



# **STB Sustainability & Tech Marketplace TATGIF 2025**

## **SUSTAINABILITY CERTIFICATION (GSTC)**

**AILYNN SEAH  
CEO**

**THE LUMIERE CONSULTANCY**



# INTRODUCTION



WE SUPPORT



## THE LUMIERE CONSULTANCY (TLC)

We are a home-grown Sustainability Consulting company dedicated to leading **the travel & hospitality industry in its green transition** towards sustainability certification and accreditation, as well as fostering responsible and eco-tourism initiatives.

### Our Vision:

We envision a world where the **hospitality industry stands as a beacon of environmental responsibility and sustainability**. We are committed to guiding and empowering our clients to make **ecologically sound choices, minimize their carbon footprint, and enhance their social and environmental impact.**

# INTRODUCTION



Ailynn Seah  
Chief Engagement Officer (CEO)  
THE LUMIERE CONSULTANCY

Email: [ailynn@thelumiereco.com](mailto:ailynn@thelumiereco.com)  
Linkedin : [www.linkedin.com/in/Ailynnseah](https://www.linkedin.com/in/Ailynnseah)

20 years of successful track record in hotel and event space leadership role driving impact and inspiring change.

## **Sustainability Advocate**

- Help company attain Green certification ie GSTC & Green Globe certification and develop their sustainability journey and goals
- GSTC Auditing ( Certified GSTC Auditor)

## **Giving Back**

- Mentor
- Guest speaker, lecturer at both local and international universities
- Host travel industry roundtables and panels
- Judging Panels for Sustainability & Social impact category

## **Member of Board & Advisory Board**



# CERTIFIED GSTC AUDITOR

## Certificate of Achievement

**Ailynn Seah**

has completed the training requirements of the

**GSTC Sustainable Tourism Auditor Course**

and successfully passed the required assessment

and has been assessed as 'competent' in the following competency technical scope:

**GSTC Hotel Criteria**

Issue date: July 24, 2024

Certificate number: 2024-AT-C262



Randy Durband  
Chief Executive Officer  
Global Sustainable Tourism Council



Dr. Mihee Kang  
Assurance Program Director  
Global Sustainable Tourism Council



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**GSTC Tour Operator Criteria**

