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Singapore launches roadmap to become APAC's leading sustainable MICE destination by 2030; achieve net zero by 2050

Singapore, 1 December 2022 – The MICE Sustainability Roadmap, launched today by Singapore Tourism Board (STB) and Singapore Association of Convention & Exhibition Organisers & Suppliers (SACEOS), sets out clear targets and strategies to raise sustainability standards across Singapore's MICE industry over the next few years.

Such roadmaps, which guide industries in the sector to meet unique sustainability goals, are part of STB's overall strategy to build a sustainable tourism sector. The MICE Sustainability Roadmap is the second such initiative, following the launch of the Hotel Sustainability Roadmap early this year¹.

The roadmaps are guided by the [Singapore Green Plan 2030](#) and the [United Nations \(UN\) Sustainable Development Goals](#). The MICE Sustainability Roadmap lists three specific targets to position Singapore as one of the most sustainable MICE destinations in Asia Pacific:

1. Develop a set of sustainability standards by 2023 that the industry can readily apply and aim to be internationally recognised by 2024.
2. For all six purpose-built MICE venues² and 80% of SACEOS members³ to obtain internationally or nationally recognised sustainability certification – or both – by 2025.
3. For the Singapore MICE industry to start tracking waste and carbon emissions by 2023, to reduce waste as aligned with the Singapore Green Plan by 2030 and achieve net-zero emissions by 2050 in line with the national net-zero target.

To achieve these targets, STB and SACEOS set up the MICE Sustainability Committee (MSComm)⁴ in August 2022 to raise awareness of sustainability efforts and best practices, rally the industry to adopt sustainable practices, and deepen sustainability competencies.

The commitment to sustainability comes on the back of strong MICE recovery following the reopening of Singapore's borders in April this year and a growing demand for sustainable business travel. More importantly, the industry recognises the key role it plays in reducing the impact of MICE events on our environment.

Dr Edward Koh, Executive Director, Conventions, Meetings & Incentive Travel, Singapore Tourism Board and Co-Chair of the MICE Sustainability Committee said,

¹ STB also launched its Tourism Sustainability Programme (TSP) earlier this year to support the sustainable development of tourism industries such as attractions, hotels, MICE, and tours. The TSP includes grant schemes that are open to more than 1,800 eligible companies in the tourism sector.

² These venues refer to Changi Exhibition Centre, Raffles City Convention Centre, Resorts World Convention Centre, Sands Expo and Convention Centre, Singapore EXPO, Suntec Singapore Convention & Exhibition Centre.

³ Target applicable to Event Organisers, Venues, Stand Builder Contractors and F&B Caterers. All MICE industry players can get certified through education and collaboration initiatives provided by SACEOS.

⁴ The MICE Sustainability Committee comprises 37 members from STB, SACEOS, and MICE industry players, from event organisers and venues to academia and suppliers. It will drive the implementation of the roadmap based on 4 workstreams: Standards; Measurement; Education; and Innovation.

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“Event delegates and corporate travelers are increasingly concerned about the environment, prompting event organisers to turn to destinations that make sustainability a priority. It is imperative that Singapore’s MICE industry evolves to meet the growing demand for responsible business travel. The MICE Sustainability Roadmap provides clear direction and targets to enable this transformation, eventually contributing to our national sustainability goals.”

Sukumar Verma, SACEOS Vice President for Industry & Enterprise and Co-Chair of the MICE Sustainability Committee said, “As MICE events continue to make a strong comeback and bring communities together again, the industry is committed to becoming more sustainable and reducing our impact on the environment. To this end, many MICE players are incorporating and prioritising sustainability in a way that is meaningful for their business proposition.

Singapore’s MICE Sustainability Roadmap will ensure that MICE players forge ahead in pursuing attainable and relevant sustainability goals that are tracked at appropriate milestones, with STB and SACEOS leading the charge and providing support as needed to further develop a sustainable business events landscape in Singapore.”

The roadmap lays out three broad strategies to guide the MICE industry:

1. Raise sustainability standards and strive towards internationally recognised sustainability certification, by:
 - a. Developing a set of nationally recognised MICE sustainability standards in waste and carbon by 2023.
 - b. Creating a consistent set of measurement methodologies focusing on waste and carbon.
 - c. Encouraging the industry to obtain internationally- or locally-recognised certifications for sustainability, or both. These include the **ISO 20121: Sustainable Events Management System Certification**, **MICE Sustainability Certification (MSC)** and the **Green Mark Certification Scheme⁵**.
 - d. Supporting MICE companies with STB grants such as the **Business Improvement Fund (BIF)** and **Training Industry Professionals in Tourism (TIP-iT)** to adopt sustainability initiatives that improve productivity and competitiveness.
2. Identify, trial, and adopt innovative and scalable sustainable solutions, by:
 - a. Identifying pain points that impede sustainability adoption and partnering innovative technology providers to tackle challenges and co-develop industry pilots. STB will

⁵ The ISO 20121: Sustainable Events Management System Certification lists requirements for an event sustainability management system. The MICE Sustainability Certification was initiated by SACEOS in 2016 to encourage industry-wide adoption of sustainable meeting practices. The Green Mark Certification Scheme was launched by Building Construction Authority in 2005 to encourage the design and construction of green, sustainable buildings.

