

# CREATING TRANSFORMATIVE EXPERIENCES

## Sands Expo and Convention Centre Case Study

### RESPONSIBLE BUSINESS FORUM



Held on 25 and 26 November 2013 at Marina Bay Sands for the second time, the two-day Responsible Business Forum (RBF) hosted over 500 delegates made up of business leaders, NGOs, and policy makers from Southeast Asia.

To champion sustainable event planning, Marina Bay Sands joined hands with the forum organisers to reduce carbon footprint and contribute towards the local community via the IR's Sands ECO360° Sustainability and Sands for Singapore programmes. Sustainability efforts include offering its vegetarian Green Harvest menus, providing recycling avenues, managing waste and engaging delegates to give back to the community by participating in the IR's 'Soap-for-Hope' activity.

Delegates lent their hands to help pour leftover liquid soaps and shampoo collected from Marina Bay Sands hotel rooms into containers, which were later distributed to welfare homes through one of the IR's charity partners, Food from The Heart. Bread that was not consumed during the event was also donated to the same charity, reaching beneficiaries including children, the elderly and needy families in Singapore. Through this forum, Marina Bay Sands became the first MICE facility in Singapore to adopt the Singapore Tourism Board's recently announced sustainability guidelines for the MICE industry.