



**JMIC**

JOINT MEETINGS  
INDUSTRY COUNCIL

## JMIC + SDG's

Meeting the Worlds Sustainable  
Development Goals



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# INTRODUCTION

## JMIC'S SDG ONLINE DATABASE

In 2015, the United Nations shared the world's blueprint for sustainable development, consisting of 17 Sustainable Development Goals (SDGs) at its core. These SDGs are an urgent call for collective action across the public, private and civic sectors by all countries. They recognize that the challenges we face – from poverty, hunger, health, education, inequality, economic growth, climate change to environmental preservation – are interconnected and need to be addressed hand-in-hand.

The Meetings Industry has a critical role to play in moving the needle forward given that it enjoys an incomparable outreach – millions of international attendees and exhibitors are engaged every year, spanning a wide cross section of all sectors of business, government, academia and community. The work of the Meetings Industry wields meaningful influence on how knowledge and business practices evolve, and supports economic, professional, social and academic advancement to the benefit of all.

To demonstrate the industry's collective leadership in addressing the SDGs, and support further uptake and implementation of these goals, JMIC invited members to share their case studies on JMIC's SDG online database [here](#). This online database is based on the system of documentation developed by JMIC's member UFI.

Through three different submission templates, case studies altogether capture the range of SDG-related benefits across three different elements of industry activity:

### **Type I | Event Theme and Content:**

*How the theme of the event contributes to the SDGs*

### **Type II | Event Execution and Operation:**

*How the approach taken to the operation of the event contributes to the SDGs*

### **Type III | Company's Operations:**

*How an organizer/supplier's own operations contribute to the SDGs*

# OUR SDG CASE STUDIES

16 COUNTRIES | 43 CASE STUDIES





01

## Ecodesign Program For Exhibition Stands

Indian Machine Tool Manufacturers' Association



02

## HML "Think Before Plastic" Campaign

Hong Kong Convention and Exhibition Centre  
(Management) Limited



03

## MICE Sustainability Certification (MSC)

Singapore Association of Convention & Exhibition  
Organisers & Suppliers



04

## Responsible Seafood at Marina Bay Sands

Marina Bay Sands Pte Ltd



# AFRICA



# SOUTH AMERICA

05

AfricaCom

Informa Plc



06

Futurecom

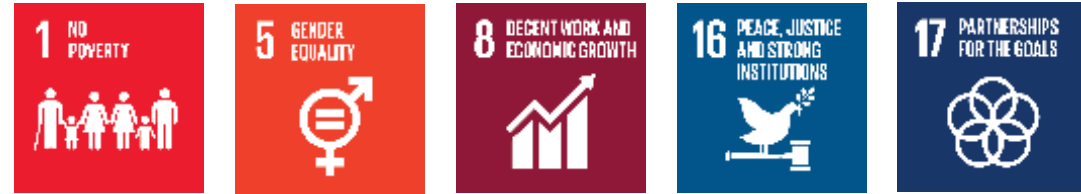
Informa Plc



07

### Cobo Cares Initiative

Cobo Center



11

### Initiative FIL Impacto 0

Impacto0



08

### Cobo Green Initiative

Cobo Center



12

### Organizing Sustainable Initiatives around the SDGs of the United Nations

Montreal Convention Centre



09

### Cobo Tech Initiative

Cobo Center



13

### Rooftop Communities

Javits Center



10

### District Energy System

Energcare Centre, Exhibition Place



# NORTH AMERICA

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## The Oregon Convention Center's Waste Diversion Policy

Oregon Convention Center



15

## Towards Carbon Neutrality!

Montreal Convention Centre



**NORTH  
AMERICA**

8



# EUROPE

16

## Boxed Water

Barcelona International Convention Centre



17

## Campus IFEMA Thinkkids

IFEMA



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## Corporate Social Responsibility Annual Reporting

Barcelona International Convention Centre



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## Donation of surpluses from Fruit Attraction and Meat Attraction

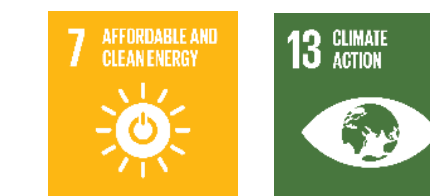
IFEMA



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## Energy Management System

The Swedish Exhibition & Congress Centre Group



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## Food for Good, Palacongressi di Rimini's Social Commitment Italy

Palacongressi di Rimini



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## greenmeetings & events conference 2019 (gme)

European Association of Event Centres, German Convention Bureau



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## greenmeetings & events conference 2019: A Venue's Observations on Operations

