

APPLICATION: 2024 UFI Sustainability Development Award

1. Company Name and Title of the Entry:

Company Name: BITEC Management Co., Ltd.

Title of the Entry: BITEC - Bangkok International Trade & Exhibition Centre

2. Contact:

BITEC Management Co., Ltd.

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Jarupa Yindeemoh (Ms.)

Event Services Director

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3. Quick background, nature, and general objectives of the program:

Project: BITEC Sustainability: “Redefining Wastes for Sustainable Future”

Background:

Redefining wastes is crucial for creating a more sustainable future. BITEC – Bangkok International Trade & Exhibition Centre has a commitment to continue to make progress towards a more sustainable future as sustainable venue for sustainable events. The project, “**Redefining Wastes for Sustainable Future**” is an integral part of our launch of ‘BITEC Sustainability, We Draw the Future Together’, since 2021.

The BITEC team, customers, and strategic partners have gleaned valuable lessons from the BITEC Sustainability initiative. Key insights include reinforcing sustainable management practices through environmentally friendly materials and encouraging waste sorting.

The Project’s Objectives:

General Objectives:

- Demonstrate our venue’s commitment to sustainability and continue strive towards making venue and events environmentally and socially responsible.
- Advocate for sustainability at exhibitions and events held within our venue.

Environmental Objectives:

- Rethink and find innovative ways and solutions for venue and exhibitions’ waste management through integrate responsible practices into our supply chain to minimize environmental impact.
- Reduce carbon emissions by optimizing energy usage and conserving natural resources.

Social Objectives:

- Promote responsible consumption and disposal practices.
- Utilize reliable products and services to ensure the quality and sustainability of our operations.

Governance Objectives:

- Ensure venue management sustainability standards compliance and continuous improvement.
- Maintain transparent and responsible governance practices to ensure the delivery of sustainable products and services to our clients.

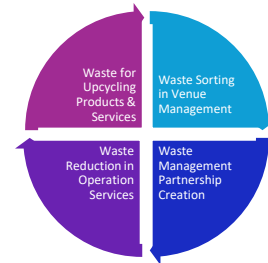
4. Detailed Description

Project: BITEC Sustainability: 'Redefining Wastes for Sustainable Future'

Period: July – December 2023

Implementation Plan:

Scope of Initiatives & Integrations:



1. Waste Sorting in Venue & Facility Management

BITEC has implemented waste sorting into the service and operational process. After reviewing the waste type by activity, time, and service area, the venue itself provides appropriate sorting bins in each area, public area and concourse, event space, meeting space, food & beverage area etc. The process is from the back of the house to the front and then back of the house.

Recycle Waste that the project has focused on Paper, Cardboard, Plastic, Plastic Bottles & Caps and Aluminum Can/ Container.

2. Strategic Waste Management Partners

2.1 Collaboration Campaign: "We Draw The Future Together"- Enhanced Paper Recycling

<https://www.bitec.co.th/bitec-and-scgp-to-reinforce-sustainable-management-practices-in-mice-industry-using-circular-way>

BITEC has teamed up with SCGP to do even more paper recycling. In 2023, we recycled 7.4% more paper than in 2022. That's 26,240 kilograms of paper saved from going into landfills, which also means we've lowered carbon emissions by 17,843 kilograms in 2023.

2.2 Collaboration Campaign: "YOUTURN": Making Big Changes in Plastic Waste Management

<https://sustainability.pttggroup.com/en/projects/8/youturn-turning-plastic-waste-into-valuable-products>

Working with PTTGC, we've made a new way to deal with plastic waste. This helps exhibitors and visitors get involved in recycling too. So far, we've recycled 1,649 kilograms of plastic, stopping 1,699 kilograms of CO2 emissions.

2.3 Collaboration Campaign: "Wake Up Waste": Focusing on Aluminum and Helping People

<https://www.wakeupwaste.com/>

Our partnership with SCGC (SCG Chemicals Public Company Limited) is all about recycling aluminum cans. By doing this, we've saved 1,025 kilograms of CO2 emissions from being released into the air.

