

SDGs – Sustainable Development Goals

An Introduction to Sustainability Initiatives in MICE



YOKOHAMA
JAPAN'S FIRST
PORT OF CALL

Foreword

Responding to proposition of the“SDGs = Sustainable Development = Sustainability” concept for reviewing approaches to economic, social and environmental development and growth in response to global environmental issues, We have prepared the “Introduction to Sustainability Initiatives in MICE” with a view to promoting sustainable implementation of MICE in the city. We hope that these SDGs initiatives will further enhance meetings, incentives, conferences and exhibitions in Yokohama.

Yokohama Convention & Visitors Bureau

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What are the SDGs?

Sustainable Development Goals

The “SDGs”, which stand for Sustainable Development Goals and were adopted by the world’s leaders at the United Nations General Assembly held in September 2015, are common goals for the international community.

The SDGs were established as new global goals to succeed the Millennium Development Goals (MDGs), which had been adopted by the United Nations General Assembly in 2000 and ended in 2015.

The MDGs primarily entailed assistance for developing nations by advanced countries, however, they were subject to the following kind of criticism by the developing nations: “Solutions were sought for issues, for example, reduction of infant mortality rate, that were chosen by the developed nations. However, since the contents were decided by the developed nations, regional bias and other ‘oversights’ hindered progress...”

In response to such criticism, the SDGs comprising 17 global goals and 169 targets for sustainable development were newly compiled in 2015 with a view to realizing achievement by 2030, based on the collective efforts of both developed and nations.

SUSTAINABLE DEVELOPMENT GOALS 17 GOALS TO TRANSFORM OUR WORLD



The Concept of Leaving Nobody in the World Behind

leave no one behind

Based on the five Ps of **People, Planet, Prosperity, Peace,** and **Partnership**, the SDGs aim to realize a society based on “leave no-one behind”.

People

In addition to putting an end to all forms and dimensions of poverty and hunger, it is intended to enable all people to have dignity and to equally display their latent potential in a sound environment (Goals 1, 2, 3, 4, 5 and 6).



Prosperity

In addition to empowering all people to lead rich and full lives, economic, social and technological advances will be secured in harmony with nature (Goals 7, 8, 9, 10 and 11).



Planet

Through protecting the planet from deterioration based on sustainable consumption and production, sustainable management of natural resources, urgent responses to climate change and so on, it will be made possible to satisfy the needs of present and future generations (Goals 12, 13, 14 and 15).



Peace

A peaceful, fair and inclusive society free of fear and violence will be nurtured, because sustainable development cannot be achieved without peace, and peace cannot be realized without sustainable development (Goal 16).



Partnership

Based on the spirit of global solidarity, global partnership aiming for sustainable development will be vitalized and the necessary means for implementing this agenda will be mobilized with the participation of all countries, all stakeholders, and all people, while particularly emphasizing the needs of the most impoverished and vulnerable (Goal 17).



SDGs in MICE

How to link with business

It is important to understand the SDGs and think about what can effectively contribute to their achievement.

[Examples of SDGs that can be practiced by MICE facilities and organizers]



Promotion of energy saving in conferences and events

Reduce power consumption and enhance energy efficiency before, during and after events.



Expansion of innovation via contributions to information and communications technology

Invest in venue infrastructure and technological innovation, and construct systems for disseminating information through websites, social media, signboards and so on.



Sustainable use and management of natural resources

In the area of food services, strive to vigorously use and provide Fair Trade products, reduce food losses, cut down on use of plastics, and reduce wastes through recycling.



Reduction of greenhouse gases

Reduction of carbon dioxide (CO₂) emissions.
Conduct education and promote awareness concerning climate change.



Cooperation with various stakeholders

Conduct lively cooperation and collaboration with industry, academia as well as the public and private sectors for achievement of the Goals.

What is the “ISO20121” Standard?

Event Sustainability Certification



Staged with a view to realizing “sustainability”, the London 2012 Olympic and Paralympic Games were lauded as being the most environmentally friendly Games ever. These Games were supported by the ISO 20121 management system for sustainable events.