The Leipzig Trade Fair Group



# EUROPE

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Heartwarming Amsterdam

RAI Amsterdam



25

Helios Project

Valencia Conference Centre



26

Horecava

RAI Amsterdam



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How to Introduce Sustainability Management and Make It Part and Parcel of Corporate Culture

The Leipzig Trade Fair Group



28

Neonyt

Messe Frankfurt



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Offset the Carbon Footprint

Barcelona International Convention Centre



30

People make Glasgow Healthier

Glasgow Convention Bureau



31

Plastic Waste Display

Reed Exhibitions



# EUROPE

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Sustainability Reporting - UN Global Compact Communication on Progress  
Messe Frankfurt



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Sustainability Reporting for SDGs  
Reed Exhibitions



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Sustainable F&B Catering at Conferences, Meetings and Events  
fairgourmet GmbH (a company of The Leipzig Trade Fair Group)



35

Think Green  
GL events



36

Think Local  
GL events



37

Think People  
GL events



38

Vitality Program  
World Forum The Hague



39

### Celebrating First Nations Cultures

International Convention Centre Sydney



43

### Melbourne Renewable Energy Project

Melbourne Convention and Exhibition Centre



40

### Creating Lasting Event Legacies

International Convention Centre Sydney



41

### Feeding the Performance of Regional Communities

International Convention Centre Sydney



42

### Less to Landfill

Gold Coast Convention and Exhibition Centre



# AUSTRALIA

12

# THREE AREAS TO EMBED SUSTAINABILITY

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## 01

### EVENT THEME & CONTENT

Your event could promote awareness of sustainability and inspire sustainable actions to be taken.

*Case Study Highlights: 1. Promoting Sustainability Concepts  
2. Influencing Industry Trends*

## 02

### EVENT EXECUTION & OPERATION

Events consume energy, water and other natural resources both directly and indirectly (through goods and services procured, and participants' transportation). Plan ahead of your events so you could best manage your event footprint.

*Case Study Highlights: 1. Saving Resources from Wastage  
2. Injecting Vitality into Events*

## 03

### COMPANY'S OPERATIONS

Beyond individual events, you could explore implementing company-wide sustainability management strategies and aligning your goals with the SDGs.

*Case Study Highlights: 1. Aligning Reporting with SDGs  
2. Creating a Culture of Sustainability*

