



Becoming a Sustainable Tourism Destination: Public-Private Collaboration in Singapore

Singapore Tourism Board





5 Pillars of Singapore Green Plan 2030

Singapore as a sustainable tourism destination



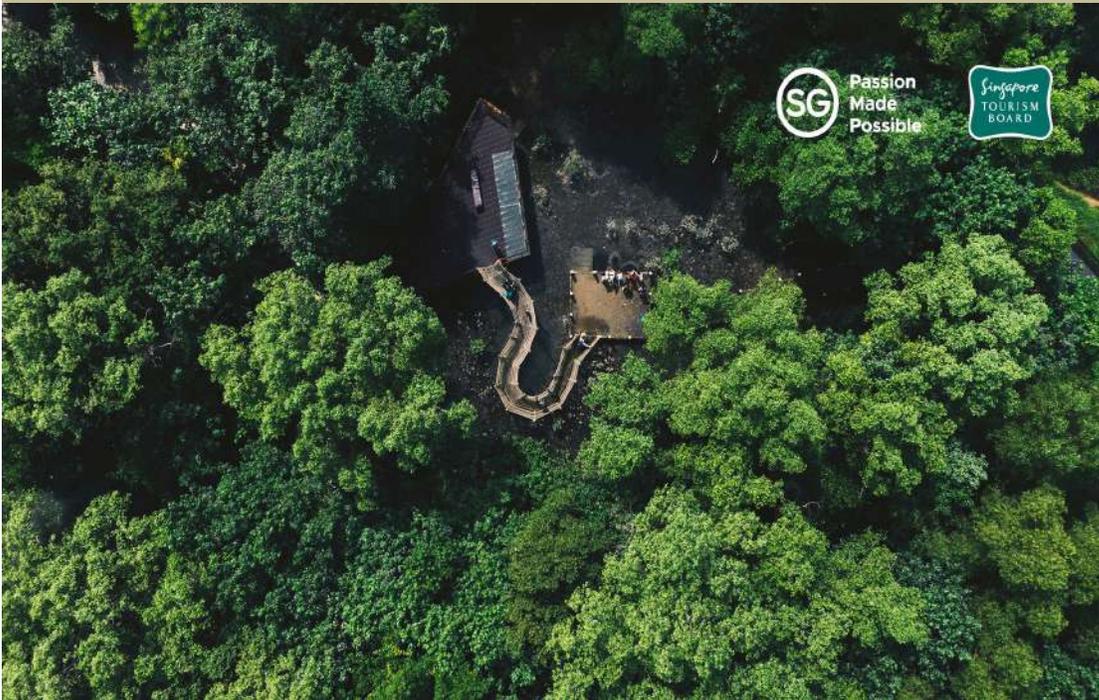
**Green Government and Green Citizenry
as Key Enablers**

www.greenplan.gov.sg

24 Apr 2021 – ongoing

Engaged more than 27,500 stakeholders, including corporates, youths, NGOs, and the community

TOURISM SUSTAINABILITY VISION A City in Nature, where Large Experiences come with Small Footprints



TOURISM SUSTAINABILITY STRATEGY

1

Becoming a Sustainable Urban Destination



MAKE SUSTAINABILITY FUN



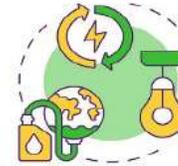
DEVELOP SUSTAINABLE TOURISM HARDWARE AND SOFTWARE



CREATE A SUSTAINABLE EXPERIENCE ACROSS ALL CONSUMER TOUCHPOINTS

2

Building a Sustainable Tourism Sector



ASSOCIATIONS TO PROVIDE INDUSTRY-SPECIFIC DIRECTIONS TO SHAPE BUSINESSES' SUSTAINABILITY STRATEGIES



LEVERAGE INNOVATION TO SUPPORT SUSTAINABLE TOURISM OUTCOMES



BUILD THE SUSTAINABILITY-RELATED CAPABILITIES OF OUR WORKFORCE

3

Showcasing Singapore as a sustainable urban destination



SHOWCASE SUSTAINABLE EXPERIENCES AND STORIES



HIGHLIGHT SINGAPORE'S STRENGTHS AS AN INNOVATIVE DESTINATION

HOTEL & MICE SUSTAINABILITY ROADMAPS

SINGAPORE HOTEL SUSTAINABILITY ROADMAP

VISION

To create a hotel industry in Singapore that



Integrates sustainability as a core value across the entire hotel ecosystem



Is established as a living lab for innovation and utilises sustainability as a key thrust to drive business competitiveness and growth



Is recognised as an industry leader for sustainability in the region

TARGETS



At least 60% of hotel room stock to achieve internationally-recognised hotel sustainability certification (e.g. by the Global Sustainable Tourism Council) by 2025