3. Waste Reduction in Operations and Services

3.1 Beyond Recycling

The LED digital archways, our new sustainable approach for waste reduction and low-carbon emission for exhibitions' onsite marketing.

Not only will this innovative approach be energy efficient, reduce construction and vinyl waste onsite, reduce carbon emissions from transportation and logistics, but it also adds sustainable profitability to exhibitions.

We found that there was 65% reduction of single-used material for archway construction from 19 exhibitions, comparing with their last exhibitions, during September to December 2023.

3.2 Avoid Waste and Less Materials

BITEC has promoted and advocated the sustainable practices in our operational services for exhibitions and events covering from the waste avoidance to less material and refrains such as

- **Guest Supplies and Stationery Corners or Upon Request**
- **100% Refrain Tablecloths and Chair Covers**
- **Reduce Single-Used Décor and Event Signposts**

3.3 Drinking Water Station & Reduction of Plastic Bottles

BITEC has installed drinking water stations or water dispensers for delegates to reduce the use of plastic bottles in the meetings & exhibition organizers' offices

Average 63 % reduction of plastic bottles consumption during July to December 2023, comparing from the baseline of 138,498 bottles in 2022). This has saved 16,997 kilograms of CO2 emissions.

4. Waste for Upcycling Products & Services

4.1 Low Carbon-Emission Furniture

BITEC with partner, SCG have launched new low-carbon emission furniture, props, booths that produce from upcycling as products options for exhibitors on our BITEC e-commerce platform.

4.2 Upcycling Products for Children and Communities

BITEC along with the partners and organizers join hands in donating upcycling furniture, playroom table sets, made from recycled paper along with A4 paper produced from recycling processes to three schools and organizations. The annual donations have been executed continuously to the neighbour schools and communities.

Key Results and Benefits:

BITEC has various strategic partners to develop the waste management in venue operation and integrated services for the exhibitions and events. We have showcased the efficiency of resource utilization and CO2 emissions savings. The project emphasis on waste reduction, stakeholder involvement, and leading by examples for sustainable practices in the venue and exhibitions. Through the collaborative initiatives, all stakeholders are now well-informed about sustainability, shaping a future commitment to environmentally friendly practices.

The key benefits from the project:

- Reduction of Environmental Impacts
39,429 CO2 emissions reduction.
- Enhance Customers' Experience in Sustainable Practices.
287,130 Attendees of Customers participated and were involved in activities.
- Social and community responsibility
29,274 kilograms wastes reduction and ends up to the landfill.

5. Lessons Learnt & Next Steps

Engaging Exhibition Organisers & Attendees for Sustainable Success

As we look back on our journey towards making BITEC more sustainable and managing waste better, we have learned many important things. These lessons are guiding us move forward to involve and engage our customers, stakeholders- including attendees, exhibitors & service providers, and nearby communities more closely for further collaborations and create a culture of sustainability with BITEC.

- **Stakeholders Engagement:**

Involving all stakeholders, these is strongly in driving sustainability initiatives forward.
Effective communication of sustainability goals.

- **Partnerships Drive Progress:**
Collaborating with industry leaders like SCGP, PTTGC, and SCGC has been instrumental in achieving waste management goals, leveraging their expertise and resources for impactful changes.
- **Comprehensive Waste Management:**
Embracing important approach to waste management involves addressing main types of exhibition waste: paper and cardboard, plastic, aluminium, electronic waste, and food waste.
- **Data-Driven Decision Making:**
Tracking essential data like carbon emissions and waste reduction enables informed decision-making, providing insights into successful strategies and areas for improvement.