# 01

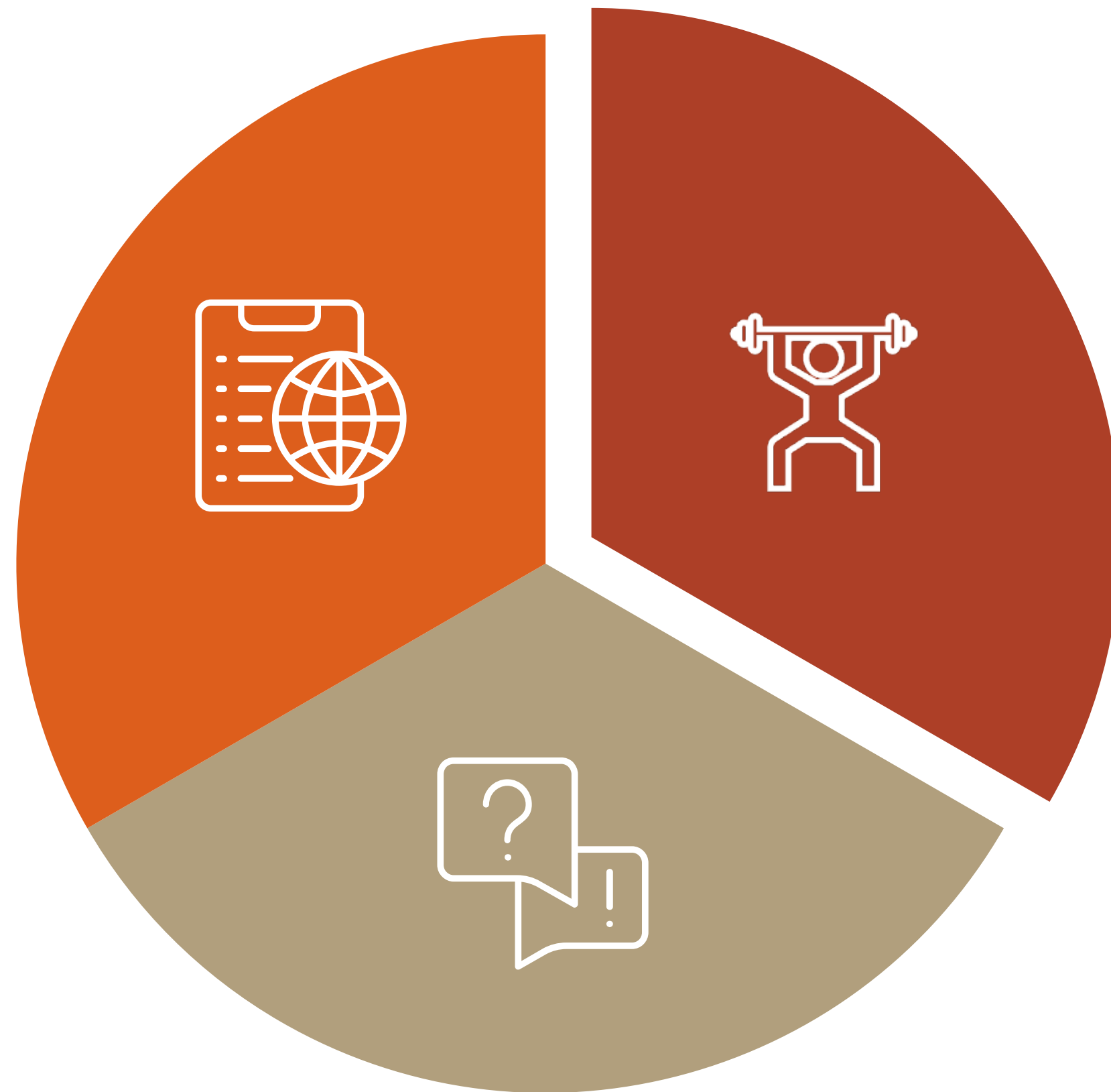
## EVENT THEME & CONTENT

# PROMOTING SUSTAINABILITY CONCEPTS

## Case Study: green meetings & events conference (gme)

### STRATEGY

- How could sustainability be integrated across an event lifecycle?
- How does climate change call for new strategic approaches?
- What are the costs vs economic advantage of a sustainable approach?



### EVALUATION

- How should you measure the success of your sustainable approach?

### IMPLEMENTATION

- What makes a venue sustainable?
- How could energy and water usage be reduced?
- How could catering be made sustainable?
- How could waste be diverted from the landfill?



Through the conduct of events imparting sustainability knowledge, we could help spread awareness and action. 2019 marked the fifth iteration of gme by **European Association of Event Centres** and **German Convention Bureau**. During the conference, experts shared how to organize an event sustainably, across the three stages of Strategy, Implementation and Evaluation (see right).

Image Source: gme

# 01

EVENT THEME  
& CONTENT



Outreach:  
7,000



## INFLUENCING INDUSTRY TRENDS

Case Study: Neonyt

By hosting industry events related to sustainability, we provide a platform where exciting sustainability ideas can come together to transform our industries. The **Neonyt Trade Show** for example, aims to change fashion together, through collaboration, innovation, sustainability and technology. It is the world's biggest exhibition for sustainable fashion and showcases a good balance of both leading brands and newcomers.

# SAVING RESOURCES FROM WASTAGE

## Case Study: Donation of Surpluses from Fruit Attraction and Meat Attraction

In the execution of an event, there are lots of areas where good planning and arrangements could yield environmental benefits and even cost savings. Assess your event operations - from direct energy and water usage to procurement of event supplies and F&B – and discover possibilities for greater resource efficiency.



40,000 kg  
SAVED

The Fruit Attraction and Meat Attraction fairs are held annually at **IFEMA**. Each year, exhibitors donate surplus food to the Banco de Alimentos of Madrid (Food Bank of Madrid), covering more than 10 entities that serve 7,500 people.

Image Source: IFEMA



# INJECTING VITALITY INTO EVENTS

## Case Study: Vitality Program

Focus on areas which you believe you could contribute most towards and turn it into your unique competitive edge. **World Forum The Hague**, for example, has designated vitality as a focus point within its business operations, actively offering a vitality program at each conference. See below for some of the highlights of their program.

The offering ranges from power walking, yoga, running, to surfing, SUP and bootcamps.

Located near the sea, participants have the chance to experience sea sports.



Vitality is also be extended via nutrition through specially designed menus that nourish the body and empower participants to perform at their best during an often-intensive conference day



World Forum The Hague is also one of the few venues in the Netherlands to have a fitness club in the building - the Active Club Den Haag.