ISO 20121 is a management system for supporting sustainability of the event industry through managing the environmental, economic and social impacts of staging events.

ISO 20121 targets organizations of all sizes that are involved in running events ranging from international undertakings such as the Olympics to local festivals. Moreover, it is a management system that can be utilized by all stakeholders that are involved with events.

Merits of ISO20121

- It enhances the brand value of events.
- It helps smooth relations with concerned agencies, thereby promoting sustainable management and contributing to development of human resources.
- It can be utilized as a business management tool.

Cases of SDGs in Yokohama

PACIFICO Yokohama



Water saving through utilization of roof rainwater



Separate waste receptacles with illustrations

Water is saved through utilizing rainwater collected on the exhibition hall roofs. The accumulated rainwater is used for cooling the private generators and is recycled for use in toilets in the conference center. Combined with water-saving toilets, this allows water usage to be greatly reduced by 65% to 35%.

Moreover, electric power (approximately 300,000 kwh per year) generated by incinerating the industrial wastes discharged inside the facilities is reused as power in the waterfront park (local production for local consumption). The urban energy discount service "Soden Wari", which offers discounts for generating energy from waste, is utilized.

With a view to realizing 100% recycling of wastes, illustrations are attached to separate waste receptacles, while panels explaining the flow of waste treatment are displayed. Waste reports detailing recycling rates and rate fluctuations, etc. are provided to organizers that want them, and PACIFICO Yokohama realizes a 93% recycling and waste reduction rate that is the highest among MICE facilities.

<http://www.pacifico.co.jp/english/pacifico/social/tabid/611/Default.aspx>



Yokohama Royal Park Hotel



Restaurant & banquet "Flora"



Halal Menu

From Tuesday, October 2, 2018, the Restaurant & Banquet "Flora" in the first basement floor of Yokohama Royal Park Hotel was transformed into a universal restaurant offering menus catering to the dietary restrictions of various countries and religions including halal, vegetarian, vegan, and gluten-free and also addressing Japanese needs regarding "safety and peace of mind" and "healthy" based on the theme of "universal food and hospitality". Utilizing Flora's facilities as a dedicated kitchen, the Japan Halal Foundation granted the restaurant halal certification (All Halal Food). As a result, all menus can cater to halal needs, and it is also possible to offer menu contents that respond to vegetarian, vegan and gluten free needs.

<https://www2.yrph.com/en/restaurants-bar/cafe>



Cases of SDGs in Yokohama

Inter Continental Yokohama Grand



Pictures show a rough image

The lounge and bar “Marine Blue” introduced biodegradable straws from September 2018. These were subsequently adopted in other restaurants and banquet rooms until use of plastic straws was ceased in all restaurants, lounge, bar and banquet rooms by the end of 2018. As a result, approximately 150,000 plastic straws that were used by the hotel every year have been replaced with biodegradable straws made from a new plant-derived resin obtained from maize starch, etc. These straws are ecofriendly and place no burden on the environment.

Following use, the biodegradable straws can be turned into compost with the help of microorganisms. Moreover, even if they are incinerated, they generate no harmful substances. They have acquired certification under the Green Mark, which can only be used if strict environmental compliance criteria is met, and the Biomass Plastic Mark, which is regarded as effective for reducing carbon gas emissions in incineration.

<https://www.interconti.co.jp/yokohama/en/>



Yokohama Brewery



Delivery of compost to Doshi Village

This company has established and implements a food recycling loop known as the “food loop” for circulating food wastes as resources. Food wastes discharged in the craft beer brewing process and from the directly managed restaurant are recycled into compost with cooperation from Yokohama Environment Safeguards Corporation. The compost is carried to the village of Doshi at the source of water resources used by Yokohama, and is used to cultivate vegetables in cooperation with local producers. The cultivated vegetable are used in Yokohama Brewery’s directly managed restaurant and other restaurants in Yokohama. These activities help to vitalize Doshi Village and promote employment in this community which is experiencing depopulation.

