

ESG Operational Guide

for Sustainable Development
of the MICE Industry

2022.06



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ESG Operational Guide for Sustainable Development of MICE industry



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Background



ESG Operational Guide for Sustainable Development of MICE industry

1. Background & Purpose
2. ESG Aspect/Item Development by MICE Player



1. Background and Purpose

Background

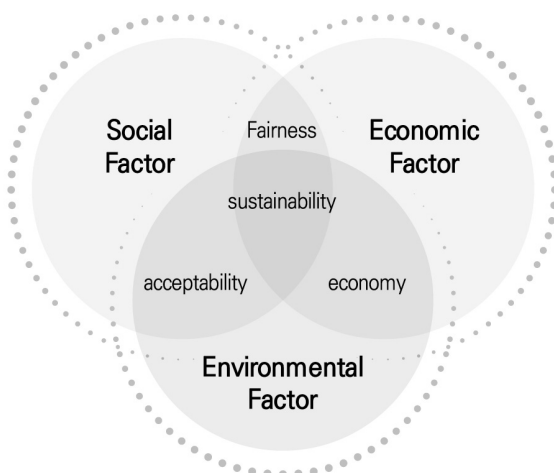
Recently everyone seems to be talking about Sustainable Development and ESG (Environmental, Social and Governance).

In 1987 the World Commission on Environment and Development (WCED) released a report, Our Common Future, in which Sustainable Development was defined as development that meets the needs of the present without compromising the ability of generations to meet their own needs. Since then the term has been widely used.

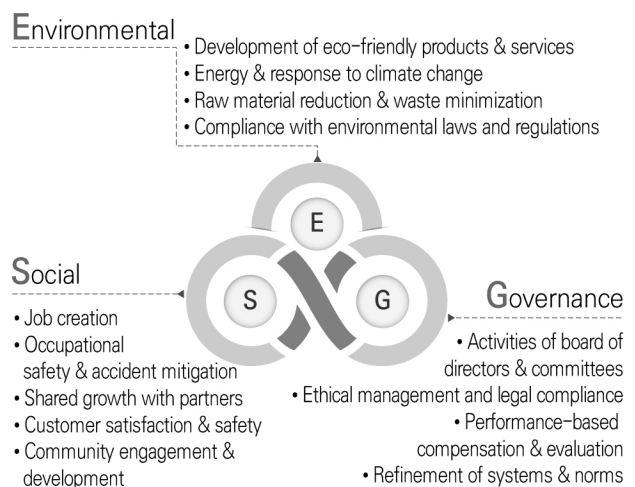
The discourse on sustainable development has shaped the concept into a concrete truth with the help of the international community taking advantage of the current trend of the time. In the Sustainable Development Act of 2008 in Korea, Sustainable Development is defined as the development that achieves economic growth, social stability and environmental conservation based on the concept of sustainability which means realizing harmony and balance without wasting or degrading economic, social, and environmental resources that our future generations need.

ESG stands for Environmental, Social, and Governance [The National Institute of Korean Language suggested replacing ‘governance’ with ‘transparent management’]. These three factors are the criteria on which the sustainability of corporate investment and its impact on society are measured. At first, it evaluates how much contribution the company makes to its customers, shareholders and employees, and whether it fulfills its environmental responsibilities and its governance structure is transparent. And now most financial investment institutions are conducting ESG evaluation. In response to this, companies started to develop management strategies to prepare for ESG evaluation, making ESG management the most talked-about topic of today. In a nutshell, ESG management pursues sustainable development on a long-term perspective through eco-friendly and socially responsible and transparent management.

3 Factors for Sustainable Management



3 ESG Domains



I Background

Everyone understands that we are at an important milestone when it comes to climate change. The temperature of the world has increased 1.2 degrees from the 19th century and many experts warn that failing to make timely response will bring us irreversible catastrophe. With the growing awareness of the side effects of capitalism, there has been a shift in management focus from shareholder's interest to connecting with diverse stakeholders, not just shareholders, in the belief that it can lead to a more sustainable and profitable growth. The philosophy is gaining momentum today.

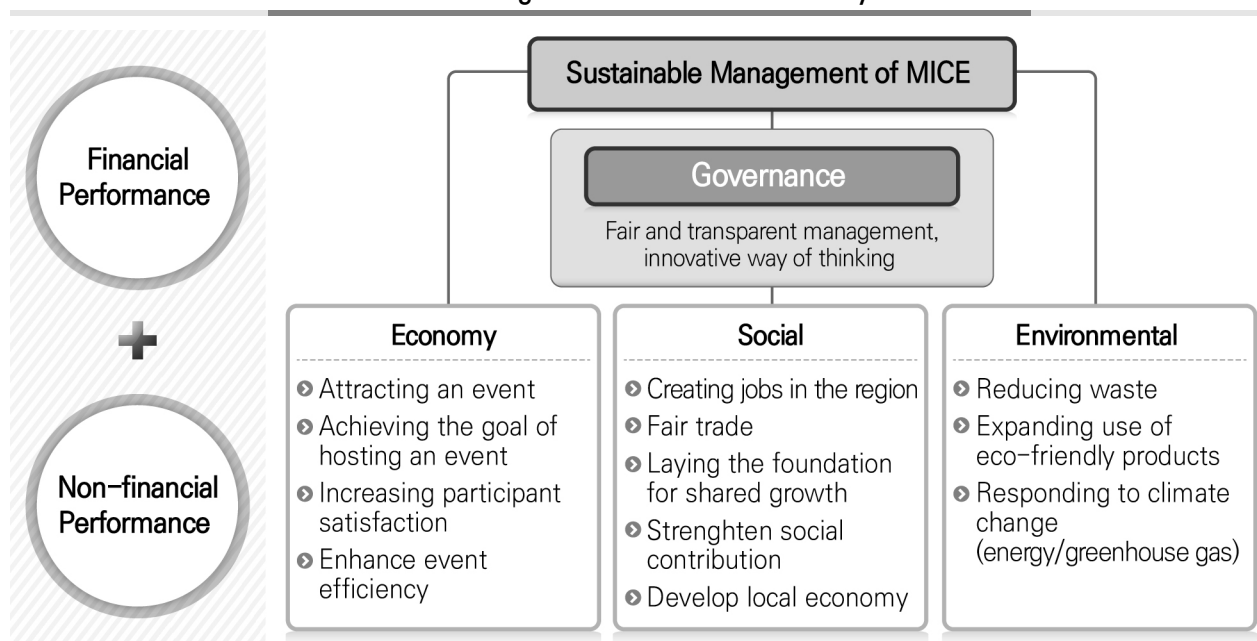
Launched by the investor's demand, ESG now presents itself as an evaluation framework for financial institutions or investors who use it to assess possible investment opportunities. It enables not only financial evaluation of a company but also assessment of non-financial values such as environmental, social, and decision-making system (governance).

ESG is not a brand new concept. It originates from the Corporate Social Responsibility of the 1970's which requires companies to put value on the environmental and social issues. It has gained more support from people and has shifted from being something nice to have to a prerequisite that companies must adopt. So it is no longer an option but an essential element of management.

Sustainability and ESG have also grown more important in the MICE industry. Among others, MICE events or projects have diverse impact on the venue site so there is growing significance attached to sustainability and ESG when it comes to the MICE industry. Social values such as human rights, local development and fair trade have been added to the concept of green MICE, to transform it into sustainable MICE.

Therefore, 'sustainable MICE event', sustainable management and ESG in the MICE industry can be defined as achieving economical, social and environmental outcome through innovative and creative MICE event planning that takes into account the needs of stakeholders and ensures fair and transparent event operation.

Sustainable Management in the MICE Industry and ESG





Purpose

Sustainable MICE can be defined as achieving sustainable development in environmental, social and economic aspects through efficient resource management and stakeholder within the MICE industry. ESG in sustainable MICE is “a tool with which one can assess the risks and significance of non-financial factors of environmental, social, and governance that one may encounter when holding MICE events, and apply the findings of such assessment to MICE events.”

In this context, this Operational Guide reflects the core principles of sustainable development: inclusiveness, completeness, accountability, and transparency, and suggests how to apply and implement ESG strategies in the local MICE industry. Furthermore, it aims for the continuous development of the MICE industry by strengthening its ESG capability.

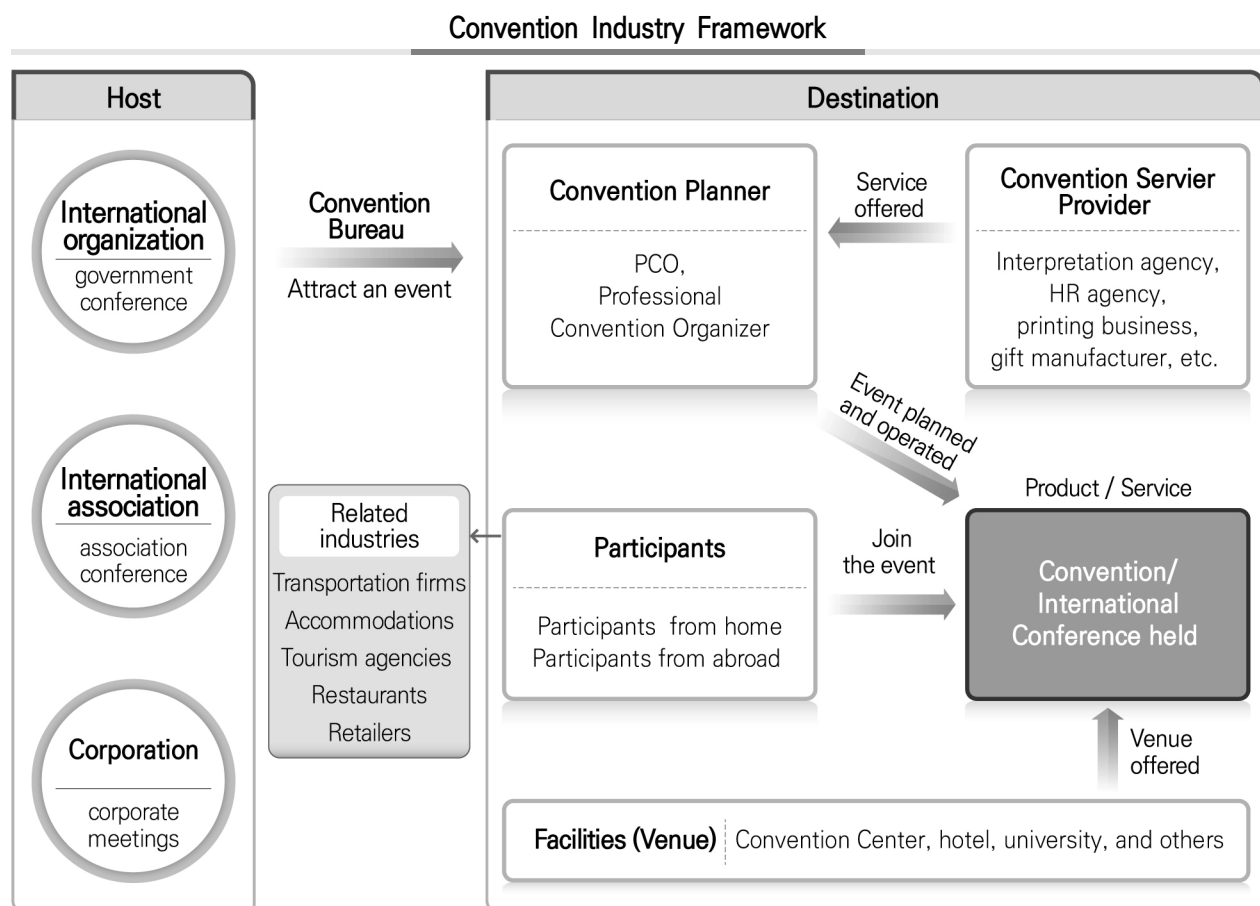
We hope that this Operational Guide can help key players in the Korean MICE industry readily adopt sustainable practices and ESG to create a better future.

I Background

2. ESG Aspect/Item Development by Key MICE Industry Player

A Key Players in the MICE industry

- The major players in the international conference industry include international conference organizers (government/public institutions, associations, corporations); convention & visitors bureaus (CVB) engaged in activities to host and support international conferences; venue and facility (Venue) where international conferences are physically held; a professional convention organizer (PCO) who plans and operates conferences; and related service suppliers that provide all the services necessary for holding international conferences.
- This Operational Guide identifies the Convention Bureau, the host (Organizer), Convention Center (Venue), and participants as the key players in the MICE industry and comes up with key ESG factors for each major player with a focus on its role in the MICE industry.
- MICE event participants will use services provided by transport companies, hotels, travel agencies, restaurants, and retailers. Those related industrial sectors serving participants are also added as major components in the Social (S) category of ESG.



* International Conference Manual, 2019 Korea Tourism Organization



B Key ESG Factors in MICE Industry

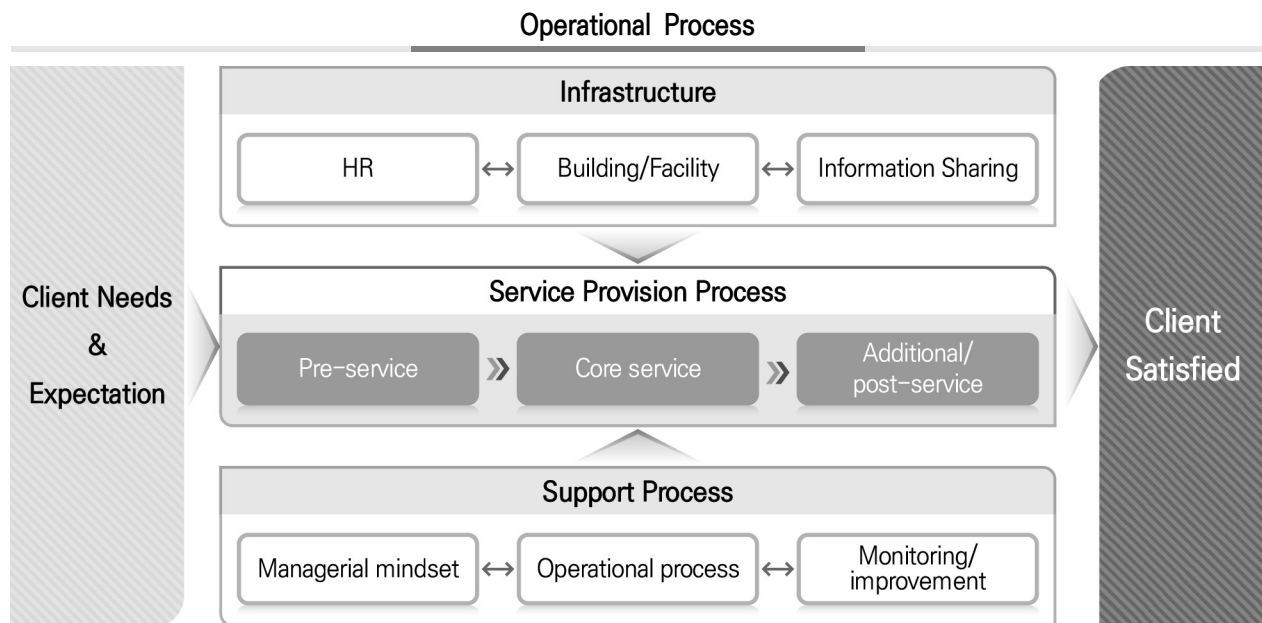
- In the MICE industry, ESG can be defined as three key domains of environment, society and governance that function as non-financial indices having a huge impact on the mid- to long-term core values of the MICE industry.
- In terms of environment (E), issues related to climate change and carbon emission matter most. MICE events need to drastically reduce carbon emissions and strive to realize carbon neutrality or carbon zero events. In addition, resource and waste management should be done efficiently to reduce environmental pollution caused by MICE events, and energy efficiency and resource input have emerged as important topics.
- In the social (S) domain, it is increasingly important to plan and execute a MICE event in a way that it can enhance human rights, protect personal information of participants, engage the socially disadvantaged, promote cultural diversity and make contribution to community development, job creation, and revitalization of local tourism.
- Governance (G) supports and enables a company to realize environmental and social values. It involves designating or organizing a dedicated team or person in charge, identifying capabilities of internal and external human resources and stakeholders, involving them in the process of policy and goal development, hosting transparent and reliable MICE events and having transparent and reliable business operation.

Domain	Key ESG Factors in the MICE Industry	
Environmental (E)	<ul style="list-style-type: none"> • Greenhouse gas & energy • Resource & waste management • Eco-friendly transport 	<ul style="list-style-type: none"> • Eco-friendly accommodation • Local & eco-friendly food ingredients • Reliable purchase and procurement
Social (S)	<ul style="list-style-type: none"> • Social contribution • Shared growth • Community development 	<ul style="list-style-type: none"> • Connection with community & job creation • Supply chain management • Boosting local tourism
Governance(G)	<ul style="list-style-type: none"> • Person in charge • Skill enhancement • Setting the policy and goal 	<ul style="list-style-type: none"> • Event planning • ESG evaluation and expansion • Monitoring and information provision

I Background

C ESG Aspect/Item Development Frame

- The process of developing ESG aspects/items started from identifying the features of the work and services for each MICE industry player. Then, the frame of client needs, infrastructure, service provision process, support process, and client satisfaction was utilized to come up with major aspects/items for each ESG player.



Classification		Key ESG Aspect Identified
Infra	Human Resources	• How to secure and maintain human resources required to implement ESG
	Buildings & Facilities	• Matters concerning buildings or facilities to execute ESG
	Information Sharing	• Matters concerning ESG matters for which information should be provided
Service Provision	Pre-Service	• What to prepare in advance for the sake of ESG
	Key Service	• Key services to be provided concerning ESG-related tasks
	Additional Service	• What to manage after the key services are provided
Support Process	Managerial Mindset	• Willingness to implement ESG
	Operational Process	• How to offer and execute ESG per work process or step
	Monitoring & Improvement	• What to identify and check during the ESG service offering process and afterwards
Others	Others	• Additional ESG aspects, directly or indirectly related to key tasks



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Operational Guide Configuration II

ESG Operational Guide for Sustainable Development of MICE industry

1. Key ESG Aspect/Item by Player
2. Operational Guide Configuration
3. Operational Guide Design System

II Operational Guide Configuration



1. Key ESG Aspect/Item by Player

A Convention & Visitor Bureau (CVB) in the Region

- In the early days, the main role of a Convention Bureau was to invite domestic and international conferences on behalf of the country or region and provide support for various activities of the conference. Its role and scope have now expanded to promote development of national and regional economies and tourism by cooperating with various related organizations, marketing the convention venue and executing various supporting projects.
- Role of the Convention Bureau (CVB)
 - Request for support from the government to attract international conferences in cities under its jurisdiction and cooperate with related organizations
 - Provide subsidies for international conferences held in the region
 - Support to prepare related events for MICE
 - Encourage people to visit local tourist attractions
 - Execute activities to revitalize and promote brand image of the local community
 - Boost local economy through increased tax revenue and job creation
 - Carry out activities that improve the quality of life of local residents and instill pride in local residents and visitors
 - Conduct and supervise training to improve the quality of convention industry workers
 - Be the bridge between potential visitors and relevant industries in the region
 - Operate and manage convention facilities
 - Collect and share information through exchange and cooperation with relevant overseas organizations
- Convention Bureau's Support Business
 - Investigate the facilities in order to assess whether they can accommodate not only conventions and exhibitions, but also various other events such as incentive tours, making sure that overall facilities can meet requirements.
 - Offer overall support throughout the process starting from the initial step of conference invitation, promotional activities abroad, down to the completion of the event. It also conducts basic research and provides information on convention facilities, accommodations, transportation and service providers.
 - Engage in supporting activities to attract more MICE-related events through joint marketing, such as providing information that meets the needs of participants, sending DMs with travel agencies and airlines, and participating in fairs.
 - Collect information by forming alliances with overseas CVBs or joining international organizations related to international conference, actively request government support for the convention industry, and promote cooperation with related organizations for attracting the event.

II Operational Guide Configuration

Key ESG Aspects for Local CVB

Classification		Key ESG Aspect	Relevant Domain
Infra	Human Resources	Manager or dedicated team in charge	G
		ESG-related education and training	G
	Buildings & Facilities	Not applicable	-
	Information Sharing	ESG-related information sharing (home page)	G
		Providing information on eco-friendly transport	E
		Providing information on eco-friendly accommodation	E
		Providing information on donation & social contribution	S
		Providing information on local tourism	S
Service Provision	Pre-Service	ESG education offered to local businesses	G
	Key Service	Plan developed to spread ESG in the region	G
		ESG assessment to determine subsidy beneficiaries	G
		ESG support policy for the regional MICE industry	G
		Plan to cooperate with regional MICE businesses	S
	Additional/Post-service	ESG Monitoring of the subsidized events	G
Support Process	Managerial Mindset	Set the ESG operation policy & goal	G
		Operate regional MICE Council	S
		Operate council with local tourism businesses	S
	Operational Process	Sign and comply with fair contract (shared growth)	S
		Cooperate with social enterprises	S
		Recruit and hire volunteers (paid staff included)	S
	Monitoring & Upgrade	Write its own ESG report	Report
		Have its own ESG report review system	Report
		Disclosure of ESG report to stakeholders	Report
Others	Others		



B Convention Center (Venue)

- International conference hosting facilities can be broadly classified into two categories: the traditional facilities including convention centers, conference centers, hotels, and resorts and the non-traditional ones including universities, cruises, and general accommodation facilities.
- Convention facilities in Korea are described in Article 3 of the 「Enforcement Decree of the International Conference Industry Promotion Act」 (enacted on April 4, 1997). They are classified into facilities for professional conferences, semi-conferences, specialized exhibitions and ancillary facilities. Examples and requirements for each facility type are as follows:

✓ Convention Facilities as Classified in Article 3 of the Enforcement Decree of the International Conference Industry Promotion Act

Dedicated conference facilities

- A large conference room which can accommodate more than 2,000 people
- 10 or more small or medium-sized meeting rooms which can accommodate more than 20 people each
- Exhibition space greater than 2,000 square meters (indoor and outdoor space combined)

Semi-conference facilities

hotels, banquet halls, concert halls, gyms, etc

- A large conference room which can accommodate more than 200 people
- 3 or more small or medium-sized meeting rooms which can accommodate more than 20 people each

Specialized exhibition facilities

- Exhibition space greater than 2,000 square meters (indoor and outdoor space combined)
- 5 or more small or medium-sized meeting rooms which can accommodate more than 30 people each

Ancillary facilities

- Built for the convenience for users, they are facilities for accommodation, parking, restaurant, rest, and stores attached to dedicated conference or exhibition facilities

- Convention Centers are public gathering facilities designed to hold meetings and exhibitions. They provide food and beverage and various special services, and are equipped with multi-purpose space that can be used to hold professional training sessions, exhibitions, small meetings, and events. Sales activities are performed by its own sales team or with the help of Convention Bureau.
- Its main source of income is facility rental income, but also includes service charges imposed on food & beverage and other services (electricity, water, gas, usage fee, lighting, plumbing, sound service, etc.). In Korea, convention centers often have their own exhibition and convention teams who work to generate profits.

II Operational Guide Configuration

ESG Key Aspect for Convention Center (Venue)

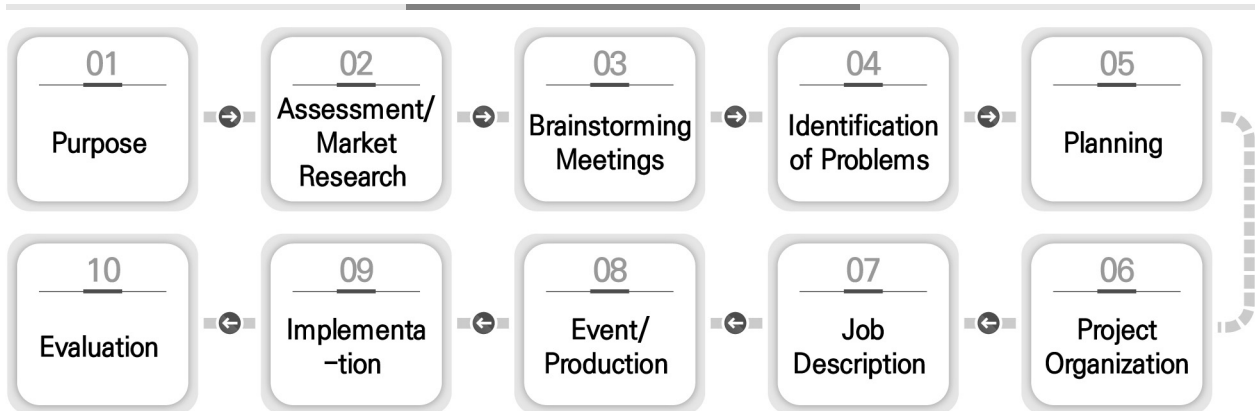
Classification		Key ESG Aspect	Relevant Domain
Infra	Human Resources	Manager or dedicated team in charge	G
		ESG education	G
	Buildings & Facilities	Upgrade event venue facility & equipment	G
		Expand the use of public transport	E
		Comply with regulations on transport (parking/charging station)	E
		Offer basic equipment such as water purifier & return stand	E
		Space where nearby tourist destinations can be promoted	S
	Information Sharing	Offer ESG checklist	G
		Provide information on eco-friendly transport	E
		Provide information on eco-friendly accommodation	E
		Provide information on donation & social contribution	S
	Service Provision	Pre-Service	Review safety/health risks & emergency plan
Safety/health education			S
Key Service		Reduce printed material by using digital signature, etc.	E
		Reduce other waste	E
		Reduce use of heating and cooling energy and greenhouse gas emissions	E
		Reduce other greenhouse gas emission sources	E
		Use eco-friendly food ingredients	E
		Develop menus using local ingredients	E
		Minimize food waste	E
Additional/Post-service		Reduce the use of disposables	E
		Collect information on the amount of waste generated	E
		Measure energy used & greenhouse gas emitted by event	E
		Offer event participants benefit to visit nearby tourist spots	S
Support Process	Managerial Mindset	Set the ESG operation policy & goal	G
	Operation Process	Sign and comply with fair contract (shared growth)	S
		Run social contribution program for the community	S
		Cooperate with local enterprises	S
		Recruit and hire volunteers (paid staff included)	S
	Monitoring & Upgrade	Write its own ESG report	Report
		Have its own ESG report review system	Report
		Disclosure of ESG Report to stakeholders	Report



C Organizer (Host)

- In 2008, the United Nations World Tourism Organization (UNWTO) developed an international standard guide for the terms and analysis of the effect of the MICE industry. It defines Meetings as corporate meetings while Incentives are events which are offered as rewards along with meetings or tour opportunities. It further defines that Conventions include government and association meetings, and Exhibitions include industry/trade exhibitions (Trade Show, B2B exhibitions) and public exhibitions (Public Shows, B2C exhibitions).
- The MICE event Organizer performs various tasks required to host an event, and when there is no department in charge or lacks resources, tasks can be partially or entirely delegated to a professional agency (PCO, PEO, etc.)
- There are diverse MICE events, which should be taken into account throughout the entire process starting from planning down to operation. Some may require mobilizing auxiliary facilities and event management, which need to be organized in line with the nature of the event

MICE Event Procedure



MICE Event Planning Process

Planning	Basic Plan	Implementation Plan	Implementation /Operation	Evaluation
1 Purpose	1 Plan and schedule	1 How to host	1 Operational manual	1 Participant data
2 Theme and concept	2 Venue	2 Venue planning	2 Scenario	2 Report writing
3 Decision of the goal	3 Format	3 Exhibition planning	3 Carrying in materials & installation	3 Evaluation
	4 Content	4 Event planning	4 Event route planning	
	5 Target audience	5 Public notice, promotion and mobilization planning	5 Liaison, official event	
	6 Budget	6 Budget planning	6 Staff meeting	
	7 Organization	7 Operational planning	7 Demolishing	

II Operational Guide Configuration

ESG Key Aspect for Organizer

Classification		ESG Key Aspect	Relevant Domain	
Infra	Human Resources	Manager or dedicated team in charge	G	
		ESG education for event organization	G	
	Buildings & Facilities	Choosing eco-friendly accommodation	E	
		Water purifier and related equipment	E	
		Multi-use cup & return facility	E	
		Separate garbage collection system	E	
	Information Sharing	Internally and externally share information on ESG policy and goals	G	
		Share information on tourist attractions near the venue	S	
		Share information on eco-friendly transport system	E	
Service Provision	Pre-Service	Use eco-friendly transport	E	
		Review and respond to safety, health risks	S	
		Offer training on safety/health	S	
	Key Service	Reduce printed material by using digital signature, etc	E	
		Reduce plastics used for the event	E	
		Use reused or recycled products from other events	E	
		Reduce waste generated from the event	E	
		Reduce materials to offer or to be used for the event	E	
		Use products with good energy efficiency	E	
		Reduce greenhouse gas emissions	E	
		Choose facilities accessible to the disabled	S	
		Offer menu for vegans and people with special dietary restrictions due to cultural or religious requirements	S	
		Organize events that can contribute to regional development	S	
	Additional/Post-service	Offer benefit for those who use eco-friendly transport	E	
		Use eco-friendly, organic food ingredients	E	
		Minimize food waste	E	
		Suggest ideas to reduce disposables	E	
		Offer event participants special benefits when they visit nearby tourist attractions	S	
	Support Process	Managerial Mindset	Set the ESG operation policy & goal	G
			Plan the event reflecting stakeholders' opinion	G
Plan the event reflecting ESG			G	
Operation Process		Fair trade contract and transactions	S	
		Run programs that can make social contribution to local community	S	
		Build a system to cooperate with social enterprise, local firms	S	
		Recruit and hire volunteers from the local community (paid staff included)	S	
Monitoring & Upgrade		Write its own ESG report	Report	
		Build its own system to review ESG report	Report	
		Disclose ESG report		



2. Operational Guide Configuration

A MICE ESG Management and Response Plan

- This guide consists of four sections, one for each main player of MICE: Convention Bureau, Organizer, Convention Center, and participants.
 - Since the Convention Bureau controls the overall MICE industry in its jurisdiction, the guide for Convention Bureau is focused on the matters in terms of general management system.
 - The guide for the Organizer is focused on key ESG aspects that should be considered first and foremost for any MICE event. The guide is structured in a way that it can be used for an individual event.
 - The guide for the Convention Center describes overall operational system and it consists of aspects & items so that they can be used for individual events.
- ※ Depending on the circumstances, one may use the guide for the other main player. For example, when a Convention Bureau organizes an event, it can use the Operational Guide for the 'Organizer' when it wants to reflect ESG for in an individual event.
- Description is offered for the major ESG aspects in an attempt to help users better understand the details.