# 03

## COMPANY'S OPERATIONS

# ALIGNING REPORTING WITH SDGs

## Case Study: Organizing Sustainable Initiatives around the SDGs of the United Nations

<b>1 NO POVERTY</b> Entraide fundraising campaign for the city's needy	<b>2 ZERO HUNGER</b> Food donations via Capital Catering to the Maison du Père shelter	<b>3 GOOD HEALTH AND WELL-BEING</b> Fitness rooms and facilities for employees	<b>4 QUALITY EDUCATION</b> Sustainability awareness in the workplace and timely employee	<b>5 GENDER EQUALITY</b> Pay equity program and workplace equity program	<b>6 CLEAN WATER AND SANITATION</b> Drinking fountains instead of plastic bottles
<b>7 AFFORDABLE AND CLEAN ENERGY</b> Electric vehicle charging stations	<b>8 DECENT WORK AND ECONOMIC GROWTH</b> Retirement planning program	<b>9 INDUSTRY, INNOVATION AND INFRASTRUCTURE</b> State-of-the-art high-tech environment for customers to	<b>10 REDUCED INEQUALITIES</b> Facilities accessible to people with reduced mobility	<b>11 SUSTAINABLE CITIES AND COMMUNITIES</b> Partner of Action Médiation, which supports reintegration of	<b>12 RESPONSIBLE CONSUMPTION AND PRODUCTION</b> Responsible Procurement Policy
<b>13 CLIMATE ACTION</b> Carbon neutral building	<b>14 LIFE BELOW WATER</b> Display number of water bottles saved to raise awareness of marine pollution	<b>15 LIFE ON LAND</b> Carbon offset via planting of trees on Université Laval's Montmorency	<b>16 PEACE, JUSTICE AND STRONG INSTITUTIONS</b> Code of ethics and conduct to ensure transparent management	<b>17 PARTNERSHIPS FOR THE GOALS</b> Member of Tourisme Montréal's environmental	<b>SUSTAINABLE DEVELOPMENT GOALS</b>

Aligning reporting with SDGs allows your company to consider your impact on a wide range of sustainability issues. As **Montreal Convention Centre** puts it, the SDGs are “not only perfect for providing a framework for the actions in place, but also for ascertaining ways of broadening their impact so they may meet more than one goal”. Here, we share some actions taken by Montreal Convention Centre (see right).

# 03

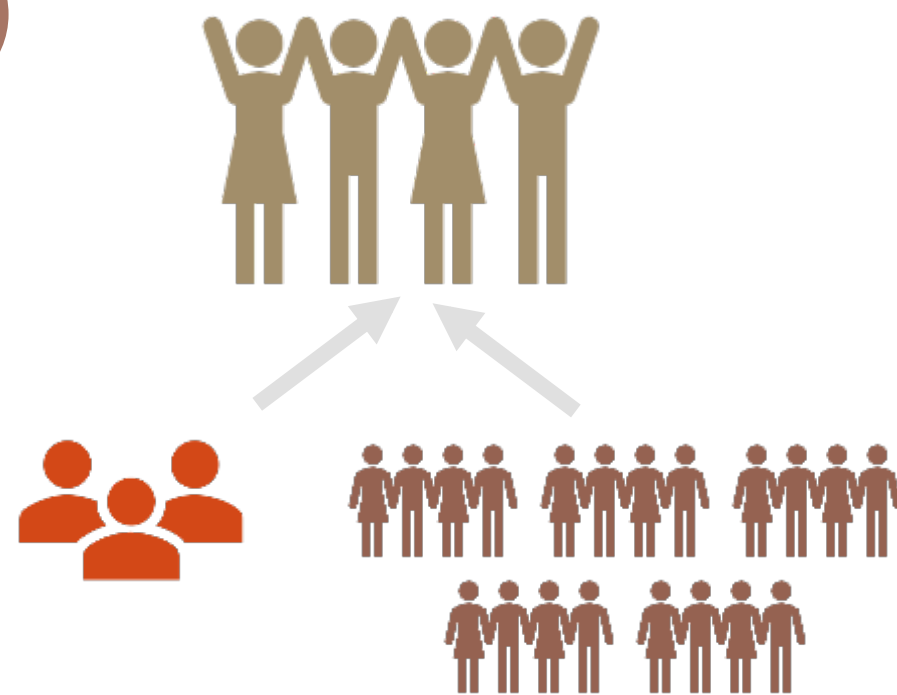
## COMPANY'S OPERATIONS

# CREATING A CULTURE OF SUSTAINABILITY

## Case Study: How to Introduce Sustainability Management and Make It Part and Parcel of Corporate Culture

It is easy to set sustainability goals but achieving them may be difficult. An effective strategy is required for the successful implementation and delivery of sustainability policies and practices. The **Leipzig Trade Fair Group's** strategy of addressing both management and culture with equal importance has played a pivotal role for their success. See the steps they have taken below:

1



Initiated by employees and supported by senior management, **Sustainability Working Group** launched in 2008. Subsequently, a **Sustainability Officer** was also appointed to coordinate sustainability activities.