Issue date: August 2, 2024

Certificate number: 2024-AT-C267



Randy Durband  
Chief Executive Officer  
Global Sustainable Tourism Council



Dr. Mihee Kang  
Assurance Program Director  
Global Sustainable Tourism Council



# CLIENT LIST – TRAVEL AGENTS



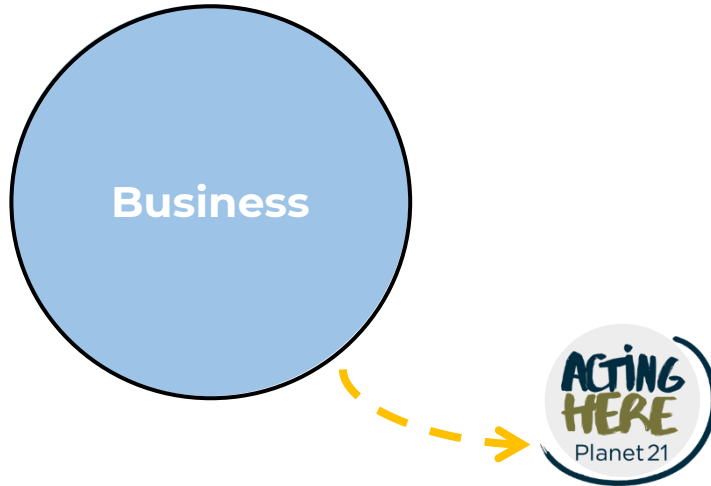


# CLIENT LIST - HOTELS



# Sustainability enters a new dimension

2016 - 2021

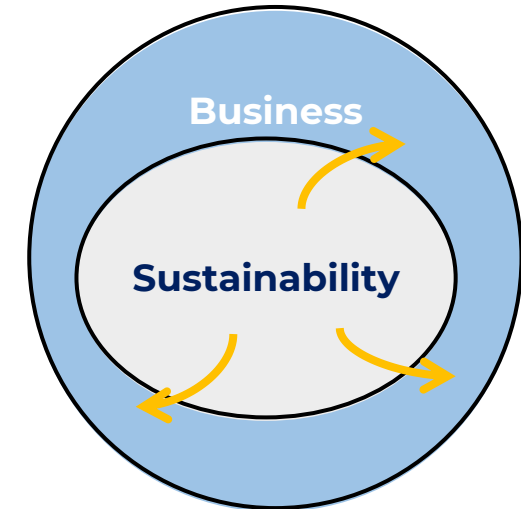


SUSTAINABILITY WAS CONSIDERED  
AS SOMETHING **NEXT TO BUSINESS**

- **Compensation**
- **Focus on internal reporting**
- **Self-assessment & declarative reporting**
- **Optional commitment**



2022 - 2030



SUSTAINABILITY IS NOW  
**AT THE HEART OF BUSINESS**

- ✓ **Contribution**
- ✓ **At the heart of the Business Strategy**
- ✓ **Embed into all functions**
- ✓ **Eco-labels and certifications**



# Rise of the Conscious Traveller



*Sustainable travel searches on Google increased by 50% between Jan 2023–2024. A recent report by [Euromonitor International](#) found that almost 80% of travellers would pay up to 10% more for travel and tourism experiences that are sustainable.*

According to [Booking.com](#), 76% of travellers said they want to travel sustainably over the next 12 months, however, 51% of travellers believe there aren't enough sustainable travel options, with 40% not knowing how or where to book authentic local tours and cultural activities.

The [WTM Global Travel Report](#) highlighted sustainable travel as a major opportunity for the tourism industry. Existing companies will be able to innovate their product offerings while new companies will emerge that help provide solutions to travellers looking to be more sustainable.



# Sustainability: A Business Imperative

**Google:** Offers a "**sustainable travel**" filter that allows users to search for eco-friendly hotels and accommodations. This includes properties that have received sustainability certifications.

