

Bell presents

ILESONIQ

**SUSTAINABLE
DEVELOPMENT ACTIONS**



Through its sustainable development initiatives, îLESONIQ minimizes its impact on the environment and maximizes its positive influence on society and the local economy, showing it is indeed possible to welcome thousands of festival-goers to Parc Jean-Drapeau and reduce the Festival's environmental footprint.

In 2022, îLESONIQ received Level 2 certification from the Bureau de normalisation du Québec for its partner Modus Operandi Logistiques' responsible event management (9700-253).

GHG REDUCTION

- Access to the Festival site via public transportation (Jean-Drapeau metro station).
- Incentives, via the Festival's website, mobile app and social media posts, to use active and/or collective transportation to get to Parc Jean-Drapeau.
- Collaboration with the STM to encourage collective transportation use and thus reduce GHG emissions. The STM offers a special pass for unlimited bus and metro use over the Festival weekend.
- Reduction of fossil fuel use by sourcing mainly from local suppliers (Greater Montréal and surrounding area).
- Free bicycle parking and additional BIXI parking.
- Donation of 3% of the parking and site rental fees to the Parc Jean-Drapeau's Fonds Oxygène.
- Use of fewer generators to power Festival installations (works in Parc Jean-Drapeau in 2019 improved the connection to Montréal's hydroelectric grid).
- Use of low-energy LED bulbs throughout the site.

WASTE MANAGEMENT

- Water stations for festival-goers to refill their reusable bottles. Several water fountains are also available in Parc Jean-Drapeau.
- Ban of single-use plastic containers, cups, utensils, and straws.
- Ban of Styrofoam from food kiosks.
- Use of compostable and/or recyclable tableware in food kiosks.
- Use of recyclable aluminum cups.
- Pilot project, implemented in 2023, to test the use of sorting stations (waste/recycling/returnables) in one area of the site (with a view to setting up stations throughout the site).
- Sorting stations (waste/recycling/compost) in the artists' area.
- Public education about the proper use of sorting stations to optimize recuperation. Maintenance then does a second sort to better distribute residual waste to off-site sorting centres.
- Compost bins distributed to food kiosks.
- Responsible handling of all hazardous materials, in collaboration with the Ecocentre or any other relevant organization (e.g. Rona for old paint cans) or by our partner Modus Operandi, who disposes of such materials appropriately.
- Food surpluses offered to the late-night team and night technicians.
- Use of biodegradable cleaning products.
- Sale of 100% recyclable, long-lasting, eco-friendly fabric bags and reusable bottles.

- Limitation, to reduce waste, of the quantity of products sponsors can hand out. Our sponsorship team also limits its distribution of printed communication materials, and asks sponsors to opt for products with low environmental impact and minimal packaging.
- Use of online promotional tools.
- Electronic tickets.

IMPACT OF O'LAND

ÎLESONIQ is pleased to have teamed up with O'Land for water-bottle-filling and handwashing stations in 2022, and plans on doing so again this year.

During the three-day Festival in 2022:

- **87,128** fewer plastic bottles were consumed,
- **approximately 65%** of festival-goers were impacted, and
- **580** large plastic bags were saved.

This data was collected by the EyeOnWater app, connected to supported water utility accounts in each of the four stations.

AWARENESS EFFORTS

- Awareness raised among food providers about sorting waste.
- Mention of the Festival's sustainable actions on its social media and in its newsletter and press releases.
- Recommendation via the website, mobile app and social media that festival-goers bring their refillable water bottles.

SOCIO-ECONOMIC EFFORTS

- The Festival strives to support local workers and to do business with local partners (StageLine, Solotech, Échafauds Plus, Tentes Fiesta, Voitorettes M. Bouchard et Filles and more). Some 84% of supplier headquarters are located within a 100-km radius and 91% of supplier branches are within a 300-km radius of Parc Jean-Drapeau.
- The Festival favours local printers when printing its merchandise:
 - Over 40% of total merchandise is purchased from local distributors or manufacturers,
 - Over 50% of clothing is purchased from local distributors or manufacturers, and
 - At least 60% of clothing is locally printed or embroidered.
- Wide range of options (vegetarian, vegan, allergen-free, etc.) offered at food kiosks to meet festival-goers' needs.
- Featuring artists from cultural and LGBTQ2+ communities in our programming.
- Donation to the evenko Foundation, as part of the \$1 per Festival Ticket Sold initiative, to provide musical instruments to schools in disadvantaged neighbourhoods in Quebec.
- Services for people with reduced mobility or functional limitations: new signage, information kiosk, boarding and disembarking area, accompanying agent, and two reserved platforms for better access to the stages.

HIRING AND TRAINING

The Festival applies pay equity standards and plays a major role in creating and maintaining jobs by:

- Offering high-quality, permanent jobs with competitive benefits,
- Hiring students and interns with a view to introducing them to event production,
- Not accepting volunteers,
- Providing professional development to people with chronic barriers to employment,
- Providing employees with ongoing training, and
- Developing worker specialization and experience (technical, operations management, logistics, etc.).

To promote inclusion and diversity in its recruitment and selection process, the Festival has reviewed the terminology used in its job advertisements, and it keeps a close eye on its diversity demographics. It has also adopted informal practices to ensure minority groups are represented in lists of potential candidates. An inclusion and diversity committee has also been set up.

The Festival provides team training to ensure a healthy, safe and respectful workplace. These efforts include:

- Training for permanent and temporary event employees on preventing psychological and sexual harassment. These sessions raise awareness of best practices in the goal of promoting a healthy working climate free from all forms of harassment. Provided by Lavery Avocats, this training course presents the different facets of workplace harassment and their impacts.
- The training course “RESPECT in the Workplace” leads permanent employees to spot and prevent problematic behaviours, such as bullying, abuse, harassment and discrimination.

An unused space in the Centre-Bell was turned into an employee area. “La Zone” offers sports facilities, yoga, stationary bike and fitness classes, as well as several collaborative workspaces. Web conferences on health and well-being are also given for employees throughout the year.

SAFETY AND SECURITY

Festival-goers’ safety and well-being is a priority for the Festival. A safety plan has been developed and is constantly updated to ensure that festival-goers enjoy their outing in a safe environment. A number of detection, protection and response measures have been put in place, including:

- On-site presence of various intervention teams (first-aiders, paramedics, nurses),
- Constant presence of a health emergency squad and first-aid kiosks,
- Presence on-site of the Hirondelles, a squad that raises awareness and prevents and takes action against the various forms of aggression and harassment that can occur against women and others who might need support during the Festival (e.g. the LGBTQ2+ community),
- A truck on-site from GRIP on, a Montréal-based organization that helps people make informed, less-risky decisions about drug use,
- Various well-marked safe zones and relaxation areas on site for festival-goers in need of help or support,

- Systematic security searches of festival-goers and employees at all entrances,
- Security corridors near each stage to facilitate the movement of crowds and participants,
- Police presence around the site entrance and at the metro station for the prevention and interception of drugs,
- An updated emergency measures plan shared with all relevant teams that covers all situations that could occur on an outdoor event site, and their appropriate response measures,
- A communications hub that is always open during Festival hours, enabling efficient communication with all teams and external stakeholders; Dispatchers attend a series of pre-event training sessions on the appropriate actions in all kinds of situations, including emergencies,
- Implementation of a heatwave plan (if necessary): misting, extended breaks for employees, additional first-aid personnel, etc.,
- Addition of lighting in darker areas of the site, and
- Training and awareness-raising on vigilance and procedures for security, reception and operations staff.