2



**Green Globe certification** attained for sustainability management across areas including fair trade, purchasing policies, energy & waste management, resource conservation and community development.

3

### Growth in Balance



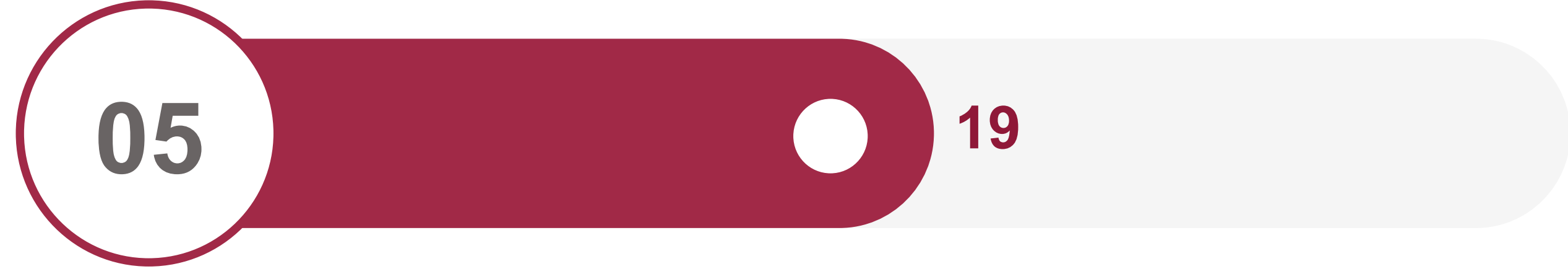
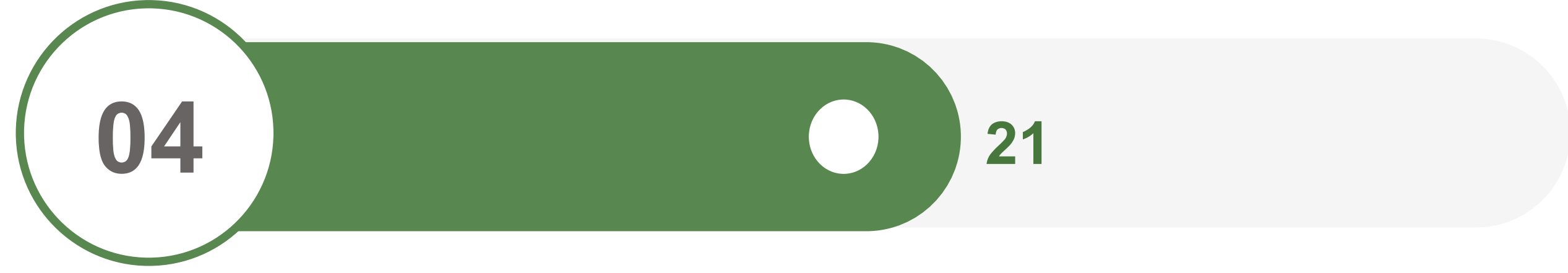
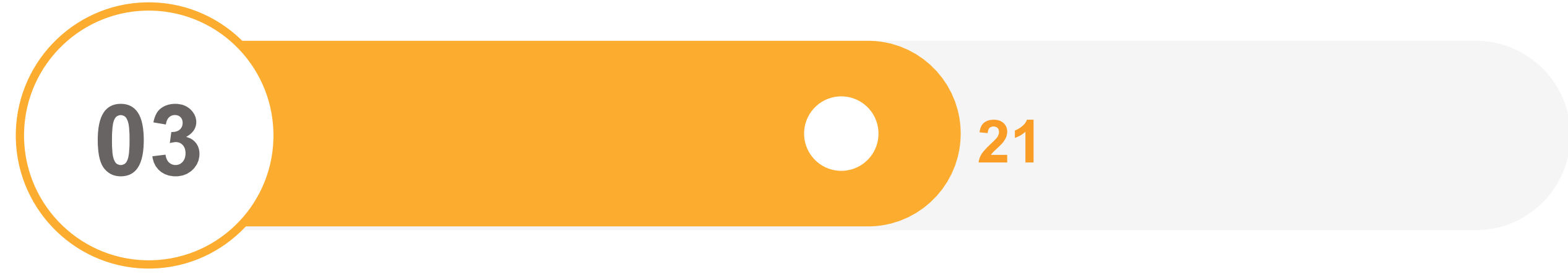
Sustainability integrated into corporate culture of “**Growth in Balance**”. Through multiple channels, from work intranet, learning and development, suggestion schemes and updates during meetings, employees are engaged on the topic of sustainability.

