



Partnership for Sustainability
Leadership in Business
商界永續發展領袖計劃

Initiated by



永續坊
POLICY FOR SUSTAINABILITY LAB
公民社會與治理研究中心
CENTRE FOR CIVIL SOCIETY AND GOVERNANCE

Supported by



滙豐銀行慈善基金
The Hongkong Bank Foundation



UFI Asia-Pacific Conference 2024

HKU PSLB's Mission to Facilitate Resource Circularity in Business Events Industry

7 March 2024

About PSLB and Project Objectives

*“We need to gear the business system and processes towards the creation of **sustainable value chains.**”*



Partnership for Sustainability
Leadership in Business
商界永續發展領袖計劃

- Co-learning and co-creating **knowledge** for business sustainability
- Nurturing **sustainability leaders** in the business sector and particularly SMEs
- Building an **enabling environment** for the development of sustainable value chains

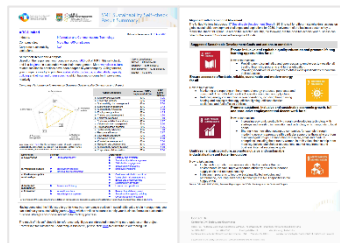
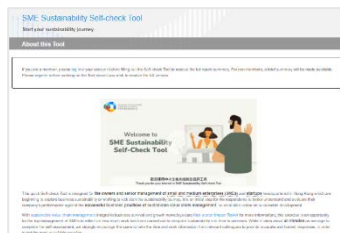
Resource Hub

Case Bank



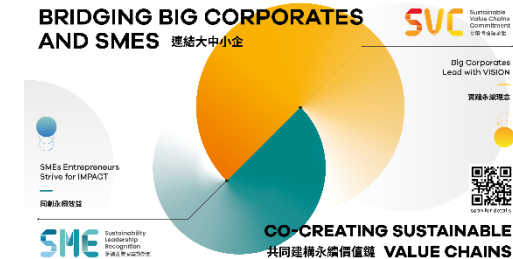
Meiriki Japan: The People-Oriented Management Philosophy

Toolkits and Guidebooks



Capacity and Networking Platform

SVC Commitment and SME Recognition Scheme



Seminars and Events



知識講堂 1: 永續發展與「新常態」 網上重播



知識講堂 2: 以創新帶動永續發展 網上重播

Business Events' Sustainability Transitions Needed

nature communications

Explore content ▾ About the journal ▾ Publish with us ▾

[nature](#) > [nature communications](#) > [articles](#) > article

Article | [Open access](#) | [Published: 16 December 2021](#)

Trend towards virtual and hybrid conferences may be an effective climate change mitigation strategy

[Yanqiu Tao](#), [Debbie Steckel](#), [Jiří Jaromír Klemesš](#) & [Fengqi You](#)

[Nature Communications](#) **12**, Article number: 7324 (2021) | [Cite this article](#)

