

Guidelines for hosting sustainable MICE events





Introduction

MICE brings a high economic ripple effect on the host city, along with legacy effects, such as greater name recognition and brand power in the region, business opportunities, and the creation of new ideas and technologies. On the other hand, it has been pointed out that MICE also brings many social and environmental burdens, and sustainability has become a key theme in order to lessen and reduce these burdens. According to a survey by the Japan Tourism Agency¹⁾, sustainable initiatives are increasingly being included as a requirement in overseas organizers' request for proposal. In addition, the scope of sustainability initiatives is expanding to the supply chain*, and it is analyzed that collaboration with stakeholders* and local communities is necessary. These indicate that promoting sustainable MICE as city-wide initiatives is becoming increasingly important.

In 2008, Sapporo City declared its aim as “Green Capital Sapporo” and has been promoting sustainable city planning through measures to reduce environmental impact. In order to become a sustainable MICE city, we believe that promoting initiatives with the understanding and cooperation of everyone involved in MICE (organizers, participants, and business operators) will further increase our city's international appeal.

Against this background, in order to grasp the current state of the environmental impact of MICE, we measured the greenhouse gas emissions generated from MICE events held in the city, exchanged opinions with business operators and sustainability experts, examined measures required for sustainable MICE events, and created these guidelines.

Through these guidelines, we hope to work with everyone involved in MICE to ensure that Sapporo City remains the preferred choice for the world as a sustainable MICE destination venue with minimal social and environmental impact.

We ask that everyone involved in MICE make use of these guidelines and understand and cooperate with our initiatives.

* Supply chain: the entire process that includes the acquisition of raw materials, manufacturing, and sales.

* Stakeholders: Interested parties who directly or indirectly impact an organization and its project activities

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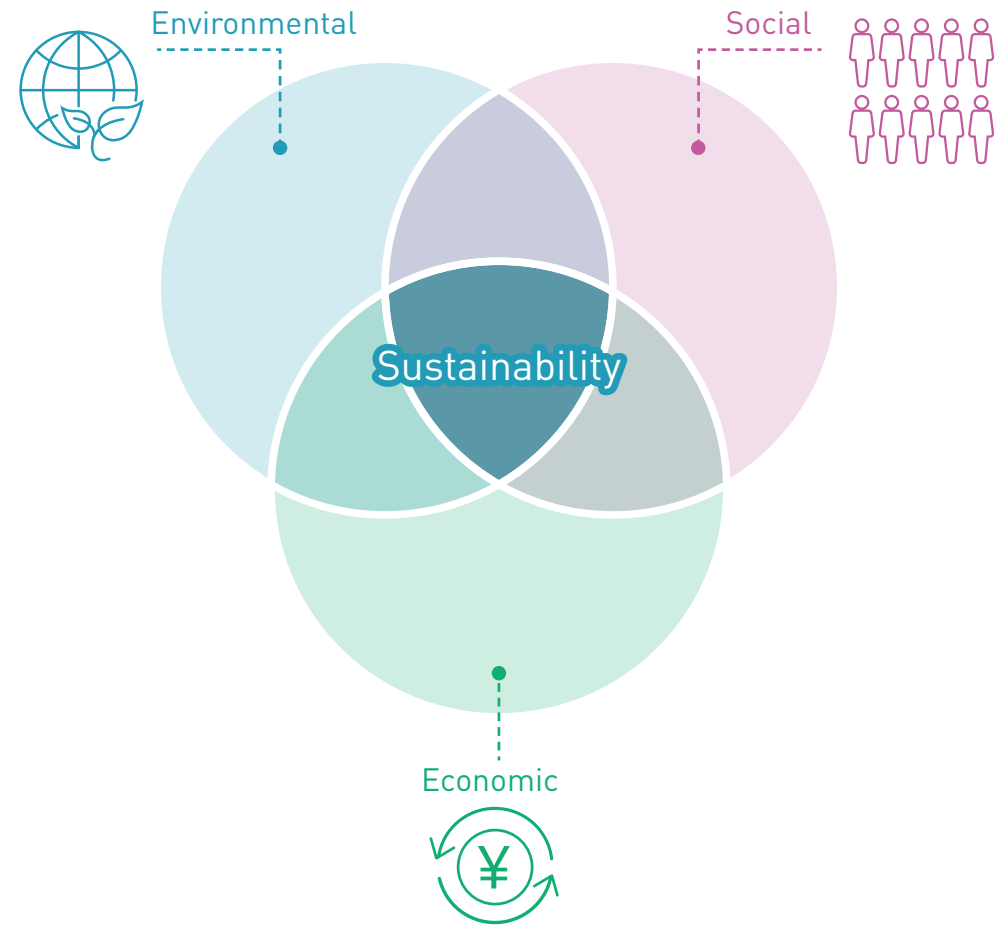


What is sustainability?

Sustainability is a concept that aims to create a society in which the environment, society, and economy develop sustainably into the future without losing their current values.

The concept of sustainability gained attention in the 1987 report²⁾ on sustainable development by the United Nations World Commission on Environment and Development. Since then, economic development and social and environmental sustainability were seen not necessarily opposing concepts, but can be compatible.

The Sustainable Development Goals (SDGs) adopted by the United Nations General Assembly in 2015 have prompted various entities to work on these goals toward 2030. The Ministry of the Environment has created a "Guide to the Utilization of the Sustainable Development Goals (SDGs)"³⁾ for companies. The guide states that companies need to pursue management and business development that support sustainable development. For example, it highlights the importance of companies adopting sustainability-focused initiatives and emphasizes that their efforts toward achieving the SDGs could improve their corporate image and unlock potential business opportunities.



Sustainable business development is based on a healthy balance between the three elements of the environment, society, and economy.