B ESG Aspects Presented Taking the Situation of the MICE Industry into Account

- Reflecting opinions from specialized institutions, experts, and academia, the guide consists of aspects/items that can be used by each player.
- Based on the requirements of the ISO event sustainability management system (ISO 20121:2012), it took into account the characteristics of the MICE industry and K-ESG standards.
 - Designed with reference to the evaluation indicators used for MICE industry overseas, it also took into account the social, cultural, and institutional differences between Korea and the rest of the world.
 - Index and inspection systems are made flexible so that it can help each and all MICE players readily implement ESG management.
 - Support provided so that aspects can be selectively applied when hosting a MICE event, taking the features of Korea's MICE industry into account.

C Presenting a universal guide for enhancing the ESG level of the MICE industry as a whole

- With a focus on presenting the direction for improving the ESG management level, it guides MICE players to easily establish their own ESG management goals.
- It consists of aspects/items that can be used preferentially in places where they want to develop ESG management strategy for a MICE event.
- The guide is designed to be used by supporting organizations as well as organizers and events agents, and it consists of both mandatory aspects/items that must be complied with and optional ones for which the reason for non-compliance needs to be provided if they are not complied with.

II Operational Guide Configuration

3. Operational Guide Design System

A MICE ESG Operational Guide Design

1) MICE ESG Operational Guide Classification System

- Category** Main players in the MICE industry classified into the Convention Bureau(CVB), Organizer (PCO/PEO/an incentive travel agent may use this Operational Guide), Convention Center (Venue), and participants
- Domain** Four domains of Environmental, Social, Governance, and Information Disclosure based on the definition of ESG
- Aspect** Details of the basic social values of ESG in each domain constitute aspects
- Index** Index refers to what is required to be done in order to achieve the social values of ESG

2) Operational Guide Index Configuration

- Index Definition Table** It presents an index which is used to diagnose the performance of ESG in the MICE industry along with checkpoints. It describes how the ESG index is used and examples are also provided.
- Additional Description** It describes what each index is aimed at in terms of ESG management along with the description of the performance checkpoint.
- Reference Materials** Explanation of what is described in the Index Definition Table, formula, and relevant laws and regulations.

3) Index Definition Table Configuration

- Description of Index** Concisely describes the purpose, details and methodology of the relevant ESG index.
- Requirement** Details are provided so that each index is diagnosed and checked and methods to confirm the outcome based on the index is described.
- Checkpoint** Using the data listed in the 'Requirement' section, the ESG level of the organization can be checked based on the criteria suggested in the Checkpoint.
 - Currently, checkpoint inquires whether a certain thing is done [Y/N] to spread ESG. So the answer to the statement is a simple Yes or No [Y/N].



When additional data is accumulated and monitored, performance of the ESG can be checked using different approaches.

Required Data

Data required to check whether each index is fulfilled is listed in the field of Required Data

B Features of the MICE ESG Operational Guide

1) Detailed Criteria for ESG Aspect/Items & Direction Suggested

- ESG aspects/items in the Operational Guide allow the user to set the sustainable development goals for MICE event & business, develop ESG goals on its own, and diagnose performance.
- Consistent with the international standards (ISO 20121) and taking laws and regulations in Korea and the special circumstances of the Korean market into consideration, the minimum ESG elements that should be applied to an actual event are described.

2) Detailed Guidance for the Basic Aspects/Items for Self-diagnosis

- Basic elements that are required to build a sustainable operation system at the MICE event are described as basic aspects/items.
- Under the four domains of environment, social, governance, and information disclosure, sub-categories are configured to provide information.
- For each aspect/item, basic criteria are provided along with additional description and information in order to enable self-diagnosis.
- Diverse data are offered so that improvement can be made for each ESG category in different domains.

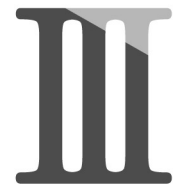
3) Additional Description Offered

- ESG Operational Guide is focused on presenting direction and detailed information is provided to check the index for each MICE player.
- ESG aspects/items are configured in a way that MICE players can check the current status of their ESG on their own and help them develop ESG management goals.
- Using this Operational Guide, one can make relevant response in relation to ESG when attracting international events or it can help get certification from international standards (ISO 20121:2012). It can be used for various MICE events.



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ESG Operational Guide by MICE Industry Player



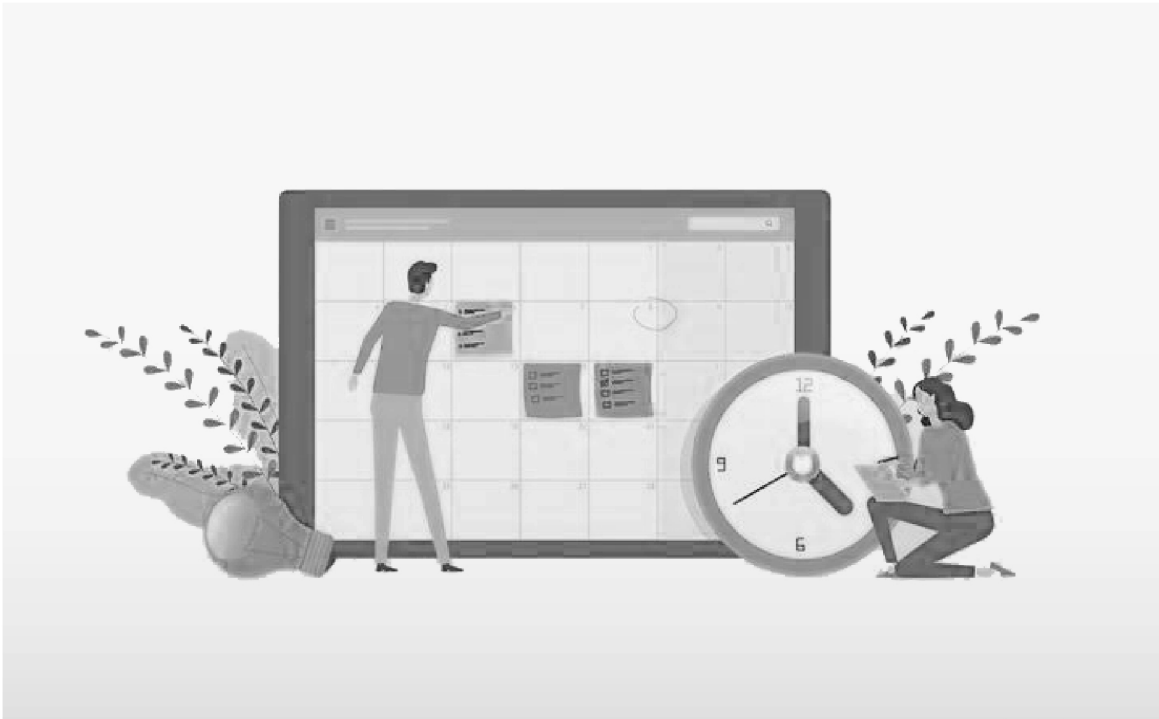
ESG Operational Guide for Sustainable Development of MICE industry

1. Operational Guide for Convention Bureau
2. Operational Guide for Organizer
3. Operational Guide for Convention Center(Venue)
4. Ten Principles of Action for Participants

i **Operational Guide for
Convention Bureau**



ESG Operational Guide: Convention Bureau



This Operational Guide for the Convention Bureau mainly describes what is required in order to build an ESG foundation and identifies the main issues to check when implementing ESG support policies.

<p>G Governance (G)</p>	<ul style="list-style-type: none"> • Describes a decision-making structure which helps make strategic decisions concerning ESG so that the MICE industry’s goal of maximizing social value can be achieved. Consists of aspects/items to diagnose details in Plan (P), Do (D), Check (C) and Act (A).
<p>E Environmental (E)</p>	<ul style="list-style-type: none"> • Consists of aspects/items to ensure sharing of information on eco-friendly transport and accommodation to which Convention Bureau should be committed.
<p>S Social (S)</p>	<ul style="list-style-type: none"> • Policies and measures required for fair trade, social contribution, donation, shared growth, and local tourism promotion are presented as it relates to the social responsibility of the Convention Bureau.
<p>T Information Disclosure (T)</p>	<ul style="list-style-type: none"> • Consists of aspects/items concerning ESG activity report writing, what is to be disclosed in the report for the sake of transparent communication with the stakeholders of Convention Bureau.



ESG Operational Guide by MICE Industry Player

Convention Bureau(CVB) ESG Item

Domain	Category	Question Item	
1 Governance	1.1 Manager in Charge	1.1.1 Has the dedicated ESG team or manager been assigned?	
	1.2 Capacity Building	1.2.1 Is the ESG-related training implemented for the internal workforce?	
		1.2.2 Is ESG training program implemented for the local MICE industry players?	
	1.3 Policy & Goal Setting	1.3.1 Is a local MICE council in place to collect opinions on ESG?	
		1.3.2 Are the policy and goal for ESG operation set?	
		1.3.3 Are there plans to attract and implement events that represent regional characteristics (such as unique venue)?	
	1.4 ESG Evaluation & Spread	1.4.1 Do you evaluate ESG factors when paying subsidies?	
		1.4.2 Do you establish and distribute checklists or guidelines for ESG events?	
		1.4.3 Have you set an ESG support policy for the local MICE industry?	
	1.5 Monitoring & Information Sharing	1.5.1 Do you monitor ESG information for subsidized events?	
		1.5.2 Is there a separate ESG-related menu on your organization's home page?	
	2 Environment	2.1 Transport	2.1.1 Is information on or means of eco-friendly transport (public transport included) made available?
		2.2 Accommodation	2.2.1 Do you regularly collect and provide information on accommodations that have eco-friendliness certification or operations?
	3 Social	3.1 Social Contribution	3.1.1 Do you provide information on donations and social contributions available to organizers and PCOs?
		3.2 Shared Growth	3.2.1 Have you drawn a plan that can help revitalize or cooperate with local MICE-related companies?
3.2.2 Do you check to make sure that fair contract is signed and complied with in transactions with partners and subcontractors?			
3.3 Community Development		3.3.1 Do you purchase products from social enterprises or socially disadvantaged businesses?	
		3.3.2 Do you recruit and hire community volunteers (including paid staff)?	
3.4 Local Tourism Revitalization		3.4.1 Do you provide information or guides on tourist attractions near the venue?	
		3.4.2 Do you run a council with local tourist facilities or firms ?	
		3.4.3 Do you have a scheme to offer benefits to event participants by reaching agreement with the local tourist facility or firm?	
4 Information	4.1 Report Writing	4.1.1 Did you write the Convention Bureau ESG Report?	
		4.1.2 Do you have a system to regularly review the Convention Bureau ESG Report?	
	4.2 Report Disclosure	4.1.3 Do you disclose the Convention Bureau ESG Report to stakeholders?	



1. Governance

- Governance refers to a structure or framework in which an organization makes major decisions to achieve a specific purpose. In a word, Governance refers to a structure that governs an organization.
- As for Convention Bureau, Governance is defined as a decision-making structure that helps make strategic decisions concerning ESG so that the goal of sustainable development with regards to MICE events and businesses can be achieved. It consists of aspects/items to diagnose details in Plan (P), Do (D), Check (C) and Act (A) while its major indices include information sharing, collecting input from stakeholders, hosting & supporting, spreading & measuring, and monitoring.
 - Manager in charge, capacity building
 - Setting policy and goals
 - ESG evaluation and spread
 - Monitoring and information sharing

1.1 Manager in Charge	1.1.1	• Has the dedicated ESG team or manager in charge been assigned?
1.2 Capacity Building	1.2.1	• Is the ESG-related training implemented for the internal workforce?
	1.2.2	• Is ESG training program implemented for the local MICE industry players?
1.3 Policy & Goal Setting	1.3.1	• Is a local MICE council in place to collect opinions on ESG?
	1.3.2	• Are the policy and goal for ESG operation set?
	1.3.3	• Are there plans to attract and implement events that represent regional characteristics (such as unique venue)?
1.4 ESG Evaluation & Spread	1.4.1	• Do you evaluate ESG factors when paying subsidies?
	1.4.2	• Do you establish and distribute checklists or guidelines for ESG events?
	1.4.3	• Have you set an ESG support policy for the local MICE industry?
1.5 Monitoring & Information Sharing	1.5.1	• Do you monitor ESG information for subsidized events?
	1.5.2	• Is there a separate ESG-related menu on your organization's home page?



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1.1 Manager in Charge

1.1.1 Assigning Dedicated ESG team or Manager in Charge

Classification	Category	Domain	Aspect
	CVB	Governance	Manager in Charge
Index	<ul style="list-style-type: none"> Has the dedicated ESG team or manager been assigned? 		
Description	<ul style="list-style-type: none"> Need to secure enough manpower to prepare for and implement ESG for the sake of sustainable development and vitalization of the local MICE industry 		
Requirement	<ul style="list-style-type: none"> Confirm whether an ESG team or person in charge is assigned in line with the size of the organization to support sustainable events <ul style="list-style-type: none"> A dedicated team or manager in charge can be designated in consideration of the size of business and personnel of the Convention Bureau, and at least one person in charge must be designated to perform ESG-related work Can be concurrently engaged in other work 		
Checkpoint	<ul style="list-style-type: none"> ESG team or manager been assigned [Y/N] 		
Required Data	<ul style="list-style-type: none"> Organizational Chart Job Description 		



Additional Description

An introduction of ESG management means that it attempts new changes within the organization in order to internalize the management perspective of ESG in its organizational culture, work approach, performance goals and management. ESG management cannot be done alone; rather it requires collaboration with various departments of the organization.

The person or manager in charge or a dedicated team investigates ESG issues based on regional characteristics, develops business strategies based on the ESG management philosophy of the Convention Bureau, delivers them to each and all departments to implement them, monitors and evaluates whether the plans are being carried out, and receives feedback to make improvement. And the entire process is repeated.

If necessary, it plays a key role in establishing an ESG cooperation system in the local MICE industry, and provides education to its staff and local MICE industry companies.

Therefore, the manager in charge must have a certain level of experience with the knowledge of the general business of the Convention Bureau. It is recommended to include and clearly describe ESG-related duties in his or her job description.



1.2 Capacity Building

1.2.1 Education of Internal Workforce

Classification	Category	Domain	Aspect
	CVB	Governance	Capacity Building
Index	<ul style="list-style-type: none"> Is the ESG-related training implemented for the internal workforce? 		
Description	<ul style="list-style-type: none"> Identify the level of knowledge, competency and awareness of the internal personnel who impact the ESG performance of the Convention Bureau and plan and offer training necessary for them. 		
Requirement	<ul style="list-style-type: none"> Plan, conduct and track the outcome of training for the internal staff <ul style="list-style-type: none"> Plan and conduct training for new managers and new recruits Offer training both online and offline, and include content related to sustainability management or ESG 		
Checkpoint	<ul style="list-style-type: none"> Education and training plans established and implemented [Y/N] 		
Required Data	<ul style="list-style-type: none"> Education and training plans Report on the education and training implemented 		



Additional Description

For successful ESG management, the Convention Bureau shall identify the level of knowledge, competency and awareness of the internal workforce and plan and offer training based the findings. Training materials include content related to sustainability management or ESG, awareness of ESG and evaluation of its significance.

► Education and Training Content

- Basic concept of sustainable management or ESG
- Procedures to identify important ESG issues and build an improvement plan
- Compliance with the laws and regulations for Convention Bureau operation
- Benchmarking cases for ESG events and practical competency building

► Training Frequency and Attendees

- How many times the training should be offered: 1/year
- Who should attend the training: all the employees

* If there is a change to the employees such as new recruits, ESG training should be offered to the new personnel.



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1.2.2 Education of Local MICE Industry Players

Classification	Category	Domain	Aspect
	CVB	Governance	Capacity Building
Index	<ul style="list-style-type: none"> Is ESG training program implemented for the local MICE industry players? 		
Description	<ul style="list-style-type: none"> Support ESG-related education for local MICE industry, so that ESG can spread in the local MICE industry. 		
Requirement	<ul style="list-style-type: none"> Plan, conduct and track the outcome of ESG training for local MICE industry players <ul style="list-style-type: none"> It can be offered along with other programs Recommended to include at least one hour program on ESG 		
Checkpoint	<ul style="list-style-type: none"> Education program on ESG implemented [Y/N] 		
Required Data	<ul style="list-style-type: none"> Education plan for MICE industry players Report on the education and training implemented for MICE industry players 		



Additional Description

ESG-related education should be offered to executives and employees of local MICE companies in order to spread awareness on ESG and build an ESG ecosystem in the local MICE industry. It can be included in other events such as business briefings, meetings, forums, etc.

► Education and Training Content

- Basic concept of sustainable management or ESG
- Benchmarking cases for ESG events, etc.

► Approach

- Offer ESG training at gatherings such as business briefings, meetings, or forums.
- Include such an ESG training session as part of the event
- Support professional course or ISO20121 training



1.3 Policy & Goal

1.3.1 Local ESG Council Operation

Classification	Category	Domain	Aspect
	CVB	Governance	Policy & Goal Setting
Index	<ul style="list-style-type: none"> Is a local MICE council in place to collect opinions on ESG? 		
Description	<ul style="list-style-type: none"> Identify the needs of stakeholders regarding Convention Bureau's business and reflect them in ESG-related policies and goals through stakeholder engagement. 		
Requirement	<ul style="list-style-type: none"> MICE Council operation plan for identifying local needs and its outcome <ul style="list-style-type: none"> MICE Council should include all the stakeholders who have some interest in the business of the Convention Bureau. Council and relevant meetings, forums and alliances are all counted as long as they collect opinions on ESG 		
Checkpoint	<ul style="list-style-type: none"> Local MICE Council in operation [Y/N] 		
Required Data	<ul style="list-style-type: none"> Report on the MICE Council held Report on the opinions collected 		



Additional Description

It is recommended to identify local ESG-related issues and demands for policies through the MICE Council operated by the Convention Bureau, and to reflect its opinions on the Convention Bureau's ESG support policy and related projects.

► How to Collect Opinions

- Through meetings, forums and alliance talks
- Survey of the MICE Council
- Interview with the MICE Council

* It is recommended that the results of the gathering be documented and kept since they will serve as the basis for future ESG policies and plans.



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1.3.2 Setting Policy & Goal for ESG Operation

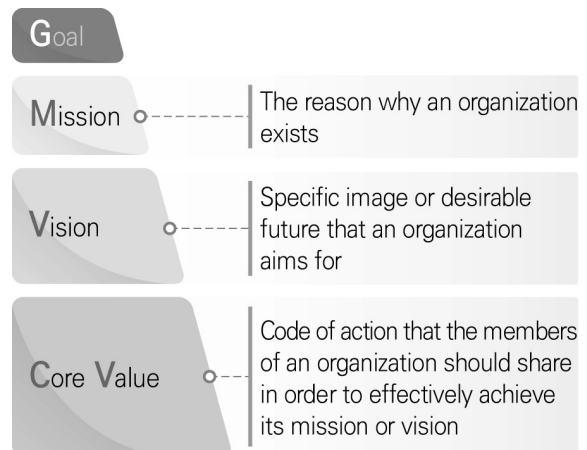
Classification	Category	Domain	Aspect
	CVB	Governance	Policy & Goal Setting
Index	<ul style="list-style-type: none"> Are the policies and goals for ESG operation set? 		
Description	<ul style="list-style-type: none"> Set policies, goals for ESG that the Convention Bureau wants to achieve and establish detailed plans. 		
Requirement	<ul style="list-style-type: none"> Plans and goals of Convention Bureau's ESG operation <ul style="list-style-type: none"> ESG operational vision, mission and strategies should be set and the goals should be reasonable Goals also should be specific and measurable 		
Checkpoint	<ul style="list-style-type: none"> Goals of the previous year achieved [Y/N] Goals of this year established [Y/N] 		
Required Data	<ul style="list-style-type: none"> Convention Bureau's ESG vision and goals Plan and report of the previous year's goal Plan of the goal of this year 		



Additional Description

► How to Set Goals

- Mission: Mission is the reason why Convention Bureau exists. It should be simple, easy to remember and specific.
- Vision: Vision refers to the specific image or a desirable future that the Convention Bureau aims for and it should be able to direct the goals and decision-making of the Convention Bureau.
- Core Value: In support of the vision of the organization, core values refer to belief, principles, philosophy and code of action that the Convention Bureau keep in mind when implementing ESG.





1.3.3 Event Attraction & Implementation Plan

Classification	Category	Domain	Aspect
	CVB	Governance	Policy & Goal Setting
Index	<ul style="list-style-type: none"> Are there plans to attract and implement events that represent regional characteristics (such as unique venue)? 		
Description	<ul style="list-style-type: none"> Establish and implement plans to attract and implement an event that serves the purpose of the Convention Bureau and reflects regional characteristics. 		
Requirement	<ul style="list-style-type: none"> Plans to attract local events and implementation outcome <ul style="list-style-type: none"> Plans to invite domestic and international events all included Plans on how to take advantage of the unique venue included 		
Checkpoint	<ul style="list-style-type: none"> Plans to invite an event reflecting regional features developed [Y/N] 		
Required Data	<ul style="list-style-type: none"> Plans to invite an event reflecting regional features Report on outcome of the event reflecting regional features 		



Additional Description

Importance of a MICE Event Reflecting Regional Features

The industrial, cultural, economic, environmental and sports features of the city are taken into account as important factors in the organizers' selection of a venue, and many MICE events are actually held taking advantage of the regional characteristics of the city. MICE events based on regional image and competitiveness such as Busan's ocean, Daejeon's science, and Jeju's nature can create or increase market demand for the MICE industry and create a new MICE paradigm by connecting and collaborating with key strategic industries in the region.

With the competition to attract MICE events growing rapidly, we have to differentiate ourselves by operating and conducting events for various themes using different approaches. We have to determine the nature and theme of a MICE event based on the content that reflects regional characteristics. By connecting with the urban economy and its branding, one has to create a unique regional event.

* Unique Venue: refers to a place where people can feel the tradition or unique charm of the host city or country of the MICE event.



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1.4 ESG Evaluation & Spread

1.4.1 ESG Evaluation for Subsidized Events

Classification	Category	Domain	Aspect
	CVB	Governance	ESG Evaluation & Spread
Index	Do you evaluate ESG factors when granting a subsidy?		
Description	Identify major ESG factors in line with the characteristics of a subsidized project, and set and implement evaluation criteria to assess it.		
Requirement	Criteria on evaluation of projects subsidized by the ESG fund		
Checkpoint	ESG evaluation outcome taken into account when granting a subsidy [Y/N]		
Required Data	ESG Evaluation Criteria [Table]		



Additional Description

Identify ESG factors in the project to which a subsidy is granted for its efforts to attract, promote or support an event. Include ESG evaluation criteria when selecting those to whom the subsidy is to be provided.

Example) ESG Evaluation Criteria Depending on Business Features

- PR: Eco-friendliness, re-use, use of the products of social enterprises, etc
- Event attraction: Proposals taking economic, social and environmental aspects into account
- Event hosting: Local tourism, reduction in greenhouse gas energy, and waste, ISO 20121 certificate, etc.
- Tailored support : New technology adopted, eco-friendly transport, cooperation with local firms, etc.

Example) How to Use Criteria at Time of Evaluation

- Allow additional points to those who adopted ESG
- Make ESG adoption prerequisite to making application for a subsidy



1.4.2 ESG Checklist & Guideline

Classification	Category	Domain	Aspect
	CVB	Governance	ESG Evaluation & Spread
Index	<ul style="list-style-type: none"> Do you create and distribute checklists or guidelines to spread ESG events? 		
Description	<ul style="list-style-type: none"> Provide ESG implementation checklists or guidelines that organizers or PCO/PEOs can use for local MICE events 		
Requirement	<ul style="list-style-type: none"> Outcome of producing and distributing checklists or guidelines taking regional characteristics into account <ul style="list-style-type: none"> Produce checklists or guidelines taking regional characteristics into account 		
Checkpoint	<ul style="list-style-type: none"> ESG checklists or guidelines produced and distributed [Y/N] 		
Required Data	<ul style="list-style-type: none"> ESG checklists or guidelines Current status on ESG checklists or guidelines distributed 		



Additional Description

The Convention Bureau should endeavor to spread ESG in the region by establishing and distributing checklists or guidelines for MICE events taking the local MICE features and ESG factors into account.

By creating an ESG program with regional signature that reflects the characteristics of the region and achieves the ESG policy & goals established by the Convention Bureau, it can further spread ESG in the region by implementing it at the local events and others to which subsidies were provided.

* Regional features can be added to this Guide before use.

► Checklist & Guideline Monitoring

- ESG checklists or guidelines
- Current status on ESG checklists or guidelines distributed



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1.4.3 ESG Support Policy

Classification	Category	Domain	Aspect
	CVB	Governance	Support Policy
Index	<ul style="list-style-type: none"> Is there an ESG support policy for the local MICE industry? 		
Description	<ul style="list-style-type: none"> Create a local MICE ESG ecosystem by establishing ESG support policies to spread ESG in the local MICE industry 		
Requirement	<ul style="list-style-type: none"> ESG support plan for local MICE industry companies and its outcome <ul style="list-style-type: none"> Set a policy and plan to create an ESG ecosystem Outcome of supporting the creation of an ESG ecosystem * Performance of ESG support including ISO 20121 for local MICE industry 		
Checkpoint	<ul style="list-style-type: none"> ESG support policy for the MICE industry established [Y/N] 		
Required Data	<ul style="list-style-type: none"> MICE industry ESG support plan Report on MICE industry ESG support outcome 		



Additional Description

Make efforts to identify and support ESG projects that reflect regional characteristics so that a sustainable ESG ecosystem can be created to encompass three domains of environmental, social and governance of the local MICE industry.

