Becoming a Sustainable Tourism Destination: Public-Private Collaboration in Singapore

Singapore Tourism Board
5 Pillars of Singapore Green Plan 2030

Singapore as a sustainable tourism destination

Green Government and Green Citizenry as Key Enablers

www.greenplan.gov.sg

24 Apr 2021 – ongoing

Engaged more than 27,500 stakeholders, including corporates, youths, NGOs, and the community
TOURISM SUSTAINABILITY VISION
A City in Nature, where Large Experiences come with Small Footprints

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
HOTEL & MICE SUSTAINABILITY ROADMAPS

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 thought leader for innovation and solution sustainability for 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 by 2023
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, and Circular Economy
Sustainable Sourcing and Procurement

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, real greater impact

3 TARGETS

Develop sustainability standards by 2023 and aim to be internationally recognised by 2024
Omit sustainability certification for purpose-built MICE venues by 2025
Start tracking waste and carbon emissions by 2030, reduce waste and achieve net-zero emissions by 2050

2 FOCUS AREAS

Circular Economy – Reducing, Recycling, and Managing Waste
Reduce Energy and Carbon Emissions

Co-developed by
HOTEL & MICE SUSTAINABILITY ROADMAPS – CERTIFICATION TARGETS

SINGAPORE HOTEL SUSTAINABILITY ROADMAP

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

SINGAPORE MICE SUSTAINABILITY ROADMAP

3 TARGETS

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

- Obtain sustainability certification¹ for purpose-built MICE venues² & 80% of SACEOS members³ by 2025

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

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ANNUAL SUSTAINABLE TOURISM DIALOGUE

Panelists (L-R): STB (Moderator), Ministry of Sustainability and the Environment (Government), PARKROYAL COLLECTION Marina Bay (Hotel), Mandai Wildlife Group (Attraction), Dynasty Travel (Tour Operator)

Topics in 2022

1. Becoming a Sustainable Urban Destination
2. Charting Towards a Green MICE Industry
3. Building a Sustainable Tourism Workforce
4. Innovating for Sustainability: Developing an Energy Tracking Pilot for Pontiac Properties
5. Panel Discussion: Future of Sustainable Tourism Development

Attendees

Over 200 physical and virtual attendees, including C-suite industry representatives, academia, and travel and tourism representatives
TOURISM SUSTAINABILITY PROGRAMME (TSP)

TSP aims to support tourism businesses' sustainability journeys across all stages of development.

For more details: https://www.stb.gov.sg/content/stb/en/assistance-and-licensing/tsp.html

1. **Capability Development and Growth** - Support sustainability capability development and training through grants

2. **Innovation** - Support development and testbed of innovative sustainable solutions

3. **Education and Awareness** - Provide information on best practices and spotlight areas of focus
STB strongly encourages our tourism stakeholders to attain internationally-recognised certification where available, such as based on the GSTC Criteria.

**Examples**

- **Resorts World Sentosa (RWS)**
  - Credit: Resorts World Sentosa
  - GSTC-Destination and GSTC-Industry (Hotel) Criteria

- **Marina Bay Sands (MBS)**
  - Credit: Marina Bay Sands
  - ISO 20121 Sustainable Events Management System
  - LEED® Platinum Green Building Certification

Both RWS and MBS achieved the **Events Industry Council (EIC) Sustainable Event Standards Platinum Certification for Venues** in 2022.
WILD CITY: NARRATED BY SIR DAVID ATTENBOROUGH

A natural history event like no other, Wild City will reveal the hidden wild inside the Lion City.

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Thank you.