[Environmental]: To ensure that the capabilities of the planet are protected

[Social]: To ensure fairness and respect for society

[Economic]: To ensure that profits meet the needs of the environment and society

Source: "Barcelona sustainable events guide" by Barcelona Convention Bureau



Holding sustainable MICE events

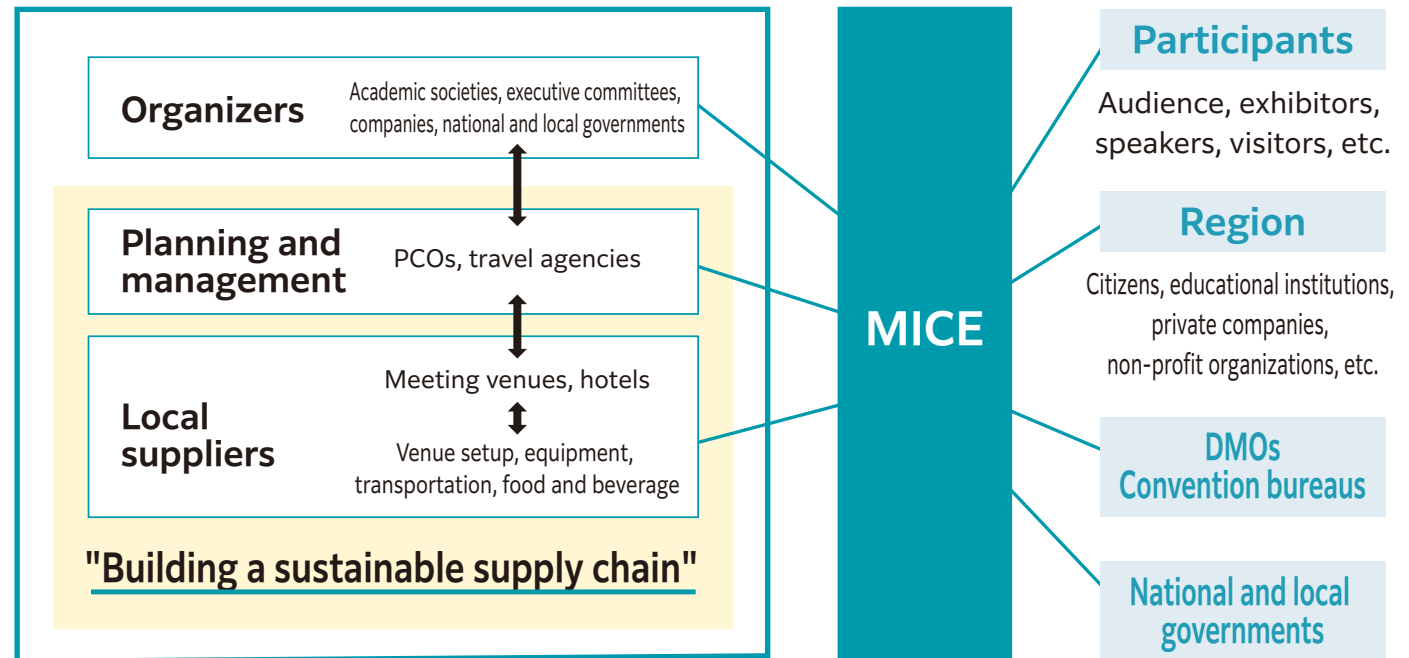
The United Nations Environment Programme (UNEP) defines a sustainable event as “one designed, organised, and implemented in a way that minimises potential negative environmental impacts and leaves a positive legacy for the host community”⁴⁾.

In 2012, the International Organization for Standardization announced ISO 20121⁵⁾, an international standard for holding sustainable events. It is used for mainly international conventions, exhibitions, and sporting events, including MICE events.

In recent years, the holding of sustainable MICE events has attracted a great deal of interest from organizers, and host cities are required to create a host environment that meets the needs of such organizers. For this reason, it is necessary for the business operators involved in MICE and the host cities to be aware of sustainable MICE events and work together.

Stakeholders involved in MICE

There are many different stakeholders for MICE, encompassing a wide range of industries, including venues, accommodation, food and beverage, and transportation. Sustainable MICE events can be achieved not only by each stakeholder continuing to make efforts to formulate a policy on sustainability and promote initiatives respectively, but also by "building a sustainable supply chain" with business partners, sharing such a policy and working together.





Overseas advanced examples of sustainable MICE

Destination working to improve the host environment

Bangkok, Thailand, has been strategically working to improve the host environment, including formulating a sustainable MICE policy in 2012, and is actively **promoting the acquisition of third-party certification for local business operators and networking among stakeholders**. In recent years, the city has also joined the GDS-Index (see page 6) and has received high scores in the supplier and DMO categories, and the efforts of business operators involved in MICE have been highly evaluated.

Creation of TCEB Go Action Plan⁶⁾

The Thailand Convention and Exhibition Bureau announced its latest five-year action plan in 2023.

The plan aims to serve as a **partner in driving business success, elevate Thailand as a premier MICE destination and foster mutual development of sustainability for the industry**. One of the **strategies includes the promotion of sustainable MICE**.

▼ Cited From "TCEB : A LEADING AGENCY AT THE FOREFRONT OF THAILAND'S MICE INDUSTRY"



Support for obtaining third-party certification⁷⁾

The city assists hotels and MICE facility operators in Thailand **in obtaining ISO20121 certification**. It provides subsidies for some expenses and creates educational programs for obtaining the certificate.

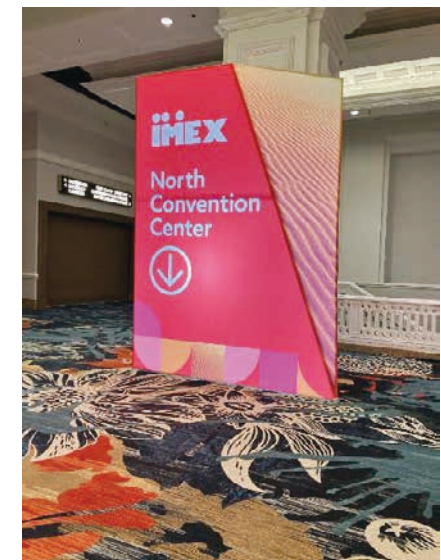
Sustainable event policies and initiatives by an organizer

IMEX Frankfurt and IMEX America, the world's largest MICE trade fairs, are held annually, and a sustainability report for each event is published⁸⁾. **In addition to calling on exhibitors and participants to take action, the organizers themselves worked with specialized consultants to establish an implementation policy of sustainable procurement and measurement of waste and CO₂ emissions, which has been implemented** for several years. Furthermore, **the organizers grasp the procurement method of food and beverage and waste disposal method, thereby ensuring that sustainable efforts are taken throughout the supply chain**.

