



Greening Plan – MNL Annual Conference & Trade Show

Corner Brook Civic Centre | November 20–22, 2025

1. Digital and Print Reduction

- \$2,500 investment in digital signage at entrances, registration, and trade show areas.
- Any new printed signage will be undated and designed for reuse in future years.
- Delegate bags include recycled paper notebooks, recycled plastic pens, and reusable water bottles with minimal paper inserts.
- Conference booklets provided only for municipal delegates, with ~200 fewer copies printed and at least a 10% reduction in page count.
- One-page printed agenda per delegate only; no replacements. QR-coded signage throughout facility for full digital schedule and updates.

2. Waste Reduction & Recycling

- No bottled water will be sold or distributed onsite, except for speakers at podiums when required.
- One centralized water refill station in the Civic Centre lobby and two additional portable refill coolers (pending delivery timelines).
- Full recycling program for paper and beverage containers operated as a Corner Brook High School Band fundraiser.
- Catering service (\$6,000) will use reusable plates, cutlery, and drinkware—no single-use service items.
- MNL will ask delegates to return lanyards after usage at the event for the purpose of reusing them at the next event.
- Any leftover or delegate-donated items (hats, water bottles, etc.) will be provided to the local Housing (CAB) Community Advisory Board for distribution to at-risk and/or underhoused individuals in the Western Region.

3. Energy Efficiency & Transportation

- Lighting in the facility will be limited to scheduled event use only, with staff monitoring for adherence.
- Shuttle transportation encouraged and used for large conference events to reduce single-occupancy vehicle use and emissions.

4. On-Site Messaging and Communication

- Signage will direct delegates to refill stations, recycling points, and digital agenda access via QR codes.
- All new signage is intentionally undated so it can be reused at future MNL conferences and regional events.
- Exhibitors will be encouraged to minimize printed promotional materials and one-time-use giveaways.
- Sustainability practices and expectations will be highlighted during opening remarks.

5. Tracking & Reporting

Following the conference, MNL will:

- Estimate total reduction in printed materials.
- Record total recycling diversion in partnership with the Corner Brook High School Band group.
- Track usage and performance of water refill stations and shuttle participation.
- Prepare and circulate a Sustainability Outcomes Report to delegates and sponsors.

Key Benefits

- Reduced waste and carbon footprint.
- Lower long-term program and event material costs through reuse and digital approaches.
- Visible sustainability leadership within the municipal sector.
- Local youth fundraising and community partnership support.