Example) Support Project

- Support for education
- Support for PR
- Project to reduce the use of disposables and plastics
- Greenhouse gas energy reduction project
- Carbon neutrality support project
- ISO 20121 certification support project
- ESG report writing support project
- Sustainable MICE event support project, etc



1.5 Monitoring & Information Sharing

1.5.1 ESG Information Monitoring

Classification	Category	Domain	Aspect
	CVB	Governance	Monitoring & Information Sharing
Index	<ul style="list-style-type: none"> Do you monitor ESG information of subsidized events? 		
Description	<ul style="list-style-type: none"> Monitor ESG information of those events which received a subsidy of a certain amount or above and analyze the results, which are to be used for future projects. 		
Requirement	<ul style="list-style-type: none"> Results of monitoring ESG-related information on funded events <ul style="list-style-type: none"> ESG goals presented when applying for a subsidy and the actual performance Among others, information on the ESG goals set by the Convention Bureau should be monitored 		
Checkpoint	<ul style="list-style-type: none"> ESG monitoring performed for those events subsidized [Y/N] 		
Required Data	<ul style="list-style-type: none"> ESG monitoring outcome report 		



Additional Description

The Convention Bureau sets the criteria on which it determines projects for ESG monitoring out of the subsidized projects. Make sure that the result of ESG monitoring is included in the outcome report of those funded projects. Make analysis of the ESG monitoring and take it into account when selecting projects to support the following year.

▶ How to Select Projects for ESG Monitoring

- Project subsidized with a certain amount or above
- Project with a certain number of participants or above
- Specific support project, etc.

▶ Subsidized Event Monitoring

- Environmental performance: Amount of waste reduced, greenhouse gas·energy reduced, disposables and plastics reduced
- Social performance: Social contribution, job creation, standard manual distribution, community development
- Governance performance: Checklist & guideline distribution, ISO spread, achievement of Convention Bureau policy and goals



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1.5.2 ESG Information Sharing

Classification	Category	Domain	Aspect
	CVB	Governance	Monitoring & Information Sharing
Index	<ul style="list-style-type: none"> Is there a separate ESG-related menu on your organization's home page? 		
Description	<ul style="list-style-type: none"> Operate a home page or SNS so that stakeholders can easily understand the Convention Bureau's ESG-related business. 		
Requirement	<ul style="list-style-type: none"> ESG home page or SNS <ul style="list-style-type: none"> Home page menu on ESG SNS on ESG 		
Checkpoint	<ul style="list-style-type: none"> Home page or SNS on ESG available [Y/N] 		
Required Data	<ul style="list-style-type: none"> ESG home page SNS menu information 		



Additional Description

Operate a home page or SNS so that stakeholders have easy access to information they need, understand the Convention Bureau's ESG policy and its current status and share ESG information and communicate.

► ESG Home Page Monitoring

- Status of ESG home page operation
- ESG home page information renewal & up-to-dateness level



2. Environmental

- Environmental domain is to promote environmentally sound and sustainable development while minimizing environmental damage, which is an inevitable by-product of a company's production activities.
- Environmental report should be prepared based on the environment data of the Convention Bureau itself, but the impact of environmental damage resulting from the operation or service of the Convention Bureau itself is insignificant. Those aspects/items that need to be supported for the revitalization of the environmental domain of the MICE industry in the region are chosen.
 - Eco-friendly transport
 - Eco-friendly accommodation

<p>2.1 Transport</p>	<p>2.1.1</p>	<p>• Is information on or means of eco-friendly transport (public transport included) made available?</p>
<p>2.2 Accommodation</p>	<p>2.2.1</p>	<p>• Do you regularly collect and provide information on accommodations that have eco-friendliness certification or operation?</p>

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2.1 Transport

2.1.1 Provision of Information on Eco-friendly Transport

Classification	Category	Domain	Aspect
	CVB	Environment	Transport
Index	<ul style="list-style-type: none"> Is information on or means of eco-friendly transport (public transport included) made available? 		
Description	<ul style="list-style-type: none"> Provide information on or means of eco-friendly transport that local MICE industry can utilize. 		
Requirement	<ul style="list-style-type: none"> Current status of sharing information on means of eco-friendly transport <ul style="list-style-type: none"> Current status of sharing information on shared bike, shared mobility, charging stations for electric vehicle, etc. Current status of sharing information on public transport to cover major destinations including the convention center, etc. 		
Checkpoint	<ul style="list-style-type: none"> Information on eco-friendly transport shared [Y/N] 		
Required Data	<ul style="list-style-type: none"> Current status of the infra for eco-friendly transport 		



Additional Description

Regularly collect and manage information on eco-friendly transport means so that organizers, PCO/PEOs and others involved in the MICE events in the region can provide such information whenever they need to.

Example) Eco-friendly Transport

- Information on public transport covering major destinations
- Information on shuttle bus covering major destinations
- Information on shared bike and mobility
- Charging stations for electric vehicle, etc

► Eco-friendly Transport Information Monitoring

- Eco-friendly transport information sharing status



2.2 Accommodation

2.2.1 Provision of Information on Eco-friendly Accommodation

Classification	Category	Domain	Aspect
	CVB	Environment	Accommodation
Index	Do you regularly collect and provide information on local accommodations that have eco-friendliness certification or operation?		
Description	Regularly collect and provide information on eco-friendly accommodations for local MICE industry.		
Requirement	<ul style="list-style-type: none"> Do Current status of sharing information on eco-friendly accommodations <ul style="list-style-type: none"> - Accommodations with Korea Tourism Organization's Korea Quality certificate, eco-friendly hotels certified by the Ministry of Environment, other eco-friendly accommodations certified by ISO 14000, LEED or other third parties - There are many other accommodations, though with no official certificate, that are specialized with regional features, use renewable energy, offer services for vegans, or have eco-friendly rooms. 		
Checkpoint	Information on eco-friendly accommodation shared [Y/N]		
Required Data	Home page to share information on eco-friendly accommodation		



Additional Description

Collect information on eco-friendly accommodations (both certified and specialized local ones) that minimize harm to nature, contribute to the local communities, and promote sustainable growth of the tourism industry and provide such information to stakeholders.

Example) Eco-friendly Accommodation

- Eco-friendly certified: Korea Tourism Quality Certification System by Korea Tourism Organization, eco-friendly hotels certified by the Ministry of Environment, Green Building certified by the Ministry of Construction & Transportation, other certificates by LEED, BREEAM, ISO 14000, etc.
- With special features (non-certified): Accommodations powered by renewable energy including solar panel, others with themes such as traditional Korean house, unique & local, vegan, well-being, good experience of stay, etc.

* Non-certified facilities may require periodic inspections for service and eco-friendliness.

► Monitoring of Eco-friendly Accommodation

- Current status on local eco-friendly accommodations
- Current status on identification of and support for the eco-friendly accommodations

3. Social

- Social refers to the social domain where an organization's business and services directly or indirectly affect the external social environment. To be specific, they are social issues related to human rights, anti-discrimination, occupational accidents, shared growth, investment in local communities, personal information protection, etc.
- For the social domain of the Convention Bureau, aspects/items that can help fulfill its social responsibilities, such as social contribution, shared growth, fair contract, community development, and revitalization of local tourism were selected.
 - Social contribution, shared growth
 - Fair contract
 - Community development, revitalization of local tourism

3.1 Social Contribution	3.1.1	• Do you provide information on donations and social contributions available to organizers and PCOs?
3.2 Shared Growth	3.2.1	• Have you drawn a plan that can help revitalize or cooperate with local MICE-related companies?
	3.2.2	• Do you check to make sure that fair contract is signed and respected with partners and subcontractors?
3.3 Community Development	3.3.1	• Do you purchase products from social enterprise or socially disadvantaged business?
	3.3.2	• Do you recruit and hire community volunteers (including paid staff)?
3.4 Local Tourism Revitalization	3.4.1	• Do you provide information or guide on tourist attractions near the venue?
	3.4.2	• Do you run a council with local tourist facilities or firms?
	3.4.3	• Do you offer event participants special benefits when they visit nearby tourist attractions?



3.1 Social Contribution

3.1.1 Cooperation Plan for Social Contribution

Classification	Category	Domain	Aspect
	CVB	Social	Social Contribution
Index	<ul style="list-style-type: none"> Do you provide information on donations and social contributions available to organizers and PCOs? 		
Description	<ul style="list-style-type: none"> The Convention Bureau manages relevant information so that social contribution activities, programs and organizations for MICE events can be connected. 		
Requirement	<ul style="list-style-type: none"> Current status of management of information on donation and social contribution <ul style="list-style-type: none"> Information on organizations involved in social donation or social contribution concerning local issues involving children, women, multiculturalism, and the elderly Including groups and activities dedicated to solving local issues such as climate change and carbon offsetting 		
Checkpoint	<ul style="list-style-type: none"> Management of information on donation and social contribution [Y/N] 		
Required Data	<ul style="list-style-type: none"> Information on organizations involved in donation and social contribution in the region 		



Additional Description

The Convention Bureau shall collect and manage information on local organizations engaged in social contribution activities and community organizations so that organizers or agencies can communicate with them when they need to cooperate with such community organizations for events. Furthermore, it is recommended that a plan be created so that the MICE industry can connect with local community groups for community development.

► Organizations Engaged in Social Contribution Activities

- Social Contribution Center : crckorea.kr
- Sustainable Development Council
- Environment organizations
 - Korean Federation for Environmental Movement
 - Green Union
 - Greenpeace Korea
 - WWF-Korea, World Wide Fund for Nature (WWF)
 - Ministry of Environment non-profit organizations, private organizations
<http://www.me.go.kr/home/web/index.do?menuId=10259>



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3.2 Shared Growth

3.2.1 MICE Activation & Cooperation

Classification	Category	Domain	Aspect
	CVB	Social	Shared Growth
Index	<ul style="list-style-type: none"> Have you drawn a plan that can help revitalize or cooperate with local MICE-related companies? 		
Description	<ul style="list-style-type: none"> Develop plans to boost and develop local MICE industry. 		
Requirement	<ul style="list-style-type: none"> Plans to boost local MICE industry and cooperation with them. <ul style="list-style-type: none"> Analysis of the status of the local MICE industry and plans to revitalize the MICE industry reflecting regional characteristics MICE forums featuring regional characteristics and cooperation system with the council and others 		
Checkpoint	<ul style="list-style-type: none"> Plan to boost local MICE industry or a cooperation plan [Y/N] 		
Required Data	<ul style="list-style-type: none"> Report on local MICE industry revitalization or cooperation 		



Additional Description

For the development of the local MICE industry, form an organic network by reinforcing industrial cooperation system, organizing and operating private cooperative partners, and holding joint international conferences, online joint campaigns, joint marketing, and annual general meetings.

Example) How to cooperate with local firms

- MICE council
- Plan and hold joint events
- Joint marketing
- Create new business, etc.

► Monitoring Local Industry Revitalization

- Cooperation system established and its outcome



3.2.2 Fair Contract

Classification	Category	Domain	Aspect
	CVB	Social	Shared Growth
Index	<ul style="list-style-type: none"> Do you check to make sure that fair contract is signed and respected with partners and subcontractors? 		
Description	<ul style="list-style-type: none"> The Convention Bureau should encourage and spread the use of a standard contract, which can help create a transparent and fair industrial ecosystem for the MICE industry. 		
Requirement	<ul style="list-style-type: none"> Current status on the distribution of a standard fair contract <ul style="list-style-type: none"> Standard contract made available to the organizers, and PCO/PEOs Using the standard contract is stipulated as prerequisite to receiving subsidy of a certain amount or above Use the standard contract when planning its own events 		
Checkpoint	<ul style="list-style-type: none"> Standard contract distributed and made available [Y/N] 		
Required Data	<ul style="list-style-type: none"> Current status on the standard contract distributed and made available Current status on the contracts reached based on the standard contract 		



Additional Description

The Convention Bureau should distribute and disseminate the standard contract in an attempt to eliminate unfair trade practices in the MICE industry and boost fair contract signing and implementation. In particular, those events subsidized by ESG fund are required to use the standard contract and this requirement should be documented and its compliance must be monitored. Furthermore, efforts should be made to resolve social issues such as safety and health, Gapjil*, and human rights abuse in the MICE industry.

[Gapjil* is an expression referring to an arrogant and authoritarian attitude or actions of people in South Korea who have positions of power.]

► Standard Contract Monitoring

- Current status on the standard contract distributed and made available
- Number of ratio of funded projects that used the standard contract



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3.3 Community Development

3.3.1 Purchasing Products from Social Enterprise

Classification	Category	Domain	Aspect
	CVB	Social	Community Development
Index	Do you purchase products from social enterprise or socially disadvantaged business?		
Description	Convention Bureau should purchase products from social enterprise, socially disadvantaged business run by the disabled, women, elderly, etc. in the region by signing a purchase contract with them and come up with a cooperation plan if necessary.		
Requirement	<ul style="list-style-type: none"> Do Current status on products purchased from social enterprise or socially disadvantaged business run by the disabled, women, elderly, etc. ※ With a focus on the products and exhibitions related with the MICE industry 		
Checkpoint	Do Details of the products purchased [Y/N]		
Required Data	Do Details of the products purchased		



Additional Description

The Convention Bureau should support social enterprises by actively purchasing goods or services from them and even prioritize purchase from them in order to enhance their viability. In addition, efforts should be made to develop and help sell regionally specialized products by forming resilient connection between the local social enterprise and the MICE industry

▶ Shopping malls run by social enterprise or socially disadvantaged business

- Social economic shopping mall: e-store 36.5(www.sepp.or.kr)

▶ How to cooperate with social enterprise

- Local council for sustainability
- Regional environmental organizations, etc.

▶ Monitoring of the purchase from and cooperation with social enterprise

- Ratio of products or services purchased from social enterprises
- Monetary amount of products or services purchased from social enterprises
- Current status of cooperation with social enterprises



3.3.2 Recruiting and Hiring Volunteers (Paid Staff Included)

Classification	Category	Domain	Aspect
	CVB	Social	Community Development
Index	<ul style="list-style-type: none"> Do you recruit and hire community volunteers (including paid staff)? 		
Description	<ul style="list-style-type: none"> Utilize young people or local community manpower for internship, voluntary work (paid staff included), and staff posts to create jobs and to give them a chance to work in the MICE industry. 		
Requirement	<ul style="list-style-type: none"> Current status of volunteers (paid staff included) recruited from the local area <ul style="list-style-type: none"> Young people, females and the retired to serve for MICE events 		
Checkpoint	<ul style="list-style-type: none"> Community volunteers (paid staff included) recruited and hired [Y/N] 		
Required Data	<ul style="list-style-type: none"> Outcome of community volunteer (paid staff included) recruited and hired 		



Additional Description

Monitor information on internship and volunteer (paid staff included) recruitment in order to check the Convention Bureau's volunteer (paid staff included) recruitment operation status and to confirm local economic development and job creation resulting from MICE events and subsidized projects.

► Monitoring of Jobs Created in the Community

- The number of cases of where recruitment is made from the local community
- The number of people recruited from local community
- HR cost paid to the local community, etc

► Job Creation Benefit to the Community

- The number of people recruited from each segment
- Total HR cost paid, etc.



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3.4 Revitalization of Local Tourism

3.4.1 Information Shared on Nearby Tourist Attractions

Classification	Category	Domain	Aspect
	CVB	Social	Revitalization of Local Tourism
Index	Do you provide information or guide on tourist attractions near the venue?		
Description	Provide facilities or devices to distribute catalogs and pamphlets on tourist attractions around MICE venue.		
Requirement	<ul style="list-style-type: none"> Do Current status of sharing information on nearby tourist attractions <ul style="list-style-type: none"> - Catalog, pamphlets, and tourist guide information - Facilities or devices to distribute catalogs and pamphlets 		
Checkpoint	Information shared on tourist attractions around the event venue [Y/N]		
Required Data	Facilities or devices to distribute catalogs and pamphlets on tourist attractions around the event venue		



Additional Description

The Convention Bureau should have an infrastructure in place at the event venue for organizers or agencies to use in order to provide information on nearby tourist destinations.

Example) Information Sharing Facilities or Device

- Guidebook, catalog, pamphlet
- Brochure display stand
- Tourist information desk, etc.

► Tourist Guide Information Sharing Monitoring

- Current status of information sharing facilities
- Number of times that information sharing facilities or devices can be used



3.4.2 Local Tourism Council

Classification	Category	Domain	Aspect
	CVB	Social	Revitalization of Local Tourism
Index	<ul style="list-style-type: none"> Do you run a council with local tourist facilities or firms ? 		
Description	<ul style="list-style-type: none"> Organize and operate a local council which can help revitalize local tourism in connection with the MICE event. 		
Requirement	<ul style="list-style-type: none"> Current status of council operation for the revitalization of local tourism <ul style="list-style-type: none"> Current status of tourism council organized taking the local features into account Outcome of council meetings, etc. 		
Checkpoint	<ul style="list-style-type: none"> Council for revitalization of local tourism in operation [Y/N] 		
Required Data	<ul style="list-style-type: none"> Outcome of operation of the local tourism council 		



Additional Description

Organize a cooperative system between the Convention Bureau, the MICE industry, and tourism companies and form an organic network that can help revitalize local tourism as well as boost further development of the local economy.

Example) How to cooperate with local tourism industry

- Local tourism & leisure revitalization council
- Tourism marketing council
- Tourist zone council, etc.

▶ Council Operation Monitoring

- Current status of the tourism industry revitalization council
- Number of times when tourism industry council meeting was held & its outcome



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3.4.3 Provision of Benefits to Participants

Classification	Category	Domain	Aspect
	CVB	Social	Revitalization of Local Tourism
Index	<ul style="list-style-type: none"> Do you have a system in place that offers event participants special benefits based on agreement reached with tourist facilities and firms? 		
Description	<ul style="list-style-type: none"> Operate a system or policy to provide benefits to participants and invigorate tourism through agreements reached with nearby tourist facilities and companies (accommodations, restaurants, shops, etc.) 		
Requirement	<ul style="list-style-type: none"> Programs or systems to benefit event participants <ul style="list-style-type: none"> Coupon book, discount system, additional service, etc 		
Checkpoint	<ul style="list-style-type: none"> Programs or systems to benefit event participants in operation [Y/N] 		
Required Data	<ul style="list-style-type: none"> Outcome of participant benefit provided 		



Additional Description

Convention Bureau should develop a benefit program involving nearby tourist spots and restaurants so that it can be used by organizers or agencies (PCO, PEO, etc.) when necessary. It can contribute to the economic development of the community.

Example) Benefit Program for Participants

- Coupon book
- Discount offer
- Stamp tour
- Additional benefit, etc.



4. Information Disclosure

- Information disclosure refers to the creation of a report on the objective performance of the ESG (environmental, social and governance) planned and implemented by the Convention Bureau, and discloses to stakeholders how the MICE industry contributes to the sustainable development of the region and fulfills its social responsibility.
- The main aspects/items for information disclosure are whether there is a system in place to prepare, regularly review and disclose the ESG report.
 - Report writing and review
 - Report disclosure

4.1 Report Writing	4.1.1	• Did you write the ESG report on regional MICE?
	4.1.2	• Do you have a system to regularly review the ESG report?
4.2 Report disclosure	4.2.1	• Do you disclose the ESG report to stakeholders?



ESG Operational Guide by MICE Industry Player

4.1 Report Writing

4.1.1 ESG Report Writing

Classification	Category	Domain	Aspect
	CVB	Information Disclosure	Report Writing
Index	<ul style="list-style-type: none"> Did you write the ESG report on regional MICE? 		
Description	<ul style="list-style-type: none"> Write a report on the performance of each aspect based on concrete and objective data on the current status of ESG-related activities performed by the Convention Bureau. 		
Requirement	<ul style="list-style-type: none"> Convention Bureau’s annual ESG performance report <ul style="list-style-type: none"> Reporting frequency: yearly Report formats: Management evaluation report, GRI(Global Reporting Initiative) report or other initiatives* ※ ESG performance should be described based on objective and transparent data 		
Checkpoint	<ul style="list-style-type: none"> Annual ESG report written [Y/N] 		
Required Data	<ul style="list-style-type: none"> Annual ESG report 		



Additional Description

The advantages of writing an ESG report are as follows: first, it gives a chance to check and improve the MICE sustainable management operating system. Second, stakeholder significance assessment leads to clear understanding of the needs of stakeholders and make appropriate response to them. Third, report writing process offers an opportunity to identify specific tasks that need to be done in order to take ESG execution to another level. Finally, it can greatly contribute to ESG assessment and its spread in the local MICE industry.

The report can be written in any format such as a management evaluation report, GRI, or other initiatives*, but following the global sustainability standard GRI (Global Reporting Initiative) guidelines is recommended.

▶ Reference Site for ESG Report Writing

- GRI : Event Organizers Sector Disclosures
<https://www.globalreporting.org/>
- GDS-I : Global Destination Sustainability Index
<https://www.gds.earth/>

* Initiatives refer to actions taken to achieve ESG goals of MICE events. It means joining a related organization, association, or non-profit organization or taking action to achieve the goal through declaration in order to achieve ESG goals. Ex) UNGC, SBTi, RE100, plastic-free initiative, etc.



4.1.2 ESG Report Review & Evaluation

Classification	Category	Domain	Aspect
	CVB	Information Disclosure	Report Writing
Index	<ul style="list-style-type: none"> Do you have a system to regularly review the Convention Bureau ESG report? 		
Description	<ul style="list-style-type: none"> Upon completion, the ESG report is to be submitted to the top manager of the event. A review process will identify the ESG elements that need to be corrected and efforts should be made to make continuous improvement. 		
Requirement	<ul style="list-style-type: none"> ESG result reporting and review process <ul style="list-style-type: none"> ESG report review and evaluation outcome 		
Checkpoint	<ul style="list-style-type: none"> Regular review of the ESG report done [Y/N] 		
Required Data	<ul style="list-style-type: none"> ESG review report 		



Additional Description

Review the ESG checklists and guidelines by internal staff or external experts in order to check whether they are being effectively operated and maintained, and whether the ESG plan created was appropriate to achieve ESG goals and targets.

► What should be included in the ESG review report

- Findings of previous review
- Changes in ESG-related internal and external issues
- Conformity to the checklists or guidelines
- The level of ESG goals and targets achieved
- Corrective and preventive measures taken, etc

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4.2 Report Disclosure

4.2.1 ESG Report Disclosure

Classification	Category	Domain	Aspect
	CVB	Information Disclosure	Report Disclosure
Index	<ul style="list-style-type: none"> Do you disclose the ESG report to stakeholders? 		
Description	<ul style="list-style-type: none"> Disclose the ESG report to the event stakeholders so that they can check and confirm. 		
Requirement	<ul style="list-style-type: none"> ESG report disclosure <ul style="list-style-type: none"> Convention Bureau home page, SNS Relevant initiative* 		
Checkpoint	<ul style="list-style-type: none"> ESG report disclosed [Y/N] 		
Required Data	<ul style="list-style-type: none"> Outcome of ESG report disclosed 		



Additional Description

ESG management starts from the diverse requirements of stakeholders and transparent and accurate disclosure to stakeholders is essential. Major MICE events abroad write and disclose ESG reports on their home page and SNS to ensure communication with stakeholders and prompt response to their requirements.

► ESG Report Disclosure

- ESG report should be made available whenever there is such request from stakeholders.
- ESG report can be disclosed both on and off-line.

* Initiatives refer to actions taken to achieve ESG goals of MICE events. It means joining a related organization, association, or non-profit organization or taking action to achieve the goal through declaration in order to achieve ESG goals. Ex) UNGC, SBTi, RE100, plastic-free initiative, etc.

 **Operational Guide for
Organizer**



ESG Operational Guide for Organizer



ESG Operational Guide for Organizer describes environmental, social and governance issues that the organizer can encounter going through the entire event process, and can be used for ESG diagnosis and event planning by PCOs and PEOs acting on behalf of the organizer.

<p>G Governance (G)</p>	<ul style="list-style-type: none"> • Consists of aspects/items concerning issues related to opinion gathering, event goal setting, and event planning in line with the Plan (P), Do (D), Check (C) and Act (A) approach for a MICE event.
<p>E Environmental (E)</p>	<ul style="list-style-type: none"> • Consists of aspects/items concerning environment such as transport, accommodation, food & beverage, waste, greenhouse gas and energy
<p>S Social (S)</p>	<ul style="list-style-type: none"> • Consists of aspects/items concerning cultural diversity, fair trade, social contribution, barrier-free event, community development, revitalization of local tourism
<p>T Information Disclosure (T)</p>	<ul style="list-style-type: none"> • Consists of aspects/items related to the ESG report writing and disclosure for the sake of transparent communication with the stakeholders



ESG Operational Guide by MICE Industry Player

ESG Diagnosis for Organizer

Domain	Category	Question Item
1 Governance	1.1 Manager in Charge	1.1.1 Has the dedicated ESG team or manager been assigned?
	1.2 Capacity Building	1.2.1 Have you done ESG training for the workforce for event organization?
	1.3 Policy & Goal	1.3.1 Are the event policy and goal for ESG operation set?
		1.3.2 Have you communicated about ESG Policy & Goals to internal staff and business partners?
	1.4 Event Planning	1.4.1 Are you planning the event taking the opinions of the stakeholders into account?
		1.4.2 Did you plan the program taking ESG into account?
	2 Environment	2.1 Transport
2.1.2 Is the eco-friendly transport offered to move around the venue?		
2.1.3 Did you offer additional benefit to those who use the eco-friendly transport?		
2.2 Accommodation		2.2.1 Were accommodations with eco-friendly certificate or operation selected?
2.3 Food & Beverage		2.3.1 Did you use eco-friendly food ingredients (organics, etc)?
		2.3.2 Was a plan to minimize food waste developed and implemented?
		2.3.3 Did you develop and implement a plan to minimize the use of disposables when serving food and beverage?
2.4 Resource Utilization		2.4.1 Did you develop and implement a plan to reduce printed materials for the event?
		2.4.2 Did you develop and implement a plan to reduce plastics?
		2.4.3 Did you develop and implement a plan to use recycled or reused products?
2.5 Waste		2.5.1 Did you recommend using tumblers and provide water purifiers?
		2.5.2 Do you provide multi-use cups and install and operate cup return stands?
		2.5.3 Have you installed a separate waste collection stand and measured the amount of waste?
		2.5.4 Have you created and implemented measures to reduce waste generated from exhibitions?
		2.5.5 Have you implemented measures to reduce waste generated from materials provided during the event?



Domain	Category	Question Item
2 Environment	2.6 Greenhouse Gas·Energy	2.6.1 Did you use products with high energy efficiency?
		2.6.2 Did you make efforts to reduce greenhouse gas generated from the event?
3 Social	3.1 Safety & Health	3.1.1 Did you review safety and health risks that may be present during the event?
		3.1.2 Did you run a program for safety & health (education, etc)?
	3.2 Fair Trade	3.2.1 Did you reach fair contracts with suppliers and subcontractors?
	3.3 Barrier-free Event	3.3.1 Are the facilities accessible to the disabled?
	3.4 Cultural Diversity	3.4.1 Have you created or offered cuisine menus for vegans and people with special dietary restrictions based on cultural or religious backgrounds?
	3.5 Social Contribution	3.5.1 Do you have a plan to cooperate with social enterprise or socially disadvantaged business?
		3.5.2 Did you run a social contribution program?
	3.6 Community Development	3.6.1 Have you made efforts for your event to contribute to community development?
		3.6.2 Did you recruit and hire community people for staff (paid volunteers included)?
	3.7 Local Tourism Revitalization	3.7.1 Have you offered information or guide on the tourist attractions near the venue?
3.7.2 Did you provide event participants with benefit of using nearby tourist facilities or firms?		
4 Information Disclosure	4.1 Report Writing	4.1.1 Did you write an ESG report on the event?
		4.1.2 Do you have a system to regularly review the ESG report?
	4.2 Report Disclosure	4.2.1 Do you disclose the ESG report to stakeholders?

III ESG Operational Guide by MICE Industry Player

1. Governance

- Governance refers to a structure or framework in which an organization makes major decisions to achieve a specific purpose. In a word, governance refers to a structure that governs an organization.
- Governance for an organizer is defined as a decision-making structure that helps make strategic decisions for holding an event. Plan (P) out of Plan (P), Do (D), Check (C) and Act (A) was chosen as a main focus for governance here and the major aspects/items include manager in charge, capacity building, policy and goal, and event planning.
 - Manager in charge, capacity building
 - Setting your policy and goal
 - Event planning

1.1 Manager in Charge	1.1.1	• Has the dedicated ESG team or manager been assigned?
1.2 Capacity Building	1.2.1	• Have you done ESG training for the workforce for event organization?
1.3 Policy & Goal	1.3.1	• Are the policy and goal for ESG operation set?
	1.3.2	• Have you communicated about ESG Policy & Goals to internal staff and business partners?
1.4 Event Planning	1.4.1	• Are you planning the event taking the opinions of the stakeholders into account?
	1.4.2	• Did you plan the program taking ESG into account?