▼ Goals for the event



▼ Fabric signboard





History of Sapporo's sustainability

Sapporo has been working on sustainability for a long time. The current focus is the promotion of energy-saving buildings, the introduction of renewable energy, and promoting the utilization of hydrogen energy, thereby aiming to achieve a zero-carbon city by 2050 in order to realize a decarbonized society. In addition, the city is participating in the GDS-Index (see figure below) for MICE events and actively working to realize the ideal state of the city and achieve the goals set in the "Sapporo City SDGs Future City Plan".

Green Capital Sapporo Declaration

The city announced its intention to become a globally proud environmental city by promoting every citizen to be determined to work more than ever to protect the global environment.



2008

Selected as a SDGs Future City

The city formulated the Sapporo City SDGs Future City Plan and **put efforts into promoting international tourism and attracting MICE by enhancing the city's sustainability.** As part of these efforts, it set GDS-Index as a numerical targets and is working to improve its scores.

2016

Hokkaido Sapporo Declaration

After the G7 Ministers' Meeting, the prefecture and the city made a declaration on promoting decarbonization to contribute to local production for local consumption of energy, the revitalization of the Hokkaido economy, and the green transformation of Japan and the world.

Sapporo SDGs Corporate Registration System launched

Not limited to MICE suppliers, Sapporo City strives to **identify the local companies that are working on the SDGs and promote their establishment of sustainable management strategies,** in order to expand the scope of local companies' SDGs management.



2023

2024

Objectives
Achieve GDS Index 70%

2026

Objectives
55% reduction in greenhouse gas emissions compared to 2016

2030

Objectives
Become a zero-carbon city

2050

Joined GDS-Index

The city was the first in Japan as a destination for business events to participate in the Global Destination Sustainability-Index. This **international environmental index** evaluates items such as urban infrastructure, environmental initiatives, and acceptance support, and provides guidance for improvement.



Zero Carbon City Declaration

Sapporo City announced its target to reduce greenhouse gas emissions generated in the city to practically zero by 2050, and has expressed its commitment to working together with citizens and businesses to realize a decarbonized society.

Sapporo City joins GSTC⁹⁾

The city joined the GSTC to **promote the development of a sustainable tourist city** by collecting advanced examples and utilizing them in practice.



Sapporo SDGs Advanced Enterprise Certification System launched

Through third-party audits, the city certifies local companies that are striving to solve social issues while also growing their business. These companies are then used as role models to encourage other local companies to expand their sustainability.





Current state of MICE sustainability in Sapporo 1

With the cooperation of the organizers and operators of MICE events held in the city, the city collected information on the energy consumption of the venues, the status of equipment and supplies arrangements, the transportation of participants, meal arrangements, etc. and measured CO₂ emissions¹⁰⁾, and then examined measures to reduce greenhouse gas emissions resulting from MICE events.

CO₂ emissions survey

Prerequisites

- CO₂ emissions in "Transportation" are calculated based on the distance traveled. The emissions for other items are based on the amount of money arranged. Cases where energy or waste emissions are unknown are excluded.
- The emissions from air travel in and out of Sapporo City were generally high, but these were excluded from the total emissions. **Figures excluding those emitted outside the host city are used in order to focus on the emissions that could be controlled by the host city.**

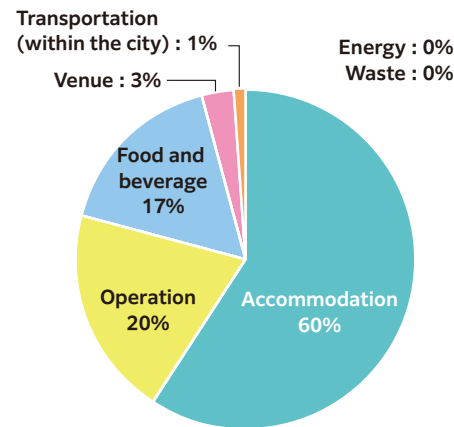
Case example 1

International conference A:
Total emissions: 6,809 t

Event duration: 4 days | Number of participants: 800

Venue: Sapporo Convention Center

Emissions excluding those from air travel : **255t**



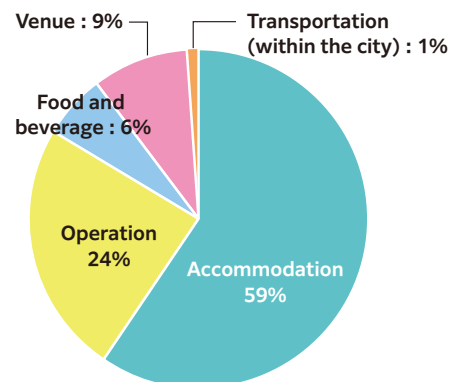
Case example 2

Domestic conference:
Total emissions: 510 t

Event duration: 3 days | Number of participants: 1,800

Venues: hotel in the city

Emissions excluding those from air travel : **228t**



[Survey results and analysis]

Venue

While the proportion of emissions from the venue was small, **CO₂ emissions could be further lowered by improved efficiency (water saving, power saving, etc.).**

Energy

Since the Sapporo Convention Center uses renewable energy, **CO₂ emissions were virtually zero. This suggests it is possible to host environmentally-friendly MICE events depending on the type of energy a facility uses.**

Accommodation

Excluding air travel, the emissions from accommodation account for a high proportion, **making the effects of reduction efforts show more easily than in other areas.**

Operation

The emissions in this area tend to be high due to construction and audio visual equipment arrangements involved in venue decoration and exhibitions. **Procurement from local business operators and the use of venue equipments can reduce CO₂ emissions from transportation, etc.**

Food and beverage

The trend in food and beverage varies by events, but **local production for local consumption is expected to reduce CO₂ emissions from the transportation of ingredients while utilizing the brand power of food.**

Waste

The figures were low due to the progress of paperless operations and **the fact that the amount of waste the management office was able to grasp was small.** In order to reduce waste, it is important to accurately grasp the emissions of the supply chain, including the current state and disposal methods.