Next Steps:

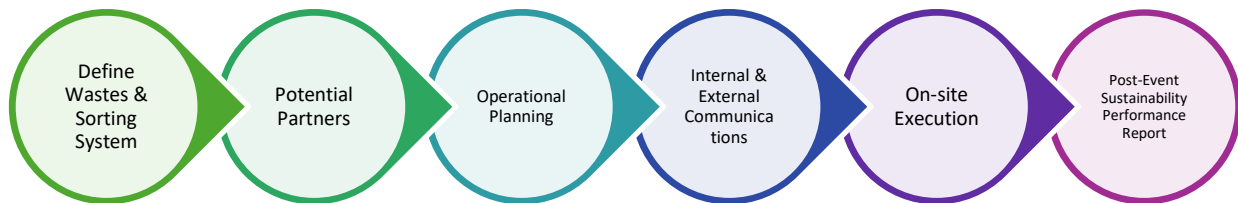
BITEC team, our customers, and our strategic partners have got many lesson learnt from the BITEC Sustainability 'Redefining Waste for Sustainable Future'. We aim to strategically upgrade our practices for drawing our future together. We have started to complete our milestones on the followings:

- **Integrated Communications & Project Campaign through Stakeholders**
 - Integrated Communications Plans: Pre-Event, During-Event, and Post-Event
 - Sustainable Exhibition & Event Guidelines
 - Loyalty Program for Exhibition Organisers
 - Environmental Mindful Products & Services on E-commerce for Exhibitors
 - Repurposed Waste Program for Community Involvement
- **Collaboration on Waste Management Partnerships**
BITEC has kept working closely with strategic partners to make our waste management efforts even stronger. We shall also move forward to new type of waste-wooden construction and vinyl decoration items that we have found that there are gaps to fulfil on waste management in both trade & local consumer exhibitions.
- **Uplift the Post-Event Sustainable Performance Report for Enhancing Engagement**
 - Uplift the detailed reports of post-event sustainable performance report.
 - Announcement of the Venue Sustainability Report.
- **Community Involvement:**
Expand CSR initiatives program that involve waste management in the communities. The educational program for repurposed, recycled, and reduced waste from home used materials leading to a cleaner and healthier environment.

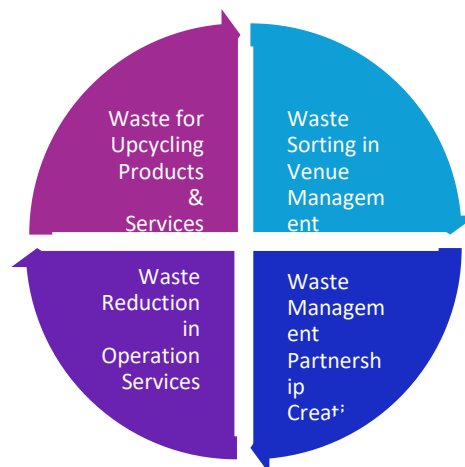
By following through with these plans and using what we have learned, BITEC team confident that we can make do sustainable future for our exhibition industry. We're working towards a future where sustainability, innovation, and prosperity are shared by everyone. We draw our future.

Detailed Description

Project: BITEC Sustainability: 'Redefining Wastes for Sustainable Future'
 Period: July – December 2023
 Implementation Plan:



Scope of Initiatives & Integrations:



5. Waste Sorting in Venue & Facility Management

BITEC has implemented waste sorting into the service and operational process. After reviewing the waste type by activity, time, and service area, the venue itself provides appropriate sorting bins in each area, public area and concourse, event space, meeting space, food & beverage area etc. The process is from the back of the house to the front and then back of the house.

We have started the project by focusing on the solid waste that can be recycled, repurposed, and reduced the amount of waste that ends up in landfills and helping to conserve natural resources. Recycling also helps to reduce pollution and energy usage associated with creating new products from raw materials.

Recycle Waste that the project has focused:

- a. Paper, Cardboard
- b. Plastic, Plastic Bottles & Caps
- c. Aluminum Can/ Container



2. Strategic Waste Management Partners

BITEC Sustainability Project



2.1 Enhancing Paper Recycling

<https://www.bitec.co.th/bitec-and-scgp-to-reinforce-sustainable-management-practices-in-mice-industry-using-circular-way>

Strategic Partner:

SCGP Packaging Public Company Limited., a leader in the fully integrated packaging chain in Southeast Asia, offering solutions through innovative products & services and sustainable business practice.

Collaboration Campaign:

"We Draw The Future Together"- Enhanced Paper Recycling

BITEC has teamed up with SCGP to do even more paper recycling. In 2023, we recycled 7.4% more paper than in 2022. That's 26,240 kilograms of paper saved from going into landfills, which also means we've lowered carbon emissions by 17,843 kilograms in 2023.