Also, Yokohama Brewery uses the spring water of Doshi Village to brew beer and donates some of its profits from beer sales to activities for supporting the children of the village.

<http://www.yokohamabeer.com> (Japanese)



Cases of SDGs in Yokohama

Yokohama Municipal Resource Circulation Corporation



Reusable eating utensils

From “Disposable” to “Reuse” !!

Waste and CO₂ reduction in events!!

It conducts activities aimed at disseminating and promoting awareness of reusable eating utensils that can be washed and used any number of times instead of disposable utensils at events that entail eating and drinking.

Disposable eating utensils account for a large proportion of event waste. Through using reusable eating utensils, it is possible to greatly reduce waste and convey an environmentally considerate image to event organizers and visitors.

<http://www.shigenkousha.or.jp/> (Japanese)



Ohkawa Printing Co., Ltd.



SDGs Management Planning Workshop

This company incorporates SDGs into its management activities. Calculating annual CO₂ emissions from the electricity, public water supply, gas, and vehicle fuel used in its printing business, the company promotes environmental printing based mainly on utilizing the government's j-Credit mechanism to entirely offset around 170 tons of CO₂ per year and realize a “zero carbon print” in its business activities. As a result, customers who order printed materials can reduce indirect CO₂ emissions known as “Scope 3” and link these efforts to concrete activities for addressing climate change.

In fiscal 2018, the company achieved RE100 (100% renewable energy) at its head office and factory.

In pursuit of an even more advanced circulatory economy, it has installed solar panels on the roof of its head office and established an autonomous power generating system. In addition, it promotes zero emissions and extrication from dependence on oil and is also working to reduce its own Scope 3 emissions.

<https://www.ohkawa-inc.co.jp/> (Japanese)



Establishment of solar panels on the roof of head office

Cases of SDGs in Other Areas

Japan

Sustainable
Event Support

Sapporo



Green Convention is an initiative aimed at realizing zero emissions (zero wastes) through utilizing natural energy for power (conferring green power certificates, etc.) and promoting reuse, reduction and recycling of resources used in conventions. Furthermore, it is intended to utilize local resources of Hokkaido and realize convention operations based on local production for local consumption.

As new approaches to conventions rooted in the green land of Hokkaido, for example, “separation of event wastes into 13 types” is implemented, while hotels in Sapporo suppress wastes through building a “raw waste recycling system and unique system for recovering waste cooking oil” and so on. In addition, the “Legacy Forest Project”, which offsets carbon through planting trees, is implemented to maintain Hokkaido’s abundant forest resources.

Reference : <http://www.sapporo-convention.net/green/index.html>



Compact City

Shimokawa Town

- Aiming to realize a “Sustainable town that is flexible and strong and where people can live happily without leaving anybody behind” -
As concrete initiatives for achieving SDGs, Shimokawa Town in Hokkaido has organized the “SDGs Partnership Center (SDGs-PC)” so that stakeholders inside and outside of the area can gather. It has also established the “Shimokawa SDGs Indicator” for gauging progress in SDGs and the “Shimokawa Database” to support this. Also, it advances the “Community value enhancement project through recruiting diverse local human resources based on partnership with external enterprises” in combination with utilization of forest biomass energy.

Reference : https://pub.iges.or.jp/system/files/publication_documents/pub/policyreport/6568/Shimokawa_SDGsReport_JP_0713_web.pdf



Sustainable
Event Support

Kyoto

Initiatives aimed at preserving cultural heritage through assisting local communities in staging conventions that incorporate Kyoto culture, are advancing. Moreover, a “List of Sustainable Businesses” is posted on the homepage. A system has been arranged to provide total support for sustainable conventions ranging from attraction activities to planning and implementation, and initiatives geared to sustainability are supported.

Reference : <https://meetkyoto.jp/en/kyoto/sustainability/>



Overseas

Carbon Management

London 2012 Olympic and Paralympic Games

With a view to realizing low-carbon Games, the carbon footprint (CFP) over the Games lifecycle (from preparation to post-Games) was calculated, and reduction in CO₂ emissions was evaluated based on comparison with actual emissions. Before the Games, it was estimated that CO₂ emissions would be 3,448,000 tCO₂e, however, the actually measured value following the Games was reported as 3,329,000 tCO₂e. These amounts were calculated according to the international standard (ISO14064) for GHG protocol.