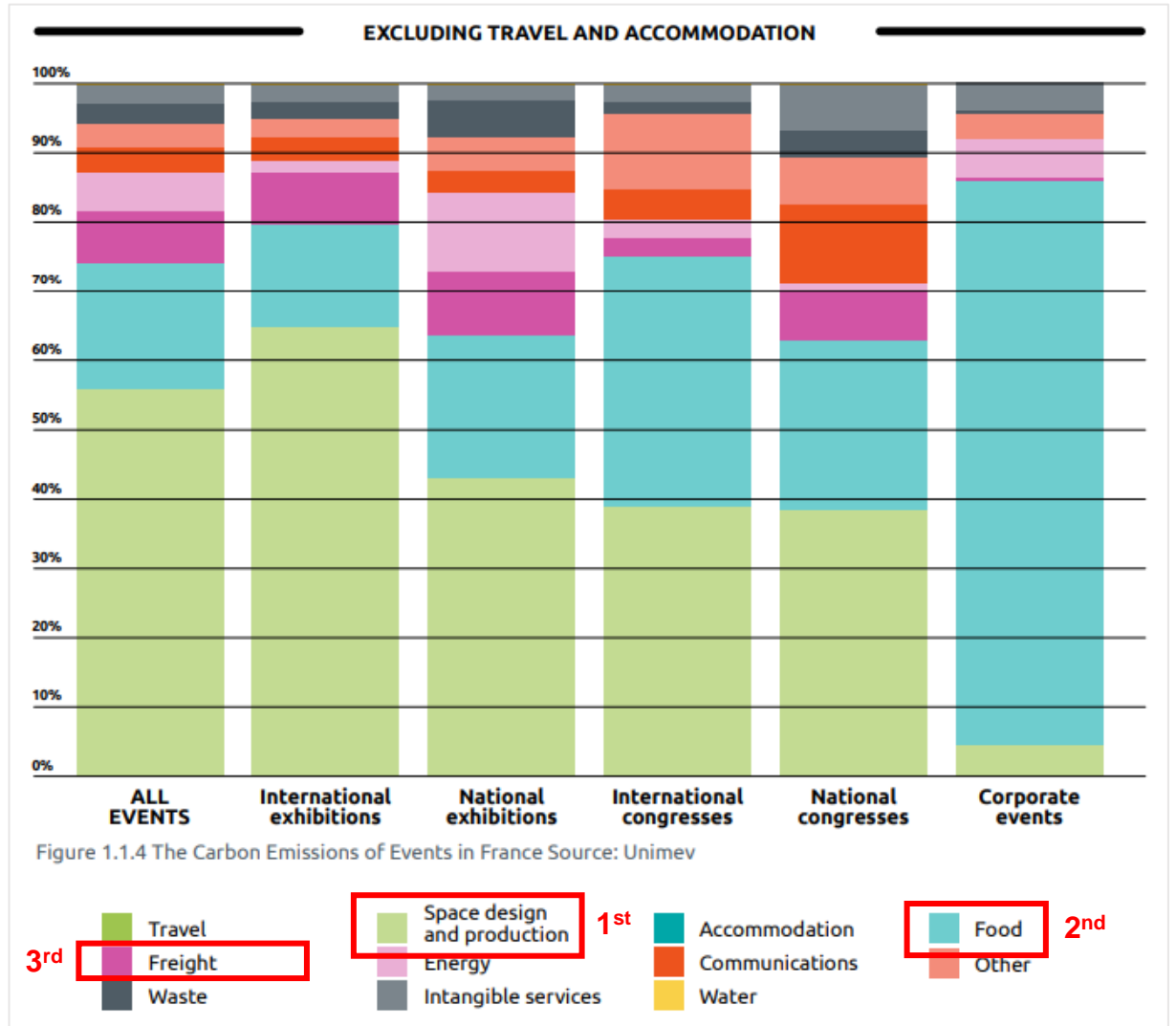
29k Accesses | 53 Citations | 652 Altmetric | [Metrics](#)

...

trillion-dollar events industry is expected to grow at a rate of 11.2% for this decade^{2,3}. As the event industry proliferates, it also leads to substantial greenhouse gas (GHG) emissions. The carbon footprint per participant reaches up to 3000 kg CO₂ equivalent as reported by previous life cycle assessment (LCA) studies^{4,5,6,7,8,9,10,11,12,13}, suggesting that the annual carbon footprint for the global event industry are of the same order of magnitude as the yearly GHG emissions of the entire United States (U.S.), responsible for more than 10% of global CO₂ emissions¹⁴. To meet the Paris Agreement target¹⁵, the event organizers adopt

...

Source: Nature Communications (2021)



Source: Net Zero Carbon Events (2022)