* The figures for energy and waste are excluded due to a lack of data for measurement.



Current state of MICE sustainability in Sapporo 2

Sustainable initiatives implemented in Sapporo City

Here are some examples of sustainable initiatives conducted by organizers and business operators, as found in the CO₂ emissions survey.

Case example 1

International conference A
(4 days, 800 participants)

Initially, overseas transportation of fixtures and equipment were planned, but since overseas air transportation emits a large amount of CO₂, the plan was changed to procure within the city after consultation between local operators and organizers, which significantly reduced CO₂ emissions. In addition, the conference's website guided participants to the hotels that implement sustainable initiatives, lowering CO₂ emissions from accommodation.

Comparison with the case where fixtures and supplies are transported by air from the U.S.



Case example 2

International conference B
(8 days, 1,500 participants)

The Sapporo Convention Center, where the event was held, uses 100% renewable energy for electricity. Even though 88,532 kWh of electricity were used during the conference, CO₂ emissions were approximately 47,400 kg less than if conventional electricity had been used.

Comparison with the case where conventional electricity is used



Case example 3

Domestic conference
(3 days, 1,800 participants)

Active use of local ingredients for the set menu for social gatherings reduced CO₂ emissions during the transportation of ingredients. Other MICE events also offer set menus using Hokkaido ingredients, so efforts to leverage the brand power of food are becoming a characteristic of Sapporo.

5 out of 9 dishes used Hokkaido ingredients

⇒ 55% of the set menu is locally produced for local consumption



The results of this survey showed that in order to hold sustainable MICE events, it is important to clarify what initiatives can contribute to the reduction of CO₂ emitted by local business operators and promote initiatives. The findings also indicated the importance of promoting cooperation and understanding among organizers and participants concerning initiatives.



Lead cases for creating guidelines

In December 2024, the 20th World Winter Cities Association for Mayors (WWCAM) conference was held in Sapporo (Sapporo Convention Center and other venues), with the participation of mayors and other representatives from 21 cities and organizations from 8 countries. We will introduce this conference as a lead case for sustainable MICE in the city. The Sapporo City International Affairs Department, secretariat for the conference, implemented initiatives based on the draft checklist for the guidelines, in addition to unique initiatives.

Initiative 1 Upcycling of waste oil

At the 20th WWCAM conference, waste oil generated in the process of preparing and serving reception meals was converted into biodiesel, which was then used to generate electricity for the “Sapporo White Illumination,” an event held at Odori Park in the city around the same time.

When the secretariat explained this initiative to the hotel in charge of the reception, they agreed with its purpose, expanding the initiative to its affiliated hotels, providing waste oil generated around the same time. The collected oil was processed at the collection company’s factory and then sent to the Illumination operator. This initiative was implemented smoothly due to the involving business operators’ understanding of the initiative.

During the observation tour for the participants of the conference, they visited the Illumination site and learned about the initiative of upcycling waste oil.



Initiative 2 Sustainable souvenirs

At this conference, congress bags and other souvenirs were handed out to the participants.

The WWCAM is an international network under the slogan “Winter is a resource and an asset,” where winter cities around the world learn from each other about urban planning. The main theme of the 20th conference was “New Possibilities for Winter Cities – Realizing a Sustainable Society.” The participants gave presentations and discussed what new possibilities winter cities have in the pursuit of a sustainable society, on topics including the environment, urban development, tourism, and culture and art.

Against this backdrop, the secretariat prepared sustainable souvenirs, such as congress bags made of fair trade cotton, demonstrated the characteristics of Sapporo which is a fair-trade town, and reusable items, such as stainless steel bottles and bamboo cutlery.



