

Report for UFI Innovative Environment Initiative 2013 **Macao's Green Touch for China's Exhibition Industry**

Project Summary

Compare with the western countries, China is a late starter in environmental protection. The newly developing enterprises' lacks of environmental awareness and extra costs incurred in environmental measures have led to one of the major pollution source in the region. On the other hand, everybody knows that huge quantities of disposable construction materials, decorative props and publicity items are often discarded in exhibitions. This has resulted in considerable wastage of paper, wood, plastic and other valuable resources. How can we be more "green" in one of the most environmental-unfriendly business in such challenging environment? An almost forgotten traditional ideology might provide the answer: "Harmony of Nature and Human", a traditional concept of Chinese culture, which suggests ones putting more emphasis on overall interests than on local ones and paying more attention to long-term interests than on immediate ones.

Following this philosophy, Macau Fair & Trade Association (MFTA) aimed at promoting efficient usage of environmentally friendly materials in exhibition events and has since 2009 started planning and implementing its "Green Booth Award and Green Electricity Fee Rebate" Campaign in 2010, with encouraging results on the promotion of green booth design in Macao.

Background of MFTA

Established in 2001, Macau Fair & Trade Association is a non-profit organisation devoted to the development of convention and exhibition industry of Macao, consisting of members from convention and exhibition, and related industry including advertising, education, retailing, financial services, hotel, beverages, multimedia production and information technology sectors. With support and guidance from related Macao SAR Government agencies, commercial and industrial entities, convention and exhibition organisations from domestic and abroad, we have become one of the leading convention and exhibition organisers in Macao, who support close to local and overseas organisers, contractors and exhibitors.

The mission of MFTA is to strive for the sustainable development and interest for the local convention and exhibition industry, with assisting the organisation and enhancement in the professionalisation of local events. Despite the short history of the exhibition industry in the territory, we share the vision of making steps forward to a more sustainable future for the industry. Through the changing times, we will continue to address the future challenges with our collective perseverance and dedication, in an endeavor to perpetuate the belief of MFTA.

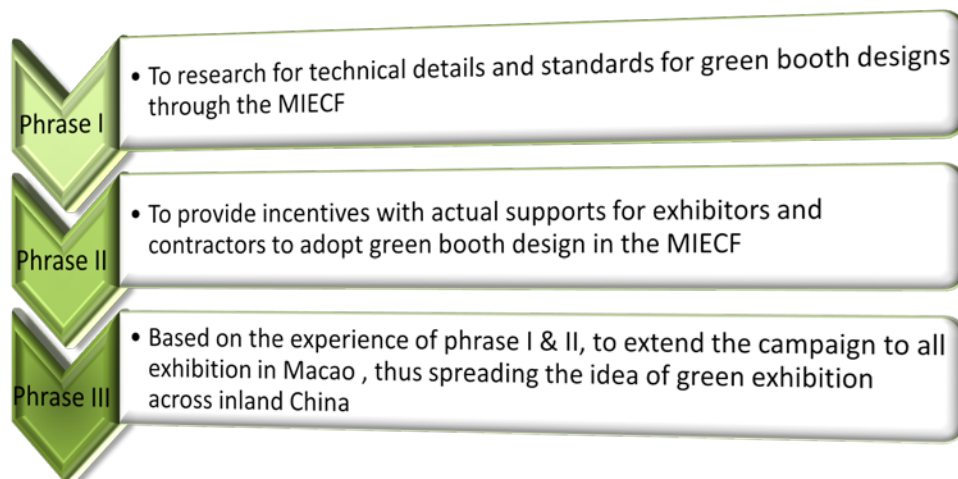


Strategy and Action

Macao has served as a gateway between China and the west for centuries, and continues to be an ideal lens through which to broaden understanding of thoughts and ideologies of peoples from different cultures. With a more open trade and investment regime over a relatively small territory, Macao has good potential to be a testing ground for new ideas and spreading them across the region. However, compare to the western countries, peoples are a bit more conservative and resistant to ideas of environmental protection and sustainable development in Chinese society. Owing to budget constraints, in dilemmas between economic development and environmental protection, enterprises often have inadequate resources to address the latter need. Clearly, economic needs have to be addressed, when we want to take care of social and environmental needs to achieve sustainable development in China.