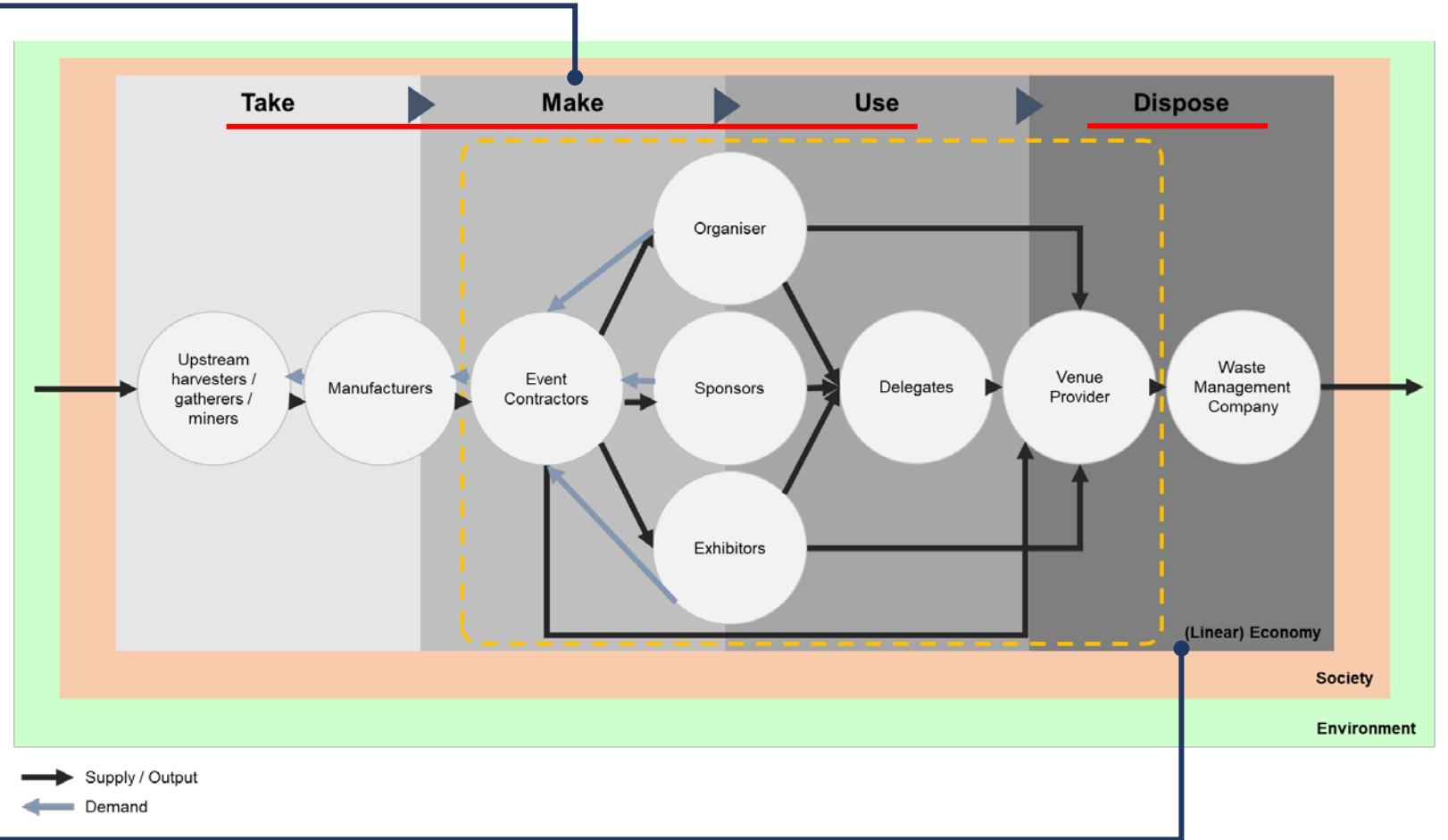
Predominantly Linear Resource Flow in Events



Source: The Park Lane Hong Kong (n.d.)



Source: Oriental Daily (2015)



Demand for Circular Business Events Growing

Approximately 85% of the Chinese business respondents have preference over “flights / hotels with green and low-carbon labels”, and many are highly aware of low-carbon initiatives in aviation, hospitality and MICE industries.

Trip.Biz (2023)



“Consumers are willing to pay more for sustainable travel options” when travelling for leisure or business.”

