states “Our partnership with the Green Meeting Guide will benefit both meeting planners and hotels. It creates a common source of information, while providing new tools, additional education and greater value for members of each group. The Hotel Association of Canada through our Green Key ECO-Rating program, is pleased to participate in the inaugural edition of the Green Meeting Guide.”

Dr. Watanabe observed, “The Guide was developed in response to the frustration expressed by innovative meeting professionals seeking credible suppliers to help them lessen the environmental footprint of their events. The business of going green is exciting, full of challenges and rewards. Nowhere is this more evident than in the meetings industry where innovative ideas and progress are a common currency.” He also noted, “Industry representatives who have reviewed the Canada Green Meeting Guide predict it will be one of the most important market transformation tools that the convention industry has seen in years.”

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About the Green Meeting Guide: The Green Meeting Guide is intended to provide support to meeting planners who wish to reduce the ecological footprint of their events. Categories include: accommodations, audio/visual, catering/food & beverage, décor & trade show rentals, event logistics, promotional material & gifts, public relations & communications, transportation, venues and printing. The Green Meeting Guide highlights qualified green suppliers in seven Canadian cities: Calgary, Ottawa, Halifax, Montréal, Québec City, Toronto and Vancouver. Meeting & Incentive Travel magazine will distribute the Guide to over 13,000 qualified event planners across Canada. www.greenmeetingguide.com

About The Innovolve Group: The Innovolve Group is a sustainability consultancy based in Toronto, Ontario. Since 2002, Innovolve has guided organizations towards success with a suite of offerings designed to help clients develop green strategies or compelling green messaging. Our competitive advantage is our ongoing level of activity in diverse sustainability spaces, which affords us a singular perspective on the points of overlap and differentiation across industry sectors. www.innovolve.com.