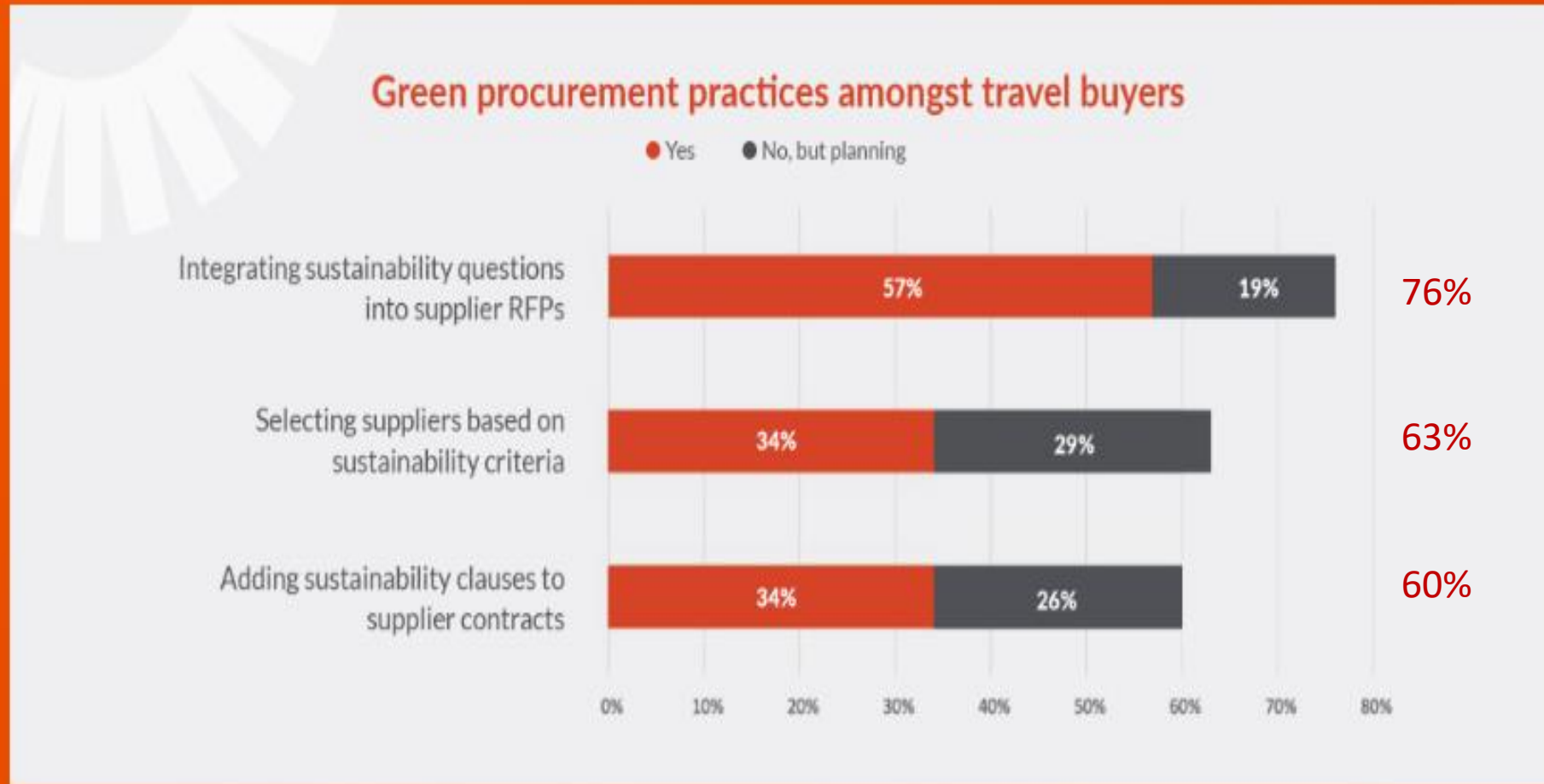
**Airbnb:** Provides a "**Sustainable**" filter that lets users find listings that are committed to environmentally friendly practices, such as energy efficiency and waste reduction.

**Booking.com:** Features a "**Travel Sustainable**" badge that highlights properties that have taken significant steps to operate sustainably. Users can filter search results to show only these eco-friendly options.

**Google** partnering with the **GSTC** to begin importing their database of **eco-certified hotels**.



# INCREASING DEMAND BY CORPORATE COMPANIES HAVING SUSTAINABILITY QUESTIONS IN SUPPLIER RFP



Source: <https://gbtafoundation.org/de/publications/sustainable-procurement-standards/>



# WHY SHOULD YOUR COMPANY TRANSITION ?



**PEOPLE CARE DEEPLY**



**INCREASE  
BRAND VALUE**



**ATTRACT  
NEW CUSTOMERS**



**REGULATORY  
COMPLIANCE**



The Singapore Green Plan 2030 positions us to achieve net zero emissions by 2050. We will continually update the plan in our sustainability journey.



