

**Advancing Sustainability: Strategies for a Greener
Future in the MICE Industry**

Unearthing Green Strategies for Event Organizers

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Ongoing Sustainable Event Practices

Crafting Furniture from Event By-products: Barrels & Pallets

Pallets and Industrial crates previously used to transport heavy and fragile event equipment are reused as event props, creating a circular economy in the production and consumption of the pallets and crates.



Partnering with Community and Government for Collective Action

Unearthed Productions alongside STB and SACEOS organised the MICE Sustainability Summit where the MICE Sustainability Roadmap was unveiled.



An Open Stage: No Backdrop Needed

Together with Design Business Chamber of Singapore (DBCS), we organised the Good Design Awards 2022 in Jewel Changi where the Rain Vortex was integrated as our event backdrop



Powering Events with Solar Power

During the recent Singapore River Festival 2024, solar panels were used to power the lighting of iconic bridges, reducing the event's carbon footprint. This approach showcased the potential of renewable energy while creating a visually stunning experience for festival-goers.



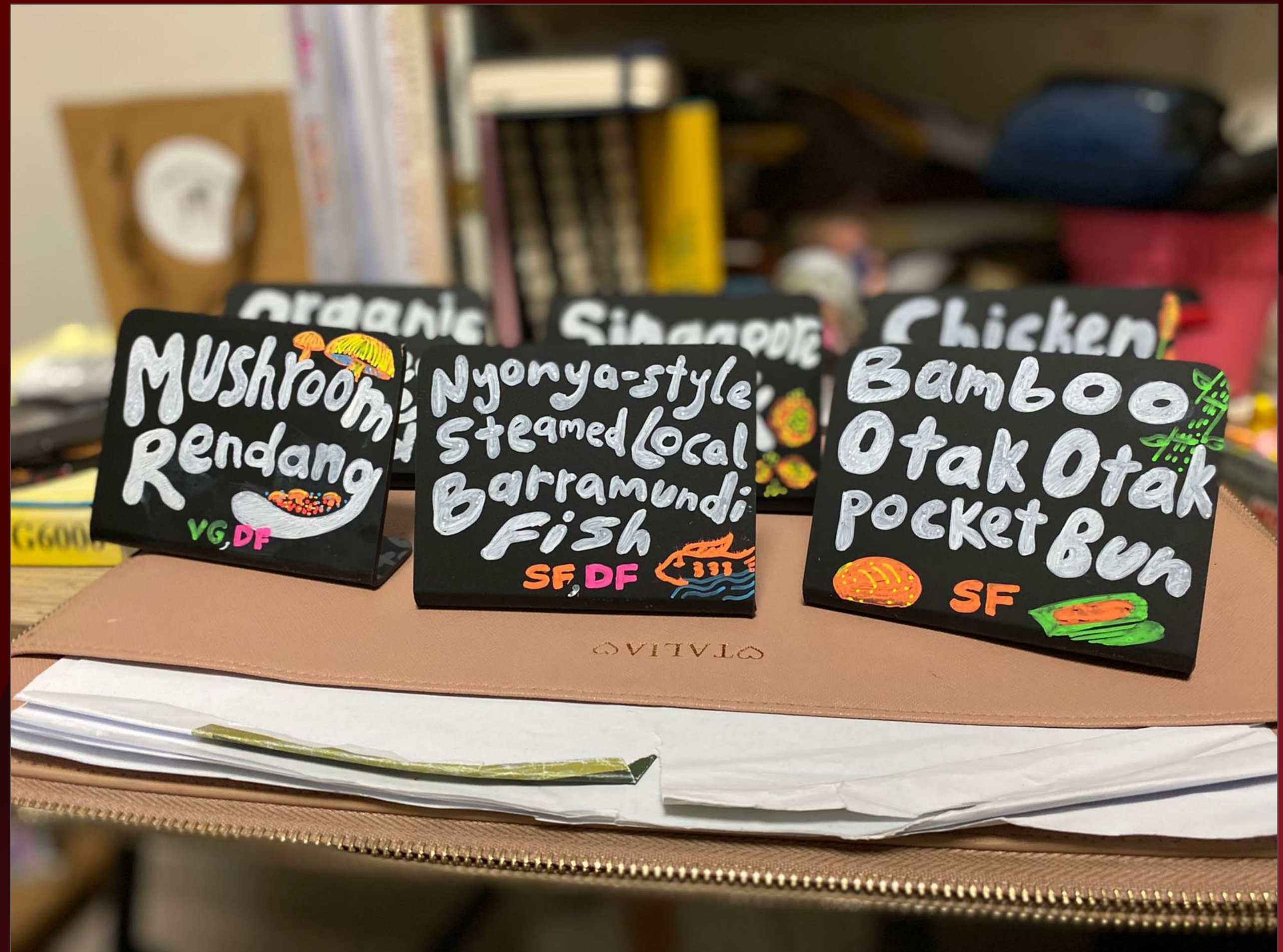


Sustainable Event Practices at the GSTC2024 Conference

Spicing Up the Palates: Customisation on Reusable Food Tag Labels

For the Welcome Dinner at ONE15 Marina, we put on our creative hats to hand-draw and illustrate the buffet menu items to life on our reusable food tag labels.

This reduced the need to print the menu placards while at the same time injecting some vibrancy to the buffet line setup, and the exact same food tag labels could be used for the next event!



More than just a Single-Use: Reusing Cardboard Furnitures

Given that most events require registration support, Unearthed invested in cardboards furnitures that has been reused and deployed over multiple events - these cardboard structures are currently used at our registration tables right at the foyer.

The best part about them is that they are durable - and can be compact and foldable, making it convenient for storage and transportation!



Exploring Alternatives: Sustainable Badges

Sustainable change can come from small steps.

Instead of the regular badges with plastic coverings, our event badges are made from **TESLIN material**, which is a polymer-based film and unlike pulp-based paper, does not include any forestry products and can be safely disposed at the end of its useful life.



Exploring Alternatives: Biodegradable Bamboo Lanyards

Usage of **eco-friendly biodegradable bamboo** lanyards for the conference in place of the traditional lanyard materials.

Although biodegradable, the lanyards are still durable enough to withstand the wear and tear from the hustle and bustle at the event - and more importantly, looks and feels just like any other lanyard!