1.1 Manager in Charge

1.1.1 Dedicated Team or Manager in Charge

Classification	Category	Domain	Aspect
	Organizer	Governance	Manager in Charge
Index	<ul style="list-style-type: none"> Has a dedicated ESG team or manager been assigned? 		
Description	<ul style="list-style-type: none"> Secure manpower enough to prepare for and implement ESG-based event and designate a dedicated team or manager in charge. 		
Requirement	<ul style="list-style-type: none"> Confirm whether an ESG team or person in charge is assigned in line with the size of the organization to support sustainable events <ul style="list-style-type: none"> A dedicated team or person in charge can be designated in consideration of the size of the event, personnel and project features and at least one person in charge must be designated to perform ESG-related work Can be concurrently engaged in other work 		
Checkpoint	<ul style="list-style-type: none"> ESG team or manager in charge assigned [Y/N] 		
Required Data	<ul style="list-style-type: none"> Organizational Chart Job Description 		



Additional Description

Introducing ESG management to the MICE event implies that a new attempt is made within the organization to internalize the ESG management perspective in the organization's culture, work approach, performance goals and management.

ESG management cannot be done alone; rather it requires collaboration with various departments of the organization. The person in charge or a dedicated team needs to understand the features of the event, investigate ESG issues based on such features, develop ESG event strategies based on the management philosophy of the organizer, communicate with the agencies for implementation, monitor and conduct customer satisfaction survey and repeat the process.

With the knowledge of the purpose of the event and required work, the person in charge must have a certain level of experience and competency of being able to integrate ESG activities into detailed plans.

The person in charge or a dedicated team may be able to run a small-scale MICE event alone. As it needs to cooperate with an agency for large-scale MICE event, it is better for the agency to designate its staff in charge of ESG on its side.



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1.2 Capacity Building

1.2.1 Capacity Building Education for Event Organization

Classification	Category	Domain	Aspect
	Organizer	Governance	Capacity Building
Index	<ul style="list-style-type: none"> Have you done ESG training for the event organization workforce? 		
Description	<ul style="list-style-type: none"> Identify the awareness, knowledge, and competencies necessary for the human resources that affect the ESG performance of the event, and provide the necessary education and training for them. 		
Requirement	<ul style="list-style-type: none"> ESG education planning and outcome of its implementation for the manager in charge and relevant personnel <ul style="list-style-type: none"> Make sure to develop and implement education for new manager in charge and new recruits Education can be provided both on or offline. Include sustainable management or ESG in the education and training content 		
Checkpoint	<ul style="list-style-type: none"> Education & training plan developed and carried out [Y/N] 		
Required Data	<ul style="list-style-type: none"> Education & training plan Education & training outcome report 		



Additional Description

For a successful ESG event, the Organizer should identify the awareness and knowledge capabilities of ESG among those people who plan and operate the event, determine the level of education, and then write and implement education plans. This education program should include content related to sustainable management or ESG awareness and its significance evaluation.

► Content of Education & Training

- Basic concept of sustainable management or ESG
- Identification of important ESG issues and development of improvement plan
- Compliance with the regulations for event operation
- Case studies and capacity building for ESG event

► Frequency of Education and Attendees

- Education frequency: more than once when planning an event
- For whom: staff of the organizer & agencies

* Education required to be provided to the internal staff and those who operate the event, who impact the ESG performance.



1.3 Policy & Goal

1.3.1 ESG Policy & Goal Development

Classification	Category	Domain	Aspect
	Organizer	Governance	Policy & Goal
Index	<ul style="list-style-type: none"> Are the event operation policy and goal for ESG set? 		
Description	<ul style="list-style-type: none"> Develop the ESG-related policy, goals and detailed plans that the organizer wants to achieve during the event. 		
Requirement	<ul style="list-style-type: none"> Event operation policy and goal <ul style="list-style-type: none"> ESG operational vision, mission and strategies set and the goals should be reasonable Goals also should be specific and measurable if possible 		
Checkpoint	<ul style="list-style-type: none"> Goals of the previous year achieved [Y/N] Goals of this year set [Y/N] 		
Required Data	<ul style="list-style-type: none"> ESG vision and goals Plan and report of the previous year's goal Plan of the goal set for this year 		



Additional Description

► How to Set Goals

- Mission: Mission is the reason why the event exists. It should be simple, easy to remember and specific.
- Vision: Vision refers to the specific image or a desirable future that the organizer aims for and it should be able to direct the goals and decision-making.

Goal

Mission ○ ----- | The reason why an organization exists

Vision ○ ----- | Specific image or desirable future that an organization aims for

Core Value ○ ----- | Code of action that the members of an organization should share in order to effectively achieve its mission or vision

- Core Value: In support of the vision of the organization, core values refer to belief, principles, philosophy and code of action that the organizer conforms when implementing ESG.



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1.3.2 ESG Policy & Goal Communication

Classification	Category	Domain	Aspect
	Organizer	Governance	Policy & Goal
Index	<ul style="list-style-type: none"> Have you communicated ESG Policy & Goals to internal staff and business partners? 		
Description	<ul style="list-style-type: none"> Communicate ESG policies and goals set for a sustainable event to internal staff and external partners working for the event. 		
Requirement	<ul style="list-style-type: none"> Education on policy & goal should be provided to the staff engaged in the event, and policy & goal should be communicated to external partners. <ul style="list-style-type: none"> Event staff should be educated on policy & goal Event policy & goal should be communicated to external partners * E-mail, meetings, briefings and other means can be used for communication 		
Checkpoint	<ul style="list-style-type: none"> Education on policy & goal provided [Y/N] Communication with external partners (suppliers) done [Y/N] 		
Required Data	<ul style="list-style-type: none"> Report on event staff education on policy & goal Details of communication with external partners (suppliers) 		



Additional Description

Organizers must communicate and share vision, mission, and key values with internal employees and external business partners for a successful event. In particular, agencies, vendors, and stakeholders that are evaluated as having important impact on ESG in stakeholder identification must be included.

Example) How to Communicate

- Education on major stakeholders of the event
- Compliance with contract for major points of the event, e-mail, briefings, etc.

* It is recommended that the results of communications be documented and kept in file.



1.4 Event Planning

1.4.1 Stakeholder Opinion

Classification	Category	Domain	Aspect
	Organizer	Governance	Event Planning
Index	<ul style="list-style-type: none"> Are you planning the event taking the opinions of the stakeholders into account? 		
Description	<ul style="list-style-type: none"> Plan the event taking the outcome of customer survey of the previous event and social issues into account 		
Requirement	<ul style="list-style-type: none"> The plan should be drawn based on the outcome of customer satisfaction survey of the previous event The plan should encompass social issues concerning sustainability and others 		
Checkpoint	<ul style="list-style-type: none"> Opinions of the stakeholders taken into account [Y/N] 		
Required Data	<ul style="list-style-type: none"> Results of customer satisfaction survey of the previous event Plan encompassing ESG 		



Additional Description

Sustainable MICE event needs to identify stakeholders related with the event and take their opinions into account by engaging them. Among others, the event should be planned taking the opinions of agencies and participants and social issues in relation to the event features into consideration.

Example) Who are stakeholders

- People or organizations that impact or are thought to be affected by the event (event organizer, event participants, local residents, agencies, partners, etc.)

Example) How to gather opinions of stakeholders

- Results of satisfaction survey of the previous event
- Interview, survey
- Social issues taken into account for this year's event



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1.4.2 Event Planning Taking ESG into Account

Classification	Category	Domain	Aspect
	Organizer	Governance	Event Planning
Index	<ul style="list-style-type: none"> Did you plan the program taking ESG into account? 		
Description	<ul style="list-style-type: none"> Create detailed ESG program plan to achieve the policy and goals set for event operation. 		
Requirement	<ul style="list-style-type: none"> Outcome of the ESG event program plan <ul style="list-style-type: none"> Detailed ESG program plan should be created taking features of the event into account Detailed program should be in line with the goals of the event Stakeholders need to be engaged and their opinions should be taken into account 		
Checkpoint	<ul style="list-style-type: none"> Detailed ESG program plan taking ESG into account [Y/N] 		
Required Data	<ul style="list-style-type: none"> Document of event plan taking ESG into account 		



Additional Description

Classify stakeholder requirements and social issues into environmental, social, and governance domains, and create detailed event program plans by identifying ESG-related areas that need to be improved taking the characteristics of the event into account.

Example) What to be included in the ESG event plan

- How to reduce disposables and plastics
- How to reduce greenhouse Gas·Energy
- How to reuse or recycle resources
- How to reduce waste
- How to ensure safety & health
- How to promote cooperation with community
- How to ensure fair trade, etc.



2. Environment

- Environmental is to promote environmentally sound and sustainable development while minimizing environmental damage imposed by production activities of a company.
- This guide defines aspects/items to minimize environmental damage that occurs while operating or providing services for MICE events.
- The key environmental elements that one can encounter during an event are identified and presented as the environmental ESG aspects/items.
 - Transport, accommodation, food & beverage
 - Resource use, waste, greenhouse gas and energy

2.1 Transport	2.1.1	• Have you carried out a pre-event campaign to promote the use of eco-friendly transport?
	2.1.2	• Is the eco-friendly transport used to move around the venue?
	2.1.3	• Did you offer additional benefit to those who use the eco-friendly transport?
2.2 Accommodation	2.2.1	• Were accommodations with eco-friendly certificate or operation selected?
2.3 Food & Beverage	2.3.1	• Did you use eco-friendly food ingredients (organics, etc)?
	2.3.2	• Was a plan to minimize food waste drawn and implemented?
	2.3.3	• Did you draw and implement plan to minimize the use of disposables when serving food and beverage?
2.4 Resource Utilization	2.4.1	• Have you created and implemented measures to reduce printed materials generated from the event?
	2.4.2	• Have you created and implemented measures to reduce plastics generated from the event?
	2.4.3	• Did you develop and implement a plan to use recycled or reused products?
2.5 Waste	2.5.1	• Did you recommend using tumblers and provide water purifiers?
	2.5.2	• Do you provide multi-use cups and install and operate a recovery stand?
	2.5.3	• Have you installed a separate waste collection stand and measured the amount of waste?
	2.5.4	• Have you created and implemented measures to reduce waste generated from exhibitions?
	2.5.5	• Have you implemented measures to reduce waste generated from materials provided during the event?
2.6 Greenhouse Gas·Energy	2.6.1	• Did you use products with high energy efficiency?
	2.6.2	• Did you make efforts to reduce greenhouse gas generated from the event?



2.1 Transport

2.1.1 Eco-friendly Transport Use Promotion

Classification	Category	Domain	Aspect
	Organizer	Environment	Transport
Index	<ul style="list-style-type: none"> Have you carried out a pre-event campaign to promote the use of eco-friendly transport? 		
Description	<ul style="list-style-type: none"> Carry out a pre-event campaign using information and promotional materials to promote the use of eco-friendly transport (public transport included) 		
Requirement	<ul style="list-style-type: none"> Promotion of the use of eco-friendly transport <ul style="list-style-type: none"> Information on public transport (train, bus, shuttle, etc.) shared * Poster, leaflet, home page, SNS 		
Checkpoint	<ul style="list-style-type: none"> Promotion of the use of eco-friendly transport done [Y/N] 		
Required Data	<ul style="list-style-type: none"> Poster, leaflet promoting the use of eco-friendly transport Campaign promoting the use of eco-friendly transport, SNS, home page, etc. 		



Additional Description

To reduce the emission of fine particles from vehicle and cut the greenhouse gas and energy, promote the use of eco-friendly transport (public transport, shuttle bus, etc.) on the event home page, SNS, and promotional posters. It is also a good idea to give incentives for those who use eco-friendly transport.

Example) Eco-friendly Transport

- Public transport
- Shuttle bus
- Electric vehicle
- Shared bike, mobility, etc.



2.1.2 Eco-friendly Transport Use

Classification	Category	Domain	Aspect
	Organizer	Environment	Transport
Index	<ul style="list-style-type: none"> Is eco-friendly transport available to move around the venue? 		
Description	<ul style="list-style-type: none"> Provide convenience of eco-friendly transport (including public transport) for people to move around the venue, and use eco-friendly transport means (electric or hydrogen vehicle, etc.) as official and ceremonial vehicle. 		
Requirement	<ul style="list-style-type: none"> Eco-friendly transport (including public transport) should be made available for people to move around the venue <ul style="list-style-type: none"> Shuttles are provided around the event venue Electric or hydrogen vehicle used as official and ceremonial vehicle 		
Checkpoint	<ul style="list-style-type: none"> Eco-friendly transport (including public transport) made available [Y/N] Electric or hydrogen vehicle used as official and ceremonial vehicle [Y/N] 		
Required Data	<ul style="list-style-type: none"> Photo or receipt of using eco-friendly transport 		



Additional Description

Provide event participants with access to the event venue by providing eco-friendly shuttle buses from train stations and terminals to the event venue.

In addition to providing eco-friendly transport to participants, electric or hydrogen vehicle is recommended as official and ceremonial vehicle for VIP.



2.1.3 Eco-friendly Transport User Benefit

Classification	Category	Domain	Aspect
	Organizer	Environment	Transport
Index	<ul style="list-style-type: none"> Did you offer additional benefits to those who use eco-friendly transport? 		
Description	<ul style="list-style-type: none"> Provide additional benefits to participants who use eco-friendly transport in order to boost the use of eco-friendly transport. 		
Requirement	<ul style="list-style-type: none"> Additional benefits provided to participants who use eco-friendly transport <ul style="list-style-type: none"> Gift, discount coupon, lottery, etc Quantitative measurement of the additional benefit 		
Checkpoint	<ul style="list-style-type: none"> Additional benefits provided to participants who use eco-friendly or public transport [Y/N] 		
Required Data	<ul style="list-style-type: none"> Photo of additional benefits provided to participants who use eco-friendly or public transport Summary of the use of eco-friendly transport (current status of the number of participants who use it and incentives provided) 		



Additional Description

Incentive or additional benefit should be provided to participants who use eco-friendly transport in order to boost the use of eco-friendly transport. Eco-friendly transport users should be monitored in order to measure the amount greenhouse gas·energy reduced.

Example) Benefit to Those who Use Eco-friendly Transport

- Discount the entry fee, additional event ticket provided
- Eco-friendly products offered, event coupon, etc.

Example) Emission coefficient of greenhouse gas by type of transport

- Greenhouse gas emission from a passenger car = 147.5g/person-km
- Greenhouse gas emission from a bus = 50.6g/person-km
- Greenhouse gas emission from subway = 33.6g/person-km

* Source: 「We Need to Implement the Policy to Control Supply and Demand for Transport」, Seoul Institute, 2018.

▶ Amount of transport greenhouse gas reduced

- Amount of greenhouse gas cut = (emission factor of a passenger car-emission factor of public transport-) X number of participants X travel distance (km)



2.2 Accommodation

2.2.1 Eco-friendly Accommodation

Classification	Category	Domain	Aspect
	Organizer	Environment	Accommodation
Index	<ul style="list-style-type: none"> Were those accommodations with eco-friendly certificate or operation chosen? 		
Description	<ul style="list-style-type: none"> Choose accommodations with eco-friendly certificate or operation for the event. 		
Requirement	<ul style="list-style-type: none"> Use of the eco-friendly accommodation <ul style="list-style-type: none"> Eco-friendly hotels recognized by the Ministry of Environment, eco-friendly accommodation certified by third parties such as ISO 14000, LEED, etc. Other accommodations, though with no official certificate, that are specialized with regional features, use renewable energy, offer services for vegan, or have eco-friendly rooms. Provide eco-friendly accommodation information to those participants who choose accommodation and pay out of their pockets 		
Checkpoint	<ul style="list-style-type: none"> Eco-friendly accommodation used [Y/N] Information on eco-friendly accommodation shared [Y/N] 		
Required Data	<ul style="list-style-type: none"> Rate of using eco-friendly accommodation (number of participants who used eco-friendly accommodation/total number of event participants) 		



Additional Description

Eco-friendly accommodations (both certified and specialized local ones) that minimize harm to nature, contribute to the local communities, and promote sustainable growth of the tourism industry should be chosen and used.

Example) Eco-friendly Accommodation

- Eco-friendly certified: Korea Tourism Quality Certification System by the Korea Tourism Organization, eco-friendly hotels certified by the Ministry of Environment, Green Building certified by the Ministry Of Construction & Transportation) LEED, BREEAM, ISO 14000, etc.
- With special features (non-certified): Accommodations powered by renewable energy such as solar panel, others with themes such as traditional Korean house, unique & local, vegan, well-being, good experience of stay, etc.

* Non-certified facilities may require periodic inspections for service and eco-friendliness.

Note : korean.visitkorea.or.kr (Every Nook and Cranny of Korea, #accommodation recommend_certified by the Korea Tourism Organization)



2.3 Food & Beverage

2.3.1 Eco-friendly (Organic) Ingredients

Classification	Category	Domain	Aspect
	Organizer	Environment	Food & Beverage
Index	<ul style="list-style-type: none"> Were eco-friendly (organic, etc) food ingredients used? 		
Description	<ul style="list-style-type: none"> When providing food & beverage at an event, offer a menu using local agricultural products or eco-friendly (organic, etc.) ingredients. 		
Requirement	<ul style="list-style-type: none"> Menu with eco-friendly (organic, etc) ingredients <ul style="list-style-type: none"> Local agricultural products should be used to make a menu If possible, use eco-friendly (organic, etc) produce 		
Checkpoint	<ul style="list-style-type: none"> Menu with local features consisting of local agricultural products offered [Y/N] Eco-friendly (organic, etc.) ingredients used for the menu [Y/N] 		
Required Data	<ul style="list-style-type: none"> Current status of the menu consisting of regional cuisine using local produce Current status of the menu consisting of eco-friendly food ingredients 		



Additional Description

Greenhouse gas emissions are generated from the production process of agricultural and livestock products as fertilizers and other farming materials are used in the process. Distribution and storage processes are other sources of greenhouse gas emissions. Create a menu consisting of eco-friendly agricultural products (low-carbon agricultural and livestock products), seasonal and/or locally produced agricultural products, and domestic ingredients in order to reduce the burden on environment.

▶ Reference Site

- Information on seasonal ingredients: foodnuri.go.kr, Foodnuri Information Service
- Eco-friendly produce: www.enviagro.go.kr/portal/info/info_certifi_ok.do, National Agricultural Products Quality Management Service
- Low-carbon agricultural and livestock products: www.smartgreenfood.org, Smart Green Food, Korea Agriculture Technology Promotion Agency
- Food carbon footprint: www.smartgreenfood.org/jsp/front/story/game1_canvas.html

2.3.2 Minimizing Food Waste

Classification	Category	Domain	Aspect
	Organizer	Environment	Food & Beverage
Index	<ul style="list-style-type: none"> Was a plan to minimize food waste drawn and implemented? 		
Description	<ul style="list-style-type: none"> Implement a campaign to minimize food waste generated at events and it can help spread the practice of leaving as little leftover as possible. 		
Requirement	<ul style="list-style-type: none"> Campaign to minimize leftover food <ul style="list-style-type: none"> Sticker or banner used to remind people of leaving no leftover Offer the menu that participants prefer Surplus or extra food donated to Food Bank, etc. 		
Checkpoint	<ul style="list-style-type: none"> Campaign to minimize food waste implemented [Y/N] 		
Required Data	<ul style="list-style-type: none"> Photo of campaign to minimize food waste and other information of it ※ If available, the data of the measurement and monitoring of the wasted food generated from the event. 		



Additional Description

Food waste refers to agricultural, fishery, and livestock waste generated during the production, distribution, processing, and cooking and food leftovers. Waste water is discharged in the process of disposing of food waste, and it costs resources to recycle it into animal feed or compost. The best solution to food waste is to reduce the generation of food waste in the first place.

Example) How to reduce food waste

- ZERO leftover campaign (sticker, menu-board, etc.)
- Purchase ingredients based on the menu
- Cook the right amount of food
- Use small side-dish plates to reduce leftover
- Food Bank donation : www.foodbank1377.org

▶ Greenhouse gas emission factor for food waste

- 158g per 1kg of food waste

Source : 「How to Practice Carbon Neutrality in Daily Life」 by the Ministry of Environment

▶ How to calculate greenhouse gas generated from food waste

- Greenhouse gas generated from food waste = Greenhouse gas emission factor for food waste X food waste disposed (kg)





2.3.3 Disposables Used to Serve Food & Beverage

Classification	Category	Domain	Aspect
	Organizer	Environment	Food & Beverage
Index	<ul style="list-style-type: none"> Did you draw and implement plan to minimize the use of disposables when serving food and beverage? 		
Description	<ul style="list-style-type: none"> Prepare and implement a plan to curb the use of disposables (paper, foil, synthetic resin material, wood, etc.) when serving food & beverage 		
Requirement	<ul style="list-style-type: none"> Plan and practice to reduce disposables <ul style="list-style-type: none"> Ask the catering provider to reduce the use of disposables Use multi-use plates and containers, if it is inevitable to use disposables, use eco-friendly ones Re-use tableware and use eco-friendly tableware 		
Checkpoint	<ul style="list-style-type: none"> A plan to curb the use of disposables implemented when serving food & beverage [Y/N] 		
Required Data	<ul style="list-style-type: none"> Photo or information on the reduction of the use of disposables when serving food & beverage 		



Additional Description

The Ministry of Environment introduced a 'Guide to the scope of application of regulations on the use of disposables in places serving food' in an effort to reduce single-use products used in the process of serving food and beverage. For a sustainable event, voluntary efforts should be made to reduce disposables so that emission of greenhouse gases can be reduced.

▶ Greenhouse Gas Emission Factor for Disposables

- Paper cup : 6.86g/cup
- Paper towel : 1.7g/sheet
- Plastic bag: 47.48g/piece
- Wet wipe: 1.23g/sheet
- Plastic cup: 24.5g/cup

Source : 「How to Practice Carbon Neutrality in Daily Life」 by the Ministry of Environment

▶ How to calculate greenhouse gas generated from disposables

- Greenhouse gas generated from disposables = Greenhouse gas emission factor for disposables X amount of disposables used



2.4 Resource Utilization

2.4.1 Print Reduction

Classification	Category	Domain	Aspect
	Organizer	Environment	Resource Utilization
Index	<ul style="list-style-type: none"> Have you created and implemented measures to reduce prints generated from the event? 		
Description	<ul style="list-style-type: none"> Prepare and implement a plan to reduce prints throughout the entire process, starting from event preparation, running the event, and down to result reporting. 		
Requirement	<ul style="list-style-type: none"> Print reduction approach implemented <ul style="list-style-type: none"> Print only when it is needed and do it on both sides of the paper throughout the event Use apps instead of print materials to introduce or promote the event Use electronic approach such as home page download, QR code instead of prints for event promotion and registration 		
Checkpoint	<ul style="list-style-type: none"> Print reduction approach implemented [Y/N] 		
Required Data	<ul style="list-style-type: none"> Photo or other information on the print reduction approach implemented 		



Additional Description

24 trees are consumed to produce 1 ton of paper from natural pulp, and printing process consumes power and ink which is another source of greenhouse gas emission.

Example) How to reduce prints

- Use recycled paper
- Print on both sides of the paper
- Hold meetings with no paper required
- Use QR code and e-documents
- Use apps instead of prints, etc

▶ Greenhouse gas emission factor for A4 paper

- A4 : 5.264g/sheet

Source : 「How to Practice Carbon Neutrality in Daily Life」 by the Ministry of Environment

▶ How to calculate greenhouse gas generated from A4 paper sheet

- Greenhouse gas emission generated from A4 paper = Greenhouse gas emission factor for A4 paper X amount of A4 paper used (number of sheet)





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2.4.2 Plastic Reduction

Classification	Category	Domain	Aspect
	Organizer	Environment	Resource Utilization
Index	<ul style="list-style-type: none"> Have you created and implemented measures to reduce plastics generated from the event? 		
Description	<ul style="list-style-type: none"> Prepare and implement a plan to reduce plastics throughout the entire process, starting from event preparation, running the event, and down to result reporting 		
Requirement	<ul style="list-style-type: none"> Plastic reduction approach implemented <ul style="list-style-type: none"> Use paper materials or bio-degradable plastics instead of conventional plastics Use recyclable plastics (for name card, etc) 		
Checkpoint	<ul style="list-style-type: none"> Plastic reduction approach implemented [Y/N] 		
Required Data	<ul style="list-style-type: none"> Photo or other information on the plastic reduction approach implemented 		

2.4.3 Recycled or Reused Products

Classification	Category	Domain	Aspect
	Organizer	Environment	Resource Utilization
Index	<ul style="list-style-type: none"> Did you develop and implement a plan to use recycled or reused products? 		
Description	<ul style="list-style-type: none"> Prepare and implement a plan to use recycled or reused products throughout the entire process, starting from event preparation, running the event, and down to result reporting 		
Requirement	<ul style="list-style-type: none"> Recycled or reused products in use <ul style="list-style-type: none"> Display Aspects such as name plate and table number, etc Ideas of using recycled or reused products for the event 		
Checkpoint	<ul style="list-style-type: none"> Recycled or reused products actually used [Y/N] 		
Required Data	<ul style="list-style-type: none"> Photo or other information on the recycled or reused products in use 		

**추가설명**

Various types of plastic products are used, such as name cards, plastic bags for carrying gifts and souvenirs, and water bottles, which are provided for the convenience of participants during events, in addition to the gifts made of plastic. A large amount of them, however, is thrown away.

Minimize the use of plastics as much as possible, and it is recommended to replace plastics with paper, or biodegradable, reused or recycled plastics when its use is inevitable, all for a sustainable event,

▶ Greenhouse gas emission factor for plastics

- PET: 2.426kg/kg
- HDPE: 1.676kg/kg
- PVC: 2.121kg/kg
- LDPE: 1.984kg/kg
- PP: 1.698kg/kg
- PS: 2.756kg/kg
- Others: 2.138kg//kg

* Source : 「Institute for Climate Change Action」

▶ Greenhouse gas emission from plastic use

- Greenhouse gas emission generated from plastics = Greenhouse gas emission factor for plastics
X plastics used (kg)



2.5 Waste

2.5.1 Tumbler Use & Water Purifier Provision

Classification	Category	Domain	Aspect
	Organizer	Environment	Waste
Index	<ul style="list-style-type: none"> Did you recommend using tumblers and provide water purifiers? 		
Description	<ul style="list-style-type: none"> Recommend people to use their own tumblers and install water purifiers for drinking water in order to reduce waste generated during the event. 		
Requirement	<ul style="list-style-type: none"> Tumbler use recommended and water purifiers installed <ul style="list-style-type: none"> Recommend people to use their own tumblers via promotional materials, etc. Water purifiers installed for people to use their own tumblers 		
Checkpoint	<ul style="list-style-type: none"> Tumbler use recommended and water purifiers installed [Y/N] 		
Required Data	<ul style="list-style-type: none"> Photo on promotional materials for tumbler use and water purifiers installed 		



Additional Description

A personal tumbler can reduce the amount of paper cups used during an event. In general, one person is estimated to use two paper cups per day, and the use of personal tumblers can reduce greenhouse gas emission and waste. Greenhouse gas emission reduction resulting from personal tumbler use can be calculated as follows:

▶ Paper cup greenhouse gas emission factor

- Paper cup : 6.86g/cup

Source : 「How to Practice Carbon Neutrality in Daily Life」 by the Ministry of Environment

▶ How to calculate greenhouse gas emission reduced from tumbler use

- Amount of greenhouse gas emission reduced = Paper cup greenhouse gas emission factor(g) X 2 X number of people who used tumbler X duration of the event (days)

▶ How to calculate the amount of waste reduced from tumbler use

- Amount of paper use reduced = number of people who used tumbler X paper cup weight (g) X 2 X duration of the event (days)

* The number of people who used tumblers can be calculated from the customer survey where the ratio of tumbler users out of the total participants can be obtained.



2.5.2 Multi-use Cup & Return Stand

Classification	Category	Domain	Aspect
	Organizer	Environment	Waste
Index	<ul style="list-style-type: none"> Did you provide multi-use cups and install and operate cup return stands? 		
Description	<ul style="list-style-type: none"> Provide multi-use cups and install cup return stands to reduce waste generated during event. 		
Requirement	<ul style="list-style-type: none"> Multi-use cups provided and cup return stands installed <ul style="list-style-type: none"> Multi-use cups provided Hygiene of used cups and return stands thoroughly managed 		
Checkpoint	<ul style="list-style-type: none"> Multi-use cups provided and cup return stands installed [Y/N] 		
Required Data	<ul style="list-style-type: none"> Photo of the multi-use cups provided and cup return stands installed 		



Additional Description

Recently, a growing number of events adopt a pilot program of using multi-use cups to reduce plastics. Strict hygiene control is required when using multi-use cups.

