

## ICS JOINS ETHOS BC – A PARTNERSHIP FOR A SUSTAINABLE TOURISM INDUSTRY

Vancouver, BC, Canada - July 26, 2010

International Conference Services Ltd. (ICS) is proud to announce their new alliance with ETHOS BC, an independent, not-for-profit society formed out of a desire by the tourism industry within BC to become more sustainable.

The BC Partnership for Sustainable Tourism Society (operating as ETHOS) is a unique partnership among government, industry and non-governmental partners. Working towards a shared vision and combining resources of its partner organizations, ETHOS provides tourism businesses with the tools they need to incorporate sustainable practices which are measurable and practical.

ETHOS is focusing its efforts on the 18,000 small and medium sized tourism businesses, supporting and guiding the work of individual operators through a collaborative and educational approach. It is through these small operators, experts believe, that BC's Tourism Industry will make the most progress and inroads towards enhancing its overall sustainability.

Many tools are available to members like the Sustainability Scorecard– which outlines steps to implement more sustainable business practices and GOBI - Carbon Management Tool to calculate and reduce your business's carbon footprint. ICS is focusing on providing the opportunity for delegates to invest in Carbon Offsets for their travel to/from conferences and events.



*Through our new partnership with ETHOS BC, we are pleased to be the first BC Based Event & Conference Partner to provide the online Travel Offset Calculator tool to calculate carbon emissions and minimize your impact on the environment while travelling. Please visit our corporate website to try this useful tool for yourself at [www.icsevents.com](http://www.icsevents.com)!*

**Mathias Posch, President**  
International Conference Services

E: [mathias@icsevents.com](mailto:mathias@icsevents.com)



Established in 1976, International Conference Services Ltd. (ICS) has a great track record in organizing large events in its headquarters city of Vancouver, Canada and around the world. ICS recently expanded by opening an additional office in Vienna, Austria to better serve their European clientele.



ETHOS is an independent, not-for-profit society established in February 2009 and was formed out of a desire by the tourism industry within BC to become more sustainable. Visit [www.ethosbc.com](http://www.ethosbc.com) for more information.

### International Conferences Services Ltd.

2101– 1177 West Hastings St.  
Vancouver, BC, Canada, V6E 2K3  
P: 604 681 2153 F: 604 681 1049  
[www.icsevents.com](http://www.icsevents.com)