



# REVENUE OPTIMIZATION CONFERENCE

*A Commercial Strategy Event*



11<sup>th</sup>-12<sup>th</sup> May 2023

MARINA BAY SANDS SINGAPORE

**Sustainability Insights and Best Practices  
from Industry Experts **AT****



**REVENUE  
OPTIMIZATION  
CONFERENCE**

**Ailynn Seah**

HSMAI Commercial Advisory Board  
HSMAI

11<sup>th</sup>-12<sup>th</sup> May 2023

**MARINA BAY SANDS SINGAPORE**

**Sustainable development is the pathway  
to the future we want  
for all. It offers a  
framework to generate economic growth,  
achieve social justice, exercise environmental  
stewardship and strengthen governance.**

*Mocak*

Ban Ki-Moon

# WHY SUSTAINABILITY?



**PEOPLE CARE DEEPLY**

**INCREASE  
BRAND VALUE  
& REVENUE**

**ATTRACT  
& RETAIN  
CUSTOMERS**

**INCREASE  
TRANSPARENCY  
& REGULATION**

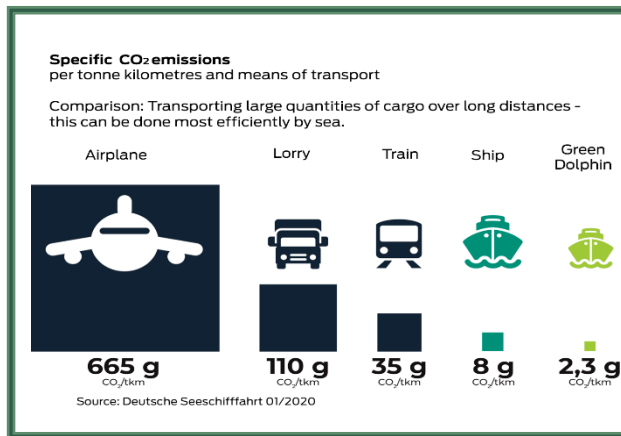
73%



■ S.E.A CONSUMERS ARE WILLING TO CHOOSE A MORE SUSTAINABLE PRODUCT

Source : e-Conomy SEA 2022 report by Google

# The ENVIRONMENTAL IMPACT



**1.89 KG**  
WASTE PER ATTENDEES  
PER DAY

**84%**  
of EVENTS  
CARBON FOOTPRINT  
CONTRIBUTED BY  
TRANSPORT

**90%**  
OF TRASH FLOATING  
ON THE OCEAN ARE  
PLASTICS

# EVENT ENVIROMENTAL FOOTPRINT

## THE TYPICAL CONFERENCE ATTENDEE PRODUCES

1.89 KG



OF DISCARDS OR WASTE PER DAY

1.16 KG



OF WHICH IS LANDFILL

176.67 KG



OF CO2 EMISSIONS PER DAY

Source: Meet Green

## FOR A 100-PERSON, 3-DAY EVENT THAT TRANSLATED INTO



5670 KG OF DISCARDS

▶ **WEIGHT OF 4 COMPACT CARS**



3480 KG OF LANDFILL

▶ **WEIGHT OF 2.6 COMPACT CARS**



530 TONS OF CO2

▶ **1233 BARRELS OF OIL CONSUMED**

# SUSTAINABLE CITY RANKING



01

## EUROPE

More than half of the **top 50 cities** in the overall index are in Europe

02

## USA

03

## ASIA

25 cities in Asia Pacific are in the overall index, Tokyo has the highest rank at number 3. Only four other cities in Asia Pacific made it into the top half of the overall index

**Tokyo 3**

**Seoul 26**

**Sydney 33**

**Singapore 35**

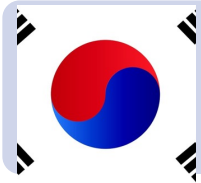
**Macao 50**



The Arcadis Sustainable Cities Index 2022 ranks 100 of the world's cities based on 51 metrics, across 26 indicator themes, arrayed under the three pillars of sustainability: planet, people, and profit



# APAC TOURISM SUSTAINABILITY INITIATIVES



South Korea  
**Sustainable Tourism Master Plan**  
- Green Growth Program



China  
**Green China Plan**  
**Beautiful China 2035.**



Japan  
**Sustainable Tourism Promotion Plan**



Indonesia  
**National Sustainable Tourism Strategy**



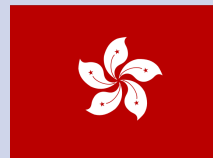
Australia  
**Green Globe 21 by Sustainable Tourism**  
**Cooperative Research Centre**



Thailand  
**Sustainable Tourism Development Policy**



Malaysia  
**Sustainable Tourism Transformation**  
**Plan**



Hong Kong  
**Sustainable Tourism Pledge**

# Singapore Govt GREEN PLAN 2030



<https://www.greenplan.gov.sg/key-focus-areas/green-government/>

**GREEN GOV SG**

GreenGov.SG is a sustainability movement launched by the public sector to support the Singapore Green Plan 2030.

It sets ambitious targets and measures to enable the public sector to peak its emissions around 2025, ahead of the national target.

Achieving Singapore's sustainability goals is a whole-of-nation endeavour. We all have a part to play.