▶ Greenhouse gas emission factor for plastic cups

- Plastic cup: 24.5g/cup

Source: 「How to Practice Carbon Neutrality in Daily Life」 by the Ministry of Environment

▶ How to calculate greenhouse gas emission reduced from the use of multi-use cups

- Amount of greenhouse gas emission reduced = plastic cup greenhouse gas emission factor(g) X the number of multi-use cups used

▶ How to calculate the amount of waste reduced from the use of multi-use cups

- Amount of waste reduced = weight of the plastic cup (g) X the number of multi-use cups used

* The number of multi-use cup used can be obtained by monitoring multi-use cup leased or used.



2.5.3 Separate Waste Collection Stand Installation

Classification	Category	Domain	Aspect
	Organizer	Environment	Waste
Index	<ul style="list-style-type: none"> Have you installed a separate waste collection stand and measured the amount of waste? 		
Description	<ul style="list-style-type: none"> Classify waste generated during the event by type and install separate collection stand for each type to encourage recycling. 		
Requirement	<ul style="list-style-type: none"> Separate waste collection stand installed and amount of waste measured <ul style="list-style-type: none"> Install separate collection stands by type (paper, plastic, vinyl, can, bottle, etc.) Measure and manage waste generated per type (manage per unit production cost) 		
Checkpoint	<ul style="list-style-type: none"> Separate waste collection stand installed and amount of waste measured [Y/N] 		
Required Data	<ul style="list-style-type: none"> Separate waste collection stand installed Amount of waste generated per type 		



Additional Description

For the recycling of waste generated during an event, collect waste by type. For this end, install a separate waste collection stand, which can measure the amount by type, or use manpower to classify waste by type.

Example) Separate Waste Collection and Waste Measurement

- Transparent PET bottle
- Glass bottle
- Can
- Paper, corrugated cardboard
- Vinyl
- Others

► Unit Production Cost of Waste

- Unit production cost of waste = Amount of waste generated / number of event participants



2.5.4 Reducing Waste from Exhibitions

Classification	Category	Domain	Aspect
	Organizer	Environment	Waste
Index	<ul style="list-style-type: none"> Have you implemented measures to reduce waste generated from exhibitions? 		
Description	<ul style="list-style-type: none"> Use eco-friendly exhibition products such as block booths and pyrontex (needle punch carpet), or to prepare and implement a waste reduction plan in order to reduce waste generated from an event. 		
Requirement	<ul style="list-style-type: none"> Measures to reduce waste generated after the event in place <ul style="list-style-type: none"> Reusable materials such as block booths and pyrontex (needle punch carpet) are used Eco-friendly exhibition products should be used Plan ahead to reuse or recycle through donation or other approaches after exhibition is over 		
Checkpoint	<ul style="list-style-type: none"> Measures to reduce waste generated from the event implemented [Y/N] 		
Required Data	<ul style="list-style-type: none"> Photo on installation work at exhibition Current status of donation or reuse/recycle 		



Additional Description

Use rental equipment as much as possible, and use eco-friendly materials for new installations so that the burden of event or exhibition on the environment can be minimized.

Usually exhibition booths are made of wood, which is costly and requires a lot of time for its production, but 99% of the wood cannot be recycled. Therefore, it is necessary to make efforts to reduce waste by using a system booth or an air booth that can recycle, or a paper booth that reduces the burden on the environment. Efforts need to be made to reduce waste by recycling the booth through donation in connection with groups engaged in activities for social responsibility.

In addition, LED lighting or LED signage can be used in lighting and video equipment, and the floor of the exhibition hall can be manufactured using the concrete polishing method. In addition, eco-friendly exhibition hall can be created, or waste can be used for decoration (installation). In addition, local procurement can be made to reduce the environmental burden caused by logistics.



2.5.5 Waste Reduction from Event Handouts

Classification	Category	Domain	Aspect
	Organizer	Environment	Waste
Index	<ul style="list-style-type: none"> Have you implemented measures to reduce waste generated from materials provided during the event? 		
Description	<ul style="list-style-type: none"> Plan and implement measures to minimize handouts or provide eco-friendly products or promotional materials at the event. 		
Requirement	<ul style="list-style-type: none"> Measures to minimize handouts in place <ul style="list-style-type: none"> Use of packing materials (shopping bag) restricted If inevitable, use paper or environmentally-friendly materials 		
Checkpoint	<ul style="list-style-type: none"> Eco-friendly promotional products offered during the event [Y/N] Measures to minimize handouts at the event implemented [Y/N] 		
Required Data	<ul style="list-style-type: none"> Photos of the handouts offered during the event Amount of the handouts offered during the event 		



Additional Description

At events or exhibitions, printed materials to promote a company or shopping bags made of vinyl and polyethylene (PE) are provided to participants. It is recommended to use eco-friendly print paper or eco bags and paper bags that are bio-degradable so that burden on the environment can be reduced.

In addition, the items provided at the event should be eco-friendly or recyclable ones, or products made by social enterprise or locally produced. These will help fulfill social responsibility.



2.6 Greenhouse Gas·Energy

2.6.1 Using Products with High Energy Efficiency

Classification	Category	Domain	Aspect
	Organizer	Environment	Greenhouse Gas·Energy
Index	<ul style="list-style-type: none"> Did you use products with high energy efficiency? 		
Description	<ul style="list-style-type: none"> Use electric products with as high energy efficiency as possible to minimize energy consumption. 		
Requirement	<ul style="list-style-type: none"> Products with high energy efficiency and low energy consumption in use <ul style="list-style-type: none"> – Devices or equipment (facility) with high energy efficiency such as lighting should be used 		
Checkpoint	<ul style="list-style-type: none"> Products with high energy efficiency were used [Y/N] 		
Required Data	<ul style="list-style-type: none"> Photo of the products with high energy efficiency 		



Additional Description

During the event, use LED products for lights and billboards, which usually consume huge amounts of electricity, and try to minimize energy consumption by shutting off the power when not in use. In addition, it is recommended to use products with high energy efficiency ratings for additional electrical appliances.

▶ Energy Efficiency Management System

- Korea Energy Agency : <https://eep.energy.or.kr/main/main.aspx>



2.6.2 Greenhouse Gas Emission Calculation & Reduction

Classification	Category	Domain	Aspect
	Organizer	Environment	Greenhouse Gas·Energy
Index	<ul style="list-style-type: none"> Did you make efforts to reduce greenhouse gas emissions generated from the event? 		
Description	<ul style="list-style-type: none"> Select an event venue that uses renewable energy in order to reduce the greenhouse gas emissions generated, and calculate and manage the amount of greenhouse gas emissions generated from the event once the event is over. 		
Requirement	<ul style="list-style-type: none"> Outcome of efforts made to reduce the greenhouse gas emissions <ul style="list-style-type: none"> Event venue that uses renewable energy selected Greenhouse gas emissions generated from the event calculated and managed 		
Checkpoint	<ul style="list-style-type: none"> Greenhouse gas emissions from the event calculated and managed [Y/N] 		
Required Data	<ul style="list-style-type: none"> Outcome of the calculation of greenhouse gas emission from the event 		



Additional Description

Greenhouse gas emission from an event must be calculated throughout the entire process starting from event planning to its completion. We need to first develop methodologies and emission factors for estimating greenhouse gas emissions throughout the entire MICE event in Korea. This Operational Guide uses the greenhouse gas emission calculation standard adopted by the 'Greenhouse gas emission trading system.'

▶ How to estimate greenhouse gas emission

- Scope 1 : Greenhouse gas emissions directly generated from the event
(fuel used to heat or cool down the event venue, fuel used for the organizer to move around the event venue, and others that generate greenhouse gas)
- Scope 2 : Greenhouse gas emissions indirectly generated from the event
(power, steam, etc)
- Scope 3 : Greenhouse gas emissions other than Scope 1 & Scope 2
(fuel used for event participants to move around (airplane, vehicle, etc), waste treatment (incineration, reclamation, etc)

▶ Report of the greenhouse gas emissions

- For the estimation of greenhouse gas, Scope 1 and Scope 2 are mandatory, which means that they should be included in the report with the help of the event venue. But Scope 3 can be selectively reported (optional).



3. Social

- Social refers to the social domain where an organization's business and services directly or indirectly affect the external social environment. To be specific, they are social issues related to human rights, anti-discrimination, occupational accidents, shared growth, investment in local communities, personal information protection, etc.
- The social domain may cover diverse elements at an event, and signature marketing representing the event can be implemented as part of social domain. So aspects that match the purpose of the event can be reinforced. Major aspects/items include occupational safety at the event venue, fair trade, barrier-free events, cultural diversity, social contribution, community development, revitalization of local tourism, etc.
 - Safety, health, fair trade
 - Barrier-free event, cultural diversity
 - Social contribution, community development
 - Local tourism revitalization

3.1 Safety & Health	3.1.1	• Did you review possible safety or health risks at an event?
	3.1.2	• Did you run a program for safety & health (education, etc)?
3.2 Fair Trade	3.2.1	• Do you sign fair contracts with your partners and subcontractors?
3.3 Barrier-free Event	3.3.1	• Are the facilities accessible to the disabled?
3.4 Cultural Diversity	3.4.1	• Have you created or offered cuisine menu for vegetarians including vegans and people with special cultural or religious backgrounds?
3.5 Social Contribution	3.5.1	• Do you have measures in place to cooperate with social enterprises and socially disadvantaged businesses?
	3.5.2	• Do you run a social contribution program?
3.6 Community development	3.6.1	• Do you make efforts to make contribution to the community development through the event?
	3.6.2	• Do you recruit and hire community volunteers (including paid staff)?
3.7 Local Tourism Revitalization	3.7.1	• Have you offered information or guide on the tourist attractions near the venue?
	3.7.2	• Did you provide event participants with the benefit of using nearby tourist facilities or firms?



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3.1 Safety & Health

3.1.1 Safety & Health Risk Review

Classification	Category	Domain	Aspect
	Organizer	Social	Safety & Health
Index	<ul style="list-style-type: none"> Did you review possible safety or health risks at an event? 		
Description	<ul style="list-style-type: none"> Review the safety and health risks of major event programs in advance and prepare a plan to respond to risks that may occur to event participants 		
Requirement	<ul style="list-style-type: none"> How to respond to risks that may arise depending on event features <ul style="list-style-type: none"> Harmful chemical materials reviewed Risks of the facilities and equipment reviewed Emergency response plan established 		
Checkpoint	<ul style="list-style-type: none"> Safety and health points reviewed [Y/N] 		
Required Data	<ul style="list-style-type: none"> Emergency response plan for safety & health developed 		



Additional Description

Special attention should be paid to the safety and health of the participants as MICE events held under various themes draw many people to the site.

For a successful event, comply with laws and regulations on safety & health for events and programs, and establish and manage emergency response plans to prevent accidents from taking place so that event operators and participants are protected. This requires thorough evaluation and continuous elimination of risk factors as well as a good emergency response plan.



3.1.2 Safety & Health Education

Classification	Category	Domain	Aspect
	Organizer	Social	Safety & Health
Index	<ul style="list-style-type: none"> Did you run a program for safety & health (education or training)? 		
Description	<ul style="list-style-type: none"> Offer education or take measures based on safety and health review so that the safety & health of the employees and participants are ensured. 		
Requirement	<ul style="list-style-type: none"> Safety & health program in place <ul style="list-style-type: none"> Safety & health education for staff who serve at the event Safety & health education for event participants Outcome of implementing emergency response plan 		
Checkpoint	<ul style="list-style-type: none"> Safety & health program implemented [Y/N] 		
Required Data	<ul style="list-style-type: none"> Data on safety & health program implemented Photo of the outcome of implementing emergency response plan and its status 		



Additional Description

MICE event organizers and agencies should develop a safety management plan to brace for unexpected crisis situations, and comply with the safety management manual for each stage such as event preparation, operation, and wrap-up. They also have to make sure that event staff receive training on safety as stipulated in the laws and regulations and offer such training for those personnel who work on site.



3.2 Fair Trade

3.2.1 Fair Trade Practice

Classification	Category	Domain	Aspect
	Organizer	Social	Fair Trade
Index	<ul style="list-style-type: none"> Did you reach fair contracts with suppliers and subcontractors? 		
Description	<ul style="list-style-type: none"> Make efforts to correct unfair trade practices such as expedient cost and burden transferred from the partner to subcontractors. It can be done by reaching business agreement based on a standard contract with business partners and subcontractors. 		
Requirement	<ul style="list-style-type: none"> Efforts to correct unfair trade practices <ul style="list-style-type: none"> Efforts to improve trade practices by using a standard contract, etc Efforts made to grow together with business partners 		
Checkpoint	<ul style="list-style-type: none"> Fair contract put in place [Y/N] 		
Required Data	<ul style="list-style-type: none"> Outcome of improving trade practices Outcome of supporting business partners to grow together 		



Additional Description

MICE industry has been plagued by unfair trade practices and efforts should be made to correct the wrong practices by organizer’s signing an agreement based on a standard contract with event-related companies or human resources. Doing this can ensure reasonable and fair contract signing and implementation. It may go one step further to make endeavours to grow together with partners or volunteers (paid staff included).



3.3 Barrier-free Event

3.3.1 Facilities Accessible to People with Disabilities

Classification	Category	Domain	Aspect
	Organizer	Social	Barrier-free Event
Index	<ul style="list-style-type: none"> Are the facilities accessible to the disabled? 		
Description	<ul style="list-style-type: none"> Create an environment at the event where participants find no difficulties in moving around, accessing the facilities or information. 		
Requirement	<ul style="list-style-type: none"> Barrier-free event implemented <ul style="list-style-type: none"> Wheelchair or baby carriage available for rent Various types of communication means supported such as voice, conversation by writing, sign language and text interpretation, etc. Minimum device requirements for communication such as braille included 		
Checkpoint	<ul style="list-style-type: none"> Facilities or services which are accessible to disabled people [Y/N] 		
Required Data	<ul style="list-style-type: none"> Outcome of the barrier-free event or service 		



Additional Description

With society aging very rapidly, there is a growing need to respond to the needs of the elderly who want to be engaged in outdoor activities and such demand is also growing among those with disabilities. However, people with disabilities find it difficult to join MICE events due to physical and environmental barriers.

The World Tourism Organization (UNWTO) established the guidelines for accessible tourism facilities while adopting the “accessible tourism” guidelines at its 2005 general meeting. For example, in the case of conference facilities, there needs to be sufficient space for wheelchair users and assistive devices should be provided to those with hearing impairment.

The ‘Act on the Enhancement of Convenience for the Disabled, the Elderly and Pregnant Women’ in Korea stipulates the places where convenience facilities for the socially disadvantaged people should be installed. In case of ‘cultural and assembly facilities out of public buildings and public facilities’, details of the Act stipulate what is required for the entrances, passageways, restrooms, and ticket booths. It also requires braille blocks, guidance and information facilities for the visually impaired. Organizers need to check whether the above laws are complied with when selecting event venues for sustainable MICE events.



3.4 Cultural Diversity

3.4.1 Cultural & Religious Diversity

Classification	Category	Domain	Aspect
	Organizer	Social	Cultural Diversity
Index	<ul style="list-style-type: none"> Have you created or offered cuisine menu for vegetarians including vegans and people with special cultural or religious backgrounds? 		
Description	<ul style="list-style-type: none"> Separate menus such as vegan and vegetarian must be prepared and provided so that those participating in the event are not discriminated against due to cultural and religious reasons. 		
Requirement	<ul style="list-style-type: none"> Menu to serve cultural and religious diversity offered <ul style="list-style-type: none"> – Menu for vegan and vegetarians, etc – Muslim-friendly menu or menu for halal if necessary 		
Checkpoint	<ul style="list-style-type: none"> Menu to respect cultural and religious diversity offered [Y/N] 		
Required Data	<ul style="list-style-type: none"> Photo of the menu respecting cultural and religious diversity, etc. 		



Additional Description

According to the Korea Vegetarian Federation, the number of vegetarians in Korea increased from 150,000 in 2008 to 1.5 million in 2018, a tenfold increase in 10 years, and the vegetarian population continued to increase to reach 2 million in 2021.

According to the Korea Tourism Organization’s Guide to Muslim Tourist, the number of Muslim tourists has increased from 202,000 in 2001 to 986,000 in 2016.

Organizers need to organize vegan or Muslim-friendly menus to enhance event participant’s choice for food & beverage while respecting cultural & religious diversity.



3.5 Social Contribution

3.5.1 Cooperation with Social Enterprise

Classification	Category	Domain	Aspect
	Organizer	Social	Social Contribution
Index	<ul style="list-style-type: none"> Do you have a scheme to cooperate with social enterprise or socially disadvantaged business? 		
Description	<ul style="list-style-type: none"> Purchase products from social enterprise or socially disadvantaged business run by the disabled, women, or the elderly when purchasing products for the event and make efforts to cooperate with them. 		
Requirement	<ul style="list-style-type: none"> Current status of products purchased from social enterprise or socially disadvantaged business run by the disabled, women or elderly Efforts made to cooperate with social enterprise or socially disadvantaged business 		
Checkpoint	<ul style="list-style-type: none"> Products purchased from social enterprise or socially disadvantaged business [Y/N] Information sharing & cooperation plans developed [Y/N] 		
Required Data	<ul style="list-style-type: none"> Details of products purchased Information sharing & outcome of implementing cooperation plans 		



Additional Description

Organizers should strive to support the social enterprise and fulfill their social responsibility by preferentially purchasing products (goods and services) from them.

Efforts need to be made in order to recycle waste generated from events by forming organic connection with community social enterprise and the MICE industry.

▶ Shopping malls run by social enterprise or socially disadvantaged business

- Social economic shopping mall: e-store 36.5(www.sepp.or.kr)

▶ How to cooperate with social enterprise

- Local council for sustainability
- Regional environmental organizations, etc

▶ Monitoring of the purchase from and cooperation with social enterprise

- Ratio of products or services purchased from social enterprise
- Monetary amount of products or services purchased from social enterprise
- Current status of cooperation with social enterprise



3.5.2 Social Contribution Program

Classification	Category	Domain	Aspect
	Organizer	Social	Social Contribution
Index	<ul style="list-style-type: none"> Did you run a social contribution program? 		
Description	<ul style="list-style-type: none"> Fulfill social responsibility by strengthening social contribution (financial and non-financial support) 		
Requirement	<ul style="list-style-type: none"> Operation of the social contribution program <ul style="list-style-type: none"> Financial support (cash donation) Non-financial support (donation in-kind, voluntary activities, support for the facility, etc.) 		
Checkpoint	<ul style="list-style-type: none"> Social contribution program in operation [Y/N] 		
Required Data	<ul style="list-style-type: none"> Outcome of the social contribution program implementation 		



Additional Description

MICE events are held for various purposes, but securing credibility of stakeholders through the event could be a common purpose of MICE events. Social contribution activities are the most effective way to build or reinforce the credibility of MICE events as they show that they are willing to fulfill social responsibilities.

Example) MICE Event as Social Contribution Activities

- Support the marginalized people: Give donations to the disabled, seniors living alone, children from low-income families
- Invitation to the event: Invite children with disabilities or from multiple cultural backgrounds, protected juveniles, other marginalized class of people
- Clean-up activities: Clean up the major facilities and their surroundings to create pleasant and clean environment
- Donation activities: Donate exhibition items, carbon offset fund, etc.
- Space offered: Space offered to social enterprise to sell or promote its products



3.6 Community Development

3.6.1 Community Development Efforts

Classification	Category	Domain	Aspect
	Organizer	Social	Community Development
Index	<ul style="list-style-type: none"> Do you make efforts for community development through the event? 		
Description	<ul style="list-style-type: none"> Make efforts to leave a cultural and social legacy through the event and in cooperation with the community that can contribute to regional development. 		
Requirement	<ul style="list-style-type: none"> Current status of the efforts made for community development <ul style="list-style-type: none"> Products and services purchased from the companies in the region where the event is held Local residents invited to the event and support with service, etc 		
Checkpoint	<ul style="list-style-type: none"> Efforts made to make contribution to the community development [Y/N] 		
Required Data	<ul style="list-style-type: none"> Details of products and services purchased Outcome of the program implemented for community development 		



Additional Description

MICE event organizers can contribute to development of regional economy by offering business opportunities to local firms, making purchases of goods and services from local sources, and creating jobs in the region.

Example) Community Development Efforts

- Firms in the regions given opportunities to join
- Making purchases of goods and services from local sources
- Job creation (staff) in the region
- Program to cooperate with the residents or firms in the region
- Education and cultural benefit offered to local residents



3.6.2 Community Job Creation

Classification	Category	Domain	Aspect
	Organizer	Social	Community Development
Index	<ul style="list-style-type: none"> Are community volunteers (paid staff included) recruited or hired? 		
Description	<ul style="list-style-type: none"> Recruit volunteers (paid staff included) from the local community to create jobs. 		
Requirement	<ul style="list-style-type: none"> Volunteers (paid staff included) recruited from the region and hired <ul style="list-style-type: none"> For MICE events, youth, females and retired people 		
Checkpoint	<ul style="list-style-type: none"> Community volunteers (paid staff included) recruited or hired [Y/N] 		
Required Data	<ul style="list-style-type: none"> Outcome of recruiting and hiring the community volunteers (paid staff included) 		



Additional Description

Organizers should consider hiring the socially underprivileged first, such as young people, women, and retirees in the community when recruiting volunteers (paid staff included) for MICE events. It is recommended to report to the supporting organization the outcome of jobs created in the community by its activities in the case of the project which received subsidy.

► Monitoring Jobs Created in the Community

- The number of cases where recruitment is made from the local community
- The number of people recruited from local community
- HR cost paid to the local community, etc

► Community Job Creation

- The number of people recruited from each group
- Total HR cost paid, etc.



3.7 Revitalization of Local Tourism

3.7.1 Information Sharing for Local Tourism

Classification	Category	Domain	Aspect
	Organizer	Social	Revitalization of Local Tourism
Index	<ul style="list-style-type: none"> Do you give information or guide on tourist attractions around the venue? 		
Description	<ul style="list-style-type: none"> Use catalog or pamphlet in order to give information on tourist attractions around the venue to boost tourism in the region. 		
Requirement	<ul style="list-style-type: none"> Information on nearby tourist attractions provided to participants <ul style="list-style-type: none"> Tourist guide information catalog or pamphlet 		
Checkpoint	<ul style="list-style-type: none"> Information on nearby tourist attractions shared [Y/N] 		
Required Data	<ul style="list-style-type: none"> Guide booklets on nearby tourist attractions and display stands provided 		



Additional Description

Organizers must install the tourist guide facilities provided by the Convention Bureau or Convention Center so that event participants can use nearby tourism sites, restaurants and others.

Example) Facilities for Information Sharing

- Information catalog or pamphlet
- Stands to display guide booklets
- Tourism information desk, etc



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3.7.2 Tourism Benefit for Event Participants

Classification	Category	Domain	Aspect
	Organizer	Social	Revitalization of Local Tourism
Index	<ul style="list-style-type: none"> Did you provide event participants with the benefit of using nearby tourist facilities or firms? 		
Description	<ul style="list-style-type: none"> Provide event participants with the benefit of using nearby tourist facilities or firms 		
Requirement	<ul style="list-style-type: none"> Current status of the event participants benefit program <ul style="list-style-type: none"> Coupon book, discount offer, additional service, etc 		
Checkpoint	<ul style="list-style-type: none"> Event participants benefit program in operation [Y/N] 		
Required Data	<ul style="list-style-type: none"> Outcome of participant benefits provided 		



Additional Description

Organizers can develop a benefit program that allows event participants to use at nearby tourist spots and restaurants or check and provide benefit program information available from the Convention Bureau.

Example) Benefit Program for Participants

- Coupon book
- Discount offer
- Stamp tour
- Additional benefit, etc.



4. Information Disclosure

- Information disclosure refers to the creation of a report on the objective performance of the ESG (environmental, social, and governance) planned and implemented by the MICE event, and discloses to stakeholders how the MICE event contributes to the sustainable development of the region and fulfills its social responsibility.
- The main aspects/items for information disclosure are whether there is a system in place to prepare, regularly review and disclose the ESG report.
 - Report writing and review
 - Report disclosure

4.1 Report Writing	4.1.1	• Did you write an ESG report on the event?
	4.1.2	• Do you have a system to regularly review the ESG report?
4.2 Report Disclosure	4.2.1	• Do you disclose the ESG report to stakeholders?



4.1 Report Writing

4.1.1 ESG Report Writing

Classification	Category	Domain	Aspect
	Organizer	Information Disclosure	Report Writing
Index	<ul style="list-style-type: none"> Did you write an ESG report on the event? 		
Description	<ul style="list-style-type: none"> Write a report on the performance of each aspect based on concrete and objective data on the current status of ESG-related activities performed at the event. 		
Requirement	<ul style="list-style-type: none"> ESG performance report for event <ul style="list-style-type: none"> Reporting period: when an event is held Report format: management evaluation report, GRI (Global Reporting Initiative) report or other initiatives* ※ ESG performance should be described based on objective and transparent data 		
Checkpoint	<ul style="list-style-type: none"> Annual ESG report written [Y/N] 		
Required Data	<ul style="list-style-type: none"> Annual ESG report 		



Additional Description

The advantages of writing an ESG report are as follows: first, it gives a chance to create, check and improve the sustainable management operating system. Second, stakeholder significance assessment leads to clear understanding of the needs of stakeholders and make appropriate response to them. Third, report writing process gives an opportunity to identify specific tasks that need to be done in order to take ESG execution to another level. Finally, it can greatly contribute to ESG assessment and its spread in the local MICE industry.

The report can be written in any format such as a management evaluation report, GRI, or other initiatives*, but following GRI (Global Reporting Initiative) guidelines is recommended.

▶ Reference Site for ESG Report Writing

- GRI : Event Organizers Sector Disclosures
<https://www.globalreporting.org/>
- GDS-I : Global Destination Sustainability Index
<https://www.gds.earth/>

* Initiatives refer to actions taken to achieve ESG goals of MICE events. It means joining a related organization, association, or non-profit organization or taking action to achieve the goal through declaration in order to achieve ESG goals. Ex) UNGC, SBTi, RE100, plastic-free initiative, etc.



4.1.2 ESG Report Review & Evaluation

Classification	Category	Domain	Aspect
	Organizer	Information Disclosure	Report Writing
Index	<ul style="list-style-type: none"> Do you have a system to regularly review the ESG Report? 		
Description	<ul style="list-style-type: none"> Upon completion, the ESG Report is to be submitted to the top manager of the event. A review process will identify the ESG elements that need to be corrected and efforts should be made to make continuous improvement. 		
Requirement	<ul style="list-style-type: none"> ESG result report and review system <ul style="list-style-type: none"> ESG report review and evaluation outcome 		
Checkpoint	<ul style="list-style-type: none"> ESG report regularly reviewed [Y/N] 		
Required Data	<ul style="list-style-type: none"> ESG review outcome report 		



Additional Description

ESG checklists and guidelines should be evaluated and reviewed by internal staff or external experts as to whether they are being effectively operated and maintained, and whether the ESG plan created is appropriate to achieve ESG goals and targets

► What should be included in the ESG review report

- Findings of previous review
- Changes in ESG-related internal and external issues
- Conformity to the checklists or guidelines
- The level of ESG goals and targets achieved
- Corrective and preventive measures taken, etc.



4.2 Report Disclosure

4.2.1 ESG Report Disclosure

Classification	Category	Domain	Aspect
	Organizer	Information Disclosure	Report Disclosure
Index	Do you disclose the ESG report to stakeholders?		
Description	Disclose the ESG report to the event stakeholders so that they can check		
Requirement	<ul style="list-style-type: none"> Do ESG report disclosed <ul style="list-style-type: none"> - Event home page, SNS - Relevant initiative* 		
Checkpoint	ESG report disclosed [Y/N]		
Required Data	Outcome of ESG report disclosed		



Additional Description

ESG management started from the diverse requirements of stakeholders so transparent and accurate disclosure to stakeholders is essential.

Major MICE events abroad write and disclose ESG reports on their home page and SNS to ensure communication with stakeholders and prompt response to their requirements.

