

MARINA BAY SANDS, SINGAPORE

BEST DESTINATION APPROACH TO IMPLEMENTING SUSTAINABILITY

Sustainability Department

31 March 2017

SCOPE, BACKGROUND AND GENERAL OBJECTIVES

INTRODUCTION

Marina Bay Sands is Asia’s leading destination for business, leisure and entertainment that presents multi-dimensional offerings, including a luxury hotel, state-of-the art convention and exhibition facilities, theatres, world-class entertainment and the best shopping and dining in the region, all under one roof.

The integrated resort (IR) is the biggest MICE (Meetings, Incentives, Conferences and Exhibitions) facility in Singapore. Its global sustainability programme, Sands ECO360°, drives the stewardship of the IR’s responsible operations.



SANDS ECO360: 4 PILLARS

Sands ECO360 Global Sustainability strategy is to reduce the impact of our operations. The strategy has four pillars:



Green Buildings

Sustainable Meetings



Environmentally Responsible Operations
Stakeholder Engagement



INTRODUCTION

In 2016, Marina Bay Sands hosted over 3,000 events in Singapore, including new-to-Singapore business events such as the Airline Passenger Experience Association (APEX) Expo and SpineWeek.

These accolades are a testament of its efforts in sustainability:

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



GREEN MEETINGS: LEADING IN SUSTAINABLE PRACTICES



SANDS ECO360° GREEN MEETINGS

- First MICE facility in South East Asia to obtain the ISO 20121 Sustainable Events Management System certification in February 2014 and the first MICE facility in Singapore to adopt the Singapore Tourism Board's sustainability guidelines for the MICE industry in 2013