Our strategy

Under the strategy guide mentioned above, we have developed a strategic plan with three phrases, which included pushing and pulling hands to pathway to green exhibition in Macao and China:



Our strategy aimed at creating a virtuous cycle of the popularity of green booth designs in exhibitions in the region. We planned to launch our campaign at the MIECF, one of the leading green business and technology exchange platform in the region, as our major platform to effectively spread the idea of green exhibition. With incentive programs with fiscal rewards to exhibitors and booth contractors, we will gradually extend our campaign to other major local exhibitions for bringing green booth designs to practice.

Putting into action

Since 2008, we have put our strategic plan into action. Followed by 2 years of preparation, the 1st “Green Booth Award and Green Electricity Fee Rebate” Campaign was completed with great success in 2010, marking the milestone of our effort on Green Exhibition. Based on the success, we continued to promote the culture of green exhibition through extending our campaign to other local major exhibitions. In order to improve the professionalism of the campaign, MFTA has invited the Green Environment Protection Association of Macau for assisting in the campaign since 2011. Since then, the popularity of green booth design in Macao continued to reach new levels. The followings are the major steps of our campaign:

1. To research for green booth designs exhibited in the Macao International Environmental Cooperation Forum & Exhibition (MIECF)

The MIECF, though a late starter relatively to western countries, is one of the pioneer exhibitions concerning green convention and exhibition in the Asian-Pacific region. The exhibition aimed to serve as a regional platform to promote solutions for a low carbon future, sustainable city development and cooperation between the Pan-Pearl River Delta Region in Southern China and the international markets. As an UFI Approved Event, the 2012 MIECF recorded a participation of 398 exhibitors and over 6400 professional participants from 53 countries and regions. Sharing the same vision, the MIECF has become the ideal platform for starting our campaign for promoting green exhibition.

Since the first MIECF in 2008, we have already worked with Macao Trade and Investment Promotion Institute (IPIM) and Environment Protection Bureau of Macao to review and research for green booth design and construction process exhibited in the MIECF. With reference to technical details revealed by exhibitors concerning environmentally friendly booth design in the MIECF, a series of standards and guidelines have been set in the following aspects:

- Reusability of booth construction material
- Recyclability of booth construction material
- VOC emission rate of ink
- Reusability and recyclability of floor coverings
- Energy efficiency of lighting and appliances

For raising the environmental awareness of the local industry, as well as to prepare for the phase II of our strategy, we shared our research result regarding to the latest green booth design concept in the MIECF with local stand contractors, SMEs and other members in the industry annually.



The green booth design of Macao Pavilion in the 2012 MIECF

2. The “Green Booth Award and Green Electricity Fee Rebate” Campaign

To encourage the application of green booth design, we proposed and organised the “Green Booth Award” program in the MIECF since 2010. Focusing on the raw space booth, one of the biggest sources of disposable construction materials in the exhibition industry, the campaign aimed at providing incentives to raw space exhibitors and booth designers, as well as recognising their efforts on adopting greener design for their booths. Though the concept of the award is not new in western countries, it is believed that we are one of pioneers in the Asian-Pacific Region to organise such an award program. Moreover, incentives were uniquely offered through “Green Electricity Fee Rebate” program to green booth awardees in relation to their performances on application of green booth design in the MIECF.



The “Green Booth Award” Program



After two years of preparation and research for green booth design standards, the first “Green Booth Award” program was held by MFTA in the 2010 MIECF. The objective of the program is to encourage raw space exhibitors and booth designers in MIECF to adopt greener designs for their booths, and thus to achieve waste reduction at source.

To set the criteria for the award program and ensure the auditing accuracy, MFTA has invited experts from professional environmental entities, including representatives from related government agencies, commercial and industry associations, to be members of jury for the program.