# TOP SDGs FOR THE MEETINGS INDUSTRY

Across 43 submissions, **SDG 12 Responsible Consumption and Production** was most highly cited – by a total of 29 case studies. These case studies indicate leading practices in the areas of responsible resource use (including procurement), and waste management.

The next four SDGs in line demonstrate that there are also clear opportunities for the Meetings Industry to strengthen **Partnerships for the Goals (SDG 17)** to build **Sustainable Cities and Communities (SDG 11)** and **Communities** and take **Climate Action (SDG 13)**, while ensuring **Decent Work and Economic Growth (SDG 8)**.

We will be sharing best practices over these top five SDGs in the following pages.





# RESPONSIBLE CONSUMPTION AND PRODUCTION

## Minimizing Event Lifecycle Impact

Our material consumption has jumped by an overwhelming 254 percent compared to the 1970, and the rate of material extraction has continued to accelerate. Our conventional economic model of Take-Make-Waste needs to be replaced by Circular Economy Thinking, where we try to eliminate waste and keep resources in use for as long as possible. On the right are some ways to minimize your event lifecycle impact.



### Design and Planning

- Plan how to embed sustainability across event design, activities, caterers, vendors, contractors, etc.
- Set requirements or make plans to meet requirements, e.g. include waste requirements in tenders and contracts > [Oregon Convention Center](#)

### Pre-event

- Responsible sourcing of food > [ICC Sydney](#)
- Responsible sourcing of other products and services > [Leipzig](#)
- Procure locally where possible > [GL events](#)
- Plan menus to reduce waste > [Palacongressi di Rimini](#)

### Event delivery

- Use efficient water and energy systems > [Valencia Conference Centre](#)
- Provide green transportation options > [Leipzig](#)
- Monitor sustainability performance and gather feedback > [ImpactO](#)

### Post-event

- Waste diversion > [Gold Coast Convention and Exhibition Centre](#)
- Reuse of exhibition stands > [Indian Machine Tool Manufacturers' Association](#)
- Debrief and formulate recommendations for future



# RESPONSIBLE CONSUMPTION AND PRODUCTION

## Minimizing Event Lifecycle Impact

E.g. Avoid plastic bottles by providing water fountains, reusable glass bottles. Reduce paper use through digitization.



**Avoid**

E.g. Give preference to products which can be disassembled easily and repaired.



**Repair**

E.g. Consider modularity and reuse in the design of exhibition stands design.



**Reuse/Repurpose**

E.g. Recycle all recyclables and send biodegradable waste (food, bioplastics, etc.) for composting.



**Recycle/Compost**

E.g. Send waste to waste-to-energy facilities where available.



**Recovery**

When all other options are not possible, ensure waste is properly disposed and does not enter the environment.



**Dispose**

Use the Waste Hierarchy to help guide your waste management practices.



# PARTNERSHIPS FOR THE GOALS

## Collaborations across Society

### Green roof ecosystem

Living lab for Columbia University, Drexel University, Cooper Union, and NYC Audubon

### Solar farm

Collaboration with Siemens and the New York Power Authority

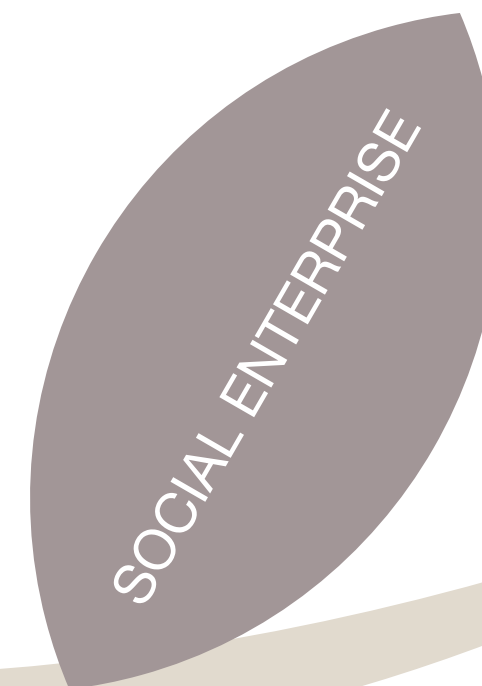
### Rooftop farm

Managed by Brooklyn Grange, LLC

Collaborations are beneficial because knowledge, ideas and resources are shared, allowing faster progress to be made towards goals.

