JMIC + SDG’s
Meeting the World's Sustainable Development Goals

1. No Poverty
2. Zero Hunger
3. Good Health and Well-Being
4. Quality Education
5. Gender Equality
6. Clean Water and Sanitation
7. Affordable and Clean Energy
8. Decent Work and Economic Growth
9. Industry, Innovation and Infrastructure
10. Reduced Inequalities
11. Sustainable Cities and Communities
12. Responsible Consumption and Production
13. Climate Action
14. Life Below Water
15. Life on Land
16. Peace, Justice and Strong Institutions
17. Partnerships for the Goals
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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

Canada
Brazil
Sweden
United Kingdom
Netherlands
France
Germany
Spain
Italy
China
India
Singapore
Mexico
United States
South Africa
Australia
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
Cobo Cares Initiative
Cobo Center

Cobo Green Initiative
Cobo Center

Cobo Tech Initiative
Cobo Center

District Energy System
Enercare Centre, Exhibition Place

Initiative FIL Impacto 0
Impact0

Organizing Sustainable Initiatives around the SDGs of the United Nations
Montreal Convention Centre

Rooftop Communities
Javits Center
The Oregon Convention Center’s Waste Diversion Policy
Oregon Convention Center

Towards Carbon Neutrality!
Montreal Convention Centre
Boxed Water
Barcelona International Convention Centre

Campus IFEMA Thinkids
IFEMA

Corporate Social Responsibility Annual Reporting
Barcelona International Convention Centre

Donation of surpluses from Fruit Attraction and Meat Attraction
IFEMA

Energy Management System
The Swedish Exhibition & Congress Centre Group

Food for Good, Palacongressi di Rimini’s Social Commitment Italy
Palacongressi di Rimini
greenmeetings & events conference 2019 (gme)
European Association of Event Centres, German Convention Bureau
greenmeetings & events conference 2019: A Venue’s Observations on Operations
The Leipzig Trade Fair Group
Sustainability Reporting - UN Global Compact Communication on Progress
Messe Frankfurt

Sustainability Reporting for SDGs
Reed Exhibitions

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

Think Green
GL events

Think Local
GL events

Think People
GL events

Vitality Program
World Forum The Hague
Celebrating First Nations Cultures
International Convention Centre Sydney

Creating Lasting Event Legacies
International Convention Centre Sydney

Feeding the Performance of Regional Communities
International Convention Centre Sydney

Less to Landfill
Gold Coast Convention and Exhibition Centre

Melbourne Renewable Energy Project
Melbourne Convention and Exhibition Centre
THREE AREAS TO EMBED SUSTAINABILITY

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
PROMOTING SUSTAINABILITY CONCEPTS
Case Study: green meetings & events conference (gme)

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).

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?

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?

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

Outreach: 7,000

INFLUENCING INDUSTRY TRENDS
Case Study: Neonyt
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.

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.
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.
ALIGNING REPORTING WITH SDGS
Case Study: Organizing Sustainable Initiatives around the SDGs of the United Nations

1. NO POVERTY
   - Entraide fundraising campaign for the city’s needy

2. ZERO HUNGER
   - Food donations via Capital Catering to the Maison du Père shelter

3. GOOD HEALTH AND WELL-BEING
   - Fitness rooms and facilities for employees

4. QUALITY EDUCATION
   - Sustainability awareness in the workplace and timely employee training

5. GENDER EQUALITY
   - Pay equity program and workplace equity program

6. CLEAN WATER AND SANITATION
   - Drinking fountains instead of plastic bottles

7. AFFORDABLE AND CLEAN ENERGY
   - Electric vehicle charging stations

8. DECENT WORK AND ECONOMIC GROWTH
   - Retirement planning program

9. INDUSTRY, INNOVATION AND INFRASTRUCTURE
   - State-of-the-art high-tech environment for customers to access remotely

10. REDUCED INEQUALITIES
    - Facilities accessible to people with reduced mobility

11. SUSTAINABLE CITIES AND COMMUNITIES
    - Partner of Action Médiation, which supports reintegration of homeless people

12. RESPONSIBLE CONSUMPTION AND PRODUCTION
    - Responsible Procurement Policy

13. CLIMATE ACTION
    - Carbon neutral building

14. LIFE BELOW WATER
    - Display number of water bottles saved to raise awareness of marine pollution

15. LIFE ON LAND
    - Carbon offset via planting of trees on Université Laval’s Montmorency

16. PEACE, JUSTICE AND STRONG INSTITUTIONS
    - Code of ethics and conduct to ensure transparent management

17. PARTNERSHIPS FOR THE GOALS
    - Member of Tourisme Montréal’s environmental committee

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).
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, the 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. 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.
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 (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

**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 > **Impact0**

**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

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.
RESPONSIBLE CONSUMPTION AND PRODUCTION
Minimizing Event Lifecycle Impact

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

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

- **Reuse/Repurpose**
  - E.g. Consider modularity and reuse in the design of exhibition stands design.

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

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

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

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

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).

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 millions 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.
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)
- 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

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