



Powering Your Business Events

UFI AWARDS SUSTAINABLE DEVELOPMENT AWARD

ACHIEVING ENVIRONMENT SUSTAINABILITY

SUBMISSION BY SINGEX GROUP

6 MARCH 2020

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Co. Reg. No.: 201317436H
GST Reg. No.: M90369161L

Introduction

The SingEx Group of Companies comprises four closely linked companies that collectively provide a comprehensive range of integrated solutions for venue management and consultancy, exhibition and conference concept development and organising services; and international trade event related ventures. SingEx Holdings, including its subsidiaries, is wholly owned by Temasek Holdings, one of Singapore's largest investment holding companies.

Its events arm, SingEx Exhibitions, owns, develops and manages a series of new-to-market trade exhibitions and conferences in Singapore and key emerging markets. SingEx Exhibitions' events portfolio spans various sectors, such as Industrial Transformation; Innovation and Technology; and Sustainability. Headliners include Singapore FinTech Festival, the world's largest of its kind, and Industrial Transformation ASIA-PACIFIC (ITAP), Asia Pacific's leading trade event for Industry 4.0.

SingEx Venues specialises in the management of Meetings, Incentives, Conventions and Exhibitions (MICE) facilities and has been managing Singapore EXPO and MAX Atria since 1999 and 2012, respectively. **Collectively, The SingEx Group of Companies is a MICE industry leader with over 40 years of expertise.**

SingEx's approach to waste management and environment sustainability

As a responsible global citizen, SingEx is cognisant of its role and potential to advocate environmental protection and social growth amidst economic progress, especially with the nature of events traditionally contributing large quantity of waste from event construction and carpentry, as well as from the consumption of energy, food and water.

To mitigate the negative impacts of environment pollution, the SingEx Group of Companies embarked on a **multi-pronged, zero-waste approach to propagate sustainable business practices and initiatives where negative social, economic and environmental impact are better managed and reduced to minimal levels**, at our events and our managed venues, Singapore EXPO and MAX Atria.

- **Propagating sustainable business practices at SingEx's events**

Our events arm SingEx Exhibitions work cohesively with the venue to adopt the zero-waste approach by implementing the following initiatives at ITAP and Singapore FinTech Festival:



- **Encouraging sustainable behaviours:** We propagate a No Plastic Straw initiative, advocate the use of personal water bottles (Bring-Your-Own-Bottle, BYOB) and provided easy access to water points on-site for attendees. For event vendors offering F&B services, we encourage them to use eco-friendly food packaging and cutlery. Recycling bins for lanyards and plastic pouches were also strategically placed to encourage event attendees to drop off their badges so that they can be re-used for other events. Exhibitors are also encouraged to pledge their support for this initiative through the use of digital brochures or tools, in place of printed collaterals, and also consider using more recyclable materials in their booth design and construction.
- **Reduction of material wastage:** To reduce material wastage from event construction and also achieve cost efficiency, SingEx works with suppliers to utilise digital backdrops that allow projection mapping across various stage activities, modular structures/carpentry that can be uniquely built and thematically re-built across other SingEx events, as well as recyclable drop curtains that served as noise reduction barriers for the various stages, instead of conventional building materials.
- **Minimising food wastage:** Although the events adopted an all-day dining concept, our event teams from SingEx Exhibitions worked with our colleagues at SingEx Venues very closely to determine the optimal amount of food to be prepared by taking reference from registration numbers, and were fine-tuned every day during the events. At the recent Singapore FinTech Festival, any food waste was also collected and sent to bio24, which used a proprietary bio-mechanic system that is capable of breaking down hard-to-digest matter, food-related waste, as well as disposable foodware into 100% organic fertiliser. Excess food was also sent to FoodBank and SG Food Rescue.
- **Reducing carbon footprint by using technology to create awareness, enhance visitor navigation and content accessibility:** To publicise and create awareness of the events, the team uses digital marketing tools and platforms such as social media, to reach out to wider groups of target markets. Instead of the traditional printed event guides, exhibitors and attendees are encouraged to download comprehensive mobile applications via the events' WIFI to search content, receive notifications, access the business matching platforms to schedule meetings and navigate their way around the exhibition halls with the interactive floor plan features. The event apps are highly favoured by attendees, with majority of users expressing satisfaction with its usefulness. These efforts



minimise the usage of print materials onsite and helped reduce the events' carbon footprint.