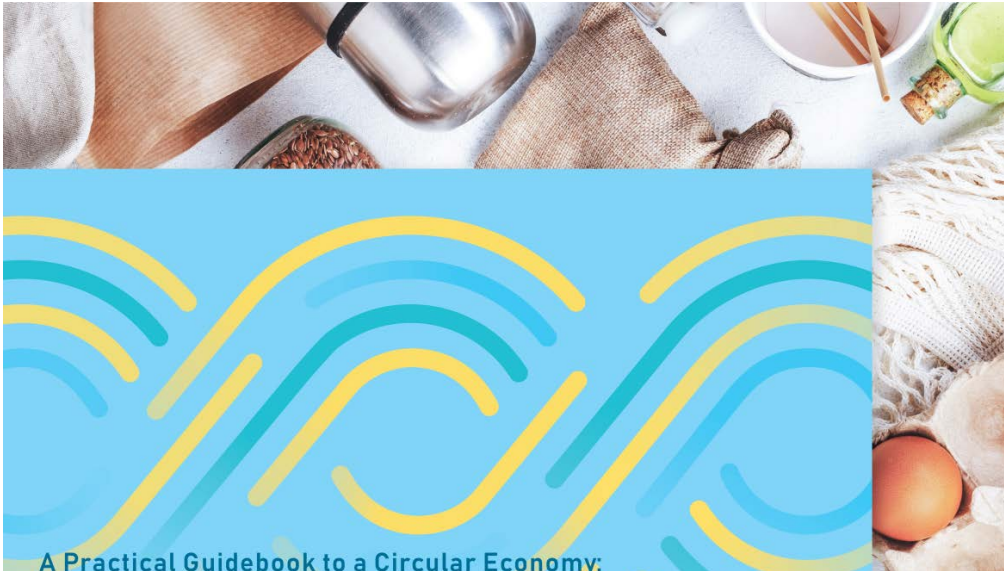
Expedia (2022)

More than 70% of visitors and exhibitors attached importance to a trade show’s sustainability commitment. Around 35% of them would not attend a trade show without reasonable approach to sustainability.

UFI (2021)

About the Practical Guidebooks

Foodservice Industry-focused



A Practical Guidebook to a Circular Economy:
Collaborating with Value Chain Partners
for a Resilient Business



English version

Launched in Oct 2023

MICE / Business Event Industry-focused

- Intended readers include all event stakeholders, especially organisers, of business events of all sizes
- Excluding leisure events (e.g. concerts, galas, festivals)

