

SPECIFICATIONS FOR THE APPOINTMENT OF TECHNICAL WRITER FOR SACEOS MICE SUSTAINABILITY CERTIFICATION REFRESH

1. Background:

1.1 Set up in 1979, Singapore Association of Convention & Exhibition Organisers & Suppliers (SACEOS) is the trade association for Meetings, Incentives, Conventions, Exhibitions & Events industry. SACEOS aims to advance the MICE & Events community, through serving and connecting industry players, driving initiatives that empower businesses, and leading advocacy efforts at industry and national levels. Working closely with government bodies such as STB (Singapore Tourism Board) and ESG (Enterprise Singapore), industry players, universities, as well as regional and global industry associations, SACEOS addresses key challenges and creates new opportunities for the MICE & Events industry. Released in 2016, SACEOS seeks to refresh the MICE Sustainability Certification (MSC) Guidelines and the MSC Guide to Certification.

1.2 Objective of the MICE Sustainability Certification (MSC) Guidelines and the MSC Guide to Certification:

- a. The MICE Sustainability Guidelines for the Singapore MICE Industry have been developed for organisations in the Singapore MICE (Meetings, Incentives, Conferences and Exhibitions) industry. The Guidelines allow organisations to aim for compliance with standards.
- b. The MSC Guide to Certification is intended to help organisations navigate the process toward achieving certification.

1.3 Singapore Tourism Board (STB) and Singapore Association of Convention & Exhibition Organisers & Suppliers (SACEOS) launched the MICE Sustainability Roadmap in Dec 2022, which targets to develop a set of sustainability standards by 2023 that the industry can readily apply and aim to be internationally recognised by 2024, and for all six purpose-built MICE venues and 80% of SACEOS members¹ to obtain internationally or nationally recognised sustainability certification – or both – by 2025. SACEOS seeks to appoint a technical writer to refresh the existing MSC, which was developed in 2014, to incorporate the latest developments on sustainability for the industry.

1.4 The MSC aims to raise awareness of sustainability in events, and encourage the MICE industry to embed sustainability in all aspects of event management. It aims to set benchmarks aligned to national targets such as the Singapore Green Plan 2030 and Net Zero 2050. In addition, the MSC is intended to be a comprehensive set of local standards which will also enable organisations to obtain certification. The intention is for the MICE industry to remain relevant and competitive in the minds of sustainability-conscious meeting planners, event organisers and owners.

¹ Event Organisers, Venues, Stand Builder Contractors and F&B Caterers

2. Scope of Work

2.1. The technical writer shall:

- a. Conduct research as necessary and draft the MSC Guidelines and MSC Guide to Certification based on provided reference documents, along with the sources of the materials reproduced in the MSC for SACEOS to obtain relevant copyright permissions. Soft copy of the reference documents would be provided to the technical writer by email after the appointment.
- b. Attend and facilitate meetings conducted with industry experts as called by SACEOS, and iterate the draft MSC through the discussions and comments collated.
- c. Provide proofreading and editing services for submission of the final MSC Guidelines and Guide to Certification to SACEOS.
- d. Produce written minutes of all discussions after every meeting.

3. Criteria of Technical Writer

- 3.1. The technical writer should be technically inclined, able to conduct independent research to gather technical inputs to review the standard, contribute technical expertise and attend any MSC-related meetings as called by the SACEOS Secretariat, in order to follow through the discussions and decisions made at such meetings.
- 3.2. The technical writer should have relevant expertise in the MICE sector to assist the MSC Committee to produce a refreshed MSC documents based on the proposed outline and resources provided.
- 3.3. The technical writer shall not be part of SACEOS MSC Committee that approves the draft MICE Sustainability Guidelines and the MSC Guide to Certification.

4. Requirements

- 4.1. To refresh existing SACEOS MSC documents as mentioned below:
 - a. MICE Sustainability Certification (MSC) Guidelines; and
 - b. MSC Guide to Certification
- 4.2. To collate, research and present the refreshed draft MICE Sustainability Certification Guidelines and the MSC Guide to Certification for SACEOS MSC Committee's review
- 4.3. First draft of the MICE Sustainability Certification Guidelines and the MSC Guide to Certification to be completed after 6 weeks of appointment. Turnaround time between each draft to be completed in 2 weeks. Turnaround time for minutes to be completed in 1 week. Attendance of technical writer and working group in consultations will be virtual.
- 4.4. To make specific recommendations on how the reference documents and roadmap requirements will be linked to the certification, with the below cited as examples only:
 - a. E.g. to obtain basic level of certification, companies must demonstrate existence of a sustainability policy, professional development course attendance by at least 3 key team members, and commencement of waste and tracking / measurement etc.

