



MICE Sustainability

Singapore's Approach to Sustainable Events



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Singapore faces limitations due to its resource constraints and the natural environment.

Greening Singapore in our early days



3. Fullerton Road before⁴⁰ and after planting.

Natural Constraints



Dense Urban Landscape:

Small low-lying densely populated island-city;



Alternative Energy-Disadvantaged:

Limited land availability; Low wind speeds; low tidal range, and a lack of geothermal and hydropower resources



Export Orientation

No natural resources – SG is export oriented.

Setting key targets across 5 Pillars as part of the Singapore Green Plan



Jointly led by:



City in
Nature



Sustainable
Living



Energy
Reset



Green
Economy



Resilient
Future

2030 Target

Singapore as a sustainable tourism destination

MICE Sustainability in Singapore



Passion
Made
Possible



Recognising the MICE Global Environmental Impact

An average event venue used over **70,000 kWh of energy, 100m³ of water,** and created over **6,000 metric tons of carbon** per event in 2017. Source: Green Venue Report, 2018

**US\$1.5
trillion**

in GDP

**1.5
billion**

participants from over 180
countries

**26
million**

jobs globally

Singapore's context

1% Singapore's GDP

34,000 Jobs

S\$ 3.8B Economic
value-add

Note: Prior to 2019

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The need for collaborative efforts and a common language to understand, track, and measure our progress.

1

A whole-of-nation approach; across government and industry.....

Industry engagement sessions



MICE Sustainability Committee



MICE Sustainability Committee (MSEomm) comprised 37 members including industry players from event organisers and venues to academia and suppliers, and external sustainability experts,

2

.....to address the most pressing sustainability challenges

Regular engagements with the industry have identified the need for:

- Clarity on Standards
- Certification models
- Education and Training opportunities
- Innovative solutions

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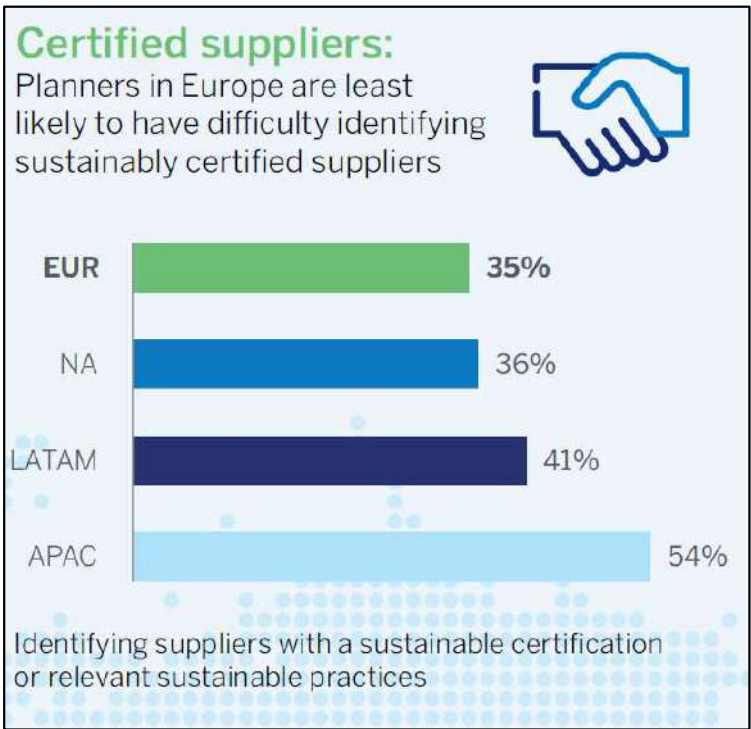
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Requirement for Measurement and Standards Among Planners in Asia

Table 1: Organisations with defined net zero goals



Table 2: Challenges faced in identifying certified suppliers



In partnership with the industry, the **MICE Sustainability Roadmap** was launched in December 2022.

Roadmap Strategies

Raise **sustainability standards** and strive towards internationally recognised sustainability certification

Identify, trial, and adopt **innovative and scalable** sustainable solutions

Raise **awareness** of sustainability solutions and industry best practices

3 Concrete Targets

Standards

1

Develop a set of sustainability standards by 2023 that the industry can readily apply

Certification

2

For 80% of SACEOS members to obtain sustainability certification by 2025.

Measurement

3

For the Singapore MICE industry to start tracking waste and carbon emissions by 2023.

Driving Credibility in Singapore's Efforts



In January 2023, Singapore was certified as a Sustainable Destination based on the **Global Sustainable Tourism Council (GSTC) Destination Criteria** after being the first to apply the certification process on a country level.



In the 2023 Global Destination Sustainability Index, Singapore **improved 18 places to be ranked 2nd in APAC and 17th globally (out of 100 destinations).**

A photograph of a bridge at dusk. The bridge has a series of white, Y-shaped supports that are reflected in the calm water below. In the background, a cluster of multi-story buildings is visible against a dark sky with a hint of sunset. The text "Thank you" is overlaid in the center in a white, sans-serif font.