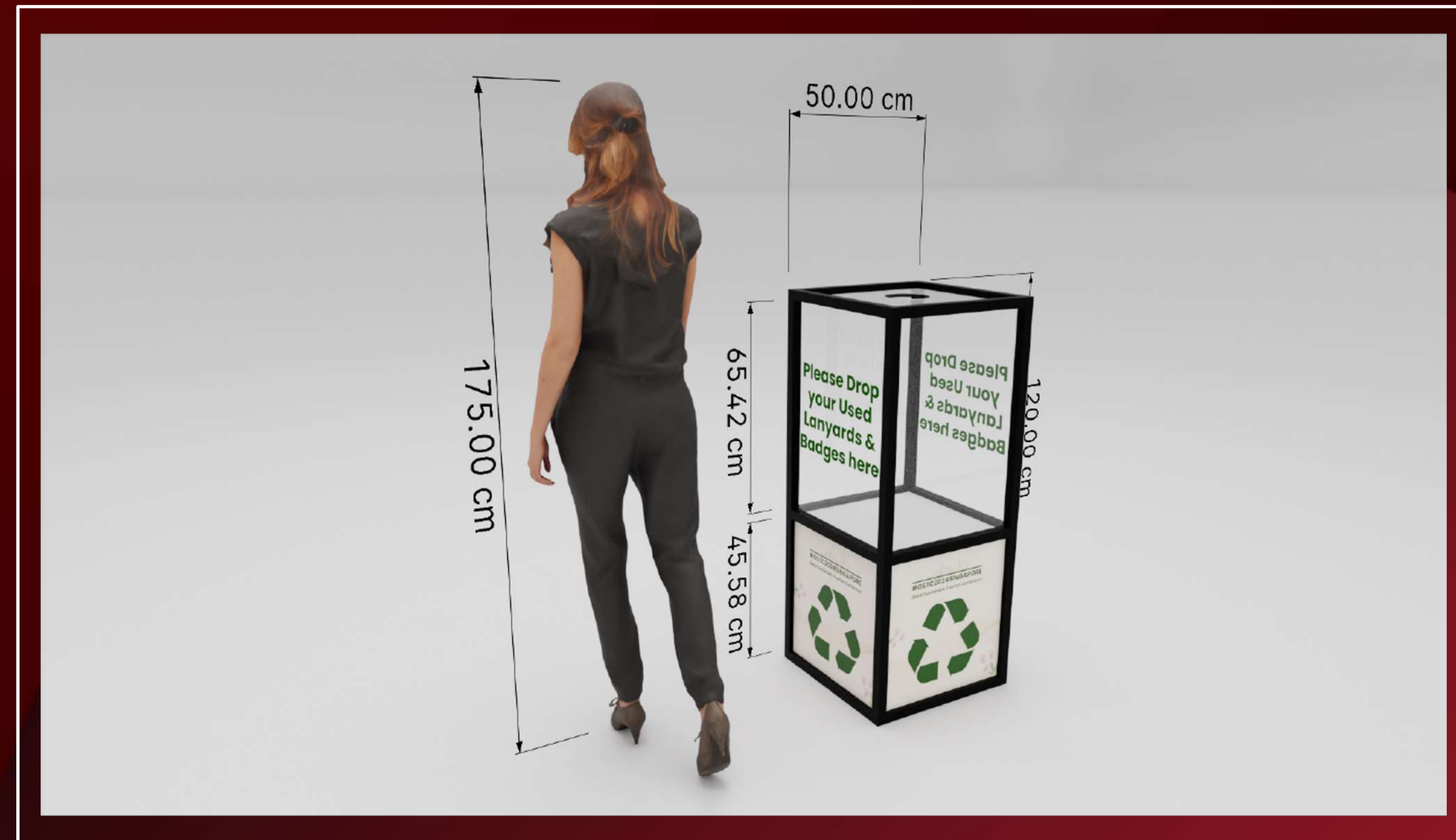
ProTip: Don't print the year on the lanyard



Eco-Friendly Initiative: Recycling Lanyards

Deployment of the multi-use **recyclable lanyard boxes** at the GSTC events to encourage attendees to drop off their lanyards after the event.

These boxes could then be utilised for the next event as well for the same purpose.



Giving A New Lease of Life: Upcycling Lanyards

In collaboration with Cloop, a circular fashion textile enterprise, the recycled lanyards collected from the event are then subsequently dissected to its different parts through efforts from the Unearthed team:

- **Lobster clasps** from the lanyards will then be used in Cloop's **T-shirt Yarn Wristlet Workshops**;
- The **fabric scraps** from the lanyards will be used as **stuffings** in their **Fabric Ornament Workshop**

Talk about maximising every single part of the lanyard!



Macrame Wristlet

Fabric Stuffings

Responsible Sourcing: Sustainable Backdrop Materials

As an alternative to the traditional conventional backdrop, Unearthed worked closely with our carpentry partners to fabricate **backdrop using full sustainable materials** (constructed with **honeycomb cardboards** and **PVC-free banner print**)

Upon teardown, the materials are then sorted and sent for recycling accordingly.



Transformation Done Right: Digitising Elements of the Event

As an alternative to physical printouts, multiple elements of the conference has been digitised - such as registration, deployment of LED wall, usage of digital signages instead of physical foamboard prints as baby step towards sustainable efforts.