Reference : London 2012 Post-Games Sustainability Report A legacy of change (London Organizing Committee of the Olympic Games and Paralympic Games Ltd, December 2012)

Convention Facilities

Singapore Marina Bay Sands

As the first MICE facility in Southeast Asia to acquire ISO20121 management system certification for running sustainable events and the only facility to have received the Green Mark Platinum certificate from the Singapore Building and Construction Authority, this is the largest architectural structure to be engaged in environmental conservation. It is capable of managing and staging sustainable MICE events through utilizing its unique Sands ECO360° program. Comprising “Green buildings”, “Environmentally responsible operations”, “Green meetings”, and “Sustainability education and social contributions”, Sands ECO360° is a sustainable program for reducing carbon dioxide emissions and environmental impacts and conducting responsible operations, drawing attention to facilities as MICE venues.

Reference : <https://marinabaysands.com/environmental-sustainability.html>



Convention Facilities

Canada Vancouver Convention Center

This convention center has acquired Platinum certification under the LEED® system of environmental performance assessment for building and site use. Adopting green roofs, operating an air conditioning system that utilizes seawater, and using recycled materials and so on, the entire building is based on the “green” concept.

In cooperation with the local community, it donates 100% of used beverage cans and PET bottles to “United We Can” via official food and drink suppliers, thereby creating economic opportunities for persons with disabilities.

Reference : <https://www.vancouverconventioncentre.com/>



Global Assessment System

assessment of sustainable cities

GDS-Index (Global Destination Sustainability Index)

As an assessment of the world's sustainable cities, GDS-Index implements rankings based on self-declarations. Initiated by the Scandinavian chapter of the International Congress and Convention Association (ICCA), the GDS-Index is supported by, among others, ICCA Headquarters, the major MICE operator MCI Group, and the world's largest trade fair operator IMEX, and is implemented on a worldwide scale. From Japan, Sapporo and Kyoto participate in the Index (as of February 2019).

Reference : <https://www.gds-index.com/>



Checklist for Sustainable MICE (Outline Version)

Pre-Event Planning

- Keep printed materials to a minimum. If printing is implemented, print using environmentally considerate materials and methods.

Prevention of Wastes

- To reduce disposable plastics, select cups, plates, napkins and cutlery (knives, forks, spoons) that can be reused. Alternatively, select items that are made from recyclable materials.
- To reduce use of plastic containers, provide water in water servers.
- During events, prepare reusable eco bags and so on to avoid using plastic bags.
- At event booths and so on, use recycled materials or materials that are made from reusable raw materials.

Waste Management and Treatment

- Install waste receptacles for recycling.

Procurement

- Actively utilize and provide Fair Trade products (e.g. coffee, tea, sugar, chocolate, etc.).

Energy and Emissions

- Reduce power consumption and increase energy efficiency before, during and after events.
- Calculate carbon dioxide (CO₂) emissions during events and implement carbon offsetting via an offset provider.

Water

- Reduce the amount of water used during events.

Transport

- Recommend use of public transport modes.

Raise Awareness.

- To raise the awareness of users, disseminate information by means of website, social media, signboards and so on.

After Events

- Following the staged events, confirm the results and review the points of improvement for the next event.

SDGs Reference Website

United Nations

(The Sustainable Development Agenda)

<https://www.un.org/sustainabledevelopment/development-agenda/>



Ministry of Foreign Affairs (Japan SDGs Action Platform)

<https://www.mofa.go.jp/policy/oda/sdgs/index.html>



Ministry of the Environment (SDGs Utilization Guide)

<https://www.env.go.jp/policy/SDGsguide-honpen.rev.pdf> (Japanese)



Yokohama SDGs Design Center (Yokohama City)

<https://yokohama-sdgs.jp/> (Japanese)



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