- **Achieving operational excellence for sustainability**

At SingEx Venues, we focus on working with event organisers to implement sustainable practices at their events, as well as enhancing infrastructure and finetuning operation procedures to reduce carbon footprint and conserve natural resources at Singapore EXPO and MAX Atria.

- **Improving facilities management processes and implementing appropriate recycling infrastructure:** We implement wood mulching during periodic tree pruning maintenance to convert tree branches and leaves into sawdust for repurposing at base of the trees. This removes the need to transport and incinerating of the wood waste. Through our cleaning and waste management partner, we also use plastic bottle shredding machines to reduce volume of plastic waste, thus resulting in lesser transportation to the recycling vendor. Recycling collection points are also strategically placed around the venues to encourage recycling.
- **Implementing energy-efficient and carbon emission-reducing furnishings and projects:** To reduce our carbon footprint, we also replaced outdated electrical infrastructure with energy-efficient ones, allowing us to **reduce energy consumption by 25 to 60 percent annually**. During event days, in-hall temperature is regulated at 23 degree Celsius throughout so as to reduce carbon emissions. Energy-saving LED lights are also used for most of the stage and backdrop lighting to reduce energy consumption.

We also took a strategic approach to optimize the use of space and shared facilities at our venues by installing infrastructure that can be repeatedly reused or deployed for events, which then reduces carbon emissions from transportation. These include:

- *Flex*, a modular meeting village made up of smart, sustainable and acoustically treated 'building block' spaces that can adopt different themes and be configured with different layouts to suit customers' requirements;
- *ApeX*, a plug-and-play high-tech plenary hall with customisable audio-visual and digital elements, telescopic seating and a grand stage that comes with an impressive screen for impactful presentations.



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- **Advocating sustainable work and procurement practices:** Apart from working with event organisers to implement sustainable business practices, employees in relevant roles are encouraged to attend the Green Mark Facility Manager (GMFM) program and obtain the Green Mark Accredited Professional (Green Mark AP(FM)) accreditation. Recognising that our actions also have far-reaching impacts on food sourcing, our culinary team also partners with accredited companies that practise responsible sourcing and sustainable farming to ensure that food procured for the events is prepared responsibly.

Outcomes

Our sustainability efforts resulting in cost savings in various areas and various accolades are testament to our commitment towards environment sustainability and waste management, as well as our continuous drive for operational and service excellence. For example, we managed to achieve over SGD\$70K savings from recycling and upcycling of event construction material for Singapore FinTech Festival. From our conscientious efforts in conserving energy consumption for Singapore EXPO and MAX Atria, we achieved savings of about 6,000,000 kWh in energy consumption in 2019.

Singapore EXPO's Halls 1 to 10 attained Singapore's Building and Construction Authority's prestigious **Green Mark Gold^{Plus} Award** while our convention wing, MAX Atria, is the first Meetings, Incentives, Convention, Exhibition (MICE) venue in Singapore to receive the **Green Mark Platinum Award**, the highest rating awarded under the Green Mark scheme to recognise outstanding achievements in environmentally sustainable building practices and innovative green features.

We also attained the **ISO 14001:2015 Environmental Management System Certification**, an internationally recognised Environmental Health Safety Management System certification for the management and operations of Singapore EXPO & MAX Atria. Beyond that, we also achieved the **MICE Sustainability Certification (MSC)**, an initiative by the Singapore Association of Convention & Exhibition Organisers & Suppliers (SACEOS) and certified by iCompli Sustainability (iCompli), a division of BPA Worldwide to recognise organisations that go beyond existing ISO standards for sustainability practices, while leveraging on sustainability efforts to aid in business growth that subsequently shape the future of Singapore's MICE industry. More recently, SingEx also received the **SEC-STATS Asia Pacific Singapore Environmental Achievement Award** by Singapore Environment Council (SEC) for our contribution to the environmental cause, demonstrating excellent sustainable services and providing improved social and environmental benefits to its stakeholders.

