

SUSTAINABLE DEVELOPMENT GOALS



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02



On 1 January 2016, the 17 Sustainable Development Goals (SDGs) of the United Nations' 2030 Agenda for Sustainable Development adopted by world leaders officially came into force.

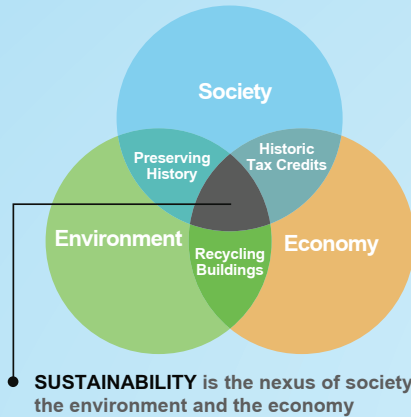
The SDGs build on the success of the Millennium Development Goals (MDGs) and aim to go further to end all forms of poverty.

Over the next 15 years, with these new Goals that universally apply to all, 193 countries will mobilize efforts to end all forms of poverty, fight inequalities and tackle climate change, while ensuring that no one is left behind.



WHAT IS SUSTAINABILITY

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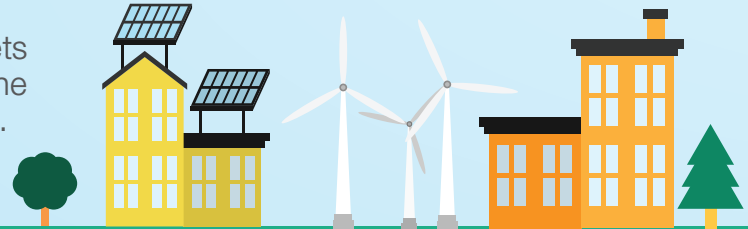
Sustainability means taking into consideration the environmental, economic and social aspects of our actions, as well as recognizing the inter-relationships between these aspects.

It includes protecting our environment and preserving natural habitats and biodiversity, but it is also about promoting a healthy and engaged society and thriving economy.

COMMON DEFINITIONS FOR SUSTAINABILITY INCLUDE:

Sustainable development: Development that meets the needs of the present without compromising the ability of future generations to meet their own needs.

Source: Our Common Future, Brundtland Commission, 1987



BENEFIT OF SUSTAINABLE EVENTS

04

A SUSTAINABLE EVENT is an event designed, organized and implemented in a way that minimizes potential negative impacts and leaves a beneficial legacy for host community and all involved.

Source: Green Meeting Industry Council (GMIC) Source: Thailand Sustainable Events Guide, 2015 and United Nations' Sustainable Events Guide 2012

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ENVIRONMENT :

Great opportunities to reduce greenhouse gas emissions, air pollution, energy usage, water consumption, waste and fossil fuel usage.



SOCIAL :

Creating jobs, business opportunities for local suppliers and NGO and infrastructure development to community.



ECONOMY :

Creating financial and educational benefits, accelerate innovation, generate tax income for destinations and local businesses.



An aerial, top-down view of a densely packed urban area, likely a city center. The image is heavily tinted with a dark blue color, giving it a moody, cinematic feel. The buildings are tightly clustered, with various architectural styles visible, including older multi-story structures and more modern high-rises. Some greenery, like trees and small parks, is visible between the building blocks. Overlaid in the center of the image is the text "HOW MICE INDUSTRY CAN GET INVOLVED" in a bold, white, sans-serif font. The text is arranged in four lines, with "HOW MICE" on the first line, "INDUSTRY" on the second, "CAN GET" on the third, and "INVOLVED" on the fourth. The overall composition suggests a theme of urban development, infrastructure, or the integration of different industries into a city's fabric.

HOW MICE INDUSTRY CAN GET INVOLVED

HOW MICE INDUSTRY CAN GET INVOLVED

06

SUSTAINABLE DEVELOPMENT GOALS

Responsible business and investment – rooted in universal principles – will be essential to achieving transformational change through the SDGs. For companies, successful implementation will strengthen the enabling environment for doing business and building markets around the world.

In this book you will find important initiatives and resources of the UN Global Compact – and in some instances of other like-minded organizations – to guide companies and other stakeholders to action-oriented platforms and tools that support SDG implementation in MICE industry.

17 GOALS TO TRANSFORM
OUR WORLD

1 NO POVERTY

07



**End poverty in all
its forms everywhere**

As one of the largest and fastest growing economic sectors in the world, MICE is well-positioned to foster economic growth and development at all levels and provide income through job creation.

MICE industry, and its impact at community level, can be linked with national poverty reduction goals, those related to promoting entrepreneurship and small businesses, and empowering less favored groups, particularly youth and women.

2 ZERO HUNGER



End hunger, achieve food security and improved nutrition and promote sustainable agriculture

08

MICE can spur agricultural productivity by promoting the production, use and sale of local produce in MICE destinations and its full integration in the MICE value chain.

In addition, agro-activities, a growing MICE segment, can complement traditional agricultural activities. The resulting rise of income in local communities can lead to a more resilient agriculture while enhancing the value of the MICE experience.



3 GOOD HEALTH AND WELL-BEING

09

Ensure healthy lives
and promote well-being
for all at all ages



MICE's contribution to economic growth and development can also have a knock-on effect on health and well-being.

Foreign earnings and tax income from MICE can be reinvested in health care and services, which should aim to improve maternal health, reduce child mortality and prevent diseases, among others.