► ESG Report Disclosure

- ESG report should be made available whenever there is such request from stakeholders.
- ESG report can be disclosed both on and off-line.

* Initiatives refer to actions taken to achieve ESG goals of MICE events. It means joining a related organization, association, or non-profit organization or taking action to achieve the goal through declaration in order to achieve ESG goals. Ex) UNGC, SBTi, RE100, plastic-free initiative, etc.

**3 Operational Guide for
Convention Center
(Venue)**



ESG Operational Guide for Convention Center (Venue)



This Operational Guide for the Convention Center(Venue) mainly describes issues that it may encounter in relation to ESG (environmental, social, and governance) while running the event venue.

<p>G Governance (G)</p>	<ul style="list-style-type: none"> • Consists of important aspects/items related to the operation of the event venue in line with the Plan (P), Do (D), Check (C) and Act (A) approach for Convention Center
<p>E Environmental (E)</p>	<ul style="list-style-type: none"> • Consists of aspects/items concerning environment such as transport, accommodation, food & beverage, waste, greenhouse gas and energy
<p>S Social (S)</p>	<ul style="list-style-type: none"> • Consists of aspects/items concerning diversity, fair trade, social contribution, barrier-free event, community development, and revitalization of local tourism
<p>T Information Disclosure (T)</p>	<ul style="list-style-type: none"> • Consists of aspects/items concerning ESG activity report writing, what is to be disclosed in the report for the sake of transparent communication with the stakeholders of the Convention Center



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Convention Center(Venue) ESG Diagnosis

Domain	Category	Question Item for Diagnosis
1 Governance	1.1 Manager in Charge	1.1.1 Has the dedicated ESG team or manager been assigned?
	1.2 Capacity Building	1.2.1 Have your internal workforce teams been trained on ESG?
	1.3 Stakeholder Opinion	1.3.1 Are the facilities and equipment at the event venue upgraded based on the opinions of stakeholders?
	1.4 Policy Table	1.4.1 Are the policy and goal for ESG operation set?
		1.4.2 Have you communicated about ESG Policy & Goals to internal staff and business partners?
1.5 Information Sharing	1.5.1 Do you provide ESG information on the Convention Center (venue)?	
2 Environment	2.1 Transport	2.1.1 Is information on or means of eco-friendly transport (public transport included) made available?
		2.1.2 Do you have a parking lot and electric vehicle charging stations to meet legal requirements?
	2.2 Accommodation	2.2.1 Do you provide information on eco-friendly accommodation around the event venue that event participants can use?
	2.3 Food & Beverage	2.3.1 Did you use eco-friendly food ingredients (organics, etc.)?
		2.3.2 Did you draw and implement measures to minimize food waste?
		2.3.3 Did you draw and implement a plan to minimize the use of disposables when serving food and beverage?
	2.4 Waste	2.4.1 Is it possible to install and use water purifiers?
		2.4.2 Do you provide multi-use cups and install and operate cup return stands?
		2.4.3 Did you develop and implement a plan to reduce printed materials generated from the event?
		2.4.4 Have you installed a separate waste collection stand and measured the amount of waste?
		2.4.5 Did you develop and implement other plans to reduce waste?
	2.5 Greenhouse Gas·Energy	2.5.1 Did you develop and implement a plan to reduce energy and greenhouse gas for heating and cooling?
		2.5.2 Did you develop and implement a plan to reduce energy and greenhouse gas for things other than heating and cooling?
		2.5.3 Do you provide information on the amount of energy used and greenhouse gas emissions generated per event?
2.6 Water	2.6.1 Did you develop and implement a plan to reduce water used for the event?	



Domain	Category	Question Item for Diagnosis
3 Social	3.1 Safety Health	3.1.1 Did you review safety and health risks that may be present at the Convention Center and come up with measures to respond to them?
		3.1.2 Did you run a program for safety & health (education, etc)?
	3.2 Fair Trade	3.2.1 Did you reach fair contracts with suppliers and subcontractors?
	3.3 Barrier-free Facility	3.3.1 Do you have facilities that allow the socially disadvantaged people such as those with disabilities to have access?
	3.4 Cultural Diversity	3.4.1 Have you created or offered cuisine menu for vegetarians including vegans and people with special cultural or religious backgrounds?
	3.5 Social Contribution	3.5.1 Do you have plans to cooperate with social enterprise or socially disadvantaged businesses?
		3.5.2 Do you run a community social contribution program?
	3.6 Community Development	3.6.1 Do you make efforts to make contribution to the community development through the way that you operate the event venue?
		3.6.2 Do you recruit and hire community volunteers (including paid staff)?
	3.7 Local Tourism Revitalization	3.7.1 Did you provide information or guide on the tourist attractions around the event site?
3.7.2 Did you designate a separate space where tourist information is provided?		
3.7.3 Did you provide event participants with benefits by reaching agreements with tourist facilities or firms in the region?		
4 Information Disclosure	4.1 Report Writing	4.1.1 Did you write the ESG Report on Convention Center operation?
		4.1.2 Do you have a system to regularly review the ESG report?
	4.2 Report Disclosure	4.2.1 Do you disclose the ESG report to stakeholders?

III ESG Operational Guide by MICE Industry Player

1. Governance

- Governance refers to a structure or framework in which an organization makes major decisions to achieve a specific purpose. In a word, governance refers to a structure that governs an organization.
- Convention Center (Venue) Governance is defined as a decision-making structure that helps make strategic decisions for sustainable operation of the venue. Plan (P) out of Plan (P), Do (D), Check (C) and Act (A) was chosen as a main focus for governance and the major aspects/items include manager in charge, capacity building, collecting opinions from stakeholders and information sharing.
 - Manager in charge, capacity building
 - Collecting opinions from stakeholders
 - Policy & Goal, information sharing

1.1 Manager in Charge	1.1.1	• Has the dedicated ESG team or manager been assigned?
1.2 Capacity Building	1.2.1	• Have your internal workforce teams been trained on ESG?
1.3 Stakeholder Opinion	1.3.1	• Are the facilities and equipment at the event venue upgraded based on the opinions of stakeholders?
1.4 Policy & Goal	1.4.1	• Are the policy and goal for ESG operation set?
	1.4.2	• Have you communicated about ESG Policy & Goals to internal staff and business partners?
1.5 Information Sharing	1.5.1	• Do you provide ESG information on the Convention Center (venue)?



1.1 Manager in Charge

1.1.1 Dedicated Team or Manager in Charge

Classification	Category	Domain	Aspect
	Convention Center(Venue)	Governance	Manager in Charge
Index	<ul style="list-style-type: none"> Has the dedicated ESG team or manager been assigned? 		
Description	<ul style="list-style-type: none"> Secure manpower enough to prepare for and implement ESG-based event and designate a dedicated team or manager in charge. 		
Requirement	<ul style="list-style-type: none"> Confirm whether an ESG team or person in charge is assigned in line with the size of the organization to support sustainable events <ul style="list-style-type: none"> A dedicated team or person in charge can be designated in consideration of the size of the event and personnel, and project features. At least one person in charge must be designated to perform ESG-related work. Can be concurrently engaged in other work 		
Checkpoint	<ul style="list-style-type: none"> ESG team or manager in charge assigned [Y/N] 		
Required Data	<ul style="list-style-type: none"> Organizational Chart Job Description 		



Additional Description

Introducing ESG management implies that a new attempt is made within the organization in order to internalize the ESG management perspective in the organizational culture, work approach, performance goal setting and its management.

The person in charge or a dedicated team needs to investigate ESG issues based on regional features, develop ESG event strategies based on the ESG management philosophy of the Convention Center, communicate it to all and each department for implementation, monitor and make improvement based on feedback. And this process of making improvement repeats itself.

It is recommended to organize a dedicated Task Force Team consisting of those who have knowledge and experience of ESG at the Convention Center and include ESG-related duties in their job description.



1.2 Capacity Building

1.2.1 Event Venue HR Capacity Building Education

Classification	Category	Domain	Aspect
	Convention Center(Venue)	Governance	Capacity Building
Index	<ul style="list-style-type: none"> Is the ESG-related training implemented for the internal workforce? 		
Description	<ul style="list-style-type: none"> Identify the awareness, knowledge, and competencies necessary for the human resources that affect the ESG performance of the event, and provide the necessary education and training for them. 		
Requirement	<ul style="list-style-type: none"> ESG education planning and outcome of its implementation for the manager in charge and relevant internal personnel <ul style="list-style-type: none"> Make sure to develop and implement education for new manager in charge and new recruits Education can be provided both on or offline. Include sustainable management or ESG in the education and training content 		
Checkpoint	<ul style="list-style-type: none"> Education & training plan developed and carried out [Y/N] 		
Required Data	<ul style="list-style-type: none"> Education & training plan Education & training outcome report 		



Additional Description

For a successful ESG management, the Convention Center should identify the awareness and knowledge capabilities of ESG among its internal staff, determine the level of education based on their experience and skill level, and then write and implement education plans. This education program includes content related to sustainable management or ESG awareness and its significance assessment.

► Content of Education & Training

- Basic concept of sustainable management or ESG
- Procedures of identifying important ESG issues and developing an improvement plan
- Compliance with the regulations for Convention Center operation
- Case studies and practical tips for ESG event venue operation

► Frequency of Education and Attendees

- Education frequency: once a year
- For whom: entire staff

* ESG education required to be provided to the new recruits or new team members.



1.3 Stakeholder Opinion

1.3.1 Stakeholder Opinion

Classification	Category	Domain	Aspect
	Convention Center(Venue)	Governance	Stakeholder Opinion
Index	<ul style="list-style-type: none"> Are the facilities and equipment at the event venue upgraded based on the opinions of stakeholders? 		
Description	<ul style="list-style-type: none"> Improve the facilities and equipment taking the findings from the customer satisfaction survey on the event venue and social issues concerning the event venue into consideration. 		
Requirement	<ul style="list-style-type: none"> Event venue operated based on the findings from the customer satisfaction survey Event venue facilities and equipment improved taking the social issues into consideration 		
Checkpoint	<ul style="list-style-type: none"> Stakeholder opinions gathered [Y/N] 		
Required Data	<ul style="list-style-type: none"> Findings of customer satisfaction survey Current status of the event venue facilities and equipment improved 		



Additional Description

For the sustainability of the Convention Center, stakeholders need to be identified and event venue facility and equipment should be upgraded based on their feedback as well as taking major social issues into account.

Example) Who are the Stakeholders

- People or organizations that impact or are thought to be affected by the Convention Center (Venue) such as municipalities, Convention Bureau, event organizers, event participants, agencies, business partners, etc.

Example) How to gather opinions of stakeholders

- Results of satisfaction survey of the previous year
- Interview, survey
- Social issues of the year



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1.4 Policy & Goal

1.4.1 ESG Operational Policy & Goal

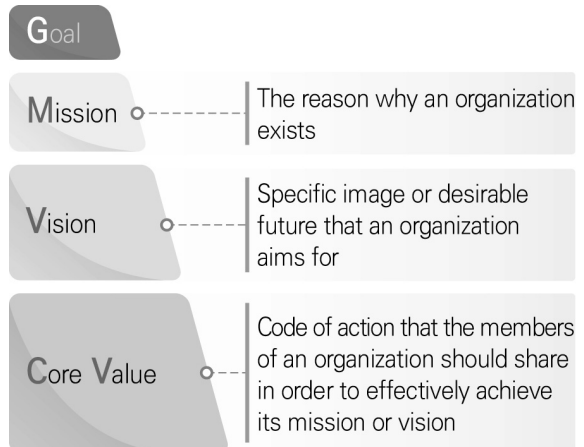
Classification	Category	Domain	Aspect
	Convention Center(Venue)	Governance	Policy & Goal
Index	<ul style="list-style-type: none"> Are the policy and goal for ESG operation set? 		
Description	<ul style="list-style-type: none"> Establish the ESG-related policy, goals and detailed plans that the Convention Center wants to achieve. 		
Requirement	<ul style="list-style-type: none"> Event operation policy and goal <ul style="list-style-type: none"> ESG operational vision, mission and strategies should be set and the goals should be reasonable, specific and measurable 		
Checkpoint	<ul style="list-style-type: none"> Goals of the previous year achieved [Y/N] Goals of this year set [Y/N] 		
Required Data	<ul style="list-style-type: none"> ESG vision and goals Plan and report of the previous year's goal Plan of the goal set for this year 		



Additional Description

► How to Set Goals

- Mission : Mission is the reason why the Convention Center exists. It should be simple, easy to remember and specific.
- Vision : Vision refers to the specific image or a desirable future that the Convention Center aims for and it should be able to direct its goals and decision-making.



- Core Value : In support of the vision of the organization, core values refer to belief, principles, philosophy and code of action that the Convention Center conform for its operation.



1.4.2 ESG Policy & Goal Communication

Classification	Category	Domain	Aspect
	Convention Center(Venue)	Governance	Policy & Goal
Index	<ul style="list-style-type: none"> Have you communicated ESG Policy & Goals to internal staff and business partners? 		
Description	<ul style="list-style-type: none"> Communicate ESG policies and goals set for a sustainable operation of the Convention Center to internal staff and external partners working on the event 		
Requirement	<ul style="list-style-type: none"> Education on policy & goal per task should be provided <ul style="list-style-type: none"> Convention Center staff should be educated on education policy & goal Policy & goal should be communicated to external partners * E-mail, meetings, briefings and other means can be used for communication. 		
Checkpoint	<ul style="list-style-type: none"> Education on policy & goal implemented [Y/N] Communication with external partners (suppliers) done [Y/N] 		
Required Data	<ul style="list-style-type: none"> Report on Convention Center staff education on policy & goal Details of communication with external partners (suppliers) 		



Additional Description

Convention Center must communicate and share its vision, mission, and key values with internal employees and external business partners for a successful operation of the event venue.

ESG policy & goal should be communicated to the stakeholders who are identified as important since they have impact on the ESG of the Convention Center. They include the Convention Bureau, organizers, agencies and others.

Example) Communication Approach

- Education on the major stakeholders of the Convention Center
- Convention Center standard contract, e-mail, meetings, councils, etc.

* It is recommended that the results of communications be documented and kept in file.

III ESG Operational Guide by MICE Industry Player

1.5 Information Sharing

1.5.1 Event Venue ESG Information Sharing

Classification	Category	Domain	Aspect
	Convention Center(Venue)	Governance	Information Sharing
Index	Do you provide ESG information on the Convention Center (venue)?		
Description	Do Disclose ESG information on the Convention Center (venue) or provide it when there is such a request so that event organizers can refer to the information when they make a choice of an event venue.		
Requirement	Do ESG information shared on Convention Center home page - Information provided on environmental, social and governance		
Checkpoint	Do Information shared about event venue ESG [Y/N]		
Required Data	Do Current status of information shared about event venue ESG		



Additional Description

The event venue and ESG-related information should be shared with stakeholders on the home page or SNS so that stakeholders have easy access to the ESG policy & status of the Convention Center.

Example) ESG Information Shared

- Environmental information: information on transport, accommodation, food & beverage, renewable energy, waste, etc.
- Social information: information on safety & health, convenience facility, etc.
- Governance information: transparent event venue operation, ESG vision & goal



2. Environmental

- Environmental is to promote environmentally sound and sustainable development while minimizing environmental damage imposed by production activities of a company.
- This Guide defines aspects/items to minimize environmental damage that occurs while operating the Convention Center. The key environmental elements that one can encounter while operating an event venue are identified and described as the environmental ESG aspects/items.
 - Transport, accommodation
 - Food & beverage, waste
 - Greenhouse gas · energy, water

2.1 Transport	2.1.1	• Is information on or means of eco-friendly transport (public transport included) made available?
	2.1.2	• Do you have parking lot and electric vehicle charging stations to meet legal requirements?
2.2 Accommodation	2.2.1	• Do you provide information on eco-friendly accommodation around the event venue that event participants can use?
2.3 Food & Beverage	2.3.1	• Did you use eco-friendly food ingredients (organics, etc)?
	2.3.2	• Was a plan to minimize food waste drawn and implemented?
	2.3.3	• Did you draw and implement a plan to minimize the use of disposables when serving food and beverage?
2.4 Waste	2.4.1	• Is it possible to install and use water purifiers?
	2.4.2	• Do you provide multi-use cups and install and operate cup return stands?
	2.4.3	• Did you develop and implement a plan to reduce prints generated from the event?
	2.4.4	• Have you installed a separate waste collection stand and measured the amount of waste?
	2.4.5	• Did you develop and implement other measures to reduce waste?
2.5 Greenhouse Gas · Energy	2.5.1	• Did you develop and implement a plan to reduce energy and greenhouse gas for heating and cooling?
	2.5.2	• Did you develop and implement a plan to reduce energy and greenhouse gas for things other than heating and cooling?
	2.5.3	• Do you provide information on the amount of energy used and greenhouse gas emissions generated per event?
2.6 Water	2.6.1	• Did you develop and implement a plan to reduce water used for the event?



2.1 Transport

2.1.1 Information on Eco-friendly Transport

Classification	Category	Domain	Aspect
	Convention Center(Venue)	Environment	Transport
Index	<ul style="list-style-type: none"> Is information on eco-friendly transport (public transport included) made available? 		
Description	<ul style="list-style-type: none"> Provide information on eco-friendly transport so that participants can use while around the event venue. 		
Requirement	<ul style="list-style-type: none"> Eco-friendly transport & information sharing status <ul style="list-style-type: none"> Shuttle bus offered to the event venue Information shared on shared bike, mobility, electric vehicle charging station and others Public transport information shared to cover the major destinations including the Convention Center 		
Checkpoint	<ul style="list-style-type: none"> Information on eco-friendly transport provided [Y/N] 		
Required Data	<ul style="list-style-type: none"> Information sharing home page for eco-friendly transport 		



Additional Description

Regularly collect and manage information on eco-friendly transport so that organizers, PCO/PEOs and others who want to have MICE events at the Convention Center can provide such information whenever they need to.

Example) Eco-friendly Transport Information

- Information on public transport to and from the Convention Center
- Information on shuttle bus to and from the Convention Center
- Information on shared bike and mobility
- Charging stations for electric vehicle, etc.

► Eco-friendly Transport Information Monitoring

- Eco-friendly transport information sharing status



2.1.2 Eco-friendly Transport Facility

Classification	Category	Domain	Aspect
	Convention Center(Venue)	Environment	Transport
Index	<ul style="list-style-type: none"> Do you have parking lot and electric vehicle charging stations to meet legal requirements? 		
Description	<ul style="list-style-type: none"> Install and manage facilities and equipment such as electric vehicle charging station meeting legal requirements so that those who use eco-friendly transport have no difficulty in using it. 		
Requirement	<ul style="list-style-type: none"> Legal requirements for electric vehicle charging station & installation status <ul style="list-style-type: none"> Electric vehicle charging station status Other convenience facilities and equipment for transport 		
Checkpoint	<ul style="list-style-type: none"> Electric vehicle charging stations installed meeting legal requirements [Y/N] 		
Required Data	<ul style="list-style-type: none"> Current status of electric vehicle charging station installed Current status of other convenience facilities and equipment for transport 		



Additional Description

The owner or manager of facilities stipulated in the Parking Lot Act and Enforcement Ordinance of the Eco-friendly Vehicle Development & Distribution Promotion Act shall install charging stations for the eco-friendly vehicles taking the distribution status, supply plan, operation status of the electric vehicle and road conditions into account.

Example) Enforcement Ordinance of the Eco-friendly Vehicle Development & Distribution Promotion Act

- ② The number of environment-friendly vehicle charging facilities to be installed in accordance with Article 11-2 Paragraph 2 of the Act shall be determined by city/province ordinance but the minimum is 5/100 of the total number of parking spaces at the new facility. However, in the case of existing facilities, it shall be determined by city/provincial ordinance above the minimum limit of 2/100 of the total number of parking spaces at the relevant existing facility.



2.2 Accommodation

2.2.1 Information on Eco-friendly Certified Accommodation

Classification	Category	Domain	Aspect
	Convention Center(Venue)	Environment	Accommodation
Index	Do you regularly collect and provide information on local eco-friendly accommodations around event venue that event participants can use?		
Description	Regularly collect and provide information on eco-friendly accommodations around the venue so that participants can use.		
Requirement	<ul style="list-style-type: none"> Do Current status of sharing information on eco-friendly accommodation <ul style="list-style-type: none"> - Accommodations with Korea Tourism Organization’s Korea Quality certificate, eco-friendly hotels certified by the Ministry of Environment, other eco-friendly accommodations certified by ISO 14000, LEED or other third parties - There are many other accommodations, though with no official certificate, that are specialized with regional features, use renewable energy, offer services for vegans, or have eco-friendly rooms. 		
Checkpoint	Information on eco-friendly accommodation provided [Y/N]		
Required Data	Home page to share information on eco-friendly accommodation		



Additional Description

Collect information on eco-friendly accommodations (both certified and specialized local ones) that minimize harm to nature, contribute to the local communities, and promote sustainable growth of the tourism industry and provide such information to stakeholders when they request.

Example) Eco-friendly Accommodation

- Eco-friendly certified: Korea Tourism Quality Certification System by the Korea Tourism Organization, eco-friendly hotels certified by the Ministry of Environment, Green Building certified by the Ministry of Construction & Transportation, LEED, BREEAM, ISO 14000, etc.
- With special features (non-certified): Accommodations powered by renewable energy such as solar panel, others with themes such as traditional Korean house, unique & local, vegan, well-being, good experience of stay, etc

* Non-certified facilities may require periodic inspections for service and eco-friendliness.

▶ Monitoring of Eco-friendly accommodation

- Current status on local eco-friendly accommodations
- Current status on identification and support for the eco-friendly accommodations



2.3 Food & Beverage

2.3.1 Eco-friendly Food Ingredients

Classification	Category	Domain	Aspect
	Convention Center(Venue)	Environment	Food & Beverage
Index	<ul style="list-style-type: none"> Were eco-friendly (organic, etc) ingredients used? 		
Description	<ul style="list-style-type: none"> When providing food & beverage at an event, offer a menu using local agricultural products or eco-friendly (organic, etc.) ingredients. 		
Requirement	<ul style="list-style-type: none"> Menu with eco-friendly (organic, etc) ingredients <ul style="list-style-type: none"> Local agricultural products should be used to make a menu If possible, use eco-friendly (organic, etc) produce 		
Checkpoint	<ul style="list-style-type: none"> Menu with local features consisting of local agricultural products available [Y/N] Eco-friendly (organic, etc.) ingredients used for the menu [Y/N] 		
Required Data	<ul style="list-style-type: none"> Current status of the menu consisting of regional cuisine using local produce Current status of the menu consisting of eco-friendly food ingredients 		



Additional Description

Greenhouse gas emissions are generated from the production process of agricultural and livestock products as fertilizers and other farming materials are used in the process. Distribution and storage processes are other sources of greenhouse gas emissions. Create a menu consisting of eco-friendly agricultural products (low-carbon agricultural and livestock products), seasonal and/or locally produced agricultural products, and domestic ingredients in order to reduce the burden on environment.

* This section applies when the Convention Center provides the catering service. Convention Center shall allow the organizer to choose an eco-friendly menu. It should also be ready to offer a menu with local features based on eco-friendly food ingredients.

▶ Reference Site

- Information on seasonal ingredients: foodnuri.go.kr, Foodnuri Information Service
- Eco-friendly produce: www.enviagro.go.kr/portal/info/info_certifi_ok.do, National Agricultural Products Quality Management Service
- Low-carbon agricultural and livestock products: www.smartgreenfood.org, Smart Green Food, Korea Agriculture Technology Promotion Agency
- Food carbon footprint: www.smartgreenfood.org/jsp/front/story/game1_canvas.html



2.3.2 Minimizing Food Waste

Classification	Category	Domain	Aspect
	Convention Center(Venue)	Environment	Food & Beverage
Index	<ul style="list-style-type: none"> Was a plan to minimize food waste drawn and implemented? 		
Description	<ul style="list-style-type: none"> Implement a campaign to minimize food waste generated during the event and it can help spread the practice of leaving as little leftover as possible. Operate facilities to reduce food waste discharged. 		
Requirement	<ul style="list-style-type: none"> Campaign to minimize leftover food <ul style="list-style-type: none"> Sticker or banner used to remind people of leaving no leftover Surplus or extra food donated to Food Bank, etc Facilities to reduce food waste discharged <ul style="list-style-type: none"> Facilities to reduce amount or convert the leftover into feed, etc. 		
Checkpoint	<ul style="list-style-type: none"> Campaign to minimize leftover food implemented and facilities to reduce food waste installed [Y/N] 		
Required Data	<ul style="list-style-type: none"> Information on the campaign to minimize leftover food and facilities to reduce food waste <ul style="list-style-type: none"> ※ If available, the data of the measurement and monitoring of the wasted food generated from the event 		



Additional Description

Food waste refers to agricultural, fishery, and livestock waste generated during the production, distribution, processing, and cooking as well as food leftovers. Waste water is discharged in the process of disposing of food waste, and it costs resources to recycle it into animal feed or compost. The best solution to food waste is to reduce the generation of food waste in the first place.

Example) How to reduce food waste

- ZERO leftover campaign (sticker, menu-board, etc.)
- Purchase ingredients based on the menu
- Cook the right amount of food
- Use small side dish plates to reduce leftover
- Food Bank donation : www.foodbank1377.org

▶ Greenhouse gas emission factor for food waste

- Food waste: 158g/kg
Source : 「How to Practice Carbon Neutrality in Daily Life」 by the Ministry of Environment

▶ How to calculate greenhouse gas generated from food waste

- Greenhouse gas generated from food waste = Greenhouse gas emission factor for food waste X food waste disposed (kg)



2.3.3 Reducing Disposables

Classification	Category	Domain	Aspect
	Convention Center(Venue)	Environment	Food & Beverage
Index	<ul style="list-style-type: none"> Did you draw and implement a plan to minimize the use of disposables for serving food and beverage? 		
Description	<ul style="list-style-type: none"> Prepare and implement a plan to curb the use of disposables (paper, foil, synthetic resin material, wood, etc.) when serving food & beverage 		
Requirement	<ul style="list-style-type: none"> Plan and practice to reduce disposables <ul style="list-style-type: none"> Practice disposable minimization on its own or ask the catering service provider to reduce the use of disposables Use multi-use plates and containers, if it is inevitable to use disposables, use eco-friendly ones Re-use tableware and use eco-friendly tableware 		
Checkpoint	<ul style="list-style-type: none"> A plan to curb the use of disposables when serving food & beverage implemented [Y/N] 		
Required Data	<ul style="list-style-type: none"> Photo or information on the reduction in disposables used for serving food & beverage 		



Additional Description

The Ministry of Environment introduced a 'Guide to the scope of application of regulations on the use of disposables in places serving food' in an effort to reduce single-use products used in the process of serving food and beverage. For a sustainable event, voluntary efforts should be made to reduce disposables so that emission of greenhouse gases can be reduced.

▶ Greenhouse Gas Emission Factor for Disposables

- Paper cup : 6.86g/cup
- Paper towel : 1.7g/sheet
- Plastic bag: 47.48g/piece
- Wet wipe: 1.23g/sheet
- Plastic cup: 24.5g/cup

Source : 「How to Practice Carbon Neutrality in Daily Life」 by the Ministry of Environment

▶ How to calculate greenhouse gas generated from disposables

- Greenhouse gas generated from disposables = Greenhouse gas emission factor for disposables X amount of disposables used



2.4 Waste

2.4.1 Water Purifier

Classification	Category	Domain	Aspect
	Convention Center(Venue)	Environment	Waste
Index	<ul style="list-style-type: none"> Is it possible to install and use water purifiers? 		
Description	<ul style="list-style-type: none"> Install water purifiers so that people can use their own tumblers to drink water instead of consuming bottled water. 		
Requirement	<ul style="list-style-type: none"> Status of water purifiers installed & possessed <ul style="list-style-type: none"> Install water purifiers and equipment in line with the size of the event venue 		
Checkpoint	<ul style="list-style-type: none"> Water purifiers available [Y/N] 		
Required Data	<ul style="list-style-type: none"> Water purifiers installed, number of water purifiers owned and actual status at the event 		



Additional Description

Convention Center shall provide water purifiers or be able to rent them so that the organizer can promote using tumblers or multi-use cups.

* If the Convention Center does not own such water purifiers, it should be able to inform the organizer of how to rent them when requested.



