

Fonds Oxygène du parc Jean-Drapeau



Fund for Measures to Reduce Greenhouse Gas Emissions

Presented by the
Communications, Strategic and
Sustainable Development Department



March 2009

Fonds Oxygène du parc Jean-Drapeau



Context

Société du parc Jean-Drapeau hopes to become a leader in sustainable development in Quebec. In addition to its centres of activity, nearly 100 major public events are held there each year. It is imperative for the entire Park and its events to be environmentally responsible; to do so, we must ensure that the greenhouse gases generated by daily activities and special events are offset.

The Fund's Objective

The **Fonds Oxygène** aims to build a healthy and sustainable future for Parc Jean-Drapeau by promoting a significant reduction in CO₂ emissions and thereby improving air quality. The initiatives financed by the Fund will ensure that natural resources are used in a sustainable manner so that the permanent facilities are less polluting, by:

- consuming less energy;
- using clean energy;
- planting long-lived species of trees.

Promoters that hold events at Parc Jean-Drapeau will contribute to our targeted measures to reduce greenhouse gas emissions, thereby offsetting the environmental footprint resulting from their activities, such as vehicle use by visitors, transport and set-up of facilities, track laps (auto races), artists' air travel and construction-related trucking. To calculate the offset, we will use the "Greenhouse gas calculation table" of the Chair in environmental consulting at the Université du Québec à Chicoutimi, Quebec's leader in setting theoretical standards for environmental consultants who specialize in implementing sustainable development projects.

In addition, each vehicle that uses the Société's parking spaces will contribute \$1 in addition to the \$12 cost of parking at Parc Jean-Drapeau. Since it is the travel to and from the site that produces the CO₂, even if the vehicle is parked for just one hour, the offset cost will be \$1. There will be a specific sign regarding the offset posted on the parking terminals and parking attendants' huts.

Société du parc Jean-Drapeau and its employees as well as its on-site partners and their employees will also be called upon to contribute to the Fonds Oxygène, under comprehensive agreements.



Lastly, individuals interested in helping to reduce greenhouse gas emissions at Parc Jean-Drapeau may make contributions to the **Fonds Oxygène**. However, the Société cannot issue income tax receipts for donations received.

Funds Raised

The funds raised will be used to set up concrete initiatives to reduce Parc Jean-Drapeau's carbon footprint. For example:

- developing facilities and infrastructures that save energy and reduce greenhouse gas emissions;
- reducing energy costs and environmental impacts by exploring green building technologies;
- investing in technologies and infrastructures that are most likely to bring about a swift reduction in GHG emissions by encouraging the use of hydroelectricity and alternative energies rather than fossil fuels.

Here are some examples of possible investments that can be made through the fund:

- insulation and installation of high-efficiency windows;
- lighting equipment, electronic thermostats or automated equipment to reduce energy consumption;
- the cost difference between a hybrid vehicle and a conventional model;
- any electrical installation that reduces the use of gasoline generators, vehicles or gas-refrigerated trucks.
- purchase of equipment that generates renewable energy, such as solar panels or geothermal/hydrothermic equipment;
- any initiative that directly or indirectly reduces CO₂ emissions, such as planting trees or improvements to facilities related to active transportation.

Budget considerations

The calculation of \$1 in compensation per vehicle is based on the example regular, environmentally responsible event, such as a wedding held in Montreal. The guests travel an average of 110 km in vehicles with an average fuel consumption of 12 litres per 100 km. At a cost of \$30 per tonne of CO₂ on the small-scale offset market for individuals and events, based on the offset table of the Chair in environmental consulting at the Université du Québec à Chicoutimi, we estimate this vehicle will generate 32.29 kg of CO₂, or 0.032 tonne, for which the offset costs \$0.97.



For calculating the CO₂ offset for promoters, we will refer to the contract for the Nascar race, which stipulates a contribution equal to 3% of the total amount of the contract. This formula could be adopted for all promoters since it corresponds to a more accurate offset of all CO₂ emissions produced by the presentation of an event.

However, since the goal is to reduce CO₂ emissions, a promoter whose advertising encourages the use of public transit and who achieves good results in this area by demonstrating a 30% reduction in vehicular traffic will pay an offset of 2%.

Offsets for greenhouse gas emissions will be included in contracts signed with promoters beginning in 2009. The variables used to estimate costs will be adjusted annually by the Public Affairs and Sustainable Development Department.

Communications

The **Fonds Oxygène** will be launched at the news conference to announce the Park's 2009 programming in May.

Timeline

The **Fonds Oxygène** will be implemented gradually, starting in spring 2009. GHG offsets will be indicated in rental contracts that have not been signed.

The additional parking fee will come into effect once our sustainable development policy has been officially announced.

