

# The Case of Toronto: Relax, Study and Be Sustainable

Tourism Toronto is committed to making a meaningful contribution to the social, environmental and business welfare of our community. In keeping with this goal, Tourism Toronto has developed programs in three areas of community and industry support:

Relax, Recharge & Renew Family Program Student awards and training Sustainability

## **Relax, Recharge & Renew**

The Relax, Recharge & Renew program provides parents of children with special needs a much-deserved break. Tourism Toronto, with the assistance of members and partners, provides weekend packages for parents that include a limousine pick up, a two-night hotel stay, tickets to shows and museums and other attractions, and meals at local restaurants. Two families benefit from these weekend getaways every single week.

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The child with special needs is cared for in one of several high-quality, provincially funded respite care centres. Under coordination of [respiteservices.com](http://respiteservices.com), the remarkable respite care facilities partnered on this program are Safehaven, Bloorview Kids Rehab, Community Living Toronto, Erinoakkids, and York Special Services. Participating families are identified by respite providers.

## **Student Awards and Training**

Tourism Toronto is active in developing the industry workforce for the Toronto region through Tourism Toronto Scholarships and Awards. The awards are given to students at nine colleges and universities across the region, who are enrolled in a variety of tourism and hospitality programs. To be considered for the award, students must have high academic achievement and demonstrate an interest in working in local visitor service industries or roles that promote inbound tourism to the region. The schools Tourism Toronto is involved with are Brock University, University of Guelph, Ryerson University, George Brown College, Georgian College, Humber College, Mohawk College, Centennial College and Sheridan College.

In addition to financial awards for promising young students, Tourism Toronto offers internships and case study experiences to students in a wide range of fields, including event management, public relations, marketing and human behaviour.

## Sustainability

Tourism Toronto takes its role in sustaining our world's resources seriously. We appreciate the impacts our industry can have, both positive and otherwise, on our local community and beyond. As a result, we have a wide variety of programs that improve our own performance and also encourage our members and partners to increase sustainable practices.



All travel by Tourism Toronto staff – as well as all flights purchased by Tourism Toronto for visiting clients and media – is carbon neutral. Tourism Toronto purchases carbon offsets for all flights, totaling more than 700,000 miles in 2008. The carbon offsets are reinvested by Carbon Zero in projects that include retrofitting older buildings to reduce harmful emissions.

We also run sustainability awareness sessions and informational events for our members and staff to share best practices and apply green principles to the hospitality industry. In 2008, we held our first Earth Day event where we partnered with the City of Toronto, the Direct Energy Centre and the Metro Toronto Convention Centre to plant more than 600 trees and 6,000 flowers at dozens of locations around the city.

<http://www.seetorontonow.com>

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