## EXCEL

with new and more ambitious targets for the public sector

- Aim to reduce energy and water use by 10% (from the average of 2018-2020 levels) by 2030
- Aim to reduce amount of waste disposed of by 30% (from 2022 levels) by 2030
- To set targets for buildings, information technology, transport, and solar deployment, which are more ambitious than national goals
- Targets will also apply to public sector infrastructure and operations

## ENABLE

a sustainable economy and green citizenry by embedding sustainability in our core business

- To purchase products that meet high resource efficiency or sustainability standards
- To take into account companies' sustainability-related policies and practices, when evaluating government tenders
- To continue raising public awareness by showcasing sustainability at community spaces, e.g. hawker centres

## EXCITE

public officers to contribute actively to sustainability in Singapore

- To promote the exchange of best practices and latest solutions to inspire and empower public officers
- Support public officers who wish to champion ground-up initiatives

**GREEN PLAN**

Let's work together to make  
Singapore a City of Green Possibilities.

Learn more about  
GreenGov.SG here  
<https://go.gov.sg/greengovsg>

HOSPITALITY SALES & MARKETING ASSOCIATION INTERNATIONAL

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FUEL SALES # INSPIRE MARKETING # OPTIMIZE REVENUE

# SG HOTEL SUSTAINABILITY ROADMAP



VISION

STRATEGIES

## SINGAPORE HOTEL SUSTAINABILITY ROADMAP

**VISION**  
To create a hotel industry in Singapore that

- Integrates sustainability as a core value across the entire hotel ecosystem
- Is established as a living lab for innovation and utilises sustainability as a key thrust to drive business competitiveness and growth
- Is recognised as an industry leader for sustainability in the region

**TARGETS**

- At least 60% of hotel room stock to achieve internationally-recognised hotel sustainability certification (e.g. by the Global Sustainable Tourism Council) by 2025
- For hotels to commence tracking of emissions by 2023, reduce emissions by 2030, with a view to achieve net-zero emissions by 2050

**4 CORE AREAS OF FOCUS**

- Water Conservation
- Energy Conservation
- Waste Management, Recycling & the Circular Economy
- Sustainable Sourcing and Procurement

Co-developed by

## SINGAPORE HOTEL SUSTAINABILITY ROADMAP

**STRATEGIES**

**Strategy 1**  
Develop holistic sustainability plans, guided by international certification standards, to green hotel properties and operations:  
**Raise sustainability standards across the industry to achieve certification**

- Hotels to green properties and operations, guided by international certification standards
- Tap on industry-wide sustainability resources and learn from industry best practices
- Create new green jobs and develop sustainability-focused capabilities and skillsets

**Strategy 2**  
Singapore hotels as a living lab to test bed and develop new and effective sustainable solutions, for export to the region and beyond:  
**Research, pilot and adopt sustainability solutions**

- RESEARCH & DEVELOPMENT: Identify areas of opportunity & key sustainability-related problem statements
- PILOT & TEST-BED: Partnerships between solution providers and hotels to pilot new solutions
- IMPLEMENT & SCALE ADOPTION: Scale adoption of sustainability solutions with proven results

**Strategy 3**  
Tap on growing demand for sustainable products by developing authentic sustainability-centric hotel concepts and guest experiences:  
**Develop sustainable hotel concepts and experiences in Singapore**

- Establishment of leading green hotel brands
- Farm to table dining experiences
- Rooftop herb gardens
- Choice of eco-friendly bedding
- Incorporating sustainability incentives into loyalty programmes

**Strategy 4**  
Educate and promote sustainable consumption habits and grow awareness of hotels' sustainability offerings:  
**Raise awareness of sustainability efforts and promote sustainable consumption habits**

- Encourage housekeeping only upon request
- Sustainable hotel toiletries
- In-room filtration tap to replace plastic water bottles
- Marketing of hotels' sustainability efforts and offerings

Co-developed by

# SG MICE SUSTAINABILITY ROADMAP



VISION

## 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



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



Accurate as of 1 December 2022

STRATEGIES

# SG HOTEL SUSTAINABILITY ROADMAP



2

Hotels to commence **tracking** of emissions by 2023, **reduce** emissions by 2030, with a view to achieve **net-zero** emissions by 2050

1

At least **60% of hotel room stock** to achieve internationally-recognized hotel **sustainability certification** by 2025

# Sustainability Insights & Best Practices from Industry Experts **AT**

## REVENUE OPTIMIZATION CONFERENCE



**Ailynn Seah**

Panel Moderator  
HSMAI Commercial Advisory Board



**Charline Boccara**

Vice President Digital Distribution & Loyalty  
Accor SEA, Japan & South Korea



**Elaine Chan**

Director of Marketing Communications & Sustainability  
PARKROYAL COLLECTION Marina Bay, Singapore



**Michael Kruesi**

Associate Professor  
Singapore Institute of Technology

**We will insert Charline, Elaine, Michael PPT's here**

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**Michael Kruesi**

Associate Professor  
Singapore Institute of Technology



# CALL TO ACTION!



**START SMALL**

## EVERY STEP COUNTS

Action speak louder than words

Small acts when multiplied by millions of people can transform the world



**WALK THE TALK**

## MAKE IT A LIFESTYLE

Ingrain into the companies DNA  
Have a culture to want to make a difference .



**COLLABORATE**

## PARTNERSHIP

Power of collaboration  
Govt agencies, CVB, Venues, Supplier chain & Learning Institution .





Sustainability is here to  
stay or we may not be.

Niall FitzGerald

quote fancy