



APPLICATION: 2024 UFI Sustainable Development Award

1. Company Name and Title of the Entry

Songdo ConvensiA: Songdo ConvensiA ESG Campaign

2. Contact

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3. Quick background, nature, and general objectives of the program

Songdo ConvensiA, located in Incheon, South Korea, is a renowned international exhibition and convention center. With four expansive exhibition halls spanning 17,021 square meters, two ballrooms accommodating up to 3,000 guests, and 35 versatile meeting rooms, it stands as a hub for events of all scales.

Sustainable Milestones: Songdo ConvensiA's Green Building Legacy

The sustainability journey of Songdo ConvensiA began in 2008 with its construction, marking a significant milestone as the first convention center in Asia to achieve **LEED certification** for New Construction. LEED, established by the US Green Building Council, is a prestigious eco-friendly building rating system, endorsing energy-efficient and environmentally conscious construction practices. Songdo ConvensiA's commitment to sustainability earned it international recognition, securing the **Earth Check Silver certification** for eco-friendly tourism practices. Additionally, it was certified as an eco-friendly exhibition and convention center, reinforcing its status as a pioneer in sustainable event management.

Internally, we grapple with a significant challenge: the generation of large amounts of plastic waste from disposable cups used in our exhibition events. This has led to increased disposal costs, prompting a reevaluation of our sustainability approach. Externally, there's a strong emphasis on fostering regional harmony and collective progress post-pandemic, highlighting the importance of collaborative efforts in driving resilience and progress. Recognizing our role as leaders in the MICE industry, we prioritize fostering sustainability both within our organization and across the sector.

At Songdo ConvensiA, our ESG campaign has two main goals: **environmental sustainability** and **social contribution**. For environmental sustainability, we're tackling plastic waste by banning disposable cups at our events and providing free reusable cups instead. This move helps reduce our environmental footprint and promotes eco-friendly practices. In terms of social contribution, we're actively involved in various initiatives during our exhibitions and events. From charitable endeavors to educational campaigns, we aim to make a positive impact on society and raise awareness about important social issues.

4. Detailed Description

① Reusable Cups Campaign

At Songdo ConvensiA, our meticulously designed reusable cups campaign aims to promote environmental sustainability, support local communities, and engage event participants in eco-friendly practices.

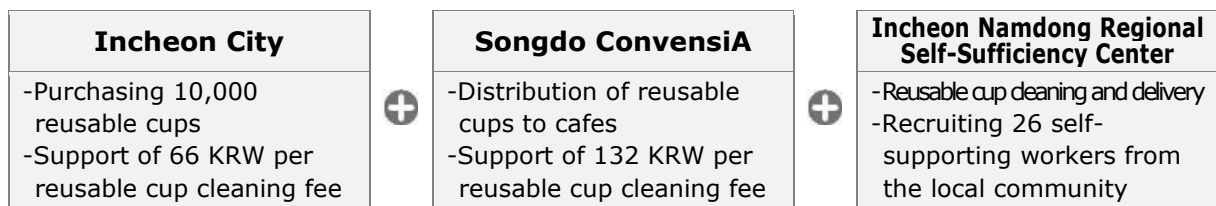
Firstly, we distributed **32,849 reusable cups to 26 cafes participating in 22 events** over a span of 5 months. This initiative aimed to reduce reliance on disposable cups and resulted in a significant **reduction of 755,527 grams of carbon dioxide emissions**, aligning with our overarching environmental sustainability goals.

Our partnership with Incheon City was crucial to the success of our campaign. With their support, we procured 10,000 eco-friendly reusable cups made of polypropylene (PP), a material known for its recyclability and sustainability. These cups can be reused up to 70 times, providing a sustainable alternative to single-use plastics.

Community engagement and job creation were central aspects of our campaign. The Incheon Namdong Regional Self-Sufficiency Center played a pivotal role in **recruiting 26 self-supporting workers from the local community**. This dedicated team was responsible for cleaning the reusable cups at Songdo ConvensiA, addressing unemployment issues while fostering community involvement in sustainable practices.

In terms of implementation, our campaign involved several steps. We communicated the use of reusable cups to event organizers, negotiated the required quantity, and distributed the cups to participating cafes. Information about the use and return of reusable cups was displayed on stand banners at the event entrances and near cafes. Additionally, we placed collection bins and water pitchers for leftover beverages throughout the venue.

After events, unused reusable cups were collected, and the actual quantity recovered was compared with the initial distribution to determine loss rates. The collected cups underwent a thorough cleaning process at the Incheon Namdong Regional Self-Sufficiency Center, adhering to safety standards. Following cleaning, the cups were repackaged and delivered back to Songdo ConvensiA for reuse.





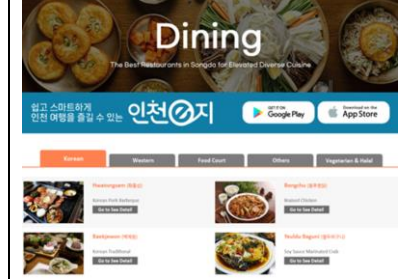
Reusable cups campaign was featured in TTGmice, the leading Asia-Pacific MICE newspaper, garnering attention, and recognition for its innovative approach.