Objectives



Raise the awareness of waste issues and circularity as a solution



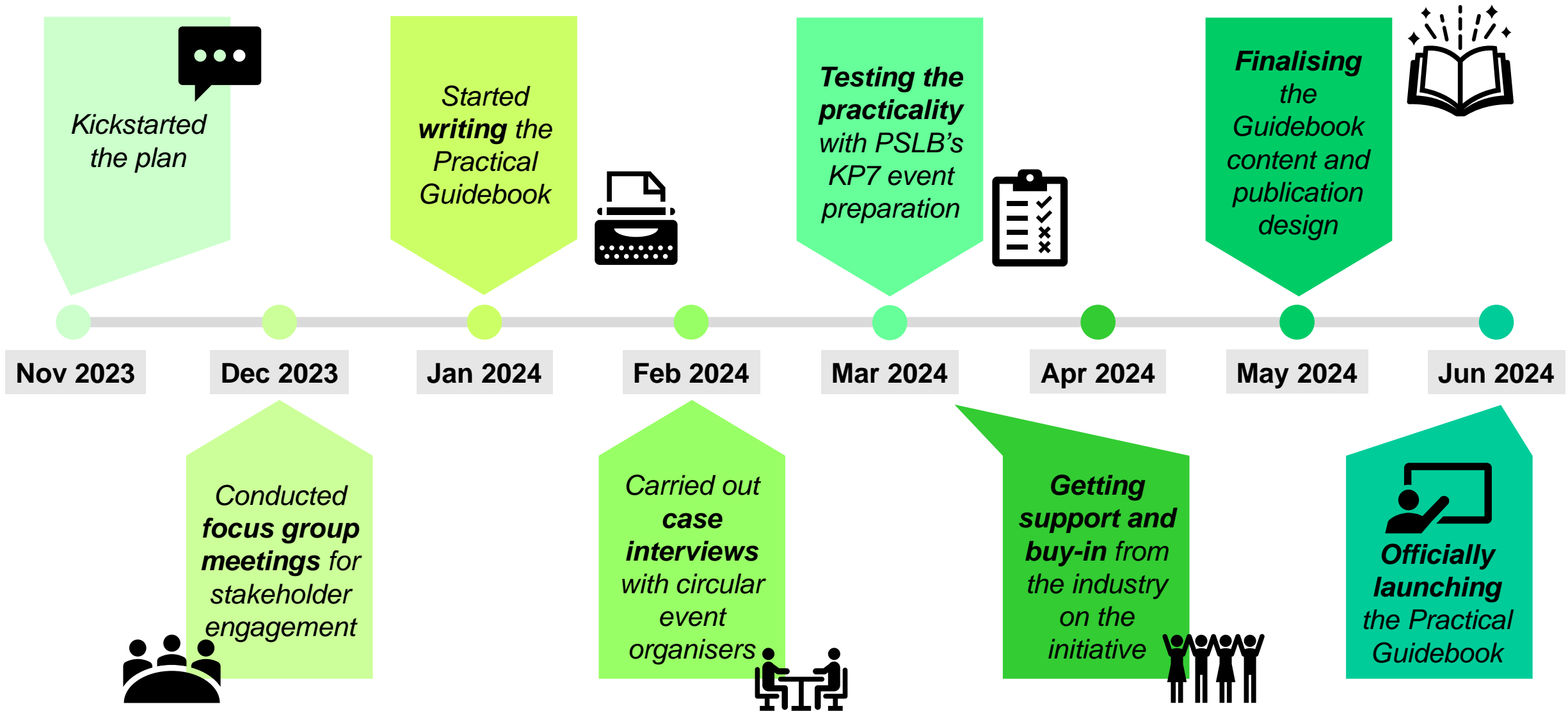
Provide useful and readily adoptable practices to facilitate change towards regenerative operations



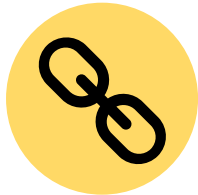
Share market-leading cases to inspire change in resource management

To be launched in Jun 2024

Development Timeline of the Practical Guidebook



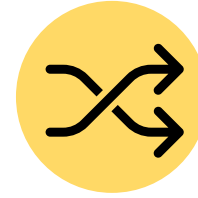
Sneak Peek of the Practical Guidebook



Focus on value chain collaboration

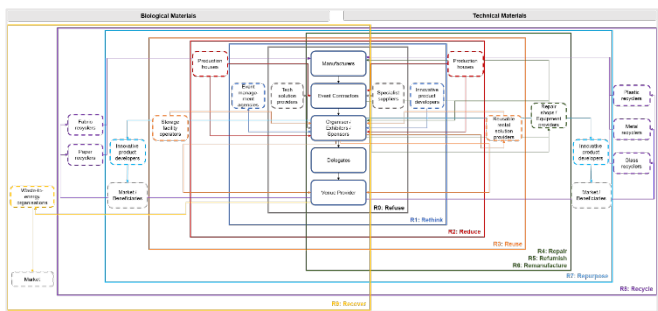
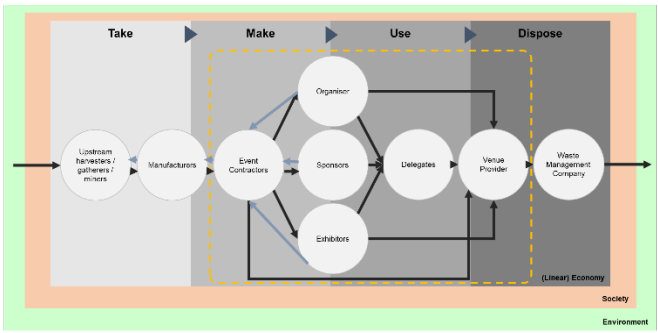