# TOURISM SUSTAINABILITY STRATEGY

1

## Becoming a Sustainable Urban Destination



MAKE  
SUSTAINABILITY  
FUN



DEVELOP SUSTAINABLE  
TOURISM HARDWARE AND  
SOFTWARE



CREATE A SUSTAINABLE  
EXPERIENCE ACROSS ALL  
CONSUMER TOUCHPOINTS

2

## Building a Sustainable Tourism Sector



ASSOCIATIONS TO  
PROVIDE INDUSTRY-  
SPECIFIC DIRECTIONS  
TO SHAPE BUSINESSES'  
SUSTAINABILITY  
STRATEGIES



LEVERAGE INNOVATION  
TO SUPPORT  
SUSTAINABLE TOURISM  
OUTCOMES



BUILD THE  
SUSTAINABILITY-RELATED  
CAPABILITIES OF OUR  
WORKFORCE

3

## Showcasing Singapore as a Sustainable Urban Destination



SHOWCASE SUSTAINABLE  
EXPERIENCES AND STORIES



HIGHLIGHT SINGAPORE'S STRENGTHS  
AS AN INNOVATIVE DESTINATION

# What Travel Agent can do to be a Part of the Green Plan

1. Integrate sustainability into business decisions
2. Find more sustainable ways to operate and embrace green opportunities
3. Adopt Environmentally Friendly Habits
4. Leverage their sphere of influence to help their sector make the green transition quickly

In support of SDGs:





# SG MICE SUSTAINABILITY ROADMAP

## SINGAPORE MICE SUSTAINABILITY ROADMAP

### 1 VISION

To be Asia Pacific's Leading Sustainable MICE Destination by 2030



Integrate sustainability as a core value across the MICE ecosystem



Collaborate for joint success and greater impact

### 3 TARGETS



Develop sustainability standards by 2023 and aim to be internationally recognised by 2024



Obtain sustainability certification<sup>1</sup> for purpose-built MICE venues<sup>2</sup> & 80% of SACEOS members<sup>3</sup> by 2025



Start tracking waste and carbon emissions by 2023, reduce waste and achieve net zero emissions by 2050

### 2 FOCUS AREAS



Circular Economy - Reducing, Recycling & Managing Waste



Reduce Energy and Carbon Emissions

<sup>1</sup> Internationally or nationally recognised sustainability certification, or both

<sup>2</sup> Changi Exhibition Centre, Raffles City Convention Centre, Resorts World Convention Centre, Sands Expo and Convention Centre, Singapore EXPO, Suntec Singapore Convention & Exhibition Centre

<sup>3</sup> Target applicable to Event Organisers, Venues, Stand Builder Contractors and F&B Caterers. All MICE players can get certified through education and collaboration initiatives provided by SACEOS.

CO-DEVELOPED BY

SACEOS  
SINGAPORE



Accurate as of 1 December 2022

## SINGAPORE MICE SUSTAINABILITY ROADMAP

### 3 STRATEGIES

#### STRATEGY 1

Raise sustainability standards across the industry to achieve certification



Green operations and events, guided by certification standards



Incorporate green capabilities into existing and new roles

#### STRATEGY 2

Innovate processes and adopt sustainability solutions



Improve processes and identify solutions for adoption at scale



Pilot new sustainable solutions

#### STRATEGY 3

Raise awareness of industry best practices and solutions



Provide resources on best sustainability practices for industry



Conduct training to raise knowledge and capabilities

CO-DEVELOPED BY

SACEOS  
SINGAPORE



Accurate as of 1 December 2022

# Why GSTC ? Local Hearts, *Global Standards*

## GSTC CERTIFICATION







# WHO IS GSTC?

The Global Sustainable Tourism Council (GSTC) is an **international organization** that sets and **manages global standards for sustainable tourism**. It provides a framework for **Hotels, Tour Operators and Destinations** to adopt sustainable practices and reduce their environmental and social impact.

## Mission:

To be an **agent of change** in the world of sustainable travel and tourism by **fostering the increased knowledge, understanding, adoption and demand for sustainable tourism practices**.



