

## UFI 2016 Sustainability Award

### Marina Bay Sands

#### Applicant Submission by: Charlie Fisher, Associate Director Sustainability

#### *Ufi 2016 - Best actions to engage participants around sustainability*

#### **Executive summary:**

The Sands Expo and Convention Centre has developed a green meetings package that aims to integrate all components of an event taking place at our property, including the organizer and, of course, the delegates attending the event, this ensures that each event has minimal impact on the environment.

#### **Introduction:**

Marina Bay Sands is Asia's leading destination for business, leisure and entertainment that presents multi-dimensional offerings, including luxury accommodation under one roof. At Marina Bay Sands, sustainability defines the way we do business.

Our global sustainability programme, **Sands ECO360°**, is the ethos that guides the company in responsible operations, reducing our carbon footprint and overall environmental impact. Sands ECO360° integrates the company's best practices, technologies and methodologies in the area of sustainability across all properties. It consists of four priorities: Green Building, Environmentally Responsible Operations, Green Meetings and Sustainability Education and Outreach.

From the design of our property, the technology that helps us reduce our carbon footprint, to the ways in which we influence our stakeholders and clients to play their part in environmental protection, Marina Bay Sands actively champions sustainability.

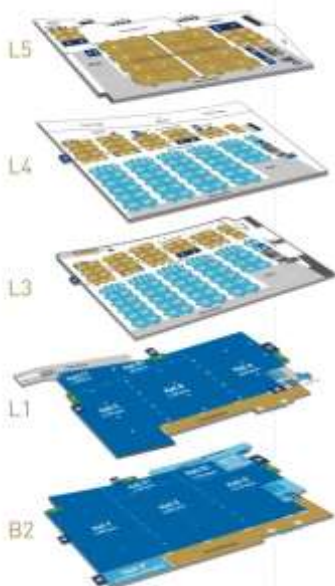
The integrated resort's efforts in sustainability are evident in our accolades:

- o First MICE facility in Southeast Asia to obtain the ISO 20121 Sustainable Events management system certification.
- o EarthCheck Silver Certification for stewardship in sustainability.
- o Became the first event and conference venue outside U.S. to be certified the international Level One Certification to the ASTM Standard in 2013.
- o Awarded the Building & Construction Authority (BCA) Green Mark Non-residential Existing Building Platinum Award in 2015

#### **Scope and background:**

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At Marina Bay Sands, The Sands Expo and Convention Centre offers more than 120,000 square metres or 1.3 million square feet of meeting space, making it one of

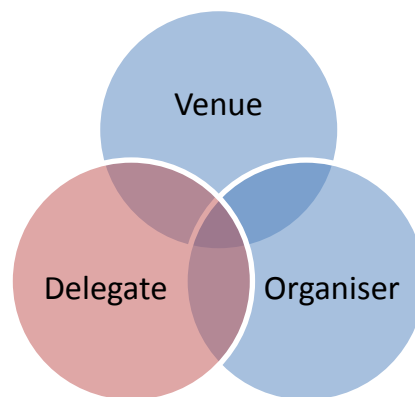


the largest and most flexible locations in Asia. It is also the largest MICE (Meetings, Incentives, Conferences and Exhibitions) facility in Singapore, with the ability to host up to 11,000 delegates.

Marina Bay Sands is an environmentally responsible player not only on our own as a property, but also towards our stakeholders by providing them with environmentally preferable choices and options. We are the first MICE facility in Singapore to adopt the Singapore Tourism Board's sustainability guidelines for the MICE (Meetings, Incentives, Conferences and Exhibitions) industry in 2013. As Southeast Asia's first ISO 20121 certified MICE facility, Marina Bay Sands is capable of providing a spectrum of green meeting options as well as solutions for a carbon-neutral event in order to value-add to clients' specific green goals.

### **Marina Bay Sands Green Meetings Options**

At Marina Bay Sands we believe that in order to achieve the minimal environmental impact of an event



it is essential take a partnership approach:

The added commitment from the delegates can only be measured if there are options available for them to select. Sustainability participation is often limited by a lack of awareness. At Marina Bay Sands we strive to ensure that the participants at our clients events are fully aware the options that the venue has to offer.

### **Integrated Resort:**

Marina Bay Sands has everything under one roof – from our convention centre, over 2,500 guest rooms, retail and F&B outlets, we help minimize delegates' travel requirements and in turn, their event footprint. We are also conveniently located and highly accessible with a number of public transport options on site including an MRT station, 3 bus stops and a river taxi. We also provide bike racks for the extra conscious delegates who wish to commute to their events by bicycle.