② ESG Event Implementation

Songdo ConvensiA established 12 specific ESG event implementation tasks. Songdo ConvensiA's ESG event implementation initiative incentivized the hosting of sustainable events by offering support to organizers who successfully integrated ESG principles into their events. This support included subsidizing 5% of the rent for events that implemented three or more specific ESG tasks. As a result, a total of **13 ESG events were fostered, receiving approximately 22 million KRW (about 17 thousand USD)** in support. The following are examples of representative ESG events fostered by Songdo ConvensiA.

- 1) UN DESA: Asia-Pacific Regional Symposium 2023
- 2) Global Greens Congress Korea 2023
- 3) The 3rd East Asia Society of Pulmonary Hypertension
- 4) 8th International Conference on Behavioral Addiction (ICBA 2023)
- 5) International Conference on Strongly Correlated Electron Systems 2023 (SCES 2023)

		
<p>Name tags made from recycled paper</p>	<p>Encouraging the use of public transportation to reduce carbon footprint</p>	<p>Promoting local restaurants to revitalize local commercial districts</p>

③ Social Contribution Initiatives

Songdo ConvensiA's ESG campaign encompasses a range of impactful social contribution initiatives, underscoring the convention center's commitment to fostering positive change within the community.

- 1) **Children Rights Campaign:** At Incheon Baby & Kids Fair, Songdo ConvensiA launched a public interest campaign aimed at raising awareness about children's rights under the UN Convention on the Rights of the Child. This campaign targeted 7,051 exhibition visitors, emphasizing the importance of safeguarding children's fundamental rights, and promoting child welfare.
- 2) **Labor Rights Campaign:** As part of Sustainable Chemistry Week Korea and Welding & Sheet Metal Korea, in collaboration with Incheon Labor Right Center, Songdo ConvensiA supported labor rights campaigns targeting 44,279 visitors. This initiative included the establishment of a promotion booth, highlighting the importance of workplace safety and advocating for labor rights protection.
- 3) **Furniture Donation:** In collaboration with Incheon Furniture Fair, Songdo ConvensiA donated children's beds and books worth 3 million KRW (about 2 thousand USD) to four individuals in need. This donation initiative aimed to improve the living conditions of underprivileged children and provide essential resources for children's education.
- 4) **Baby Products Donation:** In collaboration with Incheon Educare Kidsfair, Songdo ConvensiA donated baby products. These donations were distributed to three children's centers, benefiting 20 individuals in the local community.

5) **Lunch Boxes Donation:** In collaboration with Military Cooking Contest, Songdo ConvensiA coordinated the donation of 252 lunch boxes to 452 people in the Incheon area through a local food bank. This initiative helped address food insecurity and provided essential nourishment to individuals in need within the community.

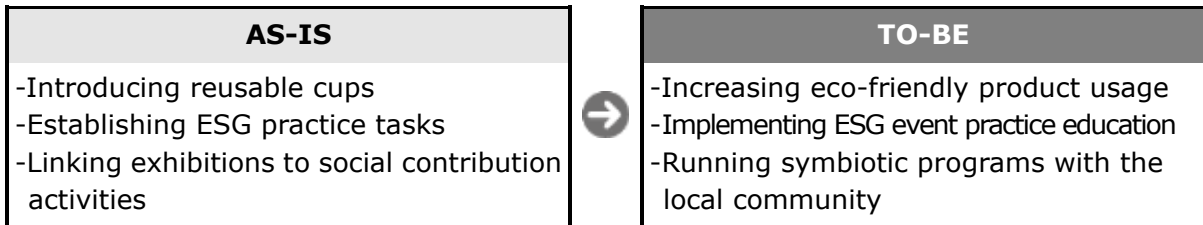


5. Lessons Learnt, Next Steps

Through our ESG campaign at Songdo ConvensiA, we have gleaned valuable insights that will inform our future endeavors:

Role in Social Contribution: We realized the significant role we play in leading various social contribution activities in connection with exhibitions. This recognition has reinforced our commitment to making a positive impact on society and leveraging our platform for meaningful change.

Building on these lessons learned, we have outlined specific next steps to further advance our ESG campaign:



Expanding Support for Reusable Cups: In the upcoming year, we plan to expand our support for reusable cups. In 2024, we aim to increase our provision of reusable cups to up to 80,000 units, further advancing our commitment to sustainability and reducing single-use plastics.

Enhancing Partnership with Incheon Namdong Regional Self-Sufficiency Center: We will establish a performance sharing system with the Incheon Namdong Regional Self-Sufficiency Center. This collaborative approach seeks to strengthen our partnership, align our activities and goals, share results, and foster mutual growth.

Offering Education for ESG Event Implementation: To promote ESG practices among event organizers, we will offer education and training sessions on ESG event hosting. By targeting event organizers, we aim to spread awareness about ESG principles and encourage the adoption of sustainable practices in event management.

Developing a Resident Participation Event: Additionally, we are planning to develop a resident participation event that actively involves Incheon residents. By creating opportunities for community engagement and participation, we aim to strengthen bonds with the local community.