

## THE GAME CHANGER Creating Transformative Experiences at Marina Bay Sands

Green is the new black – and this is no exception within Asia’s MICE industry. While countries in Asia are still catching up with their Western counterparts in the area of sustainable events, the concept of ‘green meetings’ is fast gaining traction in Singapore and the region. The industry is seeing a steady growth in demand for green meetings as it gathers pace to leave a greener footprint, with an increasing number of venue operators jumping on the bandwagon to offer a range of green solutions to event organisers.

At Marina Bay Sands, every meeting already starts off on a green note. The ISO-certified integrated resort value-adds to clients’ specific green goals through a spectrum of green meeting options and customisable solutions – all done at no additional cost to organisers. Examples include the services of a designated green meeting concierge, and the option of Harvest Menus that feature sustainably sourced food. Marina Bay Sands is further equipped with the knowledge and tools to help clients create post-event carbon impact statements to detail their sustainable efforts.

Beyond its regular Sands ECO360o meetings programme, Marina Bay Sands continues to establish thought-leadership through introducing new, innovative sustainability solutions. Offering flexibility and customisation in its green meeting services, the integrated resort is poised to deliver best-in-class sustainability initiatives – especially for clients looking to push the envelope of their green meetings.

Read on to find out how Marina Bay Sands helped the 5th Responsible Business Forum achieve its ambitious “Zero Waste, Zero Emissions” goal.

### Pushing the green envelope: Responsible Business Forum

The 5th Responsible Business Forum (RBF) on Sustainable Development was held at Marina Bay Sands from 22 to 24 Nov. In its largest edition to date, this year’s Forum brought together over 750 business leaders, government representatives and NGOs to share solutions and tackle the United Nation’s Sustainable Development Goals (SDGS).

As a sustainable venue partner, Marina Bay Sands has worked closely with the organiser, Global Initiatives, to enable RBF to continually achieve its green event goals over the past three years.

This year, the integrated resort elevated its role as a sustainable venue host by collaborating with Global Initiatives to plan, conceptualise and execute the ambitious green goal of making RBF 2016 Asia’s first-ever Zero Waste to Landfill event. The event aimed to achieve a 100 per cent waste diversion from the event’s bottom line to avoid any waste contribution to landfills.



L-R: Delegates collecting their 100% recyclable name tags at RBF 2016; Marina Bay Sands’ food digesters help the integrated resort minimise its food waste

Marina Bay Sands’ MICE and Sustainability teams played a key role in supporting RBF’s target. The IR spared no efforts to minimise all waste produced within the boundaries of the event’s footprint, with initiatives such as:

- The removal of paper napkins and replacing them with cloth cocktail napkins;
- The use of water dispensers with reusable cups as opposed to providing plastic bottles;
- The provision of sugar in bowls instead of sachets, to avoid the use of paper;
- A redesign of the event’s audio visual layout to ensure that no floor tapes were used during the event set up. Cable trays were used instead so that guest safety was not compromised;
- A first-time collaboration with Marina Bay Sands chefs to create a local vegetarian Harvest Menu using 100 per cent digestible ingredients. This allowed for all preparation and leftover food waste to be diverted to the food waste digesters on site at Marina Bay Sands. These food digesters, which act as mechanical stomachs to break down food into waste water, ensured that there was a zero food waste contribution to the event’s bottom line.

Kevin Teng, Executive Director of Sustainability, Marina Bay Sands, said: “This was our fourth and most ambitious Responsible Business Forum event to date. We have previously initiated solutions to meet the Forum’s high sustainability targets each year, but this year was particularly exciting as it was Marina Bay Sands’ first-ever Zero Waste to Landfill event. Our team was able to rise to the challenge that RBF presented us with, by calibrating our green meeting services to help the Forum achieve its goal.”

Tony Gourlay, Chief Executive, Global Initiatives, said: “The Responsible Business Forum brings together business and governments to help break new ground beyond their existing sustainability commitments. As the organiser of RBF, and this first ever zero-waste zero emission conference with Marina Bay Sands, we wanted to ‘walk the talk’ and get the delegates thinking about how much every plastic cup, plane ride, conference badge, actually impacts the earth. Our ambitious waste reduction targets would have been impossible to even consider without the industry leading sustainability commitments of our venue partner Marina Bay Sands. They help us to lift the bar higher on this every year.”