We Draw The Future Together (BITEC X SCGP)

JAN-DEC 26,240 Kgs
Worth 52,480 Baht



-Continuing the "We Draw The Future Together" project with SCGP on paper recycle.

- 26,240 kg. Of paper for recycle.
- Increase +7.4% recycle from last year (baseline 24,440 Kg. In 2022)

- Upcycling product will be donated within Jan.24



2.2 Plastic Bottles in Big Changes

<https://sustainability.pttggroup.com/en/projects/8/youturn-turning-plastic-waste-into-valuable-products>

Strategic Partner:

PTT Global Chemical Public Company Limited (PTTGC), Thailand's largest integrated petrochemical and refining business and a leading bioplastics producer.

Collaboration Campaign:

BITEC "YOUTURN": Making Big Changes in Plastic Waste Management

Working with PTTGC, we've made a new way to deal with plastic waste. This helps exhibitors and visitors get involved in recycling too. So far, we've recycled 1,649 kilograms of plastic, stopping 1,699 kilograms of CO2 emissions.

Youturn (BITEC X PTTGC)



AUG-DEC 1,765 Kgs
Worth 11,537 Baht



-Expanding the partnership for covering mainstream of wastes ecosystem, Starting since August 2023.

-YOUTURN PLATFORM' is a plastic waste management platform that opens up opportunities for everyone in BITEC to comprehensively create value from plastic waste.

-1,765 kg. of Plastic Waste



2.3 Aluminum Cans for 100% Recycles

<https://www.wakeupwaste.com/>

Strategic Partner:

SCG Chemicals Public Company Limited (SCGC), a leading innovation company, our main business is the production of plastic resins or polymers molded into products used in our everyday lives.

Collaboration Campaign:

"Wake Up Waste": Focusing on Aluminum and Helping People

Our partnership with SCGC (SCG Chemicals Public Company Limited) is all about recycling aluminum bottles. By doing this, we've saved 1,025 kilograms of CO2 emissions from being released into the air.



3. Waste Reduction in Operations and Services

3.1 Beyond Recycling

Announcement

New Digital Media
For Your Sustainable Approach to On-Site Event Marketing & Advertising Opportunities at BITEC

Bangkok International Trade & Exhibition Centre (BITEC) is pleased to announce the launch of our new LED digital space for your event marketing and advertising opportunities. The digital archway, wall media, signage, indoor-outdoor billboards are available for your events starting from 1 September 2023.



"We Draw Future Together"

Embrace a greener tomorrow with BITEC's New Digital Media Solutions! As you aim to be mindful of environmental impact, we invite you to transition from traditional construction, vinyl banners and signage to our cutting-edge digital alternatives. Not only will this innovative approach energy efficient, reduce waste, but it will also add sustainable profitability to your event business.



The LED digital archways, our new sustainable approach for waste reduction and low-carbon emission for exhibitions' onsite marketing.

BITEC has launched new LED digital archways, wall media, event signage, indoor-outdoor billboards as a solution for a more sustainable approach to onsite exhibitions' marketing and advertising opportunities. It is an integral part of embracing a greener solution for exhibition organizers, exhibitors,

and contractors for being mindful of environmental impact. By transition from traditional

construction, vinyl banners and signage to our cutting-edge digital alternatives. Not only will this innovative approach be energy efficient, reduce construction and vinyl waste onsite, reduce carbon emissions from transportation and logistics, but it also adds sustainable profitability to exhibitions.

We found that there was 65% reduction of single-used material for archway construction from 19 exhibitions, comparing with their last exhibitions, during September to December 2023.