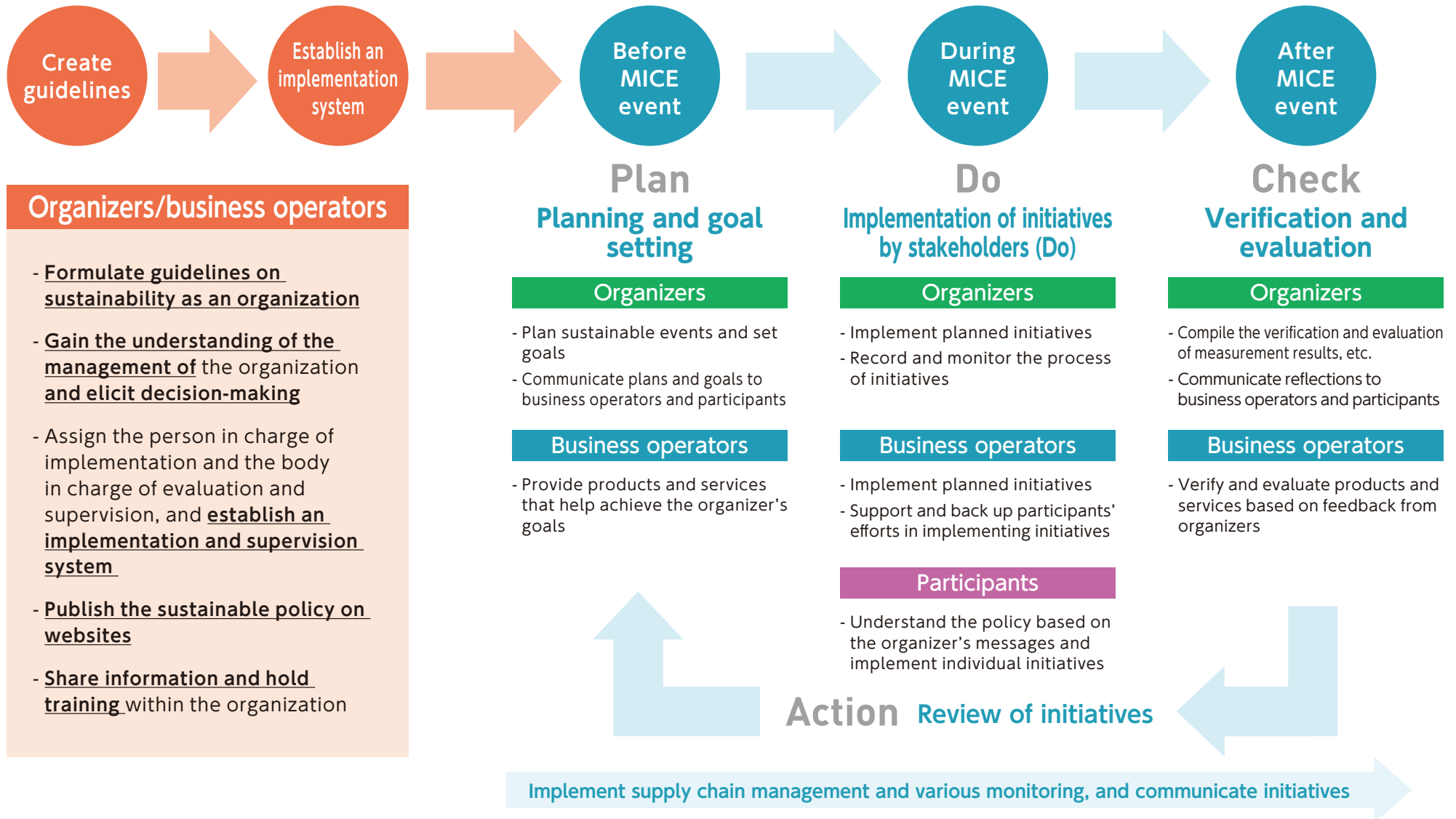
In response to the formulation of the guidelines (message from the conference secretariat)

When the checklist for the guidelines was formulated, we learned once again that there were various sustainable perspectives and initiatives. We also realized that consideration of the diverse food cultures of the participants could be more effectively promoted as a sustainable initiative. In addition, we felt that society has changed despite our previous impressions. For example, the cost of sustainability-conscious souvenirs was not so different from that of conventional ones. We thought that reviewing and considering the content of the guidelines at an early stage of preparation for the conference would broaden the scope of sustainable initiatives. The content of this conference was well received by the participants, and we hope that everyone involved in MICE will use it as a reference for their initiatives.



Process for holding sustainable MICE events

When holding MICE events, each organizer or business operator should develop basic guidelines as an organization, as well as systems and a policy to address sustainability. The PDCA cycle should then be repeated for every event: setting plans and goals (P), implementing specific initiatives (D), verifying and evaluating initiatives (C), and reviewing initiatives (A). This process will enable the organizer to hold more sustainable MICE events and allow business operators to provide products and services that meet the needs of the organizer.





Structure of the checklist

In order to serve as a reference for the formulation of sustainable policies, the consideration of the initiatives' contents, and the implementation of initiatives, we have created a checklist of recommended initiatives based on examples of advanced cities overseas, the requirements of third-party certification systems, and the initiatives implemented in Sapporo City and local business operators.

Guidelines

The area "guideline" is placed at the beginning of the checklist. When addressing sustainability, clarifying the fundamental stance and approach will enable the policies of each issue to be established in the same direction, and sharing the guidelines throughout the organization will allow everyone to work together.

Overview and general

The checklist describes the four indicators of society, environment, economy, and information dissemination that are necessary for formulating a sustainable MICE initiative policy.

Social activities



- Contribution to the host city
- Promoting DEI (Diversity, Equity, and Inclusion)

Environmental activities



- Measurement and reduction of CO₂
- Measurement and reduction of waste volume

Economic activities



- Development of a policy for creating a sustainable supply chain
- Contributing to the revitalization of the regional economy

Information dissemination



- Communicating the sustainable event policy to external parties

The checklist describes the initiatives' contents for each area involved in holding MICE events based on the above policy. (excerpt)

Venue

- Use renewable energy
- Reduce water and energy usage
- Reduce the use of disposable containers, etc., and put up signs to help people sort their trash
- Communicate sustainability efforts

Transportation

- Use carbon offset donations, etc. to reduce CO₂ emissions for travel to Sapporo, which requires air travel
- Improve the efficiency of movement within Sapporo City through public transportation, etc. to reduce CO₂ emissions

Accommodation

- Use renewable energy
- Reduce water and energy usage
- Reduce amenities and replace them with environmentally friendly products.
- Communicate sustainability efforts

Construction/ goods arrangement (procurement)

- Reduce and control waste by omitting or replacing decorations and handouts
- Select local business operators and those that provide sustainable products

Food and beverage

- Reduce and recycle waste by measures such as managing the number of meals to be served and converting food waste into compost.
- Reduce CO₂ emissions from food transportation through local production for local consumption
- Consider food diversity through extensive menu items

Side programs

- Leave legacy effects on the region by making the content related to the culture of the host city and its citizens
- Hold programs that have positive impacts on the host city and widely disseminate them, thereby improving the significance and public awareness of the conferences

The difficulty level of each initiative is set according to the criteria shown to the right. Please use them as a reference when deciding on the priority orders for initiatives to implement.

Basic

Advanced



Basic
Medium
Advanced

Basic initiatives (those that have almost no economic or human costs)
Those that can be implemented with each company's ingenuity
High-level initiatives required by the certification system, those requiring hardware maintenance

Implementing entity

We prepared checklists for each entity type, categorized as shown to the right.