Practice-based

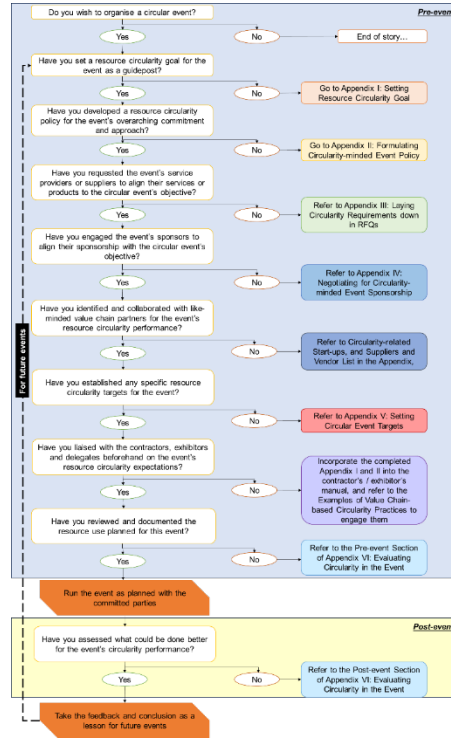


In line with international standards

1 Relevance of Circularity to MICE Events



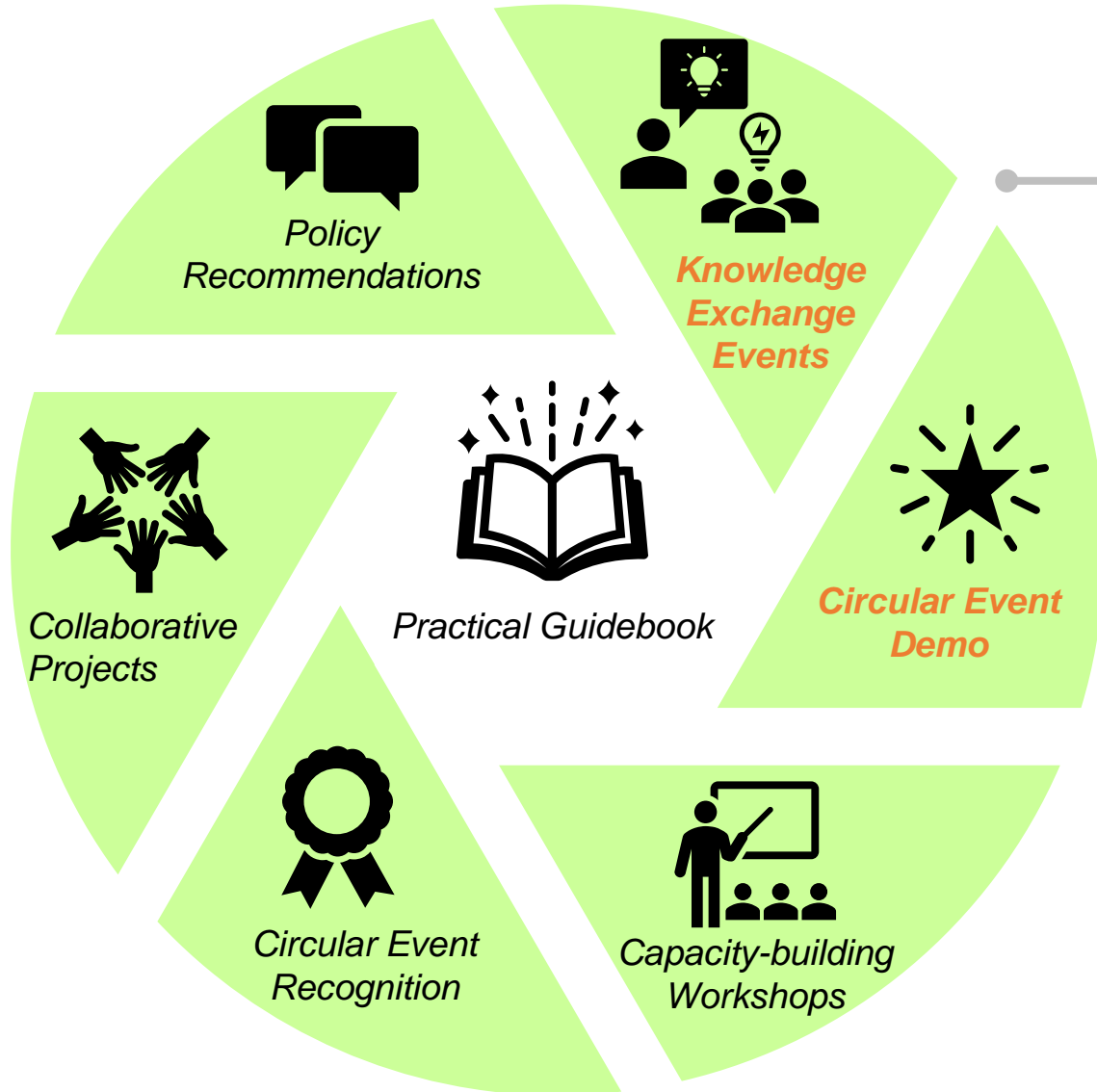
2 Application of Circularity in Business Events