Apart from partners within event operations, such as Exhibitors, Caterers and Service Providers, partnerships for sustainability could extend to other actors across society.

Javits Center's Rooftop Communities is one such example. Through far-reaching partnerships (see right), the green roof has become a wildlife sanctuary on Manhattan's west side, with a 2.3 MW solar farm, and is set to produce more than 40,000 pounds of fruits and vegetables a year



### Food rescue

Surplus food from rooftop farm is shared with City Harvest, NY Common Pantry, and Catering for the Homeless

# SUSTAINABLE CITIES AND COMMUNITIES

## Building Sustainable and Inclusive Living Spaces

The world's population is set to reach 9.7 billion by 2050.

Will the earth's limited resources be enough for all of us? To accommodate our ever-increasing population, there is an urgent need to build sustainable human settlements.

The Meetings Industry can play a part in shaping our sustainable cities and communities.

### Reducing Environmental Impact

Energy and water-efficient equipment and practices. Renewable energy and carbon offsets. Sustainable supply chains.

### Sustainable Transport

Support local. Encourage use of public transport. Provide electric car charging points.

### Inclusive and Accessible Events

Accessible information and accessible facilities for people with disabilities.

### Policies for Inclusion and Resource Efficiency

Code of ethics. Responsible procurement policy. Pay equity. Equal employment opportunities.





# CLIMATE ACTION

## Taking Action to Combat Climate Change and its Impacts



### VALENCIA CONFERENCE CENTRE

2,100 modules installed on photovoltaic panels, generating over 3 million kWh of energy since it was installed.



### MONTREAL CONVENTION CENTRE

Building achieved a net zero carbon footprint thanks to the planting of trees on four hectares of Université Laval's Montmorency Forest, the largest teaching and research forest in the world.



### BARCELONA INTERNATIONAL CONVENTION CENTRE

Centre collaborates with Clean CO2 and offset 174 tons of carbon emissions in 2018 via the Darica Hydro Power Plant Project in Turkey, a project issued by VCS (Verified Carbon Standard).

Climate change is a genuine and undisputable threat to the world. We are beginning to see the effects, from rising sea levels to increasingly severe weather events. The Meetings Industry can play a part in several ways, including:

- Support renewable energy
- Purchase carbon offsets
- Utilize energy-efficient equipment and transport
- Encourage and provide green transport options for employees and visitors, e.g. bicycles.