2.4.2 Multi-use Cup & Return Stand Facility

Classification	Category	Domain	Aspect
	Convention Center(Venue)	Environment	Waste
Index	<ul style="list-style-type: none"> Do you provide multi-use cups and install and operate cup return stands? 		
Description	<ul style="list-style-type: none"> Provide multi-use cups and install cup return stands in order to reduce waste generated from the event. 		
Requirement	<ul style="list-style-type: none"> Status of multi-use cups provided & return stands installed <ul style="list-style-type: none"> Multi-use cup provided Cup return stands installed and hygiene managed 		
Checkpoint	<ul style="list-style-type: none"> Multi-use cups provided & return stands installed [Y/N] 		
Required Data	<ul style="list-style-type: none"> Photo of the multi-use cups provided & return stands installed 		



Additional Description

Convention Center shall install cup return stands so that the organizer can use multi-use cups.

* If the Convention Center does not own cup return stands, it should be able to inform the organizer of how to rent them when requested.



2.4.3 Print Reduction

Classification	Category	Domain	Aspect
	Convention Center(Venue)	Environment	Resource Utilization
Index	<ul style="list-style-type: none"> Have you created and implemented measures to reduce printed materials generated from the event? 		
Description	<ul style="list-style-type: none"> Install facilities to reduce printed materials generated during the event. Plan and implement the use of digital signage (LED). 		
Requirement	<ul style="list-style-type: none"> Print reduction approach implemented <ul style="list-style-type: none"> Digital signage (LED) Use electronic approach or other facilities such as QR entry code to minimize printed materials 		
Checkpoint	<ul style="list-style-type: none"> Facility to minimize printed materials in operation [Y/N] 		
Required Data	<ul style="list-style-type: none"> Current status of the facility to minimize printed materials owned and supported 		



Additional Description

Use LED signage and QR codes in order to reduce printed materials & analogue signboards used for on-site registration, event venue information, event venue ceremony, etc. It should be ready to offer such facilities when it receives such requests from the organizer.

Example) Print Reduction

- Paper-free (digital) registration on site
- Electronic entry facilities in use such as QR code, etc.
- LED signage used to inform the event schedule and event venue
- Minimize the use of X-banner by using DID (Digital Information Display)



2.4.4 Separate Waste Collection Stand & Waste Measurement

Classification	Category	Domain	Aspect
	Convention Center(Venue)	Environment	Waste
Index	<ul style="list-style-type: none"> Have you installed a separate waste collection stand and measured the amount of waste? 		
Description	<ul style="list-style-type: none"> Classify waste generated during the event by type and install separate collection stand for each type to encourage recycling. 		
Requirement	<ul style="list-style-type: none"> Separate waste collection stand installed and amount measured <ul style="list-style-type: none"> Separate collection stands by type installed (paper, plastic, vinyl, can, bottle, etc.) Measure and manage waste generated per type (manage per unit production cost) 		
Checkpoint	<ul style="list-style-type: none"> Separate waste collection stand installed and amount of waste measured [Y/N] 		
Required Data	<ul style="list-style-type: none"> Separate waste collection stand installed Amount of waste generated per type 		



Additional Description

For the recycling of waste generated during the event, practice separate waste collection and install a separate waste collection stand to measure the amount of waste generated for each type. It should provide information on the amount of waste generated by type at the request of the organizer.

Example) Separate Waste Collection and Waste Measurement

- Transparent PET bottle
- Glass bottle
- Can
- Paper, corrugated cardboard
- Vinyl
- Others

► Waste Generation Unit

Waste generation unit* = Amount of waste generated / number of event participants

* Waste generation unit: This refers to the amount of waste generated by one event participant at a MICE event. This unit is used to represent the amount of waste generated from a MICE event.



2.4.5 Other Waste Generation Reduction

Classification	Category	Domain	Aspect
	Convention Center(Venue)	Environment	Waste
Index	<ul style="list-style-type: none"> Did you develop and implement other plans to reduce waste? 		
Description	<ul style="list-style-type: none"> Develop and implement other plans to reduce waste generated from the event taking the features of the Convention Center into account. 		
Requirement	<ul style="list-style-type: none"> Other plans to reduce waste developed <ul style="list-style-type: none"> Recycling the facilities after the exhibition or event is over Facilities for the event using IT equipment or system 		
Checkpoint	<ul style="list-style-type: none"> Plans to reduce waste taking the features of the event venue implemented [Y/N] 		
Required Data	<ul style="list-style-type: none"> Waste reduction plan developed & status of facility 		



Additional Description

Describe the facility or equipment in possession or plans to recycle or reuse in an attempt to reduce waste generated during the Convention Center event.

Example) Waste Reduction Approach

- Food waste treatment facility
- Facility to collect cans and used bottles
- Link with those agencies who arrange reuse of those materials used at an event or exhibition



2.5 Greenhouse Gas·Energy

2.5.1 Heating and Cooling Energy·Greenhouse Gas Reduction Facility

Classification	Category	Domain	Aspect
	Convention Center(Venue)	Environment	Greenhouse gas·energy
Index	<ul style="list-style-type: none"> Did you develop and implement a plan to reduce energy and greenhouse gas for heating and cooling? 		
Description	<ul style="list-style-type: none"> Make efforts in order to reduce energy and greenhouse gas emissions generated from the process of heating or cooling the event venue. 		
Requirement	<ul style="list-style-type: none"> Status of the facility & equipment used to reduce the energy used for heating and cooling <ul style="list-style-type: none"> Heating and cooling facility such as geothermal, heat pump, solar energy, etc. Ventilation (air conditioning) facility High insulation, tight sealing, high-performance windows and doors, and passive facility 		
Checkpoint	<ul style="list-style-type: none"> Plan to reduce energy and greenhouse gas for heating and cooling implemented [Y/N] 		
Required Data	<ul style="list-style-type: none"> Plan to reduce energy and greenhouse gas for heating and cooling & facility status 		



Additional Description

Describe the facility and equipment that the Convention Center has to reduce energy and greenhouse gas emissions generated from the process of heating or cooling.

Example) Facility & Equipment to Reduce Energy

- High-performance windows and doors
- Insulation technology
- Awning, natural lighting, roof-top gardening
- High-efficiency boiler, waste heat recovery ventilation device
- Geothermal or solar energy-based heating and cooling equipment, etc.



2.5.2 Other Greenhouse Gas Reduction Facility

Classification	Category	Domain	Aspect
	Convention Center(Venue)	Environment	Greenhouse Gas·Energy
Index	<ul style="list-style-type: none"> Did you develop and implement a plan to reduce energy and greenhouse gas for things other than heating and cooling? 		
Description	<ul style="list-style-type: none"> In addition to heating and cooling, make efforts to reduce greenhouse gas · energy from lighting, motor, ventilator and other facilities. 		
Requirement	<ul style="list-style-type: none"> Status of other facility & equipment used to reduce the energy and greenhouse gas emission <ul style="list-style-type: none"> Renewable energy Other facilities to reduce greenhouse gas · energy from lighting, motor etc. 		
Checkpoint	<ul style="list-style-type: none"> Plan to reduce energy and greenhouse gas for things other than heating and cooling in place [Y/N] 		
Required Data	<ul style="list-style-type: none"> Plan to reduce energy and greenhouse gas for things other than heating and cooling & facility status 		



Additional Description

Describe renewable energy facility plus the facility and equipment that Convention Center has to reduce energy and greenhouse gas emissions.

Example) Renewable Energy and Other Facility & Equipment Status

- Solar, wind power
- High-efficiency LED lighting
- Fuel cells
- Building Energy Management System (BEMS), etc.



2.5.3 Greenhouse Gas Emission

Classification	Category	Domain	Aspect
	Convention Center(Venue)	Environment	Greenhouse Gas·Energy
Index	<ul style="list-style-type: none"> Do you provide information on the amount of energy used and greenhouse gas emissions generated per event? 		
Description	<ul style="list-style-type: none"> Collect information with which energy & greenhouse gas emissions generated from an event can be calculated and provide it to the organizer at its request. 		
Requirement	<ul style="list-style-type: none"> Energy & greenhouse gas emissions calculation <ul style="list-style-type: none"> Scope 1 : Direct emission Scope 2 : Indirect emission Scope 3 : Emissions from logistics, supply chain, product use, etc. 		
Checkpoint	<ul style="list-style-type: none"> Greenhouse gas emissions generated from an event calculated and managed [Y/N] 		
Required Data	<ul style="list-style-type: none"> Outcome of calculating the greenhouse gas emissions generated from an event 		



Additional Description

Convention Center should be able to provide the organizer with the information on the amount of energy used and greenhouse gas emissions generated from an event. Convention Center also should calculate and disclose its greenhouse gas inventory & emissions.

Example) Scope of Calculating Greenhouse Gas Emission

- Scope 1 : Greenhouse gas emissions directly generated from the event
(fuel used to heat or cool down the event venue, fuel used for the organizer to move around the event venue, and others that generate greenhouse gas)
- Scope 2 : Greenhouse gas emissions indirectly generated from the event
(power, steam, etc)
- Scope 3 : Greenhouse gas emissions other than Scope 1 & Scope 2
(fuel used for event participants to move around (airplane, vehicle, etc), waste treatment (incineration, reclamation, etc)

Example) Greenhouse Gas Calculation Frequency

- At the request of the organizer: per event
- Convention Center: yearly



2.6 Water

2.6.1 Water Reduction

Classification	Category	Domain	Aspect
	Convention Center(Venue)	Environment	Water
Index	<ul style="list-style-type: none"> Did you develop and implement a plan to reduce water used for the event? 		
Description	<ul style="list-style-type: none"> Implement a campaign to reduce water consumption at the event venue and have the facility & equipment reduce water consumption. 		
Requirement	<ul style="list-style-type: none"> Status of facility & equipment to reduce water consumption <ul style="list-style-type: none"> - Rainwater or heavy water used - Facility & equipment to reduce water consumption in use 		
Checkpoint	<ul style="list-style-type: none"> Facility & equipment to reduce water consumption installed at the event venue [Y/N] 		
Required Data	<ul style="list-style-type: none"> Status of facility & equipment to reduce water consumption 		



Additional Description

Use the facility & equipment to reduce water consumption such as responsive tap water faucet at the event venue and make use of rainwater or heavy water. Make efforts to reduce water consumption during event.

Example) Facilities to reduce water consumption

- Use rainwater or heavy water
- Responsive tap water faucet
- Water consumption reduction campaign
- Check and maintain the proper water pressure



3. Social

- Social refers to the social domain where an organization's business and services directly or indirectly affect the external social environment. To be specific, they are social issues related to human rights, anti-discrimination, occupational accidents, shared growth, investment in local communities, personal information protection, etc.
- The social domain requires the Convention Center to have a system in place to develop along with the local community such as having fair contract with business partners and cooperating with social enterprises.
- Major aspects/items include occupational safety at the event venue, fair trade, barrier-free events, cultural diversity, social contribution, community development, revitalization of local tourism, etc.
 - Safety, health, fair trade
 - Barrier-free event, cultural diversity
 - Social contribution, community development
 - Local tourism revitalization

3.1 Safety & Health	3.1.1	• Did you review possible safety or health risks that may arise at the Convention Center and come up with response measures?
	3.1.2	• Did you put safety/health program (training, etc) in place?
3.2 Fair Trade	3.2.1	• Do you sign fair contracts with your partners and subcontractors?
3.3 Barrier-free Facility	3.3.1	• Do you have enough facilities for the disabled and the socially disadvantaged individuals to access?
3.4 Cultural Diversity	3.4.1	• Have you created or offered cuisine menu for vegetarians like vegans and people with special cultural or religious background?
3.5 Social Contribution	3.5.1	• Do you have measures in place to cooperate with social enterprise and socially disadvantaged business?
	3.5.2	• Do you run a social contribution program?
3.6 Community Development	3.6.1	• Do you purchase products from social enterprise, socially disadvantaged business?
	3.6.2	• Did you recruit and hire community volunteers (paid staff included)?
3.7 Local Tourism Revitalization	3.7.1	• Have you offered information or guide on the tourist attractions near the venue?
	3.7.2	• Did you allocate separate space where tourist information is provided?
	3.7.3	• Did you provide event participants with benefits by reaching agreements with tourist facilities or firms in the region?



ESG Operational Guide by MICE Industry Player

3.1 Safety & Health

3.1.1 Safety & Health Risk Review & Response Plan

Classification	Category	Domain	Aspect
	Convention Center(Venue)	Social	Safety & Health
Index	<ul style="list-style-type: none"> Did you review possible safety or health risks that may arise at the Convention Center and come up with response measures? 		
Description	<ul style="list-style-type: none"> Review the safety and health risks that may arise while operating Convention Center and prepare a plan to quickly respond to risks if they ever occur. 		
Requirement	<ul style="list-style-type: none"> How to respond to risks that may occur at the Convention Center <ul style="list-style-type: none"> Risks to the facility and equipment reviewed Emergency response plan established Harmful chemical materials reviewed 		
Checkpoint	<ul style="list-style-type: none"> Safety and health risks and response measures reviewed [Y/N] 		
Required Data	<ul style="list-style-type: none"> Outcome of the emergency response plan for safety & health 		



Additional Description

Convention Center should pay special attention to the safety and health of the MICE event participants. It should comply with safety & health laws and regulations applied to the Convention Center and establish and manage emergency response plans to prevent accidents from taking place through thorough evaluation of safety and health risks and continuous improvement.



3.1.2 Safety & Health Education

Classification	Category	Domain	Aspect
	Convention Center(Venue)	Social	Safety & Health
Index	<ul style="list-style-type: none"> Did you run a program for safety & health (education, etc)? 		
Description	<ul style="list-style-type: none"> Offer education or take measures based on safety and health review so that the safety & health of the employees and participants are ensured along with safe operation of the Convention Center 		
Requirement	<ul style="list-style-type: none"> Safety & health program in place <ul style="list-style-type: none"> Safety & health education for those staff who operate the Convention Center Safety & health education for business partners Outcome of implementing emergency response plan 		
Checkpoint	<ul style="list-style-type: none"> Safety & health program implemented [Y/N] 		
Required Data	<ul style="list-style-type: none"> Data on safety & health program implemented Photo of the outcome of implementing emergency response plan and its status 		



Additional Description

Convention Center should establish a safety management plan to prepare for unexpected crisis situations, and comply with the safety management manual for each stage such as event preparation, operation, and wrap-up. They also have to make sure that event staff receive the education on safety as stipulated in the laws and regulations and offer such education for those personnel who work for the MICE event such as the organizer & agencies and for participants if necessary.



3.2 Fair Trade

3.2.1 Unfair Trade Practice

Classification	Category	Domain	Aspect
	Convention Center(Venue)	Social	Fair Trade
Index	<ul style="list-style-type: none"> Do you sign fair contracts with your partners and subcontractors? 		
Description	<ul style="list-style-type: none"> Make efforts to correct unfair trade practices such as expedient cost and burden transferred from the partner to subcontractors. It can be done by reaching business agreement based on a standard contract with business partners and subcontractors. 		
Requirement	<ul style="list-style-type: none"> Efforts to correct unfair trade practices <ul style="list-style-type: none"> Efforts to improve trade practices by using standard contract, etc. Efforts made to grow together with business partners 		
Checkpoint	<ul style="list-style-type: none"> Fair contract put in place [Y/N] 		
Required Data	<ul style="list-style-type: none"> Outcome of improving trade practices Outcome of supporting business partners to grow together 		



Additional Description

Convention Center has seen unfair trade practices and should make efforts to correct the wrong practices by signing an agreement based on a standard contract. It may go one step further to make endeavours to grow together with MICE industry players in the region.



3.3 Barrier-free Event

3.3.1 Barrier-free Event Facility

Classification	Category	Domain	Aspect
	Convention Center(Venue)	Social	Barrier-free Event
Index	<ul style="list-style-type: none"> Do you have enough facilities for the disabled and the socially disadvantaged to access? 		
Description	<ul style="list-style-type: none"> Create an environment at the event where participants find no difficulties in moving around, accessing the facilities or information. 		
Requirement	<ul style="list-style-type: none"> Barrier-free event implemented <ul style="list-style-type: none"> Wheelchair or baby carriage available for rent Various types of communication means supported such as voice, conversation by writing, sign language and text interpretation, etc Minimum device requirements for communication such as braille included 		
Checkpoint	<ul style="list-style-type: none"> Facilities or services which are accessible to the disabled people [Y/N] 		
Required Data	<ul style="list-style-type: none"> Outcome of the barrier-free event or service 		



Additional Description

The 'Act on the Enhancement of Convenience for the Disabled, the Elderly and Pregnant Women' in Korea stipulates where convenience facilities for the socially disadvantaged people should be installed. Convention Center belongs to the 'cultural and assembly facilities out of public buildings and public facilities', so it should comply with the requirements of the Act, which stipulate what is required for the entrances, passageways, restrooms, and ticket booths. It also requires braille blocks, guidance and information facilities for the visually impaired. Convention Center needs to comply with the law for a sustainable MICE event and offer services by more than just meeting legal requirements.



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3.4 Cultural Diversity

3.4.1 Cultural & Religious Diversity

Classification	Category	Domain	Aspect
	Convention Center(Venue)	Social	Cultural Diversity
Index	<ul style="list-style-type: none"> Have you created or offered cuisine menu for vegetarians including vegans and people with special cultural or religious backgrounds? 		
Description	<ul style="list-style-type: none"> Separate menus for vegans and vegetarians must be prepared and provided so that such participants are not discriminated against due to cultural and religious reasons. 		
Requirement	<ul style="list-style-type: none"> Menu respecting cultural and religious diversity offered <ul style="list-style-type: none"> – Menu for vegans and vegetarians, etc. – Muslim-friendly menu or menu for halal if necessary 		
Checkpoint	<ul style="list-style-type: none"> Menu respecting cultural and religious diversity offered [Y/N] 		
Required Data	<ul style="list-style-type: none"> Photo of the menu respecting cultural and religious diversity, etc. 		



Additional Description

Convention Center must be able to provide vegan, Muslim-friendly menu and others when the organizer makes such requests. Indicating or marking vegan or Muslim-friendly cuisine on the existing buffet menu information board can help participants choose.



3.5 Social Contribution

3.5.1 Cooperation with Social Enterprise

Classification	Category	Domain	Aspect
	Convention Center(Venue)	Social	Social Contribution
Index	<ul style="list-style-type: none"> Do you have a scheme to cooperate with social enterprise or socially disadvantaged business? 		
Description	<ul style="list-style-type: none"> Purchase products from social enterprise or socially disadvantaged business run by the disabled, women, or the elderly when purchasing products for the event and make efforts to cooperate with them. 		
Requirement	<ul style="list-style-type: none"> Current status of products purchased from social enterprise or socially disadvantaged business run by the disabled, women or elderly Efforts made to cooperate with social enterprise or socially disadvantaged business 		
Checkpoint	<ul style="list-style-type: none"> Products purchased from social enterprise or socially disadvantaged business [Y/N] Information sharing & cooperation plans developed [Y/N] 		
Required Data	<ul style="list-style-type: none"> Details of products purchased Information sharing & outcome of implementing cooperation plans 		



Additional Description

Convention Center should strive to support the social enterprises by preferentially purchasing products (goods and services) from them. It would help them better survive in the market.

Efforts need to be made in order to develop products with regional features by forming organic connection with social enterprises and MICE industry players in the local community.

▶ Shopping malls run by social enterprise or socially disadvantaged business

- Social economic shopping mall: e-store 36.5(www.sepp.or.kr)

▶ How to cooperate with social enterprise

- Local council for sustainability
- Regional environmental organizations, etc

▶ Monitoring of the purchase from and cooperation with social enterprise

- Ratio of products or services purchased from social enterprises
- Monetary amount of products or services purchased from social enterprises
- Current status of cooperation with social enterprises



3.5.2 Social Contribution Program

Classification	Category	Domain	Aspect
	Convention Center(Venue)	Social	Social Contribution
Index	<ul style="list-style-type: none"> Did you run a social contribution program in the region? 		
Description	<ul style="list-style-type: none"> Identify social activities that can help the Convention Center realize social values and implement them. It is better if such social contribution activities mirror the mission of the Convention Center 		
Requirement	<ul style="list-style-type: none"> Operation of the social contribution program <ul style="list-style-type: none"> Financial support (cash donation) Non-financial support (donation in-kind, voluntary activities, support for the facility, etc) 		
Checkpoint	<ul style="list-style-type: none"> Social contribution program in operation [Y/N] 		
Required Data	<ul style="list-style-type: none"> Outcome of the social contribution program implementation 		



Additional Description

Convention Center should plan and implement social contribution programs to make contribution to community development and to fulfill its social responsibility.

Example) Social contribution activities by Convention Center

- Support the marginalized people: Donations for the disabled, seniors living alone, children from low-income families
- Invitation to the event: Invite children with disabilities or from multiple cultural backgrounds, protected juveniles, other marginalized class of people
- Clean-up activities: Clean up the major facilities and their surroundings to create a pleasant and clean environment
- Donation activities: Exhibition items, carbon offset fund, etc.
- Space offered: Space offered to social enterprises to sell or promote their products



3.6 Community Development

3.6.1 Commitment to Community Development

Classification	Category	Domain	Aspect
	Convention Center(Venue)	Social	Community Development
Index	<ul style="list-style-type: none"> Do you purchase products from social enterprise, socially disadvantaged business? 		
Description	<ul style="list-style-type: none"> Purchase products from social enterprises, socially disadvantaged businesses run by the disabled, women, elderly, etc. for the purchase contracts of the Convention Center and come up with cooperation plans when necessary. 		
Requirement	<ul style="list-style-type: none"> Current status on products purchased from social enterprises or socially disadvantaged businesses run by the disabled, women, elderly, etc. ※ With a focus on the products and exhibitions related with the MICE industry 		
Checkpoint	<ul style="list-style-type: none"> Details of the products purchased [Y/N] 		
Required Data	<ul style="list-style-type: none"> Details of the products purchased 		



Additional Description

Convention Center should support social enterprises by actively purchasing goods or services from them and even prioritize purchase from them in order to enhance their viability. In addition, efforts should be made to develop and help sell regionally specialized products by forming organic connection between the local social enterprise and the regional MICE industry.

▶ Shopping malls run by social enterprise or socially disadvantaged businesses

- Social economic shopping mall: e-store 36.5(www.sepp.or.kr)

▶ How to cooperate with social enterprise

- Local council for sustainability
- Regional environmental organizations, etc

▶ Monitoring of the purchase from and cooperation with social enterprise

- Ratio of products or services purchased from social enterprises
- Monetary amount of products or services purchased from social enterprises
- Current status of cooperation with social enterprises



3.6.2 Job Creation in the Community

Classification	Category	Domain	Aspect
	Convention Center(Venue)	Social	Community Development
Index	<ul style="list-style-type: none"> Do you recruit and hire staff (volunteers) from the community? 		
Description	<ul style="list-style-type: none"> Recruit and hire staff (volunteers) from community to create jobs in the region. 		
Requirement	<ul style="list-style-type: none"> Current status of staff (volunteers) recruited in the local area <ul style="list-style-type: none"> – Young people, females and the retired 		
Checkpoint	<ul style="list-style-type: none"> Staff (volunteers) recruited and hired from the community [Y/N] 		
Required Data	<ul style="list-style-type: none"> Outcome of staff (volunteers) recruited and hired from the community 		



Additional Description

Convention Center should consider hiring the socially underprivileged first, such as young people, women, and retirees in the community when recruiting volunteers (paid staff included) for MICE events. It is recommended to report to the supporting organization the outcome of jobs created in the community by its activities in the case of the project which received the subsidy.

► Monitoring of Jobs Created in the Community

- The number of cases where recruitment is made from the local community
- The number of people recruited from the local community
- HR cost paid to the local community, etc

► Job Creation in the Community

- The number of people recruited from each segment
- Total HR cost paid, etc



3.7 Revitalization of Local Tourism

3.7.1 Information Sharing

Classification	Category	Domain	Aspect
	Convention Center(Venue)	Social	Revitalization of Local Tourism
Index	<ul style="list-style-type: none"> Do you provide information or guide on tourist attractions near the venue? 		
Description	<ul style="list-style-type: none"> Provide facilities or devices to distribute catalogs and pamphlets on tourist attractions around event venue 		
Requirement	<ul style="list-style-type: none"> Current status of sharing information on nearby tourist attractions <ul style="list-style-type: none"> Catalog, pamphlets, and tourist guide information Facilities or devices to distribute catalogs and pamphlets available 		
Checkpoint	<ul style="list-style-type: none"> Information shared on tourist attractions around the event venue [Y/N] 		
Required Data	<ul style="list-style-type: none"> Facilities or devices to distribute catalogs and pamphlets on tourist attractions around the event venue 		



Additional Description

Convention Center should install facilities or devices to distribute catalogs and pamphlets at the event venue for the event participants to use. It should be able to provide them when the organizer makes such a request.

Example) Information Sharing Facilities

- Guidebook, catalog, pamphlet
- Brochure display stand
- Tourist information desk, etc.



3.7.2 Tourist Benefit for Event Participants

Classification	Category	Domain	Aspect
	Convention Center(Venue)	Social	Revitalization of Local Tourism
Index	<ul style="list-style-type: none"> Did you provide event participants with benefits of using nearby tourist facilities or firms? 		
Description	<ul style="list-style-type: none"> Provide participants with benefits of using nearby tourist facilities and companies around the event venue. 		
Requirement	<ul style="list-style-type: none"> Programs or system to benefit event participants <ul style="list-style-type: none"> - Coupon book, discount system, additional service, etc. 		
Checkpoint	<ul style="list-style-type: none"> Programs or system to benefit event participants in operation [Y/N] 		
Required Data	<ul style="list-style-type: none"> Outcome of participant benefit provided 		



Additional Description

In cooperation with Convention Bureau, the Convention Center should develop a benefit program involving nearby tourist spots and restaurants so that it can be used by event participants when necessary. It can contribute to the economic development of the community.

Example) Benefit Program for Participants

- Coupon book
- Discount offer
- Additional benefit, etc.



4. Information Disclosure

- Information disclosure refers to the creation of a report on the objective performance of the ESG (environmental, social, and governance) planned and implemented by the MICE event, and discloses to stakeholders how the MICE event contributes to the sustainable development of the region and fulfills its social responsibility.
- The main aspects/items for information disclosure are whether there is a system in place to prepare, regularly review and disclose the ESG report.
 - Report writing and review
 - Report disclosure

4.1 Report Writing	4.1.1	• Did you write the ESG report on Convention Center operation?
	4.1.2	• Do you have a system to regularly review the ESG report?
4.2 Report Disclosure	4.2.1	• Do you disclose the ESG report to stakeholders?



ESG Operational Guide by MICE Industry Player

4.1 Report Writing

4.1.1 ESG Report Writing

Classification	Category	Domain	Aspect
	Convention Center(Venue)	Information Disclosure	Report
Index	<ul style="list-style-type: none"> Did you write the ESG report on Convention Center operation? 		
Description	<ul style="list-style-type: none"> Write a report on the performance of each aspect based on concrete and objective data on the current status of ESG-related activities performed by Convention Center 		
Requirement	<ul style="list-style-type: none"> Convention Center’s annual ESG performance report <ul style="list-style-type: none"> Reporting period: yearly Report format: Management evaluation report, GRI(Global Reporting Initiative) report or other initiatives* ※ ESG performance should be described based on objective and transparent data. 		
Checkpoint	<ul style="list-style-type: none"> Annual ESG report written [Y/N] 		
Required Data	<ul style="list-style-type: none"> Annual ESG report 		



Additional Description

The advantages of writing an ESG report are as follows: first, it gives a chance to check and improve the sustainable management operating system. Second, stakeholder significance assessment leads to a clear understanding of the needs of stakeholders and make appropriate response to them. Third, report writing process offers an opportunity to identify specific tasks that need to be done in order to take ESG execution to another level. Finally, it can greatly contribute to ESG assessment and its spread in the local MICE industry.

The report can be written in any format such as a management evaluation report, GRI, or other initiatives*, but following the global sustainability standard GRI (Global Reporting Initiative) guidelines is recommended.

▶ Reference Site for ESG Report Writing

- GRI : Event Organizers Sector Disclosures
<https://www.globalreporting.org/>
- GDS-I : Global Destination Sustainability Index
<https://www.gds.earth/>

* Initiatives refer to actions taken to achieve ESG goals of MICE events. It means joining a related organization, association, or non-profit organization or taking action to achieve the goal through declaration in order to achieve ESG goals. Ex) UNGC, SBTi, RE100, plastic-free initiative, etc.