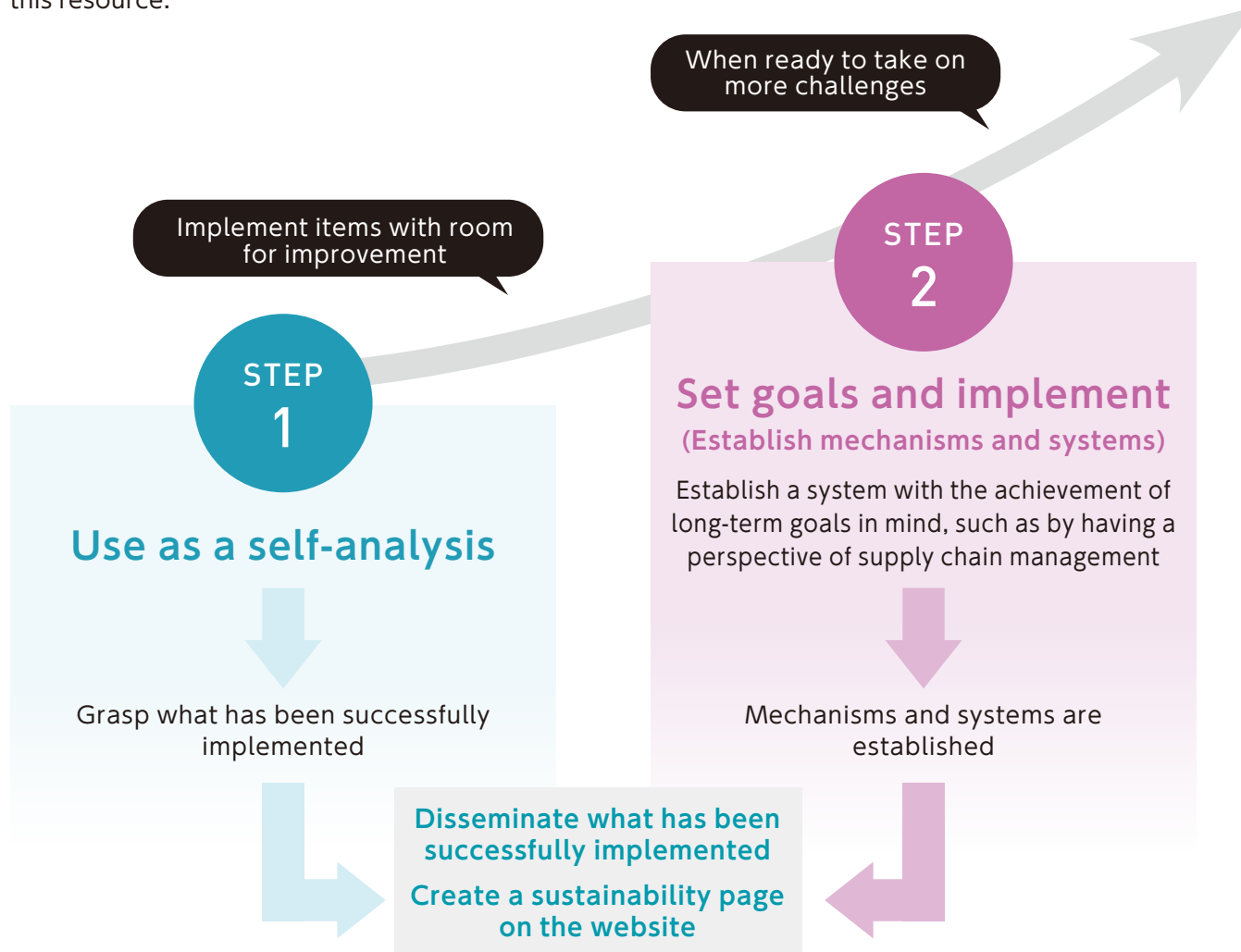




How to use the checklist

Please use the checklist as a self-analysis tool to grasp the current state of the sustainable initiatives, and when deciding on policies and initiatives' contents. For the specific flow of use, please refer to the figure below.

Further, organizers could use it as a communication tool when choosing sustainable business operators. Business operators can showcase their implemented initiatives, products, and services listed in the checklist, potentially unlocking new business opportunities. We highly recommend referring to this resource.









STEP 3
Consider obtaining certification

<p>Domestic certification system</p>  <p>Accommodations</p>	<p>International certification system</p>  <p>Business operators' events</p>
<p>Certification system for international standards (GSTC Standards *)</p> <p>* Standards managed by the Global Sustainable Tourism Council (GSTC)⁽¹⁾</p>	
 <p>Accommodations</p>	 <p>Travel agencies</p>
 <p>Accommodations Travel agencies</p>	





































Checklist items



Guidelines

No.	Policy	Initiative's content	Implementing entity	Level
1	Prepare the basic policy for overall sustainability initiatives	Formulate a policy for sustainability initiatives for events and business, and disseminate it externally.	     	Basic









Overview and general

No.	Policy	Indicator	Initiative's content	Implementing entity	Level
2	Formulate a policy for social activities	Describing the policy of initiatives contributing to local society	Clearly indicate the legacy* that the organizer wants to leave in the host city through side programs, etc.	     	Medium
3		Preparing a policy for addressing DEI (Diversity, Equity, and Inclusion)	Clearly indicate your approach to accessibility*, existing initiatives, and possible future actions	     	Medium
4			Clearly indicate your approach to diversity, existing initiatives, and possible future actions	     	Medium
5	Formulate a policy for environmental activities	Developing a policy for measuring and reducing CO ₂ emissions	Formulate a policy for measuring, reducing, and offsetting CO ₂ emissions generated during events	     	Advanced
6			Formulate a policy for measuring, reducing, and offsetting your facility's CO ₂ emissions	     	Advanced
7			Measure CO ₂ emissions and publish them in event reports, etc.	     	Advanced

* Legacy: the impact and effects of hosting MICE events on the host city, such as the creation of business opportunities, the creation of new ideas and technologies, and the promotion of academic and industrial activities.








