

MARINA BAY SANDS Sustainable Meeting Report



RESPONSIBLE BUSINESS FORUM (RBF) 2013

ORGANISER:

Global Initiatives, Eco-Business, WWF,
WBCSD and TEEB for Business Coalition

VENUE:

Sands Expo® and Convention Centre,
Hibiscus Ballroom and Heliconia Ballroom

Responsible Business Forum 2013 focuses on bringing business leaders together to accelerate business solutions and policy frameworks for a more sustainable future. This forum also discusses how responsible event planning can lead to a positive legacy by reducing the environmental impact of the event's operations.

EVENT OVERVIEW

Held at Marina Bay Sands® for the second time, the Responsible Business Forum (RBF) 2013 is a two-day forum held from 25 – 26 November. Over 500 delegates comprising business leaders, NGOs, and policy makers from the Southeast Asia were in attendance at the forum, which was themed 'Transformation, Growth and the Green Economy'.

Over these two days, delegates discussed commitments and policy recommendations to increase sustainability across six sectors – agriculture and forestry, palm oil, consumer goods, financial services, building and urban infrastructure and energy. Singapore's Minister for Water and Environment, Dr Vivian Balakrishnan was the Guest of Honour at the forum, while Mr George Tanasijevich, President and CEO of Marina Bay Sands opened the forum with a welcome speech.



Vegetarian food items from the green Harvest Menu

CHALLENGES & LEARNING OPPORTUNITIES

The organisers of RBF adopted the Sands ECO360° green Harvest Menus but also requested for them to be 100% vegetarian. This posed a challenge for the chef to create new sustainable menus with limited food supply options.

One of the green initiatives at this event was to weigh food waste. Hence the team at Marina Bay Sands had to work closely with the organisers to estimate attendee numbers at each meal to limit as much waste as possible.



Dr Vivian Balakrishnan, Singapore's Minister for Water and Environment, was the Guest of Honour at the forum.



Mr. George Tanasijevich, President and CEO of Marina Bay Sands opened the forum with a welcome speech



TESTIMONIALS FROM DELEGATES

"It's great to see sustainability being embedded in every detail at RBF 2013. There are so many touch points during such an event and in such a venue that regardless of the collective quantitative impact of all the initiatives, the impact in terms of raising the awareness is very significant. We can see all around us, people talking about the efforts that have been made. Take the water dispensers and glasses: who is not uncomfortable with the hypocrisy of talking about climate change whilst sipping water from a Styrofoam disposable cup? Taking an end-to-end and holistic approach between organisers and Marina Bay Sands makes an impressive impact in terms of communications and awareness."

Ynse De Boer

Partner & Managing Director, Accenture Strategy & Sustainability, ASEAN

"The Responsible Business Forum is a great platform to communicate principles of sustainability and there cannot be a better opportunity than to do so at this forum, where everyone is working towards achieving improvement with the same end goal in mind. Sustainability is an on-going process and I hope more organisations will come on-board to adopt the ISO20121 management system standard in their events."

Ken Hickson

Chairman of Sustainability Showcase Asia (SASA)

"The Responsible Business Forum has raised several issues that have struck a chord with me, such as the urgency needed to roll out sustainability actions and how big corporations should see sustainability as part of their corporate social responsibilities. The Forum has also allowed us delegates like us to share and come up with new ideas and innovations."

Steven Lang

Partner – Cleantech & Sustainability Services at Ernst & Young

TESTIMONIALS FROM ORGANISER

"Working with Marina Bay Sands was an extremely positive experience. Given the sustainability focus of our event, Marina Bay Sands was the ideal partner through their own operational commitment to reducing their carbon footprint and providing a high quality venue that was the perfect setting for senior policy maker and business leaders."

Anthony Gourlay, Chief Executive Officer, Global Initiatives

Responsible Business Forum, November 2013

SUSTAINABLE MEETING APPROACH & COMMITMENT

This year, Marina Bay Sands played a bigger role in championing sustainable event planning alongside the organisers of RBF to help create a carbon-neutral event. Through this forum, Marina Bay Sands also became the first MICE facility in Singapore to adopt the Singapore Tourism Board's recently announced sustainability guidelines for the MICE industry.

Marina Bay Sands invested meticulous planning into every aspect of the forum to ensure RBF meets their green standards and goal of creating a 100% carbon-offset event. This includes offering sustainable menus, recycling, waste management and engaging the delegates to give back to the community through the property's Sands ECO360° programme.

In summary, the Sands ECO360° standards which were applied at RBF include:

SET-UP AND ENVIRONMENTAL SETTINGS

- Debut advanced and in-room movement sensors in meeting rooms. (This project is estimated to drive energy savings of 6 to 7% across all of Marina Bay Sands' MICE facilities upon completion).
- Sands ECO360° settings used in all meeting rooms (no pre-setting of paper, mints and water at tables; water dispensers and glasses were provided in each room to reduce wastage).
- No chair covers were used.
- Back drop made from sustainable materials.
- All meetings rooms were set to 25 degrees Celsius.

FOOD AND BEVERAGES

- Offering for the first time, a customised vegetarian menu from our green Harvest Menus.
- Harvest Menus include ingredients and produce sourced locally or from nearby countries (food from Singapore, Indonesia, Thailand and Malaysia) to reduce food miles.
- All condiments were served in bulk, no individual sachets (except sweetener).
- No pre-poured beverages on tables to avoid wastage.

WASTE MANAGEMENT AND POST-EVENT SANDS ECO360° IMPACT STATEMENT

- For the first time, Marina Bay Sands assisted an event organiser in weighing all food waste with the goal of ensuring that all of it is sustainably disposed of.
- An Impact Statement will be created for the event, illustrating sustainable event metrics such as energy and water consumption, recycling rate, carbon emissions and highlights of sustainable initiatives. All of these conform to both global sustainability reporting standards required by the Singapore Tourism Board's (STB) sustainability guidelines.
- All waste was sorted and recycled wherever possible.
- All non-contaminated food waste were composted.
- Cooking oil used in menus were recycled.

Contact Sales@MarinaBaySands.com to discuss your next sustainable event with Marina Bay Sands.



Mr. George Tanasijevich, President and CEO of Marina Bay Sands (right) opened the forum with a welcome speech



Recycling bins are aplenty around the vicinity

HELPING THE COMMUNITY

- For the first time, delegates also joined in the IR's green movement by participating in its 'Soap for Hope' activity.
- Leftover liquid soaps and shampoo are collected from Marina Bay Sands' hotel rooms on a regular basis for those in need.
- 'Soap for Hope' stations were set up at the forum and delegates lent their hands to help pour leftover soap into containers which will be distributed to the integrated resort's charity partner Food from the Heart.
- Bread that was not consumed from the event was also donated to Food from the Heart. This charity runs a bread distribution programme and beneficiaries include children, the elderly and needy families in Singapore.

Play a part in keeping our Earth green with Sands ECO360° Meetings options today!