3 Templates & Resources for Circularity-minded Events



Activities in Plan for Supporting the Ecosystem



Event Details

Date: 6 June 2024 (Thursday)
Time: 14:30 – 17:30
Venue: Rayson Huang Theatre, HKU
Format: Physical and Online via Zoom

*Stay tune and sign up
to experience a circular event in
action for yourself!*

Follow Us on Social Media @PSLB #PSLB



ccsg.hku.hk/pslb/



[PSLB-HKU](#)



[PSLB HKU](#)



[allabouthksustainability](#)

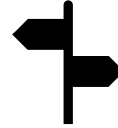
Get Involved in PSLB's Work



Take part in KP7,
and even become
a supporting
organisation



Share your
circularity-minded
events with us as
case studies



Fill us in on the
information and
contacts of circularity
solution providers



Let us know how
we can help
further

Reference

Expedia (2022), Sustainable Travel Study. Retrieved on 28 February 2024 from https://go2.advertising.expedia.com/rs/185-EIA-216/images/April_2022-Sustainable-Travel-Study-PDF-No-URL.pdf

Net Zero Carbon Events (2022), A Net Zero Roadmap for the Events Industry. Retrieved on 28 February 2024 on https://www.netzerocarbonevents.org/wp-content/uploads/NZCE_Roadmap2022_Full-Report-updated-26Jan2023.pdf

