

SINGAPORE MICE SUSTAINABILITY ROADMAP 2.0



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 PILLARS & 3 STRATEGIES

ENVIRONMENTAL SUSTAINABILITY



STRATEGY 1

Shift from tracking emissions to active reduction of waste and carbon emissions across purpose-built MICE venues

SOCIAL SUSTAINABILITY



STRATEGY 2

Support the Singapore MICE industry players' adoption of social sustainability at the event- and industry-level

ECONOMIC SUSTAINABILITY



STRATEGY 3

Build a business case for sustainability in the MICE industry, including quantifying the economic value of sustainability adoption

CO-DEVELOPED BY

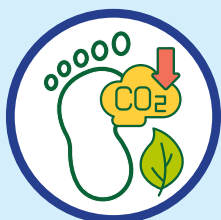


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5 TARGETS

ENVIRONMENTAL SUSTAINABILITY



Develop a MICE Decarbonisation Framework by 2028



Continue tracking waste and carbon emissions to reduce waste and achieve net zero emissions by 2050

SOCIAL SUSTAINABILITY



Develop a partnership framework for partners and suppliers to work with MICE event organisers by 2027



Develop a MICE Industry Social Impact Playbook by 2028

ECONOMIC SUSTAINABILITY



Conduct a study on a business case for MICE sustainability adoption by 2028

¹ Singapore Association of Convention & Exhibition Organisers & Suppliers (SACEOS)

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