Winner of the IMEX Green Supplier 2015



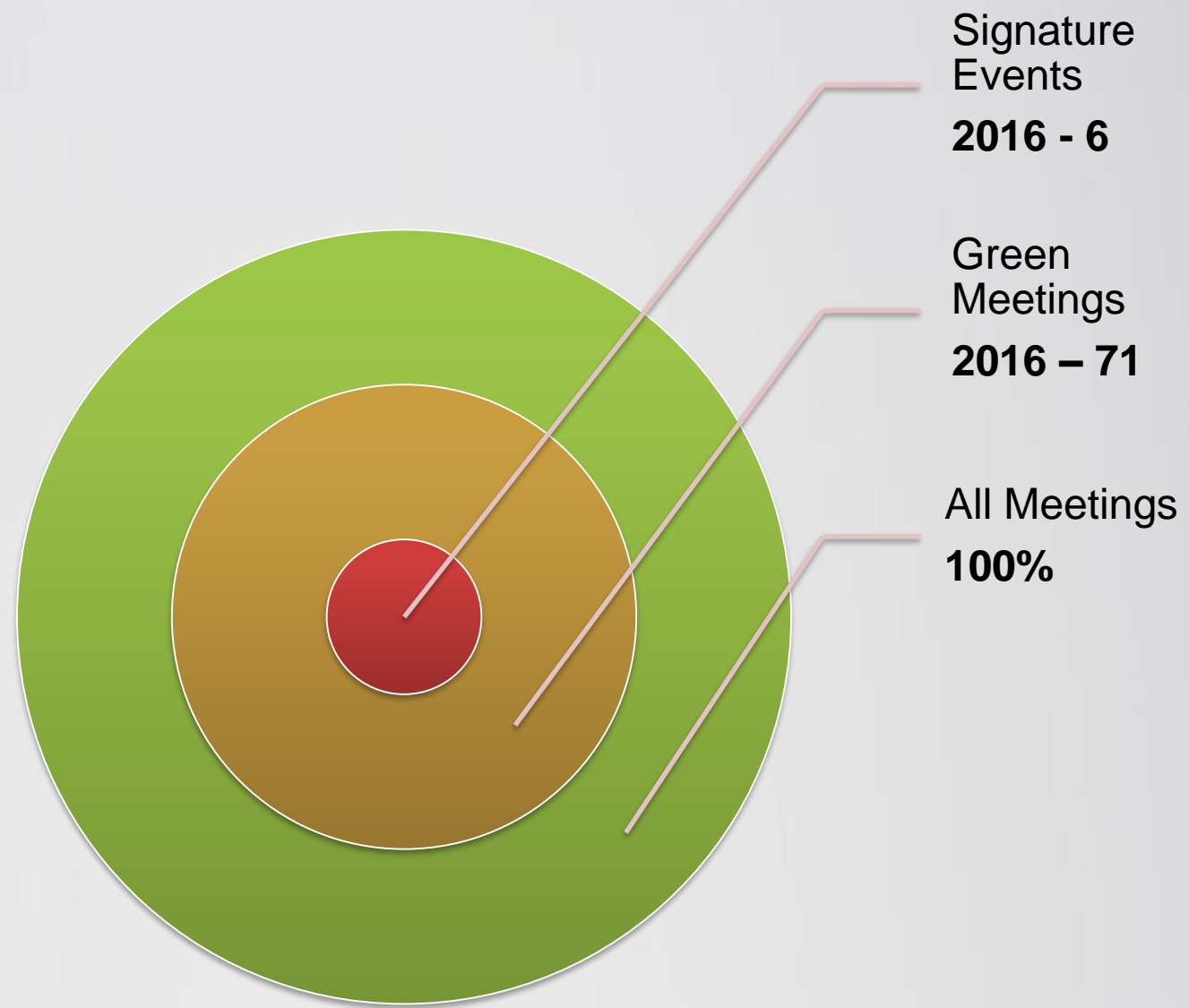
2016 RESULTS

We see three levels of green meetings at Marina Bay Sands.

All Meetings :
Baseline

Green Meetings:
Basic Package

Signature Events:
Clients whom want to push the boundaries of our program to reflect their sustainability goals



SUSTAINABILITY GUIDELINES: WORKING WITH THE GOVERNMENT TO SET INDUSTRY STANDARDS

BASELINE STANDARDS IN SUSTAINABILITY

Marina Bay Sands being a prominent member of the SACEOS Sustainability sub-committee and known leader in event sustainability in the region proactively provided invaluable input and feedback to the STB in the refinement of the guidelines. Once implemented, Marina Bay Sands became the first venue to adhere to the guidelines and ensured procedures matched the intermediate level requirements in support of the guidelines.

-  Sustainability Policy in place
-  Waste Management system
-  Energy Management system
-  Water Management System
-  Community engagement
-  HR Policies
-  Comply with STB Sustainability guidelines

KEY BENEFITS AND IMPACT TO INTRODUCING INDUSTRY CERTIFICATION

The certification engaged the industry by developing a recognised certification in sustainability.

It has been used as a tool to help both planners and suppliers integrate sustainable practices within an event's operations.

Stakeholders were to gain a better understanding about environmental, social and economic sustainability issues and their implication on events.



SHARING EXPERIENCES AND EXPERTISE ACROSS STAKEHOLDERS

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In November 2016, SACEOS organized a series of workshops for industry stakeholders – including venues, organisers, suppliers and more – on the MICE Sustainability Certification.

The workshop was focused on educating stakeholders on how they can implement sustainability in their operations, and the benefits they could enjoy as a result of these implementations.

As one of the main stakeholders driving the MSC programme in partnership with SACEOS, Marina Bay Sands was asked to conduct 3 of the 5 workshop sessions.



SHARING EXPERIENCES AND EXPERTISE ACROSS STAKEHOLDERS

The integrated resort shared its experience, examples and offer advice to fellow industry players on how sustainability can be seamlessly integrated into a business' operations.

Marina Bay Sands exemplified how other organisations in Singapore can follow in its footsteps and move towards making Singapore a sustainable destination of choice.



CASE STUDY: RESPONSIBLE BUSINESS FORUM 2017



RESPONSIBLE
BUSINESS
SDG CENTRE

FOLLOW THE WORLD'S TRANSFORMATION BY 2030
17 SUSTAINABLE DEVELOPMENT GOALS. 1 SDG CENTRE.

Three months out from the Responsible Business Forum 2016 at a planning meeting Marina Bay Sands challenged Global Initiatives to produce a zero waste to landfill event.....



PREPARATION

As the Sustainability Partner for the event Marina Bay Sands worked in collaboration with the organiser to achieve the Zero Waste to Landfill goal. It was important we had a common goal to support the project.

1. Align Targets

2. Align the Messaging

3. Define the Scope of the Project

4. Set the Timeline

5. Report on the Deliverables

MESSAGING

“The Responsible Business Forum Singapore (RBF) sets itself the ambition of being Asia’s first **Zero Waste to Landfill - Zero Emission Event** underpinning its commitment to a sustainable economy not only with the issues addressed in the programme but also in the logistics of putting the event together”

AMBITION

**Zero Waste
to Landfill**

ADVANCE COMMUNICATION



RESPONSIBLE BUSINESS FORUM ON SUSTAINABLE DEVELOPMENT

Singapore, 22- 24 November 2016

SUSTAINABILITY FRAMEWORK – DRAFT

Accommodating a growing global population and the accompanying increased demands on water, food, energy and waste management are the defining challenges of the 21st century. It could also be viewed as a great economic opportunity to accelerate business solutions and policy frameworks.