For hotels to commence tracking of emissions by 2023, reduce emissions by 2030, with a view to achieve net-zero emissions by 2050

4 CORE AREAS OF FOCUS



Water Conservation



Energy Conservation



Waste Management, Recycling & the Circular Economy



Sustainable Sourcing and Procurement

Co-developed by  

SINGAPORE MICE SUSTAINABILITY ROADMAP

1 VISION

To be Asia Pacific's Leading Sustainable MICE Destination by 2030



Integrate sustainability as a core value across the MICE ecosystem



Collaborate for joint success and greater impact

3 TARGETS



Develop sustainability standards by 2023 and aim to be internationally recognised by 2024



Obtain sustainability certification¹ for purpose-built MICE venues² & 80% of SACEOS members³ by 2025



Start tracking waste and carbon emissions by 2023, reduce waste and achieve net zero emissions by 2050

2 FOCUS AREAS



Circular Economy - Reducing, Recycling & Managing Waste



Reduce Energy and Carbon Emissions

¹ Internationally or nationally recognised sustainability certification or both
² Changi Exhibition Centre, Raffles City Convention Centre, Resorts World Convention Centre, Sands Expo and Convention Centre, Singapore EXPO Surttec Singapore Convention & Exhibition Centre
³ Target applicable to Event Organisers, Venues, Stand Builder Contractors and F&B Caterers. All MICE players can get certified through education and collaboration initiatives provided by SACEOS.

CO-DEVELOPED BY



HOTEL & MICE SUSTAINABILITY ROADMAPS – CERTIFICATION TARGETS

SINGAPORE HOTEL SUSTAINABILITY ROADMAP



TARGETS



At least 60% of hotel room stock to achieve internationally-recognised hotel sustainability certification (e.g. by the Global Sustainable Tourism Council) by 2025



For hotels to commence tracking of emissions by 2023, reduce emissions by 2030, with a view to achieve net-zero emissions by 2050

SINGAPORE MICE SUSTAINABILITY ROADMAP



3 TARGETS



Develop sustainability standards by 2023 and aim to be internationally recognised by 2024



Obtain sustainability certification¹ for purpose-built MICE venues² & 80% of SACEOS members³ by 2025



Start tracking waste and carbon emissions by 2023, reduce waste and achieve net zero emissions by 2050

ANNUAL SUSTAINABLE TOURISM DIALOGUE

Topics in 2022

1. Becoming a **Sustainable Urban Destination**
2. Charting Towards a **Green MICE Industry**
3. Building a **Sustainable Tourism Workforce**
4. **Innovating for Sustainability**: Developing an Energy Tracking Pilot for Pontiac Properties
5. Panel Discussion: **Future of Sustainable Tourism Development**



Panelists (L-R): STB (Moderator), Ministry of Sustainability and the Environment (Government), PARKROYAL COLLECTION Marina Bay (Hotel), Mandai Wildlife Group (Attraction), Dynasty Travel (Tour Operator)

Attendees

Over 200 physical and virtual attendees, including C-suite industry representatives, academia, and travel and tourism representatives

TOURISM SUSTAINABILITY PROGRAMME (TSP)



TSP aims to support tourism businesses' sustainability journeys across all stages of development.

For more details: <https://www.stb.gov.sg/content/stb/en/assistance-and-licensing/tsp.html>

1. Capability Development and Growth - Support sustainability capability development and training through grants



2. Innovation - Support development and testbed of innovative sustainable solutions



3. Education and Awareness - Provide information on best practices and spotlight areas of focus



ROLE OF CERTIFICATION

STB strongly encourages our tourism stakeholders to attain internationally-recognised certification where available, such as based on the GSTC Criteria

Examples



Resorts World Sentosa (RWS)

Credit: Resorts World Sentosa

- **GSTC-Destination and GSTC-Industry (Hotel) Criteria**



Marina Bay Sands (MBS)

Credit: Marina Bay Sands

- **ISO 20121 Sustainable Events Management System**
- **LEED® Platinum Green Building Certification**

Both RWS and MBS achieved the **Events Industry Council (EIC) Sustainable Event Standards Platinum Certification for Venues** in 2022

WILD CITY: NARRATED BY SIR DAVID ATTENBOROUGH



YouTube ^{SG}

Singapore's Urban Wildlife | Wild City | Full Episode

CNA  1.99M subscribers

Subscribe

Follow CNA

A natural history event like no other, Wild City will reveal the hidden wild inside the Lion City.

See Singapore like never before!



REIMAGINE CITY LIFE



Come explore  Sungei Buloh
Wetland Reserve. Plan your next
holiday at [VisitSingapore.com](https://www.visit-singapore.com)
singaporeimagine

Thank you.