# 4 PILLARS

## Section A

Effective sustainability planning

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## Section B

Maximizing social and economic benefits  
for the local community

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## Section C

Enhancing cultural heritage

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## Section D

Reducing negative impacts to the  
environment



# TOUR OPERATOR CERTIFICATION



Global Sustainable Tourism Council

[GSTC Homepage](https://www.gstc.org/)

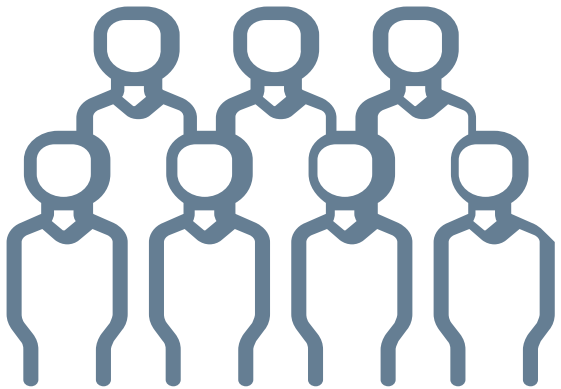
## Vision:

Tourism fulfills its potential as a vehicle for social, cultural, and economic good while **removing** and **avoiding** any **negative impacts** from its activities in terms of environmental and social impacts.

## Mission:

To be an **agent of change in the world of sustainable travel and tourism** by fostering the increased knowledge, understanding, adoption and demand for sustainable tourism practices.

# GSTC - Global Authority on Sustainability in Travel & Tourism



The Global Sustainable Tourism Council (GSTC) was established by **UN agencies together with NGOs** and the private sector to act as an **independent organization**.

Plays a critical role as the leading global authority in providing guidance for the **development and management of sustainability practices in travel and tourism**.

Based on the GSTC's extensive knowledge base, the standards offer both global and regional perspectives relevant to tourism industry stakeholders at various stages of **sustainability adoption and development**.



# TYPES OF GSTC CERTIFICATION

	GSTC DESTINATION CERTIFICATION
	GSTC HOTEL CERTIFICATION
	GSTC TOUR OPERATOR CERTIFICATION
	GSTC MICE CERTIFICATION ( 2026)
	GSTC ATTRACTIONS CERTIFICATION ( 2026)

# GSTC TOUR OPERATOR CERTIFICATION



**YES**

1. Travel Agent handling inbound travel
2. Inbound Destination Management Company
3. Travel Agent - inbound Division
4. Inbound Online Travel Agent





# Benefits of GSTC Certification

1. GSTC Accreditation plays an important role to **assure impartiality, quality, competence and credibility** of the process and the certification itself.
2. GSTC Certification can help tourism businesses to **redefine the way they do business**, for the benefit of both people and planet.
3. The certification standard is in compliance with **universal criteria** for sustainable tourism and its procedures meet international principles for transparency, impartiality and competence.



# SUSTAINABLE DEVELOPMENT GOALS



In 2015, the United Nations drew up a set of 17 global goals to **combat poverty, inequality, environmental destruction, and more by 2030**. These Sustainable Development Goals (SDGs) – representing international collaboration unparalleled in human history – are now **adopted by 193 countries**.



■ Our efforts are on the right track. In 2023, Singapore was certified as a Sustainable Destination based on the Global Sustainable Tourism Council (GSTC)'s Destination Criteria.



Singapore was first to apply the GSTC-D certification process on a country level.

### GSTC-Destination (GSTC-D) Certification

The GSTC is a leading global authority on sustainable travel and tourism. Singapore was the first to apply the GSTC-D certification process on a country level.

Being certified:

- 1 Demonstrates Singapore's **credibility** and **commitment** to sustainability at national- and tourism sector-level.
- 2 Strengthens Singapore's **value proposition as a destination**, especially for MICE events.



# STB – Business Improvement Fund

## What costs can be supported?



### Grantee will receive funding support for qualifying third-party project-related costs<sup>5</sup>:

- Consultancy fees (which can include costs involved in sustainability certification)
- Hardware/equipment and software
- Materials and consumables
- Training costs (if training is an intrinsic component of the project)
- Travel costs associated with the project



### Qualifying Costs need to be:

- Incurred by (i.e. receipt of goods and services);
- Invoiced to; and
- Paid for

**by the grantee within the qualifying period to qualify for disbursement.**

<sup>1</sup> Eligibility of project is subject to STB's assessment.