COMMITMENT AND PROCESS

The Responsible Business Forum team takes the commitment to a sustainable economy very seriously, not only with our content at the RBF but through the practices we demonstrate in our own business. We have reviewed our previous event processes and prepared for elevating and further improving our performance this year. Working with Marina Bay Sands our host sustainability partner to minimise our impacts during the event. At Marina Bay Sands, sustainability defines the way the integrated resort does business. Its global sustainability programme, Sands

CERTIFICATION

To support the efforts and elevate the project Marina Bay Sands encouraged and supported GI in their submission to be the first organizer in Singapore to achieve the SACEOS MICE Sustainability Certification



MICE

SUSTAINABILITY

CERTIFICATION



Certified by SACEOS

CHALLENGES

Throughout the project we experienced a number of challenges that we had to overcome:

Moving away from the SOPs

- Operational teams had to be encouraged to make changes that were against their standard operating procedures: set up layouts for example

Health and Safety

- Removing tape from the AV set up we had to ensure all cables were laid in a safe manner

Procurement

- New products were required to be sourced

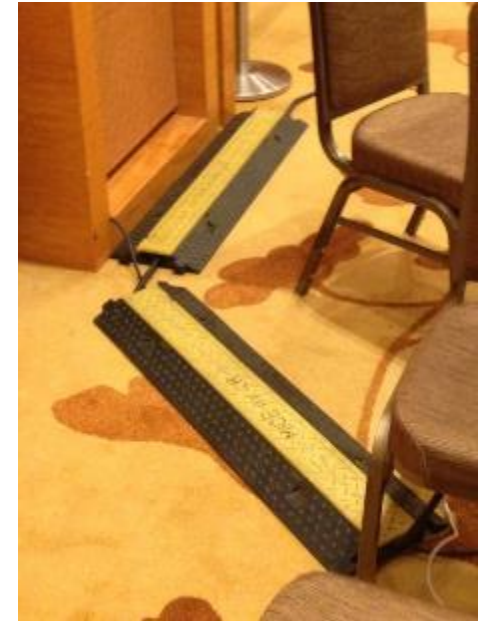
Communication

- All teams through out the operations needed to be updated throughout the process
- Global initiatives didn't always follow the recommendations of our communications teams

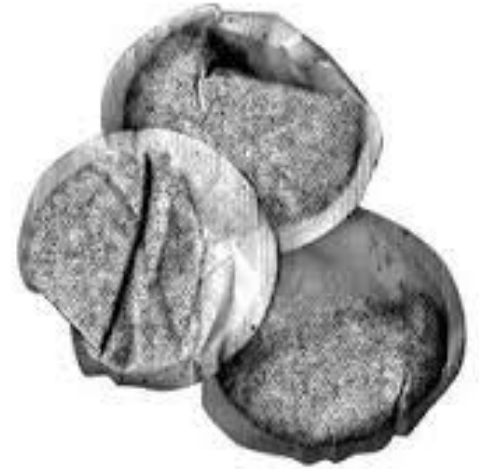
GLOBAL INITIATIVES ACTIONS



MARINA BAY SANDS INITIATIVES



MARINA BAY SANDS INITIATIVES



MEDIA COVERAGE



Asia's First Zero-Waste, Zero-Emission Business Forum in Singapore

PR Newswire
November 21, 2016

SINGAPORE, Nov. 21, 2016 /PRNewswire/ -- The United Nations Development Programme (UNDP) and Global Initiatives, Singapore welcome over 600 business & sustainability leaders, senior executives, government agencies, NGOs, and the Responsible Business Council on 22-24 November. Large-scale



We were proud to host the Sustainable Development this week. The event saw representatives and non-governmental organisations from across the globe coming together to share solutions and tackle the United Nation's 17 Sustainable Development Goals. Watch Channel NewsAsia's interview with Kevin Teng, Executive Director of Sustainability at Marina Bay Sands, as he talks about "Driving The Green Agenda" and the different efforts that Marina Bay Sands has undertaken in aiming for a zero-waste model as the event's Sustainable Venue Partner: bit.ly/2fueAph



Channel NewsAsia - Driving The Green Agenda
<http://bit.ly/2fueAph>

Channel NewsAsia features Marina Bay Sands' zero-waste model for daily operations on PrimeTime Asia. Watch the interview with Kevin Teng, Executive Director of Sustainability at Marina Bay Sands.