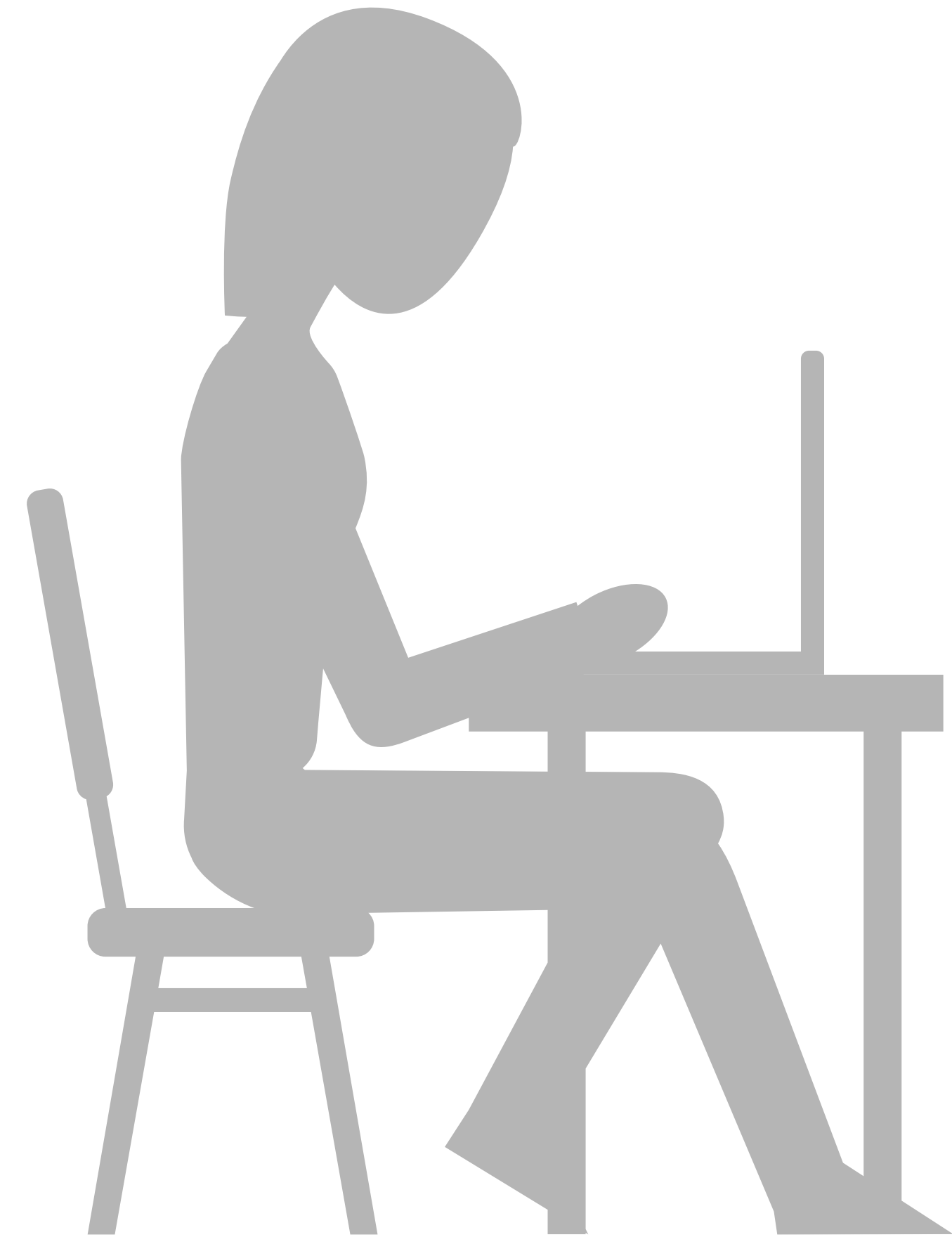
**On the right are some case study highlights.**

Image Sources: Valencia Conference Centre (left), Forest Montmorency (middle) and Clean CO2 (right)



# DECENT WORK AND ECONOMIC GROWTH

## Promoting Sustainable Growth and Fair Employment



The Meetings Industry supports million of livelihoods across the world. There is great potential for the industry to create decent and rewarding jobs while ensuring sustainable use of resources for economic growth. Within the industry's operations and across its supply chains, there is a need to protect labour rights and strongly prohibit modern slavery and child labour.



### FAIR EMPLOYMENT POLICY AND PRACTICES

Offer equal employment and promotion opportunities to all staff and implement practices to protect their health and safety



### RESPONSIBLE PROCUREMENT

Support ethical products and services that prohibit child labour, forced labour and other labour violations



### EDUCATION

Support education opportunities for children and youth, and provide staff training opportunities



# CONCLUSION

This summary report has been a snapshot of how the Meetings Industry can contribute to SDGs. We would like to thank the following contributors and we hope their examples will inspire further action across this industry.

## **Australia**

Gold Coast Convention and Exhibition Centre  
International Convention Centre Sydney  
Melbourne Convention and Exhibition Centre

## **Canada**

Enercare Centre, Exhibition Place  
Montreal Convention Centre (Palais des congrès de Montréal)

## **China**

Hong Kong Convention and Exhibition Centre (Management) Limited

## **France**

GL events  
Reed Exhibitions

## **Germany**

European Association of Event Centres  
German Convention Bureau  
Messe Frankfurt  
The Leipzig Trade Fair Group (Leipziger Messe GmbH)

## **India**

Indian Machine Tool Manufacturers' Association

## **Italy**

Palacongressi di Rimini

## **Mexico**

Impact0

## **Netherlands**

RAI Amsterdam  
World Forum The Hague

## **United Kingdom**

Glasgow Convention Bureau  
Informa Plc  
Reed Exhibitions

## **United States**

Cobo Center  
Javits Center  
Oregon Convention Center

## **Singapore**

Marina Bay Sands Pte Ltd  
Singapore Association of Convention & Exhibition Organisers & Suppliers

## **Spain**

Barcelona International Convention Centre (Centre Convencions Internacional Barcelona)  
IFEMA  
Valencia Conference Centre

## **Sweden**

The Swedish Exhibition & Congress Centre Group (Svenska Mässan koncernen)