Based on the following criteria, award would be given to booth exhibitors with outstanding environmentally friendliness booth design efforts:

Criteria		Scoring Guide	
		Below 50%	50% - 100%
1	The ratio of reusable booth construction materials	0	50-100 (1 score per %)
2	The ratio of recyclable booth construction materials	0	50-100 (1 score per %)
3	Energy saving ratio of electrical appliances	0	50-100 (1 score per %)
4	The application of innovative green booth materials and designs	0-100 (To be assessed by the jury)	
5	Environmental measures on transportation and construction issues	0-100 (To be assessed by the jury)	

* All criteria carry the same weight

** The final score is obtained by averaging scores in five aspects



Mitsubishi Heavy Industry LTD., the Champion of the “Green Booth Award” in MIECF 2011

The Green Electricity Fee Rebate Program

In early development of exhibition industry in Macao, there was a common conception that environmental friendliness equals to extra costs. To unlock this vicious cycle, the “Green Electricity Fee Rebate” program was held by MFTA, which connected exhibitors’ efforts on environmental friendliness with actual benefits.

Aiming at enhancing the attractiveness of green booth design, MFTA has started to provide incentives to exhibitors since 2010, but yet unlike other subsidy programs, it is probably the first in the region or even in the world that incentives are offered through rebates on electricity fee applicable to exhibitors, in direct proportion to the environmental friendliness of their booths in the exhibition. For the rebate criteria, awardees of the “Green Booth Award” program will be entitled to 10 - 20% electricity fee rebate from the organiser, in proportion to their scores achieved.

In addition, MFTA has also strived for sponsorship to the program from the official contractor of the MIECF and related government agencies of Macao, who have been great hands for the promotion of green exhibition.

Project Evaluation

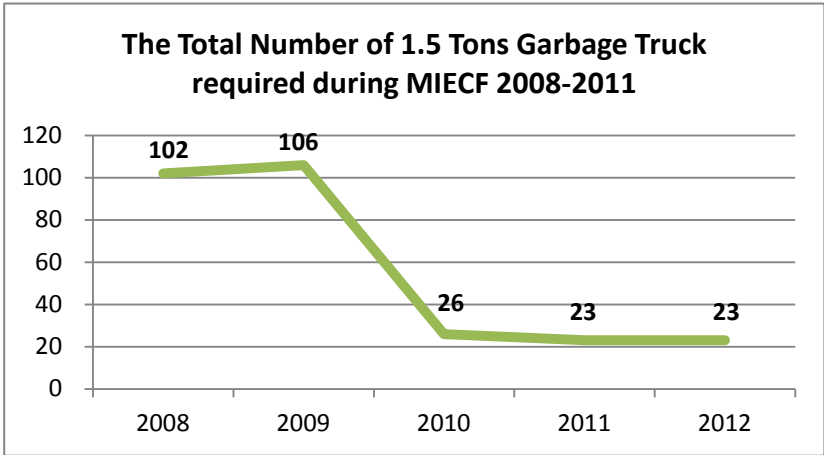
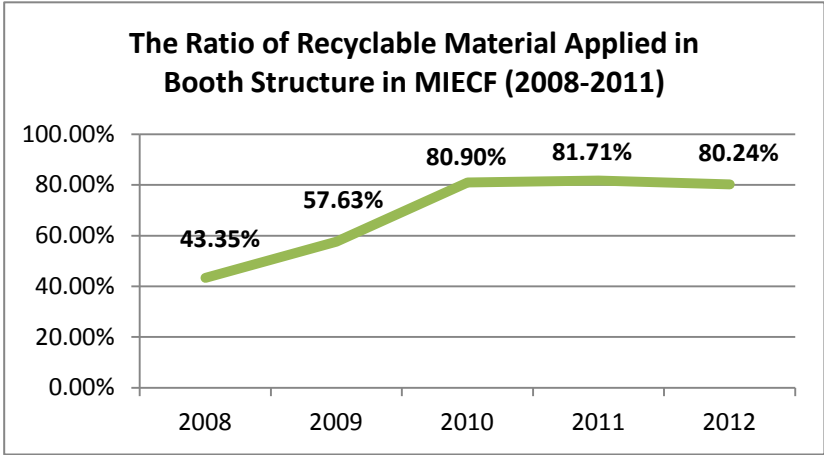
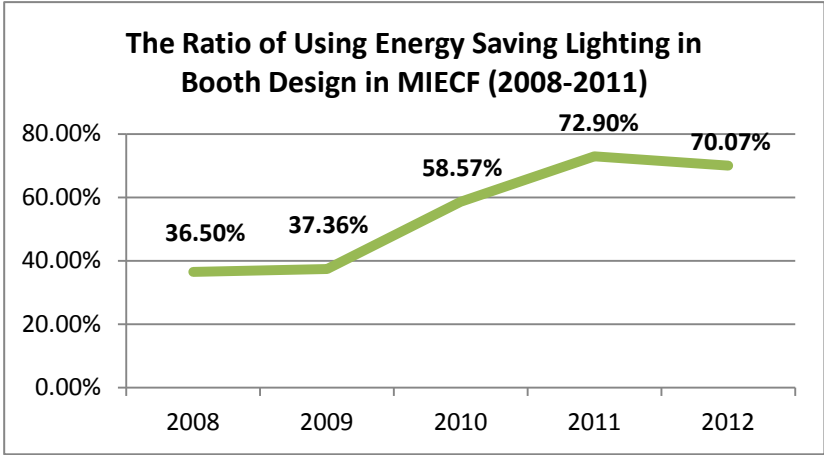
The first “Green Booth Award and Green Electricity Fee Rebate” Campaign has yielded an encourage result in aspects of environmental friendliness. Statistics shows that the campaign has contributed to an impressive 75% reduction on the total number of garbage truck required, and over 20% increase in the use of energy saving lighting and recyclable material in booths of the 2010 MIECF. The result has soon caught media’s eyes in the region, which boosted the popularity of the MIECF and awardees of the campaign.