<sup>2</sup> Hotels/Hostels would need to possess a valid license issued by the Hotels Licensing Board (HLB). For more information, please refer to <https://www.hlb.gov.sg/>.

<sup>3</sup> With effect from 1 April 2022, STB has expanded BIF to include sustainability initiatives in support of our tourism companies in their sustainability journey to build resource efficiencies, pivot business models to enhance competitiveness and scale up adoption and development of sustainable solutions.

<sup>4</sup> Value added (\$) = Net operating profit (before tax) + remuneration + depreciation

<sup>5</sup> Funding support varies for Small Medium Enterprise (SME) and non-SME. SME refers to at least 30% local (Singaporean or Singapore Permanent Resident) shareholding, and group annual sales turnover not more than S\$100 million or group employment size not more than 200 employees.



# STB Business Improvement Fund (BIF) Eligibility



## Open to Singapore-registered businesses/companies only



- **Tourism companies**<sup>2</sup> taking on core capability development initiatives
- **Technology companies** creating innovative products and services for tourism businesses



## Projects should fall under one of the categories:

- **Core Capabilities Improvements** in areas *such as business strategy development, adoption of internationally recognised sustainability<sup>3</sup> certification and/or standards*
- **Innovation & Productivity Improvements** in areas *such as automation, product development or scaling up the adoption and development of new, innovative and sustainable products, services or solutions*



## Projects that have commenced prior to Singapore Tourism Board's offer may not be eligible for grant support. Examples where projects are deemed as having commenced include:

- Applicant has started work on the project *e.g. tender has been called*
- Applicant has made payment(s) to any supplier, vendor or third party.
- Applicant has signed a contractual agreement with any supplier, vendor or third party

# CONSULTANCY SERVICES



Grant Advisory



Gap Analysis



Design and Development of Sustainability Management systems, manuals, SOPs, forms & documentation (Provide supervision and guidance, initial interviews & visit, discussion, follow up meetings)

Closure of gaps and preparation for audit



Support during the External Audit



Review non-conformity ( if any) & rectification



# GSTC Accredited Certification Bodies - Singapore



Since 1828, Bureau Veritas has aided clients worldwide in enhancing performance through system certification, product approvals, and tailored audits. They ensure assets, products, processes, and infrastructure adhere to quality, health, safety, environmental, and social standards.



Control Union Certifications serves as a global one-stop-shop for diverse certification programs in agriculture, food, feed, forest products, textiles, and bioenergy. In 2016, they became the first Accredited CAB for GSTC Criteria for Hotels and Tour Operators, offering the highest level of credibility within the GSTC Integrity program.