Marina Bay Sands Thu, Nov 24, 2016 7:00 pm by Social Media Marina Bay Sands



Kevin Teng

Head of Sustainability at Marina Bay Sands
27 mins

Speaking on SDG12 at #RBFSingapore today. Come by Marina Bay Sands between 11-2 to discuss responsible consumption and production!

3 Likes



Marina Bay Sands

72,666 followers
1 d

+ Follow ...

We are excited to welcome delegates for the 5th Responsible Business Forum on Sustainable Development (RBF) to Marina Bay Sands ...see more



RBF goes zero waste for 2016

eco-business.com

25 Likes



Like



Comment



Share



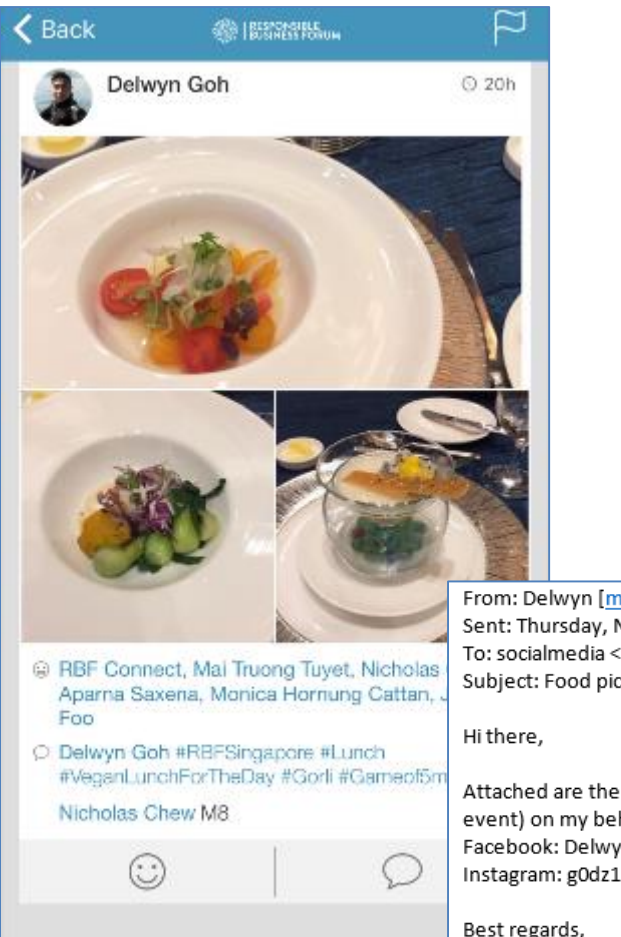
Marina Bay Sands

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GUEST FEED BACK

Singapore Trends · Change
#rbfsingapore
1,298 Tweets



From: Delwyn [<mailto:delwyngho@yahoo.com.sg>]
Sent: Thursday, November 24, 2016 7:00 PM
To: socialmedia <socialmedia@MarinaBaySands.com>
Subject: Food pics from RBF

Hi there,

Attached are the images I have taken. Thanks for hosting. Thank the staff (service and kitchen crew, and the rest of the teams who worked on this event) on my behalf too. They did a wonderful job. These unsung heroes often get left out.

Facebook: Delwyn Goh ZL
Instagram: g0dz114

Best regards,
Delwyn

All Content ▾

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Destination News

Asia's first zero-waste MICE event held in Singapore

By **Lauren Arena**

25 Nov 2016

The fifth Responsible Business Forum on Sustainable Development held at **Marina Bay Sands Expo Centre** in Singapore this week (November 22-24) set itself the challenge to become the first zero-waste, zero-emission event in Asia.

Taking the environmental impact of business events into consideration, event organiser Global Initiatives (in partnership with United Nations Development Programme) looked to assert its commitment to a sustainable economy not only with

4 FinTech exhibition affirms Singapore as leading tech hub

18 Nov 2016



EXPLORE TAIPEI,
EXPERIENCE THE MOST
EXCEPTIONAL AND
SUCCESSFUL MEETINGS
AT W TAIPEI!

MORE



BOOK NOW! VENUE DISCOVERY 2017

CONCLUSION



being
being account
responsibility
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As a key decision-maker and industry leader in sustainability, Marina Bay Sands will continue to work in close partnership with STB and SACEOS to establish Singapore as a sustainable destination of choice for both local and international meeting organisers.

The integrated resort is committed to increasing the uptake of certified MSC programmes among more organisers and event stakeholders, in order to further educate and inspire the industry on ways to integrate sustainability into MICE events.

THANK YOU