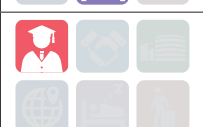

* Accessibility: services are easily accessible to everyone.

Overview and general



















No.	Policy	Indicator	Initiative's content	Implementing entity	Level
8	Formulate a policy for environmental activities	Developing a policy for measuring and reducing CO ₂ emissions	Mandate the use of facilities that use renewable energy as a venue		Medium
9		Preparing consideration for waste volume measurement and reduction	Consider measuring and reducing waste generated during events		Medium
10			Consider measuring and reducing waste generated at your facility		Medium
11	Formulate a policy for economic activities	Establishing a policy for the supply chain	Formulate a policy on sustainable supply chain management*		Advanced
12			Share the policies with business partners and call for their cooperation		Advanced
13		Contributing to the revitalization of the regional economy	Formulate a policy for revitalizing regional economy using local operators, promoting local production and consumption, and other initiatives.		Medium
14	Disseminate information	Disseminating a sustainability policy	Disseminate the sustainability policy on exhibitor information and the website for participants		Basic
15			Disseminate your organization's sustainability policy and initiatives on your website, etc.		Basic

* Supply chain management: a method to centrally manage and grasp everything from the procurement of raw materials to manufacturing and sales, thereby optimizing the entire supply chain

























Venue

No.	Policy	Indicator	Initiative's content	Implementing entity	Level	
16	Reduce and control CO ₂ emissions	Reducing CO ₂ emissions from transportation to the venue	Arrange venues within a walking distance of public transport stations and bus stops		Basic	
17		Utilizing renewable energy	Introduce renewable energy		Medium	
18			Arrange facilities and venues that use renewable energy		Medium	
19		Reducing water and energy use	Reducing water and energy use	Introduce LED lighting, motion sensor lighting, etc.		Basic
20				Control the use of air conditioning (fixed temperature, light-shielding and heat-shielding films to windows, etc.)		Basic
21				Make efforts to save water in kitchens, toilets, etc.		Basic
22	Reduce waste (and its generation)	Reducing waste (and its generation), such as plastic bottles and disposable beverage containers	Install water dispensers		Basic	
23			Encourage participants to bring their own drink bottles		Basic	
24			Post signs outlining the recycling and trash sorting procedures		Basic	










Venue

No.	Policy	Indicator	Initiative's content	Implementing entity	Level
25	Disseminate information	Promoting the use of sustainability-conscious venues	Publish specific initiatives that take sustainability into consideration	     	Basic
26	Choose sustainable business operators	Using sustainability-conscious venues	Adopt venues that implement sustainable initiatives	     	Basic
27		Using venues with a third-party sustainability certification (LEED certification, etc.)	Obtain third-party sustainability certification (LEED certification, ISO, etc.) or arrange certified facilitates	     	Advanced























































Transportation

No.	Policy	Indicator	Initiative's content	Implementing entity	Level
28	Reduce and control CO ₂ emissions	Offsetting CO ₂ emissions from transportation to Sapporo (Hokkaido)	Carry out carbon offsetting concerning air travel to Sapporo (Hokkaido)	     	Advanced
29		Promoting the use of sustainable transportation in getting around Sapporo City	Provide guidance on the use of public transportation, bicycle sharing app ("porocle"), etc.	     	Basic
30			Use public transportation, bicycle sharing, etc.	     	Basic
31			Distribute charged transportation IC cards and tickets (kitaca, SAPICA, etc.) to participants	     	Advanced



















Accommodation

No.	Policy	Indicator	Initiative's content	Implementing entity	Level
32	Reduce and control CO ₂ emissions	Reducing CO ₂ emissions from transportation to accommodation facilities	Arrange accommodations within a walking distance of stations, bus stops, and venues		Basic
33		Reducing water and energy use	Standardize to omit or simplify cleaning during consecutive stays (including making this optional)		Basic
34			Control the use of air conditioning (leaving the curtains closed when providing guest rooms, light/heat-shielding filmed windows, etc.)		Basic
35			Utilize groundwater, rainwater, etc. as water for miscellaneous use. (toilet flushing, etc.)		Advanced
36	Reduce waste (and its generation)	Reducing packing materials	Remove amenities from guest rooms, or reduce individual packaging of amenities, etc., adopt reusable materials.		Medium
37	Disseminate information	Disseminating the sustainability-conscious policy	Publish specific initiatives that take sustainability into consideration		Basic
38			Promote the use of sustainability-conscious accommodations on the website of the conference, etc.		Basic
39	Choose sustainable business operators	Arranging and using sustainability-conscious accommodations	Choose accommodations that serve sustainable menus		Basic
40		Arranging accommodations with a sustainability-related third-party certification	Obtain a third-party sustainability certification (Sakura Quality, ISO etc.) or adopt certified facilitates		Advanced























































Construction/goods arrangement (procurement)

No.	Policy	Indicator	Initiative's content	Implementing entity	Level
41	Reduce waste (and its generation)	Reducing packing materials	Reuse cardboard boxes used in transportation, or minimize their usage and use shipping containers and cargo instead	     	Basic
42		Reducing decoration, supplies, and fixtures	Digitize the venue map and other posters	     	Basic
43			Utilize supplies and equipment already installed/available at the venue	     	Basic
44			Use cardboard, paper, georgette, etc. for decorations	     	Medium
45			Make use of seasonal floral materials from the region	     	Basic
46			Upcycle used decorations, etc.	     	Advanced
47			Reducing handouts	If using paper, choose recycled paper or sustainably-manufactured paper (FSC certified, etc.)	     
48		Arrange a waste paper collection company to collect recyclable paper waste		     	Basic
49		Encourage participants to refrain from bringing printed materials into the venue		     	Basic

























Construction/goods arrangement (procurement)

