Sustainable Tourism Award Finalist
Edmonton Economic Development Corporation, *Fresh,* Edmonton

Fresh approach to conference planning

Fresh is an innovative program that supports conference and meeting planners in creating Edmonton experiences that are environmentally, socially and economically responsible.
The program promotes ideas like encouraging conference planners to host a green conference using a green meeting guide and eco report card, donating leftovers from events to local homeless shelters, or hosting an event in the world's largest urban park – the River Valley of Edmonton.

The goal of *Fresh* is to significantly increase the environmental sustainability of conferences hosted in Edmonton. The city's hospitality industry strongly believes in building and maintaining a green legacy to be proud of for years to come.

"Edmonton is among the greenest cities in Canada, and it is important for us to continue, through initiatives like *Fresh,* to build on our achievements," says Ken Fiske, Vice President of Tourism and Special Events at Edmonton Economic Development Corporation. The initiative encourages event organizers to use local products, services and people, which also contributes to the local economy. For example, the *Fresh* meal options allow organizers to choose a menu featuring ingredients sourced from Alberta farms.

"It's an honour that Edmonton's Fresh program has been selected as an Alto Award finalist in the sustainable tourism category," says Fiske. "The program sets Edmonton and its tourism industry apart as a destination and reinforces our city's leading edge green initiatives."

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Sponsored by Conseil de développement économique de l'Alberta, the Sustainable Tourism Alto recognizes the management of resources focused on maintaining environmental sustainability and social and cultural integrity while contributing to the overall well-being of the local community.