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support a dedicated cohort of start-ups focusing on MICE sustainability solutions through the Singapore Tourism Accelerator⁶.

- b. Leveraging the expertise of the **global MICE sustainability alliance**⁷ to reduce waste and the carbon footprint of exhibitions, as well as sustainable event planning.
 - c. Participating in the **Green Economy Regulatory Initiative (GERI)**, a platform for regulatory agencies to support the test-bed of new ideas and develop innovative and sustainable experiences that contribute to Singapore's green economy, which STB is a partner of.
3. Raise awareness of sustainability solutions and industry best practices, by:
- a. Conducting half-yearly sustainability training for the MICE industry, while compiling other sustainability training options to make it easier for the MICE industry to sign up.
 - b. Drawing from thought leadership resources, such as the white paper by **STB and American Express Global Business Travel (Amex GBT)** on key trends of green meetings and events, and "**The Time is Now**" **Sustainability Toolkit by STB and Professional Convention Management Association (PCMA)**, which outlines tips and templates for event planning.
 - c. Taking part in training and upskilling programmes, such as the **Sustainable Events Professional Certificate (SEPC) Programme** by Events Industry Council (EIC), to understand the business value of sustainability.
 - d. Exchanging best practices with other top MICE destinations that participated in the **Global Destination Sustainability Index (GDS-I)**, which measures the social and environmental performance of a destination.
 - e. Encouraging businesses to incorporate sustainable leisure experiences in MICE group itineraries through STB's **In Singapore Incentives & Rewards (INSPIRE) Global 2.0** scheme and working with STB's tourism partners through the **Singapore MICE Advantage Programme (SMAP)** to encourage sustainable MICE travel.

The MICE Sustainability Roadmap was launched at Sands Expo and Convention Centre, the first carbon-neutral MICE venue in Singapore, and in partnership with Climate Impact X and Unearthed Productions to ensure a low-carbon and low-waste event.

Please refer to the MICE Sustainability Roadmap infographic, and **Annex A** for environmentally-friendly practices at the MICE Sustainability Summit.

– End –

⁶ STB's Singapore Tourism Accelerator (STA) programme sources for the world's most innovative technology providers for tourism businesses to collaborate with and develop solutions, including sustainability solutions, that can power the travel and tourism industry. More info [here](#).

⁷ The global MICE sustainability alliance was signed between STB and key MICE players, namely Informa Markets, Constellar Venues, PICO World (Singapore), Cityneon Holdings, Kingsmen Exhibits and SACEOS. More information [here](#).

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Annex A – Environmentally-friendly practices at the MICE Sustainability Summit

1	Venue Operator: Sands Expo and Convention Centre
a.	More Sustainable Food <ul style="list-style-type: none">Food catered for the event will offer sustainable menu options such as responsibly sourced seafood and plant-based alternatives.Innovative plant-based alternatives from both local and global brands are featured in the menus, which emit up to 90 per cent less greenhouse gas into the environment.The coffee and tea served at the event is Fairtrade or Rainforest Alliance certified, while soft drinks are organic, or Fairtrade certified.
b.	Food Waste Management <ul style="list-style-type: none">Plated à la carte meals replace the self-served buffet as the latter generates approximately twice as much food waste⁸.Leftover food trimmings and plate waste will be treated using various food waste technologies in MBS' recycling dock. The technologies include:<ul style="list-style-type: none">Aerobic food digesters that process food waste into non-potable, nutrient rich greywater which is disposed of into the municipal systems. The digesters can digest 5 tonnes in 24 hours, enabling the venue to reduce waste to landfill. About 5,000kg of food waste is diverted from landfill daily.The recycling dock also processes close to 38,000kg of waste daily. Out of which, close to 10,000kg are recyclables (25% recycling rate) – this includes traditional recycling streams like paper, metal, plastic, and glass, as well as horticulture and landscape trimmings, electronic waste, and food waste.Carton Balers designed to compress recyclable materials such as cardboard and paper into bales that are easy to stack and transport for recycling. Over 1,600kg of paper and cardboard is recycled daily.
c.	Energy Management & Usage <ul style="list-style-type: none">Sands Expo and Convention Centre uses 100% energy efficient lighting and operates at a temperature of 25 degrees for energy savings, in line with National Environment Agency (NEA)'s tips to go green⁹.Sands Expo and Convention Centre was established as the first carbon-neutral MICE venue in Singapore in 2020, with 100 per cent of emissions from the venue's gas and electricity consumption offset through the purchase of renewable energy certificates generated by various solar rooftop projects in Singapore.
d.	Circularity <ul style="list-style-type: none">Minimised use of single-use materials:<ul style="list-style-type: none">Attendees are not provided with pens and notepads.Avoided the use of disposable cutlery and utensils.Plastic water bottles, stirrers and straws are not provided. Instead, dedicated water stations and re-usable cups will be placed at prominent locations for use.