- b. E.g. Similar approach to be taken for other reference documents such as Green Mark, NEA MWR, etc
- 4.5. Provide an implementation schedule that is practical and can be adopted by industry, such as basic, intermediate levels, or by merit of number of best practices adopted.
- 4.6. The technical writer shall not, without the prior written consent of SACEOS, take, make and/or use any photos, videos or audio recording, content from the draft and/or published MSC Guidelines or MSC Guide to Certification documents for any purpose.
- 4.7. The technical writer shall note that all materials, including the draft copies and shall be the property of and belong to SACEOS except for materials from third parties where permission/ license has been sought. All intellectual property rights including copyright in any works created in the course of this service by the technical writer shall be the property of and belong to SACEOS.

5. Optional Additional Requirements

The following optional additional requirements are separate from the scope of the technical writer documents for MICE Sustainability Certification Guidelines and the MSC Guide to Certification, however, are sought from SACEOS by a third party included as the overall scope of this call for proposal.

5.1 Education:

To propose an education model (workshop, seminars, etc.) for educating members on the refreshed documents.

5.2 Certification Process Operationalisation

To recommend how to operationalise the actual certification once the development and education is complete, e.g. number of certification agencies to be appointed, cost, process, etc. This includes a pilot run audit based on the checklists.

5.2 Marketing

Development of an infographic and marketing brochure for the MICE Sustainability Guidelines and the MSC Guide to Certification

6. Deliverables

To submit itemised costs for the following:

- a. Completion of the MICE Sustainability Guidelines and the MSC Guide to Certification to SACEOS within 4 months of the signed agreement.
- b. Any optional additional requirements including by any third party as stated above in Section 5

7. Reference documents

At a minimum, the following documents are to be used for reference:

- a. Existing MSC Guidelines and MSC Guide to Certification

- b. STB framework on Sustainability Guidelines for the Singapore MICE Industry (November 2013)
- c. WA3 on Sustainable MICE: Guidelines for Waste Management
- d. WA on Guidelines for Carbon Neutral Events (work-in-progress)
- e. The GSTC Industry Criteria (GSTC-I) for Hotels & Tour Operators
- f. BCA Green Mark certification scheme
- g. NEA Mandatory Waste Reporting (MWR) requirements for venues under the Waste and Resource Management System (WRMS)

SACEOS further requires prospective candidates to propose additions (Singapore specific requirements) to the above list to ensure a comprehensive MSC refresh.

8. Process

- 1.1. Industry consultation model (focus group, workshop, etc.) to be proposed and incorporated in the development process
- 1.2. The expectation is at least 5 companies for each segment to be consulted with, spanning local SMEs as well as global MNCs
- 1.3. In addition, a SACEOS member outreach to also be carried out for industry opportunity to provide feedback
- 1.4. To include one round of consultation with STB
- 1.5. To identify and share the original source(s) of any information used in the revising of the draft MICE Sustainability Guidelines and the MSC Guide to Certification.

9. Timeline

- 9.1. Prospective candidates to propose the entire project timeline
- 9.2. The date for submission of MICE Sustainability Certification (MSC) Guidelines and the MSC Guide to Certification and any other optional additional requirements deadline is 31st May, 5pm, 2023
- 9.3. SACEOS will award the technical writer within 2 weeks of the submission deadline
- 9.4. SACEOS expectation is for this to be completed within 4 months of awarding the project, by end of Q3 2023

10. Contact

For enquiries and clarifications pertaining to this call for proposal, please contact secretariat@saceos.org.sg

Annex A

MICE Sustainability Certification (MSC) Guidelines and MSC Guide to Certification

The MICE Sustainability Guidelines aims:

- a) To be a tool to help both planners and suppliers integrate sustainable practices within an organisation's operations and regular event plans.
- b) To give a better understanding about environmental, social and economic sustainability issues and their implication on the events for the MICE industry.
- c) Provide guidance across 7 guidelines to offer guidance for Basic and Intermediate sustainable performance.
- d) To be relevant for both stakeholders who have already taken steps to integrate sustainability into events or in another part of the business, and also stakeholders who are at the start of their sustainability journey.

The MSC Guide to certification aims:

- a) To guide the applicant on completing the Application Form
- b) To guide the applicant on completing the Submission Form for the appropriate Certification Category, and compile the Required Documentation

Scope of the MICE Sustainability Guidelines:

- (a) Through a working group in workshop(s), review Events in the context of MICE in the following categories:
 - i. Exhibition Conference & Convention Organiser
 - ii. Freight Forwarder
 - iii. Event And Activity Organiser
 - iv. Venue
 - v. Transport
 - vi. Event Technology
 - vii. Hotel
 - viii. Food And Beverage
 - ix. Stand Builder

and identify initiatives unique to them, if any

- (b) Provide reporting checklists, that can be audited / verified by an assurance services provider

Scope of the MSC Guide to Certification:

- a) To provide a guide on completing the Application Form, Submission Form and Required Documentation
- b) To provide the order of application from Application Form to Submission Form, to Required Documentation to payment, including the process of the official verification partner of

SACEOS to perform the certification, plus the duration of the certification process, to the notification of successful completion of the certification process.

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