2022 Thailand Travel Fair



2023 Thailand Travel Fair



2022 – METALEX (RX Tradex)



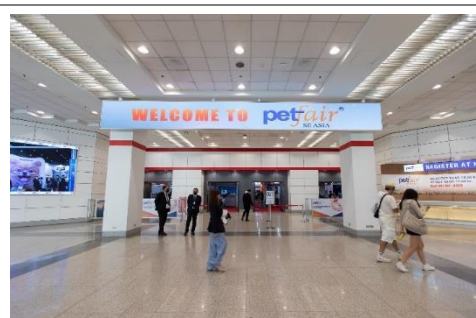
2023 – METALEX (RX Tradex)



2022 – Pet Fair (VNU)



2023 – Pet Fair (VNU)



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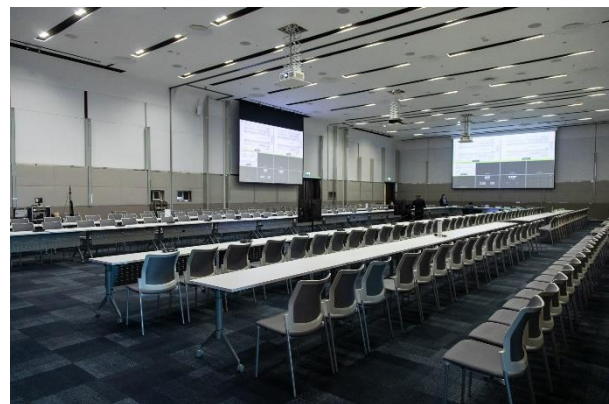
- **Guest Supplies and Stationery Corners or Upon Request**

There was 25% reduction of the use of paper notepads, pens, or guest supplies from meetings and events during the exhibitions. This has saved 1,865 kilograms of CO2 emissions.

- **100% Refrain Tablecloths and Chair Covers**

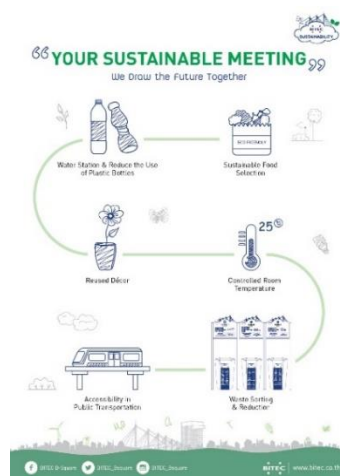
We asked the organisers for collaboration to not use of tablecloths and chair covers to save energy and water conservation. During August to December 2023, 23% of events fully complied with the practices in all areas of exhibitions and their meetings. This has saved 136 kilograms of CO2 emissions:

- Reduction of energy 26 kWh.
- Reduction of 850 ml. of laundry detergents
- Reduction of 768 liter of water consumption



- **Reduce Single-Used Décor and Event Signposts**

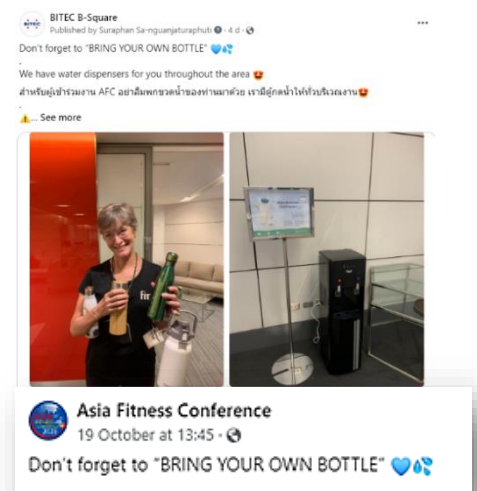
In service areas, BITEC has proposed the sustainable practices to the customers by reducing paper, wooden, vinyl, single-used decoration – including fresh-cut flowers in their exhibitions, meetings, and events. These integrated approaches have led to reduce wastes & single-used materials in operations and services in the venue and exhibitions.



3.3 Drinking Water Station & Reduction of Plastic Bottles

BITEC has installed drinking water stations or water dispensers for delegates to reduce the use of plastic bottles in the meetings & exhibition organizers' offices. We have communicated to promote water conservation with the use of their own refillable water bottles/ tumblers for water waste avoidance.

Average 63 % reduction of plastic bottles consumption during July to December 2023, comparing from the baseline of 138,498 bottles in 2022). This has saved 16,997 kilograms of CO2 emissions.



4. Waste for Upcycling Products & Services

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