### Creating unique experiences



#### OSEA2016 29 November to 2 December

The 21st edition of Offshore South East Asia (OSEA), an international oil and gas industry exhibition & conference, returned to Sands Expo and Convention Centre for the third time from 29 Nov to 2 Dec.

Held every two years, this year’s event focused on the sharing of knowledge, skills and strategies needed to navigate and overcome the current global oil and gas industry downturn. Featuring more than 1,000 international exhibitors over six exhibition halls on Level 1 and Basement 2, the four-day event drew over 25,000 delegates to Marina Bay Sands for an extensive showcase of products, solutions and technologies from upstream to downstream.

Ms Lindy Wee, Chief Executive, Singapore Exhibition Services and organiser of OSEA2016, said: “Marina Bay Sands’ dedication and professional execution have resulted in a smooth sailing event for us. It was a pleasure working with them.”

### Upcoming events at Sands Expo® & Convention Centre

#### ART STAGE SINGAPORE 12- 15 JAN '17



#### WE ARE ASIA.

#### Art Stage Singapore 2017 12 to 15 January

Art Stage Singapore 2017 will return to Marina Bay Sands from 12 - 15 January. It will continue to lead with innovative fair content and engage with contemporary issues pertinent to world affairs today.

The seventh edition of the Fair will strengthen its focus on Southeast Asia. It will emphasise the importance of developing a cohesive Southeast Asian art market by bringing together individual markets of the region into a single bloc – priming the region to be more competitive in relation to the other more developed global art markets in the West and China.

### Celebrate Chinese New Year at Marina Bay Sands



L-R: Roast Stuffed Suckling Pig at db Bistro & Oyster Bar; Picci with crab and black pepper at Osteria Mozza

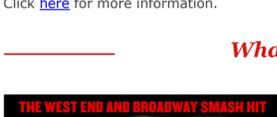
Enjoy a joyous Lunar New Year at Marina Bay Sands with a scrumptious line-up of culinary delights at celebrity chef restaurants Adrift by David Myers, db Bistro & Oyster Bar by Daniel Boulud, Osteria Mozza by Mario Batali, Sky on 57 by Justin Quek, and Bread Street Kitchen by Gordon Ramsay.

From European-style festive dishes to traditional Chinese menus, guests can indulge in a variety of sumptuous feasts to usher in the Year of the Rooster at Marina Bay Sands.

Diners with a sweet tooth can also treat themselves to festive goodies created by Executive Pastry Chef Anthony Poh at SweetSpot. Highlights include the Prosperity Golden Fire Cracker with almond milk truffles (S\$68) – made with rich dark chocolates and decorated with decadent gold coins and ingot.

Click [here](#) for more information.

### What's On

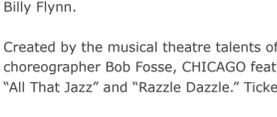


#### CHICAGO 8 to 26 February 2017

Based on real life events back in the roaring 1920s, the international award winning musical CHICAGO tells the story of nightclub singer Roxie Hart – who shoots her lover along with cell block rival, double-murderess Velma Kelly.

Together, they fight to keep from death row with the help of smooth talking lawyer, Billy Flynn.

Created by the musical theatre talents of John Kander, Fred Ebb and legendary choreographer Bob Fosse, CHICAGO features a score that includes tunes such as “All That Jazz” and “Razzle Dazzle.” Tickets start from S\$65.



#### THE MUSIC OF HANS ZIMMER VS JOHN WILLIAMS 10 to 11 March 2017

Conducted by Anthony Inglis, enjoy the very best scores from the two greatest film composers of the 20th Century in one fabulous programme accompanied by a sensational lights and dazzling lasers.

The performance features music from Pirates of the Caribbean, The Dark Knight Rises, The Da Vinci Code, Batman Begins, Man of Steel, Gladiator, Inception, E.T., Harry Potter, Jurassic Park, Close Encounters, Star Wars and Superman. Tickets start from S\$65.

### Meeting Incentives

Usher in the Lunar New Year at Marina Bay Sands  
Pave the way for a prosperous year ahead with an auspicious feast at Marina Bay Sands. Meeting planners looking to hold their Chinese New Year Dinner at Marina Bay Sands Expo and Convention Centre can select from three customised packages – Fortune (S\$888++), Wealth (S\$1,288++) and Prosperity (S\$1,488++). Each package includes an array of additional privileges at no additional cost, such as complimentary mandarin oranges and free flow beverages. All bookings must be made by 31 January 2017, and terms and conditions apply. More information can be found [here](#).

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