### **Waste Diversion:**

To minimize the waste generated by an event this calls on all stakeholders to contribute to the efforts:

#### **Delegates:**

At Marina Bay Sands we offer the **ECO360°** Meeting room set up and place complimentary note pads and pens in a central location in the meeting room



rather than individual place settings. This allows the delegates to take only what amenities they need rather than waste excess paper.

Across property we have over 2600 recycling bins for delegates to utilize. These include mobile recycling stations placed at the most convenient location of the event space, as well as one recycling bin in every hotel room

### Exhibitors



While we have observed a downward trend in the distribution of paper materials at trade shows, paper still accounts for a significant of waste generated at an event. At Marina Bay Sands we offer a service to exhibitors to collect any paper waste from the individual exhibits at the end of the event, ensuring that this is separated and recycled. One event that benefitted from this programme was ITB Asia 2014 - we collected 2.6 tonnes of paper waste from this event alone.

In 2016, we implemented a recycling bag system to increase accessibility and encourage recycling for at trade shows held here. Mobile recycling stations are placed throughout the trade show floor during events for exhibitors with large amounts of recyclables on their booth (for example left over brochures). The locations of these stands are communicated via the organizer to visiting exhibitors. Once filled the cleaning teams will collect and ensure that the items are separated from the general waste This is a key project that requires all three stakeholders (venue, organizer, delegate) to commit to the program to reduce the impact of the event.

### Community Engagement:

As part of the green meeting programme, Marina Bay Sands offers a dedicated green meeting concierge to our green meeting clients. Part of the role of the concierge is to co-ordinate with local beneficiaries for community engagement projects. These projects offer delegates a direct way to participate in supplementary initiatives at their events:

**Donation Schemes:** With the support of the organizer delegates are able to donate items to charity instead of leaving them as waste. These items include delegate bags and event giveaways. A collection location is identified and communicated to the delegates via the organizer. Marina Bay Sands offers manpower to run the collection locations and ensure delivery to the beneficiary. An example of this is the SIBOS event in October 2015, over 3 trucks of leftover items were donated to local charity Beyond Social Services. These programmes not only benefit the beneficiaries but offer an additional waste diversion opportunity to the organizer helping to reduce the overall impact of the event.

**Gift Drives:** Besides collecting event leftovers, the concierge, in partnership with the event organizer, can also set up specific donation drives. These activities require delegates to bring donation items (for example canned food or toys) to their event. Marina Bay Sands then help to co-ordinate the collection and delivery to the beneficiaries.

### **Resource Conservation:**

For our in house delegates, Marina Bay Sands ensures that the delegates have the choice to maintain sustainable options in their hotel rooms as well as the event meeting space. All rooms have an **ECO360°** option that delegates are strongly encouraged to join us in our quest to further reduce water consumption. Guests can partake in our water conservation initiatives by reducing the frequency of linen and towel changes.

All Hotel rooms are equipped with an eco-button in the room to place the air-conditioning at the optimum temperature. Bay view rooms are also fitted with sensors on the air-conditioning system that will ensure the system will switch off if the balcony door remains open.

### **Impact Statement**

To further the engagement level for attendees and organizers at Marina Bay Sands we have the ability to provide the events with an impact statement. This option ensures that organizers can share with their attendees in post event reports the exact venue environmental impact of the event and the minimizing effects of the sustainable options and choices that the organizers / attendees made. An example of this is the Responsible Business Forum 2014 and 2015.

### **Sustainable Food Options**

At Marina Bay Sands we offer our clients the harvest menu; our chefs use only the freshest ingredients and items sourced locally and from around the region to create our great tasting menus; offering sustainable food options that are healthy and delicious. The menu selection is of course made by the organizer but it is imperative to us that in all the meal functions we ensure that this message is communicated to the delegates and that they are aware of the lower impact menu choice that has been made.

Additionally within our trade show halls we have concession food stands that are operated during events. These menus also include harvest menu items and this is highlighted on the menu to allow the delegates to make their selection

While on property, delegates also have the option to eat at one of our 7 ECO certified celebrity chef restaurants or at the hotel central buffet restaurant RISE. All the restaurants have been certified by the Singapore Environmental Council with the ECO FnB certification. This ensures that delegates can maintain sustainable choices throughout their stay for the event, even out of the scripted event program.

### **Conclusion**

At Marina Bay Sands we work closely with our organizers to ensure that we offer a unique green meeting experience that ensure maximum engagement and minimal environmental impact. Together through the partnership we can achieve this with our Sands ECO360 meeting program.