4 QUALITY EDUCATION

10



Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all

A well-trained and skillful workforce is crucial for MICE to prosper. The sector can provide incentives to invest in education and vocational training and assist labor mobility through cross border agreements on qualification, standard and certification.

In particular youth, women and senior citizens, indigenous people and those with special needs should benefit educational means, Where MICE has the potential to promote the values of a culture of tolerance, peace and non-violence, and all aspects of global exchange and citizenship.



Achieve gender equality and empower all women and girls opportunities for all

MICE can empower women in multiple ways, particularly through the provision of jobs and through income-generating opportunities in small and larger-scale MICE and Service industry related enterprises.

As one of the sectors with the highest share of women employed and entrepreneurs, MICE can be a tool for women to unlock their potential, helping them to become fully engaged and lead in every aspect of society

6 CLEAN WATER AND SANITATION

12



Ensure availability and sustainable management of water and sanitation for all

MICE can play a critical role in achieving water access and security, as well as hygiene and sanitation for all.

The efficient use water in the MICE sector, couple with appropriate safety measures, wastewater management pollution control and technology efficiency can be key safeguarding our most precious resource.



7 AFFORDABLE AND CLEAN ENERGY

13



**Ensure access to
affordable, reliable,
sustainable and
modern energy for all**

As a sector that requires substantial energy input, MICE industry can accelerate the shift toward renewable energy and increase its share in the global energy mix.

Consequently, by promoting sound and long-term investments in sustainable energy sources, MICE industry can help to reduce greenhouse gas emissions, mitigate climate change and contribute to innovative and new energy solutions in urban, regional and remote areas.

8 DECENT WORK AND ECONOMIC GROWTH

14



Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all

MICE and tourism industry is one of the driving forces of global economic growth and currently provides for 1 in 11 jobs worldwide.

By giving access to decent work opportunities in the MICE sector, society – particularly youth and women – can benefit from increased skills and professional development.



9 INDUSTRY, INNOVATION AND INFRASTRUCTURE

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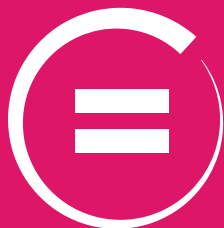


**Build resilient infrastructure,
promote inclusive and
sustainable industrialization
and foster innovation**

MICE development relies on good public and privately supplied infrastructure and an innovative environment.

10 REDUCED INEQUALITIES

16



Reduce inequality within and among countries

MICE can be a powerful tool for community development and reducing inequalities if it engages local populations and all key stakeholders in its development.

MICE can contribute to urban renewal and rural development and reduce regional imbalances by giving communities the opportunity to prosper in their place of origin



11 SUSTAINABLE CITIES AND COMMUNITIES

17



**Make cities and human
settlements inclusive,
safe, resilient and
sustainable**

A city that is not good for its citizens is not good for Business Event Traveler.

Sustainable MICE has the potential to advance urban infrastructure and universal accessibility, promote regeneration of areas in decay and preserve cultural and natural heritage.

12 RESPONSIBLE CONSUMPTION AND PRODUCTION

18



Ensure sustainable consumption and production patterns

A MICE sector that adopts sustainable consumption and production (SCP) practices can play a significant role in accelerating the global shift toward sustainability.



Take urgent action to combat climate change and its impacts

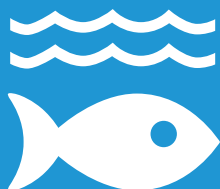
MICE contributes to and is affected by climate change. It is, therefore, in the sector's own interest to play a leading role in the global response to climate change.

By lowering energy consumption and shifting to renewable energy sources, especially in the transport and accommodation sector, tourism can help tackle one of the most pressing challenges of our time.



14 **LIFE** **BELOW WATER**

20



**Conserve and sustainably
use the oceans, seas and
marine resources for
sustainable development**

Coastal and maritime activities , one of incentive activities , particularly for Small Island Developing States' (SIDS), rely on healthy marine ecosystems.

MICE development must be a part of Integrated Coastal Zone Management in order to help conserve and preserve fragile marine ecosystems and serve as a vehicle to promote a blue economy.

Protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, and halt and reverse land degradation and halt biodiversity loss.

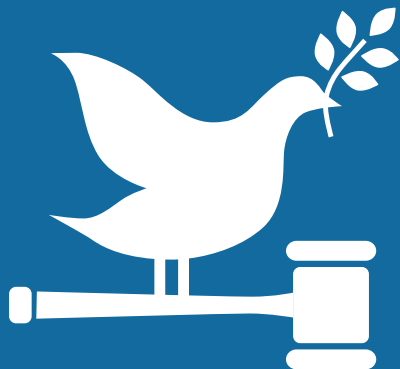
Majestic landscapes, pristine forests, rich biodiversity, and natural heritage sites are often main reasons why business travelers visit a destination.

Sustainable MICE can play a major role, not only in conserving and preserving biodiversity, but also in respecting terrestrial ecosystems, owing to its efforts towards the reduction of waste and consumption, the conservation of native flora and fauna, and its awareness-raising activities.



16 PEACE, JUSTICE AND STRONG INSTITUTIONS

22



Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels

As MICE revolves around billions of encounters between people of diverse cultural backgrounds, the sector can foster multicultural and inter-faith tolerance and understanding, laying the foundation for more peaceful societies.

17 PARTNERSHIPS FOR THE GOALS

23



**Strengthen the means of
implementation and revitalize
the global partnership for
sustainable development**

Indeed, public/public cooperation and public/private partnerships are a necessary and core foundation for MICE development.



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