No.	Policy	Indicator	Initiative's content	Implementing entity	Level
50	Reduce waste (and its generation)	Reducing handouts	Distribute materials on the website and by e-mail to reduce the number of handouts	  	Basic
51			Collect, reuse, and reduce the usage of handout badges, pens, name cards, etc.	  	Basic
52			Replace giveaways with environmentally friendly ones such as those using waste materials and procured locally	  	Advanced
53			Encourage exhibitors to minimize handouts, including giveaways	  	Basic
54	Revitalize regional economy/choose sustainable operators	Utilizing local business operators	Use business operators in the suburbs of Sapporo (Sapporo Eco Members, etc.)	  	Basic
55	Choose sustainable business operators	Using sustainably-conscious products	Arrange goods that are sustainably manufactured	  	Advanced



















Food and beverage

No.	Policy	Indicator	Initiative's content	Implementing entity	Level
56	Reduce waste (and its generation)	Reducing the use of food and beverage-related products (individually packaging and cutlery)	Purchase as much in bulk as possible and avoid needless packaged items and individual packaging	     	Advanced
57			Use compostable biomass or reusable stainless steel cutlery	     	Advanced
58			Cooperate in oil recycling efforts to convert waste oil into SAF (sustainable aviation fuel), biodiesel fuel, etc.	     	Advanced
59		Taking measures against food loss before and after serving meals	Use the pre-registration system for meals (for luncheons) for participants	     	Medium
60			Encourage banquet guests to participate in "2510 Smile Banquet," initiative recommended by Sapporo City to reduce leftovers	     	Medium
61			Sort food scraps from trash and have recycling companies dispose of it	     	Advanced
62	Revitalize the regional economy and reduce and control CO ₂ emissions	Using ingredients produced in Hokkaido	Use more than 50% of ingredients and food/beverages made in Hokkaido or from environmentally friendly ingredients.	     	Advanced
63			Use more than 30% of ingredients and food/beverages made in Hokkaido or from environmentally friendly ingredients.	     	Medium
64			Use ingredients and food/beverages (processed products) made in Hokkaido	     	Basic

Food and beverage

No.	Policy	Indicator	Initiative's content	Implementing entity	Level
65	Consider diversity	Adopting menu structure that takes into account diverse food cultures	Adopt menus that introduce the food culture of Hokkaido and Japan	     	Basic
66			Adopt plant-based (including vegetarian and vegan) menus, halal menus, etc.	     	Medium
67	Choose sustainable business operators	Promoting the use of sustainability-conscious restaurants	On the website of the conference etc., introduce restaurants with a third-party certification, or taking equivalent measures	     	Medium
68			Use restaurants with a third-party certification, or taking equivalent measures	     	Medium

Regional society

No.	Policy	Indicator	Initiative's content	Implementing entity	Level
69	Implement initiatives that have positive impacts on regional society	Planning and proposing initiatives to create a legacy effect on the host city	Organize public lectures and citizen exchange programs on solving environmental and social issues in the host city	     	Advanced
70			Utilize the host city's tangible/intangible cultural properties and cultural entertainments at receptions and opening ceremonies	     	Advanced
71	Disseminate information	Disseminating the legacy that events leave in the host city	Implement programs that have positive impacts on the host city, and disseminate the results and effects of events on the website, etc.	     	Advanced

Reference



References

1. Japan Tourism Agency: “Survey Project on the Calculation of Total Consumption Amount Concerning MICE Events and Their Economic Ripple Effects in FY2022 “ (P91)
2. Ministry of Foreign Affairs: Sustainable Development, from (P65)
3. Ministry of the Environment: “Guide to the Utilization of the Sustainable Development Goals (SDGs)”
4. United Nations Environment Programme: Green Meeting Guide 2009 (P9)
5. International Organization for Standardization: BS ISO 20121:2024 (P3)
6. Thailand Convention and Exhibition Bureau (TCEB): “TCEB UNVEILS FIVE-YEAR PLAN PROPELLING THAILAND’S MICE INDUSTRY ON GLOBAL STAGE”
7. Thailand (TCEB): “Thai MICE Operators Achieve ISO 20121 Global Sustainable Event Management Standard” Asia’s Business Events Magazine: “Thailand to Implement ISO 20121 Event Sustainability Standards”
8. IMEX Frankfurt [Sustainability page](#)
IMEX America [Sustainability page](#)
9. GSTC (Global Sustainable Tourism Council)
10. Sapporo Hokkaido MICE Promotion Association: CO₂ Measurement Tool for MICE Ver2.0
11. GSTC Standards (for hotels and tour operators)

Case examples and links from Sapporo City that can be used as references for checklist initiatives

No.5-10 (Environmental policies)	Environmental Management System (Sapporo City)
No.5 (Carbon offset)	Carbon Offset Guidelines (Ministry of the Environment / March 6, 2024 Revised Version) An offset system available in projects held in Sapporo City (including conventions)
No.17 (Utilizing renewable energy)	SAPP-RO Renewable Energy Joint Purchase Project
No.22-24, 41-52 (Eliminating disposable and plastic items)	Sapporo Slim Net
No.29 (Bike sharing)	“porocle”
No.40 (Facilities with a third-party certification)	Facilities with Sakura Quality certification
No.47 (Environmentally-conscious procurement)	Sapporo City Green Purchase Guidelines
No. 48 (Paper recycling)	List of business waste paper collection companies (Sapporo City)
No.54 (SDGs-conscious business operators)	Sapporo SDGs registration and certification system Sapporo Chamber of Commerce and Industry Member Companies, Examples of initiatives
No.54 (Environmentally-conscious business operators)	Sapporo Eco Members
No.54 (Businesses that publish environmental management reports)	Eco Action 21
No.58-61 (Food waste reduction)	Reduction of commercial food waste Examples of initiatives to reduce food loss
No.60 (Food loss prevention measures)	2510Smile Banquet
No.66 (Considering diverse food cultures)	Hospitality Guide for Muslim Visitors
No.69 (Use of culture and cultural assets of the host city)	Convention Bureaus contents