

## Introducing the Whistler Centre for Sustainability

### Who We Are

The Whistler Centre for Sustainability (WCS) is an enterprising not-for-profit organization in sustainability planning and project implementation. Based in spectacular Whistler, BC, the WCS works within the vibrant community of Whistler, as well as with tourism enterprises, associations and communities throughout Canada.

### Why Is Sustainability Important in Tourism?

Tourism as a sector has tremendous potential to positively shape human impact on our environment and our global communities. More responsible, or sustainable, tourism is on the rise: consumer awareness and demand are growing, industry suppliers are providing more responsible programs and products, and governments are creating policies to encourage more sustainable practices in tourism.

In order to continue to provide value to customers, tourism organizations need to know how to make their practices more sustainable, how to measure and report on performance and progress, how to communicate and market to clients and media, and how to attract and retain a new generation of more environmentally and socially conscious employees.

### How is the WCS helping with Whistler's Journey toward Sustainability?

- ✓ Managing Whistler2020, the community's long-range sustainability plan involving 50 resort partners and close to 200 task force members
- ✓ Promoting Whistler's sustainability practices to attract sustainability-related conferences, meetings and events
- ✓ Producing informational materials on sustainability facts and suggestions available to all resort guests
- ✓ Providing training on energy reduction strategies, cost savings and brand lift to resort businesses
- ✓ Hosting TEDxWhistler<sup>1</sup> "Tourism's Place in a Sustainable World" on February 18<sup>th</sup>, 2010, to be livestreamed and microblogged
- ✓ Working with the Green Table Network to create a group of early adopter restaurants in Whistler that will undertake an audit of operations and an implementation strategy to improve practices
- ✓ Working with the Whistler accommodations sector on sustainability strategies and practices

### Contact Us

For more stories about the Whistler Centre for Sustainability's work, please visit [www.whistlercentre.ca](http://www.whistlercentre.ca) or contact Cheeying Ho, Executive Director, at [cho@whistler.ca](mailto:cho@whistler.ca) / 1 866 932 5535 x 8209

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<sup>1</sup> TED = Ideas Worth Spreading [www.ted.com](http://www.ted.com); TEDx = an independently organized TED event