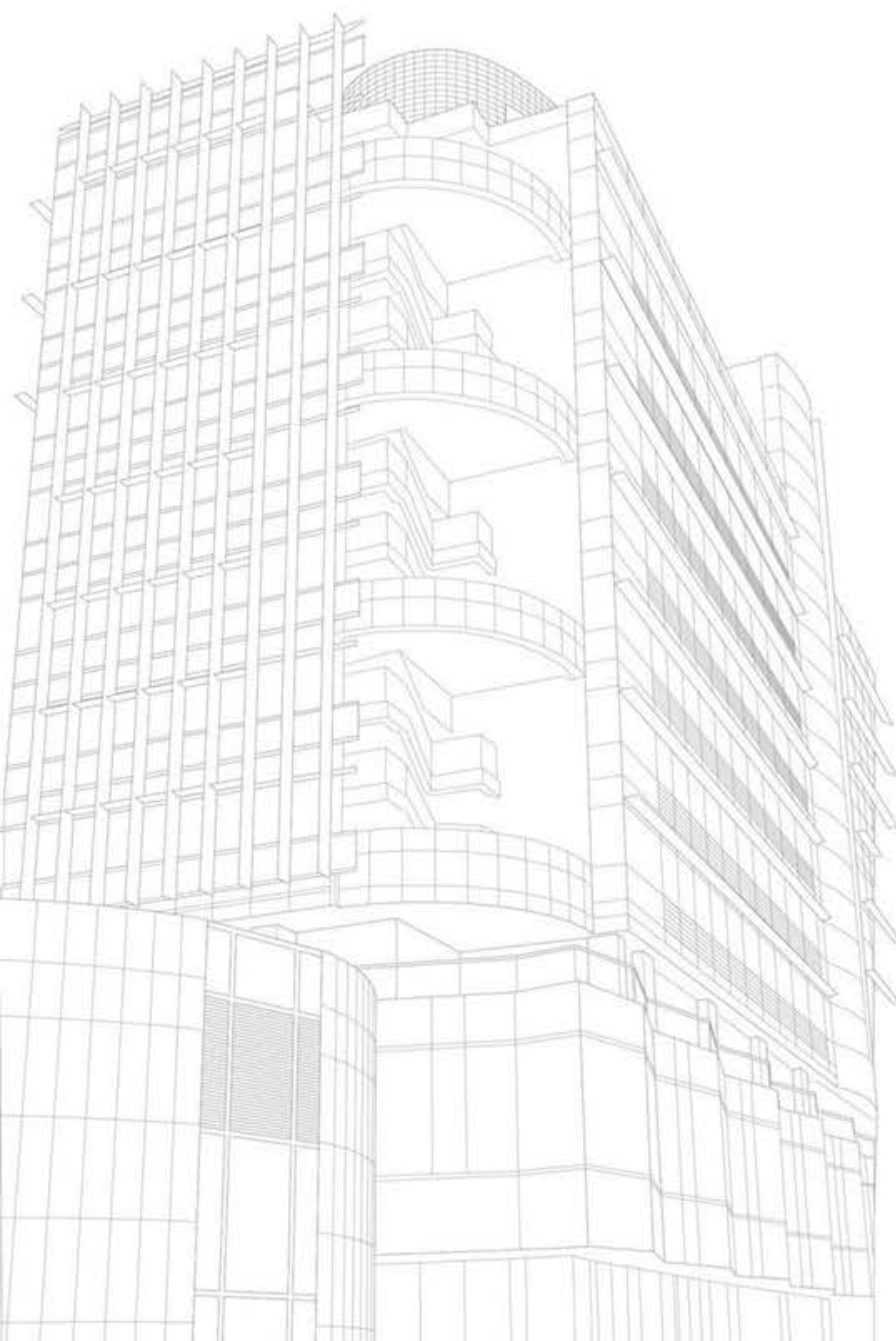
Oriental Daily (2015), 書展大嘍鬼 新書當垃圾 書櫃用完即丟. Retrieved on 28 February 2024 from https://hk.on.cc/hk/bkn/cnt/news/20150722/bkn-20150722202239067-0722_00822_001.html

Tao, Y., Steckel, D., Klemeš, J.J. et al. Trend towards virtual and hybrid conferences may be an effective climate change mitigation strategy. Nat Commun 12, 7324 (2021). <https://doi.org/10.1038/s41467-021-27251-2>

The Park Lane Hong Kong, A Pullman Hotel (n.d.), Events and Exhibitions. Retrieved on 28 February 2024 from <https://www.parklane.com.hk/events-exhibitions.html>

Trip.Biz (2023), 2022-2023 Corporate Travel Management Market White Paper. Retrieved on 28 February 2024 on https://ct.ctrip.com/whitePaper/2023/dlwp?locale=en-US&ctm_ref=shanglv_brand_1531

UFI (2021), Status of Sustainability in the Exhibition Industry. Retrieved on 28 February 2024 from https://www.ufi.org/wp-content/uploads/2021/09/UFI_report_on_Sustainability_July-2021.pdf



公民社會與治理研究中心
CENTRE FOR CIVIL SOCIETY AND GOVERNANCE

香港大學 THE UNIVERSITY OF HONG KONG

Thank You

Disclaimer

This presentation material contains general information only and is based on the experiences and research of CCSG practitioners. This material is not a substitute for such professional advice or service. Before making any decision or taking any action that may affect your business, you should consult a qualified professional advisor. CCSG shall not be responsible for any loss sustained by any person who relies on this material.

The information and contents contained in this presentation material are based on publicly available information obtained from sources believed to be reliable. The Centre makes no guarantees to their accuracy, completeness, timeliness or correctness. References in this material to any external resources are for educational purpose and do not necessarily constitute or imply our endorsement or recommendation.

This disclaimer is written in English and the Chinese version is translation for reference only. In the event of inconsistency between the English and Chinese versions, the English version shall prevail.