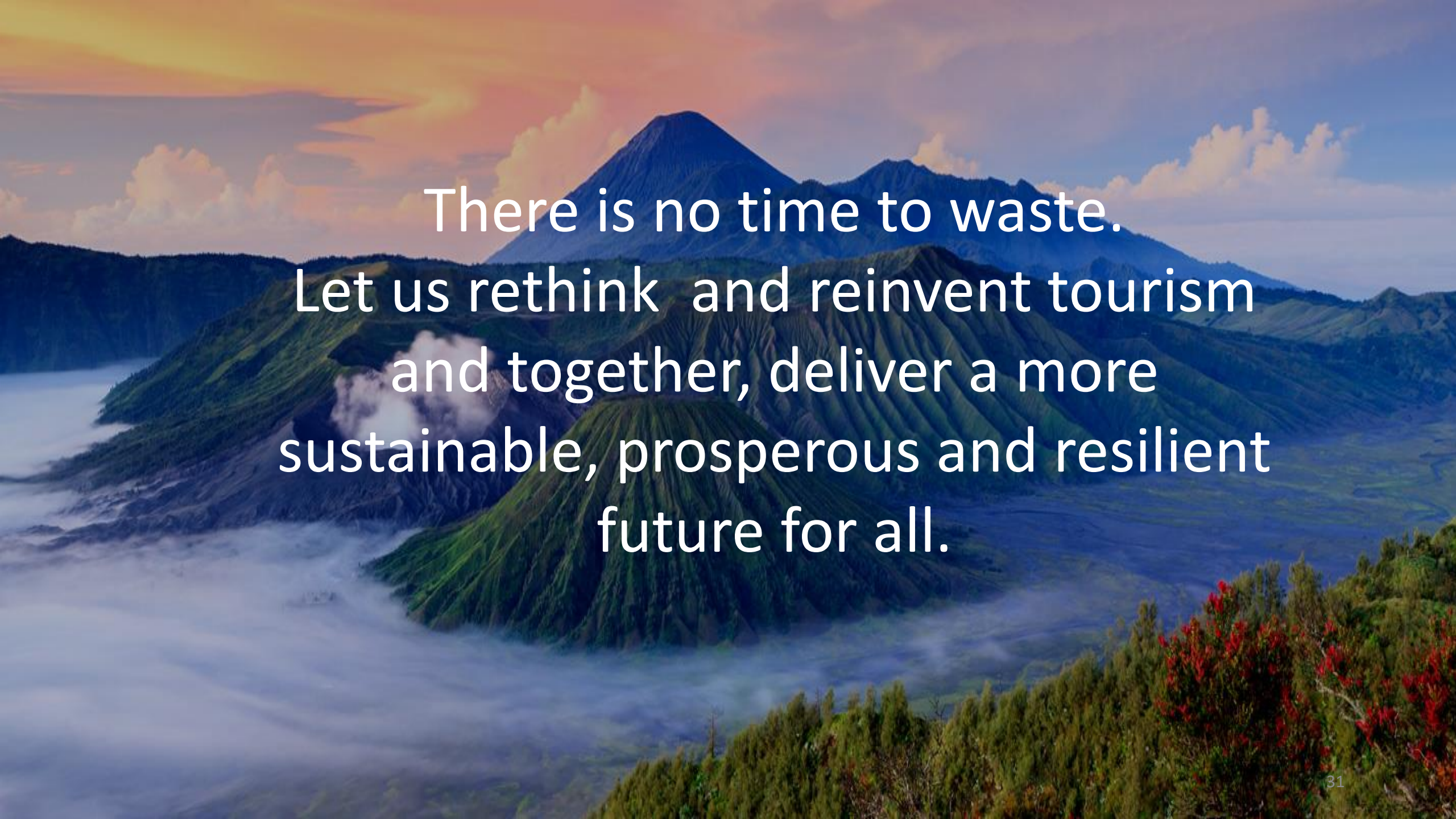


Vireo provides worldwide recognised environmental certification scheme such as GSTC – Accredited certification body , FSC & MSC. Vireo has International experience and works with professional and highly qualified auditors

# Certification Procedures

Application	Fill out the STB BIF Grant application form
Contracting	After the confirmation of the grant application, the consultancy firm and certification body sends an offer and invoice. After signing of the offer, documents needed for the on-site audit are provided.
Document Review	The client fills out the necessary documents which are verified by the Consultant and certification body.
On-site Audit	The certification body visits all offices which the client applied for, and checks if they comply with the certification standard.
Non-Conformities	The client needs to solve any points which do not comply with the standard requirements.
Certificate Issues	After closing of the non-conformities by the client, the certification body issues the certification.
After Certification	In case of using the certification logo, the certification body will review and approve the design. In order to maintain the certificate, a yearly on-site audit is necessary <sup>30</sup>





There is no time to waste.  
Let us rethink and reinvent tourism  
and together, deliver a more  
sustainable, prosperous and resilient  
future for all.

# A C T N O W !



Email: [ailynn@thelumierecompany.com](mailto:ailynn@thelumierecompany.com)  
Linkedin : [www.linkedin.com/in/Ailynnseah](https://www.linkedin.com/in/Ailynnseah)  
M: 97347798



CONTACT US FOR MORE INFORMATION