⁸ [National Environment Agency, MICE 3R Toolkit](#)

⁹ [National Environment Agency, Go Green Tips](#)

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- Recycling bins for plastic, paper, glass, and metal waste are placed along the perimeter of the exhibition halls to encourage attendees to recycle.
- Table numbers made from recycled cork collected across the venue's restaurants are also being used for the event.
- A circularity lectern which has its stop made from recycled magazines and its body made from recycled lectern, is also being used by the guest-of-honour for his speech.

e. Measuring the Event's Environmental Footprint

- An impact statement tracking the event's overall carbon footprint, through the venue's booked space and usage of electricity and chilled water, will be provided after the event. Waste streams generated including plastic, aluminium and cans will also be tracked in the report.

f. Sustainability Certification

- Sands Expo and Convention Centre has attained Platinum certification across 3 nationally- and internationally-recognised accreditation bodies – Building and Construction Authority's Green Mark Certification, Events Industry Council's (EIC) Sustainable Event Standards for Venues; and U.S. Green Building Council's Leadership in Energy and Environmental Design (LEED). The convention centre continues to be the EIC's highest-rated certified venue, outside the United States.
- Sands Expo and Convention Centre was the first MICE venue in Southeast Asia to obtain ISO 20121 (Sustainable Events Management System Certification), an internationally-recognised standard to help improve sustainability for the end-to-end event journey.

2 MICE Event Organiser: Unearthed Productions

a. Circularity

- Unearthed Productions facilitated the organisers' request to hold the event in a sustainable manner, ensuring minimal use of single-use materials:
 - As far as possible, event inventory such as registration tables will be reused or repurposed from previous MICE events organised by Unearthed Productions. The items will continue to be reused at future events.
 - The usage of sticker nametags made from recycled paper, in place of customised lanyards and plastic name holders.
- A digital backdrop is used in place of a physical backdrop for the event's launch, and the use of decorations such as confetti and ribbons was avoided to reduce material waste.
- Wooden pallets made from reclaimed wood are used to construct display booths, in place of single-use booth stands.

b. Delegate Journey & Engagement

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- Paperless e-registration is adopted to avoid printing hard-copy invitations for attendees.
- Recommended attire for attendees was “no suit and tie”, in light of the event venue operating at a temperature of 25 degrees for energy savings.
- Attendees are encouraged to bring their own water bottles that could be refilled at dedicated water stations provided by MBS.
- No door gifts or goodie bags.
- Attendees are encouraged to travel to the venue via public transport.

c. Sustainability Certification

- Unearthed Productions is in the process of obtaining internationally recognised sustainability standards, ISO 20121 (Sustainable Events Management System Certification) and will be certified in early 2023.

3 | Global Marketplace and Exchange for Carbon Credits: Climate Impact X

- Jointly established by DBS Bank, Singapore Exchange (SGX Group), Standard Chartered and Temasek, Climate Impact X aims to scale the voluntary carbon market. Climate Impact X connects an ecosystem of partners, leveraging satellite monitoring, machine learning and blockchain to enhance transparency, integrity, and quality of carbon credits.
- This is achieved through the following process:
 - Measures are taken to reduce and avoid the creation of waste and carbon emissions at the event.
 - The event’s residual carbon footprint will be analysed after the event to determine any unabated emissions.
 - Following the post-event assessment, quality carbon credits will be purchased through Climate Impact X to compensate for the residual carbon emissions.

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About the Singapore Tourism Board

The Singapore Tourism Board (STB) is the lead development agency for tourism, one of Singapore's key economic sectors. Together with industry partners and the community, we shape a dynamic Singapore tourism landscape. We bring the Passion Made Possible brand to life by differentiating Singapore as a vibrant destination that inspires people to share and deepen their passions.

More: www.stb.gov.sg or www.visitsingapore.com | Follow us: facebook.com/STBsingapore or <https://www.linkedin.com/company/singapore-tourism-board/mycompany>

About SACEOS

Singapore Association of Convention & Exhibition Organisers & Suppliers (SACEOS) was formed in 1979 with a mission to be the voice and champion of the Meetings, Incentives, Conventions, Exhibitions (MICE) and Events industry, and to bring the community together with a common vision of strengthening Singapore's position as the leading global destination for events.

By working closely with the government, SACEOS is committed in supporting the industry by fostering innovation, transformation and development. Through our pillars of Community, Commerce and Capabilities, we strive to equip enterprises and workforce to meet their evolving needs, and to emerge stronger together.