Thank you

Developing a sustainable ecosystem



Passion
Made
Possible



Greening visitor touchpoints across the ecosystem

Green MICE venues

Singapore joined the Global Destination Sustainability Index to benchmark our performance against other MICE industries



Sustainable Accommodations

Launched world's first Hotel Sustainability Roadmap to achieve net-zero carbon emissions by 2050



Environmentally-conscious flights

Sustainable Air Hub Blueprint to introduce greener options to our air hubs



Eco-friendly social event venues
Sentosa is a member of the Global Sustainability Tourism Council, and has committed to achieving carbon neutrality by 2030



Changi Airport is committed to zero carbon growth to 2030, capping absolute emissions at 2018 levels

Singapore's Sustainable Venues



**PARKROYAL
Pickering**
Asia's
Leading
Green Hotel



Marina Bay Sands
EIC Sustainable Events
Standards for Venues
Platinum certification



**Raffles City
Convention Centre**
On-site Food waste
Recycling Efforts



Resorts World Sentosa
GSTC-Destination certified

Innovation for Green Growth

**Zero-Waste
Exhibition
Booths**



Food & Hotel Asia – F&B 2023

**Farm-to-Table
experiences**



**and solar powered
facilities**



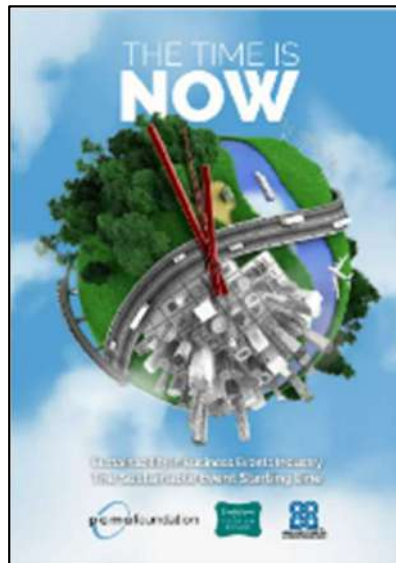
PARKROYAL Collection Marina Bay

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Sustainability Resources

STB has developed our wealth of resources to organize a sustainable event, to demonstrate that designing a sustainable event is made easy through three main pillars of Consumption, Choice and Communication.



STB- PCMA Whitepaper
Sustainability in the Business Events Industry



National Environment Agency
3R for the MICE industry



STB-AMEX Global Business Travel
Smart Strategies for sustainable meetings & events

Importance of sustainability

Percent of respondents

More than two-thirds of respondents globally say that sustainability is very or extremely important.

When planning meetings and events, how important is sustainability for your organization?

	GLOBAL	NORTH AMERICA	EUROPE	LATIN AMERICA	ASIA PACIFIC
Direct arrangements with airline	39%	42%	31%	39%	47%
Internal group air specialist	35%	33%	31%	36%	45%
Meetings management supplier	37%	39%	29%	32%	53%
Travel management company	51%	55%	45%	52%	53%
Online booking tool	51%	57%	41%	52%	49%
Other: please specify	1%	0%	4%	1%	0%
Not applicable	3%	5%	3%	0%	2%

Sustainability challenges

Percent of respondents

Minimizing waste and identifying certified sustainable suppliers are the top two challenges respondents face globally.

What is the biggest challenge to implementing sustainability elements into your meetings and events program?

	GLOBAL	NORTH AMERICA	EUROPE	LATIN AMERICA	ASIA PACIFIC
Identifying locations with minimal amounts of travel for attendees	28%	27%	27%	22%	40%
Identifying suppliers with a sustainable certification or relevant sustainable practices	39%	36%	35%	41%	54%
Sustainable food and beverage options	31%	33%	29%	33%	31%
Minimizing waste (e.g. avoid paper and plastic usage)	40%	36%	38%	39%	55%
Measuring the impact and post event CO2 calculation	32%	29%	34%	30%	37%
Leadership buy in	14%	14%	16%	11%	12%
Meeting owners' sustainable practices adoption	28%	26%	24%	32%	39%
Budget	35%	35%	40%	35%	24%
Lack of resources, skills, and knowledge	23%	24%	24%	18%	27%
Other: please specify	0%	0%	1%	0%	0%
Don't know	3%	5%	1%	3%	0%
My organization does not implement sustainability elements to our meeting and events program	2%	2%	2%	0%	1%

North American, European, Latin American, and Asian Pacific Surveys from Amex GBT Meetings & Events, 2023.

Net zero goals

Percent of respondents

More than 90% of organizations in Asia Pacific expect to have a corporate net zero goal set within the next 12 months.

Has your organization set a corporate net zero journey with defined sustainability goals? (i.e.: reduce 50% emissions by 2030).

	GLOBAL	NORTH AMERICA	EUROPE	LATIN AMERICA	ASIA PACIFIC
Yes	44%	45%	37%	40%	63%
No, but planning to in the next 12 months	34%	32%	33%	43%	28%
No, and we have no implementation plans	6%	8%	6%	3%	3%
Don't know	16%	15%	24%	14%	6%

Reducing emissions

Percent of respondents

More than half of respondents globally are reducing their event emissions by reducing waste and prioritizing recyclables.

Has your organization implemented any of the following event emission reduction best practices?

	GLOBAL	NORTH AMERICA	EUROPE	LATIN AMERICA	ASIA PACIFIC
Air travel minimization (e.g. destination choice with minimal amount of travel)					
Already implemented	39%	37%	38%	40%	46%
Plan to implement in the near future	38%	35%	36%	38%	51%
Don't Know/Not Applicable	23%	27%	26%	22%	3%
Minimizing ground transportation emissions					
Already implemented	40%	40%	36%	40%	54%
Plan to implement in the near future	38%	36%	43%	37%	36%
Don't Know/Not Applicable	22%	24%	20%	23%	10%
Prioritizing sustainably certified suppliers					
Already implemented	45%	48%	42%	48%	40%
Plan to implement in the near future	38%	33%	40%	36%	52%
Don't Know/Not Applicable	17%	19%	19%	16%	7%

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