With the success of the first attempt, in addition to our continuous effort to the image of green exhibition of the MIECF, MFTA has soon extended the campaign to other major exhibitions in Macao, including the 16th Macao International Trade & Investment Fair (MIF) in 2011 and the 3rd China Catering Expo and 17th MIF in 2012. Inspired by the successful experience of the campaign, organisers and exhibitors in Macao are now more focused on the issue of environmental awareness. Through the increasing response from organisers and exhibitors to our campaign in various local exhibitions, the sustainability cycle of the local exhibition industry is gradually evolving from vicious to virtuous.



Presentation Ceremony of the Green Booth Award Program in the 17th Macao International Trade & Investment Fair in 2012

Statistics of Effectiveness Indicators of Green Exhibition in the MIECF



Future Plans

In the future, through MIECF, the ideal platform for environmental cooperation and exchange between exhibitors and governments of provinces and cities in the Pan-Pearl River region, MFTA aims at extending the campaign to exhibitions in the region. It is a good sign that a considerable portion of Green Booth awardees are exhibitors from inland China, who proved themselves able and willing to contribute to a greener future. Thus, to seize opportunities for regional extension, MFTA has participated in the 3rd China Guangzhou International Low Carbon Products and Technologies Exhibition (Low-Carbon Fair 2012) for promoting our campaign to participants of the fair, who are mainly from the Pan-Pearl River Delta region. As visitors showing great interest to our campaign, we are optimistic that our campaign may extend to exhibitions in the Pan Pearl River Delta in the near future.

Yet, we still have a long way to go to meet the environmental protection standards in western countries. Since MIECF is the home platform of our campaign, we look forward to stronger support from UFI and related government agencies in Macao to the exhibition. Sharing the same vision of green exhibition, MFTA will continue its utmost effort to address environmental awareness and sustainability issues in China.

Last but not the least, we would like to express our sincerest gratitude to UFI, our faithful partners of our campaign and all entities who are devoted to the green future of convention & exhibition industry, with best wishes to the 6th MIECF for soaring to greater heights in 2013. Let us inspire each other and join our hands to strive for our common cause!

Report by:

Macau Fair & Trade Association

23rd February, 2013