4.1.2 ESG Review & Evaluation

Classification	Category	Domain	Aspect
	Convention Center(Venue)	Information Disclosure	Report
Index	<ul style="list-style-type: none"> Do you have a system to regularly review the ESG report? 		
Description	<ul style="list-style-type: none"> Upon completion, the ESG Report is to be submitted to the top manager of the event. A review process will identify the ESG aspects that need to be corrected and efforts should be made to make continuous improvement. 		
Requirement	<ul style="list-style-type: none"> ESG result report and review process <ul style="list-style-type: none"> ESG Report review and evaluation outcome 		
Checkpoint	<ul style="list-style-type: none"> Regular review of the ESG report done [Y/N] 		
Required Data	<ul style="list-style-type: none"> ESG review Report 		



Additional Description

Review the ESG checklists and guidelines by internal staff or external experts as to whether they are being effectively operated and maintained, and whether the ESG plan created was appropriate to achieve ESG goals and targets.

► What should be included in the ESG review report

- Findings of previous review
- Changes in ESG-related internal and external issues
- Conformity to the checklists or guidelines
- The level of ESG goals and targets achieved
- Corrective and preventive measures taken, etc.



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4.2 Report Disclosure

4.2.1 ESG Report Disclosure

Classification	Category	Domain	Aspect
	Convention Center(Venue)	Information Disclosure	Report Disclosure
Index	Do you disclose the ESG report to stakeholders?		
Description	Do Disclose the ESG report to the Convention Center stakeholders so that they can check.		
Requirement	<ul style="list-style-type: none"> Do ESG report disclosure <ul style="list-style-type: none"> - Event home page, SNS - Relevant initiative* 		
Checkpoint	Do ESG report disclosed [Y/N]		
Required Data	Do Outcome of the ESG report disclosure		



Additional Description

ESG management starts from the diverse requirements of stakeholders and transparent and accurate disclosure to stakeholders is essential.

► ESG Report Disclosure

- ESG report should be made available whenever there is such a request from stakeholders.
- ESG report can be disclosed both on and off-line.

* Initiative refers to actions taken to achieve ESG goals of MICE events. It means joining a related organization, association, or non-profit organization or taking action to achieve the goal through declaration in order to achieve ESG goals. Ex) UNGC, SBTi, RE100, plastic-free initiative, etc.

4 Ten Principles of Action for Participants



10 Principles of Action concerning ESG for MICE Participants

Domain	Category	Principles of Action
General	ESG Activities	• Be well informed of ESG and abide by the guidelines for individuals
		• Be actively engaged in ESG activities
Environmental	Transport	• Use eco-friendly vehicle such as public transport & electric vehicle when moving around the event venue ※ Travel on foot for short distance
	Accommodation	• Use accommodation with eco-friendly certificate or operation and reuse the bed sheet and towels
	Food & Beverage	• Be proactively engaged in the food waste reduction campaign and try not to use disposables as much as possible
	Waste	• Minimize waste generation and join the environmental program under way at the event venue
	Greenhouse Gas·Energy	• For the sake of the environment and the earth, join the movement to maintain proper heating and cooling temperature even though it feels a little hot and cold
Social	Community Development	• Be actively engaged in the benefit program for event participants and additional events prepared by the organizer
	Social Contribution	• Join a donation or social contribution program as they can make the world brighter
	Local Tourism	• Visit the local restaurants in the tourist area around the event venue to enjoy a good time and help invigorate the local economy



KOREA
TOURISM
ORGANIZATION

How to Use Operational Guide **IV**

ESG Operational Guide for Sustainable Development of MICE industry

1. ESG Level Diagnosis
2. ESG Goal & Upgrade Planning
3. ESG Maturity Assessment
4. ISO 20121 Certification
5. Basic Data for ESG Report Writing

IV How to Use Operational Guide



1. ESG Level Diagnosis

Use the Operational Guide to check ESG aspects/items for each MICE event player and review the data in order to understand the current status and come to the scoring outcome of such diagnosis.

ESG level diagnosis can be done following the procedure below:

- ① Identify whether each aspect or item has been implemented & prepare supporting documents
- ② Evaluate & check whether it was done for each aspect/item
- ③ Count how many 'Yes' answers & not applicable
- ④ Scoring per item = $100 / (\text{Total number of items} - \text{number of items not applicable})$
- ⑤ Score of diagnosis = Score per item × number of items carried out

1) Diagnosis for Convention Bureau (Example)

- ① Identify whether ESG has been implemented for each domain and aspect/item & prepare supporting documents
 - Collect and prepare supporting documents in line with requirements, checkpoints, and required data for each domain and aspect
- ② Evaluate whether each aspect was implemented in line with its requirements and checkpoints, and check [Y/N]
 - Requirements are met and required data are available (Y)
 - Requirements are not met or required data are not available (N)
 - This ESG aspect/item is not relevant or not applicable to the organization (V)

* When the ESG aspect/item is not relevant to the organization, make sure to write in the field of supporting document the reason why it is not relevant

Supporting Document Ready or Not (Example)

Domain	Category	Operational Guide Question Item	Y/N	Supporting Document
Governance	Manager in Charge	• Has the dedicated ESG team or manager been assigned?	Y	Organizational Chart
	Capacity Building	• Is the ESG-related training implemented for the internal workforce?	Y	Education plan & outcome report
		• Is ESG training program implemented for the local MICE industry players?	Y	Education plan & outcome report
	Policy & Goal Setting	• Is a local MICE council in place to collect opinions on ESG?	Y	Council operation outcome report
• Are the policy and goal for ESG operation set?		Y	ESG planning	

IV How to Use Operational Guide

Domain	Category	Operational Guide Question Item	Y/N	Supporting Document
	ESG Evaluation & Spread	• Do you evaluate ESG factors when paying subsidies?	Y	Evaluation index
		• Are checklists or guides developed and distributed in order to spread ESG events?	N	Checklist or guide
		• Have you set an ESG support policy for the local MICE industry?	Y	Support policy & support outcome report
	Monitoring & Information Sharing	• Do you monitor ESG information for subsidized events?	Y	ESG monitoring outcome report on subsidized projects
		• Is there a separate ESG-related menu on your organization's home page?	Y	Home page address
Environment	Transport	• Is information on or means of eco-friendly transport (public transport included) made available?	Y	Home page address or eco-friendly transport information
	Accommodation	• Do you regularly collect and provide information on accommodations that have eco-friendliness certification or operation?	Y	Home page address or eco-friendly accommodation information
Social	Social Contribution	• Do you provide information on donations and social contributions available to organizers and PCOs?	Y	Donation & social contribution organization status
	Shared Growth	• Have you drawn a plan that can help revitalize or cooperate with local MICE-related companies?	Y	MICE cooperation enhancement plan
		• Do you check to make sure that fair contract is signed and complied with in transactions with partners and subcontractors?	Y	Standard contract distribution status
	Community Development	• Do you have a scheme to cooperate with social enterprise or socially disadvantaged businesses?	Y	Social enterprise cooperation outcome report
		• Do you recruit and hire community volunteers (including paid staff)?	Y	Job creation result report
	Local Tourism Revitalization	• Do you provide information or guide on tourist attractions near the venue?	Y	Tourism information sharing status
		• Do you run a council with local tourist facilities or firms?	Y	Tourism council operation outcome
		• Did you provide event participants with benefits by reaching agreements with tourist facilities or firms in the region?	Y	Participant benefit scheme result report
	Information Disclosure	Report Writing	• Did you write an ESG report?	Y
• Do you have a system to regularly review the Convention Bureau ESG Report?			Y	ESG planning report
Report Disclosure		• Do you disclose the ESG report to stakeholders?	Y	Home page or ESG report



③ The responses to the total question items are as follows:

- Total number of items = 23
- Number of items implemented = 19
- Number of items not implemented = 2
- Number of items not applicable = 2

④ Score per item = $100 / (\text{Total number of items} - \text{Number of items not applicable})$

- Score per item = $100 / (\text{Total number of items in the example above is } 23 - \text{Number of items not applicable is } 2)$
- Score per item = 4.76

⑤ ESG Level Diagnostic Score = Score per item × Number of items implemented

- Diagnostic Score = Number of items implemented (19) × Score per item (4.76)
- Diagnostic Score = 90.44

2) ESG Level Diagnosis by Domain (Example)

Domain	Category	Operational Guide Question Item	Y/N	Supporting Document
Governance	Manager in Charge	• Has the dedicated ESG team or manager been assigned?	Y	Organizational Chart
	Capacity Building	• Is the ESG-related training implemented for the internal workforce?	Y	Education plan & outcome report
		• Is ESG training program implemented for the local MICE industry players?	Y	Education plan & outcome report
	Policy & Goal Setting	• Is a local MICE council in place to collect opinions on ESG?	Y	Council operation outcome report
		• Are the policy and goal for ESG operation set?	Y	ESG planning
	ESG Evaluation & Spread	• Do you evaluate ESG factors when paying subsidies?	Y	Evaluation index
		• Are checklists or guides developed and distributed in order to spread ESG events?	N	Checklist or guide
		• Have you set an ESG support policy for the local MICE industry?	Y	Support policy & support outcome report
	Monitoring & Information Sharing	• Do you monitor ESG information for subsidized events?	Y	ESG monitoring outcome report on subsidized projects
		• Is there a separate ESG-related menu on your organization's home page?	Y	Home page address

IV How to Use Operational Guide

① G (Governance) Domain counting:

- Total number of items = 10
- Number of items implemented = 7
- Number of items not implemented = 1
- Number of items not applicable = 2

② G(Governance) Domain score per item = $100 / (\text{Total number of items} - \text{Number of items not applicable})$

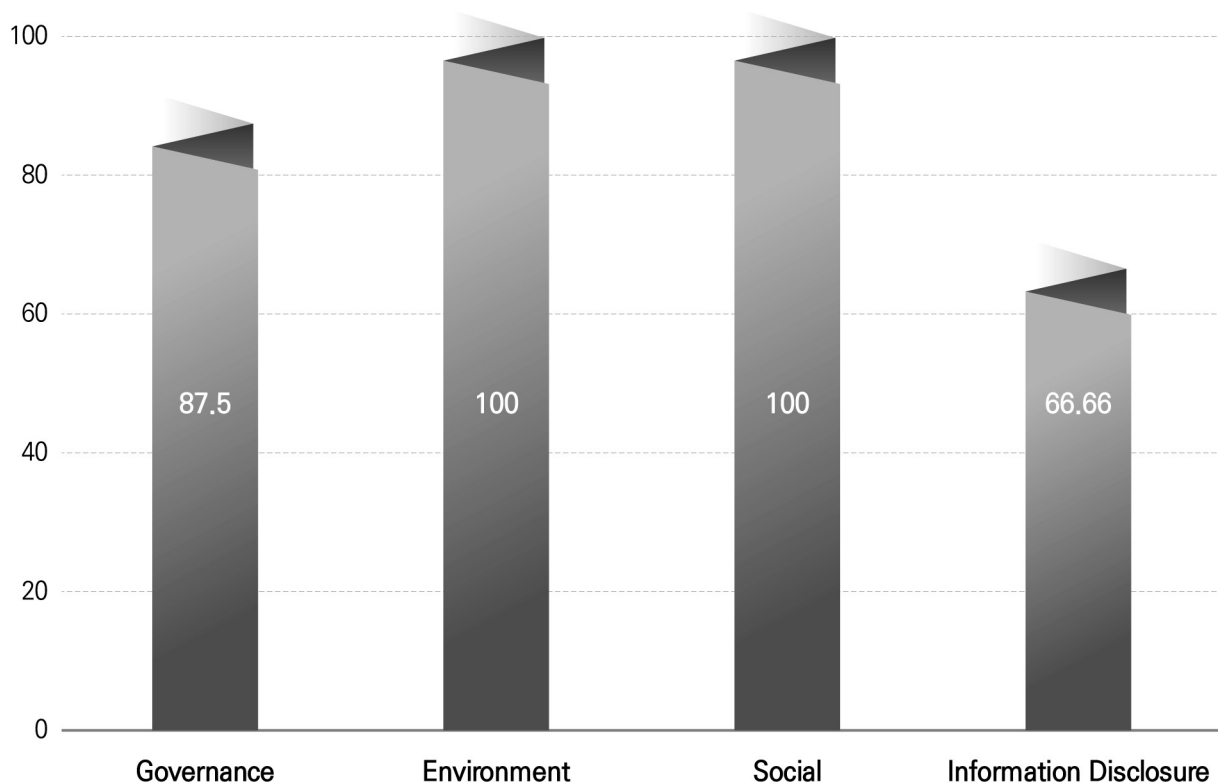
- Score per item = $100 / (\text{Total number of items in the example above is } 10 - \text{Number of items not applicable is } 2)$
- Score per item = 12.5

③ G(Governance) Domain ESG Level Diagnostic Score = $\text{Score per item} \times \text{Number of items implemented}$

- Diagnostic Score = $\text{Number of items implemented (7)} \times \text{Score per item (12.5)}$
- Diagnostic Score = 87.5

④ Calculate the Diagnostic Score for the rest of domains of E(Environment), S(Social), and Report as it was done for G(Governance) Domain above.

⑤ Diagnosis Result by ESG Domain



[Governance, Environmental, Social, Report]



2. ESG Goal & Upgrade Planning

Depending on the outcome of the ESG level diagnosis, you can develop goals or upgrade plans for certain domain or aspect or item.

- ① Develop upgrade plan & goal for the domain whose score is low
- ② For those aspects not implemented, include them in the upgrade plan for the future
- ③ Step up monitoring or include securing the supporting document in the future plan for those aspects or items which require monitoring or supporting document.
- ④ Apply level diagnosis to a subsidized project, and include those areas that need improvement for each domain and aspect in the upgrade plan.

3. ESG Maturity Assessment

ESG maturity can be measured by checking the change in the diagnostic scores each year. The increase of maturity can be included in the ESG upgrade plan as a goal.

ESG Maturity Evaluation (example)

Domain	Category	2020	2021	2022	
				Score	Growth Rate
Governance	Manager in Charge	60	70	80	10%
	Capacity Building	80	90	100	10%
	Policy & Goal Setting	80	90	100	10%
	ESG Evaluation & Spread	80	90	100	10%
	Monitoring & Information Sharing	80	90	92	2%
Environment	Transport	80	90	100	10%
	Accommodation	80	80	85	5%
Social	Social Contribution	80	90	100	10%
	Shared Growth	50	50	70	20%
	Community Development	80	90	100	10%
	Revitalization of Local Tourism	78	80	90	10%
Information Disclosure	Report Writing	78	80	90	10%
	Report Disclosure	80	90	100	10%
Total		76	83	93	10%

IV How to Use Operational Guide

4. ISO 20121 Certification

1) Requirements for Event Sustainability Management Certification

Event sustainability management system (ISO 20121) requirements adopt PDCA model and this Operational Guide also is based on the PDCA model where all aspects related to the MICE event are presented in the PDCA format. Applying this Operational Guide to a MICE event allows a sustainable MICE event implementation and can be used to obtain ISO 20121 certification.

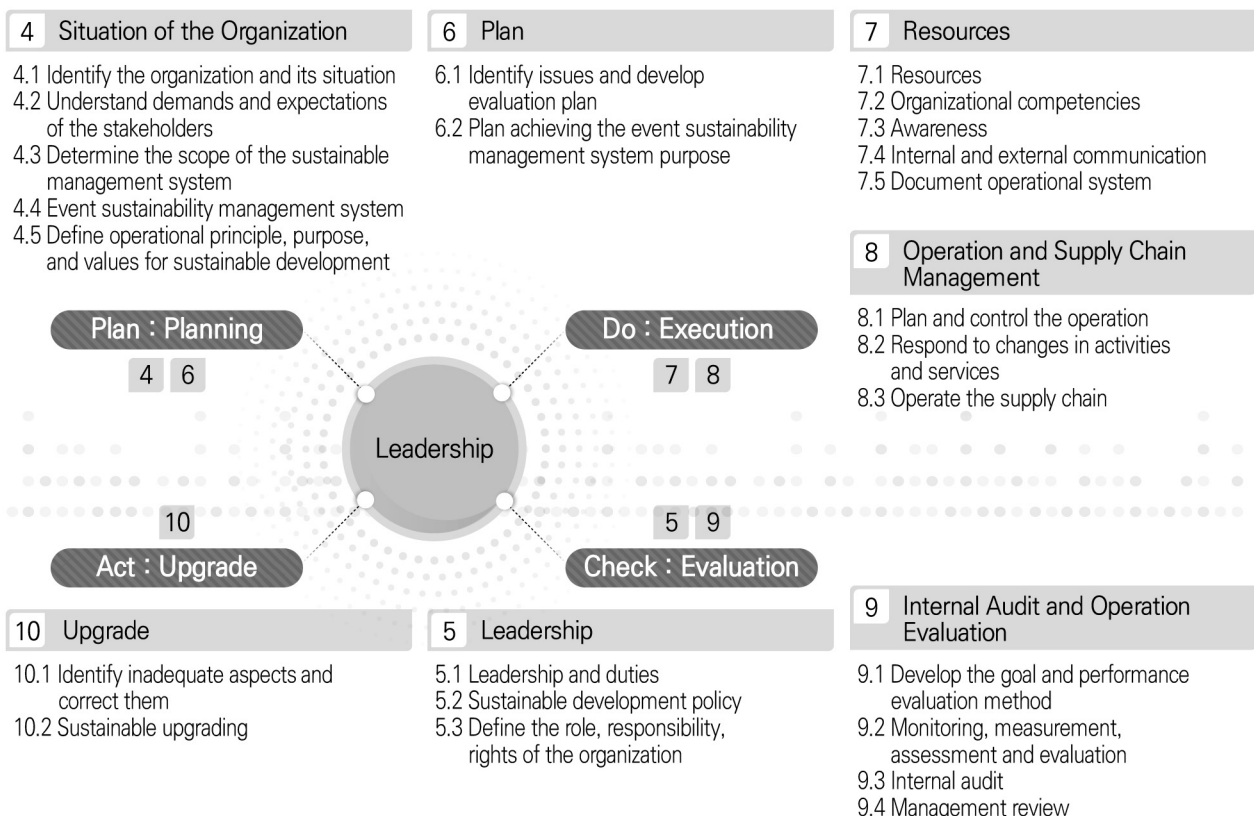
[Plan/Planning] It describes the things to be prepared in advance for the overall event operation, such as the division of responsibilities and roles for event planning, development of a policy for a sustainable MICE event, and allocation of resources for execution.

[Do/Execution] This is the stage where a policy for a sustainable event is adopted and the event is implemented. So it describes internal communication on a sustainable event, education & training on it, division of responsibilities and roles among event managers, and risk & materiality evaluation.

[Check/Evaluation] It describes the evaluation of the event's sustainable activities along with a review on sustainability compliance, and reporting the results to the top management for review.

[Act/Upgrade] It describes continuous implementation of sustainable event based on the evaluation result and through change and innovation.

Requirements for Event Sustainability Management Certification(ISO 20121)

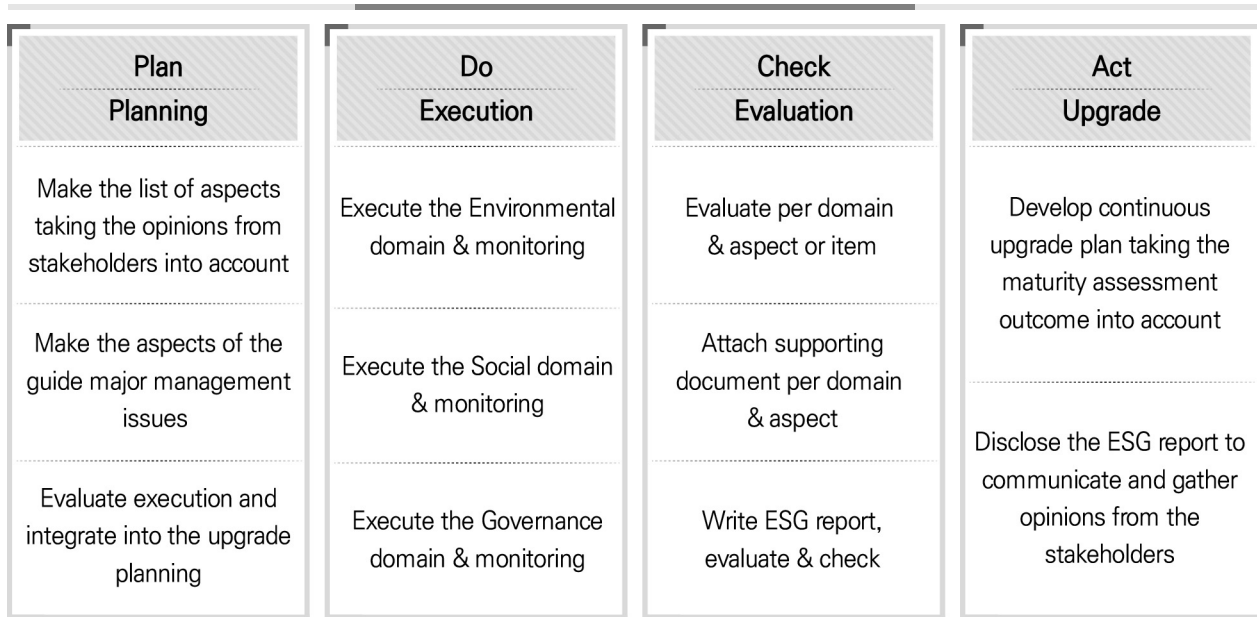




2) PDCA System of the Operational Guide

This Operational Guide is designed based on the PDCA system. So assessing work processes and implementing them in line with this Operational Guide can help the organization be certified by the ISO 20121 for event sustainability management.

Operational Guide's PDCA System



5. Basic Data for ESG Report Writing

Complying with the monitoring & reporting criteria for each domain & aspect can lead to writing a report in line with the GRI-G4 Event Organizers Sector Supplement Criteria.



Aspect	Indicator and Commentary
Social Section	
EVENT ORGANIZERS SECTOR-SPECIFIC COMMENTARY ON G3.1 LABOR AND DECENT WORK DISCLOSURE ON MANAGEMENT APPROACH	
Aspect	Commentary on DMA
DMA	Commentary added to consider the relevance of participants such as athletes and performers when addressing labor issues.
Policy	Commentary added to include employee turnover, employee retention, and compensation, during peak work periods.
EVENT ORGANIZERS SECTOR-SPECIFIC COMMENTARY ON G3.1 LABOR AND DECENT WORK INDICATORS	
Aspect	Indicator and Commentary
Employment	LX1 Commentary added to clarify the definition of workforce in this Supplement.
	LX2 Indicator title amended by adding: volunteers. Commentary added to report on volunteers. Commentary added to request explanation for high turnover of volunteers. Commentary added to report breakdown of new employee hires by status. Commentary added to identify total number of volunteers starting their engagement and leaving, broken down by age group, gender and region. Commentary added to report the total number and rate of new volunteers entering and leaving engagement during the reporting period, broken down by gender, age group.
Occupational Health and Safety	LX4 Commentary added to clarify the definition of workforce in this Supplement.
	LX7 Commentary added to clarify the definition of workforce in this Supplement.
Training and Education	LX8 Indicator title amended by adding: volunteers. Commentary added to report on volunteers. Commentary added to report the average number of hours of training and induction per year per volunteer. Commentary added to report the average number of hours of training per year per volunteer, by gender. Commentary added to provide guidance on which training programs to track.
	LX11 Commentary added to report the number of employees receiving employee training, the type of training, and how the training could benefit employees' future career.
	LX12 Indicator title amended by adding: volunteer and employee category. Commentary added to report on volunteers.
Diversity and Equal Opportunity	LX13 Commentary added to highlight the relevance of this indicator for the sector.
Equal Remuneration for Women and Men	LX14 Commentary added to highlight the relevance of this indicator for the sector.

Aspect	Indicator and Commentary
EVENT ORGANIZERS SECTOR-SPECIFIC COMMENTARY ON G3.1 HUMAN RIGHTS DISCLOSURE ON MANAGEMENT APPROACH	
Aspect	Commentary on DMA
Policy	Commentary added to report policy or policies on the protection of freedom of speech and freedom of assembly for all stakeholders throughout the project life cycle.
Organizational Risk Assessment	Commentary added to identify the opportunities and risks among sponsors, the supply chain, the event workforce and communities.
Impact Assessment	Commentary added to report on volunteers.
EVENT ORGANIZERS SECTOR-SPECIFIC COMMENTARY ON G3.1 HUMAN RIGHTS INDICATORS	
Aspect	Indicator and Commentary
Investment and Procurement Practices	HR3 Indicator title amended by adding: volunteers. Commentary added to report on volunteers.
Security Practices	HR6 Indicator title amended by adding: volunteers. Commentary added to report on volunteers.
EVENT ORGANIZERS SECTOR-SPECIFIC COMMENTARY ON G3.1 SOCIETY DISCLOSURE ON MANAGEMENT APPROACH	
Aspect	Commentary on DMA
Policy	Commentary added to report on policies related to sector-specific human rights issues.
Training and awareness	Commentary added to report procedures for training security personnel.
Additional Contextual Information	Commentary added to report evaluation of key risks and relevant stakeholders. Commentary added to report how inclusivity and accessibility are achieved in addressing and representing these stakeholder groups.
EVENT ORGANIZERS SECTOR-SPECIFIC COMMENTARY ON G3.1 SOCIETY INDICATORS	
Aspect	Indicator and Commentary
Local Communities	SO1 Commentary added to clarify the meaning of operations for event organizers.
	SO9 Commentary added to include sector-specific impacts on shared resources.
	SO11 Expressions of dissent by type, issue, scale and response.
Corruption	SO2 Commentary added to highlight importance of transparency and integrity in event organizers' actions.
	SO3 Indicator title amended by adding: definition of workforce. Commentary added to highlight the relation between the transparency and integrity of an event and the understanding and involvement of workforce members. Commentary added to include workforce definition and category in the scope of the Indicator. Commentary added to report on anti-doping, anti-bribery and anti-corruption training in sports events. Commentary added to report percentage of workforce who have received training on protection of confidential information.



KOREA
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Recommendations for Further Development



ESG Operational Guide for Sustainable Development of MICE industry



1. Recommendations for further development

Over the recent years, the introduction of sustainability in the host city and the level of sustainability achievement were included in the major evaluation criteria in organizer's venue selection processes. In response to this trend, this Operational Guide was developed to enhance Korea's MICE industry's competitiveness of attracting international conferences and lead them to realize the social responsibility by introducing sustainable management into their management system.

With the Operational Guide spread in the industry, the Convention Bureau, Organizer, and Convention Center have laid the solid foundation for strengthening sustainability of the MICE industry and created an ecosystem that can help boost regional development. However, ESG-related research in the domestic MICE industry is still in its infancy, and the lack of objective data accumulated in the MICE industry prevented us from conducting in-depth research. It is in this background that suggestions for future development are made as follows. They will also allow us to upgrade this Operational Guide and lead to further widespread use of this Operational Guide, which can enhance the ESG status of the MICE industry of Korea in the international arena.

First, in order to widely spread ESG in the domestic MICE industry, use this Guide as evaluation indicators for those projects that receive subsidy from the Korea Tourism Organization and Convention Bureau. And those subsidized projects need to report by monitoring the aspects identified in the guide as the ones related to Environmental, Social, and Governance.

Second, this Operational Guide evaluates whether or not each index by domain & aspect is executed in an attempt to spread ESG management in the MICE industry. It is necessary to develop a systematic evaluation structure that can help accumulate and utilize ESG data of the domestic MICE industry.

Third, once the data is accumulated, upgrade this guide into guidelines that enable in-depth and step-by-step evaluation so that the degree, efficiency and appropriateness of ESG execution can be evaluated at the assessment stage for each industry player.

Fourth, since those in the industry who have never used this approach may find it difficult to apply this guide on site, offer an on-site education of the ESG Operational Guide led by the Convention Bureau or associations of the MICE industry.

Last but not the least, the results of using this guide in the MICE industry can be written in an ESG report based on international standards so that ESG capabilities of the domestic MICE industry can be promoted abroad. Providing incentives to bench-markable cases and offering support for organizations to write reports based on international standards may be required.

ESG Operational Guide

for Sustainable Development of the MICE Industry

June 2022

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Published in June 2022

Published by the Korea Tourism Organization

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Research Organization: K&I Partners Co., Ltd.